



NINETEEN-SIXTEEN

JANUARY FIRST

# THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



CHARLES NEWTON CANDEE

See Page 34

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

## Sir W. H. Trickett, Limited

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**I**N Thanking the Canadian Trade for many favors extended during the past year, and appreciating especially the patience and forbearance exercised under most trying circumstances by both wholesale and retail trade, extend to them their most cordial wishes for

**A**  
**Happy and Prosperous**  
**New Year**



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Canadian Representative  
**J. S. Ashworth**  
TORONTO

**Waterfoot** (Near  
Manchester)  
ENGLAND

# WHY DIAMOND FAST COLOR

Nothing so cheapens a shoe as a brassy eyelet. In most instances it is more conspicuous than a break in the leather and even more difficult to remedy. But there is a sure way to protect your patrons from any annoyance in this connection. Diamond Fast Color Eyelets cannot wear brassy, they always look new and help to preserve the appearance of shoes throughout the longest wear. There is also a positive way to tell whether the shoes you purchase are fitted with them. Just look for the little diamond  trade mark raised on the surface of each. It is inconspicuous but very important. Your customers realize it. It is your guarantee that the eyelets are genuine Fast Color, for only the genuine Fast Color have the  trade mark.

**UNITED FAST  
COLOR EYELET COMPANY**

205 LINCOLN STREET, BOSTON

**UNITED SHOE MACHINERY CO.**

Lagauchetiere and St. Monique



# New Year Resolution

## Resolved:

*“To carry Macfarlane Shoes for children in Turns and Welts, and thereby increase my business and satisfy my customers”*



1164—College Girls' All Dongola Whole Fox Butt., pat. tip, low heel, welt, 2 to 7, D and E width <sup>1</sup> - \$2.25

We carry a  
full range  
in stock



1188—College Girls' Pat. Blu. Bal., dull calf top, low heel, welt, 2 to 7, D and E Width - - - - \$2.50

We take this opportunity of wishing every Retailer in Canada a Happy and Prosperous Year.

Macfarlane Shoe Co. Limited



## In-Stock Department



Don't lose sales because a certain shoe is out of stock. Our "In-Stock Department" contains 96 different lines, in all sizes.

The goods go out the day your order comes in. You get the shoes when you want them and make the sale.

## Getty & Scott Limited Galt, Ont.







No. 5182



## Wholesale Shoe Jobbers Now Showing the Great 1916 Line



No. 1400

You want the greatest power of selection? Then see the Elmira line—make a point of it. It is the range that offers Canada's best assortment of styles and colors in High Class Felt Footwear.

### Absolutely Dependable Quality

Is responsible for the great and growing popularity of Elmira Felts. Our rigid standard of workmanship prevails throughout the entire range, from the smallest child's size to the heaviest grade for men's outdoor wear.

Be sure to see the newest—**The Elmira Kozy**—a dainty and luxurious felt slipper, with soles of carded wool. It is produced in all sizes and in a range of popular colors that leaves nothing to be desired.



No. 5422

*Ask Your Jobber For  
Elmira Felts*

**The Elmira Felt Co., Limited**

FACTORIES  
BERLIN and ELMIRA



No. 5403



## BELL'S "UNLOCKED PROCESS" SHOE

Have you customers who would appreciate a shoe possessing the ease and comfort of a cushion, while scientifically supporting the arch as well ?

Then Bell's "Unlocked Process" Shoe is just what you are looking for.

It is the most recent development in shoe construction, supplying a constant "uplift" to the shank and giving a perfect body balance.

It retails at the price of a good welt giving you a good margin. Deliveries now being made.

**J. & T. BELL, LIMITED**  
MONTREAL, CANADA

Makers of High Grade Footwear  
and

Sole\* Makers of the Dr. A. Reed Cushion Shoe  
"The Easiest Shoe on Earth"





# Your "Regal Rights" Are Unassailable

Only one merchant in each town is granted the right to sell Regal Shoes and the right to avail himself of all the manifold advantages of the world-wide Regal reputation.

And while a merchant remains connected with Regal Shoes as an authorized agent, no other merchant in the same locality can buy Regal Shoes. The franchise is exclusive and carries with it the assurance of an absolutely prompt service.

*Orders generally delivered the day received from In-Stock Department that has never less than 35 distinct styles.*



Is any other merchant in your locality a REGAL Agent? If not, get in touch with us to-day. Write us for full details of our plan—you will never regret the move.

MADE IN CANADA

## Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave. - - Toronto





# SLIPPERS FELTS RUBBERS

## Prompt Deliveries

This immense business has been developed by the following of a policy of **Service**—of which **Prompt Deliveries** has been an outstanding feature.

Is your assortment complete?

Have you all sizes?

These are seasonable sellers and you cannot afford to be short.

**JAMES ROBINSON**  
MONTREAL





# McLAREN & DALLAS

Wholesale Distributors of  
**BOOTS, SHOES and RUBBERS**

**FALL & WINTER  
 1916 - 1917**

30 FRONT ST. W.  
**TORONTO**

**FALL & WINTER  
 1916 - 1917**

Our travelers are on the road with our new lines of felt footwear for the Fall and Winter season of 1916-1917, including a complete range of

*The Celebrated*  
**ELMIRA  
 FELTS**

In these goods many new lasts have been added, as well as many new combinations of felt and leather, and you will observe a considerable addition to the range of colors, making the line replete with very popular, fashionable shades.

As usual, quality is the keynote—quality in material, make and finish. Elmiras are a line of felt shoes that leave absolutely nothing to be desired, meeting as they do every possible requirement of the trade.

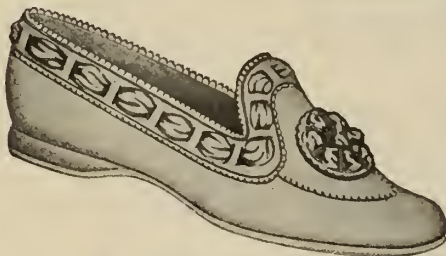
You will also be shown our complete new range of

- Moose Moccasins**
- Lumbermen's Knit Sox**
- Oil Tan Larigans**
- Hockey Boots, Etc.**

Send in your hurry-up orders for present season's requirements. Our stock is large and we can guarantee prompt delivery.



**McLAREN & DALLAS**  
 30 FRONT ST. WEST TORONTO



## HAVE YOU seen the **KIM - FELT KOZY LINE ?**

It is the newest, most up-to-date line of Felt Slippers on the market. New ideas, new lasts, new colors.

Comfort is a first essential. Each cushion sole contains one full inch of Kozy carded felt.

In attractive styles, in range of sizes, in variety and richness of colors Kim-Felt Kozy Slippers have no equal.

Our line also comprises a full range of Felt Bals. for young and old for the coldest climate.

**Ames - Holden - McCreedy**  
Sole Selling Agents

**The Kimmel Felt Co., Limited**  
BERLIN, ONT.



Do you know the reason why  
Weston's Shoes are "Best to Buy?"  
Quality and Style are there,  
Weston's Shoes are "Best to Wear."

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"You tell me," said the Poet a few days ago, "that the demand for WESTON'S SHOES is growing by leaps and bounds—sales simply booming—that it is imperative that quantity of output be considerably augmented, that the—in short," he continued in the language of the famous Mr. Micawber, "we are about to make a tremendous SPRING."

"It is quite true," we remarked briefly. "We have all the business we can possibly handle till May 1st next."

"Then pray tell me," said he, "in this time of stress and (to a certain extent) depression, how do you account for this?"

"There are several reasons," we replied. "The people have found out that WESTON'S SHOES wear well—solid insoles and counters, full length vamps and all that sort of thing—that they are easy and comfortable and that they give the foot a neat and stylish appearance. You know the old saying, 'A satisfied customer is the best advertisement.'"

The Poet's usually mild eye was by this time glaring wildly. "It is as I feared," he thundered, "your mind grasps only the material things while the finer efforts of our nature leave you untouched. Are you not aware that my muse is celebrated from Vancouver Island to Cape Canso? My justly celebrated epic commencing

' 'Tis an adage known of old  
Goods well purchased are half sold,'

is recited from end to end of our Fair Dominion. Has this had no effect? Are our Canadian people deaf and blind? Do you think—"

But we could not think. We had been pounded into unconsciousness and all was blank.

\* \* \* \* \*

When we revived the Poet had gone, but his words still rang in our ears—

"Do—you—know—the—reason—why?" etc.

*Diamond Shoe*  
*Queen City Shoe*  
*Canadian Girl*

**Weston Shoe Co., Limited**  
Campbellford, Ont.

# 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 COMPANY OF  
CANADA, LIMITED

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street,  
QUEBEC





# Trade's going to be good for you all the year 1916

How do we know? Well, we are optimists and have spent years in cultivating the knack of seeing the barrel that spreads all around a bunghole. And something tells us the average shoe merchant is going to prosper well in 1916.



*Tebbutt's*  
*Solid Comfort*  
*Producers*



have had an excellent year in 1915—seldom better, in fact. This we attribute to the growing realization among wide-awake retailers that these two lines of shoes fill a demand that nothing else can meet with real satisfaction.

Faultless in Fit and Finish—  
—Friendly to the Feet

These are the reasons why, and, being the reasons why men want them, they are equally good reasons why you should stock them. Ask your jobber about **TEBBUTT'S**.

## The Tebbutt Shoe & Leather Co.

Three Rivers

Quebec



# “Yamaska Brand”

## FAULTLESS FOOTWEAR FOR Men, Boys and Youths

Our 1916 range now being shown is one that certainly deserves your attention. It is primarily a staple line, a line made to suit the big, steady demand for shoes of sensible shape that will give comfort and good wear.

*“Safe as the Bank of England”*

You never risk the loss of a single copper when you invest in a stock of Yamaska Brand. There is no line of footwear in the world more certain of sure, steady sales. See the 1916 range—the quality, variety, neatness and value will convince you.



La Compagnie J. A. & M. Cote  
St. Hyacinthe, Quebec

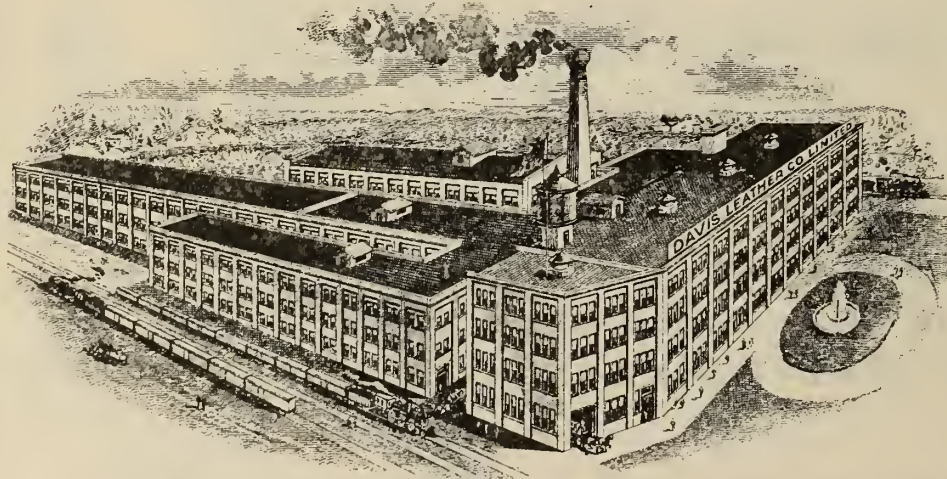


THE LARGEST TANNERS OF CALF LEATHER IN  
THE BRITISH EMPIRE

# 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.**

# ONCE AGAIN Tetrault Blazes the Trail



**Tetrault Military Waterproof**



**Tetrault Military Dress Boot**

**Y**OU can depend on the Tetrault Factory to correctly forecast the demand in shoe styles.

The introduction by Tetrault of the Heavy Military Ankle Boot with viscolized sole, as shown above, has been justified by the enormous sale this last has enjoyed.

The double sole and winter calf upper makes it the ideal boot for winter wear without rubbers.

Live retailers everywhere are selling them daily at a good profit.

Tetrault can deliver requirements immediately. Get in on this good thing at once.

**A**BSOLUTELY the latest thing in men's footwear is the Military Dress Boot, here shown, introduced by Tetrault, as usual. It is a boot to be worn after hard work, having a light but strong sole, and being lined with heavy brown duck which makes it stand up well.

The heel is nailed right through. Its color is a beautiful shade between tan and mahogany, and the fact that it is made on a military last gives it a dash and snappiness few models possess.

Be advised that this is a big seller in the next few months and wisely order an assortment of sizes from Tetrault for immediate delivery.

**Largest Men's Goodyear Welt Manufacturers in Canada---Bar None**

## **TETRAULT SHOE MFG. CO.**

**331 Demontigny Street East, Montreal**



*“Not in any Trust”*

## “COLD-PROOF” FELTS

*The Felt Footwear of Quality*

Among other quality features that distinguish the “Great West” Cold-Proof line is the fact that we manufacture our own felts.

This is one of the secrets of our superior values. Even the machinery used in the manufacture of felt is the product of our designers.

### *From Start to Finish*

every detail in the manufacture of “Great West” Cold-Proof felt footwear is the subject of unremitting care—a policy that results in perfect satisfaction for every merchant and every wearer.

A magnificent range for Men, Women, and Children of styles in all popular colors.

Ask your jobber for the “Great West” Cold-Proof Felts and write us for illustrated catalogue.



No. 114—Men's Felt Bal., Pebble Vamp, Leather Facing and Back Strap, Felt Sole and Heel.



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

**The Great West Felt Co., Limited**  
Elmira, 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





28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



**A NEW ERA**  
in the Felt Footwear Industry of Canada  
is heralded by our  
**1916 CATALOGUE**  
of  
**DOMINION**  
**WARM FELT FOOTWEAR**  
AND  
**KOZY SLIPPERS**

You owe it to yourself to get acquainted with what we are offering this year in Felts. If you have not received one of these catalogues, copies can be obtained at our branches until the supply is exhausted. Write for one.



**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.

28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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92 Market St., Manchester

## STEADILY FORGING AHEAD

**The Business Situation Improves Each Month—Buying  
in All Lines Shows a Steady Increase—Last Year  
Showed Wonderful Recuperation Over 1914**

**I**T is not a matter of whistling to keep up courage. From every reliable source of information comes word of improved business conditions. Some wholesale houses report that they did more business during the last three months of 1915 than in all the previous months put together.

Manufacturers in all lines report a greatly enhanced demand, especially for staple lines in which stocks have become abnormally low. Retailers for over a year have been following a course of the utmost parsimony in buying with the result that they have only had enough goods on hand to keep things moving.

With the Christmas rush these limited facilities for supplying the needs of customers have been seriously impaired and for two or three weeks past manufacturers and jobbers have been importuned for sorting goods that they have not been able at all times to supply.

In clothing, footwear and apparel generally there has been a marked movement within the past three weeks and the year opens with every indication of better things all around. There is room for improvement still, although as spring business opens up there will be no doubt a further impetus given to trade.

Retailers have their part to do and they should do it. If a little more "ginger" were put into pushing sales, a little more "pepper" into the advertising and business thus put upon an aggressive war footing there would be a change recorded even for the two dullest months in the year. The people seem to have the money, as Christmas trade has already proven to some extent, and a little coaxing ought to bring some of it out.

"Faint heart never won fat turkey." Get up and hustle. Don't save ammunition or your enemy may turn your flank. There is a tide in the affairs of men which, taken at its height, leads to victory in business as well as in battle. **PUSH NOW.**

## SCORING SUCCESS IN SHOES IN SMALL TOWN

**Problems to Be Solved are Different From Those of City Merchant, but Local Conditions in Buying, Displaying, Advertising, Selling and Stock Keeping Can All be Made to Contribute to Larger Trade—What Mouth to Mouth Favorable Comment May Accomplish**

The small town retailer who pays close attention to the buying end of his business usually gets his share of the shoe trade in his community.

In one town of some 500 inhabitants a new merchant arrived. He bought his store from an established merchant, who had specialized in groceries, and prepared to sell shoes.

He had never lived in a small town; he had heard somewhere that the class of citizens from which his trade would be recruited were strong for bargains. He judged that late styles would not be in demand. He decided that high-grade shoes would be beyond the purse of the majority of the citizens. With these ideas in mind he stocked up with odds and ends, which he bought cheaply and could retail at moderate prices and still make a good profit. He desired to give his customers good bargains, but his shoes didn't sell.

Youths from the country looked over his stock, smiled behind their hands, and fled out of the door. When the dealer mentioned reduced prices they traveled all the faster. The only sales the dealer made were to customers who didn't care particularly what they bought, just so it was cheap.

### The Barber Gave Him a Pointer

"This won't do," explained the dealer to another business man who had become chummy with him. "I am doing the poorest business I ever heard of. I'll have to move out and go where shoes are in demand."

"The right kind of shoes are in demand here," replied the young barber. He extended his neatly shod feet. "See these shoes," said he. "They're the new English style," replied the dealer. "Shoes of that grade do not retail for less than five dollars."

"I could have sold twenty pairs like these if I had been supplied, during the past two days," explained the barber. "All the boys like this style. Why don't you stock up with up-to-date quality shoes. The styles you are selling, or trying to sell, were in fashion five years ago."

The dealer asked his young business friend to assist him in selecting a new stock. He gladly complied.

"Now," said the dealer, "when those shoes arrive I want you to inform each of your interested friends that I have the new styles on hand, and will guarantee satisfaction. If the boys want style, they'll get it; there is no need for them to go to the larger towns. Fire away."

### Passing the Good Word Along

His young business friend began to recommend the shoe dealer's stock. Customers arrived and the dealer began to make sales. His late model shoes sold on sight; salesmanship was not required. The dealer began to realize that mouth to mouth advertising was a trade pulling proposition in a small town. Where so many citizens were intimately acquainted, mouth to mouth advertising progressed automatically. If the dealer carried the proper stock he would do a good business with a minimum amount of effort. If he sold up-to-date goods, the news would quickly spread, and his store would be avoided by shoe customers.

The above facts relate to the sale of dress shoes, but work shoes, or shoes for the laboring man, are "best sellers" in the town where farmers trade. The farmer, no matter if he is worth \$500,000, is apt to wear work shoes five or six days in the week.

There is one dealer in a town somewhat larger than the first mentioned, who does a larger business than any of

his competitors. He occupies a modest store and is not very favorably located. But he sells shoes! A friend who was interested in the matter asked the dealer why he had such good success.

"I specialize on the sale of popular shoes," replied the dealer. "I do not attempt to carry a wide variety of styles. I have two styles of work shoes; one style is lighter than the other and sells for less money. Both styles are manufactured by the same firm."

### Specializing in Work Shoes

"I have built up a large business through the advertising which these two styles of work shoes have given me. I sell the majority of the laboring men in this vicinity. Carpenters, masons, farmers, etc., have found that these shoes are exceptionally serviceable. By selling large quantities of these two styles I can make attractive prices."

When retailing shoes in the smaller towns dealers have many problems of advertising to face. Frequently an advertising campaign gives disappointing results. There is only one successful method of advertising shoes. The shoes should be allowed to advertise the store. There are several methods of accomplishing the desired result; but each method bears directly upon the main object. If quality shoes are well advertised, the dealer will be well advertised also.

Newspaper advertising, moving picture advertising, and outdoor advertising are all time tried and successful methods of attracting customers to the dealer's place of business. Newspaper advertising is perhaps the peer of any other method, although in some instances other methods might give better results. The dealer who requires the assistance of a well-directed advertising campaign will find that the three methods, used in conjunction, will be most helpful.

### Using the Movies and Posters

Moving picture advertising has given satisfactory results for the majority of small town shoe retailers who have given the method a fair trial. In the small town the moving picture show is appreciated. Everything thrown upon the screen receives marked attention. The best class of citizens can be found among the audience. In the average small town the moving picture show is the sole place of high class amusement. The retailer who wishes to increase his sales usually does so after throwing advertisements upon the screen.

One dealer who has sold shoes in a small town for more than thirty years believes outdoor advertising is the best method of giving publicity to a stock of shoes. He generally uses posters put out by the manufacturers, and distributes them thoroughly over the country. When a dealer draws considerable of his trade from the rural districts outdoor advertising is especially advisable.

"I didn't appreciate or understand the advantages of window display until I tried it," remarked another small town dealer. "I moved into a store which had two large windows. A salesman advised me to let the show windows assist me in drawing trade. He gave me some advice regarding how to display shoes and I decided to get busy. I wanted to get the trade of the young men and boys; for this purpose I had stocked some nobby styles. I displayed samples of the stock and watched for results. My show window was well lighted; at night the shoes showed up well from the street. While a display such as the one I made would be classed as ordinary in any city, it was superior to anything of the kind which had ever been done in my town."



# ASCERTAINING PROFITS AND VALUE OF STOCK

**The Correct Method of Preparing Annual Fiscal Statement—What Should be Included in Your Assets and the Items that Should be Computed as Liabilities—All Items Should be put at Their Present Cash Value—Different Bases of Appraising Fixtures**

You have completed your business record for 1915. Now the month of January will be devoted to stock taking and probably to conducting your semi-annual clearing sale of odds and ends.

How do you take stock—on what basis? How do you arrive at values and in what way do you compile your financial statement so that it will show you at a glance just where you stand and how much money, if any, you made during "the war year"?

Here is a sample financial statement showing how this important record should be made out.

RESOURCES	
Amount of stock.....	\$2,470
Accounts on books.....	1,235
Fixtures and equipment.....	675
Cash in bank.....	585
Cash on hand.....	90
Bills receivable.....	370
	\$5,425
LIABILITIES	
Amount due on stock.....	\$1,365
Drafts and cheques signed.....	345
Other obligations.....	90
Resources over liabilities.....	3,625
	\$5,425
Resources over liabilities—this year.....	\$3,625
Resources over liabilities—year ago.....	2,400
	\$1,225
Net profit for year.....	\$1,225

In the foregoing case the total stock was found to amount to \$2,470, and with other assets, including book debts, equipment, cash and notes, made total resources of \$5,425. On the other hand, the liabilities of the business, including amount due on stock, drafts signed, and other obligations totaled \$1,800, leaving a balance of \$3,625. Last year, when this dealer took stock, he had a balance of \$2,400, so that his net profit for the year amounted to \$1,225.

If any money has been added to or taken from the business during the year the amount should be added to or deducted from the balance to arrive at the real net profit for the year.

Stocktaking in itself is only the first step towards the making out of an annual financial statement that will show you the exact standing of your business and allow you to judge with a degree of accuracy just what progress you have been making in the matter of profit. A correct yearly statement is of immense value to you, and every care should be exercised in compiling it to make it accurate.

## What to Include in the Summary

The financial statement is a summary of the assets and liabilities of the business. Assets include amount of stock, accounts on books, fixtures and equipment, cash in bank, cash on hand, and bills receivable. Liabilities include amount due on stock, drafts signed and not due, and all other outstanding obligations of the business.

By balancing liabilities against assets, the net worth of the business is secured, and by comparing this with the standing when the financial statement was made out previously, the net profit for the year will be ascertained. You

are then in a position to judge whether profits for the year have been satisfactory.

It will at once be apparent to you that all items should be put in at their present cash value so that the annual statement will be a true reflection of the actual cash value of the business. Book accounts should be put in at their actual collectable value.

Different methods are used in listing figures. Some dealers deduct a certain percentage each year for fixtures. The percentage of reduction is based on the life of the fixture. For instance, if the life of a fixture is estimated at seven years, 14 per cent. plus would be deducted off the cost yearly. Say, if a fixture cost \$100, then the dealer, operating on this plan, would reduce the value of it in his inventory \$14.30 each year.

## Valuing the Fixtures and Store

All dealers do not favor this plan, some arguing that a fixture may be worth as much to-day as it was a year ago, and that, therefore, you should use your own judgment in setting the value of his fixtures. They, at least, should not



OUT YESTERDAY—OUT OF DATE TODAY

be listed at the cost price, because a used article cannot be sold for its cost, even though it may be practically as good as new.

In case you own the building you occupy and wish to include it in the statement, if there has been any advance in the value of the building the amount of advance should be deducted from the net profits of the year to show the exact amount of money made by the business itself. The advance in the value of the building should have nothing whatever to do with the profits of the business. If, however, any improvements have been made in the building during the year, and the cost has been borne by the business, it is then only right that the advance in value should be allowed in the net profits.

Every retailer should size up the condition of his business at the end of the year to find out how he has done in the matter of sales and profits. No one should go on from year to year without knowing exactly what progress he is making in regard to sales, and if he is making sufficient net profit from his business.



# ATTAINING EFFICIENCY IN THE SHOE BUSINESS

**Don't Allow More than Five Per Cent. for Rent, Two and a Half for Advertising, Five for Selling, Five for Administration, One for Light and Heat, and One and a Half for General Expenses—Gross Profits Should be 20 Per Cent. and Net 10**

"Efficiency has become the national watchword in its application to business methods.

"Literally interpreted it means placing one's business on a scientific basis, eliminating lost motion, haphazard, catch-as-catch-can methods, in other words, getting a maximum result with a minimum energy. And it's a profound and beautiful study. We'll never attain perfection. We'll never be as efficient as the generation that follows, even as the past one was not so efficient as is this generation. This is a world of progress, and new and more efficient methods will always be found to supersede the old.

I have been in one store in Cincinnati for thirty-seven years. I mention this because, standing, as it were, upon the same platform and reviewing the procession from one point, I am probably in a better position to note the changes in mercantile methods than is the man who changed his location with more or less frequency and whose observations were made from his experiences, and who was perforce compelled to assimilate the changes more rapidly.

"My first duty when I entered business was to wash the lamps, fill them with coal oil and trim the wicks. I can well remember what a great stride forward we thought we had made when gas was introduced, and we didn't know what a Welsbach burner was. When electric lights came, you all remember the original bulbs and the feeble lights they diffused, we thought when we turned them on that we were giving the public an electrically illuminated display.

"These are a few of the outward manifestations of changes in progress. The evolution in business methods, while not so observant to the eye, is nevertheless equally pronounced and marked.

## The Old Methods Discarded

"When I first became old enough to assume any responsibility we simply bought goods and sold them. We ran our store the best we could, took account of stock the first of the year and had to wait until the books were closed and the balance was struck to know whether or not Dame Fortune had smiled or frowned upon us. We used to wait with fear and trepidation, as we felt that any hope we had for advancement in our positions rested on the result. Later I acquired an interest in the business and participated more actively in the management, and the conviction came to me slowly, but none the less surely, that there must be a better way.

"And so, gentlemen, working along I became obsessed with the idea that we should prepare a yearly budget, that we should analyze our business based upon the previous year's record, and that's always a safe method of making deductions, because we know what we did and we are safe in assuming that we will do as well or a little better. Therefore, our estimates could be made with reasonable accuracy, so we evolved the budget system.

"First, as to buying. We took our sales, deducted percentage for profit, getting down to the actual cost of the goods disposed of, and those figures give us our purchases for next year. We know to a reasonable certainty that if the same ratio of business is maintained for the ensuing year that we can't be overstocked.

"How well this system worked can be attested by the fact that in the past five years our stock at invoice time has increased only to the extent that our sales have increased.

"The buyers know that they cannot buy more than the

figures given them, and that makes them more careful and economical of their purchases. They conserve their buying and economize wherever possible in order that they may safely pass through the season and not be in the position of wanting certain goods and being unable to get them because they have bought too much of something which they shouldn't have, and find themselves stocked up to the limit.

"So, gentlemen, that makes for efficiency. Next we analyze the expense of the past year, and we assume, say, that we should make a net 10 per cent.

"Now, taking round figures, we will say that we did a business of \$100,000 on which we made a gross profit of 30 per cent. We hope to clear \$10,000, which is 10 per cent. leaving us 20 per cent. with which to operate. I use these figures simply as a basis for comparison.

## Can you Maintain These Figures?

"We have fixed expenses, such as rentals, on which there can be no economy practiced. Then comes administration expense, which is salaries of all our non-producing employees. This means everyone excepting the sales clerks. Then there is advertising, light and heat, selling and general expenses. Now, we'll say that 5 per cent. goes for rent, it shouldn't be any more and ought to be less, 2½ per cent. for advertising, 5 per cent. for selling, 5 per cent. for administration, 1 per cent. for light and heat, 1½ per cent. for general expenses, which includes, of course, new fixtures, painting, decorating, replacements, etc., That's 20 per cent. Now there's your budget. Can you maintain those figures? If you can and do, it is as certain as the sunrise you'll make your 10 per cent. clear, and you don't have to wait until the end of the year to find out.

You can figure it out at the end of each month, each week, or each day. You know unless you meet with some unforeseen calamity, such as fire, death or misfortunes on which no calculations can be based, that you'll obtain your desires and that your business will earn for you the amount set down in your calculations. And you should watch it unceasingly. Just as eternal vigilance is the price of liberty, so is it the price of successful business. And that's efficiency.

"If your administration is costing too much, reduce it. If your sales are not being made within your estimate, the sales force is inefficient. It should be changed or reduced. If you are spending more than you set aside for advertising, cut it out. If you like to paint up and put in new fixtures and your figures show that you can't afford it, don't do it. If your light is running higher, cut it short. Impress upon everyone in your employ the necessity of economy. And all that makes for efficiency.

"Your office help will become more efficient. Your sales force will know the price of a job is delivering the goods. Watch your advertising more carefully. You will be surprised yourself what you can save here and there, and how as good or better results can be obtained on less expenditure of money.

"All these things will make you a better merchant. And they'll bring you and your people into closer harmony. They'll know what you know—that it means the advancement of their own interests because no latter day merchant will refuse to divide as generously with his employees as his prosperity will permit.—J. P. Orr, of Cincinnati, in a recent address before Business Men's Association.

# GETTING IN THE MONEY THAT PEOPLE OWE YOU

**How to Word Appeals That Will Have the Desired Effect—Point Out to Slow Payer the Value of Good Credit Standing and Lead Him to Believe that You Have Confidence in His Ability and Willingness to Pay—Rarely Ever Necessary to Resort to Legal Means if Discretion, Firmness and Business-like Methods are Employed**

At the beginning of the year it is advisable to collect all your outstanding accounts and no more favorable time presents itself. In fact the month of January should be the great settling up period.

Have you any system of bringing hard-shelled, slow-pay patrons to time without giving offence or creating trouble? You want the money that is owing you on the books and you desire the continued patronage and goodwill of the customer. You can generally secure all these by giving a little thought and study to each particular case. Do not rush off to a collection agency or a solicitor. You know—as they do not—to a very large degree the characteristics, habits, standing, scale of living and personal peculiarities of each patron who is on your ledger. If you do not then you should not have extended any credit. Now you are competent to deal with your accounts individually and can, except in instances of exceedingly "tough propositions," induce them to pay you much more quickly and graciously than they will yield to the solicitations of an outsider.

If every dealer would make it an invariable rule to "play safe," giving himself the benefit of the doubt at all times, the number of bad accounts on his books would be much smaller. However, there is no chance to get away from them entirely, unless operating on a strictly cash basis. When a man applies for credit, his past record is practically the only thing the merchant has to go by. And it frequently happens that a man whose credit has always been above reproach, for some reason falls into the "slow pay" class, which is the first step toward making him a doubtful risk.

## Give Attention to Collection Letters

Comparatively few retailers have gone into the collection problem deep enough to discover the most effective means of getting the money. Ordinarily they send out statements once or twice, and to those who fail to respond they then make perfunctory appeals through letters.

It is a wanton waste of time and labor to send out collection letters that are gotten up in a haphazard, loose-jointed manner. Simply calling the matter to the debtor's attention is not sufficient when it has reached the point where a letter is necessary. Considerable thought must be given to construction. The whole thing must be worked out the same as an effective advertisement, or selling talk. The viewpoint of the debtor must be considered—the possible reasons why he doesn't pay anticipated, and argument produced that will offset all opposition.

A surprisingly large number of almost any dealer's bad accounts can be collected without even antagonizing the debtor if the proper method of approach is used. The average slow-payer is not entirely devoid of honor, and it has been proved that many who are absolutely bluff-proof and execution-proof will come across with the money when appealed to in the right manner.

That a man's credit standing is of inestimable value to him is a well established fact. The slow-payer either doesn't fully realize that in permitting accounts to run long overdue he is jeopardizing his credit, or else he doesn't thoroughly appreciate the real worth of having a good standing with the business men of his community. Bringing the debtor to understand that withholding payment of his obligations

really works a serious injury to himself is a potent factor in making collections.

## Letter Used by a Western Dealer

The following is from one of a chain of letters used by a Western dealer:

"Your past record does not indicate that you are the sort of man who would wilfully sidestep a just obligation, and we don't believe you are. However, your action in permitting this account to run so long is creating a decidedly unfavorable impression—an impression that is seriously injuring your standing with this firm."

The letter containing this paragraph has been very effective in collecting long standing accounts. The dealer says it has brought settlement in some of the most hopeless cases. Debtors who successfully withstood the attacks of other merchants, assisted by collection agencies and attorneys, have responded to this appeal. There is no question but that it strikes the spot in the majority of cases. It leads the debtor to believe that the creditor still has confidence in his ability and willingness to pay, but warning him that this confidence is being shaken by his delay in settling.

## Another Good Collection Letter

Here's a paragraph from another good collection letter:

"The margin on which we do business demands a strict credit policy. Were we to allow you unlimited time in which to pay this account, we would be obliged to grant others the same courtesy; and though you would not abuse the privilege, there are some who would. For this reason, we must ask that you settle at once."

The dealer in this letter presents a very logical reason why he must insist on immediate payment, at the same time flattering the debtor by causing him to believe that he is considered absolutely good. Either of the two appeals mentioned are specially designed to get the money without giving offence; and this is always the better plan to pursue wherever possible.

## Appealing to Honor of the Debtor

The following is taken from a letter written to a debtor who ignored the first request for settlement:

"Had we not considered you thoroughly honest, we certainly would not have granted you this extension of credit. Your failure to pay at the time agreed, together with your ignoring of our first letter, is a surprise and disappointment to us. However, it has not shaken our faith in your integrity. We still think you'll pay this account and not force us to sue for settlement."

## The Final Appeal Before Suit

The following is from a final appeal before suit:

"We assure you we have no desire to in any way injure your credit standing in this community. We much prefer to protect it, and keep you on our list of 'desirable customers.' A first-class credit is

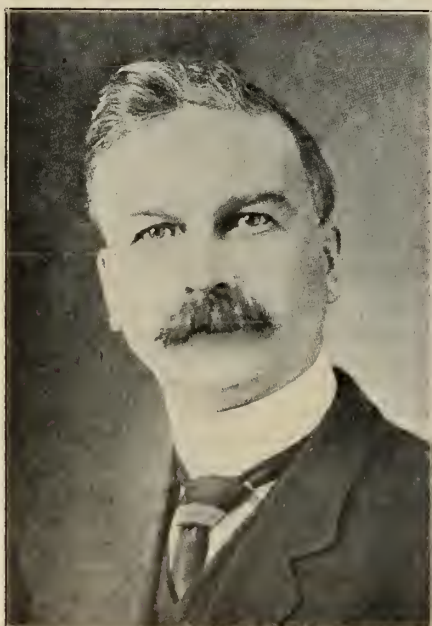


a most valuable asset to you—its real worth cannot be measured in dollars and cents. Therefore, we ask you, in all sincerity, to think twice before compelling us to take legal action in forcing payment of this account, thereby making public a matter that will seriously impair your standing with all business men of this town. We are going to give you ten days more in which to pay this account and save your credit. Suit will be brought immediately if settlement is not made by the end of this period."

Of course, no dealer can well afford to become extensively involved in lawsuits, nor should this be necessary. However, it is advisable to occasionally make examples of certain hard-shelled debtors for the effect it will have on others. Once you win a reputation for doing as you say you will, money should come in with little difficulty; for delinquents will know what to expect if they don't pay.

#### MR. DAGG RE-ENTERS SHOE GAME

E. A. Dagg, who for a long time was manager of the Calgary branch of Ames-Holden-McCready, Limited, but retired nearly two years ago to enter upon his duties as one of the official assignees for the province of Alberta, opening an office at 328 Eighth avenue west, Calgary, has decided to re-enter the shoe business. For the present he is associated with H. S. Reynolds, who has traveled extensively for the old James McCready Co., Williams Shoe, Limited, and the Canadian Consolidated Rubber Co. They will represent Berlin felts and slippers, a line of rubbers for the Canadian Consolidated Rubber Co., and Craig-Cowan Manufacturing Co. (mitts and gloves), for the province of Alberta and Eastern British Columbia. A number of leather shoe firms will also be represented by them. Mr. Dagg is a public-spirited citizen of Calgary and has always taken a deep interest in the Board of Trade (of which he is a former president) hospitals and other institutions. He traveled for many years throughout the West and is familiar with every foot of the territory. He was employed by Ames-Holden Co., Montreal, eleven years



E. A. DAGG, CALGARY, ALTA.

previous to the amalgamation with the James McCready Co. some five years ago, and took charge of the Calgary warehouse when it was opened. A host of friends will welcome him back in the shoe ranks.

#### SUDDEN DEATH OF MR LINDSAY

With startling suddenness, death came to John Knox Lindsay, of Toronto, financial manager of the Ontario Division of the Canadian Consolidated Rubber Co., at the



THE LATE J. K. LINDSAY, TORONTO

family residence, 104 Albany avenue, Toronto, on December 26th. He had suffered a temporary attack of heart disease, but had recovered sufficiently to resume his duties. A few days later he complained of feeling unwell and returned to his home. He was sixty-two years of age and was born in county Down, Ireland. Educated in the Old Country, he served as a banker for some years and then, yielding to a spirit of restlessness, decided to travel, which he did extensively, sailing both the Pacific and Atlantic oceans. He then came to Canada and followed banking, being in the service of the Canadian Bank of Commerce. He was next connected with the Fogarty Shoe Co., of Montreal, as financial manager. Leaving that city he settled in Toronto, assuming the duties of secretary-treasurer of the J. D. King Shoe Co., then the largest manufacturing firm in the footwear line in the Dominion. In 1889 he resigned in order to become a member of the Robinson & Lindsay Rubber Co., which was conducted for a number of years. In 1910 he entered the service of the Canadian Consolidated Rubber Co. as financial manager for the Ontario Division. His funeral was largely attended, many beautiful floral emblems being sent by the local staff of the Canadian Consolidated Rubber Co., T. H. Rieder, vice-president and general manager; R. E. Jamieson, general sales manager; Walter Binnmore, treasurer, Montreal, and others. R. W. Ashcroft, of Montreal, publicity manager of the company, represented the head office at the last sad rites, the remains being interred in Mount Pleasant Cemetery. Mr. Lindsay is survived by his wife, two sons and two daughters. His passing makes another break in the ranks of the veteran shoe and leather men of the Dominion for, by his quiet manner and courteous disposition, he endeared himself to a wide circle of friends. Mr. Lindsay was one of the most capable accountants and financial men in the profession, with a comprehensive grasp of affairs, his early banking training qualifying him thoroughly for the responsible posts that he filled with credit to himself and satisfaction to those whom he served.

# SHOEMAN SEES HOW OTHER STORES DO THINGS

**He Goes Out to Get Fitted With Certain Kind of Shoe and Has Some Interesting Experiences—Was Told in One Shop That He Was Wearing the Wrong Style and Then He Became So Disgusted With the Treatment That He Walked Out**

Editor, SHOE AND LEATHER JOURNAL:

Sir,—May I have space in your Journal to recount my experiences of the past week in a Montreal shoe store. Before I proceed, I would like to say I worked as a salesman for 15 years in some of the best shoe stores in Canada and United States. Last Monday morning I decided my shoes were pretty well through their journey, so I strolled down street to purchase a new pair.

Now I always wear a straight last vici kid bal, price from \$7.00 to \$9.00. The first shop I went into was fitted up with expensive fixtures. The clerks looked very immaculate, and, in fact, the surroundings were such as to give a customer a good impression. But I was doomed to be disappointed. On entering the store I noticed two salesladies and one salesman standing about half way down the aisle, holding what seemed to be a very interesting conversation. I sat down on the nearest seat and waited for one of these clerks to come over to me. Presently he strolled along and inquired if I wished a pair of shoes. I asked him to show me the nearest style he had to the ones that I was wearing. He did not consider it necessary to sit down on the fitting stool and take my shoe off. Instead, he asked what size I wore.

Now, I generally wear 8½ B or 9 A. As soon as I told him he informed me they did not have my size. Remember, I had not looked at a shoe in that store. I then went down to the next store, and, oh, such a change. A salesman was waiting at the front of the shop and as soon as I got inside he stepped up and inquired what he could do for me. On being told what I wanted, he asked me to be seated. Then before asking any more questions he took off my shoe, measured my foot, and in fact, showed that he was a real, live salesman who understood his business. He brought a vici kid blucher on a fairly straight last and asked if I cared for that style. I explained that I wanted a bal, so he brought me a velour calf straight last bal. As I said before, vici kid is all I ever wear, consequently his styles did not suit.

When he saw I was not satisfied with his shoes he put on my shoe, laced it up and took great pains in explaining that his firm had been unable to get that particular style. However, he offered to have a special order sent in and have my shoes for me just as soon as possible and not charge me more than the regular price. Need I say this salesman appealed to me? He was willing to do his level best to satisfy me, even though he lost a good sale. I told him I wanted my shoes at once and would try down street. When I left him I had a feeling that his firm appreciated me going into their store.

## **This Salesman Knew It All**

The next store I struck was a smaller one which tries to cater to a high class trade. They had just the shoe I wanted, but the nearest size they had was 8½ C. The salesman, who by the way, was decidedly polite, wanted to put an insole in the shoe in order to make it fit better. When he thought he was losing the sale he called the head salesman, who came down as though he would bite my ear off, and enquired what my trouble was. It did not take very long to tell him what I wanted, but imagine my feelings when I heard him say I was wearing the wrong style shoe

and should have a swing last. I haven't worn a swing last shoe in 15 years. Again I explained what I wanted, but with no more success. I finally became disgusted and walked out, after lacing my own shoe.

My next stop was a store which prides itself on being able to "fit the feet." A bright young salesman came forward and asked me to have a seat, then he asked the style shoe I would like and immediately brought it out. After trying on two shoes I had what I believe is a good fit. I paid for them and came out, well satisfied with my treatment. I hope that some young salesman may get a pointer from my remarks. My experience always has been, that if a man knows how to address customers he will have little difficulty in pleasing them—and efficient service and effective salesmanship are what tally today on the road to success in the shoe game.

Yours, etc.,

ST. CRISPIN.

## **HE WILL GO BACK TO THE FRONT**

Norman Sutherland, who is a son of C. S. Sutherland, manager of the Amherst Boot and Shoe Co., Limited, Amherst, N.S., was wounded by a Hun bullet in France early in November, being shot in the arm and thigh, the wound in the arm cracking the bone. Mr. Sutherland, who is a member of the 6th Field Co., Canadian Engineers, is now in the Duchess of Connaught's Red Cross Hospital at



Cliveden, England, and expects to leave soon again for the front. A number of the employees of the Amherst Boot and Shoe Co. have enlisted for overseas. Among the first to join the colors after the outbreak of war was Roland Hill Chapman, of the bookkeeping staff, who was killed at the battle of Langemarck, and Horace Garrison, formerly employed in the cutting room who met death at Ypres. They were both fine types of young men, in the prime of manhood.



### ORGANIZING BATTALION FOR THE FRONT

Lt.-Col. W. H. Floyd, who has been in the shoe, men's furnishing and clothing line, in Cobourg, Ont., for the past twenty-nine years, is disposing of his business. He is now engaged in organizing the 139th Battalion, C.E.F., as he has always been an enthusiastic military man. His father, the late Major Floyd, was town clerk of Cobourg for many



years, and the subject of this reference was born in that centre, being educated at the public school and collegiate institute. Lt.-Col. Floyd has held many important positions in the gift of the citizens, being a member of the municipal council four years, a public school trustee for nine and mayor of his native town in 1903. Lt.-Col. Floyd served over 40 years in the 40th Regiment, commencing as mess boy and retiring from the command of the regiment on May 20, 1909. He was appointed Brigade Major of the 9th Infantry, March, 1914, and commanded the 9th Infantry Brigade in Annual Training in 1913. This military merchant as he has been called, served under the late Col. Cubitt, O.C., 45th Regiment, and also commanded a company under the late Colonel Bog in the 16th Regiment. He had command of a Company of the 46th Regiment under Colonel Ward, at the Duke's Review in 1911, and completed his military education at the Royal Military College with a staff course. He is now, as already stated, engaged in organizing the 139th Battalion, C.E.F.

### FIGURE PROFITS ON SELLING PRICE

Because the remuneration of salesmen, for instance, is figured on a percentage of the selling price, and is not figured on the cost price. Therefore, the selling price plan works in harmony with that.

Because the percentage of expense of doing business is based on the selling price.

Because the sales totals are always given in books of records. Cost totals are seldom, if ever, given.

Because a profit must be provided for two items of capital. On the capital invested in merchandise and on the capital necessary for operating expenses and other expenses not properly chargeable to merchandise account. This is only possible by figuring a profit on the selling price.

Because it indicates correctly the amount of gross or net profit when the amount of sales is stated. If you are

figuring your percentage of profits, through the selling price, a statement of gross sales for the day, or month, or year, would be a pretty accurate indication of what you should expect in the way of profit. The percentage of profit on sales is indicative of result of a year's business—percentage of profit on cost is not.

Because no profit is made until the sale is actually effected.

Because, by harmonizing your entire plan of figuring your percentages relative to profits in business, etc., with the entire plan of which your merchandising is harmoniously developing, you will not consider your selling price, percentage of profit and expense, etc., entirely different from anything else.

### MR. LENNOX RE-ELECTED VICE-PRESIDENT

John Lennox, of John Lennox & Co., wholesale shoes and traveling goods, Hamilton, Ont., has just been returned by acclamation as third vice-president of the Ontario Commercial Travelers' Association, in the interest of which body he has always taken a warm interest. Although a busy man he has found time to give assistance and encouragement to many institutions outside of his own large business. He is a director of several local organizations, and among other positions filled by him have been Commodore of the Royal Yacht Club, president of the Hamilton Liberal Association, president of the Hamilton Rowing Club, president of the Hamilton Operatic Association, chairman of the Committee in charge the Centennial celebration of Hamilton in 1913, while for many months he has been active in recruiting, taking a deep concern in military matters, for his loyalty and enthusiasm have been manifested in connection with the Patriotic, Red Cross and other funds. Mr. Lennox is a native of Wellington county and, shortly after the death of his father, who was a merchant, he located in Toronto in the sixties, but later removed to Hamilton where he has ever since resided. For a number of years he was on the office staff and traveling force of T. C. Kerr & Co., and later entered into partnership with William Griffith (now deceased)



in the wholesale shoe business. In 1890 he went into the wholesale line on his own behalf and some years later bought the building in which he was employed as a boy, and on the spot erected his present large and commodious warehouse.

# DIFFERENT TYPES OF SHOE CLERKS I HAVE MET

The Fellow Who is Indifferent and Impolite, the One Whom the Boss Will Not Let Alone, the Quick, Quiet, Pleasant Chap Who Knows His Business is One Who Tallies—Never be Satisfied That You Cannot Reach Much Higher Plane of Service

By "ONE WHO KNOWS"

The last few months have been rather trying on the nerves of a great many shoe dealers throughout Canada. As an old time shoeman I would like to offer a few suggestions, hoping that I may be able to help some one who is struggling along and always in fear of seeing a bank messenger coming to present a draft for more money than the retailer owns.

Does the small retailer ever stop to consider why the department stores and large shoe firms get lots of business while he (the small retailer) has his store empty so far as customers are concerned?

There are a great many good arguments to put forth on this subject but I believe a little plain talk would do considerable good just now. The Christmas trade is now over, and all stores will feel a slump in their cash receipts.

Let's take a store in a small city, for instance, say a city of from 15,000 to 50,000 population. We'll go into the best store in town to buy a pair of patent leather recede toe bals. Now, our first thought is about our shoes; our next thought is who is going to sell them. A young man steps up to us and enquires our business in this manner—"Is there something you want?"

That looks rather crude on paper but, believe me, it's a common expression among a large number of shoe salesmen.

Well, we tell him we want to see a patent leather bal with a recede toe. (We are still standing at the front of the store.) After taking a couple more chews of his gum he asks, "What size do you wear?" By this time we have a bad taste in our mouth. The store does not appear as nice as when we first came in. We say "Oh, about 8½ B or 9 A."

We feel rather small when he looks first at our face and then our feet and says, "We haven't that size." He never offered to show us what he did have in stock.

That's a fine reception for a prospective customer. However, we go to Mr. Blank's store, hoping our luck will be better. Now Mr. Blank has very attractive windows, always nicely trimmed, the clerks are immaculately dressed, and, in fact, the general surroundings are such as would give a stranger a good impression.

## The Officiousness of the Boss

Mr. Blank is sitting at his desk in the centre of the store with a very stern expression on his face. "Business cannot be as good as it should be" is our opinion. He growls to a clerk to come forward. The young man would be a good salesman if he wasn't scared to death. But Mr. Blank believes in making his staff obey him. He has the idea that if a clerk is not afraid of him he (the clerk) is too independent, and immediately undertakes to break his spirit.

Now everything in this emporium is spotlessly clean. No dust on anything. The clerks want to do their best to please us but are nervous because they can feel old Blank's eyes on them.

However, this young fellow comes forward and asks if we wish a pair of shoes. He is very polite and invites us to be seated. He takes off one shoe and looks at the size, then gets his measuring stick, puts our foot on it and looks wise—all very nice. Old Blank has trained him well. We explain the style shoe we want and he goes away to find it. He knows the stock all right and no doubt could get what he is after, only old Blank comes down out of his office and

stands right alongside of us. After waiting about five seconds he goes over to the clerk and enquires what is wanted. The clerk obediently explains. Old B. is evidently afraid of losing a sale so starts in to hunt himself. They finally bring down a patent leather bal, size 8½ B, but on a swing last.

## Lost Good Fat Sale After All

Now, if the clerk had a half chance to talk he, no doubt, could have put up a convincing argument as to why this swing last was better for our foot than the straight last. But, no. Old B. was getting shaky. He couldn't possibly afford to let \$7.00 in real good money leave his store so easily. He undertook to make the sale. I often wonder how these old—I was going to say "duffers"—would feel if some other store treated them that way. We didn't like the shoe and we loathed the service. Of course, we went out and down to the next store.

It was a nice place that advertised its own brand of shoes. Inside the proprietor was standing talking to a couple of his clerks. He had a pleasant face—one a customer liked the first time he saw it. Before we had closed the door after us a bright young fellow was standing before us saying, "Good morning, gentlemen, just step over here." We felt at home right away. The proprietor came over, gave us a smile and walked away. He evidently had confidence in his clerks. The young man brought us a few shoes, none of them exactly what we wanted, but before we had a chance to demur he had one on our foot. The fit was good and when we took another look at the style we were favorably impressed with it.

The clerk was a quiet, pleasant fellow who was evidently willing for us to pass judgment on the shoe without fear of interruption. We explained that this was not the shoe we wanted, but if he would just lay it aside we would look at it after trying the next nearest style. He fitted three more shoes.

## Both Enthusiastic and Confident

Every shoe had its own particular merits, which were carefully explained to us. But one point we noticed was this—none of his shoes had weak points. They were all good. This man had confidence in the goods he was selling. He was enthusiastic about his work. You could tell to look at him that he took a genuine interest in the store and its stock. Could we resist such a salesman as this? We bought the first shoe he showed us and left his store well satisfied with our purchase.

Now, I know it is very easy to preach to clerks about what they should or should not do. We are all getting a little tired of this; but if any young man who is depending upon his abilities as a shoe salesman will keep his wits about him and always be ready and willing to learn something more, I honestly believe he will not be satisfied with himself. It's the self-satisfied man who is a failure. Look around you and see if this is not true.

Don't hesitate to let the public know that you are in business. The best of us need waking up at times and even a band must make a noise once in a while or its friends will forget its existence.



### LIVE WIRE IN RUBBER SHOE BUSINESS

O. J. Killam, who has charge of the new branch of the Kaufman Rubber Co., at 93½ Germain street, St. John, N.B., and is also manager of the branch at Truro, N.S.,



O. J. KILLAM, TRURO, N.S.

has been identified with the Kaufman Rubber Co. for many years and has established a wide and intimate connection with the trade in the Maritime Provinces. Mr. Killam was born in Yarmouth, N.S., in 1879, and entered the shoe game in 1893 as a clerk in the retail store of W. H. Dane, of Yarmouth. Six years later he took a position with the St. John branch of Ames-Holden-McCready, Limited, remaining with them five years. In 1904 he became manager of the Maritime Provinces branch at Halifax, of the Robinson & Lindsay Rubber Co. When the Kaufman Rubber Co. started operations he was offered the management of the Maritime Provinces, which position he has filled faithfully and successfully. Mr. Killam is not only a good shoeman but an expert rifle shot, and has taken part in various meetings in different parts of the Dominion, capturing several prizes. He also takes delight in motoring and has always evinced much interest in clean, healthy sport of every character, as well as in fox ranching in Prince Edward Island. A diligent worker, he has made many warm friends in all parts of the lower provinces by his aggressive business methods and giving his customers splendid service.

### AGAINST TRADING STAMP ACT

The "popular voting" contest put on by Business Boosters, Limited, in West Toronto recently, has been judged illegal by Judge Winchester. After listening to the arguments pro and con, his Honor found the promoters guilty of doing business in contravention of the Trading Stamp Act of 1905.

Voting contests have been held in various places in Canada during recent years, and the Retail Merchants' Association were frequently asked to test their legality. On account of the cost that would have attended their efforts if they fought the point away from home, the matter was deferred. However, when Business Boosters opened for

business in Toronto, the home of the head office, the opportunity was seized. Secretary E. M. Trowern, of the R.M.A., states that had the case gone against them, the association would have gone to the Government for amendments covering the deficiencies of the Act.

While the promoter of the contest was found guilty, the judge on request granted right to appeal, and, after the matter has been dealt with by the Court of Appeal, sentence will be imposed if the judgment is upheld.

### MR. WRIGHT GOING TO DO HIS BIT

A. V. Wright, who for some years past has been manager of the shoe department of Joyner's Department Store, Moose Jaw, has resigned his position to enlist for foreign service. He has been taking a course of instruction for a sergeant, and will join the 128th Battalion, C.E.F., in that capacity. Mr. Wright began his connection with the shoe trade some 11 years ago, starting as a driver on a delivery wagon and progressing until he became manager and buyer. He secured his first position with the McRobbie Shoe Co., of St. John, N.B., and was afterwards with Percy J. Steele, of that city, who is closing out his stock preparatory to joining the colors. Desiring to see the West, Mr. Wright went to Winnipeg five years ago, and was for some time on the staff of the Regal Shoe Store. He was born in Cheltenham, England, and came to Canada 14 years ago. It is interesting to note that his retirement from the staff of Joyner's Department Store to go to the front makes no less than ten employees of that establishment who are doing their bit. Among these is Lieut. Strachan, of the shoe department, who is now on active service. Of the number one has been killed, three wounded and the remainder are on the firing line or under training, so that the Joyner store has certainly done its share in contributing to the cause of King and Empire. Two of Mr. Joyner's sons are at the front and rumor says that, were the proprietor a little younger, he too



A. V. WRIGHT, MOOSE JAW, SASK.

would be right in the firing line. Mr. Wright's many friends in the shoe trade, while regretting his departure, certainly admire his self-sacrificing spirit, his loyalty and his enthusiastic patriotism.

# ARE YOU AND YOUR STORE RUNNING IN A RUT?

Shake Yourself and Take a Fresh Hold—Be Foremost and Show What Stuff You Are Made of—Clearing Sale is the Safety Valve of the Retail Line and After That Have a Business Vacation—Don't Take a Back Seat for Anyone in Your Town

By A. E. EDGAR

"When I was a little fellow I was inclined to wait to be coaxed," said a successful business man a few days ago.

"I expected sympathy, but got an impatient shake boys were building a dam. They were wading, carrying stones, splashing the mud and shouting orders, but none of them paid any attention to me. I began to feel abused and lonesome, and was blubbering over my neglected condition when Aunt Sally came down the road."

"What's the matter, sonny? Why ain't you playin' with the rest of the boys?"

"They don't want me," I said, digging my fists into my eyes. "They never asked me to play with them."

"I expected sympathy, but she gave me an impatient shake and a push."

"Is that all, you little ninny? Nobody wants folks that'll sit around on a bank and wait to be asked to play," she cried. "Run along with the rest and make yourself wanted."

"That shake and push did the work. Before I had time to recover from my indignant surprise I was in the middle of the stream, and soon was as busy as the others. But for that shake and shove I might be neglected and waiting to this day. It's the people who help push instead of waiting around to be pushed that succeed."

That is just what is the matter with a lot of merchants these days. They are sitting around, waiting to be pushed. Some are moaning away to themselves about the bad business conditions. Others are telling their friends about the vast inroads the mail order houses are making into their trade. Still others are complaining about the weather, the condition of their particular line and of a thousand other

things. They are waiting to be pushed and they need a good shaking up, too.

## Don't Lay Down on the Job

Don't be satisfied with a poor business.

Don't be satisfied with a mere competence.

Don't take a back seat for anyone in your town.

Be a leader.

Be a success.

Where has your ambition gone? You once had lots of it. Recall it and dream those old dreams over again. Then put your brains to work and your hands will not have to work so hard.

Don't let a competitor take the place you once coveted in the commercial circles of your locality. At one time you intended to be a leader. Why have you laid down on the job?

"As a man thinketh, so he is."

Shake yourself! Take a fresh hold. Show yourself and your beloved ones, as well as the outsider, what stuff you are made of.

Be first and foremost in your line of business. You can. But you must not wait to be pushed into first place. A racer has to strive and strain to "get there," you will have to do the same. "The race is to the swift." Get into your stride.

Don't dilly-dally and say, "I would like to," "say, I WILL."

What more does a man require to make a success of life than determination? Nothing more is necessary. If he



LIEUT. D. BRUCE DONALD

Grenade company, Third brigade. Enlisted with 17th battalion in Pictou, N.S., at beginning of war. One of three brothers in the service. Son of Mr. J. P. Donald of Pictou, N.S., manager of Logan Tanneries, Limited



TROOPER W. LESLIE DONALD

Squadron B. Strathcona Horse. Enlisted in Alberta at beginning of war. Serving in Belgium. One of three brothers in service of king and country. Son of Mr. J. P. Donald, Pictou, N.S.



LIEUT. ALEX G. DONALD

92nd Highlanders. Enlisted in Toronto in August, 1915. Getting ready there. One of three brothers in the service. Son of J. P. Donald of Pictou, N.S.



says, "I WILL," and sticks to it, he will begin to climb at once.

If a merchant has sufficient capital to make a living out of his business he has enough to make a fortune.

### Keep Moving and Arouse the Natives

He should make his business carve for himself and his family a place among the foremost in the town where he resides. If it gets too small, he should move to larger fields. Keep moving.

Arouse, ye sleeper,—and arouse the natives.

We are addressing the merchant who has been at it for a few years. He started out well, almost too well, in fact, for his first efforts appear to have exhausted his stamina. He fell down by the wayside.

It is said that not five per cent. of all the men in the world succeed. What is success? It does not necessarily mean the accumulation of a lot of money, although that is the usually accepted sense in which the word is used. It really means having a satisfactory aim in life which is eventually achieved.

A merchant in a town of five hundred cannot expect to make as much money as one in a city of twenty thousand. The chances are not even, but he in the smaller place often does surpass the other in the accumulation of wealth. But if he only succeeds in making himself felt in the community, if he becomes a power commercially and takes his place among the first socially, he has done more than the other who only achieves wealth.

### Take Stock and Weed Out Undesirables

But don't let us moralize too much. We want to do a little pushing, just as Aunt Sally did.

Let's begin over again, brother. Take stock. Things are not so bad as they might be, by a long shot—but they are bad enough. It's up to you to make them better. Here's how to do it.

Start at the front door and go through the store carefully. Look at the stock on hand, the real merchandise, we mean now, and see if it isn't—

Dusty—

Neglected—



F. L. WAGNER, AYLMEER, ONT.

Who is manager of the Aylmer Shoe Co. and has retired from civic life after being mayor of the town for the past two years.

Poorly assorted—

And partly out of date.

Never mind, most stocks are that way—that's why only five per cent. succeed.

Now make a fresh start. Divide the sheep from the goats, the saleable stock from that which should be sold—for what it will bring.

Then have a clearance sale and sell it. Make the prices so low that the stock will be sold. Every cent you get for the old stuff will be just so much more capital with which to buy goods that are in demand—goods that will pay you a profit.

All the old stuff the merchant holds on to will never pay him a profit in the world. All it is doing for him is harmful. It is turning public opinion against the store. It is giving the merchant and his clerks commercial dyspepsia. It is absorbing capital that ought to be working and making a profit.

The clearing sale is the safety valve of the retail business. It is a means of getting rid of surplus stock and of keeping stocks down to a safe and sane level. Now is the time to get after the old lines and clean up.

### Getting New Stock and Fresh Start

Tell your customers that you are cleaning up shop for a fresh start. Tell them that you have decided to get a new stock—if they will do their share and help you get rid of the old. But make it so tempting that they will not think of refusing. Make the prices so enticing that they will not only buy the old stuff, but thank you for the chance.

After your sale is over take a vacation. Did you ever take a "business vacation?" Don't know what it is, do you?

A business vacation is one spent visiting business places. The wholesale houses will be some of the points of interest in the tour you will take. Retail firms in the same business will be others.

### Purpose of Business Vacation

A vacation of the ordinary kind is usually undertaken for one, or both of two reasons: to have a good time; to recuperate and restore lost physical and mental powers. The business vacation is to be taken for two reasons—and goodness knows the merchant usually needs it—to have a good time finding out how others get over the rough places, how they make good, and in comparing their failures with his own successes, and in getting recuperation in the knowledge of new business principles, new lines of goods, new styles, new ideas for the betterment of his own business.

Having sold an old stock the merchant will straightway purchase a new one. That is right. But he will not think of putting it on the same old shelves and in the same old cases. Not on your life.

### Giving Goods fitting Surroundings

He will think more of the new stock than he did of the old and will want to give it suitable surroundings.

There you are. He is getting out his catalogues and is going after new equipment. Good boy!

Hurrah! There goes the paint brush, too. Why before he knows it the people will think a new merchant has come to town. They will be sure of it when he has a grand opening.

Let us hope that they are right and that the new merchant will not fall into his old tricks again.

Do you feel that it is in you? Then get after it. Let your new motto be: FORWARD—

# HONOR AND DIGNITY OF THE SHOE TRADE

**There Should be No Antagonism Between the Dealer and the Manufacturer—  
They Should Co-operate and Look Forward to Mutual Advantage—Guide to Many  
Vexatious Problems—How to Settle Various Matters that May Arise—Both Ends  
of the Business Should Work in Harmony and in Scientific Co-operative Effort**

"Some Ethics of the Shoe Trade" is a neat, compact booklet which was issued a few weeks ago by the conference committees of the National Shoe Retailers', the National Boot and Shoe Manufacturers' and National Shoe Wholesalers' Associations. It deals with many live subjects of interest to the retailer, under a variety of headings and, at the request of several Canadian dealers who have not been able to secure a copy, owing to the limited supply, the following is reproduced.

## Complaints and Their Proper Adjustment

It is generally conceded that the consumer has been served with too free a hand in regard to complaints of shoes; that they have been led to expect too much from an industry that has to work with uncertain conditions, and that perfection cannot be demanded any more from the shoe industry than from any other industry.

It is strongly recommended that the retailers do not guarantee shoes to the consumer in any manner whatsoever, and to treat each complaint on its merits with justice to the manufacturer, the consumer and the retailer.

It is advised that when a consumer returns a worn shoe with a complaint, the case be adjusted on the basis of the consumer paying for the service and value received out of the shoe; that the manufacturer be treated with fair consideration and wherever possible shoes be repaired; and when the complaint is settled with the customer, the manufacturer should stand no more than his proper share, based upon preventable imperfection in workmanship and leather.

We strongly caution the dealer against guaranteeing such materials as patent, enamel and Russia leather as well as fabrics of every sort and as much as possible prevent the

use of the word "Guarantee." It is too broad a term to be used in connection with an industry that under the most favorable conditions is bound to have its complaints; and it should be remembered that in the end the dealer must pay in increased cost the complaints that are made good.

The manufacturer on his part should not take advantage of the fact that shoes made of these materials are not guaranteed but should use the best of his several kinds consistent with the grade of the shoes he aims to manufacture, avoiding experiments except after mutual understanding.

Patent leather should not be sold without calling attention to the fact that it is likely to crack or check.

Wherever patent leather publicity is given, the unreliability of this leather from the standpoint of service should be constantly referred to.

In your dealings with the manufacturer on patent leather the very best judgment and common sense should prevail in deciding complaints; the assumption being that a manufacturer realizing the treachery of this leather uses the best patent stock possible for the grade.

The following caution card placed in the shoe or the carton is recommended to the dealers of the United States in the sale of patent enamel shoes:

"This pair of shoes is made from patent or enamel leather, and its wearing qualities cannot be determined until put to actual test by the wearer of the shoes.

"The enamel being a veneer and not a part of the skin cannot be guaranteed to wear. It is liable to break, chip, check, or peel.

"In justice to the purchaser and wearer, he should be fully informed and made to understand



**E. J. KELLY, BROCKVILLE, ONT.**  
Who is again a member of the town council of that progressive centre



**R. W. G. BLOOR, INGERSOLL, ONT.**  
Who was returned by acclamation as an alderman, making his second term



**C. E. CLEMENTS, CATHAM, ONT.**  
Who once more headed the aldermanic poll in the Maple City

## SHOE MERCHANTS WHO MAKE LIVE ALDERMEN



that there will be no redress on these shoes from the dealer, from whom they are bought, after once worn.

"If after wearing the enamel checks, or loses its lustre, wash with lukewarm water—dry with a woolen rag and put on a little vaseline—and rub with a woolen rag until it is absorbed. If treated in this manner, the shoes will look clean, will keep bright and have a better appearance."

Question: Are we not expecting, and do we not lead our customers to expect too much of patent or enameled leather, when we realize that the thing which troubles is the enamel rather than the skin itself?

### STANDARD CARTONS

At its convention, January 14th, 1914, the National Boot and Shoe Manufacturers' Association adopted standard measurements for cartons as follows:

	Length	Width	Depth
Men's.....	12 $\frac{3}{4}$	6 $\frac{1}{2}$	4 $\frac{1}{8}$
Boys'.....	11 $\frac{1}{4}$	6	3 $\frac{3}{4}$
Youths'.....	10 $\frac{1}{2}$	5 $\frac{1}{4}$	3 $\frac{1}{2}$
Women's.....	11 $\frac{1}{2}$	5 $\frac{1}{4}$	3 $\frac{1}{2}$
Misses'.....	10 $\frac{1}{2}$	4 $\frac{3}{4}$	3 $\frac{1}{8}$
Children's.....	8 $\frac{3}{4}$	4 $\frac{1}{2}$	2 $\frac{3}{4}$

### Outside Measurements

In order to eventually standardize the cartons, it is recommended that whenever new fixtures are built, the retailer write to the secretary of his local Association or the National Boot and Shoe Manufacturers' Association, either of whom will be pleased to furnish the measurements for the standard cartons as adopted in conference between manufacturers and retailers.

### Special Carton Papers

The conference committee recommend first of all that retailers give more thought to the question of cost and to the difficulty of obtaining perfectly matched carton papers as required by a great many retailers.

It was brought out at the conference that these papers oftentimes, in fact nearly always, have to be bought in fair sized quantities to get the exact shades and qualities required, while the order for shoes does not consume even a small part of the paper bought, which leaves the manufacturer with a lot of paper on hand.

This is an unfair and unjust tax on the overhead cost of shoes, and the committee advises all retailers to co-operate with manufacturers along lines tending to decrease this waste.

It is suggested that retailers who do use special paper have a quantity bought by one of their manufacturers, and that other manufacturers be instructed to draw from the first named manufacturer for the necessary amount of paper required for smaller orders.

### Size Codes

The conference committee three years ago recommended that size codes be simplified to the end that we would use only two systems, plain American size marking or the simple French system.

This year the conference committee unanimously adopted, after intelligent discussion, the recommendation that shoe retailers be advised to have all shoes marked in plain American sizes, and that French systems be abolished on the basis that they are intended to deceive the customer, and they place temptation in the way of incompetent clerks to misfit.

It is worth while pointing out that the leading stores all over the country in the last year or two, have adopted this suggestion, because it is based on common honesty and

square dealing, and enforces the rule that all good shoe retailers are anxious to enforce, that of proper fitting of feet.

### Cancellations and Deliveries

To save the waste and expense in the trade that result from cancellations, we earnestly recommend the shoe dealers of the United States to be extremely careful in placing orders; to making a purchase in the true spirit of a regular contract;

(Continued on page 51)

### A THOROUGH RUBBER MAN

(See Front Cover)

Mr. Chas. N. Candee "arrived" a good while before the fact became noised abroad. He is that sort of a man. He is a worker and inclined to keep behind the gun. He has an abhorrence of the spot-light. For many years he was the late H. D. Warren's able lieutenant, and, aided in the founding of the great business which is now known as the Gutta Percha and Rubber, Limited, and of which he is today vice-president and managing director.

He was born in Rochester, N.Y., a little over fifty-five years ago, and commenced his business career in 1879 as a clerk in the wholesale and retail rubber establishment of O. W. Clary, of Syracuse, remaining with them for seven years. In 1886 he removed to Toronto to take the assistant manager-ship of the Gutta Percha and Rubber Manufacturing Company, then shortly organized. He was appointed secretary of the company in 1889, and when the business was re-organized January 1, 1913, he became vice-president and managing director.

Mr. Candee can hardly remember the time when he did not think rubber. It runs in the family. The first license to manufacture rubber goods was issued by Chas. Goodyear to Leverette Candee, and from that time rubber seems to have been as much a part of the Candee family record as its name. He was born, by the way, on March 2nd, at the regular opening of the rubber season. He has had in the rubber industry of Canada a history of which he may justly feel proud.

Mr. Candee is a man amongst men. He is a great lover of manly sports and his greatest diversion, probably is, to get away to the wilds for a hunt or a fish with a few well chosen friends. He is an ardent devotee of golf, but takes this pleasure in moderation and never lets it interfere with his business or his church, for Mr. Candee is an active figure in St. Paul's Anglican Church, the largest in Toronto. He is also a lover of "the wet sheet and a flowing sea," and in summer, as a member of the Royal Canadian Yacht Club, takes occasional enjoyment out of our inland waters.

When Mr. Candee removed to Toronto he took out naturalization papers and became a Canadian citizen, and has ever since taken a wide and deep interest in the development of his adopted country. He is not only an active member of the Board of Trade, but is connected with the principal clubs, and is a governor of the Toronto Conservatory of Music and a member of the board of management of the Toronto Hospital for Incurables. He has taken a great interest in Patriotic and Red Cross work during the past few months and has been made hon. secretary of the Canadian Red Cross Society, Toronto Branch.

Apart from all his affiliations, C. N. Candee is a man well worth while, and those who know him best appreciate his worth most. A gentleman to "the manor born" he challenges the respect and confidence of all who are brought into business contact with him, while his absolute freedom from "side," makes him alike persona grata to both business acquaintances and employees. When you mention his name it invariably invites friendly, favorable comment.



# HOME OF THE ROBSON LEATHER CO.

The Thriving Town Often Called the Manchester of Canada, Where the Busy Wheels of Industry Move on Various Operations from the Manufacture of Automobiles and Pianos to the Production of Shoe Upper Leathers

**O**SHAWA, which is situated about thirty-five miles from Toronto, on the shores of Lake Ontario, is now connected by three trunk lines of railway with the rest of Canada and the world at large and is one of the brightest of those on our southern frontier.



A BUSINESS SECTION, OSHAWA

It was first settled in 1816 and in the space of a single decade had attained some importance, although but a struggling village.

Owing to the splendid agricultural country surrounding it and its lake communication with Toronto, Kingston and Montreal, its development was assured and soon it became a regular port of call in those days when no such thing as a railway was known in Ontario. When the railroad was built it retarded some of this growth but the town soon made up for it in other ways.

Oshawa was incorporated as a town in 1879 and from that time, through its policy of encouraging manufacturing enterprises to settle within its borders, it has made rapid strides, not only with regard to population but the character and extent of its products.

It has to-day a population, including that of Cedardale, of about nine thousand and the

inhabitants are looking forward to the day when they may claim the proud position of being a fully qualified city. It is a town of comfortable homes as well as of busy industry and the many handsome residences, churches, schools and other public buildings proclaim its people as having not only a great deal of business enterprise but taste, culture and progress.

Oshawa has in addition to an abundant supply of electric energy, and which promises in the near future to be largely increased, a fine



MAIN THOROUGHFARE, OSHAWA

waterworks system, a street railway and all the facilities and incentives to development and growth that an ambitious town needs these days.

The principal industries are those representing the manufacture of motor cars, malleable iron, white wear, pianos, etc., but the most important as well as the oldest enterprise of the town is that of the ROBSON LEATHER COMPANY, known for over half a century as the Cedardale Tannery. This industry as much as any has not only helped to make the town but brought it fame throughout Canada and abroad, for ROBSON LEATHERS are known practically all over the world.



The Robson Leather Co. Limited  
Oshawa, Ont.



CHAS. ROBSON, PRESIDENT



The Robson Leather Co. Limited  
Oshawa, Ont.



FRANK W. ROBSON, SEC.-TREAS.



# EVOLUTION OF A LEATHER INDUSTRY

**A Great Enterprise that has Developed from a Small Beginning. The Policy that has Made Robson Leathers Famous**

**I**T is a far cry from the unpretentious little tannery that nestled by the Cedardale Creek and that was started by the late James Robson in 1865 to the spacious modern premises and plant and the elaborate up-to-date equipment that produce

## ROBSON LEATHERS

to-day. The day of the horse-power bark mill, outside vats and laborious hand methods have

five acres and two hundred and fifty men to complete the output of 1,800 sides a day.

## GOOD SIDE UPPER LEATHER

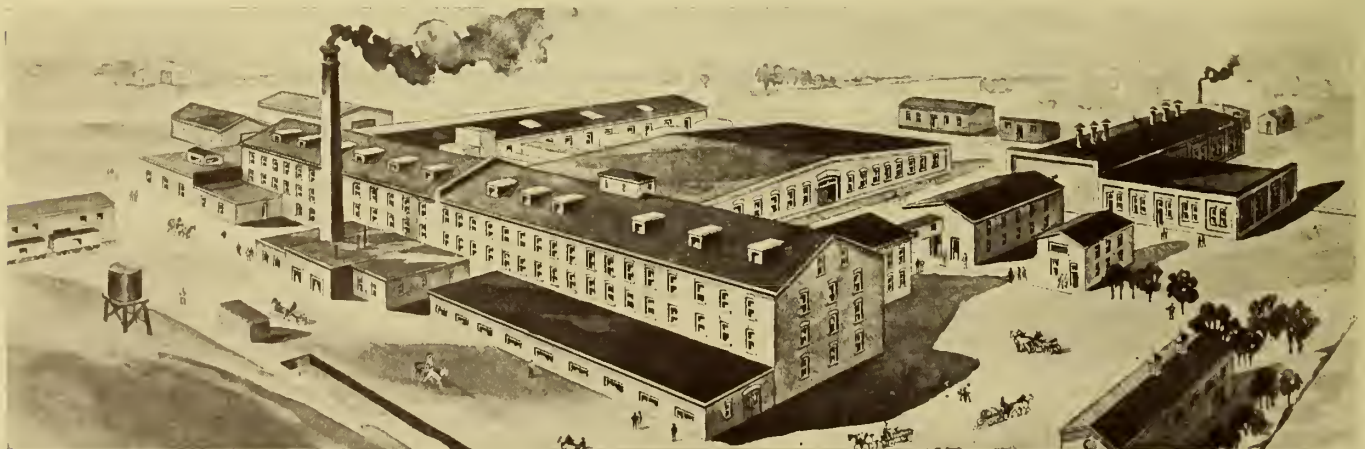
From a small line of ordinary black bark-tanned upper leathers, the range of goods has developed so as to embrace a general line of side upper leather in the most approved finishes, including a patent leather that is known for its quality not only in Canada but abroad.



given place to the skill of the chemist, the rumble of "drums," and the busy whirr of machinery. Where the industry once called for the limited area of a small wooden building employing a few hands, it now requires a premises of nearly

## QUALITY FIRST

Nevertheless the foundations of the present large and prosperous enterprise were faithfully laid in the little old tannery, where **QUALITY** was made the prime consideration in turning



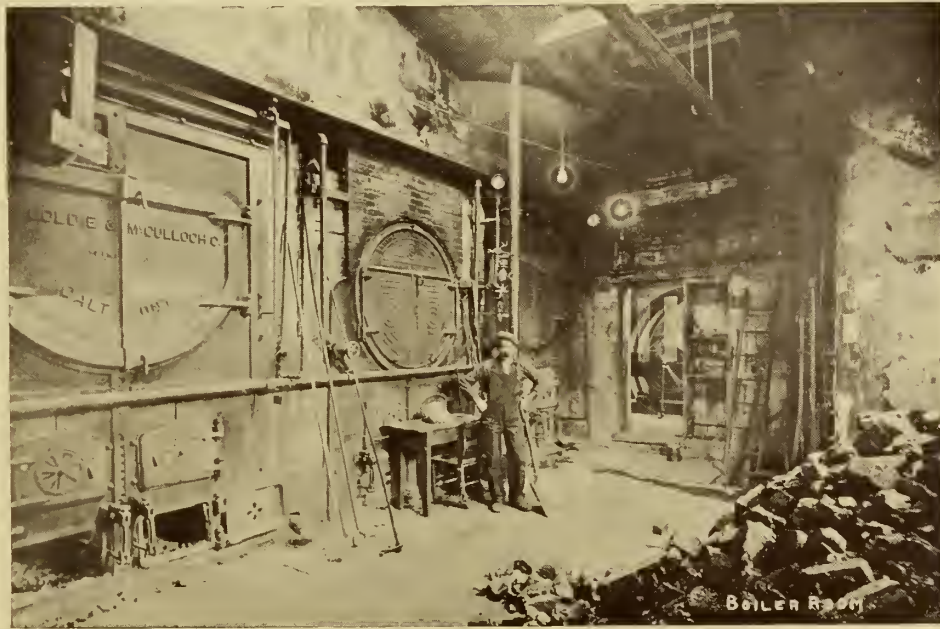
THE ROBSON LEATHER COMPANY'S PLANT

out stock. In the old days, as much as to-day, ROBSON LEATHERS were a standard article with the shoe trade of Canada and the shoemaker as well as the manufacturer used the name as a talisman for quality in upper stock.

size, shape and quality and the use to which it is to be put.

### BUSY NIGHT AND DAY

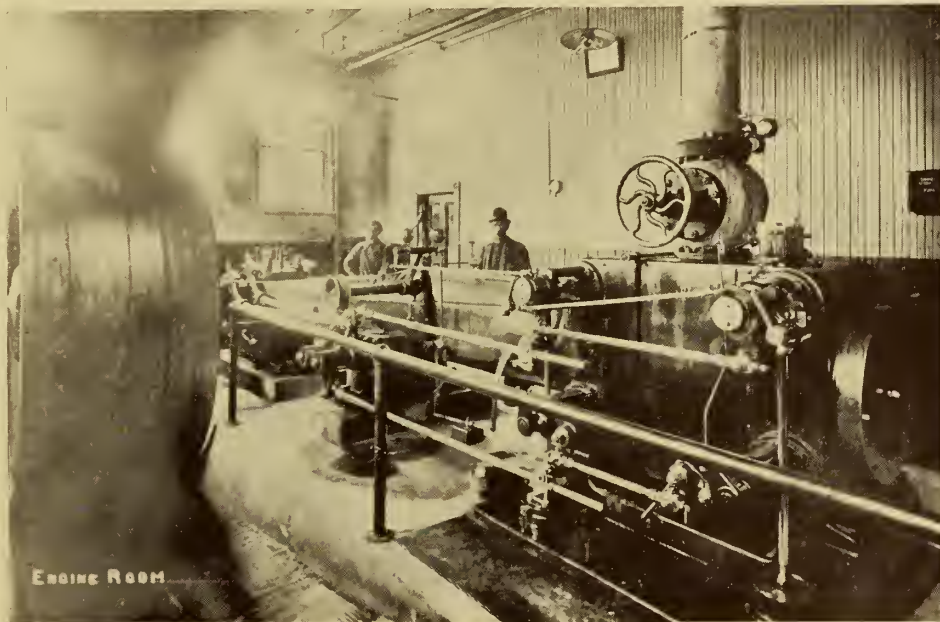
For over a year past the Robson plant has



### BEGINS WITH THE HIDE

The foundation of leather success lies undoubtedly in the hide. Without a carefully selected, well balanced hide all the brains and

been working day and night, principally on army leather and also in order to keep pace with the domestic and foreign demand for ROBSON LEATHERS. They are turning out, all told, 1,800 sides per day, a thousand of army shoe



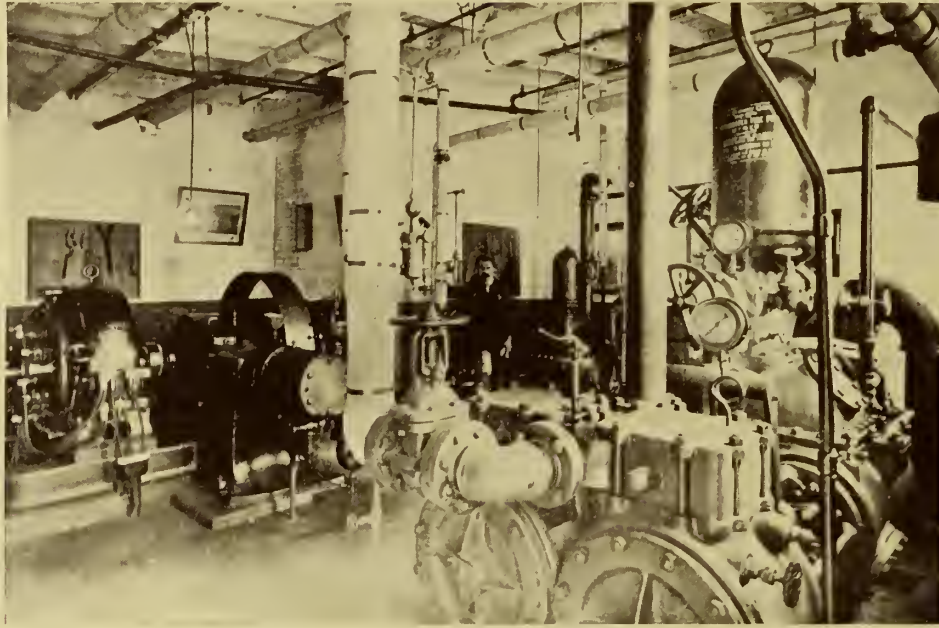
skill of the manufacturer are to some extent lost. ROBSON'S have always made a point of personally selecting the hides adapted to the manufacture of their leather specialties. Every hide has to stand a most rigid test as to

upper leather, five hundred of patent, and three hundred for domestic use such as velours, gun-metal and other lines. This means that the plant with all its equipment is kept humming for twenty-four hours a day and every man is



keyed up to the highest point of efficiency by the necessity for keeping pace with the demand upon the establishment to keep up with its orders. Nevertheless there is no fuss, haste or lack of the consummate care and skill that

absence even in the beamhouse of the accumulation of filth, smell and moisture that even to-day will be found in the best tanneries. One can walk through the whole establishment without rubbers with the very finest shoes,

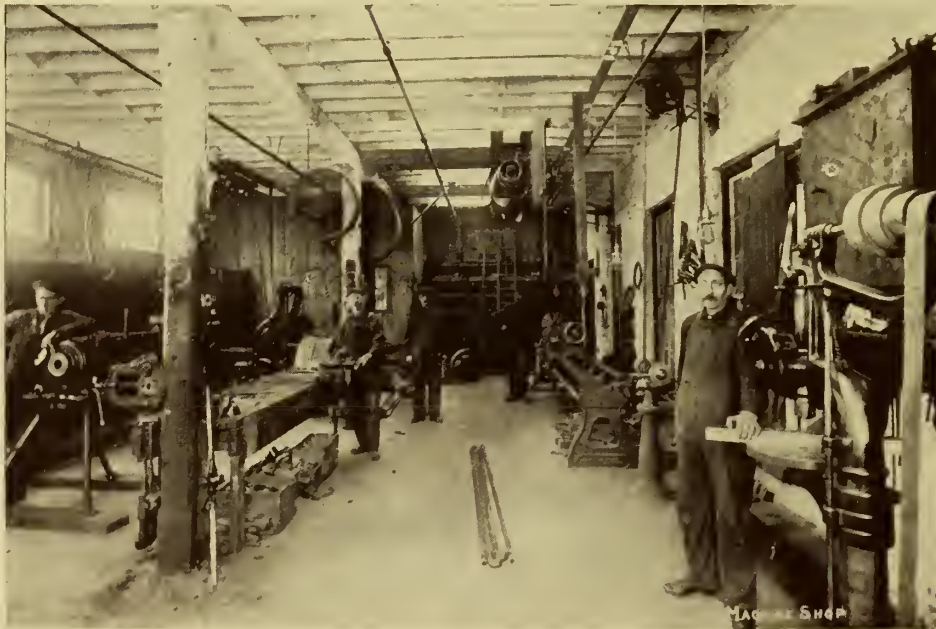


ensures the product being kept up to the ROBSON STANDARD.

#### ABSOLUTE CLEANLINESS

It has been shown that tanning is one of

without either getting his feet wet or his clothing soiled. Cement floors are used throughout and these are kept scraped and washed down so that one does not run the danger of a toboggan slide or a sudden immersion in a



the most healthful occupations known, and that notwithstanding the odors and mess that are often the accompaniments of the business. In the ROBSON PLANT, however, one of the first things that strikes the observer is the

yawning tan vat. How they manage to keep the place so clean is one of the secrets of the successful management of this establishment.

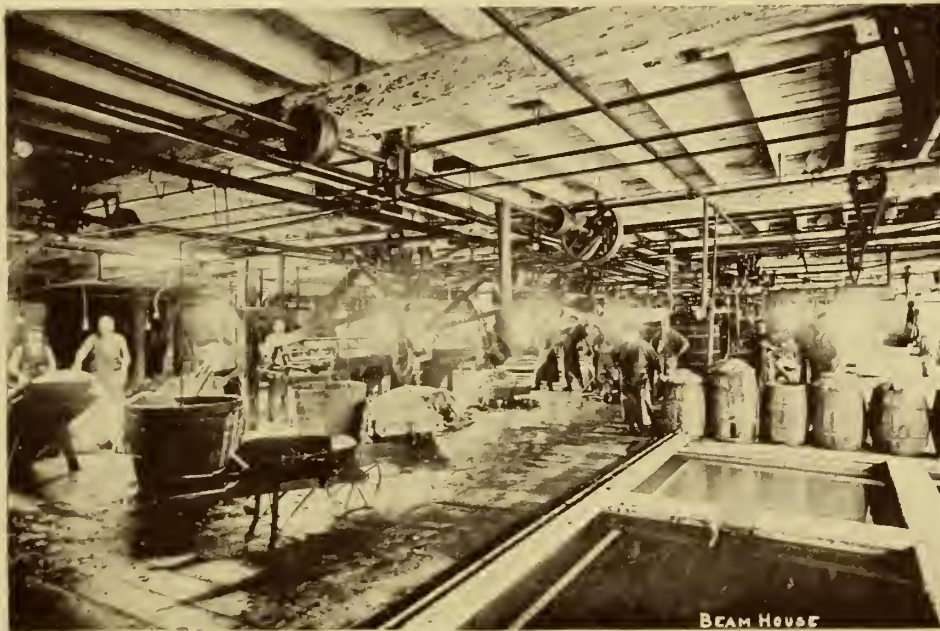
#### PURE WATER SUPPLY

One of the great requisites of successful tan-



ning is an abundant supply of good water. It must be pure and free from deleterious elements so as to be effective in washing the raw stock and properly diluting the various agents used in the process. The ROBSON PLANT is

h.p. Corliss engine supplies the principal motive power and it does its work as quietly and efficiently as a well regulated clock. In addition to the steam equipment they have a water wheel that generates 150 h.p. additional, and all this



fortunate in having a practically inexhaustible supply of pure water that answers fully all the purposes of leather manufacture, right at their very doors. As shown in the picture it makes a very picturesque addition to the landscape.

is being used to keep the efficiency up to its standard. Separate pumping engines supply the various departments with the immense amount of water necessary in the various operations from the stream which runs through the



#### POWER EQUIPMENT

Two immense boilers of the Goldie-McCulloch type furnish the steam for motive power and heating, being in use alternately so as to avoid shut-down in case of accident to either. A 500

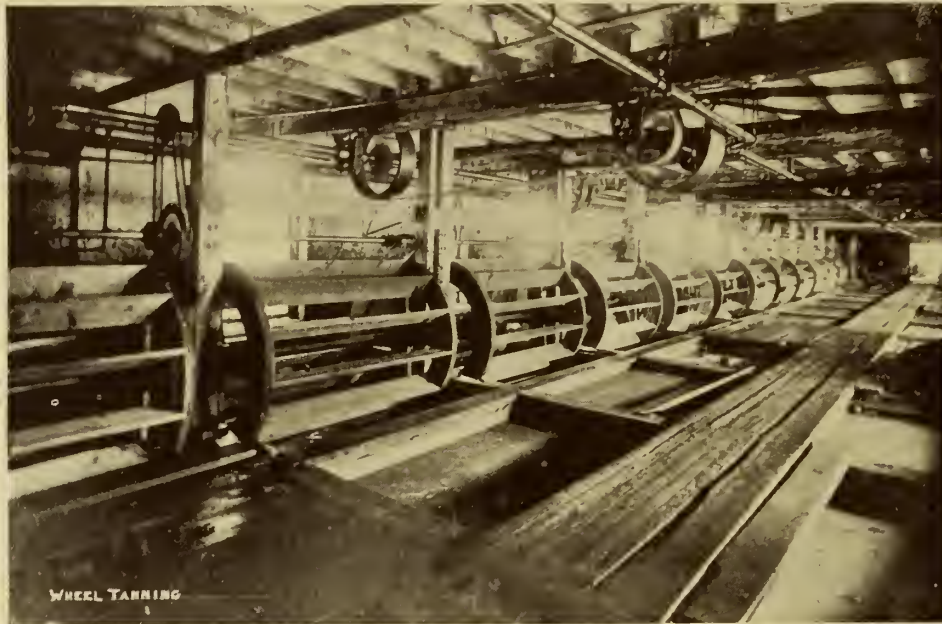
establishment. They also generate their own electricity for lighting and it is expected that the whole system will shortly be operated by electric power. They have their own machine shop on the premises and do all their own repairing.



## THE BEAM HOUSE

In the making of leather the first operation is the soaking and cleansing of the hide from foreign substances. It is then subjected to the action of lime in solution to swell the hair

except what chemistry may have done for bates and "paddlers" have accomplished as an improvement on manipulating by hand. The ROBSON PLANT has all the newest appliances and methods for handling the raw stock as shown in



follicles and allow the hair to be easily removed. The hides are then put into "bates" or "pures" for the removal of the lime, which if left in the skin would interfere with the tanning and impair the quality of the leathers. The department

the illustration. When the hides are removed from the bates and are thoroughly cleansed from lime and all impurities they are usually split and prepared for the further processes. On carefulness in cleansing depends the QUALITY.



in which the hair is removed, the surplus fat and flesh removed and the hides prepared for tanning is called the "Beam House." There has been little change in the operations in this department from the time of our grandfathers, ex-

## TANNING PROCESS

Until about thirty years ago almost all tanning was accomplished with vegetable substances such as oak or hemlock bark, gambier, sumach, etc., but about the year 1885 a process



of "mineral" tannage was introduced by which salts of chromium were employed. This gave a leather that water did not seem to affect as it did vegetable tanned, and although the process was applied at first to lighter leathers

leather success. Thorough knowledge of the hide and the action of tanning materials upon it is requisite to get the highest RESULTS. ROBSONS have experts in every department of the work and leave absolutely nothing to



only, it is now used with good results in the heavier lines. The ROBSON PLANT uses both vegetable and chrome tannages and has the most up-to-date methods and appliances as shown in the illustrations. It also uses a

chance. Long personal, practical experience of the members of the firm qualify them to give the process in every branch the most careful personal supervision. None but capable, skilled operatives are employed from start to finish.



mixed tannage for some lines of both vegetable and chrome, according to the results desired.

#### SCIENTIFIC TANNAGE

Guesswork in tanning is to-day fatal to

Some of them have spent a lifetime in the work. This with the very latest appliances in tools and machinery give certainty and thoroughness to the whole product and THOROUGHNESS is the earmark of the ROBSON LEATHERS.

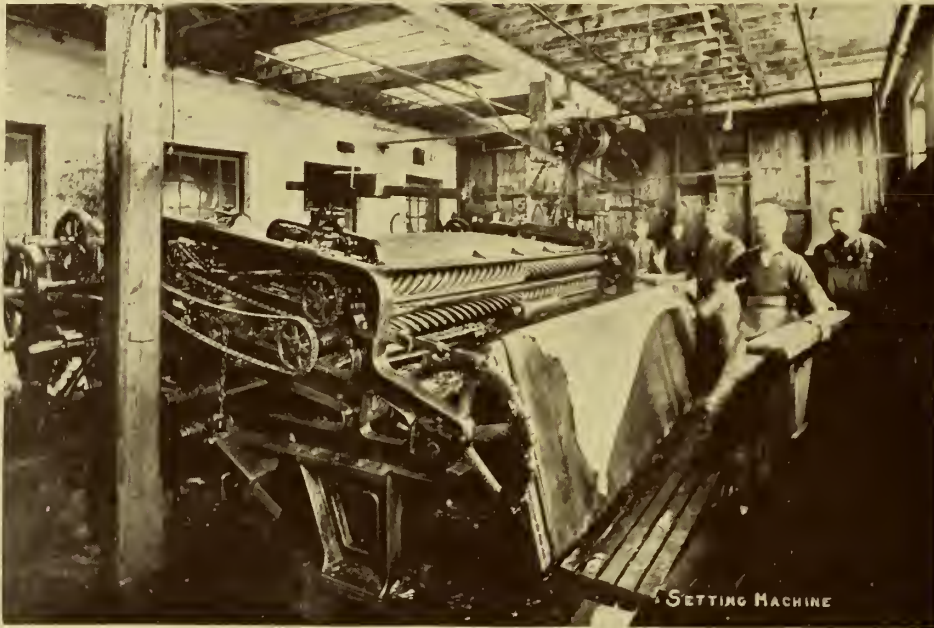


## THE CURRYING SHOP

When the skins are thoroughly tanned and otherwise prepared for finishing they are sent to the currying shop where they are treated with various ingredients and operations which

## THAT SILKY FINISH

That pleases the eye and is grateful to the touch can only be the result of extensive experiment and most careful practice. Those who use ROBSON LEATHERS claim they



thoroughly soften and preserve the fibre and are colored and finished in the desired manner. They are by the curriers put through the various operations of shaving, setting out, coloring and otherwise preparing for the finishing pro-

cesses that are distinctive in respect to finish. They have that smooth, velvety feeling, which, added to strength of texture and ampleness of body, make up the desideratum of good side leather. Their gun-metal and velours sides are the very



cesses that are to follow. After that they are "ironed," when a soft gloss is required or glazed on the staking machines to give them the necessary gloss. They are usually passed through the jacks several times to get the right finish.

acme of appearance and "touch."

## A GRADUAL GROWTH

The development of ROBSON LEATHERS has been a matter of from year to year adding to



the results of careful study and planning. There was a time when Canadian shoe manufacturers claimed they had to go abroad for their best leathers. The ROBSONS set themselves the task of producing goods in their line

to produce a leather for army purposes that has not been excelled anywhere and the only difficulty they have experienced in the recent months is in keeping pace with the demand upon their production. In all this they have



that would leave absolutely no occasion for importing outside leathers and that they have succeeded beyond a peradventure is amply attested by the immense strides made by their business. Besides taking care of the domestic trade in

never lost sight of the thing that has made their business what it is—ABSOLUTE QUALITY.

PATENT LEATHER SHOP

The ROBSON PLANT has probably the



high-grade side leathers they have opened an export trade in the last year with Great Britain and France that amounts to many times the requirements of the home market. They have demonstrated amongst other things their ability

finest patent leather shop in the country. Built of concrete and brick it is modeled after the best establishments in the United States. In making patent leather the sides are specially selected after they leave the Beam House



so as to ensure the fullest and most perfect skins as well as those that from smoothness and tensile strength are calculated to produce the evenness and durability so necessary in this class of stock. When the skins are picked

them their high value for manufacturing purposes. They are then removed from the frames and sorted according to size, the measuring being done by a measuring machine shown amongst the illustrations. As the leather is



out they are given extra care in tanning and currying so as to fit them to receive the subsequent treatment that is to give them their permanent finish. Patent leather has to be manufactured under the most exacting conditions.

passed through the machine the exact size is denoted to the smallest fraction of a foot so that absolute security as to the quantity in each side is assured, the measurement being marked on each.



After the sides receive their various coatings they are tacked on frames and partially dried in the drying rooms or ovens and placed outside in the sunlight, which ensures them that beautiful transparency and gloss that gives

#### THE MANAGEMENT

When the late James Robson died some nine years ago he left the business in good hands. For some years previously his two sons had taken an active interest in the upbuilding of



the business, the firm being known as James Robson & Sons. These two young men got their "university education" after leaving school in the tannery and gave up their whole thoughts to the development and success of the growing business.

and Secretary-Treasurer, devolves the financial and office management, although he also is familiar with all the intricacies of this modern plant, its methods and products. To his knack of business organization and his aggressive



Upon Mr. Charles Robson, the eldest son and President of the ROBSON LEATHER CO., has fallen the mantle of the father in a large degree and he may be fairly said to be a "chip off the old block." He has been familiar with the prac-

spirit is due a good deal of the forcefulness of the concern's business ideals.

The two together make a great team and have managed to illustrate how much new blood can do for an organization the foundation of



tical end of the business from the time when he was a mere lad and carried a considerable share of the burden of the enterprise long before the removal of the senior member of the firm.

On Mr. Frank W. Robson, Vice-President

which has been laid in that true conservatism which makes sure of being right and then goes ahead. They have realized that the principles of the founder combined with modern enterprise and progressiveness should yield divid-

ends of permanent and satisfying success. Their ideals have won out.

As exemplified by the story told by the pictures in this number that success is written large not only upon their product itself but the

tious efforts of its founder and his successors to place on the market a product that is through and through the best that skill and painstaking effort can produce. They look back upon the record of FIFTY YEARS with the absolute



patronage that has come to them, not only from users of ROBSON LEATHERS in Canada but in the world at large.

### HALF CENTURY MARK

The establishment has just completed its

consciousness that they have by absolute faithfulness to ideals and persevering persistence earned the proud pre-eminence their product has given them.

They attribute, as much as to their own



half century of service in the production of ROBSON LEATHERS and celebrates this year the close of its "Golden" Jubilee. The success it has fairly won in one of the Staple Industries of the Dominion is a tribute to the conscientious

efforts, the honest appreciation of the Canadian shoe trade of thoroughness and reliability in upper stock. Their large plant and ever increasing output is due largely to the fact that makers of shoes in Canada so fully realize that



good leather lies at the very foundation of good shoemaking.

know and appreciate the advantages of good leather the ROBSON LEATHER COMPANY extends on this Jubilee Occasion their

To the retail handlers of shoes no less than to



the makers thereof is due the demand for footwear that will stand the wide variations of our Canadian climate, and to them as to all who

warmest felicitations and wishes for PEACE AND PROSPERITY FOR THE NEW YEAR.





## The Reason Why.

There is absolutely no secret  
in the quality and finish of

## ROBSON LEATHERS

but the excellence of manu-  
facture, that is the result of  
Long Experience and Expert  
Workmen. The preceding  
pages tell the story. Everyone,  
whether shoe manufacturer,  
dealer or clerk, who is inter-  
ested in

### HONEST LEATHER

will profit by carefully following the whole  
process of production and learn why it  
pays to use and sell ROBSON SIDE  
LEATHERS and CHROME PATENT

### ROBSON LEATHER CO., LIMITED

Office and Factory - OSHAWA, ONT., CANADA

Warerooms: 52 Victoria Square, Montreal      611 St. Valier, Quebec





## HONOR AND DIGNITY OF THE SHOE TRADE

(Continued from page 34)

to be serious, strong and business-like enough to enter upon this contract with the desire to carry it through.

Also that the manufacturer use all diligence and care to see that the goods are manufactured and delivered as near the date specified for delivery as it is physically possible so to do; and that the delivery date so specified be accepted in good faith by both parties; due consideration on the part of the retailer being given to the inability of the manufacturer at times to obtain the necessary materials for the manufacture of the order as quickly as agreed upon, in which case the retailer should be fully advised of the delay. This will avoid misunderstandings as to the reason for delayed shipments, the causes of many cancellations and returns, and of great loss to the trade, as well as diminishing the amount of floor goods sold to the detriment of both the manufacturer and retailer.

In order to help manufacturers distribute more evenly, and to do away with the feast and famine system of orders at the factory, shipments should be split by the dealer so that the manufacturer may have a continuous run of shoes and may distribute them over a season with better success. This should be done with due regard to the seasonableness of the shoes and the size of the order.

This rule would also do much to help the dealer make a greater stock-turnover, and keep his merchandise new and fresh.

In returning shoes to the manufacturer, the invoice should always precede shipment, and the cheapest way should be considered, whether freight, parcel post, or express.

### Clearance Sales

In order that the profits of the dealers be better conserved, it is recommended that the time of so-called "Clearance Sales" be curtailed and the profitable selling season be lengthened. In the northern district, no winter shoes should be cut before February 1st, and no summer shoes until August 1st.

In this connection we beg to call the general dealer's attention to the fact that many successful shoe merchants never run cut sales. They find that the closer they buy their goods to the requirements of their trade, the less cause they have for such sales.

The disposition of floor goods by manufacturers to illegitimate dealers is a menace to the legitimate and first-class merchant. We, therefore, recommend that wherever possible the manufacturer should endeavor to dispose of these goods to regular customers at the prices they are usually disposed of to the so-called job lot dealers.

The conference committee recommends that whenever the name of a dealer appears on the shoe as the regular purchaser, that the manufacturer eliminate the name of the purchasing retailer, or, if not possible, to indicate in some definite manner that the shoes are defective or rejected merchandise.

### Job Lot Clearing Houses

The conference committee spent some time discussing the question of sample shoe stores, fake bargain stores, and various other so-called illegitimate retail shoe houses that are springing up all over the country and sell shoes at cut prices, and more often at regular prices and claiming them to be underpriced, and which are diverting trade from legitimate stores.

Among the remedies discussed were clearing houses, in brief, stores in tenement districts removed from retail shoe districts where factory damaged shoes, returned shoes and shoes from retail stocks could be sent to be disposed of on a commission basis.

It was recommended that a special committee be appointed, composed of three members from each of the asso-

ciations—The National Boot and Shoe Manufacturers' Association, National Shoe Retailers' Association and the National Shoe Wholesalers' Association, to take up this problem and report its recommendations.

### Sizes of Samples

In order to make samples more salable and to eliminate the waste that results from making samples of one size, an acceptable size system is recommended to the manufacturer. This will add greatly to the value of the samples, making them more salable for legitimate dealers, who can then dispose of them and thus counteract to a great extent the fake "Sample Shoe" stores.

The practice of stamping fictitious values and names on shoes is vicious and should be condemned by all legitimate retailers and manufacturers. We urge a strong co-operative interest in our trade to do away with this pernicious practice to eliminate as much as possible fake stores that are prominent in many centres, and to further any legislation to accomplish same.

### Science of Retailing vs. Fixed Shoe Prices

Fixed shoe prices are unscientific and are chains which shackle the trade. They prevent the shoe business from being elastic and flexible and from adapting itself to the changed markets, varying conditions of the trade in different communities and the differing services of stores.

Every shoe business has its own particular atmosphere and its own particular talent and service, which will stand or fall as the consumer desires it.

In order that the right prices prevail in your business, it is necessary for a dealer to know his entire overhead expense which may be ascertained by the Harvard System of Accounting. Then his legitimate profit should be added to this. Whatever figure results from this method should be the price of the shoe to the consumer. This is scientific and accurate, also fair to the consumer.

This system will help the retailer and the shoe trade generally out of the rut of the fixed price system, will make it easier to adjust prices in accordance with the rising and falling market of the future; will do away with the unscientific, bungling plan of retailing all kinds of shoes and leathers, regardless of their cost, at one price.

Your courage to put this system in effect will change your empty till to one with a legitimate profit, and it will soon be proven that the customer is just as ready to pay \$4.25, \$5.30 or \$6.40, as he is any other price, so long as it is fair and just.

### Standardizing Retail Shoe Accounting

The Harvard System of Accounting is undoubtedly the best system of accounting a shoe retailer can employ. It so plainly sets forth a method of determining a retailer's expenses and profits that he may see his business in a clear, understandable way. Besides this, it will standardize the accounting in the retail shoe trade so that accurate business comparisons may be secured between different dealers, if desired.

This will lead to systematic and scientific store-keeping so highly desirable. This system may be had for the asking, by addressing the Harvard School of Business Research, Cambridge, Mass.

The sincere effort that has been made in compiling this booklet by the committee commends and entitles it to the most careful consideration of the shoe trade. It has been done at great expense in time and money, and we earnestly ask the reader to treat it with a serious meaning; first, for your own good; second, for the good of your neighbor, third, for the good of the trade as a whole.

Should it interest you, see that it interests your fellow-tradesman, for it is only by educational means that we can lift the craft to the standards for which its leaders are striving.

# L.S. ODELL

137 McGill Street  
MONTREAL

## Upper Leathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

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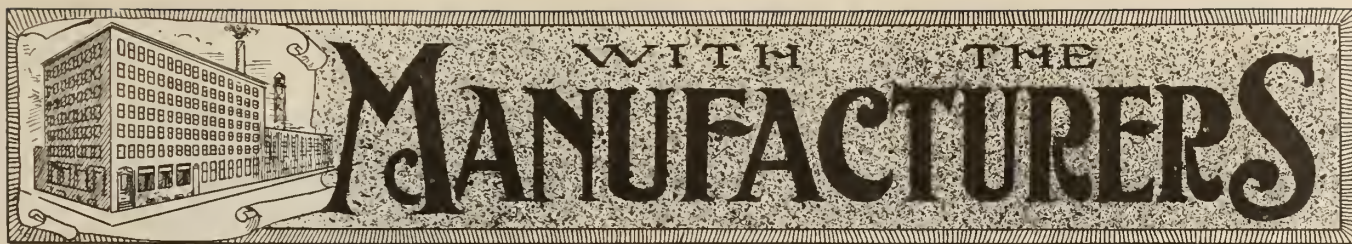
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Leading Shoe Manufacturers' Supply House in Canada

MONTREAL





### CANADIAN FACTORIES IMPROVING EQUIPMENT

An American salesman representing a firm dealing in shoe factory equipment recently returned from a trip through Canada. This man reports the greatest amount of sales in his experience, and goes on to say that every factory in Canada has plenty of business and many of them are contemplating changes in their equipment to take care of all the orders. To the Shoe and Leather Reporter he said:—

"There are Canadian factories that compare favorably with any in the United States, but some are in a rut and because they could market their output have not installed new processes. The average shoe manufacturer in Canada is a firm believer in the block last, and argument to introduce hinge lasts has been futile. We quote an answer of a Scotch superintendent to a salesman who was preaching the gospel of hinge lasts. This canny Scot said: 'We have made shoes and money by using block lasts. We could do no more with hinge lasts, and we might do less.' This old style conservatism has disappeared to a great extent within the last few years, for the largest producers of shoes in Canada are equipped with modern lasts, patterns and machinery from the leading style producers in the States. Many factories are superintended by men who made a name for themselves in the best factories in New England. I use the term New England advisedly, as I maintain that the production of perfect shoes wherever located will hark back to Brockton for men's, Haverhill for slippers, and Lynn for ladies' fine shoes. This may start an argument, but if you look up the names of the successful superintendents in Newark, Brooklyn and Rochester, it may surprise you. Canada has the same opportunity to profit by precept or example and localize or specialize her shoe producing sections.

"One drawback to the present success of manufacturers in Canada is the attempt to make every style, kind and grade of shoe in one plant. This sort of work is bound to produce sameness of results. The personal peculiarities of the superintendent will be shown in the product so that an experienced judge would know which kind of shoes the superintendent was best qualified to produce. Men's shoes will carry a womanish looking heel, or vice versa, women's shoes will look pluggy and mannish if made by a superintendent who is an expert on men's shoes. A superintendent would be a world wonder if he were equally good on all kinds of shoes. The great success of the manufacturers in the United States has been made by specializing the product of a factory and only producing such shoes in a given factory as can be produced right.

"Part of Canada's awakening is due directly to the attitude of the special military commission toward army shoe contracts. When manufacturers had to consider every detail, and contract to produce the best army shoe in the world, lasts had to be made to exact measurement, patterns had to conform to specifications, haphazard methods were discouraged and equipment was installed to enable the makers to produce shoes that would measure up to the exacting sentiments of the Canadian commission who were suffering under the bitter criticisms of the Canadian press, because some shoes had been made without regard to fit or service and sold to the Government for the Canadian contingent.

"The perfecting of factory conditions, the installing of up-to-date equipment and the hiring of New England super-

intendents gives Canada the opportunity to bid for her share of war contracts on shoes. The fact that there are more boot makers and heavy shoe workers in that north country enables them to make heavy shoes with ability that has become theirs by years of experience."

### UP GOES BRONZE POLISH AND LACES

There has been an advance of from 30 to 40 per cent. in bronze dressings, which are used to a large extent by the ladies at the present time, owing to bronze kid being both popular and fashionable. Manufacturers report that they are unable to get the necessary chemicals, for which extortionate prices are now asked. This is one of the results of the war. On top of advances that have averaged 100 per cent. since the outbreak of the conflict in Europe, mohair laces have just gone up thirty to fifty per cent. All prices are now subject to change without notice. The cause of the sharp increase in quotations is an embargo placed on logwood dyes, making it impossible for the manufacturers to secure proper coloring materials. Of course, the consumer will shortly have to pay nearly double the price for his mohair shoe laces than he has been doing, and the only way to avoid it is to wear button boots.

### DOING GOOD BUSINESS WITH SHOE FACTORIES

L. S. Odell is one of the most widely known members of the shoe trade. He has been identified with leather and findings for nearly half a century, practically all of that time in Montreal and Quebec. He recently opened offices



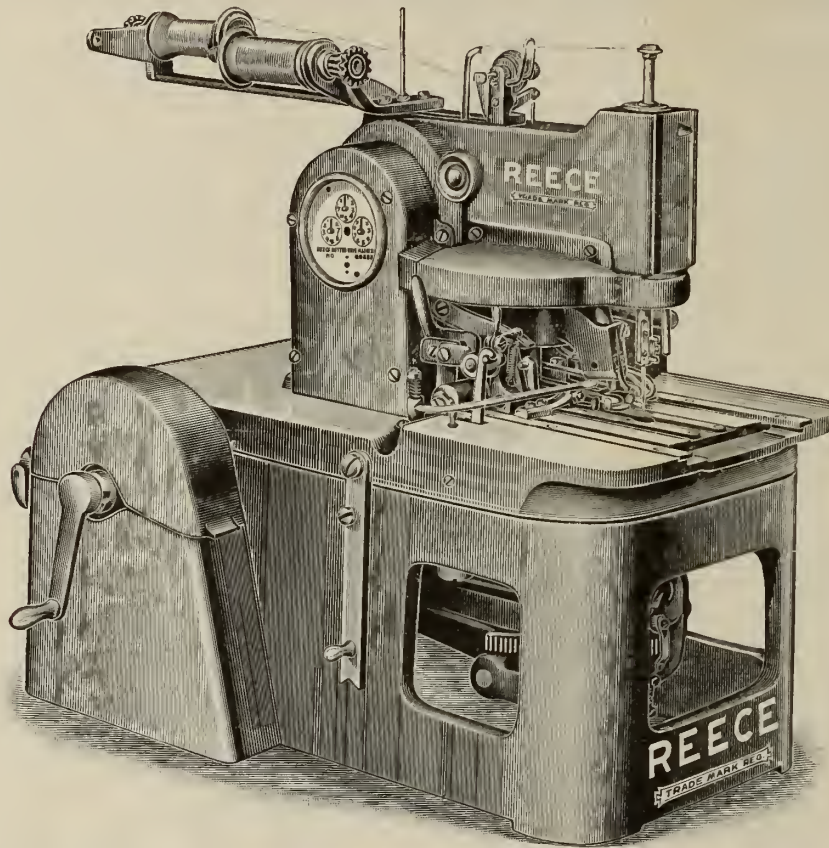
L. S. ODELL, SR., MONTREAL

and warehouse at 137 McGill street, Montreal, putting his own name on the door exclusively for the first time in his business career. He is handling upper leathers, shoe cottons, shoe felts, shoe cements, top facings, box toe goods, buckrams and other like supplies for shoe manufacturers.

# Shoe Manufacturers!

## What Do Your Button Holes Cost?

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MONTREAL



Mr. Odell is carrying quite a large stock and his close connection with manufacturers of these lines and his intimate knowledge of the requirements of shoe manufacturers en-



L. S. ODELL, JR., MONTREAL

able him to supply the wants of the trade satisfactorily to buyers and profitably to himself.

Associated with him is his son, L. S. Odell, Jr., who is covering the Montreal city trade for his father. Mr. Odell, Sr., returned to Montreal in September of last year after four and a half years residence in Toronto. Previous to that time he was in Quebec for 29 years on St. Valier street, and no man is better or more favorably known to the Quebec shoe trade. Mr. Odell was vice-president of Fisk Limited until he went into business for himself, having been identified with that concern for 43 years.

#### EFFICIENCY EXPERTS IN SHOE FACTORY

Efficiency experts have become a fixture in the shoe industry during the past five years. Shoe manufacturers were slow in adopting the idea of employing efficiency men, as at first it seemed to be something that would increase their overhead expense. But as the thinking men began to learn of what was being accomplished in other lines of industry, they reasoned that perhaps it might be applied to the manufacture of shoes. The first firm to go into this study to any extent was the T. G. Plant Co., at the time they moved their business to Roxbury, Mass. The rapid growth of this firm would go to prove this. There have been many other instances of more recent date, but in every case the success may be laid to advanced ideas of efficiency. Many foremen who have openly sneered when system and efficiency have been mentioned, have been jolted quite badly when entering the employ of these firms, but as yet many of them do not see the light.—Exchange.

#### TO PREVENT STICKING OF LASTS

Errors and mistakes are common occurrences in all lines of business and shoe factories are no exceptions. Many of those mistakes are as old as the trade itself.

For instance, there is much difficulty in pulling lasts that remain in the shoes over night. In the drying of the box toe gum shellac, the moisture of ether, penetrates most any fabric or paper and makes the shoe adhere to the last, causing the shoe to stick, and when pulled breaks up the shape of the shoe. There are several good remedies that will overcome

this, such as chalk, grease or vaseline put on the last when the shoes are assembled.

One of the best and surest ways to overcome this difficulty permanently is to use a mixture of paraffin melted with one-third portion of kerosene oil heated until the paraffin becomes a fluid. Then by dipping the lasts in it, the kerosene penetrates the wood of the last, carrying with it a portion of the paraffin. A small quantity of gasoline may be added, but not actually necessary. The heating process may be done by gas fire, but steam is preferable. This dipping need not be done oftener than once in two weeks. It is hardly perceptible on the last and is a saver for shoes, as there is no grease to soil the lining, and it leaves the toe perfectly smooth.—American Shoemaking.

#### REINFORCING WELT SHOES

Welt shoes should be reinforced at bottom part of the toe-end. I have seen welt shoes protected that way in a shoe factory, and as the plates were inserted within the line of outsole stitching the edge was finished without trouble, and the bottom did not look bad at all. A welt shoe will wear out quickly at the toe-end on account of its flexibility, which allows the foot to bear quite hard on the toe-end as the foot is lifted from the ground.

With that fact in mind, the turn shoe would call for the same reinforcement at the toe. When the shoe is constructed with a high heel, the tendency to rub the toe part against the pavement is thereby enhanced. I believe that there is a field for some new machine for inserting such reinforcements, whether circlelets or special plates. Plates will protect better than circlelets and are quickly applied. The shoes in the factory above referred to had plates sunken into the sole and offered a real improvement as far as making the shoes more durable. Such a scheme is better adapted to a repair shop than to a shoe factory, as a repairer can apply those by hand in a better manner than anyone else.

When the awl is to be filed take it out of the machine, as there is nothing gained by filing in the machine. The awl must be filed square, as a corner lower than the opposite corner will make the machine run hard, in much the same manner as when the awl is dull, although it may be very sharp. Moreover, the stitches will not set rightly on the welt, and the machine will not feed correctly. At the middle of the table the awl and needle should meet, and the awl is worn out when they both meet there, but the awl is too short to go through the sole easily.

#### THE PROFITS OF SHOE MANUFACTURERS

Shoe retailers are interested in the question of shoe manufacturers' profits because of the bearing the question has upon the sale of shoes to the consumer. Probably no other great staple is made and sold on such slender and insufficient margins, says the Shoe Retailer.

During many years shoe manufacturers have attempted to keep up their gross profits by increasing the volume of output. Small factory units have given way to larger establishments conducted upon high pressure methods of efficiency and economy. All sorts of expedients have been resorted to in the effort to avoid the alternative of advancing prices. But the pressure from without in the form of higher cost of materials and labor prevents manufacturers from realizing adequate profits.

During the long depression in general business shoe manufacturers made a great effort to revive the trade by introducing novelties. New and attractive styles were evolved and the wholesale and retail prices put on them made the profits on staples appear small by comparison. The novelty shoes introduced for last winter's trade were a great success until the bottom fell out of the tub and thousands of pairs of expensive shoes were sacrificed at ruinous



prices. The novelty business is measurably under control, however, and the enormous losses will not be repeated.

The retail trade is affected by the increasing cost of doing business, and there is no disposition anywhere to holster manufacturers' profits at the expense of the retailer. There never was a time when the ratio of expense to volume of business was as great in retail merchandising as it is to-day. The rents demanded for stores in good locations would have been considered impossible a few years ago. But that is another story apart from the question we are now considering.

The causes that brought about the present condition of small profits in shoe manufacturing are somewhat complex. It is not alone the stress of the competition of one manufacturer with another. That is perhaps neither better nor worse in the shoe trade than in other lines of industry. Furthermore the higher wages demanded by labor are not confined to the production of shoes.

The steadily increasing cost of leather would appear to be the special and peculiar factor in the shoe situation. It is true that raw materials in other lines of manufacturing have advanced in price, but there are circumstances connected with the production of leather which differ from other articles of commerce. Under the ordinary operation of the law of supply and demand high prices stimulate production and larger supplies cause prices to decline to the former level.

It happens to be a fact peculiar to leather that increases in the demand and price do not cause greater quantities of it to be made. Hides and skins are by-products of the beef and dairy industries. The introduction of the refrigerator car, cold storage and prepared cereals have revolutionized the food supply. The stocking of rivers, lakes and streams by the Fishery Commission, the scientific development of the egg and poultry business together with refrigeration in store and in transit, have lessened the per capita demand for beef, veal and mutton. Meanwhile the consumption of leather per person has increased.

This condition caused leather of all kinds to advance in value before the outbreak of the war. Military activity has always stimulated the demand for leather. War is the biggest bull factor in the leather markets. The influence of the present tremendous conflict is only beginning to be felt. If the war continues two years more the heavy leather supply of the world will be so severely depleted that the most sensational situation will exist.

It should be kept in mind that war not only greatly increases the consumption of leather, but actually decreases the number of hides and skins taken off. At the present time the condition is made still more serious by the numerous embargos placed upon hides and skins and tanning and coloring agents. The actual supply of raw materials is less and the situation is aggravated by the difficulties of buying materials and transporting them from the points of origin to the tanneries.

It is unfortunate that many shoe manufacturers are not as well informed as they should be regarding the basic conditions underlying the leather markets. The shoe manufacturing industry was built up under a system of super-abundant supplies of leather. Leather buyers for years held the whip hand. They were enabled to dictate terms to tanners who were expected to take care of their customers under pain of losing them. Contracts were made for six months' supply of leather. If prices declined during the pendency of the contract the buyer demanded and obtained the concession, but if the market strengthened every pound or foot of stock had to be delivered at the contract price.

This one sided situation resulted from the well-known fact that more leather was made in the normal course of events than was required. In recent years this economic condition has changed, but old customs die hard. Shoe manufacturers were slow to realize that leather never again will be as cheap and plentiful as it was years ago. They hope against

hope that somehow or other the high cost of leather will be only temporary and that they will be able to buy again at former quotations and avoid the dreaded alternative of raising shoe prices to a parity with the rates demanded.

The time has come when the shoe trade should push forward and cease repining about dear leather. Natural conditions above and beyond either tanners or shoe manufacturers have conspired to make all sorts of leather scarcer and dearer. Nothing can be gained by one set of men in the industry misunderstanding the position of the other set. Sooner or later the prices of all staple shoes will have to be materially advanced, by the manufacturer to the retailer and by the retailer to the consumer. The sooner the change is made the safer will the manufacture and sale of shoes become.

#### NEW MACHINES ADDED TO PLANTS

Shoe factories continue to put in additional equipment, which is an evidence of activity and bright prospects. United Shoe Machinery Co., Toronto, have made several installations during the past few days, and among them are.—J. W. Hewetson & Co., Brampton, Regent bottom stamping machine, Model "C"; The Blachford Shoe Mfg. Co., Toronto, an ensign lacing machine; Western Shoe Co., Berlin, loose nailing machine, and edge trimming machine; Scott-Chamberlain, Limited, London, steam generating machine; the T. Sisman Shoe Co., Aurora, heel breast scouring machine; Regal Shoe Co., Toronto, Goodyear heel seat rounding machine, and American lightning nailing machine; King Shoe Co., Toronto, Goodyear outsole rapid lock stitching machine; C. N. W. Shoe Co., London, Goodyear welt indenting and burnishing machine; Weston Shoe Co., Campbellford, pattern binding machine and pattern corner cutting machine; Solid Leather Shoe Co., Preston, Planet sole rounding machine; Kaufman Rubber Co., Berlin, Lufkin folding machine; John McPherson Co., Hamilton, an improved gearless sole cutting machine; Hurlbut Co., Preston, Miller twin treeing machine; W. B. Hamilton Shoe Co., Toronto, edge trimming machine; Snedcor & Hathaway Co., Tillsonburg, ideal clicking machine; Adams Shoe Co., Toronto, rapid hand method folding machine; Getty & Scott, Ltd., Galt, a stitch down staple lasting machine; Regal Shoe Co., Toronto, Vulcan foot power punch and Goodyear outsole rapid lock stitch machine; Renfrew Tannery, Renfrew, Ont., Puritan old New England Alligator machine and a Vulcan foot power punch.

#### CORDOVAN PROMINENT IN SALES

Among the orders for immediate as well as future deliveries which are being received at Brockton factories, the cordovan leather is being very frequently designated by merchants. Several manufacturers in cities are planning to make more cordovan shoes than ever before. Cordovan or horsehide, owing to its close fibre, has exceptional wearing qualities. It has always been a staple stock in men's shoes, but owing to its cost can be used only in the better grades of footwear. In years past black cordovan was practically the only color obtainable. Of late, however, the improvements which have been made in tanning have brought the production of colored cordovan to a high state of perfection. It is this stock which is having a call at present, with red, mahogany and brown selling in about the order named. The merchant who sells his customer a cordovan shoe with a good substantial sole and heel fastened to the upper stock will seldom, if ever, hear of any dissatisfaction on account of wear. In fact, as one manufacturer said to a retailer recently: "It is almost impossible to wear out the upper of a cordovan shoe. It is always smooth, doesn't crack or chip, takes a high polish, and is emphatically a gentleman's article of footwear."



# THE DYE SITUATION CAUSES WIDE ANXIETY

**The Color Outlook Still Continues to be Chief Topic of Discussion Among Tanners and the Situation is Really Alarming—Will there be Some Relief Afforded by the Removal of the Existing Embargoes**

"Speaking in a general way, the logwood situation was difficult previous to the embargo placed on it by the British Government within the last few days. The situation was that the wood was largely brought from Jamaica and put through factories in the United States and there turned into the various classes of products from logwood used in connection with tanners' dyestuffs. Even before this embargo was placed on logwood the two or three firms in the States, who have control of the manufacture of this wood, were practically refusing to sell as they seemed apparently to think they should supply United States customers before Canadian and in any case they had not nearly enough stuff to supply the requirements of the tanning and textile interests. The embargo, if persisted in by the British Government, will of course prevent them getting any more wood for the use of their factories in making these products.

"The whole situation, both as to logwood, dyes and chemicals of all kinds used for tanning purposes, is most serious and if the war continues another year it is difficult to say how serious the result may be. Everyone is having difficulty now and these difficulties will increase as time goes on," declares one leading firm.

## Restrictions May be Modified

The Robson Leather Co., of Oshawa, remark:—"We are unable to obtain either logwood or anilines, except in very small quantities at exorbitant prices. We are inclined to think the embargo by Great Britain will soon be lifted and that the United States will be able to obtain logs from Jamaica and other sources as usual. Strong protest by the textile and tanning trades of Canada and the United States has been made to Great Britain through our Government at Ottawa, and the British Embassy at Washington, with the probable result that some modification of Britain's recent ruling in connection with the exportation of logwood will be made. It makes but little difference whether we are able to get fancy aniline colors, but blacks seem to be an absolute necessity."

## Only Three Months' Supply

Daoust, Lalonde & Co., Montreal, say that it is impossible to secure any logwood or aniline dyes at any price. "We have some to keep us going for three months, but we are at a loss to know what to do after we are exhausted of what we have. We would certainly be favorable to the removal of the embargo on all German dyes," they conclude.

Sole leather tanners do not, of course, use dyes and are not disturbed by the present conditions.

## Will Leather Be Five Cents Higher

"The embargo on logwood dyes will eventually, it appears, necessitate tanners closing down unless the government can relieve the situation at once. There is no stock to be had," asserts another manufacturer of high-grade shoe leathers. "On account of the advance in price in aniline dyes every month for the last six months many people would not stock heavily, thinking they could buy logwood dyes at any time. We can see nothing but higher prices for all kinds of dyes which means stiffer prices for leather, and look forward to leather being five cents a foot higher in February than at the present time, as the demand for leather will be even greater in the next three or four months than ever. The scarcity of dye materials and raw calfskins and the requisitions for leather more numerous; the answer is higher prices

for the finished product, and it would appear as if there is no relief in sight for the next eighteen months. We might say that export business is increasing every day and any shoe concern in Canada who to-day is in need of business can, with a little energy, procure all the business it requires for twelve months in advance. Such are the conditions as we find them to-day."

## Looking to England for Relief

"The dye situation is very difficult just now and it is no easy matter to get supplies," observe Duclos & Payan, of St. Hyacinthe, Que. "All our orders in the New York market have been cancelled for both dyes and logwood products and unless the embargo is lifted we will have to try and get some relief from the English market. The trouble has not affected our output as yet, but there is no chance of replenishing supplies at present. It is only a question of time when it will be a very serious matter to all. We do not see any chance of relief unless supplies can be got through the English market and we hope that the embargo may be lifted or some means devised for obtaining supplies soon."

## Hope for Speedy Relief

"The shortage of aniline and logwood dyes is a very serious proposition with us to-day," declare A. R. Clarke & Co., Toronto. "The logs are imported into the States and produced in the crystal form and we have been buying from the American Dyewood Co. for some time. They advise us that they are not able to furnish us with any more at present and do not know when they will be able to. We are now attempting to have some shipped direct and handled in this country, but we have not yet completed arrangements. We hope relief will come in the color and logwood situation very soon as prices are terrific."

In reference to the color situation, the Barrie Tanning Co., of Barrie, Ont., say: "We are having a great deal of trouble, and, in fact, we are finding it impossible to secure suitable aniline colors to do the class of work that we formerly did, as anything offered or available on to-day's market is very much adulterated and inferior in every way, due to a large extent to New York speculators. However, this is a matter that has to adjust itself, and will have no serious effect if the public cannot get any colors and has to adopt natural colors. Of course, we have no doubt, with laboratories now at work both in England and New York, they will work out the problem and in the course of a year or two, we will have dyes equal to anything we have ever had heretofore. In the meantime, until the public start to realize the position of affairs, everyone is put to trouble and expense as well as inconvenience to try and please his customers. We can only guarantee a customer a particular shade of color from such dyes as we have in stock, and a good black is difficult to get as blacks from England. We have put in a vast equipment since the war broke out to cope with the tremendous increase of trade, and we are therefore in a position to handle an enormous export trade besides supplying the needs of our Canadian market in all our lines."

## Some Assistance in Sight

A recent despatch from Washington contains the following hopeful news:—"In notifying the State Department that Great Britain would permit the immediate shipment of 4,700 tons of logwood for dyestuffs from Jamaica to the

United States, the British Embassy has indicated that the shortage of the extract of logwood in Canada must be relieved as a condition of the embargo's modification. In addition it appears there is contemplated a much larger movement of this important dye base.

"It is hoped that the shortage of dyestuffs in Great Britain will shortly be met when the issue of licenses in Jamaica will be resumed, provided that reasonable margin

is left in the island for any emergencies that may arise," reads a note from Sir Edward Grey, transmitted lately to the State Department.

The French trade press states that the situation in the chemical product market in France is anything but favorable. Certain chemicals have advanced in price, while of others, there is a decided shortage. They have reached a height now beyond the wildest guess.

## TWO MILLION PAIRS OF BOOTS EACH MONTH

**What Allied Armies Are Using—Mr. Angus is Back in Montreal After Extended Absence in Europe—British Army Adopts New Standard Screw Boot for Trench Use—English and French Tanneries Supplying All Leather Required—Prospects for Civilian Trade Abroad for Canada very Promising.**

Two million pairs of shoes a month are being used by the allied armies in the present war according to the estimate of Alex. Angus, who has just returned from his second trip to Great Britain and Europe in the interests of Ames-Holden-McCready, Ltd., Montreal.

Mr. Angus has been closely in touch with army footwear matters, particularly as they concerned Great Britain, France and Italy, as he spent over a year on the other side of the Atlantic representing a group of Canadian manufacturers interested in army orders from the other side.

Mr. Angus states that the British Army has adopted a new Standard screw,  $\frac{3}{4}$  leg heavy boot with bellows tongue, especially adapted for trench use. The British War Office has been buying Standard screw footwear right along and this is



A. R. ANGUS, MONTREAL

a further evidence of the favor with which they regard such boots as against the welts being used by the other Allied armies.

Another point of interest to Canadians, particularly the leather men, is the fact that English tanners and those in France also are now capable of supplying practically all requirements of the English and French factories. The British are going strong on chrome tanned leather once more, after having used the vegetable tannage for quite a period. Both tannages are being used for that matter in shoes for the various services.

"It may surprise you," said Mr. Angus, "to know that the English and French shoe factories are not only capable of turning out all of the shoes required for their own armies, but also are engaged in catching up on civilian business which had been dropping behind with them during the first year of the war owing to their concentration on army work. In the last couple of months they have become extremely busy again because of their participation in Italian orders and in orders for footwear for some of the smaller Allied powers. They continue to make some French army boots as well.

Canadian manufacturers very nearly secured an order for close on to a million pairs of French army boots. At the time that the matter was ready for final closing a disturbance in the political situation in France resulted in this order being held for French factories. No order has been placed directly by the French Government for boots in the last eight months. It is unlikely that any business will be placed outside of either France or England in the very near future should conditions as they exist at present continue.

Both Governments through their war purchasing department have specialists to advise them on shoe purchases, and these men in turn have working under them experts who spend their entire time travelling the country organizing and maintaining the organization of plants engaged in shoe manufacture. The result is maximum output, prompt deliveries and reasonable prices.

### Canadian Factories Capable of Competing

Prices are practically the same for the boots of the various allied powers although the specifications vary. Russia is an exception as her soldiers use a long legged boot which costs over \$5.00 per pair. Canadian manufacturers are capable of turning out the boots now being manufactured at almost identically the same figures as English and French factories.

Italy occupies the centre of the stage in army shoe circles in London just now. She has either placed or is ready to place orders aggregating three million pairs. The order on which Canadian firms quoted has not yet been finally placed and it is quite possible some of these shoes will be made in Canada.

"Russian shoes are being made in Russia and United States. Some Canadian quotations have been given but no business has yet come to Canada. Prospects for civilian trade for Canada are very promising, also further allied orders will come," concluded Mr. Angus.

Mr. Angus was in London during four of the Zeppelin raids and witnessed the flight of the air-ship. He says that he was quite as near to it as he desired to get.



# Busy Centres in Eastern Ontario

## Kingston the Limestone City

The history of Kingston, if fully told, would make one of the most interesting pages in Canadian history. The present city was formerly Fort Frontenac, called after the French Count of that name. The Fort proper was built upon the site of the present Tete de Pont barracks for protection against attacks of the Indians, particularly the Iroquois. In 1763, the County in which Kingston is located was ceded to Great Britain, the town being settled by Loyalist families whose names are still familiar to Kingstonians.

Kingston is known as an educational centre, possessing as it does, Queen's College and the Royal Military College, as well as other institutions of learning. It is a beautiful residential city, being situated on the St. Lawrence half way between Toronto and Montreal and near to the Thousand Islands, while there are innumerable lakes within easy reach of the city. As an industrial centre it has made marked progress in the past few years. It has numerous factories and a growing number of wholesale establishments. The



THE HISTORIC CITY BUILDINGS OF KINGSTON

Canadian Locomotive Works is probably the biggest corporation, but not less important to the development of the town are such industries as that of the Davis Leather Co., the Kingston Hosiery Co. and the Midland Shoe Co., which particularly interest readers of this paper. More detailed particulars about these three companies are given hereunder.

### A. Davis & Son, Limited

One of Canada's busiest tanneries is that of A. Davis & Son, Limited, at Kingston. Hon. E. J. Davis, is president; Elmer Davis, vice-president, and Harold W. Davis, secretary-treasurer of the firm, which specializes in side upper leathers in bark tan, chrome, and chrome re-tan. The original firm of A. Davis & Son was formed in 1867, by Andrew Davis and his son, E. J. Davis, who operated a small tannery at King. In 1884 the late Andrew Davis retired, his son continuing the business by himself until 1893, when, in turn, his two sons, Elmer and Aubrey, were taken into partnership. In March, 1903, the King tannery was burned, and in April, Hon. Mr. Davis purchased the business at Kingston which had been conducted by J. J. Carrington since 1884, and in the following year he purchased the ground at Newmarket on which the five factories of the

Davis Leather Co. now stand. It was at this time that it was decided to separate the business—the Newmarket plant was utilized for making calf, and at Kingston side upper

ELMER DAVIS,  
Vice-Pres. of A. Davis  
& Son, Limited, of  
Kingston, Ont.



leather was made. Aubrey Davis went to Newmarket then, and in 1909 H. W. Davis entered the firm, which had been incorporated A. Davis & Son, Limited, in 1903. There is

HAROLD W. DAVIS,  
Sec'y-Treas. of A. Davis  
& Son, Limited, of  
Kingston, Ont.



no connection between the two Davis enterprises beyond the fact that Hon. E. J. Davis is president of both concerns.

Few tanneries are housed in more modern quarters. The entire group of buildings is in concrete, the last vestige of the old frame buildings of the Carrington tannery having been destroyed by fire in August, 1914. There has been an increase in volume of manufacturing of 700% over the output of the early '80's. Some of the finest leather ever made in the plant is that destined for use in army shoes. The firm takes pride in making this "better than their best."

# A. DAVIS & SON Limited

## KINGSTON TANNERY



View from the north-west corner. In the rear are the large Concrete Store House, Leach House and Bark Sheds, and also the Boiler and Engine Rooms, of re-inforced Concrete

This is the tannery in which our HIGH GRADE LEATHERS are made. All our leathers show the result of good tannage—uniform substance throughout, being properly stuffed or fat-liquored and perfectly set. They cut well.

### SOME OF OUR SPECIALTIES

Elk—Black and Colors  
 Russet Oil Grain  
 Mennonite Grain—Black and Red  
 Combination—Smooth and Boarded  
 Pebble

Russet and Black Collar Leather  
 Vegechrome—Black and Chocolate  
 Imitation Gun Metal  
 Ooze Splits in Black and Colors

High Class Leather for Military Purposes



**Midland Shoe Company**

F. G. Lockett, who established this business in 1901, is one of the oldest retailers in Ontario in point of experience. As the old-timers will recall, he was partner with J. J. Haines, of Belleville—Haines & Lockett—until he decided that prospects were better in Kingston, and journeyed thither, taking over the branch of their business which was already established there. When Mr. Lockett started the jobbing business he had been 36 years a retailer. He still conducts a fine retail trade on Princess street and has been



F. G. LOCKETT, KINGSTON, ONT.

fortunate in having two sons who followed in his footsteps. One of these, Capt. L. C. Lockett (80th Battalion C.E.F. at present in training) has been manager of the store, W. H. Mack, Jr., taking his place in his absence, and Garnett H. Lockett is managing the Midland Shoe Co., which does business between Cornwall and Oshawa and in the northern territory between these points, including Ottawa Valley. Three or four salesmen are employed on the road. G. H. Lockett is at present taking up a course in the Ontario Training Corps and hopes to get a good commission in the spring.

**Kingston Hosiery Company.**

Remarkable progress has been made in the 34 years of its existence by the Kingston Hosiery Co., which does a



J. E. MORTIMER,  
Manager of Kingston Hosiery Co.

large business with rubber manufacturers in rubber netting and with the shoe jobbers who distribute their lumbermen's sox and stockings. H. W. Richardson is president of the company, of which J. E. Mortimer is the energetic manager.

Mr. Mortimer is a practical man, who gained his knowledge in the Yorkshire mills, before coming to Canada to take charge of the Glen Woollen Mills at Georgetown, where he remained until four years ago. The secret of the success of the business lies in his study of the markets, which enables him to produce the goods for which there is a demand. It is one of the industries of which Kingston is very proud.

**Brockville the Beautiful**

Brockville is one of the oldest settlements in what was formerly known as Upper Canada. The town was incorporated in 1837. It has a population today of 10,000 people with a big agricultural community behind it. The district has a world-wide reputation in dairy industries. The amount



COURT HOUSE AVENUE, BROCKVILLE

of cheese alone sold by the Dairymen's Board of Trade, exceeds three million dollars annually. It possesses numerous factories employing from 200 to 400 hands each and a large number of wholesale houses. Not the least interesting feature of the town is the number of its public buildings, which add so much to its attractiveness. Being the county town of Leeds and Grenville counties, it is the home



KING ST., BROCKVILLE, LOOKING WEST FROM  
COURT HOUSE AVENUE

of the county officials and has an imposing courthouse and spacious county buildings. These, with its half dozen banks and the splendid residences of its business and professional men, are in keeping with the beautiful location of the town on the River St. Lawrence at the eastern gateway to the Thousand Islands. It is 125 miles from Montreal, 208 miles

"The Quality House for Footwear"

The  
**Midland Shoe Co.**  
KINGSTON

Our Shoes are Quality Leaders  
and Money Makers  
You take no risk whatever

"MIDLAND MAID"

A High-Grade Line of Business Getters for  
Women. Snappy Styles, Attractive Prices.

"CLIMAX" "MIDCO"

Two Brands for Men that will Bring Trade  
to Your Store.

We also carry a full line of  
LEATHER, RUBBER and FELT  
FOOTWEAR for immediate delivery.



**LUMBERMEN'S**  
SOCKS STOCKINGS

For years we have specialized in  
these lines and can give you finest  
values in all requirements.

Samples for 1916-17 now being  
shown by leading shoe jobbing  
houses.

**Kingston Hosiery Co.**  
ESTABLISHED 1880 Limited  
Kingston - Ontario

ESTABLISHED 1907

THE **J. A. JOHNSTON COMPANY**  
BROCKVILLE

Wholesale Dealers in

**Shoes, Rubbers, Gloves, Sox, Shoe Packs, &c.**

Sole Distributors of

**Little Bo Peep**

Shoes for

Misses

Children

Infants

**Dr. Johnston's Hygienic**

**Cushion Sole Shoes**

for

**Men and Women**

**Brovillo**

Shoes for

**Men and Women**

Agents for

Stub Proof, Maltese Cross and Lion Brands of Rubber Footwear

Our travellers are now on their way to you with the most complete range of Felt Shoes and Slippers being shown this season. They also have our full line of Gloves, Mitts, Moccasins, Shoe Packs and Lumbermen's Sox. It will pay you to see their samples before placing your Fall orders.

**"THE HOUSE OF QUICK DELIVERIES"**



from Toronto, 74 miles from Ottawa, 362 miles from New York, being the nearest town of size to the last named city. The town owns its water, light and power plants. The J. A. Johnston Co. are the only wholesale shoe house in Brockville but they have made a big success of their business, which will be seen in the account of its development given below in this issue.

**J. A. Johnston Co., Brockville**

To have increased their warehouse accommodation four times in eight years is something for any firm to be proud of having as a record. This is what the J. A. Johnston Co., of Brockville, have done since entering the wholesale field in that town in 1907. They are covering the greater part of the Province of Ontario, including the North Country and also a part of Quebec. J. Halpenny, North Bay, represents the firm in the newer parts of Ontario; S. Craig works east of Kingston, J. A. Johnston, west of Kingston and in Ottawa. Mr. Johnston has been 42 years in wholesale and retail shoe business, being one of the most widely known men of the craft. He is a practical shoeman, and his knowledge and aggressiveness have enabled him to build up one of the finest jobbing businesses in Ontario. For the past five years, G. Elmer Johnston, manager of the company, has been associated with his father, being in charge of the office and warehouse. His energy and up-to-date methods have had a big influence in the development of the company's trade. The firm carry a complete line of leather, felt and rubber boots and shoes, and gloves, hosiery, lumbermen's sox, moccasins, shoe packs and findings. They are sole distributors of "Little Bo Peep" shoes, Dr. Johnston's Hygienic Cushion sole shoes and Brovillo shoes.

**Perth the Stone Town**

Perth, the County Town of Lanark, was established in 1815, so that it is today just over 100 years old. It is one of the substantial towns in Ontario and its progress has not



SOME SCENES AND BUILDINGS IN PERTH

been of the boom kind, but rather of the steady variety. Its population is in the neighborhood of 4,000. It possesses a fair number of manufacturing establishments which give employment to a large section of the population; no company being more highly thought of than the Perth Shoe Co., of which more extended mention is made elsewhere. Being in an excellent agricultural district the farmers contribute largely to the prosperity of the town. Transportation is furnished by the C.P.R. The "Stone Town" is situated on the Tay Canal which connects with the Rideau system.

**Perth Shoe Company, Limited**



G. H. ANSLEY

One of the finest shoe factories in the country is that of the Perth Shoe Co., at Perth. This business was re-organized from the Winn Shoe Co. three years ago, by F. W. Hall, M.P.P., who is president. The company specialize on manufacture of ladies' Goodyear welts to retail at \$4.00 and up. In the past two years particularly the prosperity of the business has been marked. The firm constantly improve their line and give the trade good service. The man chiefly responsible for this progress is G. H. Ansley, general manager and secretary as well as a director of the company. Mr. Ansley deserves great credit for the manner in which he has developed the business. Three months ago M. J. Sheehy was appointed superintendent, coming from such factories in the United States as Selz-Schwab Co., Chicago, where he was superintendent, and the Sorosis factory at Lynn. He has been devoting considerable time along with a pattern expert from United States to securing



F. W. HALL, M.P.P.,  
President of Perth Shoe Co., Perth, Ont.

for the company the latest designs for the coming season. The factory is a modern brick structure 220 x 40 feet, and is well laid out. Colin J. Sewell is treasurer of the company.

The Perth Shoe Company have just decided upon an important change of policy, and will henceforth go direct to the retail trade with their own staff of traveling salesmen. Retailers in all parts of the Dominion will be visited. The company announce that they have laid in a complete stock of snappy new lasts and up-to-date patterns, which must be seen to be appreciated. The capacity of the plant has been greatly increased and the product consists exclusively of women's Goodyear welts, the firm maintaining that they have the largest factory in Canada devoting its energies entirely to this particular line. The branded name of their shoes is "Virginia," which has become familiar to Miladi fair in various parts of Canada.

The Perth Shoe Co. enjoy the unique distinction of being the only shoe factory between Toronto and Montreal, with the exception of one. Naturally the residents of Perth take a pride in the institution which has meant so much for the prosperity of the town and the employment of its citizens.

# Important Announcement

*“Virginia,” the Favorite line  
of Women’s Goodyear Welts,  
Now Sold Direct to the Trade*



Retail Shoe Merchants will be interested to hear that we are now going direct to them with our line. Starting with this month our own staff of travelling salesmen will visit the retail shoe trade in all parts of Canada with an offering of the most profitable line of Women’s Goodyear Welts, retailing \$4.00 and upwards.

The range will consist of entirely new lasts and patterns, expressing the most favored fashions in women’s high-class footwear, and each number in the range will be characterized by the highest qualities of workmanship, fit and finish.

We have the largest plant in Canada making Women’s Goodyear Welts exclusively, a fact that goes far to explain the outstanding success of the “Virginia” Shoe

PERTH SHOE CO., Limited

Perth - Ontario



## FINE HOLIDAY TRADE DONE IN THE SHOE LINE

**People Had More Money, Were More Optimistic and Bought More Freely than Last Year—Hockey Boots, Moccasins, Overgaiters and Slippers of All Kinds Had Generous Call—Merchants Emphasized the Advisability of Useful and Servicable Gifts**

Santa Claus was very good to the shoe and leather men throughout every part of the Dominion. Reports received by the *SHOE AND LEATHER JOURNAL* from each of the nine provinces, indicate that, with few exceptions, largely accounted for by local conditions, the volume of trade during the Yuletide season was much greater than last year. The people had more money, spent it generously, and were much more optimistic.

It is perhaps the practice of certain merchants to declare that each year's Christmas trade is "the best ever" and this may apply in a number of instances, but the Christmas business in 1915 did not equal in volume that of 1912 and 1913, which were the banner years with most shoe houses. The reason is that a quarter million Canadians are either fighting at the front, or in training camps. These young men, who were liberal spenders on masculine footwear and novelty goods, are wearing army shoes furnished by the Militia Department, instead of those supplied by retailers.

However, the men's trade was particularly good in all the country towns and villages, while in the cities, the showing for December was fairly satisfactory.

What has been lost in catering to the men's pedal requirements has in a large measure been made up by the added purchases of *Miladi Fair*. So many artistic creations of a conservative character, and so many different colored kid shoes in varying heights, are presented, that most ladies now purchase two or four pairs, whereas formerly one or two served the purpose.

### Lines Which Took Admirably

Gypsy shoes, both button and lace, have sold very well, but the demand for velvets has been decidedly limited. Very high cut models in glazed and colored kid are now being called for in the larger centres. They are certainly both

chic and smart. The trade in all lines of slippers—leather, felt, plush, plaid, velvet, suede, satin, etc.—was brisk; while hockey boots, moccasins, white, blue and grey colored overgaiters, felt footwear in various fancy patterns, also came in for a large measure of appreciation. Retailers report that the practice of giving sane, useful and serviceable gifts, appears to be finding an increasing degree of favor with the public. After all, buying is largely a matter of education, and never before did so many artistic and well worded advertisements appear in the daily and weekly press as during the past month. The appeals made by several bright retailers, who have adopted suggestions presented from time to time in the *SHOE AND LEATHER JOURNAL*, resulted in an increasing volume of business. Helpful hints were offered in the matter of suitable gifts for father, for mother, for brother, for sister, and for the kiddies, for everybody from grandma to the baby boy. One enterprising eastern retailer caught the popular endorsement of the housewives of his town, by significantly adding at the end of his advertisement: "Once a man gets off his day shoes and slips his feet into a pair of our house shoes or 'Soft-Consoling' slippers, it is a guarantee that he will remain indoors for the rest of the evening."

### How Live Retailers Pushed Trade

Here is what a man who does business in a town of about 3,000 says to the *SHOE AND LEATHER JOURNAL*, respecting his Christmas trade:

"We certainly had the greatest Christmas trade ever. This is accounted for by the fact that the new factories in our town are running to capacity and there are practically no employable people out of positions. December 24th we took in more money than any day since we began business



THE SPLENDIDLY EQUIPPED FACTORY OF THE PERTH SHOE CO., PERTH, ONT.

fifteen years ago. So you see that we are holding our own during alterations to the map of Europe.

"Yes, I sent out a folder, personally mailed to every one on my reliable list, which I revise twice a year, because a list that is not correct and up-to-date is practically of no value. I inserted ads. in both the town papers, using the same material in the press as I did in my four-page folder, as I thought there might be some who would be missed by mail, as you cannot reach every prospect through the post. I certainly can trace a lot of direct business to both the newspaper and the folder. I obtained a neat and artistic border of a Christmas character for my own use. I happened to be in Toronto and went into a type shop, and told them I wanted something out of the ordinary—something that was not carried in stock by the average newspaper. Well sir, I bought several inches of that border for a small sum, and it now belongs to me. I have already reaped enough return from the individual character of my announcements to repay me for this outlay many times over.

#### Had Distributed Two Kinds

"I had two kinds of folders printed, both containing the same matter—one was on a thin paper, which was used as dodgers. I had them distributed around the town each afternoon, at the door of every house, and in all the hotel yards, church sheds, etc. These interesting leaflets were placed in cutters, sleighs, baby carriages and everywhere so that a possible buyer could not fail to see them. The other kind, which I used for mailing, was printed on a stiffer paper, which was very suitable for sending by post. I had a little clip to hold the pages together at one end, and at the bottom of the first page space for the name and address. These went out for one cent.

"I got the idea of a Christmas folder from your excellent paper, and amended the suggestion to suit my own particular needs. I gave a range of prices of the various lines, which, it was intimated, would be acceptable as Christmas gifts, and also featured my stock of skating boots, which I handle in considerable variety. I used good cuts and a light green ink, which served to set off the engravings to decided advantage. I told my clientele that I had men's

hockey boots from \$2.50 to \$4.00, women's hockey boots from \$2.00 to \$3.00, boys' from \$1.50 to \$3.00, and girls' hockeys from \$1.50 to \$2.00.

#### Made Hit With Toy Trunks

"I also handle traveling goods. I have found this department a profitable one. I emphasized the fact that both shoes and traveling goods were thoughtful and serviceable as Yuletide remembrances—telling the people that it was surprising the number of useful and seasonable things to be found in a shoe store. Then I informed them about my club bags ranging in price from \$2.00 to \$13.50, and my suit cases, varying from a matting case at 95c., up to a solid leather one at \$8.00. What do you suppose made a great hit with the kiddies? Why, toy trunks. I had the cutest line ever, strongly made, lock and key, suitable for grown ups, also, which were disposed of at \$1.75. They proved to be a decided hit and on our regular trunks we told the people that we could supply their wants at from \$3.25 to \$9.00.

"As a grand finale, we invited all the people to step in and see how gaily the store was decorated. We laid emphasis on the fact that we guaranteed them value for their money, sincerely appreciated their patronage and were ready with the best stock backed by an efficient staff to handle great crowds promptly.

"But there, I have written you at interminable length, but have done so in the hope that some other retailer may see some rays of light in what I have penned, and be able to profit thereby.

"I trust that you may have a very prosperous New Year, and that we will all pull together for bigger, better and broader business in 1916."

It isn't necessary for you to be a jeweler, or have a watch in every pocket, in order to be up to the minute. Watch your surroundings, keep studying your business, be guided by trade conditions. Let your guide be the Trade Newspaper. Without it you are neglecting one of the principal teachers of your business education.



R. M. BEAL, LINDSAY, ONT.

Leather manufacturer who after four years in the civic chair was unsuccessful in recent election



FRED JACKSON, CLINTON, ONT.

Shoe retailer who has retired after two years as mayor of that progressive town



C. E. HURLBUT, PRESTON, ONT.

Shoe manufacturer who has been accorded a second term as mayor by acclamation



## MANY SNAPPY OFFERINGS SEEN IN FELT SHOES

**Selling Season is Now On and Range of Samples was Never More Complete—How the Industry has Developed of Late Years—Big Demand and Splendid Holiday Sale—An Increasingly Important Factor in the Footwear Arena of the Dominion**

The special season for selling felt footwear of all kinds, which began with the New Year and will continue until March 1st next, has opened auspiciously. Travelers representing the various wholesale firms, who handle this class of warm foot toggery, are now on the road with a complete line of samples, in which many new designs are noticed, while the ranges of colors, lasts and combination effects are more varied and attractive than ever. There is some increase in prices, owing to the high quotations for materials. The felt industry is growing rapidly in Canada and there are now nine factories making this class of goods exclusively, two having been established within the last year or two.

In the West the growing popularity of felts is being evidenced more and more, while owing to the many dainty creations presented, felt slippers of all kinds have had a wider holiday sale.

During the Yuletide season felt Juliets and Romeos are enjoying a steadily larger call as suitable presents, while in

built of leather and felt, that is as trim and smart as an all leather creation—for in no branch of shoemaking has higher efficiency or more expert workmanship been revealed than in the manufacture of felt productions in Canada, which have become an important factor in our national development. The industry has certainly assumed large proportions—proportions which are being increased from time to time. Felt of the finer kind is used for making hats and many other purposes. That used for the making of shoes is produced from the high priced wools that come from the Cape of Good Hope, Persia, Africa and South America—Canadian wool not having the proper “fulling” properties for thickening and making the product firm and compact.

There are now some eight or nine thousand felt shoes of various kinds turned out daily in Canada, which shows the relative strength of the industry, and most of the factories will be kept running to capacity all the year. Deliveries will start in May or June next and be kept up until fall, and will continue for sorting purposes until a later date.



SOME ARTISTIC AND INVITING OFFERINGS IN 1916 FELT FOOTWEAR

the line of children's high cut felt goods, some very artistic creations are presented.

Of late years the progress in making felt footwear has been really remarkable and shoes are now turned out that have a smart, clean, light appearance, whereas in times gone by, too many samples were regarded as cumbersome and heavy. Red, green, brown, grey, claret, tan, blue and other shades are now seen in house shoes and slippers, and some really fetching creations are displayed. All orders taken now are for fall delivery and the prospects are bright.

The great centre of felt manufacture in Canada is in Waterloo county, but there are factories also in Perth county and in Northumberland. The sale of felts, so far as the retail trade is concerned, is governed to a certain extent, like the sale of rubber footwear, by weather conditions. In the West there is naturally a constant, unvarying demand for this class of footwear, and in lumber camps, mining centres, etc., there is always a heavy call. In the East, if the winter is cold and dry, felts sell particularly well, more especially so, since the factory designers and superintendents have evolved so many clever and captivating patterns and combinations with leather.


It is now possible to buy a felt lined shoe, or a shoe

Canadians are an open air loving people and like to engage in snow shoeing, sleighing, skating, tobogganing and other outdoor recreations. For these, there is nothing more acceptable than felt footwear. As already stated, these goods are now trim and neat, with an absence of any ponderous or uncouth appearance. There is the felt shoe, foxed with leather, the felt lined blucher, the shoe with an elk sole and rubber heel and felt top, the Goodyear welt with felt and elk sole, felt lined and of fine calf skin or vici kid, and many others, from the cheap felt slipper as low as 25 cents per pair, to the five dollar leather and felt bal.


There has been some difficulty in getting felt goods from England, owing to the war and the fact that so many employees of Old Country firms have gone to the front.

The manufacture of felt footwear was started in Canada about 1860 and has expanded marvellously. As is well known, 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.

In the advertising pages of the SHOE AND LEATHER JOURNAL will be found the announcements of several leading felt footwear companies, with splendid illustrations of the various styles and lasts that are being presented.



# AMONG THE SHOE MEN.



C. C. James, tanner and harness dealer, of Priceville, Ont., passed away a few days ago.

R. W. Ashcroft, of the Canadian Consolidated Rubber Co., Montreal, was in Berlin and Toronto last week on business.

N. F. X. Dufresne, vice-president Kingsbury Footwear Co., Montreal, has gone south for the winter.

W. M. Angus, assistant general salesmanager of Ames-Holden-McCready, Limited, Montreal, spent a few days in Toronto last week on business.

M. A. Aziz has entered the retail shoe business at 1383 Queen street east, Toronto.

R. M. Beal, of the R. M. Beal Leather Co., who for the past four years has been mayor of Lindsay, was defeated in the recent elections.

Mineau & Bellemarre, shoe dealers, of Three Rivers, Que., recently made an assignment.

W. J. Armstrong, a well known dealer in shoes and dry goods, has again been elected mayor of Campbellford, Ont.

F. L. Wagner, manager of the Aylmer Shoe Co., Aylmer, who has been mayor of that progressive centre, retired at the recent municipal election after two years faithful services.

S. G. Vance, who has been for some years in the shoe business in Tillsonburg, Ont., has been elected a councillor in that town, standing second at the polls. Mr. Vance's numerous friends in the trade will extend their felicitations.

R. W. G. Bloor, shoeman, of Ingersoll, has been returned to the town council by acclamation. Mr. Bloor is an aggressive and wide awake civic representative and this makes his second term in office.

R. J. Drysdale, shoe retailer, of Hensall, Ont., has retired from the shoe business, having sold out to T. C. Joyn, of Hensall, who has taken possession.

The Parrot Shoe Co. are conducting a "Going-Out-of-Business" sale, in Moose Jaw, and are retiring from that city.

C. E. Hurlbut, of the Hurlbut Co., shoe manufacturers, Preston, Ont., who recently completed a new factory, is again mayor of that progressive town. Mr. Hurlbut was returned by acclamation.

Fred R. Foley, of Bowmanville, Ont., who has been an alderman for two years, this year aspired for the position of reeve, but was defeated by 121 majority. However, he has come up smiling, and says that he will now have all the more time to devote to his boot shop on "The Sunny Side of the Street."

Philip Pocock, of the London Shoe Co., London, Ont., who has been a member and chairman of the Public Utilities Commission in that city for some years, was re-elected at the recent municipal contest in London, for another term. Congratulations.

John Hessenauer, of John Hessenauer & Son, shoe dealers, Berlin, who has been a member of the city council for the past three years, was again a victor at the recent election, showing the confidence placed in him as a solid, progressive representative.

Geo. H. Ferguson, of Vancouver, B. C., who covers British Columbia for the Hartt Boot and Shoe Co., and is

a member of the firm of Murrays Limited, Calgary, spent a few days in Toronto recently with R. L. Savage, while on his way to Fredericton, N.B.

John McEntyre, of John McEntyre, Limited, Montreal, was in Toronto recently on business.

Thos. Reid, an employee of the Regal Shoe Co., Toronto, died recently from pneumonia. He was a former resident of Whitman, Mass., and previous to coming to Toronto resided for a while at Pefferlaw, Ont.

The Canadian Repairing Co. Shoe Hospital, Montreal, has been registered.

The many friends of A. W. Ault, Ottawa, will be glad to know that he is recuperating after his recent operation. He proposes to take a holiday of two months, during which time his son, Lloyd Ault, and J. E. Laflamme will look after the management of the firm.

Strang Bros., manufacturers of shoe polish, Winnipeg, have started in business.

D. Lee, shoemaker, has opened a store in Maple Creek, Sask.

The Western Canada Distributors are starting in the shoe business on a commission basis in Calgary.

Rue & Ulrich, general store, Champion, Alta., have dissolved partnership. Hans Rue continues the boot and shoe business and Daniel Ulrich the implement portion.

P. J. Harney Shoe Co. has resumed manufacturing in Lynn, Mass. It is making 1,000 pairs a day of women's welt shoes.

Paul Awad has opened his new shoe store at 56 Ouellette avenue, Windsor, Ont.

C. S. Corson, sales manager for the Regal Shoe Co., Toronto, who was home over the holidays, left again this week for the West, in order to complete the balance of his trip and call upon several customers in Manitoba, Saskatchewan and Alberta. Mr. Corson finds business exceptionally good in the prairie provinces.

George D. Taylor, who was an employee of the Amherst Boot and Shoe Co., Amherst, N.S., died suddenly a few days ago.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Limited, is able to be around again after being in the hospital for a few days for a nasal operation.

David Turpel, of the Selz Shoe Co., Chicago, has been appointed superintendent for Valentine & Martin, shoe manufacturers, Waterloo, Ont. He is a man of very wide experience and thorough practical insight into all the branches of shoemaking, and should be very successful in his new position.

Fire broke out recently in the shoe store of Max Schwartz, 352 Yonge street, Toronto, due to defective electric wiring. The damage done was about one thousand dollars.

Chatham, Ont., is negotiating for a shoe factory which may occupy the Wolverine Brass Works building in that city.

A leading firm of kid leather manufacturers recently sent out the following notice to their customers: "We are obliged to withdraw our present prices as applied to new business and for the reason that goatskins are rapidly advancing in price, and all materials we use in the manufacture of glazed kid are costing us much more than formerly. We



shall be glad to continue supplying your requirements at the very lowest prices possible."

A. C. Flumerfelt, of Vancouver, who is widely known to the shoe trade and is a substantial business man, is the Minister of Finance and Agriculture in the new Bowser ministry of British Columbia.

The Regal Shoe Company, Toronto, has been expanding recently to a remarkable degree, in order to meet the demands of growing business. They have completed all the changes in their factory and have resumed their usual schedule of deliveries. The plant is now fully equipped to make 750 pairs per day and the company expect the business to reach that volume during the coming year.

Frank Griffith, Harry Filkins and H. Sisman, who are all employed as foremen in the T. Sisman Shoe Co., Aurora, Ont., have returned from an extended visit to a number of the larger American factories, where they gained much information and valuable pointers regarding the output of staple goods in Standard screw, peg and McKay. This holiday was given them by the firm, who feel that it will be of great benefit in their various departments.

A new branch of the Miner Rubber Co. has been opened at the corner of Fourth avenue and Athabaska street, Edmonton, Alta., where a full stock will be carried. This branch will be of great convenience to the territory tributary to Edmonton. The Miner Rubber Company are also putting in a stock at Charlottetown, P.E.I., which will be under the charge of C. Leonard Grant, of that city. The stock is now being shipped and the company are preparing to handle sorting trade for the Island.

The Breithaupt Leather Co., of Berlin, have just closed a very large year's business, notwithstanding the high values of everything entering into the leather trade at present, not only the extremely high cost of hides but all tanning materials, and also the war tax of 7½%, which the leather manufacturers are obliged to pay thereon even though they are able to get only a small portion of this back from the leather buyer. The tanneries of the company are in better shape than ever to produce large quantities of leather. John McEntyre, Limited, of Montreal, is now the representative of the Breithaupt Leather Co., to the Montreal shoe manufacturers, while R. M. Fraser, of that city, represents the firm with the leather jobbing trade and also with the manufacturing interests in St. Hyacinthe, and some other points in the province. Both these salesmen are practically entering upon their engagements with the New Year.

Mrs. Pinsonnault, wife of A. J. Pinsonnault, the widely known shoe traveler and proprietress of M. E. Robitaille, Reg., shoe store in Quebec, passed away recently.

A recent illustrated edition of the daily Whig, Kingston, contains an excellent portrait of Captain James T. Sutherland, quartermaster of the 146th Overseas Battalion, who is also president of the Ontario Hockey Association and of the Canadian Amateur Hockey Association. In the reference to this widely-known and popular shoe traveler, he is styled Kingston's "Sunny Jim."

A number of shoe manufacturers, particularly of staple lines, have withdrawn all quotations, owing to the increasing cost of materials, the uncertainty of supplies and the orders on hand. Other firms making for the jobbing trade have advanced their prices from 5 to 10c. a pair.

The factory of the Rock Shoe Manufacturing Co., Limited, located at 168 St. Helene street, Quebec, was destroyed by fire this week. The blaze started in the boiler room and had gained considerable headway before it was discovered. The loss on the building, plant and stock is estimated at \$75,000, while the insurance amounts to only \$35,000. The Rock Shoe Co. has been in business for many years and

make a general line of McKays and men's and boys' Standard screw, the output being about 1,200 pairs a day.

The stock of E. Topp, general merchant and shoe dealer, Collingwood, Ont., who made an assignment some time ago to Chas. Bonnick, Toronto, was sold recently by auction to E. A. Martin & Co., Sudbury, at 67c. on the dollar. The stock in the shoe store amounted to \$12,700, while the general stock amounted to \$15,800 and included in this was about \$2,600 worth of footwear. It is understood that Martin & Co. will have an extensive sale of the goods.

#### BRIGHTER BUSINESS ALL ROUND IN WEST

"Speculators and the riff-raff have all been weeded out, the real estate boom is no longer talked about—not even mentioned—and things are now on a solid conservative basis," declared Mr. C. A. Davies, president of Blachford, Davies Co., Limited, Toronto, who has returned from a three months' business trip throughout the western provinces, going as far as the Coast, and from there visiting Seattle, Spokane, Portland, and traveling south to San Francisco, Los Angeles and other cities. It is three years since Mr.



C. A. DAVIES, TORONTO

Davies took a journey across Western Canada and he met a large number of old friends in Winnipeg, Brandon, Regina, Edmonton, Moose Jaw, Calgary, Lethbridge, Medicine Hat, Vancouver and Victoria.

"Yes," he continued, "times are improving steadily. The general sentiment is favorable and the outlook good. Conditions are much better in every line than they were, buying is undertaken with greater confidence and on a more liberal scale. The abundant harvest has had the effect of stimulating trade in all channels."

Mr. Davies added that this was true, particularly of British Columbia, where many saw mills, which were shut down, are again operating and some will even run all winter, owing to the heavy demand for lumber. Mining operations are also being resumed on a large scale and there is no doubt, that as soon as the war is over the Pacific Coast province will enter upon an era of unprecedented prosperity. Mr. Davies and his sales manager, Mr. F. A. Meservy, immediately after Christmas, spent several days among the shoe factories in Montreal and Quebec on a buying expedition.

The shoe store of C. Dixon, 3510 Commercial street, Vancouver, B.C., was visited by fire recently and damage done to the extent of several hundred dollars.

Reg. Johnston, of the firm of Johnston & Murray, dealers in footwear, St. Thomas, Ont., accumulated a splendid luminescent thumb as a result of a fall sustained on Dundas avenue, London, a few weeks ago. Mr. Johnston was proceeding to his home over the crossing of the traction line when he stumbled and fell. The injury was a painful one and stunned him. He lay prone on the tracks for some time and recovered but a few minutes before an out-bound car passed.

Robert Masson, shoe retailer, of Ottawa, reports that December business was exceptionally satisfactory and was much better than last year.

The Snedcor-Hathaway Co., Limited, of Tillsonburg, Ont., have changed their name to that of "The Tillsonburg Shoe Co., Limited." They will continue to operate under the same management as before. The firm have gained prominence owing to the excellent class of shoes they are turning out. The president and manager is W. C. Coloff, and L. G. Van Geel, is secretary and sales manager.

Mrs. J. A. Love died at her home in Toronto, a few days ago, from an attack of pleurisy. She was the mother of William Love, who, for the past twelve years has been connected with Johnston's Big Shoe House, Vancouver.

The Tetrault Shoe Mfg. Co., Montreal, are extending their floor space, which will enable them to increase their daily capacity. They will have at least 7,000 more square feet at their disposal, and will make 400 pairs more per day of men's Goodyear welts. The past year has been a banner one in the history of the firm, who expect to do as well in 1916.

With the close of the present year the Rannard Shoe, Limited, Winnipeg, completed 12 years of successful business. It was on January 1, 1904, that the first Rannard store was opened at the corner of Main and James. Six years later store No. 2 at the corner of Portage and Hargrave, was set in motion and two years ago the store in the Hample building, opposite Henry Birks, known as No. 3, was opened.

Miss A. Cherry, daughter of Thomas Cherry, shoe retailer, 221 Danforth avenue, Toronto, was married recently to James Balkwill, Ph.B., of Toronto, son of John Balkwill, of Mitchell, Ont.

The annual convention of the National Shoe Retailers' Association, which will be attended by some Canadians for the first time, will be held at Hotel Astor, New York, on January 10, 11 and 12th. 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 to 5 or 6 in the afternoon, and a well balanced program is laid out. The annual banquet will be held Tuesday night, January 11th, at Hotel Astor.

A. M. Jarvis, who for several years has been on the travelling staff of the Murray Shoe Co., and is a brother of W. F. D. Jarvis, of C. S. Hyman & Co., London, has been appointed manager of the Murray Shoe Co., London. He is well known to the trade from Fort William to the Coast, which territory he has represented for several firms. He is progressive and energetic and should make good in his new position.

Mr. and Mrs. Wm. Garside, of Lowther avenue, Toronto have gone to Santa Barbara, California, where they will remain for the winter.

It is said that the supply of bronze pumps for party wear and bronze kid boots will soon be exhausted, as the

supply of menthyl violet, the dyestuff used for the bronze color, has given out.

S. R. Wickett, of the firm of Wickett & Craig, leather manufacturers, Toronto, and A. J. Tipping, who has for many years been on the travelling staff of D. D. Hawthorne & Co., wholesale shoes, Toronto, have been re-elected directors of the Commercial Travellers' Mutual Benefit Society of Toronto. Both Mr. Wickett and Mr. Tipping have been directors of the organization for some years, which is a tribute to their worth and work.

The Ontario representatives of the Kaufman Rubber Co. held a very successful convention in Berlin during the week between Christmas and New Year. Many topics of interest were discussed and conditions for the past year (which has been a highly successful one) reviewed and the bright outlook for 1916 considered. Among those in attendance were: Wm. S. Woods, St. Catharines; L. B. Hutchison, E. A. Chalk, J. S. Lovell and Jas. C. Bryant, of Toronto; S. G. Amero of London, and J. S. Townsend, Hamilton.

The largest single order ever taken in Canada for sand paper, eyelets and steel shanks was booked last week by Geo. F. Hennessey, of the Berlin office, United Shoe Machinery Co. This would indicate that trade is looking forward with confidence toward active business conditions during the coming year.

The plant of the Martin Corrugated Paper Box Co., Pape avenue, Toronto, which was visited by fire on Christmas eve, resulted in a loss of \$100,000. This firm manufacture corrugated fibre board shipping cases, and have worked up a large trade with a number of leading Canadian shoe manufacturers and wholesalers. Temporary premises have been leased by the concern and all orders are being filled as usual. There has been practically no interruption to business, owing to facilities which have been placed at the disposal of the company. In the meantime, plans have been drawn up and work will soon start on a larger factory, with the very latest installations.

Geo. C. Locke, shoe retailer, of Calgary, was in Montreal, Toronto and other centres this week on business.

Among those who have sent out beautiful calendars to the trade for the coming season, are, C. A. Ahrens, Limited, Berlin, Ont., and the Anglo-Canadian Leather Co., Toronto.

Howard C. Blachford, president of the Toronto Shoe Retailers' Association, has returned from an extended business trip to Boston, New York, Haverhill, Lynn, and other New England shoe centres, where he was picking up many pointers and all the latest ideas on style presentations for the coming season.

Fred R. Foley, shoe retailer, of Bowmanville, Ont., has been elected vice-president of the Bowmanville branch of the Durham county recruiting league. He recently presided at a big recruiting rally at the Royal Theatre in that town, which has sent many of its best and brightest young men to the front.

F. A. Guinivan, one of the executive members of the Toronto Shoe Retailers' Association, will attend the annual convention of the National Shoe Retailers' Association in New York, on January 10, 11 and 12. Mr. Guinivan has been delegated to invite some speaker of note to come to Toronto at an early date and address a large gathering of the trade, to which representatives of all wholesale houses will be invited. The annual meeting of the Toronto Shoe Retailers' Association will be held on Thursday, January 20th, at which officers for the coming year will be elected. It is expected that there will be a full attendance.

It is understood that the Kingsbury Footwear Co., of Montreal, who have for many years specialized on women's McKays, intend to make women's high grade Goodyear welts





A. M. Jarvis, who was recently appointed manager of the Murray Shoe Co., Limited, London.



A. W. Ault, wholesale shoeman, Ottawa, who is taking a two months' holiday after a recent operation.



John Hessnauer, who is a retail shoeman in Berlin and was elected as alderman for fourth time.



Philip Peacock, wholesale shoeman, London, re-elected as member of the Utilities Commission.



W. E. Wilson, promoter of Owen Sound Shoe Co. who will erect a large factory in that town.

in the near future. C. H. Holmes, late of Galt, is the new superintendent of the company and enters upon his duties this week. The Kingsbury Footwear Co. expect to attain as high a standing and reach as great efficiency in their Goodyear welt department as they have in women's McKays. It will, however, be several months before the Goodyear welts are offered to the Canadian trade, but when they are presented, they will embrace the last word in lasts, style, finish, fit and workmanship.

The annual conference of the travelers and executive staff of the W. B. Hamilton Shoe Co., Toronto, was held on December 28th. Matters affecting the welfare and prosperity of the organization (the past year having been a very gratifying one) were discussed, and in the evening the usual social gathering took place. The travelers, heads of departments and members of the company, were entertained at a banquet at the National Club. W. A. Hamilton, president of the company, presided in a genial manner, and, under his direction a splendid program was carried out. Songs were given by W. D. Griffiths, of Barrie; J. E. Firth, Peterboro; Geo. Nicholson and John Huxley, Toronto; Wm. Coulson, foreman of the cutting room, gave a recitation; while piano solos were contributed by Jos. Davis and Ed. Firth. Speeches were delivered by a number of the guests and R. T. Hornibrook, of the accounting staff, who recently joined the ranks of the benedicts, was tendered an ovation. Among those present from outside Toronto were J. E. and Edward Firth, Peterboro; W. C. Foster, Bracebridge; W. A. Griffiths and W. D. Griffiths, Barrie; G. B. Campton, Brockville, and L. S. McKindsey, Hamilton.

The by-law to grant a company a free site, exemption from taxes for ten years, except school taxes and local improvement, and a loan of \$12,000 for a term of 14 years, at 6% interest, was carried by the ratepayers of Listowel, Ont., by a majority of 210. The new company (which is composed of H. B. Morphy, F. W. Hay, A. H. Hawkins, J. W. Bernie and J. S. Gee, all of whom are widely known local business men) will employ at the end of the first year 40 hands, and, thereafter 60 hands, and will erect a building 50 by 80 feet, two storeys in height, with basement.

J. A. Connor, of Toronto, manager of the Ontario Division of the Canadian Consolidated Rubber Co., spent the holidays at his old home in London, Ont.

The by-law voted upon by the ratepayers of Owen Sound, to grant a loan of \$12,000 to a new shoe company, which has been promoted by W. E. Wilson of London, was carried by 972 majority. The enterprise is also granted exemption from taxes for a period of ten years, except school and local improvement levies, and will be given free water. The company will erect a plant and building to cost not less than \$20,000. The new concern will be known as the Owen Sound Shoe Manufacturing Co., and will have an authorized capital of \$50,000. The factory will have an initial output of not less than 200 pairs a day, with the necessary room and building capacity for 800 pairs

a day when required. The loan of \$12,000 is to be repaid in 15 consecutive annual installments.

Fred Jackson, shoe retailer, of Clinton, Ont., who for the past two years has been mayor of that town, retired at the end of 1915, amid many expressions of regret. Mr. Jackson made an able chief magistrate and did much for the best interests of the community.

Mineau & Bellemarre, shoe dealers, Three Rivers, Que., recently assigned.

C. E. Clements, shoe retailer, of Chatham, Ont., who last year made his bow in municipal life, and headed the polls in the aldermanic race, is once more a member of the council of the Maple City. He again had the distinction of securing the largest number of votes, which is a tribute to the confidence in which he is held.

E. J. Kelly, shoe merchant, who was an alderman for one year in Brockville in 1913, has been returned as one of the representatives of the east ward in that town. His re-entrance in civic life is welcomed by the citizens.

W. E. Young, city traveler for P. Jacobi, shoe store supplies, Toronto, has the sympathy of many friends in the trade in the death of his five months' old daughter on Christmas day.

Among the firms who have sent attractive calendars for the coming year to their friends and customers, are Aird & Son, Montreal; Legace & Lepinay, Quebec; The Hurlbut Co., Preston, Ont.; La Duchesse Shoe Co., Montreal; Gale Bros., Quebec; Robin Bros., Montreal; Beardmore & Co., Toronto; L. S. Odell, Montreal, and others.

W. L. Nado, Canadian representative, of the Peerless Machinery Co., of Boston, was called home recently owing to the death of his mother, which occurred on December 13th.

During the month of October, 245 dozen pairs of boots (of leather) were imported into the United Kingdom from Canada, the declared value being £477. In rubber footwear, 1,209 dozen pairs were imported from Canada, the value being £2,573.

The Goodyear Tire and Rubber Company, which has its headquarters in Akron, Ohio, and one of its allied industries are going to establish branches in the Dominion. These will be located in New Toronto, a suburb of Toronto, if the property owners on January 8th next vote favorably upon a proposal to grant a fixed assessment of \$1,000 an acre on the twenty-seven acres to be used for the plant. The Goodyear people have agreed to spend a million dollars on its plant and employ 1,500 hands, with an increase to 3,000 hands if the allied industry also decides to go to New Toronto.

Jas. McI. Dunn, shoe dealer, Ottawa, recently made an assignment to V. Lemaire, of Montreal.

A factory has just been completed and is in operation at Everett, Wash., manufacturing red cedar shoes from timber logged on the upper tributaries of the Snohomish River. The wooden shoes are now being used quite extensively by workmen in breweries, tanneries and firemen and coal

stokers on ocean liners. Where the feet must come in close contact with hot grates, doors near strong acids, the cedar wood has been found to be the best non-conductor known.

H. L. Geene, of Ottawa, and Chas. McFarlane, eastern Ontario representatives of the White Shoe Co., spent a few days in Toronto last week.

Adam Sippel, shoe retailer, Berlin, who has been confined to his home for a few days with bronchitis, is much better.

The Department of Naval Service, Ottawa, is advertising for tenders for five thousand pairs of seamen's boots, which will be received up to January 18th.

The new factory of the Lady Belle Shoe Co., Berlin, is nearing completion and will be in operation early next month. The company, which is composed of Alex. Inrig and A. A. Armbrust, will make women's fine McKay shoes.

The members of the staff of the White Shoe Co., Toronto, presented Hugh White, head of the house, with a fine fishing outfit during the holidays, as a token of appreciation and esteem. R. B. Gravlin and Thomas Scott, who have been connected with the house for many years, were remembered by the firm with diamond stick pins.

Commencing January 1st, Mr. R. F. Renne will have charge of the factory of the C.N.W. Shoe Co., Limited, London, Ont. Mr. Renne has had charge of Thacher & Co.'s factory in Richmond, Va. He will become financially interested in the C.N.W. Company, and will materially assist Mr. E. S. Hunt, president, in his ambition to turn out women's shoes second to none in Canada.

C. W. McGuire, of London, was elected president of the Ontario Commercial Travellers' Association by acclamation at the annual meeting of that body.

The Northwestern Leather Co., Sault Ste. Marie, Ont., is a firm believer in useful Christmas gifts as is evinced by the presents which its numerous employees received for Christmas this year. The company are planning to take out for each of their employees a life insurance policy upon which they shall pay the premiums, while the man is in their employ. The policies of the married men with wives in this country will be for \$1,000, while those for the unmarried men and those who have wives in the Old Country will be for \$500.

F. E. Woodward & Sons, manufacturers of shoe cement, top facings, shoe canvas, cork filler, etc., as well as canvas and leather insoles have bought from the liquidators of the estate of Fisk Limited, Montreal, all the assets included in the cement department of the estate. The business is now carried on under the firm name of F. E. Woodward & Sons. The company are carrying the necessary stock to fill all orders, and are installing the latest machinery. They intend to keep their rubber cements up to the high standard they have held in the past and make a specialty of backing of cloth.

J. I. R. Gorman, shoe retailer, of Belleville, joined the ranks of the benedicts on New Year's day, being married to Miss Mabel Agnes Lattimer, at the residence of her brother, W. H. Lattimer. The ceremony was performed by Rev. Jos. H. Locke, of Toronto. The bridegroom is a son of the late S. R. Gorman, who, before entering the retail business, was a shoe traveler for 30 years. Mr. Gorman and bride spent a few days in Toronto and points west, on their honeymoon, and received the congratulations of a large number of friends.

J. A. & M. Cote Co., St. Hyacinthe, Que., intend putting some new lines on the market for the fall season of 1916, and are already making preparations to that end. Their plant is running to full capacity and during the past few weeks, has had to run over-time, in order to meet the de-

mands of the trade. The outlook for the coming year is exceptionally bright.

P. I. Hersey, manufacturing director and vice-president of the Regal Shoe Co., Boston, was in Toronto last week on a business trip.

W. Ross Cameron, who was head of the warehouse staff of Blachford, Davies & Co., Toronto, enlisted, having obtained a commission as a Lieutenant. On Christmas Eve he was presented with a silver wrist watch. C. A. Davies made the presentation, and Lieut. Cameron replied in an appreciative manner.

The employees of Clark Bros., Limited, St. Stephen, N.B., gave a New Year's concert and dance for the benefit of the Patriotic fund. It was a highly successful event. The first floor of the factory, a nice, large, clean room, was cleared, and about 300 couples were present. Music was furnished by a first class orchestra and cake and ice cream served. A considerable sum was raised. The affair was handled entirely by the employees of the company and they certainly scored a great success.

A scarcity of hockey boots developed in the jobbing trade of Toronto and other cities during the recent holiday rush. The demand for "hockeys" of all kinds was larger than ever and many establishments were put at their wits' end to answer the unexpected calls. Stocks have now been replenished.

#### GOOD OUTLOOK FOR COMING YEAR

E. M. Grove, manager of Narrow Fabric Weaving and Dyeing, Limited, Galt, Ont., reports that business for the coming year is exceptionally bright, and that the number of orders already in hand is highly encouraging. Mr. Grove is an old Galt boy, who is widely and favorably known in that progressive Scotch centre. The firm, of which he is manager, were established in 1912 and they manufacture



E. M. GROVE, GALT, ONT.

silk and cotton woven labels, shoe webbing and facing, galloons, shoe pulls, etc. Adam Bradle, who has had 30 years' practical experience in the business, was recently appointed superintendent of the plant, and many new designs have been originated for the coming year, while the patterns are made right on the premises. The firm do all their own dyeing.



The shoe factory of E. T. Wright Co., St. Thomas, Ont., is running to capacity and the year 1915 was a very gratifying one. During the past eight months over three hundred and fifty new accounts were opened up, while a stock department has been inaugurated in Regina for the western trade of the company.

H. E. Moles, of J. & T. Bell, Limited, Montreal, spent a few days recently in New York and other cities.

Factories making larrigans and shoepacks have been very busy for some time on large army orders and heavy shipments are going forward to the Canadian soldiers at the front. Larrigans are well adapted to the wet condition of the trenches, being both warm and waterproof. It is announced that some delay was occasioned in the case of one shipment which was sent a few weeks ago. They were discovered sidetracked on a freight car in the Maritime Provinces.

The marriage took place on December 24th at Buenos Aires, South America, of Gordon Torrance, second son of Alfred O. Beardmore, of Beardmore & Co., Toronto, to Miss Lillian Dorothy, eldest daughter of Mr. and Mrs. E. J. Silcock, Barkstone Lodge, Roundhay, Leeds, England. The bridegroom is on the hide buying staff of the Beardmore Co., in South America, where he has been for several months.

The many friends of D. R. Hawley, of Toronto, will sympathize with him in the death of his wife, which occurred on Christmas morning. Mrs. Hawley, who was in her fifty-fifth year, was formerly Miss Amalia de Angelis. She was born at Corfu in Greece, and had resided in Toronto for the past thirty-four years. Besides her husband, who is one of the most widely known shoe travelers in Canada, having for many years been on the staff of Getty & Scott, Limited, of Galt, she leaves four daughters, Mrs. Wallace and Mrs. Ryan of London, England; Mrs. Percy Jermyn and Miss Vera Hawley of Toronto.

W. J. Connor, manager of the London, Ont., branch of the Canadian Consolidated Rubber Co., who was laid up several days with an attack of lumbago, is able to be around again.

W. J. Duncan, of the W. J. Duncan Legging Co., Seaford, Ont., was in Toronto last week on business.

J. T. Lawson, shoe retailer, of Regina, Sask., spent a few days in Toronto recently and is now at Orangeville, Ont., on a visit to his mother. He reports having done a highly satisfactory holiday trade. Since going to the West several years ago, Mr. Lawson has met with a large measure of success in the shoe business.

O. H. Vogt, managing director of the Great West Felt Co., Elmira, Ont., left this week on an extended trip to Florida and other southern states, where he will enjoy a well-earned holiday.

C. A. Brown, purchasing agent of the Regal Shoe Co., Boston, was in Toronto this week on business.

R. H. Partridge, city traveler for Ames-Holden-McCreedy, Limited, Toronto, has returned after spending the past two weeks on a visit to Kingston.

A. Labelle & Co., shoe dealers, Montreal, have assigned.

W. H. Grosch, of the Grosch Felt Shoe Co., Milverton, Ont., was in Toronto this week on business.

Clark Bros., Limited, St. Stephen, N.B., owing to an increase in business, have found it necessary to move their making and lasting departments into the basement of their factory, which is a first-class work room, although they have not needed to use it until the present time. The company have many more orders on hand than they are in a position to take care of at their present capacity, and are laying out

their machinery to double their output and in order to meet increased business may have to install extra equipment.

J. P. Donald, manager of the Logan Tanneries, Pictou, N.S., has three sons who have joined the colors. They are Lieut. D. Bruce Donald, Trooper W. Leslie Donald, and Lieut. Alexander G. Donald. Mr. Donald, who is a former resident of Lindsay, Ont., has been residing in Pictou, N.S., for a number of years, and has always been a loyal and patriotic citizen. One of his sons, Lieut. Alexander G. Donald, belongs to the 92nd Highlanders, and enlisted in Toronto in August last, where he is now in training. Another son, Trooper W. Leslie Donald, enlisted in Alberta, with "B" Squadron, Strathcona Horse, at the beginning of the war, and is now serving in Belgium. Another son, Lieut. D. Bruce Donald, enlisted with the 17th Battalion in Pictou at the beginning of the war, and is now in active service.

Jos. King, of King Bros., Limited, Whitby, Ont., has been making a tour of the eastern states during the past two weeks, visiting the leather markets of Boston and New York.

A. J. Seal, foreman in the packing and finishing department of Getty & Scott, Limited, Galt, Ont., was presented recently with a handsome club bag by the employees of that department.

Drummond Shoe, Limited, Drummondville, Que., have installed a sprinkler system in connection with their factory. It is now in running order. The plant is also operating full blast on spring orders and has a lot of work ahead.

Miss Walters, who has for some years been stitching room forelady of the Weston Shoe Co., Campbellford, Ont., was married a short time ago, and was presented with a handsome marble clock by the employees of the stitching room, and with an easy chair by the members of the firm.

The French Government, in order to satisfy the needs of the army, has decided on a general requisitioning of crude leather, beginning January 5th.

The coming of cold weather always opens up a new source of revenue to the enterprising shoe repair man. He not only should specialize on rubber soles and rubber heels, but emphasize the fact that he can do such a good job that it is not necessary for his customers to wear rubbers, in order to keep from slipping on the icy pavement, or to avoid damp feet in slushy weather. Then the alert repair man will seek to make his shop a centre of activity for the young people by attaching skates and sharpening the blades. He should have a sign prominently displayed, stating that such work is done neatly and expeditiously, and that when skates are sharpened at his place, the popular winter pastime is rendered doubly delightful. Many shoe repairers just now are putting in skate sharpening machines, in connection with their repair outfit. They are operated by the same power, and a machine along with pulley costs only \$20. It is easily set up, and there is no reason why an energetic repairer should not be able to make enough money the first season to repay him for this small outlay. He generally gets ten cents for sharpening skates or using a more euphonious expression, concaving them; for attaching skates to shoes the usual charge is 10 cents when the customer furnishes the screws. When no screws are supplied the charge is 15 cents, and from 25 to 50 cents is the figure when the skates are rivetted on. The United Shoe Machinery Co., of Toronto, have lately sold a large number of skate sharpening machines, Model N, and those who have purchased them are well pleased with the investment. Among the most recent concerns to put in the machines are:—United Shoe Repair Co., 667 Queen St. W., Toronto; John Sutherland, 163 Simcoe St., Peterboro; Amos Cooper, 620 Talbot St., St. Thomas; F. R. Clarke, 260 King St. West, Hamilton; J. F. Griffin, 385 Front St., Belleville; Alf. Dainty, 24 St. Paul St. W., St. Catharines; C. Wright, King St., Ingersoll.

**LEATHER CONDITIONS ACTIVE DURING 1916**

Writing on the leather and hide situation in the Toronto Globe's "Annual Financial Survey," Alfred O. Beardmore, of Beardmore & Co., Toronto, says: Owing to the war the leather trade, excepting in those lines that were not suitable for war purposes, has been very good. For the first months of 1915 fairly large orders for infantry, cavalry and artillery equipment were placed in Canada, which kept the tanners busy turning out leather for these contracts. War orders slackened off during the summer months, but new orders for equipment having been recently placed, the tanners are again busy.

The sole leather and upper leather trade has been steadily good all the year. This also is owing to the demand for boots and shoes for war purposes.

The main handicap in the tanning industry has been the high cost and scarcity of tanning materials, plus the duty, which has made itself felt this autumn. The phenomenally high price of hides had a marked tendency to curtail business in the first half of the year and kept leather buyers out of the market except for immediate wants, purchasers hoping that hides would decline in price. Such, however, has not been the case to any great extent, and consequently buyers have now come into the market to make up their stocks. Even should hides slightly decline in price it would be more than offset by the extremely high cost of tanning materials. Calf leather tanners have had a very troublesome year. Their largest source of supply of raw materials having been cut off, prices in the course of the year have varied considerably. At present the demand is increased.

The weak spot in our domestic leather trade has been harness leather. This is due largely to the great falling off in demand from the northwest, where business depression was so keenly felt. Recently there has been a revival and by the spring good business is looked for. Belting business has been very good, but this is owing largely to so many factories working on munitions of war and incidentally the installation of new machinery for this purpose. Owing to the changed conditions that the war has brought about, a demand for different substances in leather from those usually asked for has arisen, and it is this phase of the business that makes it difficult for the tanner.

To-day even if the tanner is able to get asking prices

**Army Shoe Lasts For Sale**

WE HAVE ABOUT 500 PAIRS OF THE STANDARD SIZE ARMY WELT LAST, NUMBER 469, ABOUT ONE-THIRD E'S AND TWO-THIRDS F'S. THEY ARE ALL IN GOOD CONDITION, AND WE OFFER THESE FOR 50c. PER PAIR. FOR FURTHER INFORMATION, APPLY TO BOX 14, SHOE AND LEATHER JOURNAL, TORONTO.

**CONDENSED ADVERTISEMENTS**

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

WANTED—By experienced traveller, with Ontario connections—a good line of shoes—salary or commission. Shortly disengaged. Apply Box 12, SHOE AND LEATHER JOURNAL.

WANTED—For Province of Quebec, a shoe salesman, one with good connection preferred, to carry a small line of Rubber goods, chiefly boots, lumbermen's and felts of first quality. Apply Box 16, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—For Ontario, Quebec or Western Canada, salesman to carry small line of Children's and Misses' shoes on commission—a good side line. Address, Box 6, SHOE AND LEATHER JOURNAL, Toronto.

for leather it leaves him a very small margin of profit, owing, as already stated, to the high price of hides and raw material, which is increased in Canada by a duty of 7½ per cent. The price of packer steer hides is 24½c.; this is 1½c. more than they were a year ago. The price of packer cow hides is 20c. to 21c., which is two to three cents less than a year ago. This is explained by the fact that a year ago cow hides were phenomenally high, being on a par with steer hides. In normal times cow hides are usually worth 10 per cent. less than steer hides, and they are now down to their normal relative value to steer hides. Twenty years ago these hides were sold at 5c. per pound for steers and 4c. per pound for cows, so that the cost of packer hides has increased five times the value they were in 1895-6.

**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

**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 "Ryco" Matt Kid

**RICHARD YOUNG CO.**

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

Branch: 54 South Street, BOSTON, MASS.



# 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

## “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.

## 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

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#### BRANCHES

137 McGill Street, Montreal  
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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

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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**



## 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



# SOLE LEATHER

“Lion” Oak Army Backs and Bends.  
Specially tanned for army purposes.  
Has been thoroughly tested and  
found eminently satisfactory.

“Trent Valley” Oak Goodyear Inner-  
soling Backs, (in the required gauge.)  
A good proposition for army, as well  
as regular work.

Also “Penetang” and “Eagle” in Hemlock is noted for profitable  
cutting and reliable wearing qualities.

The BREITHAUPT LEATHER CO., Limited - Tanners - Berlin, Ont.



## 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 :  
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# WOOD-MILNE RUBBER HEELS

## STATIONARY SHAPES



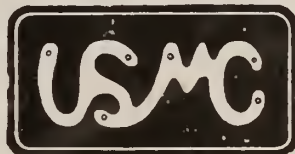
WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

# It Is Your Privilege To Choose

COMMODITIES differ. Some Shoe Manufacturers, for instance, put more value and better workmanship into their goods than others. Some have better lasts with a wider range of sizes and widths than others. It is your prerogative to inspect their efforts and buy as your judgment dictates.

For your ladies who want the best—

*THE*  
*Smardon*  
*SHOE*

SMARDON SHOE CO.  
MONTREAL LIMITED



NINETEEN-SIXTEEN

JANUARY FIFTEEN

# THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



J. D. PALMER, FREDERICTON, N.B.

(See Page Thirty-Six)

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL





1878

THE  
*Ritchie  
Shoe*

1916

38 Years of Good  
Shoemaking



**FALL SAMPLES**

Ready for Inspection  
February 15th



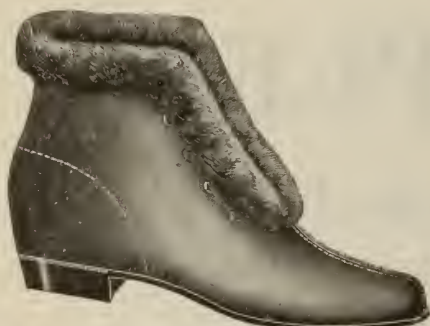
The  
**John Ritchie Company**  
Limited

Quebec and Montreal

The Largest Exclusive Goodyear Welt  
Manufacturers in Canada



No. 102---Men's Felt Blucher, Vamp Lined, Leather Facing and Back Strap, Felt Sole and Heel.



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



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.

## Look! Mr. Merchant

THE new season's range of "Great West" Coldproof Felt Footwear is being shown by the leading independent shoe jobbers of Canada. It is well worth your while to see this range for the values offered are exceptionally good.

# "Great West" Coldproof Felts

are produced from start to finish, even to the felt itself and the machinery for making that felt, in our own premises. Not a single detail of manufacture escapes the keen scrutiny of our inspection experts. This is the reason Coldproof Felts enjoy so solid and extensive a reputation, the fact that our manufacturing methods protect the quality.

*A Big Range for Men, Women  
and Children*

Ask Your Jobber and Write for Catalogue

## The Great West Felt Co. Limited

*Not in any Trust*

Elmira - - - Ontario



WITH ABSOLUTE CONFIDENCE WE STATE THAT NEXT SEASON WILL BE THE GREATEST *WHITE* SEASON EVER KNOWN. WHITE FABRICS, COTTON, WORSTED AND WOOL, WITH APPROPRIATE BINDINGS AND BRAIDS, WILL BE IN UNPRECEDENTED DEMAND. WE CARRY IN STOCK

## White Canvas, Poplins Corkscrews and Other Fabrics for White Shoes

Early ordering is essential to ensure deliveries.

Selling exclusively to Shoe Manufacturers, we carry in our Montreal Store, besides the fabrics above named,

Box Cloths	Kersey Cloths	Top Facings
Bindings	Braids	Ribbons
Stay Bindings	Button Webs	Bows

Furthermore, we operate a backing department ready for paste and cement work of all kinds up to 58 in. wide.

### J. EINSTEIN, Inc.

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176 William St.

BOSTON  
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ST. LOUIS  
321 North 14th St.

MONTREAL  
152 Notre Dame St. W.



# ELMIRA FELTS

## In War Time

In brilliant contrast with the business conditions controlling the buying policy of shoe dealers at the beginning of our last selling season, every indication seems now pointing toward one of the most prosperous and active years that Canadian shoe dealers have ever known.

In War Time—and the manufacturer's purchasing agent has surely found it real war to locate and get deliveries of the high-grade raw materials necessary for the manufacture of "Elmira" Felt Shoes and Slippers—early orders are vital to successful buying of staple raw materials as wools, leather, dyes, etc., and vital to deliveries of Felt Footwear on dates called for. We are sure you will realize the community of interest that exists between you and us at this time, and will help us to serve you to best advantage by placing your orders for Elmiras early.

We have added a complete range of dainty and attractive Elmira Kozys, also many lines of All Felt Shoes, Fleece-lined Goodyears, and Leather Foxed and Leather Soled lines, all made in the usual high standard of quality and workmanship that has distinguished Elmira Felts from all others.

In the meantime we have issued a complete list of 1916 lines and prices, but since we cannot forecast the doubtless advancing price trend of raw materials throughout 1916, we are forced to announce that prices are subject to change without notice, and would urge our Elmira retail friends to get their orders for Elmiras placed with the Elmira jobber as soon as possible. Ninety per cent. of the Canadian Shoe Jobbers sell Elmiras. The above trade mark is the guarantee of the genuine Elmiras.

The handsomest Felt Footwear Catalogue ever published, illustrating Elmiras, is being mailed. Should you not receive one, send a card, it will be worth while.

**THE ELMIRA FELT COMPANY, Limited**  
BERLIN, ONTARIO





## BELL'S "UNLOCKED PROCESS" SHOE

Have you customers who would appreciate a shoe possessing the ease and comfort of a cushion, while scientifically supporting the arch as well?

Then Bell's "Unlocked Process" Shoe is just what you are looking for.

It is the most recent development in shoe construction, supplying a constant "uplift" to the shank and giving a perfect body balance.

It retails at the price of a good welt giving you a good margin. Deliveries now being made.

**J. & T. BELL, LIMITED**  
MONTREAL, CANADA

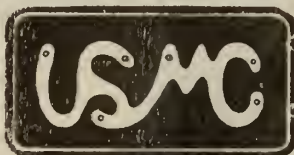
Makers of High Grade Footwear  
and

Sole Makers of the Dr. A. Reed Cushion Shoe  
"The Easiest Shoe on Earth"

# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



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GOODYEAR  
WELT and TURN  
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Consolidated  
HAND METHOD  
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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.

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**UNITED SHOE MACHINERY COMPANY  
OF CANADA, LIMITED**

MONTREAL

- QUE.

22 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



They're  
Right

"Just  
Wright"

Goingsum Last



Gun Met. St. Fox.  
Blucher, 1/2D Sole.  
Stock No. 201



Gun Met. Button  
1/2D Sole.  
Stock No. 202



In stock at St. Thomas. Also in stock at our Regina  
Warehouse with 17 others of our best sellers

Don't risk losing sales by being "out" of the good  
sellers. Keep the "Just Wright" In-Stock Catalog  
near by. Our quick service will save you many a  
good sale.

In-Stock Catalog on Request

**E. T. WRIGHT & CO., INC.**

ST. THOMAS, ONT.

ROCKLAND, MASS.

**Kant Krack**

**Dainty Mode**

# OUR SORTING SERVICE

Will Meet Your Views

Of what a sorting service might be. Run over the list of jobbers handling our lines---it is printed below---and note the widely distributed points at which are carried complete assortments of



## Independent Rubbers

Get your sorting order for ANYTHING in good rubber footwear in to the warehouse most convenient for you. You will receive your order promptly and correctly shipped. Every jobbing house on our list has achieved a sound reputation for reliable goods and service. That is why they have selected Independent Rubbers above all others---quality likes quality.

### These are the 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.
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# The Independent Rubber Co.

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Merritton, Ontario





# Get and KEEP the Trade of the Women and Children



**IN STOCK**

38 Lines for girls and misses:

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You can give the public a service that is second to none by making your women's and children's sections a "Classic" Display. From our "In Stock" department you can procure, at a few hours' notice, practically any kind of fine footwear required. There are no less than 96 different lines always in stock.

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This range includes the most comprehensive selection of ladies' fine welts, hand turned soles and McKays, made in Canada.

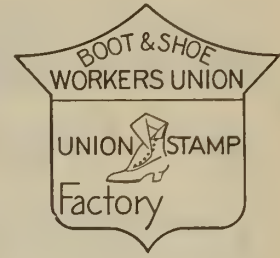
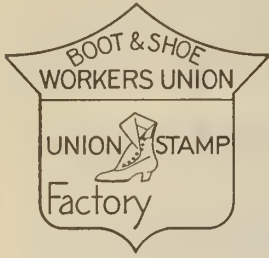
Our catalog shows the complete "In Stock" line, except those brand new styles produced since its issue to keep up with the ever-changing footwear fashions. These are illustrated on supplementary mailing sheets sent to the retailers on our list.

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Keep it handy and consult it frequently. It is one of the surest business promoters, and its pages illustrate Canada's complete line of women's and children's footwear.

**Getty & Scott Limited**  
GALT, ONTARIO

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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:

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- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.**
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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

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**BOSTON - MASSACHUSETTS**

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
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is granted to only one dealer in each locality, and the value, style, fit and snap of our splendid ranges are so distinctive and outstanding that, with the Regal man, this is going to be a banner year

*Our Superb In-Stock Department is Always at Your Service.*  
Put it to the test and you will not be disappointed.

# Regal Shoe Co., Limited

102 Atlantic Ave. - - Toronto

# JOBBER

## For Fall 1916

Fine  
McKays  
for  
Women

OUR Samples are now ready, and we invite you to inspect them. They contain the latest models. Materials the best. Prices right.

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Gagnon, Lachapelle & Hebert

Shoe Manufacturers

55 Kent St.

Montreal



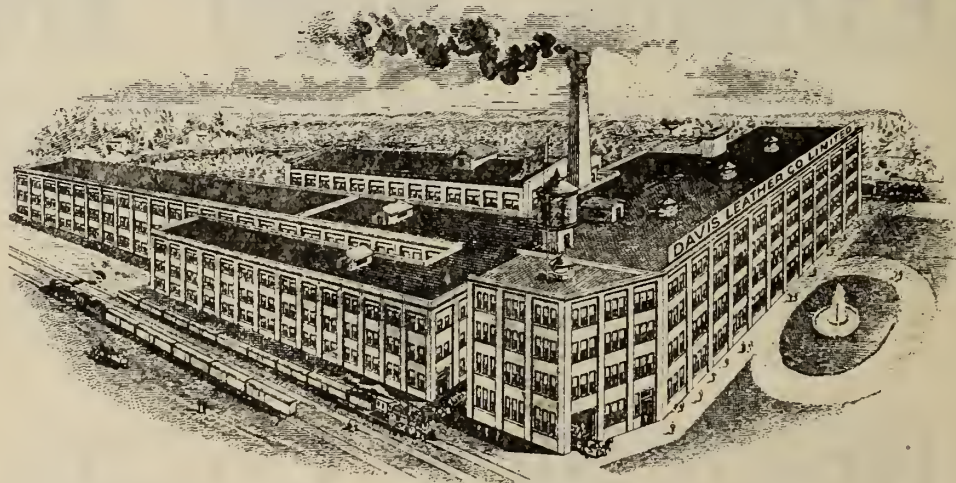
THE LARGEST TANNERS OF CALF LEATHER IN  
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QUALITY



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.





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# *FELT SLIPPERS*

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One of the leading features of this superb line is the fact that each cushion sole contains one solid inch of Kozy Carded Felt, making the softest, coziest slipper sole that any one could desire. Be sure to see them. They are in a class by themselves. They are made in all the sizes and in a dazzling variety of rich colors and artistic designs.

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### Ames-Holden-McCready

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Justly Known for its Snap, Style, Fitting  
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## *“The Tillsonburg Shoe”*

is among the leaders in Canada for  
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Successors to Snedcor-Hathaway Co., Limited  
TILLSONBURG, ONT.

**UNDERHILL SHOES** HAVE CHARACTER

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Good Leather and Good Shoemaking



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**OUR  
MEN'S, BOYS' and YOUTHS'**

McKay Standard Screwed and Pegged  
have no superior in Canada.

Bright, Classy Leaders

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lines have the  
STYLE, FIT and WEAR

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# THE LEATHER THAT TALKS

UNAPPROACHABLE IN TEXTURE, FINISH  
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Made from the most perfect skins by the Most Perfect Methods. COLLIS LEATHER has that strength of fibre, softness of finish and exactness of shade that make it the most popular cutting leather in Canada. To handle it is to be convinced.



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EVERYDAY SHOES ARE GOOD SHOES      ASK YOUR JOBBER FOR THEM

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AURORA, ONT.



28 "Service" Branches Throughout Canada

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Rubber Co. Limited**  
MONTREAL, QUE.



**A NEW ERA**  
in the Felt Footwear Industry of Canada  
is heralded by our  
**1916 CATALOGUE**  
of  
**DOMINION**  
**WARM FELT FOOTWEAR**  
AND  
**KOZY SLIPPERS**

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28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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## THE BUSINESS SITUATION

**Improvement is in the Air—Everybody is Talking About Better Business—  
January Much Better Than Last Year Retailers Say—Labor Getting Scarce**

**T**HE general outlook continues good and reports from all quarters indicate a steady improvement all along the line. Manufacturers are feeling the effects of the inclination of retailers to respond a little better and report increased orders and a greater tendency to anticipate the coming season's wants. Retail stocks have been low and the holiday selling revealed the bones that were left in the cupboard; the result is a tendency to clean out and fill up.

The leather business is booming in some lines and quiet in others. Those with army orders are working night and day in some instances, while most of the other large producers of standard lines of upper and sole are busy. Some large sales have been made in the United States of light stock and sole leather, notwithstanding the fact that there is a good deal of stagnation over there and they have still a good deal of leather made with cheap hides. Some Canadian tanners have bought harness over there to fill orders abroad.

In shoes there is a steady movement. Retail stocks are well cleaned up and the January sales are doing the rest. Manufacturers and jobbers report a disposition not only to sort but to add to spring orders already given. Dealers seem to be anticipating a good spring trade and are looking forward hopefully to Easter which will this year come the latest in over thirty years. Payments so far, it is claimed, are satisfactory.

Shoe manufacturers report business considerably better than this time last year and that apart from the military work that is affording quite an outlet for the industry. The change from calf to side leather was none too soon and has proven a good thing for Canada as well as the Army.

Rubber shoes are the next excitement to come. The season so far has been a fairly good one as far as the retailer is concerned, although the cold weather came a little late. Dealers bought sparingly and, therefore, stocks are cleaned up and in a satisfactory condition. Rubber shoe manufacturers have been preparing for the new season. Notwithstanding the advance in raw rubber and the scarcity and high price of other materials there has been no advance in prices in the United States by the big combine. Some think that this course is owing to a desire to make it interesting for the smaller concerns. Manufacturers in Canada have been talking an advance but nothing definite has been announced as yet.

Taking things all around the situation in both wholesale and retail trade is most interesting. With the abnormal conditions that prevail through the scarcity of dyes and other materials there is not the least doubt that prices in many manufactured products must go up. With the pronounced scarcity of labor that now exists and which will become more acute as the larger number of men are withdrawn from industrial employment to make up the war contingents, wages will advance very materially. This will mean enhanced prices so that the dealer who has the money and facilities for carrying stock will make a good investment in covering liberally his needs in merchandise.

## PICKING OUT SUITABLE BUSINESS SITE

Location Often Makes or Breaks a Store—Trade, Like a Stream, Follows Line of Least Resistance—Stand is Always Most Important Consideration With Any Kind of Retail Business—Some Pertinent Advice on Selecting Site in the Right Place

BY A STAFF WRITER

**T**HE man who continues to do business "at the old stand" often commits commercial suicide. Because your father leaves you a store in a backnumber part of the town, or on a dead crossroad, this is no reason why you should continue to run the business into the junk heap. "In the same stand for forty years" is not regarded today as a recommendation for the highest business sanity. If your father had the gumption to know and develop a good stand, and the footsteps of the people continue to lead to the front door, that is another story, but as a rule a decade or so will so completely change the character of a business location in most cities or towns that it is not a safe policy to stay by the old landmarks.

A business requires customers more than it needs goods, and if the former fail it matters not how good or saleable the wares or how well they have been bought, they will be a millstone about their owner's neck. So location is first, last and always an important consideration with any sort of a retail business. There are some stores that if they could be transferred around the corner or taken up the street a block, might easily double their business, but the owners plug away "at the old stand" and waste their years, their efforts and their money in a hopeless uphill fight.

It is interesting to notice how trade like a stream follows the line of least resistance. People will not go out of their way to buy goods if the latter are procurable elsewhere, or unless there is some strong attraction to woo them from the regular beaten track. That is why every town has a regular busy district. Have you ever sat down

and thought out the reason why all the best business is on a certain street, upon a certain side of that street and within a certain distance on that side. Have you ever asked why in most cities and towns the west or north sides seem to have the preference, although by the way, there is sometimes a variation in the same town. In Toronto, for instance, the west side of Yonge street, except for three or four blocks, is recognized as the better one for business. The north side of Queen street for a distance of nine miles holds the pre-eminence, while on King street the south side has the best stores. In Montreal the north side of St. Catherine street seems to be the most popular, while the east side of Bleury and the same side of St. Lawrence Main is the best for business. In most smaller cities and towns the north and west sides have the call, although now and then the south and east sides show up well. In London it is the east side of Richmond street and the south side of Dundas street that are the busiest thoroughfares, and in some cities, like Berlin, the big stores run for a while on one side and then skip over to the other.

If any general reason may be advanced it would seem that the shady side claims the most consideration, notwithstanding the fact that the north side of the street running east and west is usually hot for a good part of the day. Nevertheless, this does not seem to militate against it even for the sale of perishable goods. Some advance the theory that where store growth is on the west side, it is an indication of the development of the town in that direction, and, people coming west from the older parts naturally after facing the sun, like to cross over to the shady side when shopping. But this argument will not meet the fact that most towns, especially those upon the lake front, develop towards the north and this does not cause the people to cross to the shady south side when they do their shopping.

The real reason for the north or west side being chosen in the first place by store keepers, is that they are the coolest in the hot part of the day, and, when once the start is made, other merchants follow the lead and soon there is a regular settlement of stores. All the talk about preferences on the part of the buying public for certain sides, is neither here nor there as far as the origin is concerned, although there can be no doubt that people prefer the shady side.

The great principle to bear in mind is that the individual follows the crowd. We are like a flock of sheep and are caught irresistibly in the movement of those about us. The fact that more people are seen on the other side of the street is almost certain to draw us over the first clean crossing we reach. Thus, in successful merchandizing it is a safe principle to follow the crowd, to go where the people are. In this respect competition is the life of trade. It is, as a rule, better to have a rival next door than be on the other side and have the block to yourself. There may be some businesses, however, that may do fairly well around the corner or across the street, but in most lines it pays to be where the people are passing to and fro and where there is the easiest opportunity afforded to buyers, not only to look at your windows but turn in at your door.

Sometimes, however, the crowd is transient and does not pay. There is a drug store near an Eaton corner in Toronto where the cars stop, that claims most of the people



BUSIEST CORNER  
IN TORONTO

*THE Corner of Queen and Yonge Streets, the great retail centre between the Eaton and Simpson stores, worth about \$30.00 a square foot.*





COLLEGE AND YONGE STREETS

*THE retail district that is to be. Business is gradually moving up street. A large unknown corporation has bought the block opposite, presumably for a departmental store.*

get off and go on to the big store. Their trade is largely with its competitor's employees.

Some of the large stores, and particularly the chain stores, reduce this matter of location to a science and, as far as may be, really make a certainty out of an uncertainty. Taking for instance a large departmental store, it calculates carefully the location of its business from the standpoint of the stores about, the people who pass, and the transportation facilities the people have for getting from a distance to its premises. No one today would think of establishing a departmental store south of King street on Yonge or north of College on the same street. For the same reason no sane merchant would think of starting a large shoe store, a specialty dry goods establishment, or an up-to-date men's furnishing store two blocks below, say, Charlotte street on George street in Peterboro.

One of the cigar concerns that has some hundreds of stores all over Canada has in vogue a definite system of locating its establishments. They study the locality, prepare data as to the number of men passing a given point in a day and in a period, calculate the distance from other cigar stores, and such things as the nearness to transfer points on the street railway. In a business like this it is the passing trade that counts, and this company leaves no stone unturned to ascertain in advance the possibilities of a stand.

They claim that one out of every one hundred and twenty-five men passing drops in and buys cigars or tobacco.

To a certain extent this system ought to apply to any line of trade, especially specialties. A woman's store ought essentially to be in the very heart of the shopping centre. It ought to be located so as to catch, of course, women patrons rather than men, so that a position near a dry goods, millinery or furrier's establishment would seem to be desirable. This kind of trade is not of as transient a character as small wares and need not, therefore, be on an expensive corner nor should it be at a transfer point where people are mostly getting on and off cars. The test should be made upon a basis of actual business possibilities.

In the case of men's specialties or even with a general

line such as footwear, it is desirable that locations should be chosen so that not only is there as full a number as possible of prospective customers, but that the latter should have as much leisure and tendency as possible to examine the goods in the windows or in the store. But even with the latter lines there may be a variation in relative location, as neckwear does not require the same time in selecting, as a rule, as footwear.

The general principle, however, obtains that a location should be chosen first with regard to the number of customers passing and repassing, then as to the character or objects of the people passing, and thirdly, as to the opportunities for enlisting the interest of these prospective patrons. Of course there is the class of business done to be considered. On this account it may possibly pay a merchant sometimes to be on the side of the street where the rents are not so high. For instance, a furniture store may do fairly well outside the high class district or on the other side of the street, especially if its merchandise is such that requires the support of high class buyers, and it may even thrive on its merits when it handles the very best goods and is content to look across at its customers. It may also be that a shoe store, a clothing store, or a similar establishment that relies mainly on its prices to bring trade may be able to make a good showing in spite of apparent disadvantages of poor location, but these are but exceptions that prove the rule. The man who prospers is the one who knows he is in the right place and getting what he should out of his stand.

All your customers want the best goods they can afford to buy. See that you don't make the mistake of encouraging them to buy cheap trash because it is easier for you.



KING AND YONGE STREETS

*THE original centre of retail business in Toronto. Dead for awhile, now a valuable retail spot. Values gone up tremendously in ten years. Most valuable retail property in Toronto lies between here and Queen Street.*



## TOO HEAVY STOCKS—TOO MANY STYLES

**“Order Now” Department of Shoe Factories Helps Some to Relieve the Strain—Retailers Blame Manufacturers for Multiplication of Freaks and for Difficulty in Sizing Up on New Lasts—Get Rid of the Stickers and Keep Live Selling Ranges**

Shoe merchants generally think they carry too heavy a stock, but how to remedy matters is a problem that confronts them and calls for serious consideration.

The in-stock department, established by some Canadian manufacturers, has helped materially to reduce odds and ends in live selling lines, and is made use of by a large number of retailers. While the order-now adjunct has gone a long way toward solving too heavy accumulation of goods, it has not, by any means, adequately met the situation.

The majority of men in the footwear business also consider that there are too many styles, and that they change too rapidly. Various suggestions, to remedy the multiplication of modes, have been presented, but it is not likely that anything definite will be accomplished, until some concerted action is taken. The retailer blames the manufacturer, the manufacturer blames the last and pattern makers, and the latter blame the women, while women blame the tendency of the times, and there you are.

There is no doubt also, that the average shoeman has too much dead stock on his hands. It is not alive. Some contend that 90% of their stock is a vital factor in every day transactions, while others place the average at 60% or 80%, and some are candid enough to admit that only 50% is of actual necessity and paramount interest to the success and development of their trade. The rest is dead weight, and it is the capital locked up in the immovable lines—the stickers—as they are stigmatized—that decreases profits and eats up earnings, which otherwise might be working and making money for the man behind the enterprise.

Many remedies, theoretical and practical, have been proposed, and while no general rule can be laid down, certain principles may be propounded. The average shoeman can appropriate what he thinks would be helpful in his business, and lay the rest aside.

Some retailers get rid of their left-overs and shelf warmers by special sales—others by bargain tables, others by the p.m. system, and several by using baskets, racks, boxes and other receptacles at the door.

It is always interesting to learn the views of others, and if in the multitude there is wisdom, perhaps the average reader can gain some good ideas from the opinions of a few representative firms, large and small.

### **We May Have Variety But—**

“Yes,” remarked J. G. Steele, of Carleton Place, Ont., “buying boots and shoes to-day is quite a problem. Last fall I bought two lines of pumps for spring, and sold one pair of one line, and the others—I have them all yet. Why? Too many lines to choose from. Who is to blame? You say we must have variety—yet people were just as happy thirty or forty years ago, when there were no such sudden and numerous style changes. Any man knows the rapid alterations of styles in shoes has a tendency to drive some merchants out of business.” Mr. Steele considers that he carries too heavy a stock, and intends to make use of the in-stock departments installed by manufacturers, to reduce odds and ends in certain lines. He thinks that if manufacturers put their heads together, agree on a certain number of styles, and stand by them, it would be a great benefit to the trade. They would save money for themselves and also for the retailers, by buying fewer lasts and patterns. He blames the manufacturers for the multiplicity of styles, and is of the opinion that as long as there are so many models,

there will always be odd sizes, and while odd sizes can be obtained under present conditions, delivery is not quick enough.

H. B. Myers, of Barrie, Ont., considers that an in-stock department helps to reduce odds and ends, increase profits, and he makes use of the present “order-now” branches which Canadian firms have. Mr. Myers thinks that there are too many styles, and he has some difficulty in securing proper sizes at the time when desired. He believes that the in-stock department facilities might be greatly extended.

### **Extend the In-stock Facilities**

J. J. Walsh, of Lindsay, thinks that 90% of his stock consists of good vital sellers and he gets rid of shelf warmers by the bargain table route. Mr. Walsh makes use of the in-stock departments, but believes there are too many styles at the present day, and that they change too rapidly. He considers his stock too heavy. When a new last is introduced, and say, thirty pairs ordered therefrom, difficulty is experienced in sizing up correctly, from the fact that the majority of manufacturers do not carry an in-stock department on any of their decidedly new creations. It is only on the more staple lines that the service is furnished, and Mr. Walsh thinks the facilities might be greatly extended.

### **How to Check Style Changes**

J. W. Lowes, of Saskatoon, says:—“I have no difficulty in getting rid of shelf warmers. I mark them down and keep them separate—for there are always a number of customers who demand a cheaper shoe, and a salesman, who has the interests of his stock at heart, can always work them off with satisfaction to all, and make use of present in-stock departments, and thereby seek to have only good, live selling lines. At the same time,” he adds, “I consider my stock too heavy, although about 90% of it is good, live, saleable stuff. I have also considerable difficulty on sizing up correctly on a new line, and wish the in-stock departments were extended to include all latest offerings. If manufacturers were compelled to keep an in-stock department for every novelty they placed on the market, they would soon discover that such a game was a losing one, and I think this would, in a measure, check a large number of frequent changes in styles.”

“We not only believe, but we know, that we carry far too heavy stock for the amount of our turnover,” was the emphatic response of a member of the firm of W. H. Bartlett & Sons, Brampton, to the inquiry of the *SHOE AND LEATHER JOURNAL*. “But,” he continued, “under present conditions and circumstances, it seems impossible to keep stocks down, on account of so many new styles coming out.” Mr. Bartlett believes the style problem and its attendant complications, could be more deftly and quickly handled (or muzzled, as he puts it) by the manufacturer than by the retailer. “Many shoe dealers,” he says, “in their desire to outstrip their competitors, demand styles ahead of time, and in view of such rivalry, the manufacturer lays considerable of the blame on the shoemen. If the manufacturer went ahead, looked to profits and kept the prices of shoes down, he would not show so many new styles or freaks.”

“Do you think an in-stock department installed by manufacturers would help to reduce your odds and ends in live selling lines?” inquired the *SHOE AND LEATHER JOURNAL*.

*(Continued on page 40)*



# MAKE ALL TANNING MATERIALS AT HOME

**Chairman Marlatt Suggests Government Should Lend Assistance so that Canadian Leather Manufacturers Will not be Dependent on any Foreign Power for Supplies—Outlook for Business is Encouraging—Death of Four Members Since Last Annual Gathering—Charles Robson Elected Chairman and Griffith B. Clarke Vice-Chairman**

"The result of the war has proved that every country should produce within its boundaries, at least, a large portion of what is necessary for its own use; then in case of any great emergency business would continue in a fairly normal condition and not be upset by inability to procure raw materials required to successfully manufacture standard lines of goods.

"The outlook for business is encouraging, due to the great quantities of munitions of war which are being manufactured here and more especially due to the magnificent crop which was safely garnered last year, has been selling and is still being sold at prices satisfactory to the producer," declared C. G. Marlatt, of Oakville, Ont., the retiring chairman of the Tanners' Section of the Toronto Board of Trade at the annual gathering which was held on January 14.

The members were entertained at luncheon at the National Club on Bay Street by Mr. Marlatt, and after the enjoyment of the splendid repast, business matters were taken up, reports received and the election of officers and committees for the ensuing year proceeded with.

Charles Robson, of the Robson Leather Co., Oshawa, was elected chairman for 1916, while the new vice chairman is Griffith B. Clarke, of A. R. Clarke & Co., Toronto.

## Review of the Trade Conditions

Mr. Marlatt, in his annual report carefully reviewed the events of the past year and made some valuable suggestions. He said:—"I regret that since our last annual meeting, four prominent members of the Section have been called to their long rest. Each during his life time took a great interest in the Tanners' Section of the Board of Trade, and each had been chairman of this Section.

"Mr. Walter Beardmore, universally liked by all who knew him, died a comparatively young man. Then Mr. Morley Wickett, who was chairman a year ago, died very suddenly when a brilliant career was opening for him. A direct result of the war was the death of Mr. A. R. Clarke, he being one of the victims of the Lusitania disaster. Mr. Clarke was a general favorite with all who knew him and his death brought the war very near to us. The fourth death was that of Mr. Chas. King, the oldest and one of the most respected members of the Section.

"A year, in fact more than a year, of war is something that the present generation of Canadian tanners knew nothing of until confronted with existing conditions, and these conditions may continue during the year 1916.

## What British Citizenship Means

"War in itself is the most horrible disaster that can overtake people. We prize human life more than any possession we have and have felt the stress of war chiefly through the loss of loved ones. As Canadians we have freely given our sons to protect the sanctity of our homes, our property, and in fact all the liberties which we as Canadians enjoy. Under the British flag we have a freedom second to none in the world, and the honor of being a British subject is the greatest the world can offer to any man. Wherever the British flag flies, justice rules and protection for life and property is found. For this reason it is easily understood why the young men of Canada, our best educated and worthiest, have enlisted for service abroad. May the men from Canada at the front return to be honored by their fellow citizens for what they have done. To those who have lost their lives we should not only be grateful but care for the ones who were dependent upon them to the best of our

ability; all they had they have given freely that we who have remained at home might enjoy peaceful and contented lives. May our enemies soon be crushed and peace again prevail.

"Now, in regard to business conditions in the tanning trade during the year. One of the first acts of our Government after war was declared, as a matter of protection to the Empire, was to consider whether an embargo should be placed upon hides and leather, retaining for the use of our armies the production of this country. By invitation, a large number of tanners met Sir George Foster and other ministers of the crown in Ottawa, and while freely offering to do whatever the Government wished, we explained that an embargo would seriously affect the manufacture of many plants and would destroy the export trade. As a result of the representations made, the embargo was not placed, and the tanners have manufactured for export as well as supplying large quantities of leather, for use in the manufacture of shoes and other army equipment, promptly as required.

## Excessive Cost of Tanning Materials

"The profit in tanning during the past year was reduced by the War Tax which the Government found it necessary to collect on hides and other imported materials. In addition to this, all tanning materials have vastly increased in price. To such an extent has this taken place, especially in extracts made from wood brought from a distance, that to obtain what is required for Canadian use it might be well for joint action to be taken to establish plants in Canada for making extracts, and only a reasonable selling price charged for same. In some cases tanning materials now cost four and five times what they did a couple of years ago.

"To those manufacturing colored leathers, the difficulty in obtaining dyestuffs has proved a great hardship to the trade. Somewhere in the British Empire dyestuffs in quantities should be made even if the Government should find it necessary to subsidize factories—the product to be sold within the Empire. The British Government placed an embargo on the shipment of logwood from Jamaica, which caused a cancellation of Canadian orders by American manufacturers of crystals. This, to some extent, has been overcome as the embargo has been partially, and now possibly, wholly, lifted, but the present price charged for logwood crystals is excessive, and possibly Canadian tanners should manufacture all the different tanning and finishing materials used by tanners, and if this cannot be done at a profit, should ask the Government for such assistance as may be necessary, either by subsidy or bonus, to enable us to manufacture at home and not be dependent on any foreign power for our supply of raw materials."

## New Officers and Committees

The election of officers for the coming year resulted as follows:—Chairman, Chas. Robson, Oshawa; vice-chairman, Griffith B. Clarke, Toronto; secretary-treasurer, F. G. Morley, Toronto.

Executive committee:—G. P. Beal, A. O. Beardmore, J. C. Breithaupt, F. G. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, G. C. H. Lang, C. G. Marlatt, J. Sinclair.

Legislation committee:—G. P. Beal, R. M. Beal, A. O. Beardmore, C. E. Clarke, Hon. E. J. Davis, H. B. Johnston, Theo. King, C. G. Marlatt, S. R. Wickett.

Transportation committee:—R. M. Beal, A. O. Beardmore, L. J. Breithaupt, W. J. Heaven, Theo. King, G. H. C. Lang, J. Sinclair, S. R. Wickett.

## THE LEADING STYLES, LEATHERS AND LASTS FOR FALL OF PRESENT YEAR

As Drafted by the Styles Committee Representing the National Association of Retailers, Manufacturers, Wholesalers and Last Makers Who Met Recently in New York City

### MEN'S SHOES—MATERIALS

Forecast on materials in Men's shoes for fall, with recommendation that retailers, manufacturers and wholesalers use it as a guide in merchandising lines.

Black Dull Leather.....	50 per cent.
Tan.....	30 "
Kid.....	15 "
Patent Leather.....	5 "

### LASTS

"English" and moderately conservative style lasts will predominate. The long or so-called "French-English" model, will be the young men's style shoe. There will also be shown a moderately conservative swing last particularly adapted to young men's trade with straight lines carrying an inch heel.

### PATTERNS

The Bal, or straight last shoe will be the leading pattern. It will have in evidence a strong tendency for perforations or buttons, with circular vamp and foxing, carrying a wing tip.

Bluchers will be shown in the heavier effects.

### INCREASED PRICES

The Committee recommends that retailers and manufacturers frankly meet the question of the increased cost of materials, because it will mean the raising of the retail and wholesale price of shoes to give the public the standard of quality as maintained in the past. However, we also state that present established fixed prices will be maintained and that intelligent consideration be given by manufacturers and retailers to get as a result the best ultimate wear by bending every energy to the wear in the bottom of the shoe and in the vamp, and that substitutes or economies be distributed in other parts of the shoe.

### WOMEN'S SHOES—MATERIALS

We see no reason why the distribution of materials will be radically different than this past season; that is, that black shoes will run 70 per cent. in sales, distributed in the following proportions:

Kid.....	25 per cent.
Dull Leathers.....	25 "
Patent Leathers.....	20 "

Fancy novelty boots will run 30 per cent. of the total, distributed between fancy materials and fancy patterns. We recommend that manufacturers in making their sample lines make free use of black and colored cloth for topping, because of the scarcity and high price of all leathers. We believe that tan lace boots will be a factor.

### LASTS

We can see no material change in the women's last situation from the present, except in free selling styles. A new, long forepart last will be shown in some high-grade lines. We do not recommend the purchase of this new extreme last in popular and intermediate grades of shoes.

There is an increase in the demand for women's sport shoes on lasts with a narrow toe, carrying 6-8 heel, for outdoor and athletic wear.

### PATTERNS

We recommend the adoption of the 7-inch pattern as a standard height for staple and semi-staple shoes. Vamp leathers will run from  $3\frac{1}{4}$  inches on staples, up to  $3\frac{3}{4}$  inches in the higher grades and novelties. Broadly speaking, the patterns will be distributed 50 per cent. lace and 50 per cent. button.

### THE GROWING GIRL PROPOSITION

We believe that manufacturers and retailers can open up a field for increased business by paying considerable attention to styles of shoes specially designed for growing girls or girls in the younger set, carrying snappy high-grade fancy foreparts with a moderate arch, and a 10-8 to 12-8 heel.



# THE VALUE OF APPEARANCE IN THE STORE

The Shop that is Bright and Pleasant and Gives the Customer the Feeling of "At Homeness" is the One That Gets the Trade—Is Your Store Properly Lighted?—Are Your Clerks Well Dressed and Healthy—Little Sign-Posts That Point the Way

By A. E. EDGAR

One has only to search himself to find that he likes orderliness, beauty and goodness in both animate and inanimate things.

Everyone respects a clean-cut, manly man.

Everyone admires a pretty woman.

A beautiful sunset and a pretty picture attract alike the poor and the learned.

There is something in the nature of man that compels admiration for physical perfection. There seems to be within us a native instinct that gives us pleasure when we view the beautiful in nature and art.

Our nature craves beauty. We rush into pleasures because the natural instincts are aroused at the sight of pretty things, or orderly arrangement. We do not usually try to overcome this instinct, but rather, foster its continuance.

On the other hand, the ugly thing causes a sense of disgust and abhorrence to rise within us, and even overpowers our sense of pity and sympathy when the ugly object happens to be a human being.

Personal appearance is a large factor in the success or failure of a man or woman behind the counter, or in any walk of life.

A man with a pleasing countenance will win friends who will force business upon him. A handsome woman always has a crowd of admirers about her.

The man or woman who is physically well developed has the undersized mortal handicapped to a finish, and yet—

The young giant, physically perfect, but without taste, has no chance in the race of life with the pigmy who knows how to dress well.

Physical development is only the starting point. A large man will command attention anywhere; so will a large building. A small man, neatly dressed, cleanly and wholesome in appearance, will not only command attention but create admiration. The dapper, neat, spruce appearing man is always singled out from the crowd, as much as the physical giant. Far from being at a disadvantage, he can meet his competitors on equal terms.

Physical perfection is to be desired, and to be striven for, by all men and women. All cannot be physically perfect, nor need those who cannot appear insignificant. Careful training will develop the body of the weakling to a degree of strength sufficient to offset any appearance of inferiority.

Far too few men and women in this fast age give the development of their bodies sufficient attention. We are so busy in the mad scramble for dollars that we neglect the body and give the matter of appearance secondary consideration, when as a matter of business precaution, we should make that of primary importance.

Physical appearance counts in making business and physical endurance is necessary to carry out the business the former brings.

Physical adornment may be carried to extremes and is by the weak-minded and vain. Vanity causes many to carry things to extremes. They pay so much attention to personal adornment that they are hampered for time and inclination for other things, among them success in life and business.

We advise no man or woman to become a "fop" or a "fright" by dressing beyond the limits of good taste, but we do urge that proper attention be given to personal appearance and to the matter of dress. "The apparel oft proclaims the man." Show your good taste in dress and you say to the world, "I have good taste in all things."

The clerk, the merchant, the parcel boy even have constant examples of good taste in dress and in manners before them. They can pick out the man who is doing business and the one who is not. Let these for a few days analyze the traveling salesmen who call. There will be all kinds and conditions of men among them. Those who are "good to look upon" it will be found are doing the business. The slovenly in dress will likely be so in other matters. The uncleanly in dress will be so in all things.

Not only does a good personal appearance appeal to others, but it has the effect of giving the one conscious of

Desperation is often a mental condition just before Xmas, due generally to a desire to give and inability to find a gift that suits

This list should prove its worth to those wishing to give moderately and sensibly as there is not one article listed that does not combine pleasure and usefulness.

—for men

- \*Shoe Trees, \$1.00
- \*House Slippers, tan, black or red kid, \$2.00 up.
- Fancy Felt Slippers, \$1.00 up.
- High Cut Kid Slippers, \$2.50 up.
- Dress Pumps, \$3.50 up
- Dress Shoes, \$6.00
- \*Military Boots, \$6.50.
- \*Hockey Boots, \$2.50 up.
- \*Hockey Skates.
- \*Men's Overgaiters, \$1.25 up.
- \*Military Leggings., \$5.00
- Pullman Slippers.

—for women

- \*Slipper Trees, 50c to \$1.50.
- \*Shoe Trees, 75c.
- \*Evening Slippers.
- Dress Boots, \$4.50 up.
- \*Carnage Boots.
- Kid Boudoir Slippers, \$1.50.
- Satin Boudoir Slippers, \$3.00.
- Felt Boudoir Slippers, \$1.00 up.
- Fur-lined Moccasin Slippers, \$3.50.
- Travelling Slippers, \$2.50 up.
- \*Hockey Boots, \$3.00.
- \*Hockey Skates, \$1.00
- \*Silk Hosiery, 75c up.
- Felt Boots, lace or button.
- \*Motoring Boots.
- \*Ballet Slippers, \$2.75 up.

—for children

- \*Hockey Boots, \$2.00 up.
- \*Hockey Skates, \$1.25 up.
- \*Hockey Sticks, 50c.
- \*Hockey Ankle Supports, 35c
- \*Leather Slippers, \$1.75 up.
- Felt Slippers, \$1.00 up.
- Dress Pumps, \$3.50.
- \*Moccassins, \$1.25 up.
- Hosiery.

—sundries

- \*Men's Overgaiters, \$1.50 up.
- \*Women's Spats, 75c up.
- Men's Hosiery.
- \*Women's Hosiery.
- \*Ankle Supports, 35c.
- Snowshoes, \$2.00 up.
- \*Rhinestone Buckles, \$1 up.
- Oxidized Buckles, 40c up.
- Slipper Trees, 50c up.

H & C. Blachford  
286 Yonge <sup>Limited</sup> Opp Willton  
Hosiery.

\*Articles marked thus are particularly suitable this season

such possession an unbounded confidence in himself. If he knows himself to be faultlessly dressed, absolutely clean and wholesome, he has no fear when standing among the greatest of earth. He is conscious of the fact that he may do so without shame or humiliation.

The man who is conscious of any defect in his appearance, speech or manners is always dreading exposure that will be humiliating to himself, and perhaps to others. He is too busy safeguarding himself from the expected exposure to be at his best as a salesman, or business man.

If a good personal appearance was not largely a matter of cultivation it would be unseemly, if not cruel, to enlarge upon this matter. But in the very fact every man or woman has his or her appearance in his or her own hands. The human being can make himself pleasing, despite the fearful handicap some of them have thrust upon them at birth.

It is said that the reason why actresses, as a class, are more beautiful than any other group of women is because they cultivate and develop beauty above all things. They study their deficiencies and how to overcome and hide them. They search out their pleasing points and develop them. They look well after their health, their habits, their diversions. They give much time to physical culture and bodily development. Above all they contemplate the effects of colors and styles and avoid all those unbecoming to them. In some such manner must the young man in business regard his appearance if he wills to succeed.

#### **Walking Discreetly all the Time**

Not only in the matter of dress should the ambitious man be careful, but he should look after his health which to a large extent is as important to his appearance as his dress. He cannot expect to keep looking well and pleasing if he dissipates or indulges far too much in any form of pleasure. These tell upon the face long before the excesses caused by work. A sallow complexion, a blotched face, a reddened nose, bleary eyes and a tainted breath will proclaim the weakling anywhere.

Given health any young man ought to be able to make himself presentable. His clothes may not be expensive, but if he knows how to wear them he gives them a dignity far beyond that of the most costly tailored raiment upon the slovenly inclined. Clothes that are well brushed and pressed, linen that is faultlessly clean will "proclaim the man."

A successful physician in speaking to the writer of his college days said: "When I was finishing my last year at college I was rather hard pressed for funds. I needed a new suit of clothes very badly, but had not the funds to purchase it with. My coat sleeves began to fray at the wrist, my trousers at the bottom. I pulled down my cuffs, and kept them spotlessly clean, so that they were the centre of attention. As the sleeves became more and more frayed, I pulled my cuff down farther. The public never looked above those cuffs. It was the same with my feet. I kept my shoes like mirrors and no one ever noticed the fringes around the bottom of my trousers."

#### **Importance of Store's Appearance**

One's personal appearance, no matter how expensively adorned, can never be pleasing if there is a "three days' growth of beard" on the face. The face should be clean shaven if it has to be shaved every day, the hair should be properly trimmed, the nails kept clean and not too highly polished.

If we have shown that the personal appearance of the man or woman in the store is of importance, of how much importance is the appearance of the store itself.

Read over the first few paragraphs again and apply all

these to the store as well as to self. Take a good walk around and ask the question, "Is this as pleasing as I can afford to make it?"

"Are the windows as attractive as they can be made with the means at hand? Do I begrudge a little time and money for display fixtures and accessories in the window? Do I turn off the lights before I should? Would a fresh coat of paint make the store front more attractive?" Go around asking questions like this, and answer them truthfully, whether you have to convict yourself of shortsightedness or not.

#### **How the Front Brings Business**

The front and windows of the store have more to do with attracting trade than its interior, or any other force which brings business to the store. A neglect in this matter is of more serious consequence than neglect in other matters.

The interior of the store should be pleasant. The store that gives the customer a feeling of "at homeness" as soon as one enters gets her business. It must be conveniently arranged so that time is conserved and efficiency manifest. It must be properly lighted so that there are no dark corners to cause the customer to make mistakes. And finally the clerks must be pleasant and pleasing in personal appearance.

Appearance counts for much, but there must be real worth behind it. Fakes and fakirs seem to succeed, but they do not really do so, for eventually there is a day of reckoning.

To the clerk we could say: be clean! dress well! live wholesome lives! take healthful recreation! study some. PUSH! No one will be able to keep you down.

To the merchant: Be and do all of the above; keep the store attractive, pleasant, clean and well lighted, and you will advance in your chosen field.

#### **NEED ENTHUSIASM IN ORDER TO MAKE GOOD**

Enthusiasm. What is it? It is belief, and sincerity, and desire welded into one, the same that water is made up of two atoms of hydrogen and one atom of oxygen. Bring these three gaseous atoms together, and they unite and form water. By the same token when a man believes in some cause, and is sincere in his desire to see that cause win, the belief, sincerity and desire combine to make the man enthusiastic. Now, enthusiasm is necessary to success. The belief in our work, a desire to see it meet with success, and sincerity in our efforts are necessary to success. I care not if the person be a clerk in a store, a stenographer in an office, or the promoter of a railroad; if they build a lasting, worthy success they must have enthusiasm. They must believe the work they are doing is worth doing the best it can be done. It must be done. It must be done that way to be successful. If one is sincere in his belief that the best is none too much to put into his work, and anything short of the best is not enough, then he will do his best. He will desire to do his best in everything, and thus he becomes enthusiastic. And did you ever see a man really sincere in his enthusiasm that did not do more toward making matters go than a dozen men would do in a half-hearted, disinterested fashion?

Such are the thoughts that came to my mind in reading a short dissertation on the value of enthusiasm. The thoughts of the author of the article did me good. It impressed me with the value of enthusiasm. It recalled to my mind a number of enthusiastic workers that I have known, and in thinking of their success, I saw that the reason they succeeded was belief in themselves and in their work, and a sincere desire to make good.





LONDON  
A Great Distributing Centre



We carry a  
**Complete Stock**  
of  
**Everything in Footwear**

For Men, Women  
and Children

30 years of good service  
to the retail shoe trade  
in all parts of Canada  
constitute a guarantee  
of our ability to fill your  
requirements.

*Try Us With Your Next Order.*

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WHOLESALE SHOE MERCHANTS

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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



# The Shoe Repair Man

## RESOLING RUBBER SOLE SHOES

Rubber sole shoes are sometimes brought into the repair shop with the request that the new sole to be applied shall be of leather, which is entirely practical, even if it is a half sole. But, how to best fasten the leather half sole to the rubber sole at the shank part is the question. The rubber part will tend to spring up, the leather sole and the nails will not hold it down solidly unless the heads are extra large. In combination with large headed tacks it is advisable to have the tap or half sole extend further down in the shank than the ordinary leather half sole—as the further down it is the less strain on the nails in the act of walking.

The whole sole is best, but customers will generally demand the half sole, as the rubber sole part in the shank is not worn down to any appreciable extent and still serves to protect the foot, although not in holding it up.

There is, however, one interesting feature about the rubber sole shoe in the repair shop, and that is the cushion effect at the heel, once the new heel is applied. It may be an excellent idea of applying a layer of rubber underneath all heels, whether or not they have a rubber forepart or shank, since this layer of rubber gives resiliency to the heel.

Some rubber soles are McKay stitched to hold an extension sole, to later serve as a narrow welt strip, on to which the rubber sole is to be outsole stitched. Such a shoe is a problem to the repairer, as the shoe may be resoled with nails.

## BE CAREFUL REGARDING SOLES

Shoe manufacturers, salesmen and retailers, all agree that people are now buying shoes that look well, this being the first requisite, instead of the wearing qualities formerly considered. This is particularly true of women's footwear and the manufacturers and retailers govern their actions accordingly, to their profit. Good stock is still used and adds to the selling qualities and value of the shoe, but a woman wants her shoe to look well, to be stylish and attractive. So what warrant has the shoe repairer in putting a heavy sole on a woman's shoe, making it clumsy and heavy-looking? If the repairer is not aware of this change in women's footwear he is certainly not up-to-date, and if he knows and does not take advantage of this knowledge to give his women customers what they want he is at fault and can blame himself for his poor business. A man appreciates it if you return his shoes to him with a nice polish on them, but the woman must have this finished look to her shoes at all times. She not only appreciates finish, but demands it. The demand for light-appearing and stylish shoes is a good thing for the repairer if he does good work, for the shoes must go to the repairer's oftener to be kept in fine appearance.—The Shoe Repairer.

## HIGH PRICE OF SOLE LEATHER

Some shoe manufacturers, in talking about the high and strong prices of sole leathers, have expressed surprise that they should have resulted from war orders for only a few million pairs of American shoes, says "Hide and Leather," who by way of explanation say that it is not the demand in America for sole leather for war shoes that has forced prices up, but because our exports of sole leather for the seven months ending July, 1915, were 46,703,820 pounds, as compared with only 16,899,822 pounds for the same period in

1914, and 19,791,547 pounds in 1913. The high cost of sole leather is undoubtedly a serious matter for our shoe manufacturers and repairers, but the export demand explains the situation, coupled with the fact that the American sole leather tanners have governed their manufacturing operations with unusual conservatism and competitive co-operation during the past few years.

## SETTING EDGES ON OLD SHOES

An observer tells of a process of setting edges on old shoes, which can be done by machine as quickly as getting a shine, or can be done by hand even, and the profits in the course of time will amount to quite a sum. A repairer in a large city could find this a paying adjunct. With a machine and with a charge of only ten cents, it would be surprising how many customers would avail themselves of the opportunity to have the edges of their shoes reset. A good suggestion is offered, just here, that right after setting would be a good time to tree the shoes instead of the ordinary shine. Treering makes a wonderful difference in the appearance of a shoe.

## BE COURTEOUS TO THE PUBLIC

"I think it would be a good thing for the shoe repairers not to be so rude, I guess that is what you call it. I have been in a lot of shops and it is the same in every one. A child comes in and the repairer says: 'What do you want?' Boneheads—anybody could see what they wanted.

"'Why—why, I would like to have my shoes fixed.'

"'All right' (takes the shoes and puts them on shelf or throws them on a heap).

"'When can I (half-afraid to talk) get them?'

"'Oh, about Wednesday,'—and this on Monday.

"Next in comes a man or woman: 'Why, good morning, and what can I do for you?'

"'I would like to get these shoes repaired as soon as I can. When can you do them?'

"'I will do them right now.'

"'Just as busy, but that's the way they do.'

"Now, I don't believe in that way. I treat poor and rich alike, man and child alike; they get their turn. A child is treated as if it were my brother or sister, and a man or woman as if my parents. Also we don't sit on the front steps during working hours because we don't have to. I don't say all shops do this, but there are too many that do. I know this to be true.

"I think the shoe repairer should bear in mind that he is working for an employer and that he must listen to what the employer says. The public is that employer and pays him not only wages, but what he asks. Why doesn't the laborer in the ditch chew back at the boss? He must take what pay the company or employer gives him and do what they give him to do, not what he likes to do, as the shoe repair man.

"Well, good-bye, and I hope that some of my pointers will be taken to heart."

A noted speaker has said, "Books are better than gold." Take the hint and read your trade paper. The subscription price is a bagatelle compared with the benefits you will accrue from it.




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## ANNOUNCEMENT

Mr. F. E. Woodward, who for the past 10 years has had sole management of the Cement and Backing Dept. of Fisk Limited, begs to announce that he, with his two sons, have purchased this department from the Estate of Fisk Limited, and will continue business under the name of

# F. E. WOODWARD & SONS

## HIGH-GRADE

# RUBBER CEMENTS

We will furnish exactly the same lines of goods as supplied by Fisk Limited, during the past 10 years. Our cements have stood the test and there are none better on the market to-day.

The Mark **W & S** of Quality

Backing of Cloth We have installed new machinery and can back any materials up to 56 inches in width, with either PASTE, CEMENT or our SPECIAL COMPOUND. We are the oldest backers of cloth in Canada.

Another specialty, WOODWARD'S CORKING SHOE FILLER, made in Canada under Canadian Patents by Canadian workmen. Try it and let us show you how to save money.

### SOME OF OUR LINES ARE:

Top Facings of all kinds	Canvas and Leather Insoling
Shoe Canvas of all kinds	Box-Toe-Lac for Leather Box Toes
Brocades	Fisk Glue
Pasted Insoles	Shellac
Oil Paper for Shoe Covers	Plumping Cloth, Etc., Etc.

**F. E. Woodward & Sons,** LACHINE, Prov. Quebec

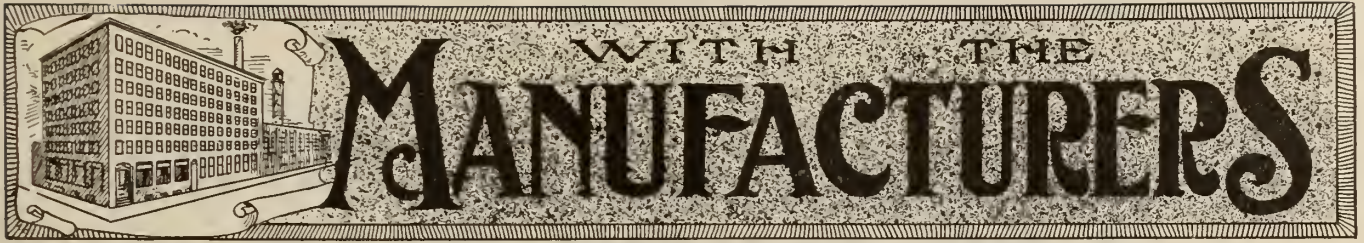
Look for W & S, the mark of Quality




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### SPECIAL REPRESENTATIVES FOR CANADA

The growth of their business in Canada has made it necessary for Kenworthy Bros. Co., of Boston, to appoint J. A. Scott, Montreal and Quebec, selling agents for Quebec province and International Supply Co., Berlin, Ont., selling agents for Ontario and the West. This company, manufacturing felt of all kinds, is known widely in Canada and the present arrangement has been made by them with the idea of giving a still better service to the manufacturers of the Dominion. The firms, which will represent them in Canada, will be in closer touch with the trade and will call upon them more regularly than it was possible for the Boston house to arrange.

### THE OPERATIONS OF GREAT CONCERN

The second annual meeting of the shareholders of Sir H. W. Trickett, Limited, slipper manufacturers, Waterfoot, England, proved harmonious and satisfactory, says a local paper. Mr. Oliver Eatough, the optimistic, commercially-minded head of the directors, presented a statement which will be pleasant reading for all, whether directly or indirectly concerned. Trade relations are particularly cordial, and, generally speaking, there will be cause for mutual admiration from the undoubted perspicacity and business instincts of the directors on the one hand and the undoubted confidence of shareholders and workpeople on the other. We venture to believe the outside public will likewise feel satisfaction at the marked stability of the whole concern. If the enormous volume of trade executed at "Trickett's" is any criterion of the state of the slipper industry generally—and we believe it is—then the inhabitants of the Rosendale Valley have reason to be proud of it, and ever indebted to past pioneers and present manufacturers. What the extensive slipper trade means to Bacup, Waterfoot, and Rawtenstall cannot be fully estimated, nor the local effect in auxiliary trades be completely measured. Certainly the commercial fortunes of the valley would be considerably impoverished without it. It has risen and risen until the trade is an inherent part of our industrial and daily life. With the stimulus behind them of such records as was presented on Wednesday, we are confident that all interested in the slipper industry will ever do what they can to keep it so.

### NEW INDUSTRY OFF TO GOOD START

Canada's newest industry is the Canadian Counter Company, now operating at 346-348 Delorimer avenue, Montreal. This concern is the Canadian branch of the Columbia Counter Co., of Boston, of which the executive officers are Edwin C. Hood and Charles D. Malaguti, and the opening of a Canadian factory is the direct result of the good work accomplished by G. J. Trudeau, who has been their sales representative during the past two years. Mr. Trudeau is the Canadian manager. It is the intention of the company to make shanks of leather board, two grades of fibre counters and leather box toes. They state that their leather board shanks are the first to be made in Canada. Machinery has been installed and the factory is now running, the superintendent being E. W. Carreabe, who was two years with the Spaulding people, and whose father is also in the same line in the United States. The factory at present

has a capacity of fifteen thousand counters a day and thirty thousand shanks. It will be increased as the business grows.

The Columbia Counter Co., of Boston, is one of the large shoe manufacturing supply houses of New England.



EDWIN C. HOOD, President

It supplies shoe manufacturers not only in the United States, but in every civilized country, having special representatives in all countries where shoes are manufactured. It is their

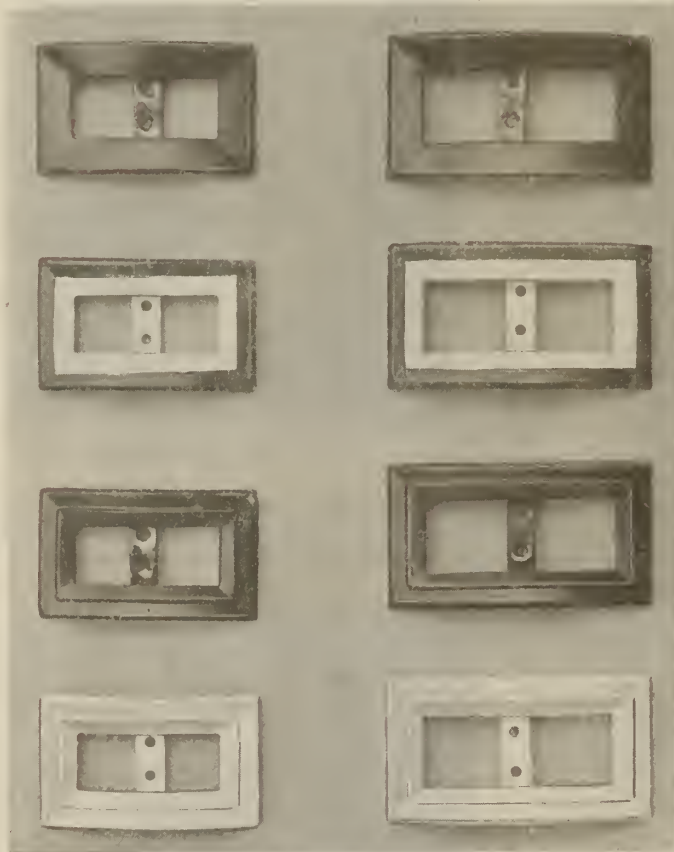


G. J. TRUDEAU (on the left), Manager, and CHARLES D. MALAGUTI, Vice-President of the Canadian Columbia Counter Co., Montreal

intention to handle all export business to England, Australia and South Africa through the Canadian factory and as this business has grown very much in the past five years this

# 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 by the Canadian Columbia Counter Company, Montreal, for which concern I am exclusive selling agent.

## 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



# Guaranteed Fibre Counters

**MADE IN CANADA**

A new factory has started in Canada making guaranteed fiber counters, leatherboard counters, leatherboard shanks and leather counters. **Columbia Counters** are known to all Shoe Manufacturers in America and some of the leading Canadian factories have been using these counters for over a year without one pair of shoes coming back on account of our counters being defective. (Names given on request.)

Our factory is equipped to fit any lasts. Our prices are lower than any imported fibre counters.

Quotations on demand and samples submitted.

We buy empty counter barrels at the market price.

**CANADIAN COLUMBIA COUNTER CO.**

348 DeLorimier Avenue

MONTREAL, Que.

Agent - G. J. TRUDEAU

365 Ontario St. East, MONTREAL, Que.

work itself will take a large share of the new factory's output. Mr. Trudeau, who has been doing an increasingly large business, counts upon greatly enhanced sales in Canada as a result of the better prices at which he will be able to sell through manufacturing in the Dominion and because of the prompt deliveries he will be able to make while efficiently serving the manufacturers in the matter of giving them just what they want.

C. D. Malaguti, vice-president and treasurer of the company, is a practical shoeman and it is his intention to place his services at the disposal of Canadian shoe manufacturers who may desire to avail themselves of the advice of an expert on counters. He began his life in the shoe field with Kenard Counter Co., of Boston, later going to the Boston Counter Co., with whom he was connected for nine years, when he joined the staff of Young & Sampson. Subsequently he became connected with the Columbia Counter Co. and has always superintended the manufacturing end of their busi-



ness. As an illustration of a modern way of doing things Mr. Malaguti states that a growing number of shoe manufacturers are standardizing the backs of their lasts in order to use a uniform counter on all the shoes in a range for men, women, boys, youths or misses, as the case may be. In this way they find it necessary to carry only one-third of the quantity of counters they must carry under the old conditions.

G. J. Trudeau, who is the manager of the factory, is widely known in Canadian shoe circles. It is five years since he began business for himself but during that time he has made rapid progress as he now covers all of Canada, having five salesmen carrying his lines. He is interested with Oscar Dufresne in the Dufresne Shoe Supply Co., manufacturers of shoe hooks, which are sold by Mr. Trudeau's organization. He is also manufacturing bows by machinery and carries a line of shoe buttons, felt box toes and elastic webbing.

#### IRONING OUTFIT IS TAKING WELL

The Boston Last Co., of Richmond, Que., are making a specialty of their ironing and cleaning outfit, which has met with large success since being placed on the market. This outfit is designed for present day methods of cleaning and ironing. The form fills the entire shoe at the top, is turned out wholly from wood and allows any shoe to be ironed in the complete lines as designed by the last maker and pattern maker. The form is the easiest one in which to put a shoe

without any straining, and to take one off without any breaking of the lines of the finished product. The legs are very simple in construction and never get out of repair—fitting into any twin or single table now used in the shoe factory. One style of leg takes any style of form, from the smallest child's to the heaviest men's. The ironing forms are made direct from the last and a pair of forms may be ordered at the same time as sample lasts are ordered, so that the complete shoes can be produced in perfect shape.

#### A COUNTER THAT STANDS THE TEST

Guay's Waterproof Fibre Counter is the name of the newest counter made by Eugene Guay, Montreal, for over 36 years specialists in this line. This counter is made by the very latest methods, one big improvement being the employment of an attachment to the machinery which makes counters to fit all lasts and another which eliminates spreading of the counter when it is taken from the machine. Messrs. Adelard Guay and his brother, Eutrope Guay, have been conducting the firm's business since the decease of the founder, Eugene Guay, three years ago. Both are practical men, having been brought up in the business and knowing every department of it, besides being in close touch with the whole shoe manufacturing trade. O. Franche, superintendent of the factory, who has been with the company since it started, and is, therefore, a most practical man, ably seconds the efforts of Messrs. Guay in turning out none but high-grade counters, of which at present 200,000 pairs are made weekly. R. M. Fraser, 152 Notre Dame St. W., is special sales agent for the company in Montreal territory, while Mr. Hurtubise also carries the line.

#### PLATES COMING INTO POPULARITY

Heel plates and toe plates are coming into popularity again. Some have been seen on new shoes, especially boys' shoes. Plates have been forced in flush with the leather and can be done when the leather is wet.

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. Many feel that it is an additional talking point in favor of the wearing qualities of the shoe.

#### WATCHFUL OF ALL FOREIGN ORDERS

"I was in the office of the sales manager of a prominent leather firm," remarked a shoeman the other day, "when the telephone rang and the call was answered by the official. The inquiry was for some sole leather to be shipped to Switzerland.

"No, we cannot let you have any, either now or in the future," remarked the sales manager, in answer to further requests. His tone was clear and firm. After the conversation had closed, the shoe retailer turned to the leather chap and said:—"Why cannot you supply sole leather to be shipped to Switzerland?"

"Well, it is just this way," he remarked, "we will not fill a single order for one pound of leather for either Holland or Switzerland, because we believe that such orders are blinds. If the sole leather does not get into Germany from these countries, it will, at least, be used in shoes, and thus find its way in one form or other into the Hungarian Empire,



and we are not doing anything at the present time, either directly or indirectly, to help the enemy in this war. This is the stand we have taken and we intend to adhere to it loyally and enthusiastically.”

#### ENTERPRISING FIRM ENLARGES PLANT

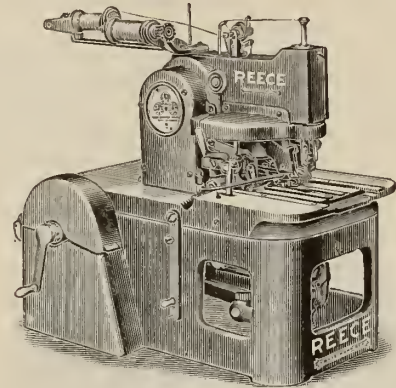
Considerable improvements have been made in the plant of Robin Bros., Montreal, who expect to have a capacity of 700 pairs of lasts a day when all additions to the factory are completed. Their present building with the additions made to it is 73 x 75 feet, two storeys and basement, while a new wing, 22 x 50 is in course of erection. New kilns have been put up so as to increase their capacity to 70,000 blocks a month. Seven lathes are now operated and two more are to be installed. The company's offices have been considerably enlarged and a spacious sample room provided.

#### SHOES WITHOUT AN INSOLE

Men's shoes with out an insole were made similar to the regular sewed down shoe. The former were minus an insole, whereas the sewed down shoe always has an insole. A piece of leather, which in an ordinary shoe would do for filling for the forepart, was first tacked to the last and so too was the shank-piece. These were stationary on the last, but the heel-piece was also added to last before the upper was pulled over. The heel-piece was of the same shape as a slip spring for a woman's shoe. When the last was thus prepared the upper was pulled over on the toe only and fastened with one tack. The upper was cut on both sides at the heel-seat and the sole laid, after which it was sewed around forepart and shank, like a sewed-down shoe, while on the last.

The sewing it seems pulls the upper down to the wood, and the filling it is said gives shape and a smooth bottom to

## Reece Rapid Leads the World



### A Button Hole Machine of SPEED, ECONOMY, QUALITY

Assures a perfect barred button hole.  
Runs equally well with any thread.  
Does not get out of repair.

Samples of Work and Terms from

**THOS. C. DOYLE (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal

# KENWORTHY BROS.

BOSTON

## FELT

OF EVERY DESCRIPTION

Announce the appointment in Canada as Selling Agents

**J. A. SCOTT**

for the Shoe Trade in QUEBEC AND MONTREAL

and the

**INTERNATIONAL SUPPLY CO., BERLIN, ONT.**

for the Trade in ONTARIO AND THE WEST

MANUFACTURERS OF

**Ken-Kote**

Imitation Leather on  
Felt for Sock Lining

**Kendex**

CUT SOLES  
Waterproofed

**Ken-Kote**

HEEL PADS  
Imitation Leather

**Cut Felt**

HEEL PADS  
All Sizes

**FELT**

FOR SHOES  
HEEL PADS

SLIPPERS  
CUSHIONS

BOX TOES  
INSOLES

the shoe. The shoe is levelled on the last and the upper must be large enough to allow of sewing while on the last. The heel-seat is lasted-in as in all shoes, and that makes the heel-piece necessary. The shoe is very pliable, as it naturally would be when made with one sole.

Possibly it is because a flexible shoe is demanded that these shoes are made this way, and the difference between this shoe and the sewed-down is in the absence of the insole and in saving one row of stitching. An insole is used in a sewed-down. In that shoe any insole will do, for there is no fastening to it when the shoe is made. The outsole, insole and upper are sewed through and through in the regular sewed-down shoe.

### A MAN WITH HIGH IDEALS

(See Front Cover)

To the Hartt Boot & Shoe Co. in the person of Mr. J. D. Palmer, the president, belongs the credit of bringing the Maritime Provinces into "first grade" in the school of shoe manufacturing. A few years ago the people down by the sea were content to follow in the race a good second or even a third in the production of modern footwear. To-day the Hartt product is known from coast to coast as the equal of anything on the Canadian market in men's fine shoes. Their latest venture in putting out a shoe to retail at eight dollars is an evidence of their grit and go.

J. D. Palmer is one of those men who think more than they talk. While others worry their necks over competition he goes ahead and gets out something that will put his business out of the struggle with the "madding crowd." He is not a believer in the new for the sake of the new but is an enthusiast about shoes who believes that there is a paying amount of appreciation lying around for an effort to give the people a genuinely good thing.

Mr. Palmer is absorbed by his business to an extent that keeps him from meddling with politics or other distractions that are apt to take a man's mind off the race, but he is unselfish enough to give sufficient of his brains brawn and energy to enterprises that have for their end the uplift and benefit of his fellow citizens, especially those of his immediate neighborhood. He has taken a great interest

in the Fredericton Board of Trade, of which he is president, and its efforts to build up and extend the trade of the city and New Brunswick generally, and he has done much quiet work in this respect that is only known to his friends.

He has also taken hold of the Technical School question, on which he is an authority, having investigated some of the best institutions of this kind in this country and abroad. He has been a prime mover in seeking to have established in New Brunswick such an institution as will put the young men and women of the province in a position to begin the battle of industrial and commercial life fully equipped.

J. D. Palmer is a whole souled, genial man who gives his entire attention to the thing in hand and has no patience with circumlocution or see-saw methods. He knows what he wants and takes the most direct course to get there.

Familiar as he is both with the manufacturing and selling ends, he is able to keep his establishment in perfect touch with Canadian shoe requirements. Mr. Palmer is fortunate in having associated with him Mr. John A. Reid, admittedly one of the best shoe men in America, and together they make a great team.

### LIGHTER WEIGHT LEATHERS FOR TOPS

Now that garments for ladies and misses are being made from kid skins, and also light calfskins, it becomes harder for the shoe manufacturer to get hold of the better grades, as they have to be used in skirts and jackets for the female demand, and this leaves the lighter weights, and those with slight imperfections to be cut into shoes.

The demand on the cutter becomes greater every season, and the number of really first-class skins that find their way to the shoe cutter are small, indeed. However the relief is at hand, and if properly applied and looked after, it will not only give the cutter a better proposition, and relieve his brain strain, but it will enable the manufacturer that adopts it to have his shoes cut closer, as the term goes, thereby saving the waste that would otherwise be necessary. Even if only a pair of quarters were saved out of each skin the amount would be considerable in a season where five or six cutters are employed, and the factories where four

### SOME LEADING MEMBERS OF THE LEATHER INDUSTRY



CHAS. ROBSON, OSHAWA  
Elected Chairman of the Tanners' Section  
of the Toronto Board of Trade.



GRIFFITH B. CLARKE, TORONTO  
Newly elected Vice-Chairman of the Tanners'  
Section of the Toronto Board of Trade.



C. G. MARLATT, OAKVILLE  
Retiring Chairman of the Tanners' Section  
of the Toronto Board of Trade.



or more work would show a handsome gain over previous years.

The only proper backing to be used is one that will blend itself into the leather in such a manner as to almost become part of it, and that will never cause a wrinkle to form that will show through, or make the foot or ankle feel uncomfortable. Any kind of rubber cement is too heating, and destroys the porous effect of the natural hide, causing the flesh to feel drawn, and making an unnatural heat, which causes discomfort to the wearer. A cloth prepared with a gutta percha adhesion, and ironed to the leather with a moderately heated flatiron, will do the work, and make a smooth, finished job that will never be detected after the shoe is put together.

Light tops treated in this manner are far more comfortable to the wearer than heavier ones without the backing, and conform to the shape of the foot without making the unsightly wrinkles so often seen in high shoes. That this method is fast becoming popular with the factories making up-to-date footwear is evident, and the intelligent wearer will ask for shoes treated in this manner, for they are always anxious to get the neat effect produced by this method. Now that short skirts and high shoes are the rage, everyone that wants a neat-appearing foot knows it cannot be brought about with heavy leathers.

Not only should the tops be treated in this manner, but the vamps ought to have the same backing to help keep the shape of the last, as the lighter leathers are bound to give some in wear, and get unsightly, but if backed and ironed smooth, they will hold their shape, and make the foot look neat, and feel comfortable. It is one of the innovations of modern shoemaking and will become more popular as wearers begin to understand the advantages of the system, and as for shoes that are treated in this manner. For the benefit of the public a systematic campaign should be started along educational lines to instruct them in the benefits of this method, so they will insist on having only the best, and the

best is only the article that is properly backed.—Shoe Topics.

#### NEW SUPERINTENDENT ENTERS ON DUTY

Mr. Harry Watkins has been appointed superintendent of the factory of W. E. Woelfle Shoe Co., Berlin. He has had a quarter of a century's experience in all branches of the trade and brings to bear on his new position splendid executive ability, sound judgment and a thorough knowledge



HARRY WATKINS, BERLIN, ONT.

of everything connected with the making end. He is an earnest, capable shoeman, who gets the very best results from those under him, and cordially co-operates with his staff. Mr. Watkins was formerly with the Sherwood Shoe Co., of Rochester, and later, with Utz & Dunn Co. and the Menihan Co., of the same city, in all of which positions he made good. He specializes on women's fine shoes.



#### SOME NATTY OFFERINGS IN FASHIONABLE FOOTWEAR

On the left is a button boot with black calf vamp, grey buckskin top and black flat buttons. In the centre is a high cut combination button and lace boot with curved

patent vamp and foxing and white calf top, and on the right is an all black glaze kid boot, fairly wide receding toe, with invisible eyelets.

### ANOTHER SHOE REPRESENTATIVE WEDS

Stewart C. Mitchell, who is sales manager in the Maritime Provinces for Ames-Holden-McCready, Limited, St. John, N.B., was recently married to Miss Edith M. Harris, and has been receiving the congratulations of his many



S. C. MITCHELL, ST. JOHN, N.B.

friends in the trade. Mr. Mitchell has been identified with the warehouse of St. John for some 17 years, and for the greater portion of that time has represented the firm on the road in different parts of the eastern territory. He is well known and well liked, having established a strong connection with his customers.

### SHOES WILL BE DEARER NEXT SEASON

From unmistakable indications in the leather market and rising values generally, on all raw materials, it is believed that when travelers start out with fall samples, early in March, prices on every line of shoes will be from 10c. to 20c. higher per pair. It would appear that each season prices take an advance and conditions are such that there seems no other way out of it except for the retailer to get a proportionate increase from his customers. It is better to have a well made, quality shoe than one of a shoddy character, that gives satisfaction to no one and in the end, destroys more trade than is ever gained by handling cheap and unreliable goods.

### MISSING PARTNER IS LOCATED

Malcolm P. Johnson, a senior member of the shoe firm of Johnson & McCormick, St. Thomas, Ont., who disappeared April 13, 1914, has been located in Sand Springs, Oklahoma, according to a telegram received by his partner, J. N. McCormick, from Mr. Johnson's brother, F. S. Johnson, of Manlius, Ohio. The telegram reads: "Letter from Malcolm received from Sand Springs, Oklahoma. Will leave today and wire you later." The disappearance of M. P. Johnson from St. Thomas was one of the most profound mysteries ever encountered by the local and provincial police. Some time before he went away Mr. Johnson had a severe fall as a result of which it was feared that his mind had been affected. One day he was missing, and although search was made for him from one end of the continent to the

other, not the slightest trace of the absent man was ever found.

### HOW ONE SHOEMAN BEAT A RIVAL

Misstatements in advertising are always a weak link, especially if intentional. A shoe dealer who occupied several connecting "fronts" was annoyed by the misstatements of a competitor who opened a store in a small adjoining room in order to obtain part of the trade drawn to the locality by the bigger store.

This new dealer, after a time, offered a patent leather shoe under a guarantee that it would not crack. He asked six dollars for it. A guarantee of patent leather was an offer the old dealer had never dared make. He did not believe the new store could find a shoe that would not crack, eventually.

He made inquiries and discovered that the guaranteed brand was one with which he was familiar. He knew he was selling as good a shoe for less money. But he allowed the younger dealer to go into the newspapers with advertisements of the guarantee and otherwise to commit himself to the proposition that his patent leathers would not crack—and if they did, that another pair would be given free.

The surprise the older dealer had up his sleeve was a window display of the "patents" that were supposed never to crack. On the day the younger dealer's advertisements appeared, the adjoining window in the older store contained a display of patent leather shoes. Above the shoes was this sign:—

"If these patent leathers—at \$6.00 a pair—ever crack, we will GIVE AN ADDITIONAL PAIR WITHOUT FURTHER COST TO YOU. But they WILL crack. So do they ALL. So, at your option, you may carry home the extra pair NOW. The price is high enough to COVER two pairs."

Naturally, his window and his accompanying newspaper announcements attracted attention because of his high standing in the community. He punched a decided hole in the newer man's patent leather guarantee, which had admittedly been the "best thing" the new store had found.

The older dealer later obtained the lease on the adjoining room and added it to his store. The newer dealer sought other and greener pastures, for his store had been lastingly discredited.

These, then are a few instances that show how the weak link in a business may become a competitor's best weapon. It may often be wise to give policies a careful scrutiny—to take every now and then the outsider's viewpoint towards them. A little time spent that way may turn to your use what otherwise might at any moment unexpectedly become a powerful weapon in some rival's hands.

### WILL HAVE ARTISTIC NEW STORE

The Walk-Over Boot Shop, 521 St. Catherine St. West, Montreal, of which F. A. Guinivan is the proprietor, will move early next month to 505 St. Catherine St. W., next to the corner of Peel St., in the handsome new Drummond block. The store is now being fitted up in splendid style and will be finished in mahogany. The front will be of the most inviting character, being installed by the H. J. St. Clair Co., Toronto. Mr. Guinivan states that the new Walk-Over Boot Shop of Montreal will even surpass his splendid establishment in Toronto in attractiveness and general lay out.



### HAS BUILT UP LIVE DEPARTMENT

C. F. Walker, who is the manager of the shoe department of Browns' Limited, Portage la Prairie, Man., has been with that widely known firm for nearly six years and has been in charge of their footwear branch over three years. The firm are doing a splendid shoe trade owing to the foresight and good judgment of the man at its head and carry a



C. F. WALKER, PORTAGE LA PRAIRIE, MAN.

stock of about thirteen thousand dollars. Two regular sales are held each year—one in January and the other in July—and by this means the stock is kept pretty clean. One feature of the department is that all shoes handled are recommended to customers and the firm have found that manufacturers are O. K. in backing them up in the matter of proper adjustments which, by the way, are very few. The manager states that only Canadian lines are sold and they give real good satisfaction in every particular.

### NEWSY JOTTINGS FROM OLD QUEBEC

J. A. Woods and E. W. Milzener, of Cotton Threads, Ltd., Montreal; J. George Robertson, and O. Gagnon, Montreal; J. H. Hamilton, Sherbrooke; Ed. Gaumond, manager of La Cie des Cuirs et Chaussures, Plessisville; and E. Fournier of the same firm, were recent visitors in Quebec.

Thos. Voyer, formerly a shoe dealer in this city, died on December 25. P. Beaulé, shoe repairer, passed away on Jan. 12, and on the same day, O. Beaugard, shoe retailer, joined the silent majority.

The shoe retailers of Quebec report that they are well satisfied with the holiday trade this season. With some the business done was half as much again as at the same period last year.

George Maheux, of Quebec, has purchased a new Progressive shoe repair outfit operated by electric power.

Saillant & Lessard are now installing machines in their new factory at Limoilou. They expect to start running early in March.

It is reported that Alfred Renaud will open a new shoe factory and will make McKay and Standard screw for boys and youths.

Jos. Moiseau, whose shoe shop is located on Aqueduct Street, is working on some new samples of sandal shoes.

T. Duchaine, a former shoe manufacturer of Quebec, has recently made extensive repairs to the building formerly occupied by the Economique.

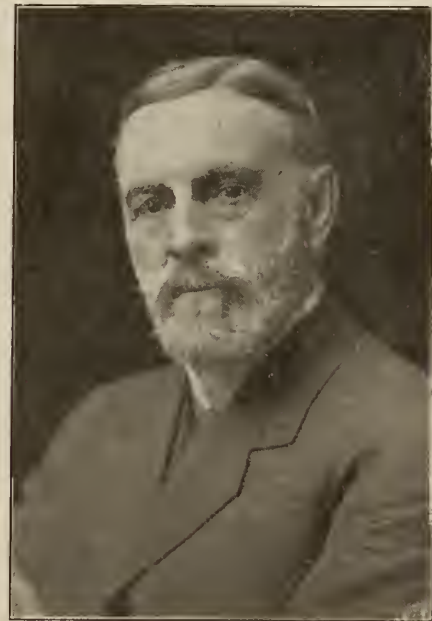
Louis Beaubien, wholesale shoes, has removed to his new premises formerly occupied by C. E. McKeen. He has now a splendid business home, with thoroughly up-to-date fixtures. The warehouse recently vacated by Mr. Beaubien will be occupied by J. H. Begin, Reg., wholesale shoes, while the Canadian Consolidated Rubber Co. will take possession of the late headquarters of the latter firm.

Manufacturers in all branches are very busy at the present time in Quebec City, and some concerns are running both day and night. Fall samples will be ready a little earlier than usual this season and it is expected a large number of jobbers will visit the city during February.

### MAKING GOOD IN THE SHOE GAME

Rodd & Deacon, the enterprising shoemen of Cobalt, Ont., have recently enlarged their store, which is now 48 feet deep by 30 feet wide, with shelving on either side and across the back. The premises are adorned by fine plate glass windows at the front—the large plates being 6 by 6, with side lights 4 by 6. The entrance is by means of a double door, set with plate glass. The interior is well lighted naturally from the front, and artificially the windows are illuminated by a row of 24 electric lamps around each window, making an attractive view from the street, and also giving a good light for display purposes. Inside the store is equipped with eight large electric lamps in shaded globes, four being placed on each side. The woodwork and furnishings are in dark colors, and the ceiling a light shade, which gives a decidedly pleasing contrast. Four large tables are placed down the centre of the store, which are used at times for display of regular lines of goods, and on other occasions as bargain counters. At the rear are located the office and workroom, both being well lighted.

Rodd & Deacon have been in business in Cobalt for nearly eight years. They began with a small stock and added to it, as trade increased. Neither partner had any previous insight into the shoe game, but starting in a small way, each gradually mastered the details. As the business grew, they



S. R. WICKETT, TORONTO

Who was recently re-elected a director of the Commercial Travelers' Mutual Benefit Society.

grew with it, and the result is that they have to-day one of the most select stocks, brightest stores and steady paying patronages of any establishment in the province. They have proceeded along sane, conservative lines, and have observed moderation in all things. Thus they have profited in knowledge and experience, an evidence of which is the recent renovation of their attractive business home.



## TOO HEAVY STOCKS—TOO MANY STYLES

(Continued from page 20)

"That is the idea," responded Mr. Bartlett, "so far as the retailer is concerned. It would mean fewer styles would make their appearance on the market. The styles stocked would cost less than those at present prices, as there would be fewer "freak" fashions created. This would be a great saving to the manufacturer in lasts, patterns, etc., and a big saving to the retailer also, as in such a case, odds and ends would not accumulate as at present."

In reply to the question, whether he made use of any in-stock department, Mr. Bartlett replied:—"We certainly do—and we thoroughly appreciate any move along such a line. We believe it would pay the retailer if he could draw on in-stock—supposing he were obliged to pay a little more for shoes. For he could then rest assured that styles would not change every week—as they have been doing in the past. He could also carry considerably less stock, and at the same time do just as much buying. At the end of the year his profits would be greater, as there would be fewer left-overs. How do we get rid of left-overs? Why, when we find lines hanging fire, we begin cutting the prices, to clear them out. If the first slash does not have any perceptible effect, we make a still deeper cut, even to the point (this is not intended for a pun) of forgetting at times, the original cost. We find that the longer we keep an article, the more we have to cut the price in order to clear it out."

### Mixing Better Lines with Cheaper

"Yes, an in-stock installed by manufacturers would help to reduce your odds and ends in live selling lines, certainly," remarked D. Sutherland of Harriston, Ont., "but it is not in the live sellers that the odds and ends accumulate. It is in the slow sellers, which is quite another matter. I make use of an in-stock department to a limited extent, namely in staples and low priced goods. Oh yes," he acknowledged, "I carry too heavy a stock, but it is hard to say how to limit the number of styles, as the people want changes, and insist upon having them. But I have found that a neat, well-fitting shoe will sell, nine times out of ten, ahead of any style. In regard to ordering on a new last, it altogether depends on how the new last sells. If it goes rapidly, there is no trouble in getting sorted up. On the other hand, if it is a slow seller, you don't want any more, and the manufacturer shuts it out, too." Mr. Sutherland says that he finds about two-thirds of his present stock consists of good quick sellers—the other third is composed either of slow moving lines or stickers. In getting rid of them he places any odd pairs of the better lines in with the next lower priced goods, and finds they then move very easily. With the lower priced lines he marks them at figures which will convince any customer, that in purchasing them he is securing a bargain. Mr. Sutherland thinks the only way out of the difficulty, with respect to the too numerous styles, is for the manufacturer to discontinue turning out the new lines, and seek to improve the stock, more especially the finish of his output.

### Staple Lines Give No Trouble

"My best sellers," said N. Leach, shoe dealer, of Smith's Falls, Ont., "are the more staple lines. I do not experience any difficulty in sizing up correctly, as I refuse to purchase from any house that does not carry the sizes in stock. I can, therefore, size up at any time, for that season." Mr. Leach declares that the changes in styles have been beyond all reason, for he says no merchant can keep tab on them. He feels no alarm when he sees his shelves stocked with left-overs, as, by a careful study of his customers, he is generally able to sell at cost, and sometimes gets even a little more out of these so-called stickers. "I think an in-stock installed by manufacturers would

help to reduce odds and ends to a very great extent," concluded Mr. Leach, "and I make use of an in-stock department at the present time."

### Style Should Be Kept Two Seasons

"Do you believe you carry too heavy a stock, when you take the amount of your turnover into consideration," was asked of J. T. Allen, shoe retailer, of Mount Forest, Ont., and the emphatic reply was, "I do." Mr. Allen considers his best selling lines are ladies' fine shoes and staples. He finds that men's fine shoes are not selling as well as they did last year. An in-stock department, he believes, would help to reduce odds and ends in live selling lines, and he takes advantage of all such departments now conducted by manufacturers. Mr. Allen thinks there is no necessity for so many styles as are seen at the present day, and believes that the same style should be kept for at least two seasons, for he declares that with fewer modes, a much smaller stock could be carried. Mr. Allen, at the end of each season, namely in February and August, holds a sale, as he finds this is the only way of getting rid of shelf-warmers.

### Displays All Stickers on Racks

H. Peel, shoe dealer, of Owen Sound, like many of his fellow shoemen, lays the blame for the numerous styles in footwear, and the rapid style changes, on the manufacturers. As a remedy he suggested all "faddy" and extreme styles should be cut out, which would considerably lessen the number of lines, especially at this time, when so many of both button and lace shoes are worn. He thinks a move in this direction should be made by the manufacturers, both for their own benefit and that of the retailer. Mr. Peel also acknowledges that he carries too large a stock in proportion to his turnover, and believes in the in-stock department and makes use of the same. He finds that about from 60% to 70% of his stock are good sellers. As for shelf-warmers, Mr. Peel removes all such lines from the cartons and displays them on racks, etc., in a prominent part of his store, making some reduction in the price. He says he has found this method very satisfactory, as his customers see these on entering the shop, and are able to readily make a choice if they so desire.

### Divide Shoes into Four Classes

S. Davis, of High River, Alta., believes that an in-stock installed by manufacturers would be a boon to a dealer who carried a large stock, as it would not then be necessary to carry so many sizes. Mr. Davis is at present carrying only a small stock, as he is just starting business, but is buying from an in-stock department each week as his goods are sold. He is of the opinion that there should be a limit to the number of styles made. He believes the accumulation of odd sizes is partly due to the half sizes, which render it necessary to stock too many in one line. Mr. Davis states in regard to disposing of shelf-warmers, that he has not found they have accumulated as yet, and therefore has not been inconvenienced by this phase of the selling end. He, however, suggests a plan for dealing with them, namely, that they be divided into four classes, 1st, the latest style shoes; 2nd, first-class goods; 3rd, medium and strong shoes; 4th, all cheap lines.

Mr. Davis says:—"It is impossible for all retailers to be right up to date, as this would place too many new styles on the market, and the consequence would be that the supply would greatly exceed the demand. Each dealer should make himself popular with the public in some special line. I consider it more profitable to lose a sale, than to be obliged to carry a dozen pairs to gain that sale."

### A View From the West

"There are decidedly too many styles in footwear to-day," remarked G. D. Chidley, who conducts a shoe store



in Indian Head, Sask. "I do not see any way to get over this difficulty," he continued, "as different tastes have to be catered to, and it takes all classes to make up a good trade. In regard to odd sizes, the only way to prevent their accumulation, is a continual watching of stock, and ceaseless effort to clear them out. The proportion of my stock which I consider good vital sellers, is about 75%, but the stock I carry is altogether too heavy—when I take my turnover into consideration. I should say it is too heavy by fully 50%. An in-stock department installed by manufacturers would make it much easier to keep the volume at a more reasonable amount, and I make use of in-stock branches in my business. To clear out left-overs and shelf-warmers, I hold semi-annual clearing sales."

#### Retailer Has Not Time to Breathe

"The boot business of to-day is a gamble." Such is the opinion of Fred J. Argall, Three Rivers, Que. "You would think the manufacturers had all conspired to render it as difficult as possible for the retailer and the jobber, changing the styles in footwear so frequently, and generally, from one extreme to the other. Yes," he continued, "I carry too heavy a stock, and I think the in-stock department is useful in helping me to reduce odds and ends. But I think if the manufacturers were obliged to carry the surplus stock, they would not spring these rapid and frequent style changes on the dealers, as the loss would be theirs. As things are at present, they load up the retailer with a new style, and before he has time to draw his breath, another style is ushered in by them, and the same conditions keep recurring. They have received their payment for each line as it leaves their factories, and they have, therefore, nothing to lose by creating a fresh style." Mr. Argall finds there is always trouble filling out an order on sizes, as it is difficult to judge in advance what sizes will be required. His most vital sellers form a proportion of about 85% of his present stock, and he gets rid of left-overs by special sales, and always having a department for odds and ends marked "Jobs."

#### Evil Will Work Out Own Cure

Respecting the number and too-frequently changing nature of the styles in footwear, Rowland Hill, London, Ont., (who always has some original ideas to advance in connection with the business) says that he believes the rapid introduction of one freak after another will work out its own remedy, and women will finally turn away from them, no longer craving such far-fetched novelties. Mr. Hill does not try to keep them in stock—confining himself to a line or two once in a while, just to let the people know he is alive. Generally speaking, he thinks he carries too large a

stock, in comparison with the turnover, but finds it a difficult matter to keep it down to an ideal amount. He makes use as far as possible of the in-stock departments now conducted by Canadian shoe manufacturers, and thinks, in regard to an in-stock installed by manufacturers, that it should have the effect of reducing the number of lines manufactured, for out of the multitude of samples made, only a few are real "Sellers." Mr. Hill says it is only with smaller sizes in shoes, or extreme sizes that he gets stuck, and that only a few of their lines run from 2 to 7, a few 2½ to 6 and some 3½ to 7, according to style, and they always specify how many of each size. Mr. Hill considers about 75% of his stocks would be classed as good sellers and good sizes, as his firm go slow on fads. In getting rid of left-overs, his plan is, as soon as a line begins to look slow, to put "PM's" on them. Naturally, clerks show the easiest sellers, but when inducements of from 10 to 25% are given, the case looks different. This keeps up interest and, with proper restrictions, does the customer no harm. Mr. Hill says they only have "Clearing Sales" twice a year. The few lines that are not selling are picked out and a big cut is made in the price sufficiently large, to clear them out quickly. The firm never buy goods for sales or have strangers in to run a sale for them.

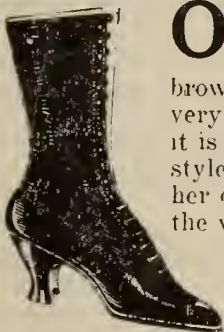
#### Do Not Order Too Far Ahead

Richard Newman, shoe retailer, of Dunnville, stated it as his opinion that almost all retailers carry stocks too large for the amount of their turnover, and that, while the frequent changes in styles are a great loss to most dealers, shoemen in the smaller towns are the biggest sufferers in this respect. "It would be a great benefit to the retail trade," he affirmed, "for the manufacturer to carry stock, for oftentimes the retailer orders from drummers four or five months in advance, and when the goods arrive, they are not what the dealer requires, as in the interim, the color is out of style, the last in this line is not then called for, but has been supplanted by a different one, and in this way the retailer is kept in a constant state of tension. It is almost impossible for him to know, under such conditions, what he should order." Taking all this into consideration, Mr. Newman has come to the conclusion not to order too early, especially as in most cases he can at the present have goods made up in three or four weeks' time. He finds the best lines to carry for rural trade are the medium and staple goods, and that such merchandise affords him a fair margin of profit.

#### Would Legislate Them Into Line

"I consider there are far too many styles," declared F. J. Boyd, shoe merchant, of Merrickville, "I may not be

### The New Havana Brown Boot Wonderfully Smart Model in Fine Kid



ONE OF THE MOST CHARMING boots which has come across the border this season is the brown kid model illustrated here. The very last word in modish cut and color, it is yet of such absolutely quiet, good style as to make its appeal as much to her of strictly conservative taste as to the woman of ultra-fashionable dress.

Made of fine kid in the modish dark Havana brown, it is in high-top style laced through blind eyelets, the stitching being in white. The heels

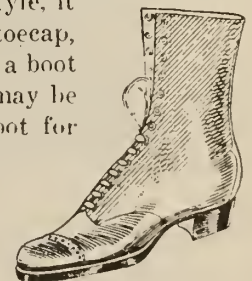
are of the Louis variety and the soles welted, constituting a boot which may be worn equally well with morning or afternoon costume. Price, \$9.00

### A High-topped Skating Boot May be Had in Brown or Black Box Calf

NO NEED for a lady to wear a crude, ill-cut boot for skating, when this model offers its services.

In modish high-topped style, it laces in Blucher effect, with toe cap, heavy welted sole and low heel—a boot which at the end of the season may be utilized as a smart walking boot for wear with a plain tailored suit.

As stated in the subhead, this new skating model is developed in box calf and may be had in sizes 2½ to 7. Price, in black, \$5.00, in tan, \$5.50



—Special Photo. Queen St.



in a position to offer an opinion, for I do not handle extreme freaks at all, but I would recommend a stiff legislation, and now is the time for it. Let this be added to some of our reforms which must come. Without a doubt, I consider that an in-stock branch installed by manufacturers would help to reduce odds and ends, but we must jack up the manufacturers to be more discreet, and not say at placing time that if the retailers sell sufficient of this line they will stock it. They should decide at the time either yes or no. I make use of three in-stock departments as well as doing business with jobbers. I believe I carry too heavy a stock, but am relieving this pressure every year. It is almost impossible to size 30 pair lots correctly, but quite frequently the absence of an in-stock department causes an accumulation of odd sizes on a new last. My stock consists largely of staples, and my business is small compared to a city store, but four out of every five are good sellers. As I am very careful in buying, I have no accumulation of sizes, and if I notice a line going slowly, I work it off gradually, and if a few pairs are left, I put them on a bargain table at prices which I consider cheap advertising.

"I think the manufacturer makes too many cheap goods," continued Mr. Boyd, "he uses too much leather, and if less lines were made, the standard of our shoes could easily be raised. I would like to see something happen to the leather trade, or at least to the supposed leather business, and other lines as well. I believe legislation is the only way. It will cripple a few concerns, but let the government recompense them. We pay too much for shoes, and our customers pay too much also, and why? Simply because the designer thinks up some new freak, and this happens altogether too often. The older lasts are thrown out—the workman does not acquire speed on this last until it is cast aside, and all this adds to the expense. The shoes come out, and are sold all through the country. Mr. Shoeman gets long profits, and in two or three months, they are found on sale at a low figure. The stylish woman is stung again—the merchant is stung, too. A few weeks after, something else turns up, and 'history repeats itself.' There are people who can stand this sort of thing, but the masses cannot. We can talk our heads off about a remedy, but the only way is, as I said before, through legislation. Canada is now entering into a new age, which is just dawning. She is thinking seriously of past follies, and now is the time to lay the foundation of a much needed reform. People are beginning to see that they have to pay for a vast amount of foolishness, and they are justified in kicking." Mr. Boyd concludes, "Let the manufacturer make fewer lines, but make them better—cut out all the shoddy stuff. If the people have to pay more for good lines, they will do it, for the simple reason that they will be getting value for their money."

#### Hard to Size Correctly on New Last

"I certainly think this style craze is a great drawback to the retailer," said C. L. Casselman, who does business in Winchester, Ont. "It makes it necessary for me to put in new stocks of rubbers to fit the new boots, thus causing my present stock of both boots and rubbers to become a supply depot for the clearance sale at a considerable loss." Mr. Casselman believes in and makes use of in-stock departments, and considers them of great assistance in reducing odds and ends. He thinks he carries too heavy a stock, when taking the amount of his turnover into consideration, and clears out his left-overs by means of a sale. He often finds difficulty in sizing up correctly when ordering on a new last. It is the opinion of Mr. Casselman that manufacturers should adopt a more conservative attitude in the adoption of new styles, of which he believes there are far too many. He thinks the remedy is up to the manufacturers entirely.

"The boot and shoe business to-day," said J. W. Thompson, of Buckingham, Que., is a problem. There are cer-

tainly too many styles, which change with alarming frequency, but if the manufacturer would eliminate the high cost of manufacturing "freaks" and lower the cost of Goodyear staples—if he would improve the quality of medium price lines, it would keep both the manufacturer and the retailer in a healthier condition. Let the manufacturer limit the number of styles, and by this means the retailer will be protected." Mr. Thompson declares that 90% of his present stock consists of good vital sellers. He disposes of all shelf warmers by keeping them constantly before the public, marking them at a reduction, and placing them on display in baskets or on tables.

#### More Catalogues—Fewer Salesmen

H. Barringer, shoe retailer, who does business in Port Rowan, Ont., never purchases anything except staples—and the consequence is, that the good vital sellers in his stock measure up about eighty per cent. and he does not seem to be troubled by any left-overs or shelf-warmers. He has no difficulty in sizing up correctly when ordering on a new last, and makes use of the in-stock department of all Canadian manufacturers. He believes an in-stock installed by manufacturers is of assistance in reducing odds and ends. Mr. Barringer also finds he carries too heavy a stock when the amount of his turnover is considered. He thinks there should be fewer traveling salesmen, and more illustrated catalogues. "When a traveler calls," he says, "we are more apt to buy, even when we do not really require the goods, and in this way we accumulate a surplus stock." He also adds,—"Some big department stores have no representatives, yet they sell more goods in this locality than the shoe stores."

#### THEIR TWELFTH BUSINESS BIRTHDAY

Recently the Rannard Shoe, Limited, celebrated the completion of their twelfth year of business in Winnipeg. It was in 1903 that C. F. Rannard withdrew from the Canadian Pacific Railway company's telegraph department, with which he had been connected for many years, to engage in the boot and shoe business in association with H. C. Chapman. Mr. Chapman withdrew from the business at the end of four years. The business was later organized into a joint stock company under the title of the Rannard Shoe, Limited, with a capital stock of \$150,000, C. F. Rannard being its first president, which position he has continued to occupy.

The business has grown and developed until the company is now operating three large retail boot and shoe establishments, one located at 536 Main street, another at 330 Portage avenue, and the third at 273 Portage avenue.

Mr. Rannard, when asked with regard to business conditions, declared that his company had enjoyed a most prosperous and satisfactory year. "To hard work and reliability," said Mr. Rannard, "I ascribe largely the success of our store operation. I have a capacity for work, and hard work, and my associates and employees are endowed with the same quality which, after all, is the main essential to success."

Every year Rannard's Shoe, Limited, gives a dinner to the employees. The happy occasion was celebrated this year very quietly.

The following are the names of the officers and salesmen who have been responsible in keeping the Rannard Shoe, Limited, to the front in Winnipeg: President, C. F. Rannard; vice-president, A. B. Rannard; sec.-treasurer, R. F. Eadie; directors, J. Waddington and M. A. Cafferky; salesmen, Messrs. J. H. McGee, A. R. Davidson, F. Band, C. P. Nichols, A. McKim, J. C. Thompson, T. J. Davis, F. Bent, W. Wight, C. Curle, J. Webster, H. A. Arbuckle and T. Lipsett.



### GOOD SHOEMAN AND GOOD BANDSMAN

Arthur W. Darrow is a musical shoeman. He can sell shoes "to beat the band," and if necessary, he can get the band to attract the surging crowd, for he is the leader of the Independent Order of Odd Fellows Concert Band in



A. W. DARROW, HAMILTON, ONT.

Hamilton. Outside of working hours, which are spent in the shoe department of the G. W. Robinson Co. Ltd., Hamilton, where he is buyer and manager, Mr. Darrow can generally be found in musical circles. He is a cornetist of local prominence, and his services have always been gladly placed at the disposal of his fellow citizens. Shoecially speaking, the subject of this reference has been with the Robinson Co. for the past 14 years, and previous to that, was for a while with the late John Patton, of Toronto. He also spent three years with the Bailey Shoe Co., of Chicago, so that he has a well-rounded experience. The department over which he presides, specializes in women's and children's shoes, at popular prices, and the results have been very gratifying.

### THE HIGH CUT BAL HAS CALL

The 8 and 9 inch bal in colored kid seems to be having the call in all the large centres of population. The principal colors are bronze, African brown, various shades of grey and white. Of course other colors are also featured, such as blue, champagne, claret and combination effects. Some of the high bals have dome cut tops, with collars and anklets of contrasting shades. The Cuban heel appears to be returning to popularity, while the commonsense heel on a number of walking models, is also having a fair share of consideration. It is understood that some manufacturers will shortly show large buckle Colonials in white calf and white kid. The general impression of many recent visitors to the style centres is that the coming season will be an exceptionally strong one in white footwear of all kinds. Gypsies still have a good demand in certain towns, but their popularity seems to be on the wane. Although an attempt was made to introduce velvet high cuts the public did not receive these offerings with any eclat or enthusiasm,

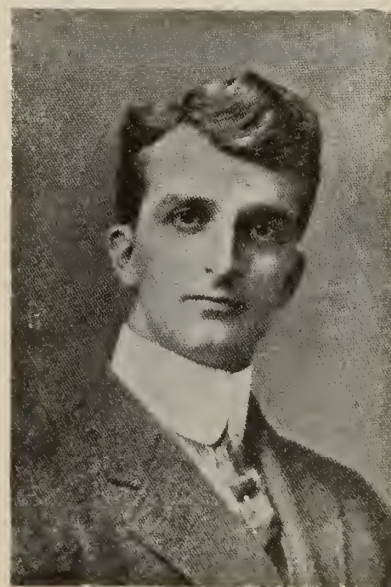
and, to use a Hibernian expression, "velvets died before they lived." The high cut lace shoe of 8 to 9 inches in colored kid with a medium vamp and plain toe, carrying Cuban-Louis or peg heels, is certain to have a good sale for the Easter trade, and remember that Good Friday this year comes on April 21st, while the festival of Easter will be observed on April 23rd.

### DASHING MODELS IN COLORED KID

R. L. Savage, Toronto, who represents Clark Bros., Limited, St. Stephen, N.B., has received several lines of new samples which are the last word in snap and grace. These come in bronze, blue, African brown, grey, matt and glazed kid, and are eight to ten inches high. Most of the models carry Cuban-Louis and peg heels, with medium length vamp and plain toe, some with straight and others with fancy cut top. They come in all widths from A to E, and are attractive, smart and right up-to-the-minute in all pleasing features. There is no doubt that the high cut bal for spring will have much vogue. Colored and white kid will enjoy a large call, and live retailers are making preparations to cash in on a big Easter trade in this particular line. Clark Bros., Limited, are still showing a number of Gypsy shoes, both in low and high cuts, several of which have the Gypsy front, but no seam over the toe. These new offerings are decidedly fetching.

### MAKING GOOD IN RUBBER GAME

T. F. Davies, manager of the Halifax branch of the Canadian Consolidated Rubber Co., is a Maritime Province man, who is making good in the shoe game. He was born in St. John, N.B., in 1882, and started on his business career in 1901 with the old-established retail shoe house of Francis & Vaughan, who are still in business. There he remained about six years, when he left for New York city to take a position with the Regal Shoe Co. After spending three years in the American metropolis, he was, owing to ill health, forced to return to his native province and took a position



T. F. DAVIES, HALIFAX, N.S.

in the St. John branch, under district manager Lieut.-Col. A. E. Massie. Some time after Mr. Davies went into business for a short time in Sussex, N.B., but about five years ago linked up with the Dominion Rubber system, with which concern he has advanced to his present responsible position.

### NEW POSITION FOR MR. FERGUSON

George H. Ferguson, of Vancouver, who is now covering the western provinces from Port Arthur to the Coast, for Clark Bros., Ltd., St. Stephen, N.B., is one of the most aggressive and genial traveling shoemen of the prairie provinces. He recently resigned his position with the Hartt Boot & Shoe Co., of Fredericton, N.B., being on the road or that firm for the past fifteen years. Previous to that he



GEO. H. FERGUSON, VANCOUVER

spent a couple of years in the factory. During this long period, Mr. Ferguson did not represent any other house. He started in the province of New Brunswick, making about two trips, and then went west. His territory, when he began, was from Port Arthur to Victoria, but some eight years ago, this area was divided up, and he took the part from Regina West. Mr. Ferguson moved to Vancouver just six years ago, where his home is at the present time. Two years ago last August, in company with M. L. Savage (who represents Tetrault Shoe Mfg. Co., and J. A. and M. Cote, St. Hyacinthe, he purchased a retail business in Calgary, which is conducted under the name of Murrays, Limited, and when not on the road, Messrs. Savage and Ferguson devote their energies to the retail branch. A new front is being installed in the store, and other improvements carried out. Business has been very good with the firm and is improving every month. Mr. Ferguson is now making his initial trip for Clark Bros. Ltd., with a fine new line of samples, embracing all the latest models in high cut bals, in fancy kid of various colors. He sees for this progressive firm a wonderful future, and expects to greatly extend their already large connection in the west. An evidence of the regard in which Mr. Ferguson was held by the Hartt Boot & Shoe Co. was furnished in the presentation of a beautiful gold and platinum watch chain from the firm, and a gold cigar cutter, suitably engraved, which was the personal gift of Mr. J. D. Palmer, president of the company.

### GOOD STUNT FOR ALERT SHOEMAN

Money displayed in a store window usually attracts attention. A retailer in a western city who realized this fact made capital of it recently in designing a successful shoe display. The main display window was attractively used to exhibit shoes of a well-known make. On the inside of the window were pasted two brand new one-dollar bills, and

above the bills appeared a neatly lettered card with the inscription, "Which one is genuine?"

A crowd was attracted to the window and everyone passing stopped at least to see what the others were gazing at. Opinion varied greatly as to which of the bills was genuine, and in one case two men got into quite an argument.

The dealer says that a number of people entered the store to verify their decisions about the bills. No prize was offered, but it was a satisfaction "just to know." All who did come in to find out were greeted by a pleasant clerk, who stated that both of the bills in the window were the best that the country could make, and if they fully appreciated genuine shoe comfort they would be interested in a little booklet which the clerk had for distribution. This told about a certain large company's line of shoes, for which that store had just become the city representative. The "stunt," the dealer says, centred more interest on his windows than any other plan he ever tried.

### POPULAR SALESMAN JOINS NEW FIRM

J. G. McDiarmid, who for eleven or twelve years has covered the West for the Cook-Fitzgerald Co., of London (and latterly for Scott-Chamberlain, Limited), is assuming a new position on February 1st, when he becomes western representative of the Murray Shoe Co., of London, Ont., taking the route of A. M. Jarvis, who is the new manager of the company. Mr. McDiarmid knows the West like a book and counts his friends by the score. He has always maintained the best interests of his firm and at the same time established warm personal relations with his customers. He gained his first acquaintance with shoes in the "Big 88" on Queen street west, Toronto, where his father was for a number of years in partnership with Warren T. Fegan. Here "Jake," as he is familiarly known, rustled parcels and



J. G. McDIARMID, TORONTO

learned the art of salesmanship, getting valuable insight and experience in the retail end. His first job on the road was with the J. D. King Co., with whom he remained seven years, and later he was with the James McCready Co., Limited, of Montreal, but since 1904 has been with the Cook-Fitzgerald Co. He has made two selling trips to the West for several years, and is thoroughly acquainted with every foot of the ground. Mr. McDiarmid lives in Toronto, but usually spends his summers at Christie's Lake in Lanark county, where he is fond of fishing and motor boating.



# Some Live Shoe Towns in Quebec

## The City of St. Hyacinthe

Rue Cascades,  
the leading thoroughfare



ST. HYACINTHE was founded by Pierre Francis Rigaud, Governor of what was then New France. The present city of over 10,000 population is located on a section of a Seigniorial Concession granted to this eminent French pioneer in 1748. Perhaps the credit of actually founding the city should be given to Jacques Hyacinthe Simon de Lorme who in 1753 bought the concession from Rigaud for 4,000 francs (\$800). The purchaser was at that time a resident of Quebec and engaged in the business of making and delivering to the representatives of the King of France platforms and artillery carriages. The first church and seigniorial residence was erected in 1763 and before long a thriving village existed in what had been before dense forest. Situated on the banks of the Yamaska River 36 miles from Montreal, it is one of the finest cities in Quebec and industrially had made great progress. It is also an educational centre and a pretty residential city. The river engirdles the town in a semi-circle and adds beauty to the location by furnishing a series of cascades which also supply power for the factories. The first section of the Atlantic and St. Lawrence Railway, now known as the Grand Trunk, was built in 1847 between St. Hyacinthe and Montreal, and with the Intercolonial Railway, the Canadian Pacific Railway and the Montreal, Quebec Southern Railway, give the city excellent transportation facilities. Among its industries are two shoe factories, a tannery, wholesale shoe house, woollen mills, distillery, two furniture factories, and two organ factories.

St.-Hyacinthe fut fondée par Pierre François Rigaud, un gouverneur de la Nouvelle-France. La ville actuelle, de plus de 10,000 âmes est située sur une partie de la concession seigneuriale concédée à ce grand pionnier français en 1748. La gloire de la fondation même de la ville devrait peut-être revenir à Jacques Hyacinthe Simon de Lorme qui, en 1753, acheta la concession de Rigaud pour 4,000 francs (\$800). L'acheteur demeurait alors à Québec et fabriquait pour les agents du roi de France des plate-formes et affûts de canons. La première église et la demeure seigneuriale furent construites en 1763 et un village prospère remplaça bientôt la forêt vierge. Assise sur les rives de la rivière Yamaska à 36 milles de Montréal, elle est une des plus jolies villes du Québec, après avoir subi un grand progrès industriel. C'est aussi un centre d'éducation et une coquette ville d'habitation. La rivière contourne la ville en demi-cercle et en embellit le site par une série de cascades qui fournissent de l'énergie aux usines. La première partie du chemin de fer Atlantique et S.-Laurent, aujourd'hui le Grand-Tronc, fut construite en 1847 entre S.-Hyacinthe et Montréal, et, de concert avec l'Intercolonial, le Pacifique Canadien et le Montreal et Québec-Sud, donne de grandes facilités de transport. Parmi les industries locales on compte deux fabriques de chaussures, une tannerie, un commerce de chaussures en gros, des usines de lainages, une distillerie, deux fabriques de meubles et deux d'orgues.



P. F. Payan, of Duclou & Payan, leather manufacturers, St. Hyacinthe, who devotes his time to the production end.



W. V. Mathews, manager of manufacturing, for Ames-Holden-McCready, who have a factory in St. Hyacinthe. It turns out staple lines.



W. Grouard, the active manager of the Eastern Townships Shoe Co., St. Hyacinthe, who do a large wholesale business.



## The Home of "Yamaska" Brand Popular Lines of Footwear

It has been our aim always to give to the Trade those shoes which might be called "bread and butter" lines, as we have held to the belief that staple styles, comfortable fitting shoes, well made, always sell.

Our salesmen are always pleased to show samples—and we deliver the shoes according to sample.

LA COMPAGNIE J. A. & M. COTE  
St. Hyacinthe Quebec





## J. A. &amp; M. COTE

THIS year the oldest shoe industry in St. Hyacinthe celebrates its Golden Jubilee, the Cotes, of 50 years in the shoe manufacturing business in St. Hyacinthe last spring. The business was commenced in 1865 by the late Louis Cote, who died in February of last year. He was one of the old guard and a man of unusual ability in his present field. Associated with him were his brothers George and his cousin, V. L. Cote, the firm name being Cote, Cote & Cote. The business prospered until the great fire of 1876, which wiped them out as it did so many other factories. In 1877 the business was reorganized under the name of Louis Cote & Frère, the principals being Louis Cote and George Cote. They made a line of pegged, Standard screw and McKay

## J. A. &amp; M. COTE

La plus ancienne industrie de chaussures de S.-Hyacinthe, celle des Côté, célèbre cette année son jubilé d'or. Elle a été établie il y eut 50 ans le printemps dernier, par feu Louis Côté, décédé en février dernier. Il était de la vieille garde et singulièrement doué pour cette industrie. Il avait comme associés son frère Georges et son cousin, V. L. Côté, formant la maison Côté, Côté et Côté. Tout alla bien jusqu'au grand incendie de 1876 qui détruisit leur fabrique avec tant d'autres. En 1877 la maison fut réorganisée comme "Louis Côté et Frère," les chefs étant Louis Côté et Georges Côté. Ils fabriquaient des chaussures à chevilles et McKay. La maison garda le même nom jusqu'en 1893, mais dans l'intervalle, en 1890, Joseph et Magloire Côté, de plus jeunes frères,



Factory of J. A. &amp; M. Cote, St. Hyacinthe

shoes. The firm continued under this name until 1893, but in the meantime in 1890 Joseph Cote and Magloire Cote, younger brothers, and in the old factory as foremen, started a business of their own and concentrated on McKays. In 1895, Louis Cote sold his interest to a new firm which was known as J. A. & M. Cote, of which firm A. A. Cote became a partner. This business was conducted until the second big fire in St. Hyacinthe in May, 1903. At that time the present concern La Cie J. A. & M. Cote was organized, and it has conducted the business ever since. The officers are J. A. Cote, president; Magloire, vice-president, and A. A. Cote, secretary-treasurer. The president is a shoeman all the way through and his brother Magloire is an expert cutter, while the secretary-treasurer of the company, A. A. Cote, is looking after the financial and office end of the factory, and completes a trio of unusual strength conducting a business which is known from coast to coast as one of the finest Canadian shoe manufacturing concerns making staple footwear which has become almost a standard as well as of a fine line of McKays.

Being for such a long period identified with the progress of the municipality along industrial lines, it is not surprising to find these brothers taking a keen interest in all movement for the betterment of the city—economically, politically or morally. Between them they have held various offices within the gift of the people and they have been associated with various organizations for the promotion of the well-being of their native city. They have a wide circle of friends in the shoe manufacturing trade and they have the pleasure of knowing that there is no name in Canadian shoedom which is more respected and honored than that which adorns their stationery.

## DUCLOS &amp; PAYAN

ONE of Canada's old time tanneries was founded in St. Hyacinthe in 1873 by S. T. Duclos and P. F. Payan, who commenced in a small structure which has been built over and around to such an extent that the original building is completely swallowed up by the large modern plant now operated. In the old days they made buff leather and splits and in turning out 200 sides a week were doing a nice

employés comme contremaîtres dans l'ancienne fabrique entreprirent la fabrication de chaussures McKay. En 1895 Louis Côté vendit sa part à une nouvelle compagnie, J. A. & M. Côté, dont A. A. Côté devint associé. Cette raison sociale continua jusqu'au second grand incendie de S.-Hyacinthe, en mai, 1903. Alors fut organisée la maison actuelle, La Cie J. A. et M. Côté qui existe depuis. Les officiers en sont: J. A. Côté, président; Magloire, vice-président; et A. A. Côté, secrétaire-trésorier. Le président; sait son métier parfaitement et son frère Magloire est un coupeur expert, tandis que le secrétaire-trésorier de la compagnie, A. A. Côté, s'occupe du côté financier et administratif de l'entreprise et complète un trio de haute qualité dont les produits sont connus d'un océan à l'autre comme provenant d'une des meilleures fabriques de chaussures canadiennes. Ces chaussures sont devenues presque des modèles du genre régulier ainsi que du genre McKay.

Ces frères s'étant si longtemps liés au progrès industriel de la municipalité, rien d'étonnant donc s'ils prennent un grand intérêt à tous les mouvements d'avancement économique, politique ou moral de la ville. Ils ont rempli plusieurs charges publiques et font partie de plusieurs associations pour promouvoir les intérêts de leur ville. Ils ont une foule d'amis dans l'industrie de la chaussure et goûtent le plaisir de savoir qu'il n'y a aucun nom dans ce domaine manufacturier qui soit plus respecté et honoré que le leur.

## DUCLOS ET PAYAN

S.-Hyacinthe a vu se fonder en 1873 la tannerie de S. T. Duclos et P. F. Payan, qui débuta dans un petit édifice auquel on a tant ajouté qu'il est complètement absorbé par la grande installation moderne actuelle. On faisait anciennement le cuir couleur chamois et fendu, et l'on considérait comme bonne une production de 200 flanes par semaine. L'on produit actuellement 3,000 flanes de cuir pour hausses, tannés au chrome ou à l'écorce, noirs ou colorés. La fabrication de renforts en fibre est en outre devenue une partie importante de cette entreprise qui fait de bonnes affaires en ce genre, vu la garantie que le renfort durera plus que le

# THE E. T. SHOE CO.

ST. HYACINTHE QUEBEC

## Wholesale Shoes Chaussures en Gros

Being situated in a city served by four railroads we can give prompt delivery of orders for

### Shoes

A complete range.

### Rubbers

"Maltese Cross" Brand. All styles and sizes.

### Felt Footwear

including Fancy Slippers.

### Import Lines

and our special line of

### Staple Footwear

for farmers and popular trade

Quatre chemins de fer, nous apportent votre correspondance, et nous permettent de délivrer vos commandes le même jour, dans les lignes suivantes, que nous portons continuellement en stock:—

### Chaussures

de toutes sortes.

### Claques

Marque "Maltese Cross" Differentes formes.

### Feutres

Assortiment complet de souliers et bottines.

### Notre

### "Grosse Chaussure"

est particulièrement interessante.

MERCHANTS OF QUEBEC AND EASTERN ONTARIO  
MARCHANDS DE QUEBEC ET DE L'EST D'ONTARIO

Our lines are Up-to-Date — Prices Right — Deliveries Prompt.  
Give us a trial.

Notre service est à votre disposition. Essayez-le aujourd'hui.



business. To-day their output is in the neighborhood of 3,000 sides a week of upper leathers, chrome and vegetable tannages in black and colors. Another product which has become a most important department in the business is fibre counters. The firm does a large business in this line as they guarantee the counter to outwear the shoe. They also make union and leather counters and pasted insoling.

In 1908 the present partnership was formed. The two original partners continue to take an active interest in the business, Mr. S. T. Duclos devoting his attention to sales, and Mr. P. F. Payan to production, being assisted by two of his sons, L. F. and E. as well as F. W. Moseley. L. E. Heribel, another partner, is at St. Hyacinthe looking after the financial and cost end of the business. J. R. Ryan is in charge of the Montreal office and warehouse which looks after the sales, being assisted by C. A. Duclos. The opening of the Montreal office and warehouse 15 years ago was an important step which has been more than justified by the growth of the firm's business which it brought about. Besides handling the output of their own tannery, this office sells the entire production of an oak leather tannery, as well as Spanish sole leathers made elsewhere. The jobbing end of the enterprise is becoming increasingly important. The business has been always considered one of St. Hyacinthe's leading industries and its principals always have taken a keen interest in the affairs of the town.

#### E. T. SHOE COMPANY

ST. HYACINTHE'S only jobbing business is one of the largest in the province. The E. T. Shoe Co. was first organized in 1902, but was reorganized in 1913 by one of the oldest retailers in the province, L. A. Guertin, who conducts a successful business in St. Hyacinthe, and who has been identified with this company since 1907, and W. Girouard, connected with the business since 1909, taking over the company. Mr. Girouard as the active manager of this wholesale house has been most energetic in extending its connections and with four travelers, covers all of Quebec and Eastern Ontario, and is still expanding the territory covered. They carry a complete range from soft sole infants' shoes to farmers' standard screws, including men's and women's fine welts, McKays and turns. They specialize on a number of imported lines, including white goods, fancy slippers and cushioned shoes. They are agents for Gutta Percha & Rubber Limited for the district and carry a stock of Maltese Cross rubbers at all times as well as a heavy stock of all shoe lines, including felt shoes. Mr. Girouard is in close personal contact with all of the firm's customers to insure them the best of service and his attention to the business in conjunction with Mr. Guertin's practical knowledge of the shoes and his long life in the shoe trade and sound business judgment, insures the continued success of this enterprising firm. A fact which contributes much to the company's success is the location of their business in a town served by four of Canada's largest railroads. This enables them to make prompt deliveries and to give an exceptional sorting service.

#### ST. HYACINTHE SOFT SOLE SHOE CO. LIMITED

THE newest shoe industry at St. Hyacinthe is that of St. Hyacinthe Soft Sole Shoe Co. Ltd., which in 1913 occupied small premises on Cascade St., where infants' soft sole shoes were made. The business developed rapidly and in April, 1915, the plant was moved to the present factory, where considerable new machinery was installed and where a line of standard screw shoes were made for boys, youths and little gents, as well as a line of child's and barefoot sandals. The capacity of the factory has steadily grown and the business bids fair to become one of Quebec's leading shoe factories. L. Bissonette is president of the company and H. A. Cote, treasurer. Both gentlemen are practical shoemen and their knowledge of shoes and their sizing up of

soulier. On fabrique aussi des renforts en cuir et des renforts composés ainsi qu'une fausse semelle collée.

La raison sociale actuelle fut formée en 1908. Les deux premiers associés prennent encore un intérêt actif aux affaires, M. S. T. Duclos s'occupant des ventes, et M. P. F. Payan, de la production, aidé de ses deux fils L. F. et E., ainsi que de F. W. Moseley. L. E. Heribel, un autre associé s'occupe à S.-Hyacinthe du côté financier et administratif de l'entreprise. J. R. Ryan a la direction du bureau de Montréal et de l'entrepôt de ventes, avec l'aide de C. A. Duclos. L'établissement du bureau et de l'entrepôt de Montréal, il y a 15 ans, a été une importante démarche, amplement justifiée depuis par le chiffre croissant d'affaires. En outre de la production de leur propre tannerie, ce bureau vend tout le produit d'une tannerie à écorce de chêne, ainsi que des cuirs espagnols pour semelles, de fabrication étrangère. La compagnie s'occupe de plus en plus de la vente de cuirs pour d'autres tanneries. Cette maison a toujours été considérée comme l'une des principales industries de S.-Hyacinthe et ses directeurs ont toujours pris un grand intérêt dans les affaires publiques de la municipalité.

#### E. T. SHOE COMPANY

Le seul commerce de chaussures en gros de S.-Hyacinthe est l'un des plus considérables de la Province. La Cie E. T. Shoe a été d'abord fondée en 1902, puis réorganisée en 1913 par M. L. A. Guertin, l'un des plus vieux détailliers de la Province, qui gère un bon commerce à S.-Hyacinthe et qui fait partie de la compagnie depuis 1907, et par M. W. Girouard, intéressé dans la compagnie depuis 1909. M. Girouard, l'actif gérant de cette maison de gros, en a énergiquement étendu le champ d'opération à l'aide de quatre voyageurs qui parcourent tout le Québec et l'Est de l'Ontario, et l'étend encore. La compagnie a un assortiment complet, des souliers à semelles molles pour enfants jusqu'aux chaussures lourdes "standard screws" pour cultivateurs, y compris les trépointes fines pour messieurs et dames, les bottines McKay et tournées. Comme spécialité elle vend plusieurs genres importés, en blanc, souliers de fantaisie et chaussures à semelles bourrées. Elle est l'agent de la Gutta Percha & Rubber Limited pour la région et tient un fonds de caoutchoucs "Maltese Cross" continuellement, ainsi que toutes sortes de chaussures, même en feutre. M. Girouard se tient en relations constantes avec tous les clients de la maison afin de leur procurer le meilleur service, et l'attention qu'il porte au commerce, jointe à la connaissance pratique des chaussures que possède M. Guertin et sa longue expérience dans ce commerce, ainsi que son habileté commerçante, assurent un succès continu à cette entreprenante maison. Un détail qui aide beaucoup aussi à son succès est la situation de la compagnie dans une ville desservie par quatre des plus grands chemins de fer du Canada, ce qui permet d'assurer une livraison prompte et un service exceptionnel d'assortiment.

#### S.-HYACINTHE SOFT SOLE SHOE CO., LIMITED

La plus récente fabrique de chaussures à S.-Hyacinthe est la St. Hyacinthe Soft Sole Shoe Co., Limited, qui occupait en 1913 un petit local, rue Cascade, où l'on fabriquait des bottines à semelles molles pour enfants. L'entreprise se développa rapidement et, en avril 1915, la fabrique était transportée dans le local actuel, où l'on installa beaucoup de machines nouvelles pour fabriquer des bottines "standard screw" pour garçons, jeunes gens et enfants, ainsi que des sandales ajourées pour enfants. La production de l'usine augmenta constamment et elle est en marche de devenir l'une des plus grandes fabriques de chaussures du Québec. M. L. Bissonette est président de la compagnie et M. H. A.



TANNERY AND FACTORY OF DUCLOS & PAYAN, ST. HYACINTHE, QUEBEC

# UPPER LEATHERS

Chrome and Vegetable Tannages in  
Black and Colors

Pasted Insoling and Leather Counters

Our Tanneries, Factories and  
Warehouses at your service.

## DUCLOS & PAYAN

ESTABLISHED 1873

TANNERY & FACTORY  
ST. HYACINTHE

SALES OFFICE & WAREHOUSE  
MONTREAL





DUCLOS & PAYAN  
**FIBRE COUNTERS**

Are "Made In Canada" by  
Canadians for Canadians from  
Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will Out-**  
**wear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

TANNERY & FACTORY  
ST. HYACINTHE

SALES OFFICE & WAREHOUSE  
MONTREAL



FACTORY No. 3

# Ames - Holden - McCready

St. Hyacinthe

Limited  
Quebec

Where are made the justly famous lines of Ames, Holden and McCready Shoes for the popular priced trade, as well as the more staple lines for heavy use.



the wants of the trade have been responsible for the success of the business.

#### AMES-HOLDEN-McCREADY CO.

THIRTEEN years ago the Ames-Holden Company took over the factory which had been for years operated by the old time firm Sequin, Lalime & Co., but which at that time was lying idle, and in the hands of the city authorities. Staple heavy goods to the amount of 700 or 800 pairs a day was made at first, but to-day the factory has a capacity of 5,000 pairs a day, and the quality of the footwear manufactured is steadily improving, the line predominating in the factory at this time being a popular priced one to appeal to the country trade. Since Ames-Holden-McCready Co. took over the business a new wing and a new storey have been added. Wm. Matthews, manager of manufacturing for this company, supervises the work of this branch, and has brought about great improvements. Thos. H. Lane is superintendent.

Côté, trésorier. Tous deux sont des fabricants expérimentés et leur science ainsi que leur prévoyance des besoins du commerce leur ont valu le succès dans leurs affaires.

#### LA AMES-HOLDEN-McCREADY CIE.

Il y a treize ans, la compagnie Ames-Holden prit possession de la fabrique si longtemps dirigée par la vieille maison Sequin, Lalime et Cie., mais qui était inoccupée alors et à la charge des autorités municipales. On fabriquait d'abord des chaussures lourdes à raison de 700 à 800 paires par jour, mais on y fabrique aujourd'hui 5,000 paires par jour, et la qualité de la marchandise s'améliore continuellement. On fabrique surtout maintenant une chaussure à prix populaire pour la clientèle de campagne. Depuis que la Cie. Ames-Holden-McCready a pris la direction des affaires on a ajouté à l'édifice une nouvelle aile et un autre étage. M. Wm. Matthews, le gérant de cette fabrique y a fait faire de grandes améliorations. Le surintendant en est M. Thos. H. Lane.

## The Town of Richmond



A view of the main thoroughfare

OUTSIDE of Montreal 76 miles away and Quebec 96 miles in the other direction, Richmond is probably the most important railway centre in Quebec. As such its population consists largely of railway men who contribute much to the prosperity of the town. It is also the centre of a splendid agricultural district. Being situated on the picturesque St. Francis River, it is naturally a fine residential town. It is fortunate in possessing the factory of the Boston Last Co., whose business is referred to below.

#### BOSTON LAST COMPANY

WHEN, several years ago, the Boston Last Co. of Boston decided that their Canadian business could be better served by the establishment of a branch in Canada, they located in

Située à 76 milles de Montréal et à 96 milles de Québec, la ville de Richmond est peut-être le centre le plus important de voies ferrées du Québec. Sa population se compose en grande partie d'employés du Québec. Sa population se compose en grande partie d'employés de chemin de fer qui contribuent beaucoup à la prospérité de la municipalité. C'est aussi le centre d'une belle région agricole. Sa situation sur la rivière S.-François en fait un charmant endroit d'habitation. Elle est heureuse de posséder chez elle l'établissement de la Cie. Boston Last.

#### LA CIE BOSTON LAST

Il y a plusieurs années la Cie Boston Last, de Boston, décida qu'elle desservirait mieux sa clientèle canadienne en

The plant of Boston Last Co.



Richmond, Que.

Richmond, Quebec, and in doing so conferred a great boon upon the shoe manufacturers of Canada in enabling them to secure at first hand the pick of American lasts made in Canada, at a price meaning the saving of duty and securing of delivery in such a way as to save much valuable time. Within the past few years their facilities for serving the trade have been constantly improved and it is now the practice of a number of manufacturers to make a special visit to the

fondant une succursale canadienne et choisit à cette fin Richmond. Elle rendit ainsi un grand service aux fabricants canadiens de chaussures en leur permettant d'obtenir à bref délai les meilleures formes américaines fabriquées au Canada à un prix qui épargnerait tous frais de douane, avec livraison rapide. Depuis quelques années la compagnie a grandement amélioré le service de la clientèle et bon nombre de fabricants viennent à l'usine avec leurs surintendants deux

# THE BOSTON IRONING



RICHMOND  
QUEBEC



SHOWING OUTFIT COMPLETE, WITH WOMAN'S BOOT ON FORM

The regular Treeing Outfits used in Shoe Factories at the present time were never designed for present day methods of Cleaning and Ironing.

The legs being of metal, thick and clumsy, tree feet and backs not following lines of lasts where connecting with the legs, the stretching off of the back part tends to pull the shoe into the shape of the treeing design, spoiling the fine lines of lasts and patterns. It is impossible to iron a shoe evenly when the forms are composed partly of wood and partly of metal, especially where the connections are covered with thin pieces of flat brass or other metal.

**The Boston Last Company** have designed a modern Treeing and Ironing Outfit and applied for patents on the same (some of which have already been granted) which absolutely follows all the fine lines of the lasts and patterns and is an individual and exhibition fit for every shoe. The form, as the printed cut shows, fills the entire shoe to the top, is turned wholly from wood, allows

any shoe to be ironed in the complete lines as designed by the last maker and pattern maker, and is the easiest form on which to put a shoe without any straining and to take one off without any breaking of the lines of the finished product.

**The Legs** are very simple in construction and never get out of repair, fitting into any twin or single table now used in the shoe factories. The cost is very small, as they are furnished at **\$5.00 each**, or an even exchange for Miller or Copeland legs.



# AND CLEANING OUTFIT



RICHMOND,  
QUEBEC



SHOWING MEN'S FORM AND LEG SEPARATE

This one style of leg takes every form from the Smallest Child's to the Heaviest Men's.

The Ironing Forms are sold at \$3.00 per pair and made direct from the lasts, and a pair of forms can be ordered at the same time that the sample lasts are ordered, so that the sample shoes are produced in perfect form without any vexatious delays.

*Write to Richmond for Full Particulars*



Factories

Boston, Mass., 44 Binford St.  
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

The  
**J. H. Hamilton Shoe Company**  
 Sherbrooke, Que. Limited

Our  
 Well Equipped



New  
 Factory

MANUFACTURERS OF

**Popular Priced Men's Shoes**  
 In Welts, McKays, Standard Screw, and  
**Women's Shoes**  
 In McKays and Turns



**BOYS', YOUTHS'  
 LITTLE GENTS'  
 CHILDS'**

**STANDARD SCREW SHOES**

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

We also have a range of

**BAREFOOT SANDALS**

Prices on Application.

JOBBERS' INQUIRIES SOLICITED

**St. Hyacinthe Soft Sole Shoe Co.**  
 Limited  
 St. Hyacinthe Quebec

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 Toronto Montreal



plant two or three times a year with their superintendents for the purpose of selecting next season's shoes. A recent innovation in Canadian last making methods introduced by this firm is equipment of the latest style 3 inch Cutter Head Turning Lathes. This new equipment enables them to insure an accurate turning between sizes on the most radical models. The firm has a battery of 13 turning lathes operating perhaps the largest exclusive last plant on the continent. They also make followers, fillers, trees, and are manufacturers of electric heating and ironing outfits for shoe factories. Chas. Campbell is the manager of the factory and no man is more welcome in the shoe factories than he is. He gets around to see most of the firm's customers, although he has an excellent sales staff. E. L. Emerson, president of the company, while of necessity devoting most of his time to the company's immense business in Boston, nevertheless finds it possible to visit Canada regularly and he, too, is personally acquainted with most of the Canadian shoe makers and takes just as keen an interest in the development of the Canadian plant as he does in the progress of the American factory. It is Richmond's largest industry, and gives employment to a great number of hands in that district.

ou trois fois l'an dans le but de choisir les formes pour la prochaine saison. Cette compagnie vient d'inaugurer au Canada les tours "Cutter Head" de trois pouces, dernier modèle, ce qui permet de tourner avec précision les formes les plus diverses, entre les pointures. L'installation se compose d'une série de 13 tours constituant peut-être la plus grande fabrique de formes sur le continent. On y fabrique aussi des formes-squelettes, des embauchoirs et des appareils électriques de réchauffage et de repassage pour fabriques de chaussures. M. Chas. Campbell est gérant de l'usine et il n'y a pas d'homme mieux reçu dans les fabriques de chaussures. Il visite lui-même les clients de l'établissement, bien qu'il ait un excellent état-major de vendeurs. M. E. L. Emerson, président de la compagnie, bien que nécessairement occupé la plupart du temps à diriger les affaires considérables de la compagnie à Boston, visite cependant le Canada régulièrement et connaît personnellement la plupart des fabricants de chaussures. Il s'intéresse autant au développement de l'usine canadienne qu'au progrès de l'industrie américaine. C'est la plus grande manufacture de Richmond et elle emploie un grand nombre de gens de la région.

## The City of Sherbrooke



A gala day  
in this thriving city

SHERBROOKE is one of the most thriving manufacturing places in Canada. As a city with over 15,000 population, it is the heart of that fertile district in Quebec known as the Eastern townships. It possesses some 40 manufacturing establishments including those making cotton, wool, silk, jewellery, clothing, cigars, biscuits, and candy lines. One reason why so many factories are attracted to Sherbrooke is the fact that right in the heart of the city the waters of the Magog River are harnessed for electric power, enabling the municipality to supply nearly 10,000 horse power at a price of  $\frac{3}{4}$ c per kilowatt, or about \$16.70 per horse power per annum. The city also owns and operates its own water system. Sherbrooke is located on the main lines of the C.P.R., Grand Trunk and Quebec Central, the headquarters of the latter railroad as well as of the Boston & Maine. Sherbrooke boasts of two industries which are of special interest to the shoe trade, the factories of J. H. Hamilton Shoe Co. and the Panther Rubber Co.

### J. H. HAMILTON SHOE CO.

SHERBROOKE is proud to be selected as the site for the Hamilton factory which was organized Feb. 1st of last year. The company is headed by J. H. Hamilton, who as president brings to it the experience of years since 1881, which he has passed in the shoe business. He was with C. H. Fargo, of Chicago, for five years and on coming to Canada was identified with the old J. D. King Co., subsequently taking over all of their Quebec business when they

Sherbrooke est l'une des plus florissantes villes manufacturières du Canada. C'est une ville de plus de 15,000 âmes dans le coeur de cette fertile région du Québec connue sous le nom de Cantons de l'Est. Elle possède environ 40 usines où l'on fait des cotonnades, des lainages, de la soie, des bijoux, des vêtements, des cigares, des biscuits et des bon-bons. Ceci s'explique par le fait qu'en plein milieu de la ville les eaux de la rivière Magog sont endiguées en vue de la production d'énergie électrique, ce qui permet à la municipalité de fournir près de 10,000 chevaux-vapeur au prix de  $\frac{3}{4}$  de sou par kilowatt, ou environ \$16.70 par c.v par an. La ville est aussi propriétaire de son système d'aqueduc. Sherbrooke est située sur les voies principales du Pacifique Canadien, du Grand Tronc, et du Québec Central, dont la tête de ligne, comme celle du Boston & Maine, s'y trouve. Sherbrooke possède deux industries d'intérêt spécial pour le commerce des chaussures: les fabriques de la J. H. Hamilton Shoe Co. et la Panther Rubber Co.

### LA CIE J. H. HAMILTON SHOE

Sherbrooke est fière d'avoir été choisie pour l'établissement de la fabrique Hamilton, organisée le 1er février, l'année dernière. Le président de la compagnie est M. J. H. Hamilton qui apporte l'expérience acquise depuis 1881 dans le commerce des chaussures. Durant cinq ans il fut lié à la Cie C. H. Fargo, de Chicago, et à son arrivée au Canada il entra chez la vieille Cie J. D. King, acquérant tout leur commerce Québécois à leur retraite. La maison



J. H. Hamilton, the aggressive head of the J. H. Hamilton Shoe Co., Sherbrooke, who are developing a splendid manufacturing business



C. A. Joslin, manager of the Panther Rubber Company's plant at Sherbrooke. He has had 25 years practical experience in rubber trade.

retired from the field. The firm is making a popular priced line of men's, boys and youths' welts, McKays and Standard Screw and Women's McKays and turns. It occupies one of the finest factories in Sherbrooke, a four storey brick building of mill construction, 30 x 125. Adélard Lebrun, superintendent of the factory, has had many years' experience, too, having been identified with such concerns as Ames-Holden-McCready and Daoust, Lalonde. He is turning out some nice footwear. Mr. Hamilton's son, W. P. Hamilton, is secretary-treasurer of the company. Another son, R. I. Hamilton, is at present at the front with the Army Veterinary Corps.

#### PANTHER RUBBER CO.

THIS company has been operating in Sherbrooke since May, 1914, being the Canadian branch of the Panther Rubber Co., of Stoughton, Mass. They are making a line of rubber heels and rubber soles for men and women and constitute one of Sherbrooke's rapidly developing industries. They are now at work on a new tri-plug friction heel covered by special patents which they hope to present to the trade within the next couple of months. C. A. Joslin is the manager of this company and is a practical rubber man, having been engaged in the business for 25 years. He has been with the Panther Rubber Co. since 1911. He has charge of a well equipped factory capable of turning out the best class of goods. Frank Bernstein, president of the Panther Rubber Co., gets up to Sherbrooke from Boston once in a while, as does M. M. Marcus, secretary of the company, and William Bernstein, treasurer, all taking a keen interest in the development of Canadian business.

Hamilton fabrique un assortiment de chaussures trépointes pour hommes, jeunes gens et garçons, de chaussures McKay et "Standard Screw" et des bottines McKay et tournées à de bas plus pour dames. Elle occupe l'une des plus belles fabriques de Sherbrooke, un édifice en briques de quatre étages, 30 x 125. M. Adélard Lebrun, surintendant de la fabrique, a eu plusieurs années d'expérience dans des fabriques comme Ames-Holden-McCready et Daoust Lalonde et il produit de belles chaussures. M. W. P. Hamilton, fils du président, est secrétaire-trésorier de la compagnie. Un autre fils, R. I. Hamilton, est actuellement au front avec le corps Vétérinaire.

#### LA CIE PANTHER RUBBER

Cette compagnie est établie à Sherbrooke depuis mai, 1914, étant la succursale canadienne de la Panther Rubber Co., de Stoughton, Mass. Elle fabrique des talons et semelles en caoutchouc pour hommes et femmes et fait de rapides progrès à Sherbrooke. On y fabrique actuellement un nouveau talon à trois tampons de frottement protégé par des brevets et qu'on espère lancer sur le marché dans une couple de mois. M. C. A. Joslin est le gérant de cette compagnie et il a beaucoup d'expérience dans cette industrie y ayant travaillé durant 25 ans. Il est chez la Cie Panther depuis 1911. Il a la direction d'une fabrique très bien outillée pour la production d'excellentes marchandises. M. Frank Bernstein, président de la Panther Rubber Co. quitte Boston pour Sherbrooke de temps en temps, ainsi que M. M. Marcus, le secrétaire de la compagnie, et M. Wm. Bernstein, le trésorier. Tous s'occupent activement du développement de leur commerce canadien.



# The City of Three Rivers



Shawinigan Falls,  
near the city

THREE RIVERS, the third city in Quebec, is the second oldest in Canada, having been founded in 1634. Its location at the confluence of the St. Lawrence and St. Maurice is most picturesque, on the main line of the C.P.R., and having connections with the Grand Trunk, South Shore, Delaware & Hudson, I.C.R. and C.N.R., besides being a St. Lawrence River port. It is one of the biggest pulp centres in America, having exports to the value of \$2,000,000 per year. The water powers in the vicinity of the city present possibilities for untold quantities of power. It has large cotton, white-wear, pulp, glove, biscuit and paper factories, iron foundries and lumber mills as well as one of Canada's large shoe factories, that of the Tebbutt Shoe & Leather Co., which is described in detail hereunder. A number of these industries operate 24 hours a day.

In 1908 the city suffered from a disastrous fire which resulted in many improvements when the place was rebuilt. The streets were made wider and an underground lighting system was installed and many of the new buildings erected were made fireproof.

Trois-Rivières, la troisième ville du Québec, est la seconde en âge au Canada, ayant été fondée en 1634. Elle occupe un site pittoresque au confluent du S.-Laurent et du S.-Maurice, sur la voie principale du Pacifique Canadien et est raccordée au Grand Tronc, à la Rive Sud, au Delaware & Hudson, à l'Intercolonial et au Canadien-Nord, tout en étant un port de mer. C'est un des plus grands centres de pulpe en Amérique, les exportations s'en chiffrant à \$2,000,000 par an. Les chutes d'eau aux environs de la ville peuvent produire une énergie incalculable. Elle possède de grandes fabriques de coton, de lingerie, de pulpe, de gants, de biscuits et de papier, des fonderies et des scieries ainsi que l'une des plus grandes fabriques de chaussures au Canada, celle de la Tebbutt Shoe & Leather Co., dont il est fait mention ci-dessous. Certaines de ces usines fonctionnent jour et nuit.

En 1908 la ville fut ravagée par une conflagration qui donna lieu à de grandes améliorations lors de la reconstruction. On élargit les rues, en enfouissant les fils électriques sous terre, et l'on construisit les principaux édifices à l'épreuve du feu.



John T. Tebbutt, head of the Tebbutt Shoe & Leather Co., whose trade-marked shoes are known all over Canada. Mr. Tebbutt is an inventor and originator of many copyrights.



Jas. S. Tebbutt, vice-president of the company, who is a practical shoe man as well as an enthusiastic military man. He has been with the firm twenty-two years.

One of the Largest Factories Making  
**Men's and Boys' Fine Shoes**



The Modern Home  
of

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT. 1906 1909  
NON  
PERSPIRO

and

THE  
*Professor*

PAT. N<sup>o</sup>. 119409  
  
GOLD CROSS  
SHOE

Than which there are no Finer Made  
for Men

The **Tebbutt Shoe and Leather Co.**  
Three Rivers Limited



# SHOES

WITH

## UNUSUAL FEATURES!

---

### Doctors Anti-Septic, Non-Perspiro Shoe

Made with Waterproof Soles, Double Soled and Double Stitched, is a shoe of especial merit. It is one that will please a customer when all other shoes do not, because it is of unique construction, patented. It is a shoe that not only makes a sale but a Customer as well.

### The Professor Gold Cross Shoe

With Cushion Sole, has its own special features, too. Its central soles are of asbestos, making it a Thermal Shoe. The heat of summer sidewalks does not affect the sole. It is a shoe of unusual comfort and perfect fitting qualities and will please your most exacting customers.

*All Leading Jobbers Carry our Shoes*



The  
**TEBBUTT**  
 Shoe & Leather  
 Company  
 Limited

Three Rivers



## TEBBUTT SHOE &amp; LEATHER CO. LIMITED

ONE of the largest factories in Canada making men's fine shoes is that of the Tebbutt Shoe & Leather Co. Ltd. at Three Rivers. John T. Tebbutt, president of the company, is a practical shoeman in the sense that few other men are. He possesses in his own name seven Canadian patents relating to shoes and tools for shoes, and is the originator of many copyrights and trade designs. Mr. Tebbutt was born in Northampton, Eng., and after an education at the grammar school was apprenticed to learn to make shoes by hand. He went through the various departments which acquainted him with the proper manner of cutting, fitting and bottoming shoes by hand, and sub-

## TEBBUTT SHOE &amp; LEATHER CO. LIMITED

L'établissement Tebbutt Shoe & Leather Co., Limited, aux Trois-Rivières est une des plus grandes fabriques de chaussures de fantaisie pour hommes qu'il y ait au Canada. M. John T. Tebbutt, président de la compagnie, est un fabricant expérimenté comme il y en a peu. Il détient personnellement sept brevets canadiens se rapportant à la fabrication des chaussures et est l'auteur de plusieurs modèles et dessins brevetés. Il est né à Northampton, Ang., et au sortir de l'école il devint apprenti cordonnier. Il fit un stage dans les diverses salles de fabrication des chaussures et vint à Montréal où il obtint facilement de



Champlain  
Park

Three Rivers,  
Que.

sequently came to Montreal where he had no trouble in securing a position with the old Ames-Holden Co. Later he took charge of the factory of the late Richard Smardon, with whom he eventually went to Three Rivers. In 1894 he severed his connection with Mr. Smardon and with his brother, Jas. S. Tebbutt, also a practical shoeman, now vice-president of the firm, started Tebbutt Bros. wholesale shoe house. In February 1900 they bought out the Three Rivers Shoe Co. and began manufacturing, rapidly building up a large business through specializing in men's and boys' lines. Last year their output was over \$600,000. Their factory is one of the best equipped in the country. As an indication of Mr. Tebbutt's original methods, it may be said that he and his company are known from one end of Canada to the other by his patented lines, which include Doctor's Antiseptic waterproofed double soled and double stitched shoe; Professor Gold Cross cushion sole shoe with central soles of asbestos. He also holds the patent on a double laced hockey ball and skating ball; an aluminum steel box toe; hockey ball with ankle support and strangle hold strap, as well as an anti-acid shoe, which is made from a leather in the tanning of which no acid is used. H. Drysdale is secretary of the company.

l'ouvrage à la vieille maison Ames-Holden. Il eut plus tard la direction de la fabrique de feu Richard Smardon. Avec son frère, Jas. S. Tebbutt, lui aussi cordonnier d'expérience, et maintenant vice-président de la compagnie, il fonda la maison Tebbutt Bros., pour la vente en gros des chaussures. Au mois de février, 1900, il acheta la Cie Three Rivers Shoe et entreprit la fabrication des chaussures. Il augmenta considérablement son chiffre d'affaires en spécialisant dans les chaussures pour hommes et garçons. Le chiffre de production atteignit l'an dernier \$600,000. La fabrique est l'une des mieux outillées au pays. M. Tebbutt et son établissement sont connus d'un bout à l'autre du Canada par ses modèles brevetés, parmi lesquels se trouvent la bottine "Doctor's Antiseptic," à double semelle à l'épreuve de l'eau et à double couture; la chaussure "Professor Gold Cross" à semelle bourrée avec fausse semelles en amiante. M. Tebbutt a aussi breveté une chaussure à hockey et à patin à lacement double; un protège-orteil en acier-aluminium; une chaussure à hockey avec renfort à cheville et courroie d'appui ainsi qu'une chaussure "anti-acide" faite de cuir tanné sans acide. Le secrétaire de la compagnie est M. H. Drysdale.





# The Town of Drummondville



Bird's Eye  
View of the Town

On the first day of July, 1915, the town of Drummondville celebrated the hundredth anniversary of its existence, being founded in 1815 by Major General Frederick George Herriot. If asked to state what Drummondville was most noted for, one would be tempted to say its lack of "knockers," as almost everyone in the place is a booster and for Drummondville, too. After spending some time in the town and having learned how well it is situated from both an agricultural and industrial standpoint, one soon becomes convinced that this pride of its residents is justifiable. Situated on the St. Francis River, noted for its water power, makes it an ideal town for manufacturing purposes and having the main line of the Canadian Government railroad (Intercolonial) as well as being situated on the Foster and Drummondville branch of the Canadian Pacific, the railroad facilities of the town are unsurpassed. The growth of Drummondville up until the last few years has been of a slow and steady nature, but lately, owing to capitalists realizing its numerous facilities for manufacturing purposes, it is making rapid strides and has a number of flourishing industries, including the Drummond Shoe Ltd., Drummondville Shirt Co., the Aetna Chemical Co. of Canada. The latter firm is just completing a large plant, and within a short time expects to have over 1,500 hands engaged in the

Le 1er juillet, 1915, le village de Drummondville célébrait le centième anniversaire de son existence, ayant été fondé en 1815 par le Major Général Frédéric Georges Herriot. Si l'on demande ce qui manque à Drummondville, on serait tenté de répondre: "L'absence de pessimistes," car presque tous ses citoyens sont optimistes à l'égard de leur municipalité. Après avoir constaté la belle situation, au point de vue industriel et agricole, dont elle jouit, l'on se convainc que ses citoyens ont bien droit d'en être fiers. Ce village située sur la rivière S.-François, connue par ses pouvoirs d'eau, est un endroit idéal pour l'industrie. Il est sur la voie principale du chemin de fer du Gouvernement (l'Intercolonial) tout en étant desservi par l'embranchement Foster-Drummondville du Pacifique Canadien, les facilités de transport ici sont insurpassables. Jusqu'à ces années dernières le développement de Drummondville a été lent et peu sensible, mais dernièrement les capitalistes ont compris quels avantages ce village offrait à l'industrie et il fait de rapides progrès maintenant avec ses fabriques florissantes, dont la Drummond Shoe Limited, la Drummondville Shirt Co., la Aetna Chemical Co. of Canada. Cette dernière achève de construire une grande usine où, avant long-temps plus de 1,500 personnes seront employées la fabrication d'explosifs.



O. Brouillard, M.P., President of the Drummond Shoe, Limited, who has done much to advance the highest welfare of Drummondville.



George A. Fortin, Vice-President and General Manager of the Company, who is a thoroughly competent and practical shoe manufacturer.



**DURABILITY, APPEARANCE and PRICE**  
 are the Outstanding Features of the  
**DRUMMOND SHOE**



THE HOME OF THE DRUMMOND SHOE LIMITED

Careful attention to detail combined with expert shoemaking and a thorough knowledge of what the people want has enabled us to produce a

**High-Grade of Men's Goodyear Welts**  
**at \$4.00 and \$5.00**

The many new styles we have introduced into our line are an extra inducement for you to handle the Drummond Shoe. We suggest that you look over our line before placing your order.

**DRUMMOND SHOE LIMITED**  
**DRUMMONDVILLE, QUE.**



manufacture of explosives. With these facts and many others in mind, the people of Drummondville can truly say they have a population of 4,500, and it is increasing daily.

En vue de ces faits, et de plusieurs autres, les citoyens de Drummondville peuvent bien dire qu'ils ont une population de 4,500 et qui augmente constamment.

#### DRUMMOND SHOE, LIMITED.

DRUMMOND SHOE, LIMITED was reorganized about two years ago, taking over the business of the O. B. Shoe Co. Mr. O. Brouillard, M.P. for Drummondville and Arthabasca, and well known throughout the province for his extensive lumber interests as well as being prominently identified with the progress of Drummondville, is president. Mr. Brouillard, like most successful business men, believes in having a capable man associated with him. This led to Mr. Geo. A. Fortin joining the firm as vice-president and general manager. The latter is a true son of Quebec Province, having been born in the Eastern Townships, removing to Montreal at an early age with the intention of taking up a profession, but after completing his course at Laval University, felt that commercial life was the one most suitable to him, so became engaged in the retail shoe business in Montreal. Afterward, with the idea of entering the manufacturing end of the shoe business,

#### A. L. DRUMMOND SHOE LIMITED

La Drummond Shoe Limited a été réorganisée il y a deux ans environ, acquérant alors le commerce de la O.B. Shoe Co. M. O. Brouillard, député de Drummondville et Arthabasca, et bien connu dans la province par ses grandes propriétés forestières, en est le président. Il a été beaucoup mêlé au progrès de la municipalité. Comme la plupart des hommes d'affaires qui ont réussi, M. Brouillard croit à l'appoint d'un homme capable dans ses entreprises. C'est ce qui a entraîné l'entrée de M. Geo. A. Fortin dans la Compagnie, comme vice-président et gérant-général. Ce dernier est un vrai fils de la Province de Québec, étant né dans les Cantons de l'est, puis étant allé tout jeune à Montreal dans le but d'étudier une profession, mais après avoir terminé son cours à l'Université Laval, il se sentit plutôt porté vers le commerce et s'engagea dans le commerce des chaussures à Montréal. Plus tard, dans le but de s'occuper de la fabrica-

Another Glimpse  
of the Town



Drummondville,  
Quebec

he accepted a position with the Regina Shoe Co., working his way up from a minor position to that of factory superintendent, also becoming a shareholder in the company. Later, severing his connection with this firm, he became one of the principals in the Scout Shoe Co., Montreal, leaving this firm to assume the position of general manager of the Drummond Shoe Ltd. The splendid progress which this firm has made during the past year in spite of adverse trade conditions is due to the progressive policy which Mr. Fortin adopted. Realizing that permanent success lay in giving good value, he decided to specialize in "The Drummond" men's Goodyear welt to sell at \$4.00 and \$5.00. Besides this, the firm makes "The Drummer Boy," a Goodyear welt for boys. The factory proper is a bright commodious building 45 x 100, situated on the bank of the St. Francis. It is a brick building of three storeys with an additional building for an office 35 x 60 feet. The power house situated in the adjoining building covers a space 40 x 60 feet.

tion, il accepta une position chez la Regina Shoe Co., s'élevant d'une position inférieure à celle de surintendant et devenant actionnaire dans la compagnie. S'étant ensuite départi de sa position, il fut un des principaux intéressés dans la Scout Shoe Co., de Montréal, quittant ensuite cette maison pour accepter la position de gérant-général de la Drummond Shoe Limited. Le brillant progrès réalisé par cette compagnie l'année dernière malgré la situation financière contrariante est dû à la politique progressive suivie par M. Fortin. Comprenant que le succès stable ne vient qu'à la suite d'une bonne valeur donnée, il décida de spécialiser dans le modèle "Drummond" trépointe Goodyear pour hommes, se vendant \$4.00 et \$5.00. Outre cette marque la compagnie fabrique "The Drummer Boy," une trépointe Goodyear pour garçons. La fabrique est un édifice bien construit, 45 x 100, situé sur la rive du S.-François. C'est un édifice en briques à trois étages avec une construction séparée pour les bureaux mesurant 35 x 60 pieds. L'usine d'énergie située dans un édifice voisin couvre un espace de 40 x 60 pieds.



### MANY EASTERN SHOEMEN ENLISTING

Boot and shoe dealers in St. John, N.B., "the City of the Loyalists," have good reason to be proud when they consider their valuable contribution to the Empire in the present great crisis. Members of this profession have responded nobly to the call of their country and have in the ranks of the Canadian Contingents a fine representative quota of men. Successful young proprietors, senior and junior clerks and men in other capacities in the "leather district" have joined the colors and gone forth to battle and to conquer the common foe.

A recent issue of the Canada Gazette contains the name of a well known and successful young boot and shoe dealer, Percy Johnson Steel, who has been appointed provisional lieutenant (supernumerary). Mr. Steel donned his suit of khaki recently and left with several other young men for Halifax, where he will commence a course of studies in the Royal Military Training School.

After nine hard years of work building up a good business and winning the confidence of a large number of patrons, this young man heard the call for more men and moved by the spirit of patriotism, decided to sell out and share the perils of the defenders of the grand "Old Union Jack." He is a son of Rev. George Steel, superintendent of Methodist Missions of New Brunswick and Prince Edward Island.

After graduating from St. John High School, Mr. Steel entered the employment of James V. Russell, at that time a successful boot and shoe merchant in the north end—now Commissioner of Harbor and Ferries—and there learned the fundamentals of the leather business. Four years later he accepted a position as head clerk with William Young, and later purchased the business and has since met with marked success. Instead of selling out as intended, he decided to entrust the management of his affairs to his senior clerk, Frank W. Merrill, who will continue at the same stand. Mr. Merrill will be assisted by Miss Josephine Armstrong, who has had several years experience in this line. Mr. Steel's patrons appreciate the patriotism and sacrifice he is making, and with such a genial and competent manager, the business promises to continue as heretofore.

As far as is known St. John will not be represented this winter at the annual mid-winter inspection of styles that took place in Boston. There is a feeling among local salesmen that the trip is not necessary, as representatives visited similar inspections and sales during the fall. There is a feeling of cheerfulness among the merchants owing to an exceptionally good trade during Christmas and New Year's weeks.

### HOW MODERN SHOE IS BUILT

Here are the processes of construction on a shoe from the cutting room to the shipping room. The various items appear on the cost sheet of a representative factory and affords some idea of the complexity of the modern shoe.

#### Fitting Room—Sixty-five Operations

Putting in labels; putting in top bands; trimming linings and top bands; folding linings; making linings; skiving linings; staying back not welted; sewing or pasting back; rubbing or pressing; welting or closing back; lining vamp; stitching tips; pieces on vamps; pasting tips; pinking or binding; perforating; folding; marking zigzag; staying 3-4 foxing; pieces on 3-4 foxing; rubbing 3-4 foxing; closing or lapping sides; inspecting; tacking for laster; buttoning; barring; second trimming; making toe seam; stitch tails; trimming ends; vamping; trim and size for vamps; pasting and stitching linings; tacking buttons; trimming buttons; sewing buttons; marking buttons; pressing buttonholes; finishing buttonholes; working button-

holes; locating buttonholes; trimming; stitching edges; hand pasting; machine pasting; second closing; fly stay lining; braid and strap quarter; paste snipping; stitching foxing; perforating foxing; sewing back of foxing; stitching back stay; fold quarter over; stitching top of Jersey loop; fold quarter; trimming fly lining; staying fly; pasting fly lining; pressing or rubbing; first closing; Calif. welt; pieces on cloth; skiving; closing covers.

#### Lasting Room—Twenty-eight Operations

Laying out work; giving out lasts; tacking on insole; side lasting; pull over machine; ideal machine; trim uppers; stapling; tack pulling; inseaming; knocking out tacks; trimming welt; beating welt; sorter; bottom filler; cement bottoms; sole layer; turning up channels; stitching; shank skiver; shank breaker; seat nailing; randing; cementing; turning down channels; first wheeling; leveling; heeling.

#### Bottoming Room—Twenty-one Operations

Seat rounder; pounding seats; heeling; slugging heels; trimming heels; breasting heels; scouring heels; trimming edges; fudge; scouring breast; inking and setting edges; third wheeling; waxing heels; sandpaper; cuffing; burnishing bottoms; rolling bottoms; burnishing heels; bottom wheeling; seat wheeling; pulling lasts.

#### Finishing Room—Four Operations

Stamping; sock lining; buttoning; cut covers.

### HAMLET AND CREDIT QUESTION

To send, or not to send—that is the question—  
Whether 'tis better to retain the goods  
And so make sure of what is in possession,  
Or let them go and run the risk of payment.  
To send—to part with them—perchance to lose,  
To lose, perchance the lot, ay, there's the rub,  
For once they're gone, what skill can charm them back,  
Or get the cash from slippery debtors?  
What will be done when the account falls due,  
Will cash be paid, or e'en post-dated check,  
Or promise to remit be quickly made, to be as soon forgotten?  
And then reminders—much like Thunar's blows—  
Softly at first, though each with added force,  
Yet no response, not e'en a cent, nor plaintive plea for time.  
Will then "a meeting" end suspense—and hope?  
A meeting packed, forsooth, with kinsmen dear,  
All bent on proving claims for money lent,  
Yet solaced by a shilling in the pound,  
And that lean pittance fast in lawyer's grip,  
Leaving us naught but sad experience.  
Thus memory doth make cowards of us all;  
And thus the growing need of orders  
Is sicklied o'er with the pale cast of thought,  
And business of great pith and moment  
With this regard is sadly turned away,  
Losing, perchance, great profits.

### CLEVER SHOE WINDOW

A western shoe merchant recently displayed a unique shoe combination. Fluttering from a flag pole was a silk flag kept in motion by an electric fan concealed amid autumn foliage. There was a good showing of the latest novelties in women's footwear, and set in the midst was a card with the catchy verse:—

The best flag that floats is the red, white and blue;  
It's a five-dollar value for three and a half.  
It comes in all leathers from kid to plain calf—  
The best make of footwear our lady's new shoe.



**ASSOCIATION RE-ELECTS OLD OFFICERS**

The annual meeting of the Toronto Shoe Retailers' Association was held this week, with a good attendance. Encouraging reports covering the past six months that the association has been formed, were presented by Secretary Ed. Cook and Treasurer J. C. Budreo. The finances are in fine shape and the membership is at present 118, which is a splendid showing. It was the desire of the officers, who have officiated during the past six months, to retire and give way to other men, but the rank and file would not listen to any such proposal, and unanimously decided that the present efficient and energetic occupants should hold sway for another term. The only changes made were in the members of the executive.

Those who will direct affairs during 1916 are:—

President, H. C. Blachford.

Vice-President, Walter Burnill.

Secretary, Edward Cook.

Treasurer, J. C. Budreo (all of the foregoing being re-elected).

Sergeant-at-Arms, J. H. Shinnick.

Executive Members, F. A. Guinivan, C. L. Owens, John McCullough, S. B. McCall and J. W. Jupp.

Further plans were discussed for the big banquet, which will be held on Thursday, February 24th, at the St. Charles Hotel, when it is expected that every retailer will attend, and that representatives from all the wholesale and manufacturing branches of the trade will also be present. There

will be several instructive speeches, and an energetic committee has the arrangements in hand. This will be the first social gathering of this live association and every effort is being put forward to make the event a brilliant success.

**DO NOT ENCLOSE MONEY**

This journal has received frequent complaints during the past few months, of money remittances that were sent to us going astray. It is never safe to enclose money, remittances should be made by registered mail or by postal or express order. The following item from a Toronto paper may explain why some letters enclosing cash alleged to have been sent have not reached us. This postman delivered mail to the Acton Publishing Co.

**FOR THEFT OF LETTERS**

The theft of three letters, two of which contained money, was admitted by Frederick C. White, until recently a letter-carrier at Station C. He was sentenced to three years in the penitentiary yesterday, the Police Magistrate remarking that that was the least penalty he could give under the circumstances.

Don't entertain the idea that you have "learned the business." There is always something new to be learned and many a business man who thinks he knows it all can be taught new tricks of the trade by his clerks.

**THE WIDE-AWAKE STAFF OF AN EASTERN WAREHOUSE**

E. E. CODE, OTTAWA



A. D. KIPPEN, OTTAWA



F. W. BURRILL, OTTAWA

E. E. Code, who is manager of the Ottawa branch of the Kaufman Rubber Co., is widely known to the shoe trade in that district. When the office was opened some eight years ago he took charge and has since directed affairs progressively and satisfactorily. Previous to getting into the rubber game, Mr. Code was for twelve years with A. W. Ault Co., wholesale shoes, Ottawa, and gained a wide connection. He is an energetic and aggressive manager and has the art of making friends. Associated with him are F. W. Burrill and A. D. Kippen. Mr. Burrill was with L. H. Packard & Co., Montreal, for twelve years and was afterwards with the Canadian Consolidated Rubber Co. for four years.

At the beginning of 1916 he joined the Ottawa force of the Kaufman Co. He is a hustler after business and always on the alert. Mr. Kippen has travelled out of Ottawa for five years for the Kaufman Co. and previous to that was with the Sultana people for a couple of years. He is a competent and painstaking roadman who wears well with the trade. W. C. Code, a brother of the manager, is stock keeper and has been with the Ottawa branch for a long time. He was with A. W. Ault Co. for eight years. The Kaufman Rubber Co. carry a large stock at the branch in Ottawa and ably look after not only the Ottawa Valley, but the northern part of Ontario, including Cobalt.

### ENTERPRISING FIRM BRANCHES OUT

McArthur, Irwin & Co., Montreal, have just acquired of the warehouse next to their present location which gives them an extra 22,000 square feet of space. They now occupy all of the numbers from 1 to 31 St. Paul street west.



JOHN IRWIN, MONTREAL

Announcement is made that they have arranged to occupy an entire four stories and basement building of their own at 46 Colborne street, Toronto. The growth of their business in the West has made it necessary to take this step. Remarkable progress has been made by this firm under the management of John Irwin, Vice-President and Managing Director, who is one of the most aggressive executives in the manufacturing and importing field. At an early age he

received the major portion of his business training with Brandran-Henderson & Co., for whom he was assistant manager in Montreal.

### WONDER WHERE MONEY HAS GONE

Winnipeggers who are interested in Wisconsin Rubber Company have arranged for a meeting. This company was organized about 15 years ago and a number of Winnipeg people became interested. Upwards of a million dollars were put into the undertaking and hundreds of thousands of rubber trees were set out on the Mexican plantations. Poor management and the Mexican revolutions interfered with the success of the undertaking and Winnipeg people now want to know where they are at. The return of peace in the country gives room for hope that something may now be done to produce dividends for the investors.

### A CLERK'S TIP ON SHOE FITTING

A clerk recently related the following interesting incident:—"A customer entered the store and going over to the men's department informed me that he wanted a Russia calf bal. boot made over an English last, stating at the same time that he had just given away a pair of English last shoes because they did not fit his feet.

"I found a style such as the man asked for and as I unlaced his shoe I looked at his feet and found that he had been wearing a shoe too short, and also that his foot was not suited for an English last shoe. I asked my customer if he was troubled with his feet and he remarked, 'All the time.'

"'Well,' I observed, 'if you have no objection, I would like to show you a shoe that I think you should wear.'

"He remarked, 'I am always willing to be shown.' I selected a shoe with a medium raised toe, made of glazed kangaroo leather, ooze lining, medium heel and fitted to the customer. As the man walked in the shoe he said: 'You have made a sale.'

"My customer was hardly out of the store an hour before he brought in a friend to purchase a pair of shoes like those which I had sold him.

"The moral of this is—always look at the shape of a person's foot when you go to measure him for a pair of shoes.

### TORONTO SHOE RETAILERS' ASSOCIATION RE-ELECT OLD OFFICERS



HOWARD C. BLACHFORD  
President



WALTER BURNILL  
Vice-President



EDWARD COOK  
Secretary



# RUBBER SELLING SEASON STARTS FEBRUARY 28th

**Companies Preparing for an Active Season—Cost of Raw Materials is High—Question of Prices Not Yet Settled—Coming Year's Harvest Will Be One of the Biggest Yields on Record—Some Interesting Figures on Production and Quotations**

The rubber shoe selling season, which usually opens on March 1st and continues for that month and April, during which placing orders are given and the trade thoroughly covered from one end of Canada to the other, will open a little earlier this year. By mutual agreement it has been decided that the selling season will start on Monday, February 28th, and it is understood that various rubber footwear organizations are now getting ready in preparation for the selling period.

## Top Notch Figures for Output

It is likely that the world's production of crude rubber during the current year will establish a new high record at 175,000 tons dry weight, worth over \$260,000,000. The value of rubber is a fluctuating quantity, but it does not seem extravagant to estimate the average wholesale price for the current year at 75 cents per pound.

Approximately 131,000 tons of crude rubber were gathered throughout the world last year. Compared with 1914 this is an increase of about 25 per cent. and a gain of about 138 per cent. over the 1910 production. With the incentive to increased production supplied by advancing prices, the 1916 yield ought to be at least one-third larger than 1915, or 175,000 tons, divided as follows: 127,000 tons plantation, 36,000 tons Brazilian, and 12,000 tons of miscellaneous origin.

For the first ten months of 1915, crude rubber prices in New York were comparatively stable. The average price of plantation for the period was about 60 cents a pound and of Brazil rubber 80 cents a pound. Towards the year-end, however, the market began to soar, reflecting fears of submarine depredations upon rubber-laden steamers, and plantation rubber is now up to \$1.06 a pound and Brazil to about \$1. As the big American consumers of rubber buy several months ahead, it is apparent that they are still working on lower priced rubber. Even \$1 a pound, while it represents an advance of 30 per cent. or 40 per cent. for the year, seems low when contrasted with the average prices in 1910 for the two grades, viz., \$2.18 for plantation and \$2.75 for Brazil.

In the table following appears the 1915 and 1914 production in comparison with the 1910 figures:

	1915	1914	1910
World's production ton* . . .	131,000	105,000	55,000
Plantation . . . . .	95,000	68,000	8,000
Brazilian . . . . .	27,000	28,000	32,000
Other kinds . . . . .	9,000	9,000	15,000

\*Dry weight. Brazilian rubbers shrink over 20 per cent.

Plantation is practically dry weight.

Average prices over the past dozen years follow:

	Planation.	Brazil.
1915 (up to November 1) . . . . .	\$.60	\$.80
1914 . . . . .	.58	.90
1913 . . . . .	.75	1.14
1912 . . . . .	1.18	1.50
1911 . . . . .	1.36	1.56
1910 . . . . .	2.18	2.75

## Sorting Business Has Been Good

The sorting business in rubbers has been particularly good so far this winter, owing to the slushy weather and

frequent rains. Whether there will be an advance in prices this season it is impossible to tell. Raw rubber has been scaring to quite a high figure but has been coming down again, making it difficult for manufacturers to know exactly where they are at. There has been no advance in prices recently issued in the United States, and, perhaps there may be no increase in Canada, but this matter will not be decided until some time in February when new price lists will be prepared. For some years now no special discount has been given merchants for early placing, and it is not likely this system will be changed.

## THE SECRET OF PATENT LEATHER SHOES

Patent leather shoes are the logical answer to an insistent demand.

In order to fully realize the position held by patent leather shoes in the shoe merchandising world we have done a little investigating.

We started first with the shoe manufacturers, and the results of our enquiries to them gave us a viewpoint which may well be sized up as follows:

"We do not want to make patent leather shoes, but our salesmen insist that we give them patent leather shoes to enable them to sell shoes made from other leathers, and we find we have better results working with our traveling men than we obtain when we cross them or attempt to educate them."

Having obtained a decided expression from the manufacturers, we naturally took the lead given us and interviewed several salesmen, and as the greater number of them gave the same reason we quote literally from one:

"You ask why I carry patent leather shoe samples. Why, man, why do the six best sellers illustrate their books? These pictures and the printing of them cost a lot of money, but they are necessary to sell the books, and patent leather shoes are necessary to sell any line of women's fine shoes. Who would dream of showing novelty goods without using patent leather for the demonstration? Why, the reason I carry patent leather shoes is that it makes my commission account larger, and makes the business of selling easier."

Next we walked with the shoe buyers, and they said their reason for buying patent leather shoes is that they have to carry them to make their line complete and up-to-date; that customers who cannot be supplied with the newest novelties are liable to place their patronage elsewhere. The window dresser admits that patent leather shoes are necessary to the artistic display of footwear, especially when dressing the window to show up the latest styles and novelties.

For our final inquiry and argument we went to the consumer, and the result of several interviews might well be expressed by the following from Keats: "A thing of beauty is a joy forever." Not one out of ten well dressed women will say anything against patent leather shoes from the point of appearance.

Unfortunately for the perfect solution of the problem, manufacturers have been working along the line of so-called efficiency (or speed at any price), and they have not advanced in craftsmanship as rapidly as the leather producers.—The Shoeman.

# RUN A SUCCESSFUL SALE—MAKE THINGS “HUM”

Several Things Should be Considered—The Way to Arrange and Mark the Stock, Conduct the Advertising and Handle the Salesmen—Good Energetic Plan to Have Something Else Than Mere Bargains to Stimulate the Public Interest

The merchant should have a definite reason for having a sale and he should plan his sale to secure definite results.

It may be advisable to have a sale to keep up the buying interest of the community during a dull period. It may be necessary for the merchant to raise money to pay his bills. It may be a good plan to reduce stocks or to clear up odds and ends of broken lines. There are many legitimate reasons why a sale should be put on.

The ultimate object of the sale will in a measure regulate the manner in which it is advertised and in the way it is handled. If it is a clearance sale, out and out, prices will have to be made the most alluring point of the advertising. If it is not to reduce stock and get rid of old lines some other reason for the sale must be given and the advertising and conduct of the sale regulated accordingly.

In the smaller places the usual cause of a sale is the overloaded condition of the stock. This necessitates a clearance sale. We will, therefore, outline a plan for a clearance sale.

## What Have You Got to Sell

The first thing to be considered is the merchandise to be sold. It is folly for a merchant to put on a clearing sale and then sell his best lines at a reduction and hang on to his poorer goods. Get rid of the odd lines, broken lots, and undesirable merchandise. That's what the sale is for.

Take time to go through the stock and reduce the prices according to the value of the stock to the public. An article that is not wanted very much must be reduced very much, a more desirable article need not be cut so close, and so on. Make the price low enough to sell the goods, but no lower. Get all you can out of the sale.

The goods ready for the sale, it is then necessary to decide when the sale will be started. It is better to start a sale near the end of the week than on Monday. Saturday is the best day of all, Thursday comes next, Friday is no day at all.

In planning the starting date allow enough time to get the advertising done and the goods properly marked and displayed.

The length of time to run a sale is important. It is a good plan to run a sale just as long as there is enough interest in it to make it profitable. The writer remembers a sale in a shoe store where the sale was advertised for a month. The interest in the sale was dead inside of two weeks, but the merchant kept his bargains out on his tables and sat around and wondered why the people did not buy them. The fact was, this merchant had put out his worst stuff, and some of it was pretty bad, and had held his better stuff back. This was not a good plan as a little reasoning will show.

## Make First Few Days Attractive

The first few days of the sale will determine its success or its failure. If it does well and the people are satisfied the merchant is giving them good values the sale will last much longer because of the mouth to mouth advertising it will get. If it is found that only undesirable stuff is being offered, and at unattractive prices at that, the mouth to mouth advertising will kill the sale. Therefore the merchant should make the first few days of the sale the most attractive of the whole.

No sale will be a success unless the merchant tells a large number of possible purchasers that he is having a sale

and cutting prices. To accomplish this he advertises. This is usually by newspapers, circulars sent through the mail and delivered by hand, and from house to house distribution of hand bills.

A good half-page, or full page newspaper advertisement will serve as well for the circulars and handbills thus saving time in writing special copy.

A good name means a great deal to the sale. A number might be mentioned:

Unloading Sale. Cyclone Sale. Clean Sweep Sale. Public Benefit Sale. Rummage Sale. Keep Busy Sale.

It is not necessary to mention more, the trade journals are full of them. The advertising of the sale should follow the name. For instance, an "Unloading Sale" might be advertised by having cuts of a wagon dumping goods into the street, or store. A "Clean Sweep Sale" can be advertised by having the broom in evidence. A "Cyclone Sale" by showing a whirling lot of goods and referring to the whirlwind of cut prices, etc.

The different lots of goods should be separated and divided into classes and advertised in that way. Goods suitable for men, for women, for boys, etc., goods suitable for the furnishing of the home, for the table, etc., should be advertised separately.

All newspapers that will reach a store's possible customers should be used as freely as possible for advertising the sale. Then the circulars and hand-bills should be mailed and delivered to those the newspapers do not reach.

Where advertising matter is to be distributed from house to house, see that it is properly distributed. It does not pay to have half of the lot thrown in under sidewalks, or burned up on the commons. It pays well to give a good price to have them distributed properly from house to house. It pays not at all to have poor distribution.

It is a good plan to have something besides the mere list of "bargains" to bring people who might buy to the store. The following has been worked successfully a great many times.

Offer three or four prizes, merchandise or cash, for the best guessers in the locality. A merchant had a red tag sale. He advertised it by having all the advertising in the form of tags. Upon those he distributed by mail and from house to house, he had the following announcement:

## Guessing Number of Sales Checks

"\$25 in gold free to the persons guessing the nearest to the number of sales checks during the day of the sale. Sign your name to the coupon below, bring it to the store during the first week of the sale and deposit it in a special box we have prepared for it. After the sale is closed these estimates will be taken out and the nearest guessers given the prizes. Nearest guesser will be given \$10, second nearest guesser will receive \$7.50, the next \$5 and the next nearest \$2.50. You have a chance to win one of the prizes. You do not have to buy anything to guess. But one guess to a person."

The coupon read as follows: "My estimate of the number of sales checks at your tag sale is ....."

Name.....

Address.....

These coupons were used in large numbers and brought the people to the store to deposit them in the box. The



object was to get the people into the store. The object was accomplished. Something of this nature is a good feature of a sale. If the people are brought into the store the merchandise and the salesmen are supposed to do the

The merchant should keep up interest in the sale by introducing every day something different, by injecting some feature that will attract attention and attendance at the sale. One of the easiest methods is to have an hour sale, a half-hour sale, or several 5-minute sales in different parts of the store at certain hours. These can be made to help bring out trade in the mornings also.

Unless interest is kept up the sale will gradually die out. There must be a continual hurrah! to keep both the customers and the clerks enthused to a point where sales are consummated.

#### Take Pains to Show the Lines

The appearance of the store has a great deal to do with the success of a sale. If a patron goes into the store and finds there is no extra effort made to show the goods, no sign of a sale, she loses all interest at once. It will pay to jumble things up a bit. Change the entire appearance of the store, get out a lot of bargain tables, show lots of goods, have big price cards, make the public believe in the sale. That means a great deal.

If necessary, extra clerks should be hired. Many can be secured for the opening days. If the interest keeps up, keep up the staff, when it lags drop the extras and make the regular forces work like beavers.

Give some extra special bargains as leaders, both at the start of the sale and at the hour and half-hour sales. These leaders are a wonderful stimulant to a sale.

Unless a merchant is prepared to keep interest up in his sales he had better not advertise a date of closing. Then he can drop the curtain as soon as it is seen that the interest of the public in the sale is dead.

Another word of advice, in conclusion. When the sale is over, clear up the debris. It is a great mistake to allow bargain stuff, shown at the sale, that still remains unsold, to be left around for the customer to maul over. If it did not sell at the sale, the price was not right. It would be allowable to have the worst of these shown at a greater cut in price. But the best plan is to put them away for a time and allow no signs of the sale to remain in sight. These near bargains create a very bad impression, avoid that.

#### MAKING MONEY ON NOVELTY SHOES

"Novelties create a greater desire to buy, so let us stick to them so long as we safely can," remarked W. S. Dick, at a recent meeting of the Rochester Retail Shoe Dealers' Association. "Novelties have made a radical change in the shoe business of to-day. Just a short time ago they were considered a dangerous investment, and we all thought we would have to dispose of them at a much larger percentage of profit than our staple shoes. To-day they appear to be quite a fixture and a safe investment, as they not only allow us a good margin of profit but, in addition, are making a rapid increase in our business due to the frequency with which women are buying them through fashion's demand. The average woman to-day is purchasing two or more pairs of shoes where two years ago she bought but one pair, and this is due to style demand. So for these reasons I believe we ought to encourage a continuation of them in every way, as we can now class them with our so-called bread and butter numbers if bought intelligently and turned as rapidly as they have been turning for some months."

Another shoeman who takes a similar view is E. Johnston, of Racine, Wis., who says that he has done the best trade in 1915 that he ever has in the last ten years and the reason for such a satisfactory showing is novelty shoes, which he declares are a "god-send to the trade."

"It is a fact that shoes are being worn more and more for style and less for durability. That is why style sells the shoe. From this it naturally follows that he who is first with the styles will get the cream of the trade."

#### VETERAN LEATHER MERCHANT EXPIRES

Canada's oldest leather merchant and one of the most esteemed and honored business men in Toronto, passed away this week, in the person of Charles Parsons. Up to a few weeks ago he had enjoyed excellent health and, although in his 87th year, was to be found every day at the warehouse, 79 Front street east, Toronto. Mr. Parsons was engaged in business for over sixty-five years—a most remarkable record.

He was born at Thornhill, Ont., in 1828. The village of Thornhill was named after his mother, whose maiden name was Thorne. The Thorne family, which is probably one of the oldest in the Province, established a milling and tanning business at Thornhill, with branches at Holland Landing and Niagara-on-the-Lake, when those places were much more important commercially than they are to-day.

While in his 'teens, the late Mr. Parsons entered into business with his father, and in 1849, on attaining his majority, he and his brother John established a distributing warehouse for leather in Toronto, under the firm name of J. & C. Parsons. This warehouse was situated at the corner




THE LATE CHARLES PARSONS, TORONTO


of King and George streets. A few years later they removed to the present location of the firm, 79 Front street east. The firm afterwards became Thorne, Parsons & Vennor. On the death of Mr. Vennor another change took place, the style being Thorne & Parsons, Richard Thorne later succeeding his father, William Thorne, as a member of the firm. In 1875 Mr. Thorne retired, and for some years Mr. Chas. Parsons conducted the business alone. Then the present head of the firm, Mr. Wm. G. Parsons, joined his father and since then the business has been conducted under the title of Chas. Parsons & Son, Limited.

The family surviving are as follows: Wm. G. Parsons of Toronto, Chas. S. Parsons of Parsons, Brown & Co., Toronto; Mrs. (Dr.) L. La Fetra of New York City, Mrs. J. M. Davison of Roxborough street east, Mrs. E. Read of Lipton, Sask., Mrs. W. H. Kertland of Toronto, and the Misses Frances and Kate Parsons at home.





# AMONG THE SHOE MEN.



The Winnipeg Moccasin Co., of that city, has discontinued business.

John Snider, harnessmaker, of Brucefield, Ont., has installed a shoe repair outfit.

A. Brandon, the Brandon Shoe Co., Brantford, Ont., was in Toronto last week on business.

Wm. Davis, who represents Jackson & Savage, Limited, Montreal, is spending a few weeks in Winnipeg.

The Rock Shoe Manufacturing Co., Quebec, have gone into liquidation.

James Heffering, Toronto, spent a few days recently in Montreal on business.

Fire broke out recently in the shoe store of Honeyford & Vernon, Ltd., Collingwood, Ont., and before the flames were extinguished, the entire stock, valued at about \$14,000, was practically wiped out. The blaze, which started at one o'clock in the morning, originated in the rear stock room, and had gained considerable headway when noticed. How it started is a mystery. The loss is partly covered by insurance.

T. H. Bigwood, who was formerly in the shoe business at 826 Yonge St., Toronto, is opening up a new store at 492 Bloor St. West, where he has attractive premises and has laid in a neat stock.

George Chambers, manager of the Regal Shoe Store, Toronto, has returned from a business trip to Rochester and Boston, where he picked up all the newest ideas in spring foot toggery.

Adair & Van Vleet have started business as manufacturers of moccasins in Winnipeg.

F. A. Guinivan, proprietor of the Walk-Over Boot Shops, Toronto and Montreal, spent the past week in Buffalo, where he attended a large convention of the Walk-Over representatives from all parts of the United States.

Toronto Shoe Retailers' Association have decided to hold a banquet on Thursday, February 24, at the new St. Charles Hotel, corner Richmond and Bay Streets, Toronto. It is expected that there will be a large and representative attendance, not only from the retail ranks, but also from the manufacturing and wholesale branches as well. This will be the first social gathering that the members of the association have held since their organization was formed last year, and there will be several short, well-timed speeches by a number of leaders in their line. The details will be fully arranged within a few days. In the meantime all members of the trade are requested to keep this date open.

S. Spencer, of Hamilton, formerly manager of the Cash Shoe Store, that city, has opened a new store at 319 King St. East, Hamilton.

J. B. Douglas, shoeman, Calgary, was in Toronto, Montreal, St. Stephen, N.B., and other places recently on a buying trip.

C. L. Owens, manager of the Royal Shoe Co., Toronto, has returned from a business trip to New York and other eastern shoe centres.

Among the buyers who recently paid a visit to the factory of Getty & Scott, Ltd., Galt, Ont., and were entertained by the firm, were H. G. Hodgins, of Chatham; R. J. Kidd, of Robt. Neill, Peterboro; Mr. Fryer, of C. C. Begg, Collingwood; E. C. Scarrow, of Owen Sound, G. C. Locke, of Calgary, and others.

J. J. Bourinot, dealer in shoes and men's furnishings,

Port Hawkesbury, N.S., has enlisted for overseas service and the business is being looked after by his father, J. C. Bourinot.

George A. Fortin, manager of the Drummond Shoe, Limited, Drummondville, Que., was in Toronto recently on a visit.

Cecil A. Culbert, dealer in shoes and men's furnishings, South Porcupine, Ont., has been re-elected a councillor for the third consecutive time for the township of Tisdale.

W. H. Miner, president of the Miner Rubber Co., Granby, Que., R. R. Macaulay, secretary and F. H. Meinzer, sales manager, Montreal, were in Toronto last week on business.

Clarke & Clarke, Ltd., of Toronto, have sent out to the trade an interesting New Year memento, in the shape of their annual diary, entitled, "Lest We Forget." This work which has been issued for years, is exceptionally well gotten up, and is very convenient for many purposes.

The Ryan-Devlin Shoe Co., Winnipeg, who have for many years been located on Main Street, intend moving early next month to Portage Avenue, where they will be doing business in the Paris Building.

R. W. Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., Montreal, has just been appointed publicity manager for United States Rubber Co., New York, one of the choicest advertising positions on the continent. While Mr. Ashcroft goes to New York, he will continue acting in an advisory capacity for Dominion Rubber System.

Lorne L. Miller, who has been engaged in the real estate business in Aylmer, Ont., for some years, recently purchased a shoe business in Royal Oak, Michigan.

Ludger Laliberto, shoemaker, of Montreal, died recently on his way home from work. He had a shop on St. Timothy street.

Hugh McLean, an old resident of Niagara Falls, Ont., died recently in his shoe store, Main street, that city. He was 71 years of age and heart disease was the cause of death. He was born in Scotland, came to Canada when a young man and had always made his home at Niagara Falls. For many years he kept a shoe store in the north end of the city. Besides a wife, he leaves three daughters and four sons.

In a fire which recently visited the Joynt Building, corner Wellington and Sherbrooke streets, Ottawa, the shop of H. Chamberlain, shoemaker, was considerably damaged.

Francis X. Sussey died recently in Fredericton, N.B., aged 78 years. For the greater part of his life he carried on the business of a shoemaker.

The new factory of the Owen Sound Shoe Manufacturing Co. will be located in the Pacific Hotel building, Owen Sound. The work of remodelling the structure has been begun by Mr. W. E. Wilson and will be pushed rapidly to completion. The necessary equipment has been ordered and everything is progressing satisfactorily.

J. T. Lawson, shoe retailer, 1723 Scarth street, Regina, who some months ago bought the fixtures and took over the lease of the Parrott Shoe Co., at 1847 Scarth street, and has been conducting the two stores since May last, recently moved all his stock to 1847 Scarth street. Mr. Lawson has been in business in Regina five years and has worked up a splendid trade in the capital city of Saskatchewan.

The appeal case of J. H. Porter, former shoe merchant of Toronto, but now of Winnipeg, came up for hearing before the Appellate division at Osgoode Hall, Toronto, Jan.



10th. The appeal was against a recent conviction of Judge Winchester, county judge, on a prosecution, under section 417 of the Criminal Code, on the ground of the defendant being a trader involved to an amount exceeding \$1,000, and unable to pay his creditors in full, did not keep books of account according to the usual course of trade or business. Judgment was given quashing conviction of the county judge.

A. E. Crick, who for several years has been traveler for the Washington Shoe Co. out of Seattle, and is a former resident of Calgary, has joined the staff of A. McKillop & Co., wholesale shoe dealers, Calgary. He will cover southern Alberta and south western Saskatchewan.

F. M. Stanley & Co., dealers in boots and shoes, dry goods, groceries, etc., Sidney, Man., have discontinued business and G. F. Goulding has taken over the business.

J. W. Arrowsmith, of the Arrowsmith Manufacturing Co., Morristown, N.J., was in Toronto last week on a visit to the Canadian plant at Niagara Falls, Ont., Elmer Poyer, who has been manager of the Canadian end, is being transferred to the south.

Percy J. Milburn, representative of the Marlatt & Armstrong Co., Limited, tanners and leather merchants, of Montreal, has been on his regular trip through the Maritime Provinces.

Fred. S. Saunders, who represents A. McKillop & Co., Limited, Calgary, in Edmonton and surrounding district, recently joined the ranks of the benedicts, and was presented by the members of the staff with a handsome Limoges dinner set, accompanied by best wishes.

Further payments have been made in the estate of J. H. Porter, former shoe merchant of Toronto, and the amount which the creditors will receive is about 55½ cents on the dollar.

F. P. Stockton, representing C. S. Hyman Co., London, was in Montreal on business recently.

The Miner Rubber Co. have completed arrangements for opening a wholesale warehouse in Edmonton. Congdon, Marsh, Limited, of Winnipeg, are the selling agents for Miner rubbers in Manitoba, Saskatchewan and Alberta. Mr. Congdon returned lately from Edmonton where he secured

premises for the Miner Rubber Company in the McKenney Building, corner of Fourth street and Athabasca avenue. A stock of rubber footwear will be shipped from the factory in Granby at once and the warehouse will be open for business on February 1st next. The Edmonton branch will be in charge of Angus Douglas who will handle the accounts and credits direct from the Edmonton office. Mr. Congdon reports an improvement in business conditions in the Edmonton district and expects it will soon be necessary for his firm to put in a general wholesale stock of leather and other footwear in Edmonton in order to serve their growing interests in Northern Alberta.

The by-law granting the Goodyear Tire & Rubber Company a fixed assessment carried in New Toronto recently by a vote of 189 for and 58 against. A two-thirds majority was required. The vote is about a majority of three-fourths. The new industry will employ as many hands as all the manufacturing in New Toronto put together, and allied industries are expected to follow the Goodyear Company to New Toronto. It is promised that ground will be broken this spring and part of the plant put in operation next fall. From \$500,000 to \$750,000 will be spent.

Here is how one live firm take a personal interest in their customers and send out the following letter:—"We regret that you have found it necessary to complain regarding your recent valued order. We would ask you to kindly wait a few days, and if you do not then receive adjustment, advise us, giving full particulars regarding your complaint, stating definitely amount still due you, when we assure you the matter will receive our immediate attention. If you have occasion to reply, kindly use the reverse side of this sheet, enclosing same in the self-addressed envelope herewith enclosed. Regretting the inconvenience occasioned you and trusting that we may soon have further opportunities of serving you."

James T. Hurley, whose death took place recently in St. John, N.B., was for years an enterprising and successful shoe manufacturer. Born near Cork, Ireland, he came with his parents to America, the family settling in Lynn, Mass. There Mr. Hurley learned the shoe making business, and



#### ATTRACTIVE SHOES THAT CATCH THE EYE OF MY LADY FAIRE

On the left is a button parade boot with self-adjusting white calf top, dull kid vamp, white gore inserts. In the centre is a high cut white calf lace boot with invisible eyelets,

turned sole. On the right is a strap button boot, tan Russia calf vamp and foxing with white kid top. White shoes and combinations of black and white and tan and white are popular.

early in life he became foreman of a big factory. He was quite prominent in politics, and for some time served as alderman. Coming to St. John to take charge of the Francis shoe factory he was the first to introduce the American style of shoe. In time he went into business for himself and did well. One hundred hands or more were employed and the establishment was well managed. Unfortunately fire destroyed his factory, which was not covered by insurance. He lost about \$50,000, never recovered from the effects of the disaster and finally retired from active work.

Thos. W. Learie, who has for some time been Secretary of the Canadian Credit Men's Association, is severing his connection with that association to accept the Secretaryship of Messrs. W. R. Johnston & Company. A. S. Crighton, who has been assistant manager for the past two years, will succeed Mr. Learie in his former position with the Credit Men's Association, Toronto.

The many friends of D. J. M. McGeary, manager of the Royal Shoe Store, Saskatoon, will sympathize with him in the death of his wife, which occurred a few days ago. Mrs. McGeary was a former resident of Midland, being a daughter of Mrs. R. J. Thorpe, of that town, and was married in August, 1912.

C. A. Beechie, of Toronto, has been appointed manager of the Agnew Shoe Store in Berlin, succeeding Mr. Schott, who has taken a position on the road with the Canadian Consolidated Rubber Co.

John Affleck, proprietor of the Yale Shoe Store, Winnipeg, where he has been in business for the last nine years, has returned to the West after spending a few weeks at his old home in Harrow, Essex county, and also visiting the trade in Toronto, Montreal, New York, Boston, Brockton

and other centres. Mr. Affleck called on a large number of friends on his trip east and did a record holiday trade—while the total business during the past year was the largest in the history of the firm.

Miss G. Gmelin, who has for some time been employed in the fitting department of the Getty & Scott shoe factory in Galt, Ont., was presented with an appreciative address and a case of silverware by her associates on the eve of her marriage.

A report from a leading wholesale shoe man in Winnipeg is to the effect that business during the coming year is looming up very well and prospects are brighter than they have been for a long time. The trade in October, November and December was much greater than during the corresponding three months of 1914. Retail shoe stocks throughout the west are small and the demand, after the taking of the inventories, which is now about completed, will be very brisk.

James Foy, youngest son of J. W. Foy, who has been employed in the warehouse of D. D. Hawthorne & Co., Toronto, for some time, has joined the army service transport corps, and left last week for the front. Mr. Foy is one of the finest specimens of physical manhood ever seen in uniform.

Ed. R. Lewis, leather merchant, Toronto, has returned from a business trip to New York, Boston and Montreal. He reports that colored leathers are exceptionally scarce. There has been a recent average increase of 4c. in kid leathers with a possible rise of two cents more within a few days, while on sheep skins there has been an advance averaging from 2c. to 3c. The market is very short of supplies and leathers in certain colors are practically sold at prohibitive prices.



#### SOME RECENT DEVELOPMENTS IN FEMININE FOOTWEAR

On the left is observed an extremely high lace boot, Cuban Louis heel, 12 inch leg, of Havana brown kid. In the centre is a seamless pump of white calf, colored kid

straps with buckle to match, and on the right is a dome top lace boot, patent vamp, fox and cuff with grey cloth top. It is a very smart creation.



Harry Megginson, shoe retailer, of Sault Ste. Marie, Ont., was in Toronto last week on a visit to relatives and friends and called upon a number of members of the trade.

Capt. Harry G. Beemer, who has enlisted with the 169th Battalion, Toronto, is widely known to the shoe trade, having for years represented the J. D. King Co., the Berlin Rubber Co., and latterly H. E. Guptill, of Haverhill, Mass., covering the prairie provinces. He is a twin brother of Fred Beemer of Toronto, the widely known shoe traveler.

Harry Weber, of St. Louis, Mo., has been appointed superintendent for Getty & Scott, Limited, Galt, Ont., and has entered upon his new duties. He comes highly recommended and is exceptionally well qualified for the responsible position. Mr. Weber has been superintendent for some years of the Capitol factory of the Brown Shoe Co., St. Louis, and has had an extended insight in Lynn and other cities.

C. Drolet, son of C. N. Drolet, the superintendent, has been appointed foreman of the making room of the James Muir Co., succeeding Frank Brouillard, who has removed to London, Ont., with his brother, C. A. Brouillard, who is now superintendent of Scott, Chamberlain, Limited.

A charter was recently granted to the Toronto Slipper Manufacturing Co., Limited, with a share capital of \$40,000 and headquarters in Toronto. The company is empowered to manufacture and deal in all kinds of boots and shoes, rubber footwear, etc.

Allan Newman, proprietor of the Famous Shoe Repair Co., 303 Second Avenue South, Saskatoon, Sask., died very suddenly recently in that city while attending a hockey match. He had been in business for some three years and leaves a wife and family of four children. His death, which resulted from heart failure, came as a great shock to his many friends.

George Cannon died recently at his home 71 Roxborough street west, Toronto, at the age of 84 years. He was born in Aberdeen, Scotland, and for several years conducted a shoe business in Toronto. He is survived by one son and one daughter.

Harry Jordan, shoe retailer of Port Hope, Ont., spent a few days in Toronto recently calling upon the trade.

M. W. Crosby, representing the Utz & Dunn Co., Rochester, N.Y., was in Toronto last week on business.

Fire broke out a few days ago in the store of the Singer Fit-Rite Shoe Co., 485 Notre Dame street west, Montreal, and did considerable damage to the stock.

Wilfrid Pocock, of the Winnipeg Shoe Co., Winnipeg, spent a few days recently in London and other Ontario centres.

Ed. Jackson, of Jackson & Savage, Montreal, was in Toronto lately on business.

The assets of F. W. Hill, shoe dealer, Ottawa, are being advertised for sale.

L. E. Jones, shoe retailer, has removed his store from St. Clair avenue to 985 Dovercourt road, Toronto.

J. S. Lovell, the veteran shoe traveler, who represents Corbeil Limited, and underwent a slight operation in the General Hospital, Toronto, is very much improved.

Lemon Bros., shoe retailers, Davisville, Ont., have moved into the store recently occupied by A. Lindsay, shoe retailer, 2507 Yonge street.

Norman Ingram, who was formerly in the shoe business on Gerrard street east, Toronto, is now covering the territory west of London, Ont., for the Berlin Shoe Manufacturing Co.

Gutta Percha and Rubber, Limited, of Toronto, have purchased premises at 143 Granville street, Halifax, and will open a new warehouse there on March 1st, under the management of A. E. Doig, who has been with the company for

the past ten years. A full stock of mechanical rubber goods and tires will be carried at first, and it is expected that rubber footwear will be added at a later date.

J. L. Chisholm, manager of the Invictus Boot Shop, Toronto, spent a few days recently in Montreal.

C. E. Hurlbut, of the Hurlbut Company, Preston, Ont., was in New York and Boston last week on business.

Harry Dallas, Sr., is spending a few days in Montreal on business.

There has recently been an advance of one cent per pound in sole leather, both oak and hemlock, and it is reported that another jump may take place at any time. It is likely in accordance with the strong trend of the market, the figure for top soles will also be increased in a few days.

David Marsh, of the Wm. A. Marsh Co., Quebec, spent a few days in Toronto last week on business.

Chas. Duclos, of the staff of Duclos & Payan, of Montreal, who has been ill for some time, is again able to be around.

D. D. Currie, who was in business in Saskatoon, Sask., but retired a few years ago, recently bought out the shoe, clothing and grocery stock of A. W. Wylie at the corner of Twentieth street and Avenue C in that city, and is doing a fine trade.

Chas. Newton, manager of the shoe department for Robinson & Co., Winnipeg, is spending a few days in Toronto, Montreal and other eastern centres.

A. A. Locke, sales manager of the Slater Shoe Co., Montreal, was in London and Toronto recently on business.

Frank Adams, of Adams Bros., Winnipeg, was in Toronto, Montreal and Boston last week on business.

Major W. G. Pink, shoe retailer, 278 College street, is a member of the 127th Battalion (York Rangers), which is now being recruited for foreign service. Mr. Pink has been an enthusiastic military man for some years and expects to do his bit in the cause of King and Empire.

L. B. Wasserstrom, leather dealer, 16-18 Ferry street, New York, has opened a branch in Toronto at 26 Front street east, which will be in charge of J. Schwartz, who is well known to the Canadian trade, owing to his frequent visits to the Dominion.

E. T. Jacobi, Toronto, is back from an extended visit to New York and Boston. He states that the demand for white kid and white calf shoes of all kinds is very pronounced and that the showing in lace high cuts in either all white creations or in combination of black and white, and in some instances, tan and white, is much in evidence. The demand of white over-gaiters has continued strong all winter, and the trade for spring bids fair to be equally as brisk.

J. A. E. Snider, shoe retailer, Yonge street, North Toronto, who has been in the hospital undergoing an operation, is convalescent.

F. A. Robinson, who conducts three shoe repair establishments in Saskatoon, Sask., spent a few days recently in Toronto and at his former home in Lindsay. He has been since 1906 a resident of Saskatoon, where for some years he was engaged as manager and buyer in large departmental stores in the footwear branch. Two years ago he embarked in the shoe repair line, starting at 257 Second Avenue South. Later he bought out the business at 854 Broadway south, and a few months ago he acquired the stand at 801 Twentieth street west. His business is conducted under the name of the Goodyear Shoe Repairers and he has worked up a large trade, having a 22 foot model "N" outfit, with stitcher, at his main store and finishing shafts and skate grinding machines at all his places of business. He intends

carrying a stock of shoes at two of his establishments in order to meet the demand of his customers.

W. E. Gerrish, universally known in the shoe trade as "Pink," traveling representative for Hoag & Walden, Lynn, Mass., has the distinction of being the father of the captain of the Dartmouth College football team of this year's vintage. Bernard O. Gerrish, the young athletic giant referred to, was a star member of last fall's Dartmouth team. He will be graduated from college in 1917.

Wm. Moore, shoe retailer, of Barrie, was in Montreal on business last week.

The Standard Co., of Middle Sackville, N.B., met with a serious loss in the destruction of its boot and shoe factory and larrigan factory recently. The fire originated in the carelessness of a workman trying to thaw out a frozen water-pipe. Fortunately the total absence of wind prevented the spreading of the flames to other buildings. A large num-

### CONDENSED ADVERTISEMENTS

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

WANTED—By experienced traveller, with Ontario connections—a good line of shoes—salary or commission. Shortly disengaged. Apply Box 12, SHOE AND LEATHER JOURNAL.

WANTED—For Province of Quebec, a shoe salesman, one with good connection preferred, to carry a small line of Rubber goods, chiefly boots, lumbermen's and felts of first quality. Apply Box 16, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—For Ontario, Quebec or Western Canada, salesman to carry small line of Children's and Misses' shoes on commission—a good side line. Address, Box 6, SHOE AND LEATHER JOURNAL, Toronto.

WANTED by Ontario Shoe Manufacturing Company, hustling representative for territory Windsor to Toronto. Would consider application from capable man with retail experience. Confidential. Box 20, SHOE AND LEATHER JOURNAL, Toronto.

SHOE BUSINESS FOR SALE—Old established retail shoe business in Cobourg, Ont. Stock low, but in good condition. Splendid opening for installing shoe repair outfit. Address "Shoes" 720 Traders Bank Building, Toronto.

## Army Shoe Lasts For Sale

WE HAVE ABOUT 500 PAIRS OF THE STANDARD SIZE ARMY WELT LAST, NUMBER 469, ABOUT ONE-THIRD E'S AND TWO-THIRDS F'S. THEY ARE ALL IN GOOD CONDITION, AND WE OFFER THESE FOR 50c. PER PAIR. FOR FURTHER INFORMATION, APPLY TO BOX 14, SHOE AND LEATHER JOURNAL, TORONTO.

ber of larrigans, intended for the British troops on the other side of the water, had been transferred to the lower factory, near the I. C. R. station, for the purpose of being packed and shipped. This factory, it will be remembered, was only a few weeks ago partially destroyed by fire of unknown origin. The most serious loss connected with the recent fire was in the destruction of a large number of expensive machines.

## 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.

# LUCIEN BORNE

SALES ROOM  
491 ST. VALIER STREET

QUEBEC

## Manufacturer of GLAZED KID

MONTREAL OFFICE  
152 NOTRE DAME STREET W.

# W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

Leicester, Eng.

Cable "HIDES." Leicester.

and at Kettering, Northampton,  
Bristol, and Norwich.



# 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

*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

**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**

“Lion” Oak Army Backs and Bends.  
Specially tanned for army purposes.  
Has been thoroughly tested and  
found eminently satisfactory.

“Trent Valley” Oak Goodyear Inner-  
soling Backs, (in the required gauge.)  
A good proposition for army, as well  
as regular work.

Also “Penetang” and “Eagle” in Hemlock is noted for profitable  
cutting and reliable wearing qualities.

The **BREITHAUP** LEATHER CO., Limited - Tanners - Berlin, 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  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

THE  
**WM. A. MARSH CO.**  
LIMITED

Manufacturers of  
*Fine Boots and Shoes*

QUEBEC

**Box Toes and Heels**

OF ALL KINDS

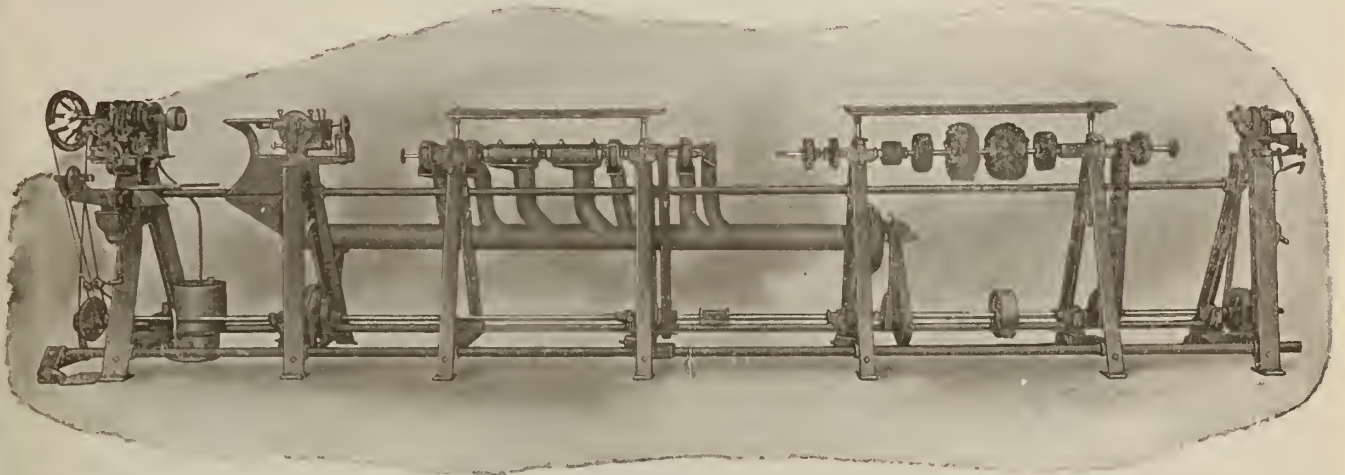
**WE GUARANTEE THEM**

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 SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

## UNITED SHOE MACHINERY COMPANY OF CANADA, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

**BARRIE TANNING COMPANY**  
LIMITED  
MANUFACTURERS OF

**STAPLE AND FANCY LEATHERS**  
RUSSET SIDES AND SPECIALTIES

**LEATHERS**

BAG CASE TRUNK STRAP 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.

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# Muir-Made Shoes ARE MONEY-MAKERS



The reason is not far to seek, for the Company, reading the signs of the times, is supplying to the trade shoes to sell at popular prices.

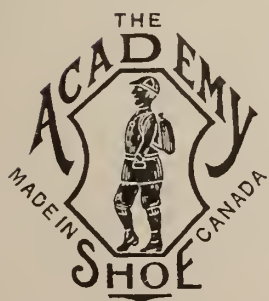
Yet the snap, the style, the distinctiveness of the high-priced shoe are not sacrificed for price.

Every shoe represents the result of careful workmanship, the use of the latest lasts, the most recent patterns.

Muir Shoes are made to sell to-day, to-morrow and the next day—they build business.



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

---



JOHN F. CLARK, President

# Ready for Increased Business in 1916



JAMES F. CLARK, Treasurer

We have lately added much new equipment and floor space to our admirably appointed factory in order to meet the demands of our rapidly growing trade. Our lines continue to command the favor of many retailers in all parts of Canada and we will endeavor to maintain our leading position.

## “Supreme Lady” and “Canadian Maid”

Are the best lines that can be stocked in women's high grade McKays. We have also strengthened our selling arrangements, and will be represented in the Western Provinces this season by Mr. Geo. H. Ferguson, one of the most widely known and efficient travellers in the Dominion, while in Ontario and Quebec Mr. R. L. Savage, who has recently opened sample rooms at 2 Trinity Square, Toronto, will continue to look after our interests.

Look over our New Models.  
They are the last word in  
high cuts of fancy  
colored kid.



GEO. H. FERGUSON, Western Provinces

# CLARK BROS. Limited St. Stephen N.B.



R. L. SAVAGE, Ontario and Quebec



TWENTY-NINTH YEAR

FEBRUARY 1, 1916

# THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



GEO. W. BEARDMORE, TORONTO

See Page Thirty-eight

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Against Cold Feet

There is no surer protection these winter days when business is somewhat slow and the outlook a bit dull than

## TRICKETT'S SLIPPERS

They are a *Sure Thing* for the Retailer and a *Sure Thing* for the Jobber, as they are always in *demand* and *always suit* the customer. No wonder travellers are pestered with requests for *more Tricketts* everywhere they go. The only trouble these days is to keep up the supply.

## Are We Downhearted? No!

We are doing our best to keep the trade supplied with *Tricketts* in spite of the *scarcity of materials* and the *shortage of labor*. War has hit us hard, but we are not grumbling at our BIT.

We thank our Canadian friends for their patience and hope to show them our appreciation in the most tangible way—the supplying of this year's needs in *Tricketts*.

SIR H. W. TRICKETT, LIMITED

WATERFOOT (near Manchester) ENGLAND

CANADIAN REPRESENTATIVE

J. S. ASHWORTH - Manchester Building, TORONTO



# *New Early Spring Styles*



Dome Top Button



High Cut Lace



High Cut Button

*Made in  
all the Latest  
Leather Combinations*

*by*

**Blachford Shoe Mfg. Co. Limited**  
Toronto

FINE  
**Elmira**  
 FELT SHOES




No. 1600



No. 5300



No. 5000

Your Jobber is now showing the new Elmira Samples.

When you see them you will agree that the range is broader, better and more attractive than ever. Of course you will buy them.

Elmiras are easy to buy and still easier to sell.



No. 8459

*Get your order in early*



No. 7456



No. 5416

THE  
**Elmira Felt Co.**  
 LIMITED  
 FACTORIES  
 ELMIRA      BERLIN





## MILITARY FEET *for the* CIVILIAN

The Canadian Army Shoe is so popular now we have just put out a line in lighter leathers for civilian wear.

Everything about this shoe makes it suitable for the man who wants the "military" effect, and the pattern and last makes a medium weight, easy-fitting shoe that appeals to so many.

One of the strong features of the line is the absence of the box toe, it being made with a heavy tip and full vamp instead and this feature makes it pliable and comfortable, thereby avoiding the binding of a hard box toe.

This line is made in all Leathers, Black and Tan, with best of Drill Lining, Calf Facings. Every lift in heel is from selected leather and all made on the Ames-Holden last, stamped on Sole like this---



Our travelers now have these samples and your order can be shipped promptly as the stock is well through the factory now.

# AMES - HOLDEN

ARMY CONTRACTORS

Montreal  
St. John

Toronto  
Winnipeg

Edmonton  
Vancouver

## AN ADVANCE NOTICE

# The Miner Range for 1916

contains many new and original ideas in Rubber Footwear and is worthy of your close inspection.

New lines and new lasts have been added so that you can fit any shoe made with a Miner. The new catalogue will be ready about March 1st. It will make a hit.

And Miner goods for 1916 will back up both samples and catalogue to the hilt.

LOOK FOR THE  
MINER CATALOGUE  
ABOUT MARCH 1st

WAIT FOR THE  
MINER SALESMAN  
AND HIS SAMPLES

## The Miner Rubber Company, Limited

GRANBY

QUEBEC

C. Leonard Grant - - - - Charlottetown, P.E.I.  
The Miner Rubber Co., Limited - - - - Edmonton, Alta.  
R. B. Griffith & Co. - - - - Hamilton, Ont.  
Coates, Burns & Wanless - - - - London, Ont.  
Jackson & Savage, Limited - 78 St. Peter St., Montreal, P.Q.  
The Miner Rubber Co., Limited, 72 St. Peter St., Montreal, Que.

The Miner Rubber Co., Limited - 225 Queen St., Ottawa, Ont.  
The Miner Rubber Co., Limited, 21 Notre Dame St., Quebec, Que.  
J. M. Humphrey & Co. - - - - St. John, N.B.  
J. M. Humphrey & Co. - - - - Sydney, C.B.  
The Miner Rubber Co., Ltd., 146 Wellington St. W., Toronto, Ont.  
Congdon, Marsh, Limited - 88 Princess St., Winnipeg, Man.





### “JEWEL” LAST

No shoeman can say with certainty what shoe will please Her Ladyship, your discriminating customer; but retailers who have sold this model **know** of one that **should** appeal to her.

Most women who have worn the “Jewel” declare it to be one of the finest Bell shoes with which they have been fitted.

## J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of Bell's “Unlocked Process” Shoe  
and

Sole Makers of the Dr. A. Reed Cushion Shoe  
“The Easiest Shoe on Earth”



make sure that "NUGGET" Shoe Polish was well represented among your "ammunition?" Your customers will "go over to the enemy" if they can't obtain it at your store.

**THE NUGGET POLISH COMPANY LIMITED**  
TORONTO, ONTARIO



IN STOCK AT ST. THOMAS



**Keep  
to the  
Wright**

*The Just Wright*  
MADE IN CANADA  
SHOE

“Hobo” No. 205

Vici straight fox Blucher. Heavy single sole, medium wide last, with full toe room. One inch broad heel.

**Hobo No. 205**  
**In Stock at St. Thomas**

A stylish shoe that is “Going Strong.”

Send your requirements to St. Thomas and let us show you what quick delivery means.

Use our In Stock Catalogue, 'twill mean more sales

**E. T. WRIGHT & CO. INC.**

ST. THOMAS, ONT.

ROCKLAND, MASS.



# REGAL SHOES

## Add To Your Assets



the sole local right to thrive on the great reputation of REGAL SHOES. That's exactly what you do the moment you become the authorized local REGAL SHOE STORE and hang out the REGAL sign.

And you retain your independence *absolutely*. You at once begin to realize the value of the REGAL REPUTATION, as your store immediately draws practically all of the better-class men's trade, men who *know* about REGAL SHOES and have *confidence* in them.

## 35 Styles Always In Stock

Styles that are identical with the newest lines being sold in New York and London. The REGAL service is 100 per cent. efficient, prompt delivery of each order being an invariable rule of the warehouse.

If no other merchant is already authorized for your locality, write us for particulars

# Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave. - - - Toronto



# After the Fire

We are again manufacturing in our own plant and are prepared to take care of business as usual. Send your order right along for

## Martin CORRUGATED FIBRE BOARD Shipping Cases

We can promise prompt delivery. All over Canada MARTIN SHIPPING CASES are stopping big money leaks in shoe factories.

### These Are the Actual Savings

90% in	50% in	20% in	20% in
Storage Space	Packing Time	Freight Charges	Cost of Wooden Boxes
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 better packed) 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.

MARTIN CASES eliminate waste of labor and material. Save time, money and trouble and remove all chance of goods being tampered with in shipment.

Make up your mind to adopt the modern Martin way and write for quotations.

Canadian Concern—Profits Remain in Canada

## MARTIN CORRUGATED BOX CO., LIMITED

Factory and Office :

353 PAPE AVENUE - TORONTO

# A. DAVIS & SON, LIMITED

TANNERS OF HIGH GRADE

## SIDE UPPER LEATHER

such as

Elk—Black and Colors

Russet Oil Grain

Mennonite Grain—Black and Red

Combination—Smooth and  
Boarded

Pebble

Russet and Black

Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

*Made in a MODERN TANNERY under EXPERT  
SUPERVISION, resulting in UNIFORM QUALITY.*

**KINGSTON, ONT.**



**YAMASKA**—A Staple Line  
backed by half a  
century of reputable Shoe making.

MEN'S

WOMEN'S

CHILDREN'S

Yamaska Shoes for all the people have achieved their high reputation on their merits, and the dealer who stocks them will find the Yamaska the most profitable and ready selling line of shoe staples on the market.

**LA COMPAGNIE J. A. & M. COTE**

ST. HYACINTHE

QUEBEC



# Good Style and Great Value In Fine Felt Footwear

That's what you can get from the Independent Shoe Jobbers who are handling the complete range of



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

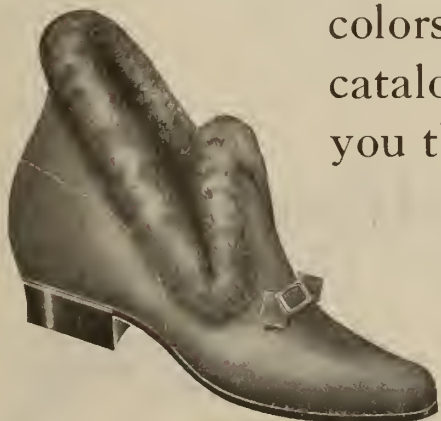
## “COLDPROOF” FELTS

All the Felt materials used are of our own manufacture, a fact which helps to explain the manifest superiority of our values. In the manufacture of Coldproof Felts no detail is skimmed or overlooked. Perfection is our goal and our inspection experts will be content with nothing less.



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

The range is complete with nobby new styles for men, women and children, in all the popular colors and shades. Write for illustrated catalog and ask your jobber to show you the samples.



No. 243

## THE GREAT WEST FELT CO., LIMITED

ELMIRA - ONTARIO



## THESE 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.



are well prepared to give you the unrivalled

# Independent Sorting Service

There is a distributing warehouse for Independents near you with a full range of all our brands ready for immediate shipment, insuring prompt delivery. Make full use of the Independent Sorting Service.



## *Independent Rubbers*

Offer you the widest choice on the market and every pair shows splendid value and good profit and sales possibilities. Quality goods, great assortment, prompt shipment guaranteed.

The **Independent Rubber Co.**  
Limited

*Dainty Mode*

Merritton,  
Ontario

*Kant Krack*





# RUBBERS

SEASON 1916-17

Everybody is thinking *Rubbers*.

My line for next Fall is going to be a dandy. Watch for it.

Meantime, since Rubber Footwear is moving out so quickly, watch your stock and let me promptly fill the vacant shelves through sorting orders.



JAMES ROBINSON  
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 COMPANY OF  
CANADA, LIMITED

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street,  
QUEBEC





# Friendly To The Feet!

This is the type of shoe demanded by the average man—shoes in which the dominating idea is foot comfort. But there must be nothing clumsy in their lines—neatness comes a close second in importance. And in these two facts, you have the reason behind the outstanding success of

## Tebbutt's Big Sellers



and



The "Doctors" is a shoe that can be worn with complete comfort in any kind of weather, being perfectly waterproof. It has an antiseptic lining and a middle sole of Thermol Asbestos, which combine to keep the foot at its natural temperature and to dispel all the odors of perspiration.

The "Professor" is another comfort producer. It is made of soft, pliable kid that yields readily to every movement of the foot. It has a medicated and cushioned inner sole that not only adds to the ease and pleasure of walking but contributes very largely to the prevention of foot troubles.

ASK YOUR JOBBER FOR TEBBUTT'S

The **Tebbutt Shoe and Leather Co.**

Three Rivers, Que.



28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



**A NEW ERA**  
in the Felt Footwear Industry of Canada  
is heralded by our  
**1916 CATALOGUE**  
of  
**DOMINION**  
**WARM FELT FOOTWEAR**  
AND  
**KOZY SLIPPERS**

You owe it to yourself to get acquainted with what we are offering this year in Felts. If you have not received one of these catalogues, copies can be obtained at our branches until the supply is exhausted. Write for one.



**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.

28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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## AN OPPORTUNITY IN SHOES

**Coming Season Promises Interesting Developments—Shoe Manufacturing and Selling—Variety the Spice of the Shoe Trade—It is Time to Get Ready for Spring Movement**

**E**ASTER will be later this year than it has been for over thirty years. That means that the shoeman who waits for the week beginning April 17th to sell his spring footwear will have a lot more shoes to sell than he will dispose of.

Spring weather usually begins with Saint Patrick's Day or thereabouts and the ladies at least will not want to wait patiently till Holy Week to see how their feet will look in the captivating creations that will be placed at their disposal this year. With the millinery openings on March first the feminine heart will be started palpitating and though, in the language of the poet, "head is head and foot is foot and never the twain shall meet," there is a very pronounced tendency for foot adornment to follow "close on the heels" so to speak of head decorations with women at least.

To this end the retailer should be up and doing. Begin a DRESS UP campaign in your town by stirring up thoughts as to the advantages of foot neatness and letting your constituents know what you are going to be able to do for them in the matter of footwear. While February may well be devoted to clearing the shelves of unseasonable lines, it should also afford favorable opportunity for the dealer to get into the local papers little hints as to what may be expected for spring. Information as to shoe styles is perfectly good news and you should have no difficulty, especially if you are carrying advertising space, in convincing the local editor of the advantage of keeping his readers posted as to footwear fashions. Cut out the notes in this issue and feed them in gradually.

Begin to get all your store and window arrangements in shape. Don't leave these things until the warm spring days and then have to carry your plans over. It is time for a CLEAN UP as well as a DRESS UP campaign. If you are to do both right there is no time to be lost.

Business is going to be good this spring. People have more money than they have had for some time and they will be willing to spend it. Give them a chance. Do your part. You will never have a better opportunity to show the qualities of management and salesmanship than right now.

Manufacturers have done their part in preparing the goods that will attract. While the styles are somewhat "flighty" they are the necessary adjunct of wearing apparel and millinery. There will be no halting between two opinions. Most women will want the newest things and there will be plenty of others to take care of your regular stock. Go in for a good all around season's trade.

The men's lines will take care of themselves this year.

# Foot Fashions and Foibles

Freaks and Novelties Run Riot—The Spring and Summer Season to See the Greatest Variety in Women's Footgear Yet Known—White Will Be the Rage

## High Shoes Have It

**F**ASHION has decreed high shoes for women by the shortening of skirts which last year reached to the ankles, but will this spring and summer stop a little more than half way down the calf. It will be par excellence a year for hosiery and shoes, and dealers are preparing to make the most of conditions.

\* \* \*

## Millinery Effects

Another help to variety in shoes will be the conglomerate character of frocks and skirts. There is a going back to flounces and cascades, bouffant effects and a variety on combination that will bring back thoughts of the early Victorian days. This invites, of course, millinery effects on shoes and encourages that sort of phantasmagoria that would be out of the question were the shoes hidden by skirts.

\* \* \*

## Strong on the White

White and combinations of white, patent and colors, will be the rage, but it will be a distinctly white season. Those who do not wear white shoes will wear white spats and these with variegated buttons and trimmings and the abbreviated skirts will give the streets the gay appearance of the presence in our midst of a Highland Brigade. At all events the "twinkling of the feet" whether they peep in and out like mice from under the skirt, as the poet says, or not, will add vivacity to the streets and money to retail coffers.

\* \* \*

## Jewels, Not Bells, on Her Toes

Beaded effects on low shoes and slippers will be more pronounced during the coming season than ever, while buckles and even jewels will adorn the dainty creations that with fancy hose will attract attention from the faces of the fair sex to their feet. White will also predominate in low footgear, a preference being shown for colonial patterns.

\* \* \*

## A Muskoka Idea

"Mosquito Spats" are the latest New York fad. They are made of light material and will be used over low shoes and slippers, made close fitting and graceful, helping to show off the ankles and give the high shoe effect. The material itself will hardly afford protection for mosquitoes, but it is proposed to treat them with some substance to ward off mosquitos while the fair wearer is sitting about on hotel piazzas or watching a golf game.

\* \* \*

## Some Chic Effects

A novelty shoe in black and white is a high cut buttoned with scalloped top. The vamp of patent is whole cut and around the top are oval glints of

patent that give a natty appearance to the shoe. Another odd effect is obtained in a high cut laced of which the quarters are white, the vamp, foxing and facings and backstrap of patent. The edges of the vamp and foxing arc perforated with a fancy pattern. Fancy silk facings are being used inside the tops of many of the shoes.

\* \* \*

## A Bizarre Effect

A jewelled front slipper of patent, low cut, was seen on the other side, with a French heel. A collar or lapel of calf went half way around the throat of the slipper and to this was attached a calf strap in the shape of an X, the top of which extended on each side and fastened to the shoe by buttons. This calf strap was adorned with Rhinestones.

\* \* \*

## White Tempered with Grey

Dealers say it is getting more and more impossible to do business in ordinary lines of women's shoes. The coming season will be one of extreme novelty. White will be tempered with steel grey and what is called oyster grey and light colors will also be worn. Strap effects in medium grades will sell well, and although gypsy cuts are still selling, they will decline as the season progresses. Grey kid still has a good call both in laced and buttoned, although the trend is more towards laced.

\* \* \*

## Kid from Head to Feet

The demand for kid for other purposes than shoes such as outdoor costumes and even hats is cleaning up the supply of light leathers to such an extent that manufacturers are being alarmed and are beginning to encourage the employment of other materials for shoes. So that a number of new lines are on the market in worsteds, and even silks. No doubt the craze for variety will help the use of these materials.

\* \* \*

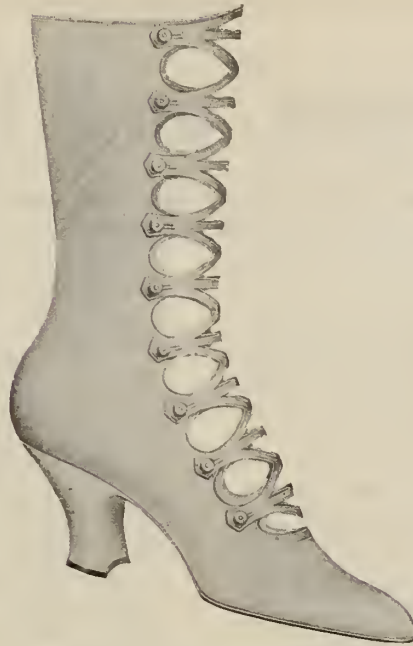
## Changing Every Hour

As an indication of the faddishness in foot fashions a prominent manufacturer who was traveling from Boston to New York not long ago, claims that he saw a young lady on the car change her shoes three times on the journey. The fair damsel was elegantly dressed in very very short skirt and wore at first a pair of high white calf laced boots. After travelling as far as Providence she retired and changed for a pair of bronze buttoned. A short while after she came forth from the ladies' room attired in a pair of taupe grey circular cut buttoned boots.





Wave Top, Fancy Cloth and Pat. Button



White Calf Strap Shoe, Pearl Buttons



White Kid Seamless Boot, Imit. Tip



All White Buttoned Boot, Pearl Buttons

WOMEN'S  
SHOE FASHIONS

*Dainty Effects in  
Spring Styles shown  
at American Cities.*

*White Kid and Calf  
with White Pearl  
Rivet Buttons are  
the thing.*



Russian Button Boot, Pat. and Brown Ooze



Black Satin Gipsy, Velvet Strap



White Oxford, Cut Out Front



Strap Slipper, Pat. and White Calf

# Retail Views and Interviews

What the Best Dealers Are Saying and Doing—Bright Suggestions as to Ways and Means of Shoe Sales Promotion

## Why They Sell

As a well known advertisement puts it, "There is a reason." Many have asked what is the cause of the present faddishness in shoes, especially women's, and is the craze going to last. One of the causes of the white and grey shoe furor is more natural than most people think. The scarcity of dyeing or coloring materials has become a nightmare with leather manufacturers who have had to set about promoting the use of materials as near the natural color as possible. One prominent light leather manufacturer said recently, that the greys, buffs, champagne and various shades of brown will be the most easily obtainable and that some colors are not procurable at all. Blacks of the right kind are also somewhat difficult to get. This has naturally led to the use of the more accessible colors, and this coupled with the fact that the same applies to fabrics involves the combination of such shades in shoes as will harmonize. In addition, the freakiness of women's fashions in dresses, garments and millinery absolutely calls for a balancing of conditions at the other end. Meanwhile, this fad ought to be profitable for the shoe trade, as a fair amount of ordinary lines will sell with the extreme styles.

\* \* \*

## Living Shoe Models

A shoe retailer in a western city attracted a good deal of attention to his store by installing in his window a shoe fitting or selling exhibition. A suitable background was arranged with a backing of cabinets for shoe cartons and the whole arranged to give the appearance of a neat ladies' fitting room. Some special shoes in ladies wear were featured on

## LIVING MODELS

*A window salesroom designed by a bright western shoe man that created great interest.*



suitable stands at each side of the window. For an hour each morning and afternoon a young lady appeared in the window seated on an ordinary chair and a young salesman upon a fitting stool went through the various operations of showing her different lines of shoes and fitting them on. The act had been well rehearsed, for the couple seemed oblivious to the crowds that gathered in front of the store to see the sale of shoes. She was "coy and hard to please" and made the young man try on about every shoe in the place before she decided. The whole operation of having the shoes parcelled and checking in the cash was done in sight of the spectators. The young man showed great skill in showing the shoes to the crowd without any apparent attempt to do it by holding it aside to look at the size or examine the inside for any defect. People are certainly interested in life.

\* \* \*

## Standards of Practice

The Philadelphia Retail Shoe Dealers' Association has issued a large display card to be hung up in the store or office which sets forth the standards of practice for its members in shoe selling. The following are the regulations:—

When shoes are returned within one month from date of purchase on account of manufacturing defects, no charge is to be made for wear.

Shoes worn more than one month from date of sale and returned on account of manufacturing defects, should be charged for according to the amount of wear shown at the rate of \$1.00 per month; this charge being deducted from the amount charged back to the manufacturer or jobber.

In cases where there has been no actual wear, no charge should be made, regardless of the length of time from date of purchase.

Patent leather shoes under no conditions should be accepted back on account of checking or other troubles. Shoes plainly showing general abuse should not be accepted under any condition.

Whenever shoes are replaced or sold under price to settle an unjust complaint, the customer should be clearly informed that it is done to retain the good will of the customer and in order to show the retailer's fairness, and that any future unjust complaint will not be tolerated.

Shoes should be stamped when sold with the date of sale, and the date should also be clearly indicated on the duplicate sales check. Whenever shoes are improperly fitted, on the demand of the customer, the check should be plainly marked for future reference in the event of a complaint.

\* \* \*

## Advertising the "Fit"

A bright retailer who sought to get before the public the importance of the fit of a shoe, took a



novel way of calling attention to his facilities for fitting all feet. We all know that nine people out of ten dread new shoes from the torture that comes from wearing them at first. The temptation is to sell a person shoes that are so large that they buckle or slip on the foot. The dealer in question put up a large card on an easel at the back of his window on which was drawn the figure of a man nursing his sore feet. The question appeared underneath, "Do you suffer the agony of ill-fitting shoes? If so come in and we will give you relief." On the floor of the window on one side were a number of old shoes all twisted and worn out of shape with the legend on them, "Bad fitting is as bad for the shoes as the person." On the other side of the display were a number of comfortable looking shoes, the very appearance of which invited a trial. On them appeared the statement, "Foot Comfort is the Foundation of all Happiness." The whole was tastefully as well as suggestively arranged, and as the shoes displayed were for both men and women, no doubt the foot doctor secured a good many patients.

\* \* \*

#### Caring for the Feet

By the way, one successful shoe salesman in conversation a short time ago stated that he made considerable extra money by posing as a "foot doctor" after hours. He is a very painstaking fellow who does not believe his job begins and ends in making shoe sales. Being brought in contact with a great many real foot troubles, he has made a study of the foot and its needs, and finding the store an awkward place to devote attention to the particular needs of customers for various reasons, he opened a little office in his home and has quite a number visit him for consultation. When he finds a customer with a flat foot or fallen arch he can give her relief or in the case of a bunion, provide a remedy. The store with which he is connected

does not encourage this kind of business, so that he has to meet the customers privately. Nevertheless, the establishment profits from the trade of those who call to see the salesman, and one would think it would pay them to give him a private fitting room and encourage customers to bring their foot ailments to the store. Most people will pay a good price for "foot ease" and their gratitude to anyone who can afford them relief ought to be well worth while. No doubt some of our readers have had experience along this line, and since remedial appliances have become more common, have profited by them. But few have made this kind of thing a good advertising adjunct to their business.

\* \* \*

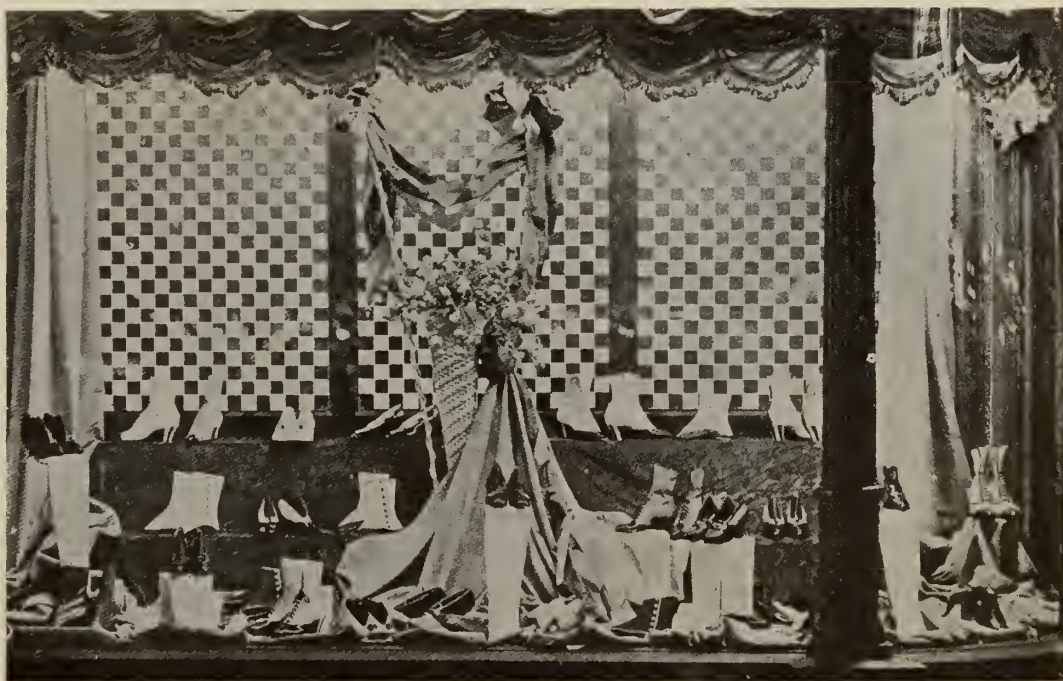
#### Special Sales

February does not offer many inducements in the way of special sales opportunities beyond the mid-winter clearance schemes that are usual at his season. When the special sale is resorted to it is a good plan to cut out the newspaper announcement and paste it in the centre of the window. It should state the special inducements in the way of prices, as people like to see what is being offered before they step into the store. Be careful in "marking down" not to overdo it in two ways. Don't lie in your advertisements or on your price tickets. If it is a genuine mark down, all right, but don't put on a fictitious price and a selling price to give the idea that you are sacrificing goods. Don't mark goods, especially fine goods, too low or people will be afraid of getting "stung." Everybody likes to feel he is saving money these days, but nobody likes to be caught for a "sucker." It will get back to you.

There are two good days in February for special sales, Valentine Day, February 14th, and Leap Year, Feb. 29th. The live dealer will know how to use each without any suggestions from us.

#### ATTRACTIVE DISPLAY

*Showing the predominance of white shoes and spats. A simple background.*



# The New York Convention

Some of the Good Things said by Prominent American Retailers at the Convention Held in New York Last Month.—They Will Interest the Trade Here

**W**E have only space to give here the "cream" of the proceedings of the National Shoe Retailers' Association, which were brim full of interest to the retail distributors of footwear.

## Frank Melville, Jr., New York, on "Principles of Shoe Retailing"

You must locate where the people are. They must buy your grade of shoes and they must buy at times that it is profitable for you to sell. The item of service includes the two P's—personal and protection. Retailers rise or fall by their attitude to their clientele. In buying and handling shoes, consider style and quality. In the matter of style, a merchant may save himself many sleepless nights by following conservative lines. Following fashion brings upon us chief of our ordering difficulties. To the retailer, no less than to the manufacturer, it is desirable to secure regularity and volume in placing orders. In buying staple lines, it should be possible to place about half the quantity well in advance. The factory desirous of co-operating with its customers can apply itself to no more important task than that of shortening the ordering period. Equitable relations (with manufacturers) can only be secured when the retailer forgets the practice of getting credit on whatever the factory will accept (in returning merchandise) and learns to treat every adjustment as though the shoe were his own. As the retail business is conducted, the maintenance of a fixed selling price is essential.

## A. J. Hart, of Cammeyer's, New York, on "New Era in Shoe Retailing"

We are entering into a new era in retailing; we are retailing something which we have always had, but something for which we have never been paid. We are retailing ideas to-day—ideas built into shoes. We are selling good ideas—tastefully, artistically, and thoroughly conceived and carried out—ideas which the world calls style. Style is creating the new standard of value in shoe merchandising. Add to the selling cost (not the selling price), the style value in your shoes. Retailers design the new styles, not the manufacturers, and they should capitalize their style ideas just as dressmakers and designers of millinery are recompensed by their customers for designing new styles.

## M. G. Harper, Philadelphia, on "The Novelty Shoe Game"

I believe that we will never put the men's business, as a whole, on a proper profit basis until we do with it exactly what we are doing in the women's business—novelties. I think we can have more dressy shoes for men; not shoes for dress, but shoes

for ever day wear. Get the men out of the "one pair" class of human beings. In playing the game of novelties we are becoming artists and we want to do everything we possibly can to cultivate artistic creations in footwear. A designer of men's clothing receives \$35,000 a year for bringing out styles. The clothing trade pays designers. The shoe trade does not. The nearer the shoe trade can come to the clothing trade in designing styles the better it will be for our trade. Do not allow your slow moving novelties to accumulate and try to dispose of them at the end of the season. Have a new price every week. Keep them moving all the time. You must have room at the top to buy when the new things are shown and you must keep the cellar clean.

## H. B. Scates, Boston, Mass., on "An Advertising Policy"

Buy only good merchandise, know that it is good, and if you make a mistake, acknowledge it and sell the merchandise for what it is. Treat your entire clientele just as you would your best individual friend. Tell them the truth. Sell your shoes intelligently and spend time and money educating your salesforce to do the same, because it is for their interest to do so. Sell service first of all. Sell the customer just the best shoe for their needs. When your store, your merchandise and selling force are organized along these lines, then tell your public in your newspaper ads just the kind of a store you are running. Be honest with yourself, be honest with the public, and the future will hold far less of the disagreeable features of our business than it does to-day.

## John Slater, Fifth Ave., New York, on "Art in Shoes"

The first thing we do on examining a shoe is to give it a cursory survey, turning it over and over in our hands and feeling for imperfections in a general way. After this superficial examination, we grasp the top part of the shoe with one hand and the heel with the other and straighten out the upper. This is done in order to see whether there is a perfect alignment between the front and back seam; also, to see if there are present any unnecessary wrinkles, which are sure signs of either poor material or poor lasting.

If we are satisfied, we pass to the vamp, examine the quality of the leather, the shape of the toe, and the way the toe cap sits on the vamp. The shoe is then inverted, a finger moves over the sole and the character of the bottom is noticed. The eye then passes to the shank, then to the heel and the line between the heel and the heel seat is carefully studied. Should the heel be improperly set, we would discover it at once. After this, the finger moves



instinctively around the edge of the sole and a sensitive finger can tell whether the shoemaker has used a well cut iron or not.

Next, the shoe is placed on a flat surface, and we observe where the sole strikes, and whether the heel has the correct pitch. The shoe is now opened and a hand is inserted, the lining, top facing and insole are all examined, and especially the area at the throat.

If the shoe passes these tests successfully, we do not hesitate to proclaim it a product of the first order. The shoemaker who made it knows his business and is a craftsman of rare merit in these days.

#### Julius Goldberg, of Chicago, on "Selling Shoes"

At one time women did spend quite a little money on millinery, but they do not do so to-day. For instance, women used to spend from \$15 to \$30 for a hat, and from \$3 to \$5 for a pair of shoes. Now it is different; they are satisfied with a hat at \$5 or \$10, and if they are accustomed to pay a great deal, perhaps \$20, whereas shoes are sold at \$5, \$10 and as high as \$15 without a murmur from the customer. You can see it is not a question of price, but "what they want at the time they want it" is the important item. I am safe in saying that fancy, dignified and conservative novelties will remain for a long time, and that more better grades of shoes will be sold than ever before, and in larger quantities. Cheaper merchandise will not be in demand for many reasons. One reason in particular is that the trade has been educated to wear a higher class of merchandise in soft materials, and more flexible, and they know the difference between good and poor shoes.

#### Ben Jacobson, of Morse & Rogers, New York, on "Problems of Small Dealer"

From personal observation this is about the way the average store is kept: Goods are bought from the salesman and his advice is taken on styles.

They are sold as cheap, or cheaper, than his competitor asks for the same goods. This money is put in the owner's pocket, or in a drawer without any record taken of the sale. When the dealer has too much money he pays the bills that are on the bottom of the spindle. No record is kept of stock on hand, gross profits, expenses, or net profits. About \$800,000,000 worth of shoes are distributed annually through these unsystematized retailers, many of whom never take inventory. I know a retailer whose sales are over \$100,000 and the gross profits only 16 per cent. Can you see the good work this association could do toward improving the shoe business in general by either establishing a retailers' service bureau, properly conducted, and by encouraging small dealers everywhere to join the association. Few dealers know when they conduct their business the wrong way.

#### Mr. J. S. Ullman, of Boston, on Colored Kid

Bronze kid is a safe gamble at present, and that it will be a good staple. Dyestuffs for bronze leather have risen enormously in price, about 900 per cent, however. The next best bet is white washable glazed kid. It can be washed with castile soap. As to grey and ivory kid he recommended not very light shades. As to white kid, there is a shortage of raw material.

#### A Great Single Sale

Multiplicity of shoes ought at least to be good for the shoe trade. If people can only be induced to purchase three pair of shoes to one they have worn ordinarily there will be something doing with both the retailer and manufacturer. Speaking of selling larger quantities of shoes to an individual. A large shoe store claims that a short time since one of its salesmen managed to sell to one customer at a sitting twelve pairs of shoes at once, for which the bill was \$71.00. Few attempt more than the single pair.

#### SHOE FITTING DE LUXE

*The Ladies Department of a Los Angeles shoe palace, harmonious in appointments and restful in effect.*



## WINTER SPORTS

*Retailers should feature Winter sports such as Skating, Curling, Hockey, Snow Shoeing, Skiing, etc.*

*Suitable windows can be arranged to call attention to specialties that are salable at this season.*

*Advertising in papers and in hockey programmes may be designed with this in view.*

WINTER  
BACKGROUND

*The suggestion herewith is suitable for a window background. The back may be of painted canvas and the figures either dummies or living.*



# Stray Shots from Solomon

The man who says behind a fellow's back what he dare not say to his face is the rottenest kind of a low lived coward. There are some good Christian people who would drop dead in MEAN DOGS their tracks if they caught themselves thinking of cheating or Sabbath breaking, but who go on stealing their neighbor's character six days in the week. You don't need to say that a man is crooked or publish his shortcomings in the local paper to ruin him. All you have to do is to put your tongue in your cheek and look wise when his name is mentioned. Oh those dirty, smooth tongued assassins that make the Sicilian cut-throat look like a respectable member of society! These "whisperers" who turn over scandal like a dog digs into the garbage can over night! "A whisperer separateth chief friends" and pushes many a soul over the brink of the pit.

o o o o o

You are your own best judge as to your duty. Don't let people nag or jostle you into any course that you are not sure is dictated by a sense of your responsibility and the demands of right. There are young men just DO YOUR DUTY now who are being cajoled and frightened into joining the overseas forces whose larger responsibilities ought, perhaps, to keep them at home, just as there are those who should feel the call of their country or this age to personal consecration, who hold back for unworthy reasons. Every man stands or falls by his own conscience. The cowards are not on the side of the laggards. Many a coward is kept on his track by the lash of popular opinion rather than the sense of duty. "In the king's countenance is life." Conscience is an inexorable king. Look him in the face and decide where your life should be placed.

o o o o o

What have you got that someone did not give you? Who are you or your forbears that you turn up your nose at ordinary folk? When you find a man or a woman drawing the line WHO ARE YOU? on his neighbors and taking the other side of the street to escape the "common herd" you get one whose soul is so small that if you put a thousand of them in a peanut shell it would still rattle. "Do you know who I am?" is the question of an ass whose decent progenitors would blush to acknowledge the claims of the theory of the "descent of man." The man who takes this attitude has neither brains nor claims to give him any better title than "fat head." People will find out who you are if you are worth knowing. You will not have to go about strutting like a turkey cock if you are worth enough thought to separate you from "the

common herd." The fellow who is always wanting attention and who is always reminding people of his importance makes men want to kick him where his pants are loose and devils ache to get him where he can properly show off. "Everyone that is proud in heart is an abomination to the Lord."

o o o o o

Learn to smile. It costs nothing and it is a great money maker as well as a great health giver. The man with a grouch loses money by carrying the load and while he is hugging it OPEN YOUR FACE to him, the world loses that much sunshine. Smiling can be cultivated just like "growsing," and one habit will grow on a fellow as easily as another. There are some fellows who would sooner growl than laugh and they usually end up in the business and social boneyard. They are dead ones, so dead that Gabriel's trumpet will not reach them on the last day. "Pleasant words are as a honeycomb, sweet to the soul and health to the bones." Try it and see how much satisfaction you will get out of a day of smiles put side by side with a day of kicks and knocks. You have let yourself get all shrivelled up this last year or so. Shake yourself. Try a joke instead of a blistering criticism, a smile instead of biting sarcasm, a bit of encouragement instead of fault finding. In a month's time you will not know yourself and the family and business associates will think you have "got religion" in its best form.

o o o o o

These seem to be the days when money talks. The question does not seem to be so much what a man is but what he is worth. The world will forgive you almost anything but MIGHT AND RIGHT being poor. Success has got to mean the sudden piling up of dollars. Men are pointed out on the street not for what they have done for their fellows but for what they have got out of them. They are put on charity boards and in positions of prominence and trust not for their character or their ability but because they have the stuff. This age is down on its knees grovelling before the golden calf. "These be thy gods O Israel!" We need in this age a prophet who with tongue of flame and voice of thunder will call us to a sense of this sin of money idolatry that is throttling our civilization. With trumpet tones the warning needs to be sounded, "Better is a little with righteousness than great revenues without right." The Germans are not the only exponents these days of the doctrine that "might is right."

*Solomon*

# THE MID-WINTER SHOE SALE

Clearing Out for Spring Goods—Getting Rid of Odds and Ends—The Faddist's Nightmare

By HARRY HUSTLE

IT would make a sawhorse laugh to read some of the editorial guff in trade papers, usually about this time of the year, concerning the "February-Sale Peril," and listen to the hysterics of writers who have never been behind the counter, much less have had to sit down and figure where the money is to come from to pay winter bills. As regularly as February comes around these ink slingers set their pens going and go off and leave them.

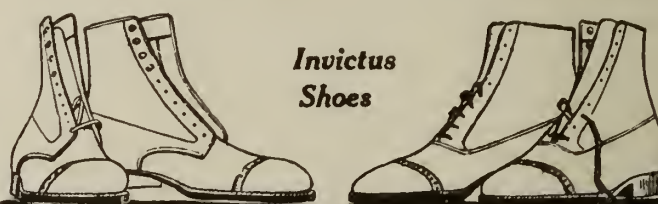
Of course we would all like to see the customers trot in and out our front doors like they do before Christmas or during the Easter week, but the man who sits down and waits these days for trade will not only wear out his pants in the wrong part but will have to ask his creditors to be patient with his love of ease and lack of push.

It would be nice to get through the rush of holiday trade and have no rag ends and be able to go over the stock and say we are ready for the next man who comes in and asks for an odd size or wants some special line. There are some smart Alocs in every trade who claim to be wonders, but the rank and file of us "little fellows" have to confess that now and then, and now particularly, we do run out of "sorts" and have "left-overs" that can't be wished on customers as fast as the latter come in. Retailing goods to-day is somewhat different from the time when you could convince a man by a little argument that some line was as good as another.

These two winter months are a source of anxiety to every retailer. After the holiday season people seem by our consent to suddenly "put the kibosh" on buying of every kind, and it takes a mental crowbar or a stick of dynamite to separate them from a dollar. The winter sale has therefore become an institution, and the bright dealers all over the country—the very best of them—put forth an effort to

boost trade at this time. A few years ago anyone who tried to sell whitewear in January or furniture in February would be called "dippy." To-day there is more furniture sold in February and August than the rest of the year, while whitewear is regarded as the thing to buy in January and July. In fact the factories have had to adjust all their ideas and arrangements to meet the conditions of the new retailing.

The great point, apart from money making, that makes the winter sale a boon to the dealer is its clearing up of the



Invictus Shoes

## INVICTUS WINTER SALE

Saturday is your last chance to buy High-Grade \$6.00 \$6.50 & \$7.00 Invictus Boots at

Open Friday  
and Saturday  
Evening till  
10 p. m.

**\$4.75**

Open Friday  
and Saturday  
Evening till.  
10 p. m.

We have still plenty of styles and sizes to choose from, and with leather prices advancing as they are at present, it will be a long time before you get another chance to buy such value at \$4.75.

**Invictus Boot Shop**  
93 Yonge St. First Door North of Strand Theatre.

This Shoe \$2.95



**WOMEN'S** patent leather shoes, lace or button styles. These have colored tops and have sold all year at from \$5.00 to \$8.00.

To clear during this sale at . . . **\$2.95**

Slippers for women in patent or dull leathers and colored satins—a large selection of these in popular shapes. These are regularly priced at from \$4 to \$6. This week they are **\$2.45** reduced to . . . . .

**H. & C. Blachford**  
286 Yonge LIMITED Opp. Wilton

undesirable "left overs." It is funny to read the effusions of these Napoleons of commerce who can go through a season and so regulate their buying and selling that they have as clean a stock on January first as on December 1st. To anyone who has spent a lifetime at merchandizing, these commercial acrobatic feats that are recounted for the benefit of us "backnumbers" from time to time, are amusing. I defy any man, no matter how good a buyer he may be, and no matter what his system of keeping stock, to run a retail store of any kind without accumulating some "shelf warmers" or "wall flowers." The between-season sales afford not only an opportunity for getting rid of these, but for the sale of lines that can be run off with them at a profit. It is astonishing what people will buy when they get the "bug."

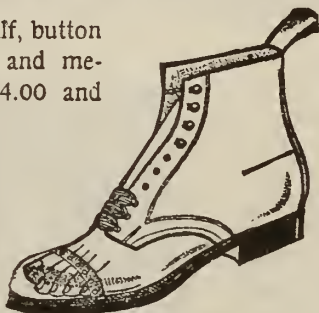
Salesmanship or good management comes on where the getting rid of undesirables leaves off. If sales were held only to get rid of "stickers" there might be some argument on the question of their wisdom; but the live retailer uses them to push regular goods. He is a poor salesman who can't often switch a customer or sell him a regular line as well as the "bargain." In this way the "sale" should be a



## 500 Pairs Men's Boots

Tan, patent, or black calf, button or lace styles. Heavy and medium soles. Regular \$4.00 and \$4.50.

# 2.95



## 800 Pairs LADIES' BOOTS

White and black suede, tan, and black calf; also patent leathers and velvets, white buckskin, poplin, and canvas. All the very latest shapes. \$4.50 and up to \$5.50 value.

# 2.95

Goodyear welts.



All sizes and styles.

260 **A. LEVY** 260  
Yonge

when the sale is properly handled. Some of the most exclusive stores have found the sale a handy adjunct and claim they haven't frightened any customers that you could notice. The sale can be so run that it need not interfere with the regular departments at all, and as I have said, the customers can often be switched, when they have satisfied the bargain instinct, to something else.

### Sales Are Here to Stay

Some dealers find it a good thing to get in a few advanced styles when they have a sale on and display them prominently so as to catch the eye of the customer when he is in the store. This ought to be well worth trying and even if the customer does not buy he will remember what he sees and come back.

No, this chatter about the "sale" being "passé," or "infra-dig" is all hot air and may do for a few stores in large cities where retailers can pick out the class they want to do business with and run their stores, their advertising and their prices accordingly, but for the average dealer the regular between-season sale is as necessary as a fresh coat of paint in spring or the vigorous advertising push that keeps the store in the front of the procession in its particular line. When you see one of these business college graduates or newspaper hot-air artists gyrating around this fruitful subject put it down that he has run short of ideas and has to aeroplane for some.

### SHOEMAN WHO WOULD NOT "BE SOLD"

A stubborn streak in Willard Borden's nature made him an uncertain proposition to visiting salesmen. Advice he would not take. He bought his own goods for his stocks, and was proud of the fact. A hint that a certain style of shoes was going to prove popular was certain to make him place his order for an entirely different line. In short, he was the type of man who would not "be sold."

Stanley, salesman for Burton-Ellis, knew his man. Calling bright and early one brisk November morning, he undid his cases and spread his samples out on the table behind Borden's desk.

"There, Mr. Borden!" he said enthusiastically, picking up a couple of shoes, "those are the lines that are going to go next spring. Look at them! Aren't they beauties?"

In reply, Borden grunted, unconvinced.

Stanley, continued his eulogy, showing other lines, and pointing out the merits of each. Presently, he came to a pair which he evidently did not care to exhibit. He pulled them awkwardly from the table and put them back into the sample case. As a matter of fact, this was exactly the line Stanley hoped and expected to sell to Borden. And promptly came the merchant's query:

"What is that style you're hiding?"

"That? Oh, just something we made to show Best and Sellers, up here at St. Cloud. It's nothing you would care about."

"Let me look!" the merchant demanded.

So the sample came out of the case again. Without any help from the salesman, Borden noted the shoe's good points and argued himself into a full-stock order.

"Didn't think they'd sell here, eh?" he demanded, caustically. "Well, that shows what you know about what people like. Why, my customers wouldn't have those styles you've been touting!"

Stanley chuckled to himself as he put the last sample back into his case. An adroit presentation of his goods had won him an order that he could not have hoped to secure otherwise in a whole day's arguing.

great advertisement and a profitable one at that. This feature of it was amply illustrated the other day when "Hickey's" furnishings store on Yonge Street, Toronto, announced that they would give away the partly damaged goods after their slight fire. There was almost a riot in front of their store next morning and the police had to interfere. It was a good ad and plenty of people will remember Hickey's for a long time.

Plenty of retailers will admit that some of their best regular customers were introduced through "sales." In spite of everything most people have a craze for "bargains" and while it may be agreed that "exclusive" trade is frightened away by such methods, this is a bugaboo that disappears

# HUMAN NATURE IN THE SHOE SELLING GAME

How to Dispose of Footwear to Old Men, Young Men, Ladies and Children—Different Arguments That Must be Used and Certain Points that Should be Emphasized—Catching the Trade of the Entire Family and Converting Casual Inquiries Into Sales on the Spot

By "ONE WHO KNOWS"

There is no branch of the shoe business, be it men's, women's or children's, that cannot be increased if intelligent effort is put behind it.

The dealer who makes the statement that the maximum volume of sales has been reached in any department of his business is generally making a misstatement and one that is going to be reflected on the sales sheet too, because when a man acknowledges that he has reached the limit in any line of endeavor, it causes him to become listless, and in the shoe business that certainly means lessened sales. In addition, the man who thinks he has secured the maximum sales in any department, is generally mistaken. This is illustrated in the case of the manager of a store in an Ontario town who stated a year or so ago, that he rarely advertised ladies' shoes because he had practically all the trade of the town in that line. That he was fooling himself and badly, is shown by the fact that a new manager has since been put in charge of the store who has been able to boost the sales of ladies' shoes fully 12 per cent.

It having been established that sales in most stores can be increased if gone after in the proper way, let us consider ways and means by which they may be increased. For instance, in the sale of men's shoes, it is important to impress on the men customers that men's shoes comprise an important department of the business and not a mere sideline. It is surprising how many shoe stores by their window displays and advertisements give the impression that the trade of the women is chiefly catered to. In this regard there are many men who want to deal at the store where they believe men's shoes are featured, while others have little inclination to shop at what they think is a "ladies" store. To overcome this difficulty it is a good idea for stores that do a big business in ladies' shoes to run ads. occasionally with a special appeal to the men, and also not allow ladies' shoes to predominate to too great an extent in displays.

## Arguments that Appeal to Men

Rather a different kind of salesmanship has to be employed in selling men's shoes than with other lines. While with women, style is generally the most essential feature, with men it may be either style, comfort or wearing quality, so it is important that the salesman be able to gauge by general appearance what feature is most likely to appeal to each prospective customer and to select a shoe suitable to his wishes and talk up the feature which he deems will appeal to him. A man generally is impressed by a real intelligent explanation of why a certain shoe is desirable and why it is worth the money. In dealing with men—especially business men—you have to deal with them in a real business manner, and the salesman should always maintain that attitude when dealing with them.

With young men, who are concerned especially with style and appearance, a little different line of talk is required than with the average business man, who although he may consider the question of style, is also interested in wearing quality and comfort.

An added reason for making a good strong bid for the

shoe trade of the men is, because if you secure the trade of a man you are in a fair way to get the trade of his family also. When you sell a man a pair of shoes, you should try to interest himself in shoes for his family. For instance, by showing a cute little shoe to a man whom you know has a little girl, you may start a train of thought that will later lead to a sale. Every dealer should get his clerks in the habit of reaching out after business through the men, and when they have served one, ask politely if any other members of their family need shoes, thus impressing on him that the store has varied ranges of footwear for sale.

## The Predominant Element of Style

It is in women's footwear that the style element predominates and needs to be featured to the greatest extent. In late years style has been quite an important factor in juvenile productions and by no means negligible in masculine footwear, but, in neither of these does it play anywhere as prominent a part as in women's shoes. Most women when they enter a store to purchase a pair of shoes are chiefly interested in style, novelty, attractiveness and smartness, and the salesman who expects to effect sales must certainly make a study of these points and be able to talk intelligently on them.

Women are much given to shopping. If they see a pair of shoes in the window, they are quite likely to go in and make enquiries regarding them, where a man would never think of doing so. Frequently women who start away from their home with little or no idea of buying a pair of shoes, will see something that interests them and enter the shop.

## Turning Casual Inquiries into Sales

There are two points to be made here. The first, is the desirability of giving a good deal of window space over to shoes that will appeal to women from the standpoint of style and classiness, and will prove the means of inducing them to enter the shop. The second point, is the need of salesmen making a special study of how to turn these inquiries into sales. Some salesmen are especially adept at this. A woman enters the shop and asks the price of a certain shoe in the window. Before she realizes it, the salesman has her trying on the shoe, and, in the majority of instances, where a woman gets so far as trying on a shoe in which she is interested, a sale results. It requires a knowledge of how to go about it in order to secure such desirable results, and every salesman should make a study of this.

Most women prefer a certain degree of privacy in being fitted and it is good business to provide such for them. They are also impressed by an artistic store and proper and comfortable facilities for trying on shoes. Some of the larger establishments have found such conveniences as a rest room, writing department, toilet, etc., features that play an important part in attracting women to the store.

Outside of the immediate profit, one reason why a big business from the women is desirable is that they give a good deal of publicity to the store. When a woman is admiring a friend's shoes, the usual question is "Where did you get them?" When a woman is pleased with a pair of



shoes she is generally not the least bit backward in giving the shop where she purchased them proper credit.

**Devoting Attention to the Children**

There are a good many dealers who do not do as much business in children's footwear as they should. There is a big and profitable field open to dealers in most centres if they will only make a strong aggressive bid for trade in

out a pair of shoes quicker than a man can wear out a pair of socks. This means that a child has need of purchasing a pair of shoes about six or seven times a year, and, generally father or mother, or both, comes along. For this reason, getting the children's trade gives you a good strong hold on the parent's trade.

Quality is the big thing to be featured in the sale of children's footwear. It is, indeed, surprising how the aver-



J. WARDEN JUPP

**EXECUTIVE  
TORONTO  
SHOE RETAILERS'  
ASSOCIATION**

*Elected at annual meeting held in January.*

*Bright men of the Toronto retail shoe trade.*



S. B. McCALL



C. L. OWENS



J. McCULLOUGH



MAJOR W. G. PINK

juvenile lines. The fact of the matter is that the average dealer does not give this branch of the business the attention that it deserves, so that the dealer who does specialize on foot toggery for the younger generation will find his efforts productive of good results.

There is no denying that the children's trade is well worth going after. For one thing, a youngster can kick

age youngster can put a pair of shoes into the discard, so that if you desire to interest parents, you must dwell on the good wearing qualities of the shoes you have to offer. It does not do to say too much about the wearing quality of shoes for children unless they are worthy of high praise. To highly recommend a line and to have it wear out quickly,

*(Continued on page 38)*

# THE PROPER WAY TO BUY ADVERTISING

The Folly and Waste of the Ordinary Attitude Toward This Department—Applied to Any Other Investment or Expenditure It Would Spell Ruin and Disaster—Start the Year Right—Have Something to Say—Tell Your Story in Simple Pointed Style

By a Staff Writer

**M**ORE money is wasted in so-called "advertising" than in any other department of business expense or investment, whether wholesale or retail. If one could only stop this waste, millions of dollars could be saved not only to advertisers but to the country, and legitimate advertising would be raised to a plane of respectability and usefulness that it does not now enjoy. There is no greater field for the exploitation of folly and stupidity than advertising.

The reason for this is that even sane people do not seem to apply to it the same principles they insist upon when they buy any other commodity, or exercise the same common sense that is devoted to the commonest expenses of the store or factory. In a word, advertising is regarded as a wild speculation rather than an investment, and men take a "jump" at it instead of giving their minds to the handling of it as an ordinary business proposition that involves profit or loss.

We invite any retail merchant reading this article to sit down and carefully itemize and add up the money he has spent during the past year and charged to "advertising," and ask himself if the list and total are a credit to his intelligence. He will find that very much of the amount has been the spasmodic result of appeals to his sympathies, his prejudices, and a good deal of it he will admit has been pure "hold up." Some of it has been mere guess work at best, and as far as results have been concerned, he might have put part of his money into the sewer. The part that could not be charged to charity ought in all fairness to be charged to his

personal account, because of his not being able to say "no" to a rotten proposition. Retail merchants, particularly in the smaller towns and villages, are not only easy marks for church, society and philanthropic parasites, but even the local papers load on them publicity that is not worth half the money they pay for it. So that in nine cases out of ten the money spent represents just so much pure waste.

Because you are living in a certain town and make a living out of selling goods to its people, that is no reason why you should be assessed a special tax to support churches, patriotic societies or one-horse journals that live on the tolerance of the community. There are business men who think they are advertising when they spend two dollars on hand-bills, take space on the town sign boards, or contract for so much "advertising" in the local paper. There is no trick in spending money and calling it "advertising," but it requires quite as much ability to buy and use with a profit advertising space, as it does to buy goods and dispose of them at a margin that gives you a chance to pay rent, interest, salary, and have a little left for a rainy day.

Advertising is as much an investment as merchandise, and no man should put out a dollar without convincing himself that he will get at least as much back, any more than he should buy goods that will not bring customers and a profit that will pay for the risk and expense in handling. If the task of settling what advertising really is were any more difficult than deciding what kind of goods will sell there would be some chance to call advertising a gamble, but a merchant has quite as much opportunity to judge whether he is getting value for his money when he uses advertising space as he has when he buys cloth, shoes, furniture or dress goods. The trouble lies in his attitude or habit of thought with regard to the whole proposition.

In the first place, the whole subject is approached usually in a most unbusinesslike manner, and it is no wonder that serious mistakes are made which involve not only loss of money but dissatisfaction and disgust with the whole business of advertising. The very first thing a merchant should do, and this is the time of year to do it, is to decide upon his policy with regard to advertising. This throwing a little money now and then through the year into the pot and expecting results, is most abject folly. Decide upon the amount of money you ought to spend and set this faithfully aside for the purpose. There are various ways in which you can arrive at an advertising appropriation suitable to your particular business or requirements. Some appropriate a lump sum and others take a percentage on their sales for the previous year, or for six months at a time. In any case, there should be system or method in your approach and handling the subject from the start.

When you have once decided upon the amount you can afford to spend, calculate carefully the best methods in which to spend it profitably. There are various means of publicity that have their special advantages for certain lines of business. Sometimes the bill-board will yield good results, but for some lines they are not only too expensive but ineffective. The newspaper may be regarded as the best means of communication between the retail merchant and the public for

## Brighten Up Campaign

*Footwear dealers might take a leaf from the painters on their "clean up" campaign last year and in the "dress up" campaign inaugurated this year by the clothing people.*

*Cover it in an advertising campaign.*

*Push the idea in your window trims.*

*Write letters to people you know or think might be induced to patronize your establishment.*

*Here is a spring idea footwear dealers should elaborate upon.*



all purposes. But there are newspapers and newspapers. Do not patronize a paper because it is on your side of politics, or because the editor is a "decent fellow" or a member of your lodge or church. When you spend money for advertising, see that every cent goes for the purpose for which it is intended. When you give money to the church or to help along the "cause," take it out of your "personal" pocket and not out of your advertising appropriation. Let the newspaper make a "show down" in circulation so that you may know what you are getting for your money.

Now, circulation is not everything in newspaper advertising, by any means. There may be one paper with a thousand circulation in a town that is worth more to a retail business than another with two thousand. Quality in circulation is as important as in goods and often means much more. Make sure the paper reaches the class of people you desire to read your advertisements, make sure there are enough readers to make it worth while—then go ahead.

Make a contract for adequate space, secure a settled position in the paper, so that people will know every day or every week where to find your announcements, and then devote your energies to getting the most out of the space you contract for. Put it down that intermittent advertising is one of the poorest investments a merchant can make. It is the constant hammering that counts. Do not give people a chance to forget your store or your advertisements. Keeping everlasting at it is the secret of success.

When you have done all this, write or have written for you, real advertisements for your space. Most merchants fall down here. They leave their advertisements until the last moment and then throw copy at the newspaper that is not worth setting up. This is where most of the waste comes in. People will not only pass over your ads. but quit your store when you just chatter. Advertising is worthless when it stops "pulling." It will pay you better to keep up your ad. talks than it will to keep up the decorations of your store interior or your lodge and church duties.

The secret of successful ad. writing is like that of a good speech or sermon, so simple that it is often overlooked. First of all have something to say and then say it. If you have nothing to say you might as well save your time and your advertising space. When one looks at the average newspaper and reads the cheap platitudes and talks that mean nothing, he cannot wonder that advertising is looked upon with suspicion. Have something to talk about.

Then tell what you would have people know about it in the simplest way you can. Tell them the truth for the truth is always more attractive than fiction. Cut out the big talk, the adjectives and the clap trap, and tell buyers why they should buy. Make the telling as attractive as a story, using the shortest words and sentences you can put together to do this, and you will find people will not only read what you have to say but look for more, and that is advertising art.

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## WHAT GOOD CREDIT MEANS TO YOU

It pays to keep your credit good. You never know when it will serve you as a valuable asset and help you to make more money.

The man who meets his obligations promptly, who does not evade drafts—takes advantage of discounts, and does not seek time extensions on phoney pretexts, is the one who gets the favors and deservedly so, from the manufacturer. The writer was in a large eastern factory the other day, which turns out very high grade women's shoes in a certain line. A leading western retailer entered and was waited upon by a gentleman with whom he was only slightly acquainted. The caller made known his mission, stating he wanted a few dozen pairs of such-and-such a style, in order to fill out the lines which he had been handling for some time, as his stock was getting rather low.

"I am very sorry, Mr. Jones," remarked the man who greeted him, "I do not think we can accommodate you. Of course, we are not refusing your order, but we really could not promise deliveries on any definite date, and you say that you want them within a reasonable time."

"Yes," declared Mr. Jones, "I would like to have them within four weeks."

"Yet," added the salesman, "we have a capacity of only 7,000 pairs and in order to meet our demands we should be producing at least 10,000, so insistent have been the requisitions for our goods."

"Well, I have never been turned down before," remarked Mr. Jones.

"We are not turning you down now," was the reply, "we have told you that we could not promise you deliveries within any reasonable date, and are only frank in the matter."

"Your Mr. T. knows me very well, and I am sorry that he is not in, as I feel sure he would let me have the goods."

"Oh," came the rather interested response, "you have been dealing with us for some time?"

"Yes," quoth the visitor, "I think if you look on your books you will see that I have placed some pretty fair sized business with you." The salesman left and going to the accountant, evidently made a few inquiries, for he came back with a rather different expression and pleased look.

"Well," he said, after some further conversation, "we will do the best we can for you, and get out what you require in your line. It means, of course, that we will have to sidetrack some other fellow whose orders have been placed before yours, but we will give you the goods just the same, within four weeks, and at the price you mention."

What did the foregoing incident indicate? It meant that Jones had paid his accounts promptly and taken advantage of all discounts, that he had not been a complaining, troublesome customer, but one acting on the principle that quick settlements make good friends. The result is that he is getting this special line of shoes at a time when he needs them and before increased cost comes into effect.

"How can the firm do this?" some one may ask. Well they will do it by sidetracking Mr. Grey, Mr. Brown or Mr. Green, with whom, perhaps, they have been doing business, and who have already placed orders, but their payments are none too ready and their credit not any too promising. The slow paying man is the fellow who gets sidetracked when it comes to a climax or a test.

"How do you account for that?" Well, when business is brisk, factories do not care about catering to men whose accounts give them trouble in collection, who are airing a great many grievances, or possibly sending back a large number of shoes on flimsy pretexts. They can secure enough business without this class of trade, and Mr. Slow Pay and Mr. Quibbler and Mr. Constant Kicker may get smooth promises, but certainly not prompt shipments.

## SOME TRAVELLERS I HAVE MET

"O wad some power the giftie gie us  
To see oursels as ithers see us."

—Burns

By PRACTICUS

No doubt the "Retailer" is a great topic with travelling salesmen, and I venture we dealers come in for a good deal of "keel hauling" at times at the hands of those who sell us goods, especially when the "good fellows get together," "with the tein on the table and a good song ringing clear." Well, some of us may deserve the criticism, and others, I am sure, not, and as in everything else, there are two sides to the matter. If a few of us on this side of the subject could only exchange our views about travellers there would, no doubt, be as intensely interesting developments as in the discussion of the man behind the counter. Not with any idea of "starting" anything, but with the sole purpose of holding up the mirror to some of those men who think they are the unfortunate martyrs of circumstances that throws them from Monday until Friday into the company of half baked, sore-headed purveyors of merchandise, I am going to give a few opinions of men I have met carrying sample cases, some of whom will not only be recognized by other dealers but by some of the "boys" themselves. The traveller is a "necessary evil" and we would find it hard now to get along without him, but there are certain things that come with the convenience of having a man calling regularly with samples that often offset the advantage to some extent at least. The character of the man has a lot to do with whether he is helpful to a retailer in every sense or whether he invites the treatment that he often accuses the dealer of handing out to him. Good plain, every day horse-sense will usually save a traveller or anybody else from running up against things that are not pleasant or profitable.

\* \* \*

There is a salesman who comes into our store who arrives like a whirlwind. He is a well-meaning, enthusiastic fellow of large proportions with voice to match, and he bawls out his greetings from the front door, or as soon as he sees me. If I am at the office in the rear, he marches back with the pomp and noise of a cavalry sergeant-major minus the spurs, and opens up on me without looking to see what I am at, or asking whether I have time or am disposed to look at his lines. What saves him is his good nature and earnestness, and this often prevents his getting a trimming. I would buy more, or at least buy more cheerfully, if he were less noisy and more thoughtful. We all appreciate considerations, and that covers a multitude of business sins.

\* \* \*

There is another salesman who is the very reverse of this. He comes into the place apologizing in his very walk and look for having to humble me to look at his samples. He is a well-meaning fellow, but, if he only knew it, he is like a dog with his tail between his legs, inviting a kick. All the world respects a man who respects himself, and has no use for the craven or timid fellow in business. "Blessed are the meek" is all right spiritually, but if you let people walk all over you in business you won't even be a decent door mat presently. The man I speak of has the goods I want, but he actually inspires in me the desire to pick flaws in all he shows me. Besides, it "riles" me to look at him and stirs up the dog in me that wants to worry him.

\* - \*

I have often thought that the Psalmist must have just been visited by a drummer when he wrote, "I said in

my haste all men are liars." In the retail trade the temptation to lie may be bad enough but when a man sums up all he has heard from travellers in a day he wonders why the Ananias Club doesn't open up a special chapter for grip men. Sometimes it is about the markets, sometimes about materials, sometimes about their sales, and often about their competitors. There is a man who comes into my store at least twice a month who is the most accomplished and variegated liar I have ever met. He is one of those fellows who does it so cheerfully and carries it off so well that it makes you wonder what he could do as an apostle of truth if he once got fairly started. I never believe a word he says, but as his goods are right and his prices suit me and I know my business, I let him lie. It reminds me of a story I heard of a boy who asked his father, a deacon in the church, if he knew the difference between a western editor and the man who dies wool on sheep. The deacon gave it up. "The man who colors sheep," said the boy, "is a lamb dyer." "Well," said his dad, "What about the editor?" "I dunno!" said the lad, putting his tongue in his cheek.

\* \* \*

The story magazine traveller is a nuisance. I mean the fellow who points his finger and begins with "that reminds me." I have got to the point now that when these fellows begin their "drummer's yarns" I do some mental arithmetic in regard to stock plans, or figure out the wording of my next day's ad. There are some fellows who can tell stories worth listening to and there are others. By the way, I heard a good one the other day that will interest both travellers and dealers. A man who represents a Montreal house and who is known as one of the best story tellers on the road, says he cut out calling on a man in our town in another line who has placed permanently across the front of his store the sign, "Latest American Ideas." He sold him so little goods and got roasted so much with regard to Canadian lines that he finally gave the concern the "go-by." He was passing the place some time ago, however, and the retailer pulled him up, and after the usual preliminaries about the weather, remarked that he had just been telling his neighbor the furnishings man, that he (the traveller) had the greatest fund of new stories of any man on the road. When appealed to for his latest the traveller demurred, saying he had quit story telling and was selling goods. On being pressed very strongly, however, he agreed to tell them a dream that he had a night or two previously. "I dreamed that I had passed away, and, strange as it may appear to you, I got into the right place. After I got inside the pearly gate, I suddenly pulled up with great consternation. You know how I chew tobacco. Well, I had a great mouthful and didn't see any place to get rid of it. An angel seeing my hesitation and distress, slipped up and asked me what was the trouble. I explained. If that's all, said he, it's easy, and, leading me to a place behind the gate where there was a hole leading down to the 'other place' he said, 'Spit down there.' I reached over joyfully to get rid of the quid and drew back. 'What's the matter?' asked the angel. 'Why I nearly spat on old So-and-so's bald head. You know the old dealer who sold 'American Specialties' in W—. 'Is that all?' asked the shining one in disgust. 'Spit on him! He never bought any goods from you.'"



# TIMELY SHOE TOPICS

## What the Best Dealers are Doing—In and Out Among the Retailers —Hints on Selling Rubbers—Making Money Out of Children's Lines

### Selling Men's Rubbers at Good Profit

"People will pay a good price for a good article. I am thoroughly convinced of this," remarked a leading city shoeman the other day. "For years we have been selling first quality men's rubbers for \$1.00, practically making about 20% gross on each pair. Now this is not enough—for it costs all of this to do business at the present time. The retail merchants took up the matter and thought that men's first quality rubbers should be sold for \$1.25, in order to give the dealers a fair price and considering the fact that this kind of footwear is not an all the year round article the same as leather shoes.

"Well, some of the members of our firm objected to putting rubbers up to \$1.25, and said that we had sold them for \$1.00 in years gone by. They declared many of our patrons would complain and that possibly we would lose their trade. In order to satisfy them, we marked a certain first-quality rubber of a well known make at \$1.00, and another brand, which cost us the same figure, we marked up to \$1.25, just to see how the new schedule would work out. Would you believe it? We have sold a great many more of the \$1.25 rubbers than the \$1.00 kind, which shows that people will pay a good figure for a good article."

"I also had a somewhat similar experience," remarked another shoe dealer. "We also had been selling men's high grade rubbers for \$1.00, but this year we marked the figure up to \$1.25, thinking, of course, that our sales would decrease by 10 or 20%. I was going over the books the other day and found that we had sold just as many rubbers so far this winter at the advanced figure as we did last, and that we had really fewer kicks. Of course, in marking up any line of shoes—it should be remembered that if rubbers were sold at 50c. a pair, there would now and then be an occasional caller who would say the price was too high. Taking all things into consideration, I am thoroughly convinced that getting a profitable figure for a dependable article is the right method of merchandising, not only in the matter of rubber shoes, but leather shoes as well."

### Don't Attempt Familiarity With Customers

It does not pay to be flippant or funny, particularly with strangers. A young lady walked into a certain shoe house in Hamilton the other day, and said she wanted a pair of button shoes with black cloth tops and commonsense heel.

"What size, please?" asked the flirtatious and dashing young clerk, the boss being out at the time.

"Two," was the demure reply.

"Are you sure two is your size?"

"Oh yes," came the subdued answer.

The clerk made a pretence of looking around the shelves, and once more approached the young lady, inquiring if she were sure that she could wear two. In a frigid tone, she gave him an affirmative response. Then the young gallant said:—

"Oh, excuse me—but in shoes I also wear two—one on each foot."

Needless to say the sale was not made, for the young woman thoroughly indignant at the levity and attempted witticism of the salesman (who, of course, was covertly reflecting upon the veracity of her remark regarding the small

size of her foot) promptly left the store. It does not pay to be too "gay."

"I see a great deal in your paper occasionally," remarked a Winnipeg retailer to the SHOE AND LEATHER JOURNAL, "about running a shoe store without a repair shop in connection. I would just as soon think of conducting my establishment without display windows, fixtures, fitting stools or silent salesmen, as do away with my repair branch. It brings custom to my store every day, and we make a good profit on the operations of the department. Many people come in and like a certain style of shoe or a nice fitting last, but want the heel lowered, or raised a trifle, a pair of rubber heels put on, or some other alteration made. If you promise to send out and have the job done, the caller will possibly change his or her mind, and tell you not to bother; but if you are in a position to promise that you can attend to it at once, you are quite sure to seal the sale. Cases like this arise time and time again. Any little defects, such as a damaged eyelet, a slight rip, a torn hook, or possibly a badly stitched button hole—all can be remedied within no time. Think of the bother and annoyance of sending out to have such little odds and ends attended to. There is not only the delay, but many other difficulties to contend with. There may be ideal repair men throughout the country, but I notice that most of them take particular pleasure in completing the jobs of their own customers first, and the shoe store work gets any time that is left. Frequent misunderstandings arise and the retailer is at the mercy of outside service, and in order to be successful he should have a self-contained establishment. I might say a great deal more on this subject, but let me tell you that I would as soon think of doing a shoe business without handling rubbers or findings, as I would without a competent repair branch."

### Making the Children's Branch Pay Well

"I have a specially fitted up children's department in the basement of my store. The stairs are right near the main entrance and the descent is gradual—or you might say, inviting, because this department is attractive and well arranged in every respect," remarked a leading retailer recently, who does business in a western Canadian city. "Last year my turnover in shoes was considerably over \$100,000, and I want to tell you that I did between fifteen and seventeen thousand of this amount in my children's department. I fully expect—with some new wrinkles which I have picked up and some live suggestions that I have adopted—to do \$20,000 worth of business in the children's line during 1916, and I don't think that I will be disappointed. I have two persons, specially qualified, to look after this branch. They take a pleasure and pride in their work, understand human nature and the management of juveniles, and have infinite patience and tact. They can arouse their interest and send them away proud and pleased, and at the same time, the mothers feel that, in the agreeable service rendered and the mutual satisfactory relations, they themselves have not been overlooked."

The children's trade idea is especially worth the consideration of the up-town store, as mothers will invariably prefer taking the youngsters to a convenient shop if she knows she can depend upon getting the goods and fair treatment.



# THE SPIRIT THAT MUST WIN

Letter from One of the "Acton Boys" Showing the Spirit of Indomitable Pluck and Humorous Optimism that Helps the Canadians to Win Out

A LETTER has just been received from Company Quarter Master Sergeant Clarke of the 20th Batt. Canadian Expeditionary Force, who was formerly on the staff of the Art Department of the Acton Publishing Company, and who left with the Second Contingent to fight the fight of freedom "Somewhere in France." It speaks for itself as showing what our Canadian soldiers are made of and no doubt if widely read would prove an incentive to others at home to join the colours. The letter addressed to Mr. Wm. Ralph, of the Art Staff, says:

SEA-VIEW HOTEL,  
25 (I think) Nov., 1915  
DICKEBUSH (NEAR WIPERS).

Dear Billee—Thanks for yours of Oct. 13, received yesterday. It's good to receive news of the things that happen in Toronto, and much more so of my old friends the Actonians.

I am writing hunched up in a corner of my dug-out, sitting on the pillow of my virtuous bug-walk (or is it worm-track), so any irregularities in my writing or "spellin'" you must put down to the fact that I pause occasionally to lash out a rat, or pick a worm or so from the back of my neck-tie, where the gold stud rubs—or grab at some creeping "insek" that is endeavoring to give me the kidney-punch.

By the way, my pillow, I have just discovered, consists of 2½ pairs of sox. These in their virgin purity were a "field-grey." Their color now is a kind of futuristic blend of moss-green and brown. Their odor is the same color, and I believe to-night I will sleep in my smoke helmet (safety first).

Well, anyhow, Billy, I am able to sleep and eat, and work the hardest of work, which proves that I am in the "pink" and still going strong.

Believe me, this is the life—a man's life—and we live the whole of twenty-four hours each day. Cold discomfort, hard work and danger—it's all in the game and not one would desire to avoid one iota of it all, knowing that we have set our hands to the plough and must not turn back.

To tell you of daily doings is scarce interesting. Accounts in letters to the papers must bring before you vividly these things that go to make up a life in some ways settled despite having happenings and daily surprises. But some things cannot be told, can only be felt by us, by association the splendid spirit of comradeship in all ranks, the cheerful optimism through everything and the good human underlying conditions. Our regiment is having its fair share of trench work. From the first week of landing we have been at it, no great display, no charges, and all that, but the hard straining work of "holding the line." Weeks of cold rain have flooded the trenches, and there is constant work under dangerous conditions, repairing, altering and watching.

Recently my work has been, with the other C.Q.M. Srgts. of getting rations and supplies up from a base in rear of lines to our respective companies. We start off about dusk, sometimes with the stuff packed on mules, sometimes on wagons (limbers) and "sneak" in (I think that is the best term). Our journey by devious ways is about 4½ miles and for the greater part exposed to shell and rifle fire.

There is always a strained, intense feeling when going up, especially after we pass a certain point, the feeling of "what's coming next" through it all. After we have "delivered the goods" (that sounds quite Canadian) we manage to meet again.

Then comes relaxation and we lighten the journey back with rat-hunting and at one point on the homeward

route manage to call at an "estaminet" which has a sonorous, almost unpronounceable French name, but which we briefly call "The Pig and Whistle" and there procced to "blow in" the lordly sum of 1 fr. each, which a beneficent government allows us for spending money daily. We squander this filthy lucre on Belgian beer. Now I could write an essay on Belgian beer—suffice to say that so far I have not heard that time-honored ditty, "Beer, beer, glorious beer," sung after a carouse on it. In fact the greatest compliment I have heard paid to its glories was from a Cockney. "Belgian 'stuff' I calls it, never calls it beer. I could make a whole brewery of it wiv the smell of an English bunghole." Now you know the accent—put a great deal of indignation in it and that contemptuous droop of the mouth and you have it.

Again the said "Pig and Whistle" hath in its precincts a fair Parisienne who warbles lustily many ditties of the boulevards. Well, as the psalmist says,

"All work and no play  
Makes Jack the best policy."

Glad to know you have joined up. Guess your manly bosom swells with pride when you turn up on Monday morning, somewhat stiff, and recount to the assembled staff the "doings" of the previous Saturday afternoon, and the envious looks of the "might-comes" when they meet you on the street and you in all your martial glory and a tight belt. Well, Billy, good luck to you. As the Immortal Bard says,

"Breathes there the man with soul so dead  
Who never to himself has said  
This is my own—my regular brand  
—"Black and White please."

There have been quite a few casualties in the battalion—almost a daily drain. No big lists, yet the record shows work continuously done under shell and rifle fire. But the men are sticking it fine. One of the finest suggestions was made by a sergeant of ours, and which of course the present powers will not see fit to adopt. It was that we should withdraw all troops from the first line trenches and send them home on leave, just leaving a janitor and his wife in charge of the said trenches, the man to attend to the furnace and his wife to sweep up and dust around a bit, the troops returning again in the spring. I think it a good suggestion.

Well I must get on, for in the words of George Washington, "Time and tide wait for no Yonge Street car." French humour is a thing indigenous and must be heard in its proper setting.

The other day the Huns had "strafed" Dickebush pretty badly and with that feeling of reverence for things sacred had aimed a few Jack Johnsons at the church. At the back of the church is a soldiers' cemetery (sadly crowded) and a shell had fallen there, blowing two bodies out. In the evening when passing, one of our drivers was heard to remark, sotto voce "Um! a clear case of 'wake up! Your king and country needs you!'" I could tell you of a cook who when a shell had smashed his trench kitchen stood up and shaking his fist at the enemy trenches shouted and cussed at them for spoiling "the finest soup he had ever made."

I must close. Have always a thought of the friends in Acton's. Kind remembrances to them all and a Happy Christmas to them. John, I know, would be in his glory here for there are 'steen thousand windmills on the skyline with plenty of black trees and pink sunsets. Best wishes to all.

Yours,  
H. W. CLARKE.



# LEATHER TRADE JOTTINGS

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad.

**T**HE hide situation is interesting just now as illustrated its nature as that of the proverbial flea which is here now and yonder when you go to put your finger on it. A month or so ago the market was on the upward drive and to-day it is more settled. Although the western markets are active and there is good business being done, prices remain quiet with packer, native steers at 23c, cows at 22c; county buffs do not bring more than 18 cents. Sole leather hides are scarce, as are also calfskins.

The dry hide question is growing acute, freights having gone up to three and a half cents on dry and 2 cents on green salted. This is on account of the scarcity of shipping facilities due to the controlling of cargoes by the British Government. It is practically impossible to guarantee shipments.

The French government, which has several times interfered with the exportation of raw calfskins, has put on an embargo that prevents the shipping of skins out of the country altogether. During the past year and a half the supply of light skins from Russia, which formerly supplied half the requirements of this continent, have been practically cut off and the only available skins come now from Norway, Sweden, Denmark and Holland. There is a certain amount coming from India, Egypt and other eastern parts, but these are poor and the quantity insignificant. The calfskin situation is thus becoming more and more serious. The shortage of raw stock and the difficulty of securing proper colors contribute to make the life of the calfskin tanner just now one of considerable anxiety.

## Why Not Fabrics?

The strange thing about the calf situation is that it does not seem to be helped out very materially by fabrics such as was the case several years ago when there was plenty of good calfskin on the market and prices were low. In fact, calfskins were carrying large stocks and sacrificing somewhat to make sales. To-day the demand is so great for fancy colors, and more especially in the delicate shades, that it cannot be supplied. It is a strange irony of fate. Thus it is that certain skins have doubled in price in the last three months. The abnormal situation is causing some tanners to hope for relief in the shape of a cloth revival in shoes such as will even up matters until there is some chance to get the raw material to a point where it will not be a hand to mouth proposition as at present.

## Shortage in Cattle Supply

The recent Census Report of the United States Department of Agriculture throws some light on the hide situation. In ten years the cattle supply has fallen off eleven million head, while the population has increased thirteen millions. In the meantime the export trade in leather and shoes has increased tremendously, the increase of 1915 over 1913 for ten months being about \$65,000,000. This item alone should prove rather a strong argument against the theory that the sea blockade has hurt the trade of the United States. In spite of the increased uses of rubber and of fabrics for which leather was formerly used, there has been a steady increase in the production of all kinds of leather, both upper and sole, and it does not look as though this generation were to see anything like a weakening of the situation. Twenty-five years ago buff hides sold at three cents in Chicago. To-day they are practically worth twenty. O tempora! O mores!

As illustrating the situation in leather across the line, where the shortage in some lines is more pronounced than

over here, it might be mentioned that several extremely large sales of sole leather have recently been made over there by Canadian tanners and the market is also very encouraging in certain lines of upper stock. That the facilities for production are not what are needed seems evidenced by the fact that the International Shoe Co., of St. Louis, with an output of over 60,000 pairs of shoes daily, from its numerous factories, has decided to start building a tannery plant in St. Louis, which can be indefinitely expanded to produce the leathers needed by this big corporation. It is also learned that the Armour Leather Co., of Chicago, had decided to erect at Sylva, N.C., a plant which will be producing, next March, about 150 barrels of chestnut extract daily.

## CONNECTED WITH TANNERIES MANY YEARS

The above is a picture of Frank Robinson taken some fifteen years ago. Mr. Robinson, who has recently been appointed Inspector of Tanneries, started when quite young to learn the business connected with tanneries, being first employed at Elgin Mills, Ont., and has continued in the same calling ever since, although working with different



Frank Robinson, Inspector of Tanneries, Richmond Hill

firms. Mr. Robinson was born at Bradford, Ont., in 1874, but is now living at Richmond Hill. F. A. Robinson, of Saskatoon, is a younger brother of Frank Robinson, and Mrs. S. J. Neilly, of Gilford, Ont., is a sister.

The Eighth International Shoe and Leather Market Fair will be held in Mechanics Building, Boston, during the week of July 12 to 19, 1916. Special efforts will be made to attract from all parts of the world, buyers of shoes, leather and of machinery and materials used in making shoes and leather. The European war has resulted in foreign buyers regarding America as the leading market place and source of supplies.



### SHOE MANAGER WITH WIDE EXPERIENCE

"I consider any measure of success that I have met with in the shoe business as due to economical buying, and turning the stock over frequently. Also gaining the customer's confidence and making every effort to see that they get every courtesy and satisfaction. I also give my personal attention to any complaints that may arise, rectifying same so as to make permanent patrons and a good advertisement for my department," remarked Mr. Grimason, who manages the shoe department of R. H. Williams & Sons, Regina, Sask. His experience has been thorough and varied, for he spent five years as a cutter in Manfield & Sons' factory



S. Grimason, Regina

Northampton, which is one of the busiest shoemaking centres of the old country. He was later with Darnells & Sons, wholesale shoes, and four years with the True Form Shoe Co., being manager of the London and Manchester branches. Coming to Canada some years ago, he was engaged as buyer for the shoe department of the late Philip Jamieson's store, corner Queen and Yonge streets, Toronto. He then spent a year with A. Levy and was for some time with the Boston Last Co. in Toronto and Montreal. In 1911 Mr. Grimason joined the Hudson's Bay Co.'s staff in Winnipeg and was buyer of boots and shoes, trunks and leather goods, for both the retail and mail order departments, and for the past two years he has been with R. H. Williams & Sons as manager and buyer for their footwear and leather branches, in which he has made good.

### HUMAN INTEREST IN THE SHOE SELLING GAME

(Continued from page 31)

will injure your reputation. I think it is well to be candid with parents. I recall a case where a gentleman with a young boy came into the store and asked for a pair that were in the window. The gentleman seemed pleased with them, but after looking at the boy and the condition of the boots he had on, I decided that if I were doing the selecting myself, I would not buy that shoe. I told him so and advised him to take another kind at a higher price. I explained to him that it wasn't because of the higher price that I recommended them because we made no more money on them, but that I was building for the future and so was

advising him candidly. He bought the pair that I recommended and that it pays to be candid is shown by the fact that the gentleman continued to come back for all his pedal needs, although he had never dealt at our store previously.

### Have Special Branch if Possible

If possible, it is preferable to have a separate department for children's shoes, or at least to have stock arranged separately so that it can be readily located by clerks. Speaking of clerks, the person selling shoes needs to possess special qualities. He is in the position of having to please two people—the parent and the child. A liking for children and patience are desirable qualities.

Special care should be taken in fitting children. When fitting shoes on adults, the clerk is guided by the judgment of the purchaser, but such assistance is not always forthcoming in fitting children and must depend to a large extent on his own judgment. The judgment of children is not always properly developed. I have often had them declare a shoe fitted all right when it was really paining them. Too many little ones are sold footwear that does not fit them properly.

### A BUSINESS AND SOCIAL LEADER

For nearly a century the firm of Beardmore & Company has been associated with the leather industry of Canada, and has occupied the very foremost position as to the character of its product as well as the commercial standing of the firm. The name has also been a familiar one outside the leather trade, both in this country and abroad, as representative of all that goes to make worth and prestige.

Mr. George W. Beardmore, the head of the business, has been associated with the firm from boyhood, following his late father, Mr. G. L. Beardmore, in his natural bent towards affairs, and has always devoted himself most assiduously to the development and expansion of the company's immense business.

In other ways, however, than in the administrative duties of the head of large business interests, has Mr. Beardmore won renown. He has the Englishman's innate love of sport developed to a marked degree, and for years has lent his support and co-operation to everything leading in this direction. He is a great lover of horses, and as might be expected, takes a deep interest in both their breeding and prowess. As an active member of the Ontario Jockey Club, and as an ardent patron of the Horse Show, he has been prominent in Canada for years. His special predilection, however, lies in the direction of the "Hunt," that goodly English sport that all true Englishmen regard as the pastime of kings. He has been the very life and soul of the Toronto Hunt Club for a long period, and the club has rarely ridden forth without his presence. He has been Master of the Fox Hounds for many years and regards the honor of the title as one of his proudest possessions. Interested in many charitable and philanthropic efforts in the City of Toronto, as well as in Canada generally, he is, generally speaking, a type of the old country English gentleman.

He takes a great interest in the Beardmore Farm at Acton, where their tanneries are located, and at Christmas presided at the Christmas Tree entertainment given to the employes. In other ways he takes a warm personal interest in the affairs of the employes of this, the largest leather producing establishment in the British Empire.

Outside of story books ladders are climbed one step at a time, and one solid step upward doesn't mean that you have skipped half a dozen rungs.



## A DE LUXE REPAIR DEPARTMENT

**A Boston Store's Effort—White Enameled and Nickeled Machinery Enclosed in Glass—White Duck Suits for the Operators**

**T**O show what a Boston concern thinks of the profit direct and indirect to be realized from a properly run Shoe Repair Department, we append a description of the most unique thing of the kind to be found in the world.

"Filenes" is one of the great stores of Boston and the Manager of the Shoe Department, Mr. H. B. Scates, is one of the most up-to-date and progressive shoe men of the United States. He gave an address at the recent National Association of Retail Shoe Dealers at New York that was one of the features of the convention.

The startling feature of Filene's repair department lies in the fact that all the machinery is painted with white enamel and certain parts of the mechanism that could not be enameled white are nickeled. The walls and ceiling of the department are painted in white enamel, and the operatives wear white duck suits.

### A Great Scheme

Mr. Hollis B. Scates, buyer and general manager, worked on the idea for six months before he had his plans perfected. Then followed many weeks of conferences with the officials of the shoe repair department of the United Shoe Machinery Co. to carry out Mr. Scates' ideas.

The Company found many new problems to solve before it was successful in meeting Mr. Scates' ideas, but it finally conquered all troubles, and the result is a shoe repair department unlike any other anywhere.

One problem that Mr. Scates and the United Company had to overcome was what to the layman would appear very simple. How to paint the machines so that the white enamel would retain the original white lustre of the paint caused a great deal of thought and many experiments. It was found that ordinary white enamel paint soon turned yellow, and as Mr. Scates desired a permanent white lustre, it was necessary to continue experimenting until finally a method was found of securing this result.

The accompanying illustration, taken from the "Shoe Retailer," shows the quarters occupied by the department, the arrangement of the machinery and the general aspect of the department. The department is located at the rear of the second floor and adjoins the enlarged men's shoe department.

The equipment consists of the United Co.'s regular 22-foot shoe repairing outfit, and a channeling machine, a universal slugging machine, edge setter and Goodyear welter.

The machinery is the last word in invention—the most modern ever installed and unique in many particulars. There are no boiling pots of wax, nor smelly, smoky flames—for all the heating is electrical. With this change from old methods, there is no possibility of burned threads that break quickly, scorched leather that wears out first, or overheated wax that burns both leather and thread.

All shoes will be polished before they go out and they will have new laces and buttons if needed.

### Department Enclosed in Glass

The department is enclosed in glass, so that customers and visitors may see every part of the equipment, observe the operatives engaged in repairing shoes and watch every operation of the various machines without interfering with the workmen, all of whom wear white duck suits.

Every night the entire department, including each machine, will be cleaned, so that during every work day the department will be spotlessly clean. As an advertising proposition, this unique department will attract a great deal of attention to the work performed in it, as well as serve to increase the popularity of Filene's shoe service.

The idea could doubtless be adapted to almost any shoe establishment without the expense of the glass enclosure.



A NOVELTY REPAIR SHOP

Any good painter will help out with suggestions as to a good staying enamel that would serve the purpose. White, of course, means a cleanly appearance, but other bright colors could be used.

### Preventing Slipping of Heel

I. Doushness, 307 Mackay street, Montreal, writes the *SHOE AND LEATHER JOURNAL*, as follows: I had the pleasure of reading your *SHOE AND LEATHER JOURNAL*, December 15th edition, and it strikes me the way you are suggesting to avoid slipping of the heel in low shoes, is an expensive one. Not every shoemaker can accomplish it; besides, the process suggested causes the leather to curl and it cuts the feet around the heel. It pushes the foot forward, where it makes the shoe narrower, and helps to create bunions and corns. It is easy to remedy the slipping of the heel when the shoe is constructed, without any extra expense, and that is: to cut the pattern  $\frac{3}{4}$  inch spring in the backquarters. By lasting this over the last, it makes it snug around the top of the shoe. It will keep snug on the foot as long as the shoe lasts, and also prevent the foot from slipping forward.

### LOOKS FORWARD TO ITS COMING

*H. J. McDearmid, a Saskatchewan admirer of the "Journal," writes: "Permit me to compliment you on the great improvement of the Journal during the past year. While I always welcomed its arrival and enjoyed glancing over it for items of interest, I now look forward to its coming and find the contents worthy of careful reading and consideration."*



**W**ITH the opening date a short month away, we want to say that the season of 1916-17 ought to be an outstanding one in Maltese Cross Rubbers.

The standard of quality that has attracted the trade and built up the popularity of this brand will be maintained as rigidly as ever.

Improvements have been made wherever possible, new styles added, all lasts remodelled and brought up to date and methods of construction still further advanced.

Our list of Selling Agents is a representative one. They are good people to deal with.

Nothing has been neglected that will make the "Maltese Cross" a thoroughly satisfactory line to handle.

**GUTTA PERCHA & RUBBER**  
LIMITED



# Rubber Boot and Shoe Matters

What is What and Who is Who in Rubber Circles—This Month is to see the Opening of the "Rubber Ball"—New Goods, New Conditions and a New Season

**R**UBBER salesmen are going out a little earlier this year. For years the "Ides of March" have been sacred to the revelation of new samples, new prices, and new discounts, and the dreadful secret of "what was to be" has haunted both wholesale and retail trade for a month or more before the cat was let out of the bag, so to speak. This year arrangements have been completed a little earlier than usual, and the dogs of war will be unleashed on February 28th.

\* \* \*

## No Change in U.S. Lists

With the probability of "dollar rubber" in the near future, it was expected that the new lists of the United States Rubber Co., which as a rule are issued Dec. 1st, but which were delayed last year until March 1st, would bear some relation to the increased cost of all kinds of raw material. Nevertheless the announcement of the new lists on January 1st reveals practically no change in prices and an extra discount of five per cent. for early orders. So that the selling will be practically that much cheaper than December prices and both dealers and outside rubber manufacturers are at a loss to understand the move. Evidently the U.S.R. Co. is determined to get its full share of the trade if it can be got.

\* \* \*

## Crude Rubber Market

Crude rubber is practically now on a ninety cent basis as first latex pale crepe is quoted at 92c, with Para up-river fine at 85c. Similar changes may be noted in all other lines. A feature of the raw rubber market for the last year or two has been the steady advancement of values in cultivated rubbers and their gradual forging ahead of the "wild" or uncultivated varieties. Time was when Para set the pace for the world but to-day it takes a second place to the more assured product. As always happens, the dependable product becomes the standard.

The recent drop back in prices can hardly be taken seriously. So much so is this the case that manufacturers are buying six months ahead all they can get at the figures.

\* \* \*

## Canadian Rubber Conditions

It is too early to give any definite assurances as to Canadian conditions. It is safe to say, however, that as has always been more or less the case, the cue has been taken on this side of the line from conditions in the United States. Beyond slight alterations on some of the lines and an adjustment to changing conditions, no appreciable change has been made in the lists. As to the terms, etc., of course no announcement will be made until the salesmen leave for their territories later in the month, when it will be made simultaneously, for while not in active

co-operation, the various companies are in harmonious sympathy with the idea that there should be no war as far as they are concerned. Goods will be sold on net lists.

\* \* \*

## Some Features

"All reds" which were specialized by some concerns last year will be more fully taken up by the various companies, quite a variety being shown. Quite a number of new heels on women's lines are a feature, there being at least a dozen lines where three or four used to be the rule. Tan and white are shown to some extent and high straight military boots are shown for officers' wear in tan. Grey soles are more in use, in heavy goods particularly.

\* \* \*

## A Good Buy

Rubber footwear at present prices is certainly a good buy, and may be regarded in the light of sound investment. The man who lays in a good stock of rubber footwear on a basis of the present market conditions will have no reason to find fault with his business acumen by the first of November next. If the war keeps on and materials keep advancing in cost, and rubber is called more and more as it seems likely to take the place of leather for many purposes, there will have to be something done to let manufacturers out of a hole before the end of the year.

\* \* \*

## Rubber to Compete with Leather

Even though the crude rubber level maintains itself at the present market, says Hides and Leather, it will still be possible to manufacture rubber compositions of sufficient durability, from the standpoint of hard usage, as a soling material for shoes at a cost to the shoe manufacturer which will continue to place him at an advantage in the cost of a complete shoe, as compared with what would be the case were all the manufacturers totally dependent upon the leather market for their supply of both soles and heels.

There is substantial evidence each month that rubber has come to be an increasingly important factor in the shoe industry. No one seems to be able to furnish substantial evidence as to what the future cost of leather is likely to be, but the universal impression seems to be that it will continue to increase, and as a result thereof it is not at all unreasonable to expect that henceforth certain standard rubber compositions will occupy an increasingly important place as a commodity which will be recognized to a larger extent than ever by all shoe manufacturers. Within a short time some rubber companies expect to be obliged to advance the price of rubber soles and heels approximately 10 per cent. to 20 per cent.



A. GUAY



E. GUAY

## Absolutely the Newest Thing in Fibre Counters

Shoe manufacturers for years have been waiting for the improvements now, for the first time in any Counter, being shown in

# Guay's Waterproof Fibre Counters



The Counter in this Shoe is made by

**E. GUAY'S**  
Patent Counter Process

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

which will fit all lasts. Also, they hug the lasts closely, because of a new process we employ in making them.

We guarantee to fit the lasts you send us. Free samples on application.

## EUGENE GUAY

Over 36 Years in the Business

230 St. Marguerite Street, Montreal

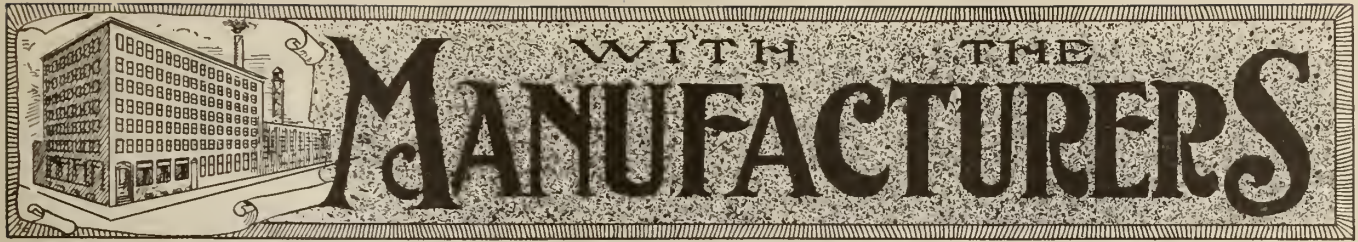
**R. M. FRASER**  
Special Sales Agent



R. M. FRASER

152 NOTRE DAME ST. W.  
MONTREAL





Pithy Note and Comment on Shoe Matters—What the Makers  
of Shoes Are Saying and Doing—Shoe Facts and Fancies

**J**UST now the pressing question is how to get enough of the right kind of stock at prices that will make shoe manufacturing pleasant as well as profitable. The high price of stock of all kinds has set shoe producers scouring the country for supplies, with the result that the question of substitutes for leather has come strongly to the front. In fact this was one of the important issues at the recent meeting of the National Association of Shoe Manufacturers held at New York last month. The shortage has extended to sole leather as well as upper stock, and while tanners disclaim any such condition of affairs, shoe manufacturers realize that the time has come for them to explore other sources of supply for shoe materials. With hides going higher and higher and supplies practically cut off in some quarters by embargo and prohibitive freights, it is little wonder that users of leather have become a little "scary."

#### Possibilities in Fabrics

For shoe uppers fabrics have already relieved the situation from time to time as fashion or economy has caused their temporary use, but there is no use denying the fact that cloth and similar substitutes for leather in shoe tops have not given unqualified satisfaction in the past. Of course if the use of these materials becomes a necessity through the failure of leather supplies, consumers as well as manufacturers will have to make the best of the situation. Leather is not possible of expansion as far as supplies are concerned, and the experience of the past few years has shown that its possibilities are diminishing year by year. In sole leather the chief difficulty in regard to substitutes and experimenting has gone on in this line for many years. A concern on the other side of the line claims now to have produced a substance that will give twice the wear of oak sole with a lower cost to the manufacturer and greater adaptability to shoe purposes besides being more waterproof than leather.

#### Higher Costs in Materials

In all lines of shoe materials there have been material advances. In cottons, drills and other materials used for shoe trimmings there is a difference of from twenty to thirty per cent over the prices that prevailed six months ago even. Black duck that sold early last year at two and three quarter cents was quoted the other day at ten cents and the same applies more or less to other colored linings. In dyed goods there has been so much confusion and uncertainty that manufacturers are buying grey or bleached in place of colored cotton fabrics. Shoe webbings have advanced correspondingly, and woolen materials have gone up at least twenty-five per cent. Shoe tacks, threads, laces and practically everything in connection with the shoe has advanced. Shoe laces have gone up over a hundred per cent.

#### Shoe Colors and Styles

Makers of men's shoes are fairly busy and have not the obstacles to contend with that those making women's shoes experience, although the color problem touches men's as well as women's lines. It is difficult to secure colored

leathers and when these are procurable the shades are often unsatisfactory. There is a genuine shortage of champagne, grey, and ivory, and the prices of these materials are getting out of sight. Dealers who have not placed their fall requirements for spring are going to experience difficulty in having their orders filled in certain lines. Champagne seems to be very popular in this year's goods. Colored suede shoes are being shown to some extent. In men's shoes for spring tans seem to rule strong and manufacturers are pretty well put to it to get through their orders. Since the first of the year sorting as well as supplemental spring orders have been coming on well.

#### Situation in England

Conditions in Great Britain are indicated by the following excerpt from the Shoe and Leather Record of London:

A week or two since it was officially announced that the operations in certain departments of the boot industry had been scheduled as reserved occupations, so far as the men engaged therein were employed on war work. This measure, of course, was necessary in order to ensure that contracts for Army boots could be carried out, but, as we pointed out at the time, it was desirable that similar protection should be given to operatives engaged in the production of footwear for civilian use. In fact, it was obvious at that time that in a number of factories any further depletion of the staffs would mean closing down entirely. That view of the matter has now been considered by the Board of Trade, but before taking any action the officials of that department authorised Mr. J. A. Craig, secretary of the Boot and Shoe Manufacturers' Association, to ascertain what number of men would be relieved from the obligation to serve in the Army in the event of the request made by boot manufacturers being granted. Mr. Craig has accordingly communicated with the federated firms in the country, asking them to furnish the particulars required, and we believe that he will be in a position to supply the authorities this week with the figures they require. Whether the particulars thus furnished will impress the Board of Trade of the necessity for reserving a sufficient number of men to enable production to be carried on, we must wait and see. But the shortage of boots and shoes for civilian needs becomes more marked every week, and we trust that the figures to be submitted to the authorities will enable them to realise how serious is the position already reached. If they decided to take steps to ascertain what stocks are in hand in wholesale and retail stores throughout the country, and compare them with the quantities held in normal times, there is little doubt as to what decision would be arrived at.

#### Spoiling Shoes Purposely

Word comes from Lynn of a practice which every decent person would like to think cannot be general. The shoe manufacturer in question states that systematic damage is done to shoes returned by some retailers who claim allowances. He says he inspected some shoes that were sent back to him by a New York retailer, with a claim that they were

# SHOE FELTS

We are sole selling agents for the Perth Felt Co.'s Shoe Felts and are prepared to quote on your requirements on all lines for the manufacturing trade. We carry a complete line in stock. Write for prices and samples.

A FEW OF OUR  
OTHER LINES:  
Blackings  
Dressings  
and Box Gums  
Sewing Wax  
Dry Paste  
Fish Glue  
Patent Leather  
Repairer  
Polishing Wax  
Rubber Cement  
and a  
Complete Line of  
Shoe Findings

Herman Behr  
& Co., New York

Famous the world  
over for their  
(Brooklyn)

Carborundum  
Carbicon and  
Ruby Paper

For which we are  
Canadian Agents

**"Made in Canada"**

Proprietors

**"WAXOL"**

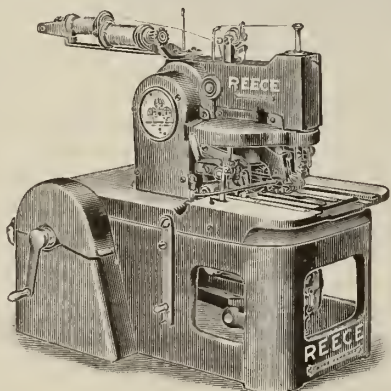
Sole Waterproofing as used by most shoe manufacturers  
on army shoes

## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

**MONTREAL**

Reece Rapid Leads the World



A Button Hole Machine of  
SPEED, ECONOMY, QUALITY

Assures a perfect barred button hole.  
Runs equally well with any thread.  
Does not get out of repair.

Samples of Work and Terms from

**THOS. C. DOYLE (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal

# L.S. ODELL

137 McGill Street  
MONTREAL

## Upper Leathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

Shoe Cements

Top Facing

Box Toe Goods

Buckrams

ALL "MADE IN CANADA."

Inquiries Solicited



damaged in the factory. One shoe had three tacks in the toe, which looked as if they might have been left there by a careless laster. But this particular manufacturer doesn't use tacks for lasting his toes, but has the leather held by a wire until the shoes are stitched. So he went over to New York to demand of the retailer how those tacks got into the shoe. He forced a confession from the retailer. In confessing, the retailer said that he hired a shoe spoiler to spoil the shoes. He paid him a dime a pair. The spoiler guaranteed to spoil the shoes so neatly as to deceive the manufacturer. There are several spoilers, and when business is good with them one of them will spoil as many as 200 pairs of shoes a day, and will earn \$20 for his work.

The spoiling is done in various ways. They may break down the box toes, or force a heel nail up through the heel seat, or tear a button hole, or pull out an eyelet, or cut a little hole in the lining and drop a heel nail between the lining and the quarter, or cut the sole at the breast of the heel, as if the knife of the heel breasting machine had slipped by the guard.

As we have stated, we do not think the practice can be as general as indicated. No responsible retailer would take the risk.

### Condemns Woven Labels

At the recent meeting of the American Shoe Manufacturers' Association one speaker said, "the woven labels and top facings evil was condemned as a needless expenditure and eliminated as a burden to the extent that it has been substantially a reminiscence since 1906. We are now, however, having an echo of it, and the opportunity presents itself of co-operating to prevent its resurrection.

Considering the very high cost of materials compelling increases in the prices of the shoe, it is more than ever a needless expenditure to add to the shoe at this time, something that does not contribute to its quality and wear, and only, as a circular which has been called to my attention puts it, 'harmonizes with the newest colors, etc., and will give the inside of the shoe a finish of unprecedented beauty.'

"Present conditions, in justice to the trade and to the consumer, compel the elimination of everything extraneous to the shoe. To prevent the revival of this needless expenditure that adds nothing to the quality or service of the shoe it must be opposed in the beginning, now. Do not take it on! If your customers want woven labels, let them not only pay for, but furnish them. Furnish them, means that they will pay for them; and it means more than that,—that they will carry them in stock, and when the fad is gone, pocket the loss from the surplus on hand. If the customer furnishes these labels, you will not be obliged to keep a label account, a stock on hand and a clerk to care for the same. It will deprive the unconscionable buyer from the necessity of being tempted by the difference between what he would pay for a larger quantity and the manufacturer for the smaller quantity needed to fill his order.

"Woven labels add nothing to the comfort of the shoe, and as was said by the Convention of Shoe Manufacturers in 1906, 'should only be put in the shoe when furnished by the retailer at his own cost, except that he may be credited with the cost of the facing regularly used by the manufacturer on such goods.'"

### Care of Backing Cloth

One thing should be remembered in the care of backing cloth, and that is that the gutta percha of which the adhesive is chiefly composed is very sensitive to heat or cold; therefore, care should be exercised in the selection of a place to store your backing cloth.

If it is stored in too cool a place the gutta percha is more or less liable to shrink away from the cloth in the outer layers of the bolts, and if it is stored in too warm a place it will stick together. Neither of these conditions

really injures the adhesives, but may cause some inconvenience. If it becomes too cold and shrinks away from the cloth, it can be restored by gently running a warm iron over it, when it will again adhere to the cloth and be as good as ever.

If your backing cloth happens to be stored too near a steam pipe or other warm place, or if the hot weather of summer causes it to stick together, as it may, then the remedy is to place it in a cool place for a few days, when it will come apart as well as ever. This illustrates the desirability of proper care in the storage of all shoe factory supplies. A great many of the supplies used in shoe factories are just as dependent on proper conditions of storage as backing cloth.

For instance, dampness is very detrimental to lasts, as it causes them to swell, which makes trouble for the lasting department with poor fitting uppers, which is apt to be laid to wrong patterns or poor stitching, when the only trouble is that the lasts are damp and swelled so that the upper will not fit them, even if rightly cut and stitched.

Sandpaper is another thing that is sure to give trouble and do poor work if allowed to become damp. This will also give trouble if used too green; that is, too soon after it is made. Cases have been known where sandpaper was returned by the manufacturer as not up to standard, put away and allowed to season for a time and again shipped to the same shoe manufacturer, when it would give perfect satisfaction.

All of this simply goes to show the importance of proper storage conditions for all shoe factory supplies, and the folly of blaming the manufacturer of the supplies every time something goes wrong. It is better and fairer to make sure first that it is properly cared for in your own factory before you return it to the maker as defective.

### Ornaments will Cost More

All that class of women's fancy shoes that carry ornaments of one kind or another will show more beaded work this year than at any time during the past ten years. More bows will also be used than ever and it is all on account of the war which has interfered in this line more than any other known to the writer, in the whole trade.

Most beads come from Austria and France and it is almost impossible to get the fancy combination bead and steel ornaments that have been so popular of late. Beads that used to cost the shoe manufacturer 85 cents a package have gone up in price so that they sell today from \$1.50 to \$2.50 a package. This applies to the jet or black beads and a good many in the trade do not understand the cause of such a great advance.

Austria and France lead the world on jet ornament and beads and it is due to the fact that these countries have long specialized on such goods, as well as the cheaper labor employed, that they are able to produce so much cheaper than can the American manufacturers. In this country more would have to be paid for the actual making than the whole cost of the imported article. Foreign manufacturers can sell a certain line of beaded bows for 15 cents a pair which line would cost as much as that for the labor, if made in the United States.

Many shoes cost 40 cents per pair extra on account of the beading, while others run up as high as 75 to 85 cents extra. All beading of shoe uppers and ornaments here is done by hand as no machine yet made is able to do it. They have been experimenting on machines for several years but, up to the present, they have been unable to get a machine to give satisfaction.

# McArthur, Irwin, Limited

Montreal

ESTABLISHED 1842

Toronto

## MANUFACTURERS

CD Chrome Leather Oil  
 CD Waterproof Dressing  
 CD Finishing Oil  
 CD Fur Grease  
 CD Wool Oil



## IMPORTERS

CD Moellon Degras  
 Crown Degras  
 Hemlock Extract  
 Gambier—Cube or Extract  
 Sod Oil

## SOLE CANADIAN AGENTS

McArthur & Co., Liverpool—Myrrabalan Extract, Quebracho Extract.  
 Carlos Casado, Limited, Buenos Ayres—Quebracho Extracts—  
Works in Paraguay



The Mark W & S of Quality



## Rubber Cements

As specialists of over 10 years standing we can serve any factory. No maker has had fewer complaints from customers, proving the high quality of W & S Cement and emphasizing the benefit it is to shoe manufacturers to use it rather than cheap makes which in the long run are expensive.

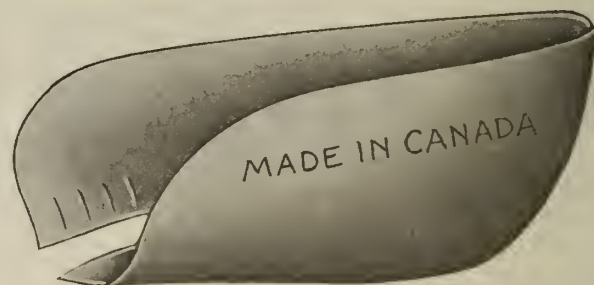
## Pasting and Cementing

of cloth is done by us as the oldest backers in Canada. Send us your cloth for perfect results.

Other lines include:

TOP FACINGS, ALL KINDS  
 CANVAS and LEATHER INSOLING  
 OIL PAPER FOR SHOE COVERS  
 PLUMPING CLOTH, Etc., Etc.

F. E. Woodward & Sons  
 Lachine, Province of Quebec



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
 Canadians from Canadian Made Fibre.

We stand behind our guarantee  
 that **These Counters Will  
 Outwear the Shoe.**

We have been serving the Shoe  
 Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
 ST. HYACINTHE

Sales Office and Warehouse  
 MONTREAL



## MANUFACTURERS' NOTES

I. Zumar, shoe merchant, Hull, Que., sustained a fire loss.

R. N. Williams, boots and shoes, Toronto, has assigned to Richard Tew.

Elmer Davis, of Kingston, was in Montreal, January 24th.

Judge Farnsworth, of New York, was a recent visitor to Montreal.

S. Collis, Collis Leather Co., Aurora, was in Montreal this week.

The Miner Rubber Co., Ltd., of Granby, Que., have opened a branch in Edmonton.

Chas. Campbell, Boston Last Co., Richmond, Que., was a visitor in Montreal this week.

A by-law was submitted to the ratepayers to authorize the loan of \$12,000 to a company for the erection of a boot and shoe factory in Listowel, Ont.

The Smardon Shoe Co., have recently received inquiries for their shoes from such widely separated places as Australia, Dutch Indies, Paris, France, and South Africa.

It is expected that a rise of about 8 per cent on immediate and fall deliveries in felts may be expected shortly. The shortage of wool and leather is advanced as the cause.

The Geo. G. Lennox Ltd., Winnipeg, has been recently incorporated to handle all lines of felts and high-class footwear. The president and managing director is Mr. Lennox. Complete stocks are also carried at Edmonton, Saskatoon and Regina for sorting purposes.

President John S. Kent, of the New England Association, gave his annual address in which he reviewed the events of 1915 as affecting the shoe and leather and allied trades, and secretary Thomas F. Anderson will present the annual report of the organization's activities.

Mr. F. W. Huty, sales manager of the well known eastern firm, F. F. Dalley Co. Ltd., Hamilton, Ont., manufacturers of the 2 in 1 shoe polish, accompanied by Mr. P. C. Rogers, arrived in Winnipeg recently for the purpose of establishing Western headquarters in that city.

The Manitoba Gazette contains notice that letters patent of incorporation have been granted to George G. Lennox, Ltd., Winnipeg, wholesale dealers in boots and shoes, with an authorized capital stock of \$150,000. The incorporators are George G. Lennox, F. W. Lonthood, C. S. Brown, Thos. E. Meredith, and J. J. Keelan.

The Kaufman Rubber Co., of Berlin, Ont., have made a generous offer to Mr. J. Leslie Axford, of the Children's Aid Society. They have a large assortment of rubbers for men, women and children, of which they are willing to send him a shipment. These are to be distributed to charitable institutions in the city and county.

A. Brandon, of the Brandon Shoe Co. Ltd., Brantford, Ont., recently left for Boston to look over styles in footwear and go through the leather market to ascertain prices of leather. He will also visit other leading shoe centres of the United States, and on his return, expects to be able to offer the trade the best and newest styles shown.

Cable advices have been received from River Plate stating that steamship companies have advanced their freight rates on green salted hides from \$30 to \$40 per ton on 2,240 lbs. Space for immediate shipment even at this high figure is very hard to get. It is less than three weeks ago that freight rates have advanced over 100 per cent, from \$14 to \$30 per ton.

The Tillsonburg Shoe Company have increased their staff, securing Ralph Roberts as assistant superintendent. Mr. Roberts will not find this task beyond him, as he has had charge of factories employing 500 hands, and looks forward to seeing this factory with an equal number of employes. Mr. Roberts is a practical Goodyear welt man, and should the company make Goodyear welts it will not

be long before they employ that amount of labor. Ed. VanSlambrouck will take charge of the sole leather room.

A special telegram to the Shoe and Leather Reporter from St. Louis on January 5 says the International Shoe Co. has announced plans to establish a tannery at St. Louis for the production of sole and upper leather. The project is to involve the expenditure of \$7,000,000. The acreage site has been secured and work on the big plant is to begin at once. Ralph Griffin, for the past fifteen years St. Louis manager for Wilder & Co., has been appointed general manager and will assume his new duties next week.

The annual meeting of the New England Shoe and Leather Association was held at its headquarters, 166 Essex Street, Boston, Wednesday, Jan. 19, at 12 o'clock noon. An interesting feature of the program was a reception complimentary to the officers of the National Association of Tanners, which this year has been drawn on Boston for both its president and general secretary. President H. Frederick Lesh, General Secretary Harry I. Thayer and Executive Secretary Cudworth Beye were among those who have accepted invitations.

It is declared on good authority that the balance sheet (which will be published with respect to the business of the Ames-Holden-McCreedy Company, for the fiscal year ending the 30th of April), will show a volume of business without precedent in the history of this company. It is too soon to give the exact figures as to the output of manufactures during the year, but it is estimated that they will be over \$5,000,000. The productions of the company are sold in advance for the next three months to come, and the hands are working day and night.

The National Boot and Shoe Manufacturers' Association, which met in New York on 12th of January, 1916, urged the restoration of a duty upon shoes that will cover the wage differential of the American over the foreign workingman and reiterated the sentiment expressed in past conventions favoring the creation of a tariff board or commission invested with the power of investigating industries in the United States and in foreign countries to the end that the Congress may be advised from time to time in the revision or correction of any of the provisions of the tariff law.

W. F. Bilger, who some ten years ago acted as advertising manager for the SHOE AND LEATHER JOURNAL, is now in charge of the advertising at the Montreal end of the Canadian Consolidated Rubber Co., taking the position vacated by R. W. Ashcroft. The latter, who has been appointed publicity manager for United States Rubber Co., New York, will continue acting in an advisory capacity for Dominion Rubber System, and Mr. Bilger will work under his direction. The advertising manager for the Breithaupt Leather Co., Berlin, is a brother of Mr. Bilger. The SHOE AND LEATHER JOURNAL extends hearty congratulations to Mr. Bilger on his new appointment, and wishes him continued success.

The German Government has prohibited exports of leather to all countries, with the desire to keep prices down to the civilian population. There is a scarcity of raw material, which, however, is general all over the world. There are hands enough, they say, to finish all the military leather needed as it does not require as much hand work as high-class fancy leathers which Germany produced in such large quantities before the war. Up to recently, quantities of leather have come through from Germany to the United States via parcel post, but these shipments have now ceased. It is also stated that wages are higher in proportion to the higher cost of living. That workmen are now receiving on an average of \$2.10 per day, prisoners working in tanneries, \$1.50 per day.

The Tillsonburg Shoe Co., of Tillsonburg, Ont., who make men's and boys' standard screw and nail shoes, have

(Continued on page 52)

## ELECTRIC DISPLAY SIGNS FOR SHOE STORES

Some of the Advantages of the Modern Electric Sign for a Retail Store—Is No Longer Classed as a Luxury—Works at Night, when Other Advertising Mediums Are Idle—Need Not Be Expensive if Operated Along Right Lines.

Many of the leading footwear stores throughout Canada have taken very kindly to the electric sign, and well they might, as it is one of the best advertising mediums that is to be found. The electric sign may not be able to close a sale, but it does one thing well, and that is it keeps the firm's name constantly before the public. From this alone, the actual advertising value of a well set up electric display sign can hardly be estimated.

The electric sign is at its best in the evening hours when the people are on the street, and their minds are free from the day's cares and worries. What better time could be had for bringing the firm's name, or some message, effectively to their attention.

It must be admitted that merchants have been slow in many cases to see the advantages in this class of sign and form of advertising. A fear of the initial and operating cost coupled with some doubt as to whether the results would warrant the expenditure, has prevented many dealers from looking into the possibilities.

The writer elicited from a large manufacturer of electric signs recently the statement that the retail shoeman has in his power the choosing of an endless variety of electric

signs from the simple, inexpensive and dignified sign to the large, elaborate and more costly ones. "We sell signs of a high order," he said, "that cost the footwear dealer but a very small sum to operate. By economising on the arrangement of light, we can get the necessary display effect at minimum cost. For real service we recommend to the retail shoe dealer the combination day and night sign. This is an attractive sign in the day time, and is electrically illuminated at night. A live shoe man should not let the fear of the operating cost stand in his way, as in comparison with the other forms of advertising used in the modern store, the cost is comparatively small."

### Types of Signs

There are a number of different types of electric signs on the market, all having some advantages. In general, there are three broad classes:

1. Illuminated signs and billboards. 2. Transparencies. 3. All lamp signs.

The average business street of the modern city affords so many things of an advertising nature that no particular one can hope for much attention unless it is very attractive or unusual.

The chief medium of outdoor advertising is the poster. The very extensive use of the poster makes it a most important factor in the advertising world. It enables the merchant to place his advertisement directly before the people he wants to reach. In general, the value of any particular poster depends largely upon its circulation. A board located in the heart of a city is naturally more desirable than one located in the suburbs. If it were possible in some way to greatly increase the circulation of a poster without adding materially to its expense, this would be the thing to do. This desirable result can be obtained by proper illumination.

In addition to the increased circulation, the poster becomes much more effective, due to the added attractiveness of the electric light. The proposition of illuminating a poster should therefore receive careful consideration.

### All Lamp Signs

The all lamp sign is the one which is in most common use. It is a most desirable type of sign for the customer to use since it gives a maximum amount of advertising for the expenditure. Roughly speaking, there are three types of letters in all lamp signs.

Each of these types of letters has its advantages and disadvantages. For large roof signs the flush type is very satisfactory and has the added advantage of being cheap to construct.

The sunken letter gives a better daylight effect due to the fact that it is impossible to gild the edge of the letter and thus make it more distinct.

There is no doubt that flashing adds a great deal to the effect of the sign. A flasher is driven by a small motor; the speed of the flasher being regulated by a worm gear.

The popularity of slogan lighting is due to the fact that a great many retail dealers have a slogan.

It has been well said that no advertising medium which affords a retail store the maximum amount of publicity for the minimum of expense should be classed as a luxury. The value of an electric sign, especially an attrac-



A type of electric shoe sign well suited to the average sized shoe store.  
Designed by The Denis Advertising Signs Co.  
Limited, Toronto



tive one, is that one does not have to look for it—it forces itself upon the consciousness of the pedestrian. One of the chief advantages of the electric sign is that usually there is but few dominating locations in a town and the advertiser who secures these possesses a certain amount of exclusiveness which can not be obtained in any other way.

Advertising in newspapers and magazines is limited to the amount of space which the advertiser can afford to take, but when an advertiser avails himself of one of the best locations in a city no competitor can dominate him regardless of how much money he desires to spend, for the simple reason that he can not improve upon the location.

The objection is made that an electric sign is only visible at night and therefore yields but 50 per cent efficiency. This reasoning, however, falls flat in view of the fact that no medium delivers 100 per cent. unless it is the street car, and publicity in a street car is offset by the crowding which frequently takes place and obstructs the public view. Many electric signs are just as attractive in the day-time as they are at night, and certainly everybody who is anybody seeks the busy centers. If this is true, all worth while people see one's advertising when such advertising is prominently displayed in the busy centers. The people who do not go out at night are usually those who have no money to spend or no inclination to spend what they have; obviously these people are not of much value as customers.

Of course the electric sign is not capable of delivering a long message. To tell a long story one must either use the newspapers, circular letters or printed matter of some kind. After the story is told and the name of the store is well established in the minds of the buying public, there is no better way to burn in the lasting impression than by the use of electric signs.

Electrical advertising is primarily night advertising. Night is an opportune time for advertising shoes. People during the day are busy, their minds intent upon various duties. At night, with tasks of the day thrown aside, they are receptive to the influence of anything that catches their eye and pleases them. They read attractive advertising and heed its message. A retail merchant who for years has followed the practice of turning out his window lights when he closes his store, was induced to try the experiment of leaving the light burn until 11 o'clock every night for a month. As a result of this experiment the merchant bought a window lighting equipment. Further than this, he employed some moving features, usually electrically operated, in every window trim. He has completely remodeled his interior lighting.

#### Some Good Footwear Signs

Illustrations are shown of several electric signs well adapted to the furniture store.

The sign designed for H. & C. Blachford, Limited, is unique. It is compact and conveys very forcibly the idea of the firm and its business. This is a type of sign that will always be read and is splendidly adapted to the shoe store.

Another sign of a suggestive character is also shown. It suggests a very suitable design for an electrical shoe display and can be worded to suit.

The permanent exterior electrical effect of the Standard Furniture Co.'s nine storey building at Seattle is something unique. The building is outlined by 7,500 4-candle power lamps which flash alternately blue, white and green, while the three enormous roof signs have 2,000 additional lights. These signs have 8-foot letters and are visible from every point of the city and for miles away. A large circular electric sign, a corner electric roof sign, shows the logan of the company, "Your Credit is Good," and has tood as a beacon for several years to the surrounding country. This electric display is reputed to be the most spectacular of any mercantile building in America and has at-



An attractive electric shoe sign of a Toronto Retailer. Shown by courtesy of the Federal Electric Sign Co. Limited, Toronto

tracted wide attention. This store was the first in that city to adopt electrical advertising. They believe in electric signs and electrical advertising all the time as well as for special events, and that electric signs help sell goons.

#### ENJOYING LIFE IN THE SUNNY SOUTH

Here is a picture of James Robinson, of Montreal, and James Young, an old timer in the rubber business in Ontario.

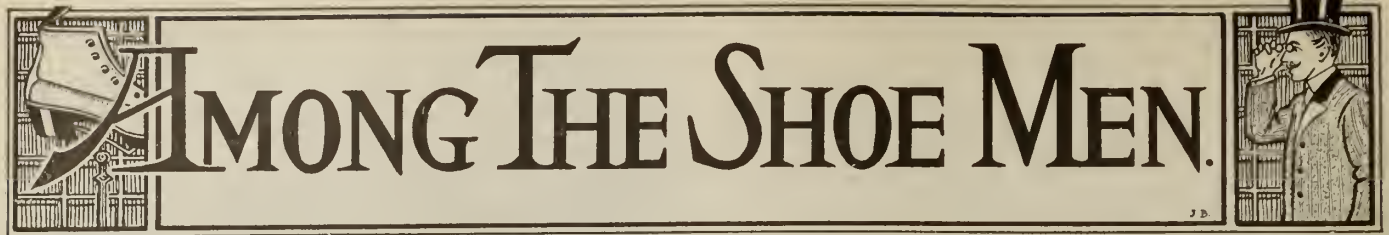


It was taken at Los Angeles, Cal., where they are spending the winter and shows that the two are of such a likeable disposition that a flock of pigeons nestle in their arms.

#### DULL FINISH IN THE TREEING ROOM

It depends a good deal upon how shoes come to the treeing room as to how much work is to be done on them. Take a dull finish shoe, for instance, and while most of them look all right, still it is evident that a few of them could be improved a lot if more work was put in and especially in certain medium lines. A dull finish upper ought to be cleaned twice, once before ironing and again after ironing. It ought to be washed up pretty clean the first time and even then the iron will bring out the dirt. Some foremen have a pretty good wash for this shoe and a wash that will soften anything in leather. They also have a good dressing, especially for gun metal, which gives the stock its original lustre.





# AMONG THE SHOE MEN.

The assets of Jas. McK. Dunn, shoe dealer, Ottawa, were recently sold.

The assets of A. Labelle & Co., Montreal, were recently sold.

W. C. Michaud, Montreal, shoe dealer, recently advertised this shoe stock for sale.

The Sample Shoe Shop was recently incorporated in Montreal.

G. M. Jenner, dealer in boots and shoes, Winnipeg, has sustained a fire loss.

The Merit Shoe Shops, Limited, have organized a great sale for this month.

The stock of Mineau & Bellemarre, shoe dealers, Three Rivers, has been sold.

J. R. Leroux, shoe dealer, of Montreal, has assigned to D. Lamarre.

J. C. Doyle, secretary of the New Brunswick Provincial Retail Merchants' Association was married in St. John, N.B., last month.

James Crotty will start a new shoe store in Bothwell, Ont., about the first of March in the building known as the public library, which he has recently purchased.

The death occurred recently of James Langstaff, a resident of North Augusta, Ont. He was a shoemaker by trade, and carried on a shop in that place for some years. The funeral was held under Masonic auspices.

The widow of Arthur E. Brown is suing the Canadian Rubber Co. under the Workmen's Compensation Act, for \$2,000, for the death of her husband, in February, 1915, in the company's building.

William Ship, who has been in the employ of J. McCullough, dealer in boots and shoes, 866 College St., for the last three years, has enlisted for overseas service. He is in the Queen's Own.

Private James King, one of the returned wounded heroes, has accepted a position as shipping clerk at the Hartt Boot and Shoe Company's factory in Gredericton, N.B., and has started on his duties.

The assets of the estate of F. W. Hill, boots and shoes, Ottawa, Ont., were offered for sale by public auction at the offices of Wm. A. Cole, assignee, recently. The assets consisted of stock-in-trade and fixtures amounting as per inventory to \$2,978.16.

The shoemaking and repairing business heretofore owned by Thomas Sheridan, in Parry Sound, Ont., has been purchased by John Steel, who has been for the past four years in the employment of Wm. Taylor. Mr. Steel is a first-class mechanic and will be able to give his customers satisfaction.

R. J. Walsh, manager of King Street store, and C. H. Smith, manager of Union Street Store, are at present in Boston looking over spring styles with a view to purchase. E. L. Rising leaves in a few days for Quebec, Montreal and Toronto to purchase extensively for the wholesale department.

Robert H. Moulton died recently in Perth, Ont., after an illness of two weeks. He was employed as town electrician of the municipal light plant for some time, but resigned this position about a year ago to learn the shoe trade, and had latterly been working in Lynn, Mass. Deceased was in his twenty-first year.

At the store of Johnston & Murray, St. Thomas, Ont., there was recently a drawing for shoes to the value of \$7.00

under the auspices of the Women's Historical Society. Major Stacey drew the numbers, and the lucky one was held by Mrs. Dodds, Crocker Ave. The proceeds of the drawing will be used to buy socks for the soldiers.

Ernest Reed, who has been connected with the Royal Shoe Store factories in Boston and Toronto for the past twenty years, died recently in Toronto of pneumonia, after only one week's illness. During his residence of three years in Toronto, he made many warm friends, who will all regret his sudden death.

Messrs. Ackert & Rathwell, of Lucknow, Ont., have taken over the Joynt shoe business, Stock-taking has been completed and the store opened up under the new management. The new managers are well known to the people of Lucknow and vicinity, and their names should insure the success of the business.

F. E. Woodward & Sons, Lachine, state that their new building will soon be fully equipped with machinery of their own special design, which will enable them to turn out the most finished products in all kinds of backed goods. They state that business has been particularly active, and indications point to a big year in 1916. They have had inquiries recently from South America and Australia.

Wesley Joynt, shoe dealer of Lucknow, Ont., has sold out his business to S. Rathwell & Co., who get possession early in February. Mr. Joynt has always had a good full stock on hand, and it is expected that under the new management, the store will be kept up to its past high standing. Mr. Joynt is running a clearing sale until the business changes hands, and is advertising this sale in the local papers.

The shoe department of the John Murphy Co. Ltd., of Montreal, has twice outgrown its space during the past year and a half. Eighteen months ago, the firm found 1,500 square feet of floor space sufficient to carry on this branch of the business, but the department has since grown to such an extent, that the 6,000 feet now allotted to it are fully required to accommodate the large stock of well known makes of footwear carried by the firm.

W. H. Stewart, well known in the shoe trade to thousands of Montrealers, has again become associated with the shoe business, having secured an interest in the Merit Shoe Shops, Limited, 510 St. Catherine St. West. Mr. Stewart was for a great many years in business for himself besides having the distinction of being the first to introduce high-class shoes into Montreal. Mr. Stewart has a wide reputation in the shoe trade and is considered one of the best authorities on styles and requirements of the Montreal public.

Malcolm Johnson (of the firm of Johnson & McCormick, shoe dealers, St. Thomas, Ont.) who disappeared from that city in April, 1914, has been located at Sand Springs, Okla. It was thought at the time that Mr. Johnson had suffered a lapse of memory as a result of a fall, but a telegram recently received, states that he is in the best of health, and has gone into the painting business. Further details are expected by his partner, Mr. McCormick, which will no doubt prove of interest to the latter, in clearing up the reasons for his departure.

David B. Vahey, who died in Bridgeburg, Ont., recently at the age of 68 years, was intimately connected with the early business history of that place. His brothers, William and Charles W., formed a partnership in a general store in 1887, which was carried on for seven years. In 1894 Charles



W. Vahey took over the boots and shoes and groceries, while David B. Vahey, his brother, worked with him for several years. Later on deceased purchased a farm in Michigan, where he spent several months each year. Mr. Vahey is survived by his brother Charles W. Vahey and many friends will regret to hear of his passing.

Another member of the shoe and leather district of this city has donned khaki and joined the colors, in the personage of Joseph O'Brien, of Waterbury & Rising's repair department. Mr. O'Brien is a musician of note and will go to the front with the 62nd Band, which has volunteered for service with the 115th Battalion now being formed. Mr. O'Brien's enlistment makes the eighth from the staff of Waterbury & Rising. The other members are as follows: Captain R. F. Rising of the 104th Battalion, Lieut. R. Ingleton, of the 115th Battalion, Sergeant Joseph Patchell, of the 140th Battalion, Private R. Brewer now with the 26th Battalion fighting in France, Privates George Griffith and Percy Howard with the 115th Battalion and Charles Labbe of the 55th Battalion. This firm has every reason to be proud of the splendid patriotic spirit shown by its employes.

Recently the merchants of Guelph held a "Dollar Day" sale, and in spite of the unfavorable weather conditions (the rain continuing without intermission until about three o'clock in the afternoon), the merchants are well satisfied with the results. Before eight o'clock a string of buyers had lined up in front of several of the stores, eager to get in on the many excellent bargains offered. The shoe merchants were agreeably surprised at their day's business. Mr. Cosford, of the Neill Shoe Store, declared that he hoped another year would find all the merchants unanimous in boosting this feature of trading. G. B. Ryan, who carries both boots and shoes and dry goods, said they had done a good trade, and were satisfied in every way with the day's selling. He believed the results fully justified the institution of "Dollar Day" in Guelph, and thought, had the weather been favorable, all previous records would have been eclipsed. Mr. McArthur, who has a thriving shoe business in the city, always counts upon a larger trade with the farmers, and felt that but for the rain his sales would have been much greater. He was well satisfied, however, and says "Dollar Day" is a good feature, and should be made a permanent one.

### PREPAYMENT DISCOUNTS ON RUBBERS

Editor, SHOE AND LEATHER JOURNAL:

Dear Sir,—I don't remember if I have seen the question of retailers availing themselves of 12% prepayment on rubber placing orders discussed in your paper or not. I would like the opinion of your financial expert on the matter, and the question opened up for discussion if you see fit.

Our placing order for winter rubber footwear amounted to \$678.00 on which we took our 5% prepayment and the usual 2% 10 days. Our sorting orders during November and December amounted to \$473.00, which did not include any line not bought in placing. Making due allowance for the fact that in this part of the country the weather conditions were very favorable for good rubber business on the above month, do you consider it wise for a large placing order to be given.

Our year's purchases the last two or three years have given over \$1,200 each year. With us the question of being able to pay in June does not enter the matter at all. The money can be had without any trouble. Does the extra discount secured offset the locking up that amount of capital for nearly six months.

I hope I have put the matter clearly and if the consideration of it in your paper is of any help to the trade I shall feel amply repaid in thus starting it in motion.

Yours very truly,

Jan. 28, 1916.

ONTARIO SHOE RETAILER.

### A WELL-KNOWN RUBBER TRAVELLER

L. Godbolt, the well-known shoe traveler, has been representing J. & T. Bell in the West for twenty-five years, and besides this, he has taken over the agency of the Kauf-



L. GODBOLT

Representative of Kaufman Rubber Co., Berlin, in Manitoba and part of Saskatchewan

man Rubber Co., Berlin, for Manitoba and part of Saskatchewan. He is one of three representatives in the West for the Kaufman Rubber Co., the other two being George Stockand, Edmonton, and Harley Henry, Saskatoon, representatives in Alberta and Saskatchewan, respectively.

### LEVELLING AND TURNING TURN SHOES

Direct levelling of a turn bottom is not the proper thing, for it always gives the sole a "wooden" appearance. The proper levelling machine is the roll leveller, smooth, plain surface roll with the hand hammer all around the edge and at those points where the sole bulges out. After the bottom is levelled with the hammer, it is finished with the machine. Applying the hammer after rolling is better than no hammering, but is far from correct and calls for a longer operation.

Never apply grease to the roll, for the smoothing stick of the hand leveller is passed over a piece of pork rind and this does not affect the sanding operation. But it is not the same thing when applied to the roll of the machine, as it will cause the grain to solidify with the grease or oil, and the sandpaper will only gloss instead of scraping the leather.

A turning machine that does the work right enables sole leather intended for turn shoes to be hammered before cutting, and the result is excellent, as the sole only has to be rolled to stay in permanent shape. As it is to-day no hand turn can perform the task if the soles are hardened by hammering before turning, as the leather would then be too rigid at the forepart of the sole.

As to the heel part of the turn shoe, I believe that turning by hand is the only proper way to avoid damaging a shoe. Opinions may differ on this point, but I never as yet saw the heel of a turn shoe turned right side out correctly when the operation was performed by machinery. As to the forepart, it always has been turned by hand.

## NEWS NOTES OF THE TRADE

J. T. Leishman, shoes and men's furnishings, Bruce Mines, has enlisted, and is closing out business.

Hector La Pointe, dealer in leather goods, Montreal, has assigned.

R. E. Blum, boot and shoe merchant, Preston, Ont., has assigned to H. C. Edgar. A special meeting of creditors was held February 4th.

A Reuter despatch from The Hague says a Royal decree has been issued, prohibiting the export from Holland of rubber and gutta percha, and articles manufactured therefrom.

"The Use of Rubber in the War" was the subject of a recent address by Mr. A. D. Thornton, an officer of the Canada Consolidated Rubber Co., Montreal, before the Railway Club of Canada.

One hundred and twenty-five parcel post packages, containing sheet rubber, weighing an aggregate of 1,375 pounds, consigned to Gothenburg, were taken from the Danish liner, Frederick VIII at Kirkwall recently.

Shoe and leather merchants in this city report that the trade this year is equally as good as last, and in some lines shows a slight increase. The weather has been so changeable during the winter months that there has been a great demand for rubbers and waterproof boots.

It is claimed by one of the largest Canadian rubber companies that its chemists have invented a method of producing synthetically a new substance that should prove of great economic value. This new substance has been given the name of Neolin by its inventors. It is claimed that it will displace leather in some extensive fields. The inventors emphatically state that the new compound is not leather and not rubber. Though the invention of this new substance is only recently announced to the public, the product has been manufactured in a quiet manner, and submitted for criticism to many prominent men dealing in the various lines in which it is likely to take the place of leather.

Winnipeg people interested in the ill-fated Wisconsin Rubber Co. are joining to see whether anything can be done to conserve part of their interests. Upwards of a million dollars were put into the undertaking. Poor management, quite aside from the Mexican revolutions, interfered with the success of the undertaking.

Did it ever strike you how generation succeeds generation? Look at it in any line of business, son and grandson following father and grandfather. This is particularly true in connection with the leather industry of Canada, and a survey of the field for the last 25 years reveals very few new firms coming into business, other than those which have been operating—some of them for well on to three-quarters of a century or through three generations. When a man goes into the leather business and makes a success of it, he generally has associated with him someone of his family, who carries on the work, and in many instances causes it to expand and develop in many directions. "Yes, sir," remarked an old-time leather manufacturer the other day, "go over the outstanding firms and you will find that the son succeeds the father or there have been two or three generations in the game. I might name the Beardmores, Hymens, the Kings, Robsons, Langs, Clarkes, Davises, Parsons, Wicketts, Craigs and many others."

James T. Hurley, who for many years was one of the most successful and enterprising shoe manufacturers in the Maritime Provinces, passed away recently in the St. John Infirmary after an illness extending upwards to two years. The deceased was born near Cork, Ireland, and migrated to America with his parents, who settled in Lynn, Mass. There Mr. Hurley was taught the rudiments of shoe manufacturing and as years passed, his talent along that line became apparent and he rose rapidly, until he eventually became foreman of one of the largest factories in Lynn.

Messrs. Francis & Co., who at that time were conducting a manufacturing factory in St. John, heard of Mr. Hurley and sent him a tempting offer to come and take charge of their plant. He accepted the offer and for a couple of years remained in their employ. He then branched out for himself and gradually his success was marked and the demand for his goods was so great that he erected a large factory. As time passed, his business prospered and his goods being of a stellar quality, received a very large patronage. Mr. Hurley employed nearly one hundred and fifty hands and was highly esteemed by one and all. In the midst of his prosperity Mr. Hurley met with a severe set back. His large and modern plant was burned to the ground and as he had little or no insurance his loss was very heavy. This blow seemed to discourage him and he retired from business. Later his health became impaired and since that time he has been under the doctor's care. He is survived by one sister, Mrs. John McGuire, of Lynn, Mass. His funeral was largely attended and in the cortege were many prominent boot and shoe merchants.

### MANUFACTURERS' NOTES

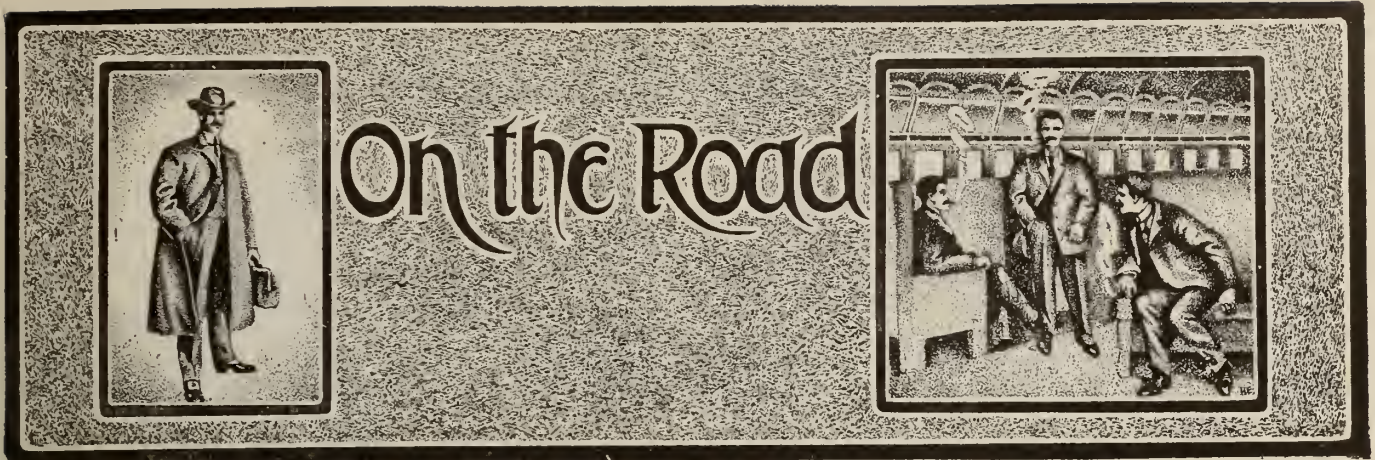
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recently elected the following officers:—President and treasurer, W. Coloff; vice-president, V. A. Sinclair, M.P.P.; secretary and sales manager, L. C. Van Geel; director, A. F. Belleville and Mrs. Coloff. Several new appointments have recently been made in the matter of foremen, and the staff now stands as follows:—Superintendent and general manager, W. Coloff; assistant superintendent, R. Roberts; cutting room foreman, H. Kitchen; fitting room foreman, C. Annis; forelady of the fitting room, Mrs. Hollibaugh; foreman of the lasting room, W. Peters; foreman of the making room, A. F. Belleville; foreman of the sole leather room, Ed. VanSlambrouck; foreman of the heel room, Geo. Fortier; foreman of the packing and shipping, W. Newell.

At a special meeting of the city council in Chatham recently, a deal was confirmed whereby a well-known shoe factory who have been operating in London, Ont., will take over the plant of the Wolverine Brass Works, of Chatham. An indebtedness of the former owners to the city of Chatham will be assumed by the new concern, which will be known as the Chatham Shoe Co. The members of the council were unanimous in their desire to see a going concern established in this factory, and it is expected that E. S. Hunt, who is at the head of the new enterprise, will shortly move their machinery and other equipment from London. About twelve families will likely come with the plant, which will employ some forty hands at the start, increasing the number until over 100 are given employment.

Boot and shoe jobbers in the north west report business seasonably quiet as far as the placing of new orders is concerned, but they are now fairly busy shipping out spring lines. Salesmen are on the road with samples of felt footwear, etc., for fall, and are sending in gratifying reports. There is a distinct tone of optimism among the wholesalers and manufacturers. Prices form about the only uncertain feature. Frequent advances of a few cents per pair go into effect on leather shoes, and further advances are looked for. A leading wholesale merchant said the other day that he expected prices three months from now would be five to ten per cent higher than present high prices. Conditions generally have been more seasonable in the last few weeks, and merchants appear to be satisfied with the outlook. Money is in better circulation—especially in the rural communities, which have benefitted greatly this season from the excellent grain crop.





#### NEW TRAVELLER FOR THE WEST

Wm. D. Harris, of Regina, has been in the shoe game for the past fifteen years, most of that period being spent in the west. He was for several years with the Hudson's Bay Co., at Portage la Prairie, and Calgary, having charge of the shoe department in both places. He is now travelling in Alberta, covering the whole province, with the William's Shoe, "Just Wright" shoes, "Canadian Lady," and Murray shoes for children and recently completed a splendid trip. Mr. Harris looks for a great revival of business conditions throughout Western Canada. There seems to be a renewal of confidence among those who are left. The guessers and speculators in the mercantile line have been thinned out, thereby establishing a more solid and progressive element in the retail ranks.

#### SEVENTEEN YEARS WITH SHOE TRADE

Harry H. Gibbins, who has been directly connected with the shoe trade for the past seventeen years, started his career as an employe of Sterling Bros., London, Ont. Coming to Toronto he took a position with the St. Leger Shoe Co., as manager of one of their branch stores, 110 Yonge Street. Mr. Gibbins resigned this position to open up a shoe department for Gough Bros., where he remained eight years, leaving when the firm sold their lease to the

T. Eaton Co. Mr. Gibbins later on left for Montreal, where he looked after the shoe department for A. E. Rea & Co., of Montreal and Ottawa, and latterly Goodwin's Ltd. Before coming to Montreal the subject of this sketch acted as western traveller for Getty & Scott for two years. He has been in his present post since August, 1914, and is working with the same energetic and aggressive spirit that characterized his methods in all his former positions.

#### PROMOTION FOR WESTERN SHOE MAN

John McVicar, manager of the shoe department of the Hudson's Bay Co., Lethbridge, spent four years with that company and so thorough was his work that within three years he was promoted to his present responsible post. Mr. McVicar is a close student of styles, a careful buyer, and has the knack of winning the confidence of his customers, which places his department on a satisfactory basis. The stock carried is representative and select in every respect.

As may be gathered from his picture he is comparatively young in years though old at the shoe game, which is as familiar to him as the multiplication table. As a sales promoter he is known as a live wire, and those who have come in contact with him say he is as genial as he is businesslike.



Wm. D. Harris, Regina



Harry H. Gibbins, Montreal



John McVicar, Lethbridge



## CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

**FOR SALE**—Racks for storing and drying heels. Up-to-date and in good condition. Will sell cheap. Three racks with four compartments each—measurements, 10 ft. x 5½ ft. x 3 ft. Six racks with six compartments each—Measurements 11 ft. x 5½ ft. x 3 ft. For further particulars inquire Box 22, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

**WANTED**—Travelling salesman—Shoes. A concern manufacturing a strong line of women's welts for territory west and north of Toronto. Interesting proposition to salesman of ability. Box 18, SHOE AND LEATHER JOURNAL, Toronto.

**SHOE BUSINESS FOR SALE**—Old established retail shoe business in Cobourg, Ont. Stock low, but in good condition. Splendid opening for installing shoe repair outfit. Address "Shoes," 720 Traders Bank Building, Toronto.

**THOROUGHLY WESTERN SHOEMAN**—15 years in the prairie provinces, is desirous of taking a range of popular priced samples for western territory. What have you to offer? Box 24, SHOE AND LEATHER JOURNAL, Toronto.

### THE STRENGTH OF YOUR SHOE STORE

Did you ever hear a credit man listen to a perfectly good straight argument for an increase in credit, have him go into every detail—and then hear him say, "You are all right personally—your location is splendid—your proposition is carefully worked out—but how much business can your store handle? Just what is the strength of your store?"

That is what I heard a credit man in St. Louis ask two brothers still in the vigor of life and of some twenty years store experience. I am going to repeat as near as I can recall every word of the rest of what he told them, for he gave a clear picture—what a doctor would call a complete diagnosis—of what the strength of a store is.

He said, "I want you both to know that it is my work here to do the thing you have asked me to—that is, make it possible for you to sell more of our goods. Your store has been in your family for over sixty years. When your great uncle opened it, it was the only store in a hundred miles around. Trade had no where else to go. When your grandfather passed it on to your father, the store had the best reputation in the state. Trade stuck to its reputation for dependable merchandise. Now you have come into it, and where do we stand?"

"Your store to-day is within the call of ten times as many people as in your father's day. You tell me that a competitor with less frontage and less depth has a larger line of credit with us than you have. Both statements are true.

"Now, there are more people whose trade should be held by your store, and there are stores in your city of less floor space handling more trade. Therefore, the question is—can your store handle more trade? Is it equipped so that you can place more variety of merchandise before more people? Are your stock shelves cluttered up and loaded down, or are they built to show and sell goods? Are your counters just a place to pile up and handle a lot of stuff or are they true sales-producers—the modern display cases? Your store is 80 feet front and 150 deep. How much of your

12,000 square feet of floor space is doing its work as sales-room space? How much of it is lost in dead corners or worse still in clumsy, heavy, space-killing lumber? For that is all we can call the counters, cupboards and cumbrous shelves of the store of twenty years ago.

"Your ceiling is 12 feet above your floor. That's fine. But the last time I was down your way, a large solid sign across the front of your store with wide mouldings covered the top of the window space to a depth of three or four feet. People want all they can see and the more they see the more they want. You have electric lights in your store I know, but what about the daylight hours? Is your store full of gloomy corners and is the back of the store in shadow most of the day? I will answer these questions for you by telling you just what you can do to your store to make it possible for us to extend your credit and give you a larger assortment of our goods to sell.

"First, your store front will have to be changed so that all the daylight you can get will be passed into the furthest corner of the store. This can be done with prism glass lights in place of your solid modern sign.

"Second, your shelving will have to be made narrow and all the heavy woodwork removed. Wherever possible, glass fronts shall be placed on drawers, cabinets or bins, with compartments in front behind the glass of suitable size to display the stock contained.

"Third, all counters, ledges and unnecessary supports or ornamental woodwork must be removed and replaced by display cases so constructed that these parts take up the least amount of space for the kind of stock they display. Wrapping counters, cash stations, and other necessary locations of this kind shall be placed to the rear of the display cases so that everything in the range of the customer's eye will be displaying goods and do its work in making sales.

"Fourth, the entire arrangement of location of stock in departments, aisles, passageways, offices, etc., must be planned so that every customer can go everywhere in your store without hindrance on the busiest day.

"Fifth, you now have four wagons and six horses in service and two in reserve. These should be replaced by one motor truck of at least one ton capacity and two light motor delivery cars.

"This means an investment of money, a complete rebuilding of your store's equipment. It is not our business to equip stores, but if it will help you to arrange for a new equipment such as I have outlined, you have my assurance that we will increase your line of credit with us just one hundred per cent. or double what you have now, for you will need and can sell that much more merchandise in your store if it is equipped to show and sell the goods as I have described to you.

"I have found that merchants for the most part more honest, work harder and give more of the best that is in them to their business than any other class of men. But you can't do more work than your tools will let you. In this day and age, the merchant of twenty years ago is a goner. A store is a selling machine and in exactly the same way that a factory that is equipped with the machines that can turn out the most goods will get the most business, just so the store that has the best store equipment will sell the most goods.

"So you see for yourself that the credit man can back you up only when you are strong enough to carry the load you ask for and no matter how strong your personal credit may be, there is only one basis on which I can grant credit and that is measured by how you are equipped to sell goods, for this is the one real test of the strength of your store."

Friends of H. D'Artois, Montreal, are glad to see him around again after his recent illness.

Edwin C. Hood, President Columbia Counter Co., Boston, was in Montreal on February 3rd.





## WOMEN'S FINE McKAYS

Solid Leather Flexible  
Squeakless

Complete Range  
Smartest Styles

Carried in Stock

# The W. E. WOELFLE SHOE CO.

BERLIN - ONT.

EASYSET



SYSTEM

## WILL BUILD A BIGGER BUSINESS FOR YOU IN 1916

OUR HISTORY in Canada is Convincing

Our Success has been on account of giving the Merchants "UP-TO-DATE" Store Fronts which would enable them to display their merchandise to the best advantage, which in return brought "LARGER SALES" and "BIGGER PROFITS." On request we will send you a list of merchants in your vicinity who have "EASY-SET FRONTS," which will enable you to get direct information.

### YOU CAN SPEED UP YOUR SALES



The above store is 20 feet wide

by installing an

**EASYSET**  
SYSTEM

ALL METAL

STORE FRONT CONSTRUCTION.  
Make your SHOW WINDOWS your best Salesman

Write Us For Details

on up-to-date store fronts. The particulars cost you nothing. Send for Catalog "S" to-day, it may be the means of helping you . . .



The above store is only 12 feet wide

. . . an important increase of business.

**H. J. ST. CLAIR COMPANY, LIMITED**  
TORONTO ARCADE, TORONTO

# JOBBER'S

## For Fall 1916

### Fine McKays for Women

**O**UR Samples are now ready, and we invite you to inspect them. They contain the latest models. Materials the best. Prices right.

*See Us in Montreal*

### Gagnon, Lachapelle & Hebert

Shoe Manufacturers

55 Kent St.

Montreal



### BOX TOES

We make all grades, sizes and styles of Toes from the best stock.

Our Heel Department is also equipped to give you splendid service.

Send for samples.

We buy all Offal for cash.

Independent Box Toe Co., Montreal



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

553 St. Valier Street, Quebec

RICHARD FRERES, Agent



<h1 style="margin: 0;">KANGAROO</h1> <p style="font-size: small; margin: 0;">We are Headquarters for all Finishes, Grades and Kinds</p> <p style="margin: 0;"><b>Sheepskins    Skivers    "Ryco" Matt Kid</b></p>	<h1 style="margin: 0;">RICHARD YOUNG CO.</h1> <p style="margin: 0;"><b>36 and 38 Spruce Street - NEW YORK, U. S. A.</b></p> <p style="margin: 0;">Branch: 54 South Street, BOSTON, MASS.</p>
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<h1 style="margin: 0;">W. H. Staynes &amp; Smith,</h1> <p style="margin: 0;">CASH ADVANCED ON CONSIGNMENTS.</p> <p style="margin: 0;"><b>Leicester, Eng.</b></p> <p style="font-size: x-small; margin: 0;">Cable "HIDES." Leicester.</p>	<p style="text-align: center;"><b>HIDE and LEATHER FACTORS</b></p> <p style="margin: 0;">and at Kettering, Northampton, Bristol, and Norwich.</p>
--	---

## SOLE LEATHER

<p>"Lion" Oak Army Backs and Bends. Specially tanned for army purposes. Has been thoroughly tested and found eminently satisfactory.</p>	<p>"Trent Valley" Oak Goodyear Inner-soling Backs, (in the required gauge.) A good proposition for army, as well as regular work.</p>
--	---

Also "Penetang" and "Eagle" in Hemlock is noted for profitable cutting and reliable wearing qualities.

**The BREITHAUPT LEATHER CO., Limited - Tanners - Berlin, Ont.**

*The Standard Product*

## MOHLENE "A"

Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

Mohlene "A" adds the quality that makes your leather a little better than the rest.

If you are not using Mohlene "A," now is a good time to start.

### Marden, Orth & Hastings Co.

ESTABLISHED 1837

---

**Oils, Greases, Tannins and Tanning Extracts**

NEW YORK Office, 82 Wall St.    225 Purchase St., BOSTON, U.S.A  
SAN FRANCISCO, Office and Warerooms, 340 CLAY ST.  
CHICAGO, Branch Store, 1030 NO. BRANCH STREET

## 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



## 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

# “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.

*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

**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.



# PACKARD'S

CANADIAN MADE

# SHOE POLISHES

FOR ALL LEATHERS

FOR CANVAS SHOES



THIS IS A BIG SELLER

DROP US  
A  
POSTAL  
IF YOU HAVE  
NOT RECEIVED  
OUR

SHOE DRESSING  
PRICE LIST  
FOR 1916

There are several changes you  
will be interested in.

FOR BLACK SHOES



THIS IS A POPULAR  
10c. LINE

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

## WOOD-MILNE RUBBER HEELS

### STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

# 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



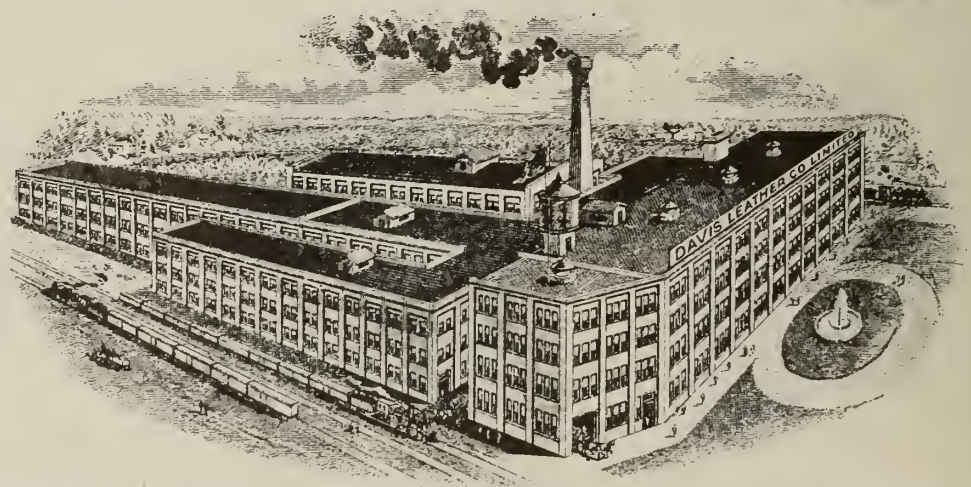
MADE IN  
CANADA

THE LARGEST TANNERS OF CALF LEATHER IN  
THE BRITISH EMPIRE

## DOMINION CALF



*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.**





No. 5135



No. 5418



No. 5416



No. 1025



No. 6456

# KIM-FELT KOZY

The most comfortable and attractive house slippers made.  
Full range of styles to suit all ages.

The complete Kimmel line is, as usual, the broadest range  
of high grade Felt Footwear for outdoor and indoor wear.

Now is the time to place your order.

AMES-HOLDEN-McCREADY, LIMITED  
SOLE SELLING AGENTS

THE KIMMEL FELT CO., Limited  
FACTORY - BERLIN, ONT.

# 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.**

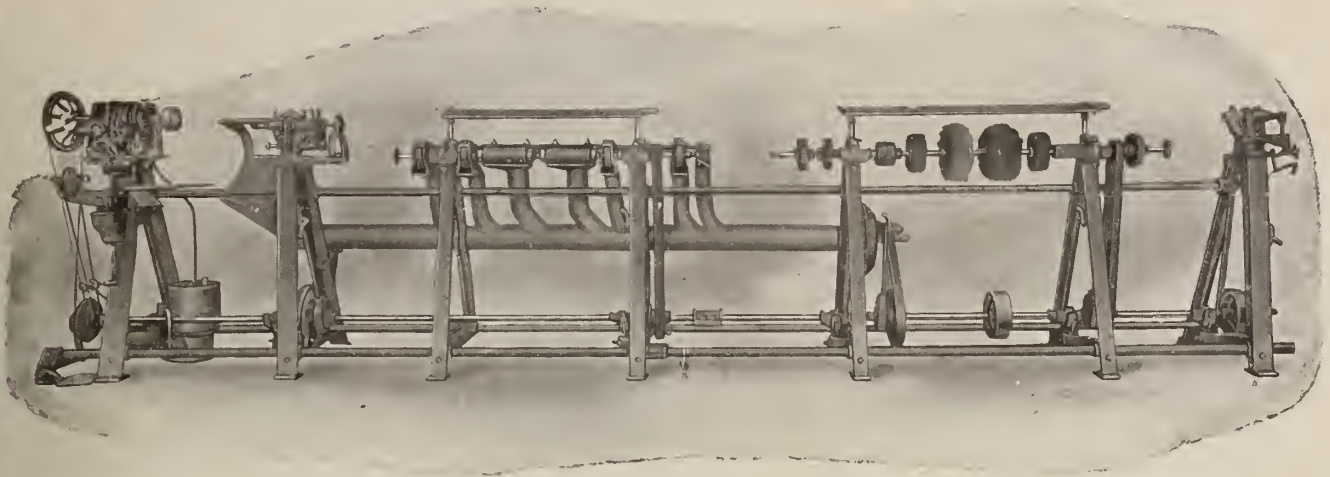
WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

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## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

---

# UNITED SHOE MACHINERY COMPANY OF CANADA, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

THE NAME

*Swardon*

FROM the Atlantic to the Pacific whoever sells fine Footwear is familiar with the name *Swardon*.

Since the establishment of our business the name *Swardon* has been inseparably associated with quality and distinction in Footwear.

Utterly regardless of the volume of your business, be your needs limited or unlimited, whether you seek simple or fastidious footwear, the *Swardon* Shoe will interest you. There is nothing which so surely establishes dependability of quality and authenticity of design, as the *Swardon* trade mark.

THE SMARDON  
SHOE COMPANY

Limited

Montreal - Quebec



# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



HON. E. J. DAVIS, NEWMARKET

See Page 49

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Virginia Shoes are Made Here



They are sold by an increasing number of the most successful shoe merchants—men who recognize in them a really superior line of



## Women's Goodyear Welts Retailing from \$4.00 Upwards

In the range now being shown you will see the latest novelties, all the lasts and patterns being brand new. And close inspection will convince you that no detail of workmanship or finish has been overlooked.

**SOLD DIRECT TO RETAIL SHOEMEN**

From the largest factory in Canada producing  
Women's Goodyear Welts exclusively.

**PERTH SHOE CO., Limited**

PERTH, ONTARIO





In Stock

Ready

to Ship

## Men's Gun Metal Calf Blucher

DULL CALF TOP

SLIP SOLE

Sample Sent on Request

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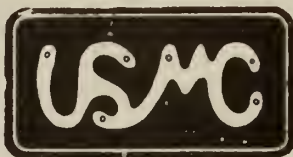
# New Fall Samples Now Ready

FOR INSPECTION

The  
**John Ritchie Company**

LIMITED

QUEBEC AND MONTREAL



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

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

---

---

**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



# Shoes Like The Soldiers Wear

*In Lighter Leathers  
For The Civilian*



The most suitable shoe made for the men who require a "military" effect—a last and pattern making a medium weight, easy fitting shoe that appeals to a very large trade.

There is no box toe. It is made instead with a heavy tip and full vamp. This avoids the binding of a hard box toe and makes it supremely pliable and comfortable.

Made in all leathers, Black and Tan, with the best of drill lining and calf facings. Every lift in the heel is made from selected leather and all made on the Ames-Holden Canadian Army Last, stamped on the sole as here shown.



*Our Travellers Now Have These Samples*

To avoid disappointment in deliveries order immediately, as these shoes are selling like the proverbial "hot cakes."

## A M E S - H O L D E N

ARMY CONTRACTORS

Montreal  
St. John

Toronto  
Winnipeg

Edmonton  
Vancouver



Tetrault's  
Military  
Waterproof

# TETRAULT'S

Military  
Styles  
Are  
Wonderful  
Sellers

Nowadays, the right footwear for civilians must have a military touch and the line that best meets the insistent demand is unquestionably—

## TETRAULT'S

The two lasts we show have made a sensational hit, and they will continue to be the leaders for months yet.



Tetrault  
Military  
Dress Boo

**TETRAULT'S MILITARY WATERPROOF—**  
A heavy ankle boot, viscolized double sole, tan winter calf upper.

**TETRAULT'S MILITARY DRESS BOOT—**  
A snappy boot to don at the end of a hard day. Light sole, heel nailed through, lined with heavy brown duck, in color a fine tan.

# TETRAULT SHOE MFG. CO.

*The Largest Goodyear Welt Manufacturers in Canada—Bar None*

331 Demontigny St. E.

Montreal





“JEWEL” LAST

Retaildom's greatest problem is to attract and hold a steady patronage. Experienced retailers make their task easier by taking advantage of the reputation builded in the course of years by manufacturers for their high grade lines.

Goods widely and favorably known are half sold.

BELL shoes have a name over 100 years old and are appreciated everywhere for style, fit and wear.

## J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of Bell's "Unlocked Process" Shoe  
and

Sole Makers of the Dr. A. Reed Cushion Shoe  
"The Easiest Shoe on Earth"



No. 7456



No. 8459



No. 5416

Best for Quality and Style



Best for Variety and Value

DO NOT WAIT PLACE YOUR ORDER NOW

# The Elmira Felt Co., Limited

FACTORIES:

Elmira and Berlin



No. 5300



No. 1600

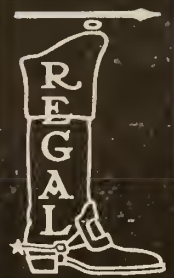


No. 5000





# REGAL SHOES



35  
Styles  
Always  
In  
Stock



IF there is not already a REGAL SHOE STORE in your locality, it will pay you to look into our exclusive agency proposition. As you know, REGAL SHOES have made their reputation—the name REGAL has become associated with all that is best in men's footwear. The styles made in Canada and carried "In-Stock" at our great Toronto warehouse, are identical with those on sale in the exclusive stores in New York and London. Get in touch with us to-day, if your town is not yet "Regalized."

## Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave. - - Toronto

IN STOCK AT ST. THOMAS



**Keep  
to the  
Wright**

*The Just Wright*  
MADE IN CANADA  
SHOE

“Hobo” No. 205

Vici straight fox Blucher. Heavy single sole, medium wide last, with full toe room. One inch broad heel.

## Hobo No. 205 In Stock at St. Thomas

A stylish shoe that is “Going Strong.”

Send your requirements to St. Thomas and let us show you what quick delivery means.

Use our In Stock Catalogue, 'twill mean more sales.

**E. T. WRIGHT & CO. INC.**

ST. THOMAS, ONT.

ROCKLAND, MASS.



**Kant Krack**

**Dainty Mode**

# That Real Rubber Sorting Service

Quick delivery of the best rubbers made, that is what you get when you buy Bull Dog, Royal, Kant Krack or Dainty Mode Brands. Quality Goods, Quality Service is yours to depend on if you handle Independent Rubber Footwear. Sort up.



**These Top-notch  
Jobbers  
Handle Independent  
Rubbers**



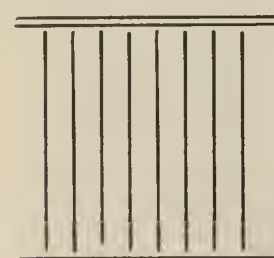
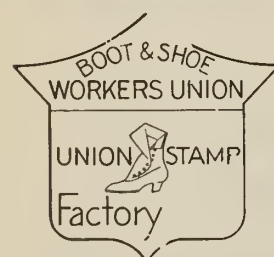
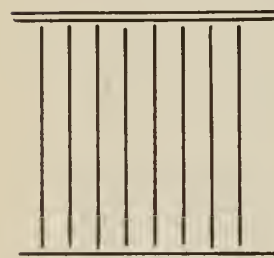
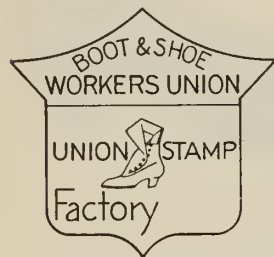
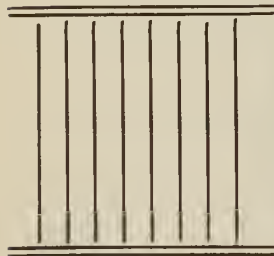
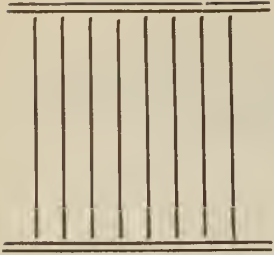
- |                                       |         |                 |
|---------------------------------------|---------|-----------------|
| The Amherst Boot & Shoe Co., Limited  | -       | Amherst, N.S.   |
| The Amherst Central Shoe Co., Limited | -       | Regina, Sask.   |
| A. W. Ault Co., Limited               | - - - - | 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 - Ont.





## Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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

INTERNATIONAL HEADQUARTERS

## Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
Gen. Sec. Treasurer





No. 5135



No. 6456



No. 5416

Most Comfortable and Attractive  
House Slippers Made

# *KIM-FELT KOZY*



No. 5418



No. 1025

**N**OW is the time to place your order for KIM-FELT KOZYS. See the complete KIMMEL range---the best and broadest range of high-grade felt footwear for indoor and outdoor wear. By ordering KIMMEL Felt Footwear you have the positive assurance of prompt delivery and goods that will sell and satisfy.

Ames-Holden-McCready  
Limited

*Sole Selling Agents*

The Kimmel Felt Co.  
Limited

*Factory, Berlin, Ontario*

# JOBBER'S

## For Fall 1916

**Fine  
McKays  
for  
Women**

**O**UR Samples are now ready, and we invite you to inspect them. They contain the latest models. Materials the best. Prices right.

*See Us in Montreal*

**Gagnon, Lachapelle & Hebert**

Shoe Manufacturers

55 Kent St.

Montreal

*The motto now is—"Be prepared"—  
Stock the shoes that come from AIRD!*

WE SELL TO

# JOBBER'S

EXCLUSIVELY

A big range of new lines for 1916 Fall Season—  
the best values obtainable in

**McKAYS & TURNS**

**FOR MEN, WOMEN, BOYS AND YOUTHS**

*Jobbers Inquiries Solicited*

**AIRD & SON** (Registered) **MONTREAL**

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS





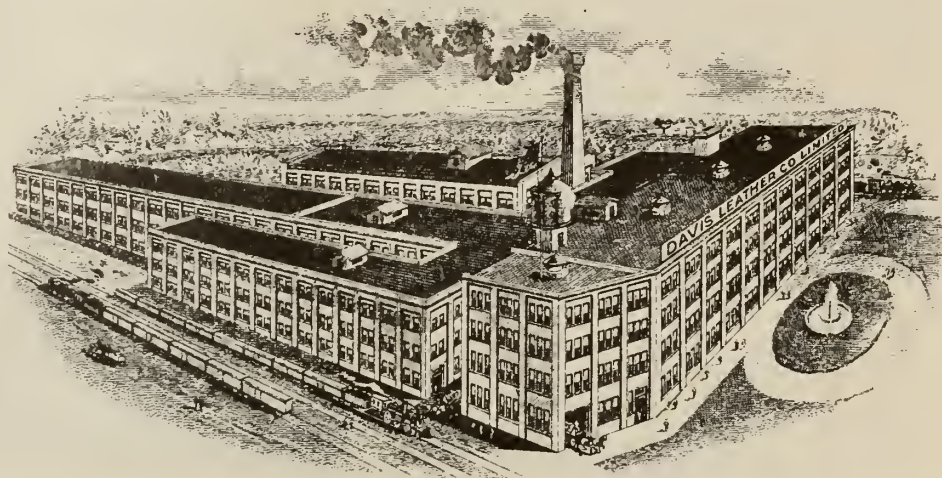
THE LARGEST TANNERS OF CALF LEATHER IN  
THE BRITISH EMPIRE



# DOMINION CALF

MADE IN  
CANADA

The  
**CALF**  
of  
**QUALITY**



Used by the Best Shoe Makers in Canada. The best tanned, best finished and most uniform stock on the market. Right in color, texture and WEAR. Economical in cutting.

**Davis Leather Co., Limited, Newmarket, Ont.**

# UNDERHILL SHOES HAVE A RECORD



They are the result of a generation and more of high shoemaking ideals. No skimping in either LEATHER or WORK. Not a nail, peg or stitch missing, and with that excellence of design that have always made them good sellers.



**OUR  
MEN'S, BOYS' and YOUTHS'**

McKay Standard Screw and Pegged can't be excelled anywhere.

**OUR  
WOMEN'S, MISSES' and GIRLS'**

lines have the  
**Appearance, Ease of Fit and Wear**  
that places them in the  
**Front Rank of Easy Sellers**



Barrie Factory

Head Office: **AURORA, Ont.** **UNDERHILLS, LIMITED** Factories: **AURORA, Ont.** **BARRIE, Ont.**





*Doctors*  
 ANTI-SEPTIC  
 SHOE  
 PAT 1906 1909  
 NON  
 PERSPIRO

THE  
*Professor*

PAT. N<sup>o</sup>. 119409  
 GOLD CROSS  
 SHOE

# Sell These Shoes

## They Pay Extra Well

Most of the men who are your prospective customers look for comfort first. They want smart appearance, too—but COMFORT is the first consideration. This fact accounts for the marvellous success of "Doctors" and "The Professor."

Both these shoes are made on roomy lasts that have been especially designed to combine comfort with good appearance and each has

### PATENT FEATURES OF CONSTRUCTION

The "Doctors" is a waterproof shoe that can be worn with complete comfort in any kind of weather. It has an *Antiseptic Lining* and a middle sole of *Thermol Asbestos*, which combine to keep the foot at its natural temperature and to dispel all the odors of perspiration. The "Professor" is made of soft, pliable kid that yields readily to every movement of the foot. It has a medicated and cushioned inner sole that adds to the ease and pleasure of walking and contributes very largely to the prevention of foot troubles.

Your Jobber Sells Them

TEBBUTT SHOE & LEATHER CO.

THREE RIVERS, QUE.



28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



☐☐      **DOMINION**      ☐☐  
**FELT FOOTWEAR**

The "Made-in-Canada" line of the highest merit, and worthy of the confidence and patronage of your customers.

If you have not received one of our 1916 Catalogues of DOMINION Warm Felt Footwear and Kozy Slippers, write to our nearest "Service" Branch for a copy.

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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## SHOE AND LEATHER CONDITIONS

### What is Going On in Midwinter in the Shoe and Leather Trades—What is Being Talked of on the Street and in the Shops—Business Improves With Age

THE leather people are all busy although it is not altogether on shoe or domestic orders. Business is picking up with shoe manufacturers who are buying right along at advanced prices, but the things that keep the tanners hustling just now are principally war orders and export business. Meanwhile prices keep mounting and as one manufacturer remarked, the half dollar line of leather has been practically reached.

The question that is agitating both manufacturer and retailer just now, although it does not seem to have troubled the tanner much up to date is the possibilities that lie in other materials and substances as substitutes for good old leather. Leather men do not seem to feel at all alarmed as to staple lines, while admitting that in light upper requirements other materials may for a time at least be brought in to relieve the situation.

We have more than once pointed out to Canadian shoe manufacturers the opportunities for shoe business that have opened up recently in Great Britain, and that are being used by concerns outside the British Empire. The English trade press are pointing out the startling proportions of what they call the "American Invasion" as shown in the tremendous increase in imports of boots and shoes from that quarter.

The Rubber Shoe Trade are spitting on their hands, rubbing down their muscles, and getting ready for a good start on February 28th. It appears almost a certainty that unless something unforeseen happens the makers of rubber goods will have to pay more for their raw materials by the first of July. But as Don Sancho would say, "*Quien Sabe?*" Rubber is somewhat like hides, when it starts to come you wonder where it comes from. Rubbers are a pretty safe gamble at present prices nevertheless.

Both on leather and shoes prices are quietly climbing, and it is safe betting that the fall season will see a complete revision of the shoe prices, especially in the finer grades. The spring season promises to be a good one for both manufacturer and retailer, but whether fall will be able to hold its own in the millinery frenzy that has struck the trade is doubtful. The feeling seems to be that styles will modulate somewhat before the new season is inaugurated. Just now the retail trade is "sawing wood" or rather "clearing rubbish" in anticipation of the dawn of St. Patrick's day and the chirp of the "first robin."

# Serve Yourself Shoe Store

A Shoe Dealer's Story of His Serve-Yourself Shoe Store, Designed Especially to Handle Job Lots of Shoes, in Which He Obtains Eight Turnovers in a Year, With a Cost of Doing Business of Half that of His "Regular" Shoe Store Across the Alley; How He Discovered the Plan Through Accident

By F. L. TURNER

**A** MAN who is confronted by conditions in his line which make his business harder can usually do one of two things. Either he and others in the line can get together and remedy the conditions, or he can find some way to turn



F. L. Turner

the tide in his favor—to make the conditions that stand in his way of service to him. It was the latter turn that I took.

It is needless for me to describe conditions in the shoe trade today. Style changes come like cyclones, sweeping profits before them. There is no style stability at all. And this is a condition that makes it especially hard for a dealer in a smaller community, with a limited output. To keep up with his competitors in larger cities (which he must do in these times when people travel with such ease), he has to stock the new things in such a variety of colors, sizes, etc., that style becomes a tremendous problem.

## Style Changes Provide Goods

It is literally true that the style sometimes changes between the time a dealer orders goods and the goods are shipped to him. All within five or six weeks, sometimes, a shoe merchant orders

a line, receives it and finds that he is stocked with a novelty that has gone out of style!

Such a condition has filled the shoe market with job lots of shoes not quite stylish, but good, and available at much below the original price. Such a store as I have operated for the last year depends upon just such a market for its very life.

## Discovered by Accident

I said I had turned a present disadvantage of the shoe business to my own profit, but I must say this was entirely accidental. If I deserve any credit at all in connection with the invention of the serve-yourself-shoe-store, it is for recognizing a good thing when I saw it, for I stumbled upon the idea by accident.

In December, 1914, my uncle, who had been in the shoe business for forty years, decided to retire, and I took charge. You can imagine what the stock was like in a store under one conservative management for so many years. A great deal of stock had been allowed to accumulate.

## Customers Serve Themselves

The first thing for me to do was to clean the old stock out and bring the store up to date. There were shoes on the shelves that had been there for twenty years, and even more—shoes that had gone out of style and come in and gone out again several times since they arrived in the store.

Naturally, some of the price reductions were extreme, for in addition to being out of style, some of the shoes were so old the leather had lost much of its vitality. So we were selling \$3 and \$4 shoes for nineteen cents, and stunts like that.

We took this old stuff off the shelves and put it into one section of the store, in boxes and barrels, with the prices and sizes marked on the bottom of the shoes, but when we advertised the sale, we were swamped. We simply could not get enough clerks to wait on the trade. The people came in droves.

## The Idea Was Born

In the midst of the sale, when we were hopping around in as lively a way as we could, yet hopping not half fast enough, I noticed that a lot of customers waited on themselves, merely bringing the shoes to the cashier to be wrapped.

That gave me an idea and I began to run big advertisements stating that because of the very low prices, it would not be possible to fit shoes on



people—that they should come in, choose their shoes and try them on themselves. We were there to help them find the desired sizes, if they needed help, and to wrap the shoes and take the money. That was all.

I found that in place of weakening the appeal, this made it stronger. The idea found favor immediately and the crowds came right ahead, and in a few days we had done what would ordinarily have taken several times as long. We had cleaned out the old stuff, at a very small expense for clerk hire, without charge accounts, and, of course, without making deliveries.

#### Expenses Much Smaller

The people had the shoes and I had the money—and I had a good deal more money than if the sale had dragged along and I had been forced to pay for a big force of extra clerks.

So, I argued, why not have a department like that to keep the stock clean all the time?—a department fitted up with bins or shelves where the older stuff and new “job lots” could be displayed?

That is what I have done, with a slight change or two from that original thought. In place of a department of the regular store, it is a separate store, across the alley from the original store, which I still own.

#### Description of Store

In January, 1915, I opened the full-fledged serve-yourself shoe store, and, to be frank, I never dreamed there could be so much money in the shoe business, the investment considered. So far as I know, there never had been such a store in any place. I have had no pattern to follow. So, the perfection of the plan and the arrangements of the store have been matters of evolution.

We occupy a rather long store room with benches down the centre for people to sit on while they try on shoes. On each side of the room from front to back are open shelves in which the shoes of all

kinds (dress shoes, work shoes, outing novelties, rubber boots, arctics and what-not) are arranged according to their sizes, and we have some bins down the centre, between the benches.

Below these four open shelves are four shelves in which we keep surplus shoes in boxes, to take the place of those we sell, and this is some job on a busy Saturday, too. Then, it requires six or seven high school girls and boys to help the customers and keep the stocks up.

The customer finds the section where his size is displayed. If he does not know his size, one of the boys will measure his foot. Then he chooses what he thinks he would like from the section where his size is shown. The price, as well as the size, is on the bottom of each shoe and the range of price is wide enough to suit most anybody.

If he finds a shoe he likes in the size eight shelf, but wears a ten, he may ask one of the boys to see if there is a ten of the same style in the reserve stock. But when the ten is found, he does the rest—tries it on and decides.

#### Sell Themselves Quickly

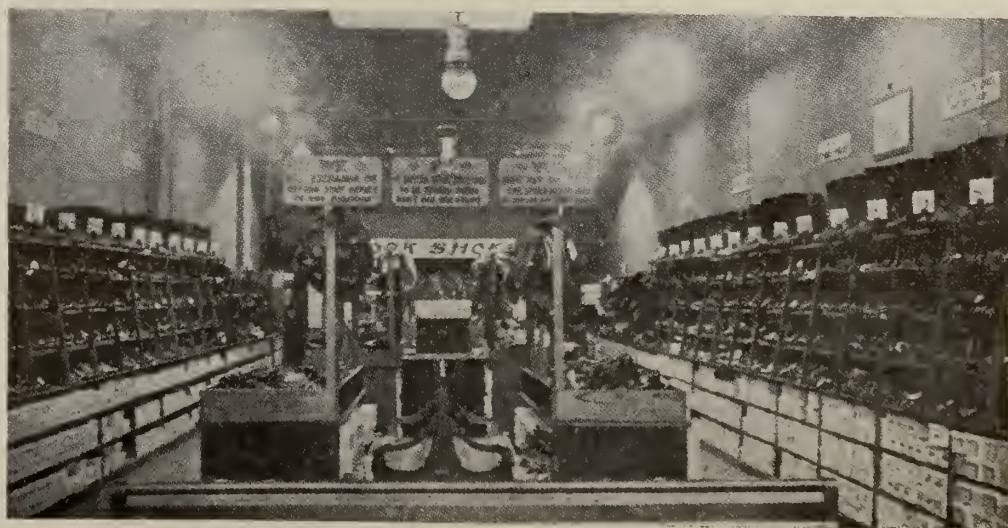
For the most part, the customers sell themselves quickly. Many times I have tried a dozen pairs of shoes on a customer in the other store and found the customer, at the end of the ordeal, returning to the first pair I put on. But when they wait on themselves it is different. They can see all the shoes. They select what they want before the try-on, and it is seldom they try more than one pair if the first pair fits.

So long have people been compelled to have some one else help them decide what they ought to wear on their feet, that I believe most of them rather relish the opportunity to buy shoes without being bothered with the ideas or opinions of some one else.

At all events, we have learned better than to try to help people who have not asked for help.

### THE FAMILY STORE

*A great scheme to save selling expense on sales of cheap lines. Saving also on stock.*



The minute you do that, the customer wonders if you are not going to make a little more money on what you are trying to sell him, or if maybe the particular shoe you show is not a little worse out of date, or for some other reason harder to sell than the rest. They want to browse around and do as they please. We make ourselves handy—standing ready to help when the customer asks for help. That is as far as it pays to go.

#### Expense Items Saved

The plan saves credit losses, delivery charges, clerk hire and the use of a large capital. The fixtures are cheap, for it is an advantage to have the Family Shoe Store, as we call it, quite plain in appearance.

"Good Heavens, Turner, but you have got some shoes here!" a farmer exclaimed a few days ago, and that expresses the opinion of most of our customers.

That impression comes from the fact the shoes are where the people see them. As a matter of fact, the stock in this store runs from \$3,000 to \$4,000, while the stock in the store across the alley—my shoe store of the usual type—invoices \$15,000 to \$18,000, and no one ever thinks that stock is especially big.

It is a good deal the same with a ten-cent store. You think there are carloads of goods there, but put the articles up in boxes, and arrange them on shelves, after the style of the ordinary store, and you would be surprised to see what a small store room you could get them into.

I should say here, too, that the Family Shoe Store experience has shown me that I need not carry so large a stock in the regular store. It has taught me to buy oftener and to keep a close eye on the stock, to determine what goes slowly and what moves off rapidly and to try the next time to get more of the fast-moving kind.

It has also shown me that a good many of us have overlooked the importance of the prestige which good display gives us. Good display more than helps sell the goods—it makes an impression upon the mind of the customer as to the importance and variety of the whole stock.

In ordinary times I have in the Family Shoe Store a cashier and a stock keeper. I spend a good deal of my own time here because it is interesting and because, from the standpoint of profits, this store is much better than the other, though the other is doing about as other stores like it do. As I said, I use cheap help in the Family in rush times and they are just as good for the purpose, so I have a large saving in this item of help.

I have never had a single experience in which any one tried to get away with a pair of shoes without paying for them, which is one answer to the question many people ask, "Why don't you have your cashier up in front?"

But there is another reason. I have her in the rear of the store because when people come in, they want to see the shoes—want to have the fun

of buying them—without first being reminded they have to pay. If she were up in front, they would be reminded right at first that they must pay, and I don't believe they would buy so freely on the average.

A good many people like to act as if they know all about a thing and do not like to ask questions, so we have found wall signs, telling them just how to buy, etc., of much value. Signs guide them to the particular section where they will find their sizes. Other signs ask that they not cut the shoes apart but keep them in pairs. Another tells them that sizes and prices are on all shoes, and in fact, we have tried to make signs tell all the essentials of the plan.

A good many of our customers are the sort who would try to get the shoes for a little less if they could, so we have large signs stating they must pay the prices marked on the shoes—that they cannot be had for less.

We make the rules of the store apply to all alike. No shoes can be taken out on approval. The president of a local bank, who could have any amount of credit in our other store, wanted to take home a pair of house slippers on approval. I asked him to pay for them, with the assurance that if they were not all right he could have another pair or his money refunded instantly when he returned them. He did not happen to have the change in his pocket. I had him write a check.

That little incident helped me, for there were some other customers in the store at the time. It did not offend the banker. He saw that it was good business, and was a good fellow.

#### It is All New Business

Practically all the business of this serve-yourself store is new business. It is money that I would not get at all in the other store. A great deal of it is money that would go to the mail order people.

During my first year, I have done a little more business in the Family Shoe Store, with a stock of \$3,000 or \$4,000 (seldom, indeed, has it been more than \$4,000) than in the regular store across the alley with a stock running up to a maximum of \$18,000.

The store across the alley—the regular store—is counted a good one. It has the usual shoe store turn-over. But we have made about four times as many turns in the serve-yourself store than in the regular store at less than half the cost of doing business.

The situation in the shoe trade that makes it hard for the other store is the very life of this business, for style changes make job-lots possible, and from these shelves, I clear out the older stocks of the other store, so that, at all times, that stock is worth dollar for dollar. That is a thing few merchants can say of their stocks. Everybody in this community knows that I do this and so they know the stock in my other store is always fresh and new. That has been a tremendous advantage.—Associated Advertising.



## THE ART OF BUYING

**The Foundation of Business Success More Important Even Than Salesmanship—Calls for Caution, Courage, Constancy, Conscience, Coolness and Skill**

**H**AS it ever struck our readers how often the charges are rung in salesmanship and how little is said from time to time on that all important and tremendously difficult proposition of buying. The following quotation from the "Saturday Evening Post" hits the nail on the head. The writer, Mr. Forest Crissey, says:—

"Salesmanship has held the centre of the commercial stage so long and has so completely absorbed the rays from the spotlight of publicity that there is almost a touch of novelty in the obvious statement that behind every sale there must be a buyer.

"Not long since a mechanical engineer of good position made this sharp protest:

"You writing men seem wholly to overlook the fact that there is a class of men whose business it is to buy what the salesman sells, and that buying is just as important a job as selling. Why, there isn't even a single trim and usable word that can serve as a running mate for salesmanship and stand for the art of buying. There are schools of salesmanship, world without end! You can hardly pick up a magazine or a newspaper that does not drip salesmanship, and several of the newer writers of fiction have made their reputations on the romance that surrounds the great game of salesmanship.

"On the stage it's the same story—the salesman ever to the front, a high favorite of the footlights. And if the traveling salesman were out of the moving-picture films there would be the greatest sacrifice of celluloid thus far known to the world of photo-plays.

"Salesmen have powerful state and national associations, and are constantly holding conventions and meetings

that add immensely to the gayety of nations; but when companies of manufacturers or merchants come together the real reason for the emphasis of the salesman is disclosed. The merchant or manufacturer himself has come to think that the salesman is the only figure on the commercial sky line. He pitches the key that the press, the theatre and the whole public play to; he is the man who has hung the laurel on the brow of the salesman until we have all come to consider him as the real works of commerce and about the only bee in the hive that brings home any honey.'

"Isn't it about time to give the buyer an inning—or at least to recognize his existence and inquire whether he is anything more than a mere foil for the salesman, a background for the busy figure of the dashing business getter? Seriously I feel that the time has come to raise the question as to whether we are not overplaying the salesman role a little—looking at the situation from a really judicial viewpoint. As a cold economic proposition, isn't this over-emphasis of salesmanship imposing an unnecessarily heavy burden on industry?

"Or perhaps it will offend less to put the question the other way about: Would it not be a distinct service to industry and commerce to shift the spotlight for a little to the man at the silent end of the bargain—just long enough, for example, to let him feel the warning, encouraging influence of a little kindly attention? Would it not pay to try doing something to increase the buyer's respect for his job and his knowledge of how to handle it in a less negative and perfunctory way? Personally I am convinced that Buying is just as important as Salesmanship—though not

*(Continued on page 51)*

### A STRIKING DISPLAY

*A window of Shoes and Hosiery that one dealer finds it profitable to combine these days.*





Medallion Tongue



Patent with Openwork



Square Throat, with Perforations



Champagne and Pat. Button

FOOTWEAR  
FASHIONS

*Some of the newest things  
in and out of the big shoe  
stores and factories.*



Parisian Style



White and Tan Sport



Leather Costume



Panel Top Combination



Oxford Perforated Vamp



Tan Oxford, Saddle Strap



Tan Oxford Perforated



# Foot Fashions and Foibles

Freaks and Novelties Run Riot—The Spring and Summer Season to See the Greatest Variety in Women's Footgear Yet Known—White Will Be the Rage

**T**HERE is a decided trend in favor of pumps for summer wear, especially for less formal occasions. The colonial effect is most sought and some dainty styles, especially in the white are shown. Some chic effects are also seen in patents and combinations.

## Narrower Toes

It would seem that narrower toes are coming in, in both men's and women's lines and although it is thought there will be no return to the extreme fashions of a few years ago, there will be a decided tendency towards narrower shapes. The new last models all give evidence of this disposition.

## Combinations Are Selling

In high shoes a *départure* is being made by large buyers at the more important centres, who are asking for changes in the eternal white, black and gray effects that are shown so profusely. It is thought that the very prevalence of these effects, especially amongst the cheaper lines, will create a demand for a variation in the higher grade stuff. Kid and buck are popular combinations.

## Ornamental Effects

In addition to beading and jewelled effects, women's shoes will more and more show ornamental effects in piping, pinking, cross straps and other ornamentation. Pronounced toe caps and wing tips are even seen again, not only in women's but men's shoes. It was thought that this thing was done to death a few years since, but the hands of the clock are, as ever, around to the old place.

## Hosiery Fashions

Following the vagaries of skirts and shoes, women's hosiery are experiencing the same freakishness. We give in this issue a striking illustration of this in what are called "lamp shade effects." What with fur on her boots and overhanging frills on her stockings, the up-to-date damsel of fashion will certainly attract attention. Stockings with pockets are one of the newest fads with women.

## Height of Tops

One is at a loss to know what is a "safe bet" with regard to the height of women's shoes during the coming season or so. From six or seven inches, tops have crept up until nine and ten have been reached. Whether they may go higher yet fashion doth not yet decree, although some Parisian models would seem to indicate it. Seven and a half inches is a fair estimate of an average demand.

## Sport Shoes

A noticeable feature just now is the remarkable revival on the part of women of interest in

sports. There has been a perfect craze for skating this winter, which is to be followed by active participation in such outdoor sports as golf, tennis, horseback riding, motoring and walking. Shoes of white canvas or leather, or trimmed with colored leather to match the costume, and combinations of white and green. White and gold, white and cadet blue, or white and black are features. For walking high laced boots in black or tan are the vogue. For luncheon purposes high shoes in suede or soft kid, in either buttoned or laced, are worn. Low cut shoes for dinner or evening wear match the dress and the metallic trimmings on evening dresses find their counterpart in the shoes, which are made up often in cloth of gold or silver. Handsome slippers of plain or brocaded metallic cloths are ornamented with rhinestone buckles or dainty rosettes.

## The High Boot

There is some talk in fashion circles of the lengthening of skirts to some extent, but as far as one can judge from present indications, changes will be in the other direction. As far as Canada is concerned there need be no worry, as the fashion of short skirts has really only got a fair start. This means, as stated in our last issue, that high boots will be the vogue for a considerable time. Even in conservative England the tendency in this respect is most marked.

## Buckles and Flaring Tongues

Colonials with high, flaring tongues, and big buckles, are featured as a late style for spring. In a Philadelphia line are colonials with silver buckles three inches wide and  $2\frac{3}{4}$  inches high, with inserts of leather to match the vamp. The colonial of black kid with large tongue and big silver buckle is attractive. The same pattern is shown in white canvas with a gilt buckle.

## Men's Styles

Narrow toe shoes are predicted by manufacturers of men's fine shoes. Last makers are showing narrow toe models and the factories are sampling them. They have pointed, sloping toes, entirely different from the so-called "English" toes. Custom shops and stores catering to the best dressed people report that the trend in men's fine shoes is toward narrow toes. In the men's shoes, tans are the biggest factor in the selling. In spite of what the last makers say about narrow toes, one concern says it is having calls for just the opposite type of toe. The trade, especially the younger set, want broader toes and higher heels, the heels being about an inch and a quarter. Sport shoes, in plain and combination effects, with tan and black are in demand.

# Retail Views and Interviews

What the Best Dealers Are Saying and Doing—Bright Suggestions as to Ways and Means of Shoe Sales Promotion

**O**F course the dealer has bought for spring all but what he will need to sort up with. But a shoe man said the other day, "I have gone very easy on those fad shoes for spring and if what the papers say is true, I will hardly be able to get through the season on what I have. Do you think this high white shoe fad is going to last? Well, it looks as though it were going to be a hot one while it does last, but if the experience of the past teaches anything, it seems to make it plain that extreme fashions in footwear never last longer than a single season or two. Sensible people take hold with reluctance and in apparel, shoes, millinery or anything, the people who rush in are, as a rule, those of uncertain income and especially the flighty giddy class, and they are soon run to death. The white shoe fad will hardly last more than this and part of next season, but it is hard to predict."

## Safe Buying

With women's shoes running up to twelve inches in height, it is hard to know what to do with these extreme styles. Safe, conservative dealers are not going in for the extremes and do not touch anything over eight or nine inches at the most. Every man must judge from his own circumstances. In a factory here, for instance, the young girls "our-herod Herod" in these things and will have not only the highest but the gayest. A select shoe store with a high class trade would not be able to sell some of the creations of the more flashy sort and while undoubtedly there will be a demand for extreme styles in the more expensive lines, they will be limited to the less sensational though pronounced effects. When distinctly noticeable styles are taken up by street-walkers and demi-mondaines it is time to look for a change.

## Are You Interested?

A popular idea these days seems to be that a young fellow with a glib tongue and pleasant address can sell any kind of goods. In conversation with a veteran salesman the other day he was asked to what he attributed his success, he scratched his head thoughtfully. "When I was a young fellow," he said, "there were no schools of salesmanship and very little opportunity to read what was said on the subject in the local papers. Like 'Topsy,' you had to grow into the business. I was always taught that the foundation of selling success was interest. I have seen dozens, I might say hundreds, of bright young fellows with ability, knowledge and presence, who have fallen down because they were more interested in the ball game than the selling game. With me I have never lost the zest for making a sale. I would rather sell a pair of shoes any day to a good keen customer than go to the best hockey match in town, and I am fond of hockey, too. Selling is a game in which a man pits his mind and skill against the other fellow just as much as in trying to take a puck down the ice and a goal means more to a salesman than a good shot by a skilful stick handler."

## Know the Game

Continuing, the retailer said: "I have known lots of fellows who could reel off comments on a hockey game and be able to check up referees on decisions who could not tell a customer anything about the shoes he was selling. He

knows a good shoe only by the price, and if you were to ask him about the leather or the make of the shoe or try to tell you why one shoe sold for \$7.00 while another sold for \$4.50, he would be lost as completely as if you let him loose on the Atlantic in a dory. In my days a shoe man had practically to be a shoemaker because people wanted to know all about the shoes they were buying, but to-day the question mostly asked is whether it is the 'style.' I suppose this has a great deal to do with it, although I often wonder what some of these fellows would do if they had to start and buy shoes for an establishment of their own. It is all lack of interest. A salesman should know the game and the first step is to know the shoe."

## Advertising for February

"What do you do in the way of advertising this month?" was asked of a successful dealer in a town of 5,000 recently. "Well, we have our winter sales to look after, of course," was the reply, "And we have to use the newspapers to some extent for the purpose of pushing these, although I do a good deal of advertising along this line on my store front and through my windows. The weekly newspaper is a little too slow for this kind of advertising. A good window announcement with the goods to appeal to the eye brings the best results. But just now I am doing a good deal of circularizing. I have a good list both of the people of the town and in the rural districts and I am getting in on them with letters not only about our sales, but our new goods, the sale of which will begin in another month. I use these letters for familiar talks and make them as plain and chatty as I can. In fact I try to say to them just what I would like to if they dropped into the store. Do you know, country people especially like to get a letter. They are few and far between, especially at this time of the year, and they are sure to be read from beginning to end, not only by the head of the house, but by the whole family. I have two or three worded differently to send to a neighborhood so that they avoid the appearance of circulars, and each may think his a personal letter. I have had numbers call at the store and say, 'I got your letter.'"

## Windows for the Month

Skating goods can still be pushed and ought to be if the stock is to be cleaned up. Make up your mind to get rid of all the goods you have of this sort by March 1st sure. The big stores all clean up before the end of the season, not after. The time to move winter and especially winter sporting goods is right now. By offering proper inducements, you need not have a pair left over. Skating windows, hockey windows, and anything with winter effects will do to concentrate attention on this line just now. A bright dealer advertised recently a pair of their best skating boots each to the lady and gentleman who had the best costume at the local carnival, and made arrangements with the management that anybody who wore a pair of their shoes should be admitted free for three nights to the rink. This was one way of giving a discount on purchases and made more talk than all the announcements that could be made in the regular way in a paper. He borrowed a couple of figures from the local dry goods and clothing store and dressing them in fancy carnival dress, had them in the win-



dow advertising the carnival, and, of course, his shoes. Piles of skating boots, both ladies and gents, at a mark down price, filled the background.

### Fitting Rubbers

"I find the greatest trouble educating my staff to sell rubbers properly," said a retailer the other day. "Rubbers are, of course, the bugbear of the retailer. We have infinitely more trouble with them than with anything else in the store, and make less money. Because they are a sort of rag end to the business the boys do not take the same care in selling them. To the average buyer rubbers are rubbers and he never thinks of asking if there is any difference in quality or price, and the chances are he will take the first pair that goes on his shoes. For this reason we find a lot of trouble with customers who do not get satisfaction. But it is in fitting that the great difficulty lies and especially with ladies' lines. Time was when there were only two or three shapes, and to-day there are four or five times the number of heels for instance. It requires great care in fitting, for a loose fit is as bad as a close one. I keep constantly before my people the necessity of being careful in fitting rubbers and where I have a pair returned that points directly to carelessness in fitting I make it a point to get back at the salesman, for although the rubber sale is a small thing, a sore customer is a larger proposition."

### Painting the Store

Just about now you are thinking of giving your front a coat of paint and giving the interior a little brush up. What shall I do with my front this year is being asked by retailers just now. It all depends on the character of your store and the kind of trade it does what sort of a front you give it. If you are doing a medium and cheap trade, loud effects such as bright yellow, green, red and white may be adopted to give it distinctiveness, so that you may advertise "The Yellow Front," "The Green Shoe Store," "The Red Shop," or "The White and Gold Shoe Emporium." If you are doing a high class trade, these expedients will not do and the front as well as the setting will have to be sedate and dignified. Where a general or all round trade is done an effort should be made to have the front as distinctive as possible. There

is nothing like making a store stand out from the rest of the shops in the neighborhood. The trouble with most local painters is that they have few ideas beyond putting in the colors. You had better sit down with someone with decided ideas and go into the matter of both inside and outside decoration. Here are a few ideas for the front: Black and gold, black and red; wine and gold; wine and light green; dark green and light green; dark green and light red; white and gold; white and buff; buff and red; buff and light green.

### Writing the Ads

It is a good thing to be able to write good ads, but it is better to educate somebody in the store to do it as well as yourself, for two reasons. You may be down and out with the "grippe" or some other misfortune some week for one thing, and on the other hand the writing of ads is the greatest education and incentive to salesmanship you can give a young salesman. Buy a book or let him take a course on ad-writing, or if you can, do the schooling, give him the ideas yourself. In any case consult your sales people about your ads and develop their ideas. It will give you backing in your announcements and give them interest in their work. A good advertisement is really a good salesman, talking to a number of people at a time, instead of one.

### Watch Your Credit

Said a jobber the other day, holding up a letter that he had just received: "Here is a dealer who is worth money but is so careless about his drafts that we are always having trouble with him. He does not seem to take the pains to see whether the draft is all right and lets it come back. He will probably send us a cheque in a few days but he does not think it worth while writing us a note to tell us why he has not accepted. He does not see that the return of his draft is a slight on us and puts him as well as us in wrong with the bank. That man is worth from fifteen to twenty thousand dollars and is only rated as "fair" in the commercial reports because he is such unsatisfactory pay. Some day he may want the credit he is so careless about just now.

## FREAK HOSIERY

*Samples of Lamp  
Shade Hosiery  
and Purse Stock-  
ings.*



# RUNNING A RETAIL STORE ON \$10,000 CAPITAL

How to Establish and Conduct a Modern Shoe Establishment on a Small Capital—What to Avoid and What to Do—Answer to an Inquiry by a Country Retailer

By E. W. BURT, President Massachusetts Retail Shoe Merchants' Association

**T**HERE are a few basic principles which must be followed by the man who starts in the retail shoe business, with a capital of \$10,000, if he hopes to succeed, and I will discuss the problems in their order.

## 1—Location

The store location depends entirely upon the kind of trade desired by the merchant, men's, women's or both, high class or medium or a general business. Let us take a general business, both men's and women's, medium and high grade, which has the greatest chance of rapid growth under proper management. On \$10,000 capital, a large rent for the first three years is out of the question. Select a store large enough to carry a \$5,000 to \$6,000 stock, which is all you should invest in merchandise to start with. Have two windows if possible, one for men's, the other for women's, fill the rest of the shelves with empty cartons, rent as near the busiest section of the city as you can get, if not on the main shopping street, get a location around the corner one or two doors from the main street, never go "up stairs" at any price. Your rent cannot be over \$1,000 to \$1,200 yearly. You can do it in the largest as well as the smallest city, as I have. Spend \$200 to \$300 for shelves, chairs, rugs, store desk and minor fixtures, including a good oak floor in the window, costing possibly \$50, which will last forever, and no expense after putting in. Pine wood stained green for shelving is attractive and looks well. Chairs cost \$3 to \$4 each, twelve is enough to start with, a cash drawer at \$1.50 will do, \$25 will buy all the window fixtures you need. Wilton carpets or rugs are not expensive and will last two years, curtain off the back of your window. Signs over your store should be of wood, black sand background and gold lettering, gold lettering on windows would be covered by your \$300 investment.

Take a one's year's lease only, with privilege of clause allowing time to fit up your store, when your rent begins, you must be ready for business. I have often fitted up a store and been doing business two weeks before rent started.

## 2—Merchandise

Here is your greatest problem, nine out of ten merchants fail by overbuying and purchasing the wrong kind of shoes, whether the capital is \$10,000 or \$100,000. Overbuying takes all your capital, wrong buying puts your merchandise at a mark-down sale with loss of your profit. Carrying unsalable shoes on your shelves at six per cent. interest on your investment is a loss, which must be considered seriously. Decide what trade you will cater to and buy accordingly. The fewer lines, lasts, and patterns you select on your first investment, the better, add other lines as you go along. One pair on a size on 2½ to 3½ and 7 to 8 on medium widths, two pairs on a size on the middle sizes are sufficient, and do not re-order until after you have sold what you originally bought. Depend all you can upon lines of shoes carried in stock by the manufacturers purchasing your staple lines from the stock department. Seventy-five per cent. of your business can be done on sensible sane shoes which are salable all the seasons of the year, the other 25 per cent. should be on the fancy, fly-by-night styles, upon which you must make a long profit, and

when the sale begins, clean up these fancy shoes as quickly as possible.

Do not invest over \$6,000 to stock your store, and fill the rest of the shelves with empty cartons. You must purchase lines of shoes which give you 35 and 40 per cent. gross profit, and establish your business on medium and high priced shoes. Specialize on one or more brands of widely advertised shoes, on which there is already an established trade through the advertising of the shoe. One man in a large city runs his store entirely upon advertised shoes, using as his trade-name "Store of Famous Shoes," his business has grown rapidly and there are large profits.

Do not attempt to buy all styles of shoes demanded by women, it is unwise for you to invest money in a line of shoes for which you have only a very few calls a week. Let this business go to another retailer, at least for the first year, while you get on a good, safe basis.

Do not give discounts to schools, colleges, or professional men, it is not necessary and you can build up your business without it. Charge your customers for wear on shoes, the customary amount is \$1.00 per month, you cannot afford to give free wear on footwear.

## 3—Salesmanship

Service to your customer is the first requirement for success in the retail shoe business. Educate your clerk to become courteous, attentive and patient with customers. Pay good wages to your clerks, a man at \$18 a week is worth two at \$9.00 a week. A poor salesman would dissatisfy a customer and drive away trade. Remember that if a salesman loses a sale of one pair of shoes a day, you will lose from \$1.50 to \$2.50 gross profit on the pair which he loses. If he is a competent salesman, he should make nearly every sale which he has.

Make the salesman realize that your success depends upon him, and give him a chance for advancement if the business increases. Be very strict with your salesmen to have them fit the shoes properly. Do not allow any shoes to go out of your store misfitted, too short or too narrow. For the first year you can get along with two extra men besides the proprietor, and with extra clerks on Saturdays and before holidays if necessary. The salesman expense should not be more than 5 per cent. of your sales.

## 4—Advertising

In advertising your business, use careful judgment in selecting your method of publicity. Eliminate all programmes and "floating" advertising, select the leading newspapers and give them a fairly good sized advertisement twice a week for the first year. Use attractive cuts, illustrations and clear copies, and have them original. Study how to advertise your particular business and run your advertising yourself. Depend chiefly upon personal solicitation and letters to prospective customers in your location. Send them a printed notice from time to time in a sealed envelope with a 2 cent stamp, describing your goods. Advertising is very broad in its scope and the merchant can throw away a great deal of money unless the lines are carefully laid, and the ones which pay the best are taken out.



Your advertising should be 2 per cent. of your gross sales, whether you do \$25,000 or \$100,000 a year.

Your window is your best advertisement, it is worth the entire rent of your store, keep it neat and attractive and well arranged, changing the shoes weekly, with display cards and attractive arrangements of the shoes. Do not allow any dust to accumulate in the window or tan shoes to fade, if they do so, remove them and put in fresh ones. Have your store arranged well inside, with the cartons always fresh in appearance, not damaged or broken. Keep the paint in the store fresh and everything looking up to date. A customer is always impressed immediately upon entering the store, as to the ability of the merchant to run his business.

### 5—General Expenses

There are a few general expenses in running retail shoe stores which must have your careful attention, among which are insurance, and it is always advisable to take your policies in Mutual Companies, paying 25 per cent. dividends, it will make a considerable saving, and many shoe merchants are following this plan. Of course your store will be fitted with electric lights and it will be advisable to have lights in the windows in the evening, and have them connected with a time clock.

For the first year you can keep books yourself and your stock system sheets, and when you can afford it, have a cashier to look after the cash, correspondence, the paying of expenses, etc. Many merchants do not see the importance of having a small sized burglar-proof safe in the store, costing \$25, but many merchants have lost money from the cash drawer without this protection. Handle your cash yourself, and make the change, taking your deposit to the bank and paying your bills, do not allow your clerks to go to the cash drawer to make change.

### Stock Turn Over

On a capital of \$10,000 with a stock investment of \$6,000, your sales should be at least \$20,000 to \$25,000 yearly at a gross profit of 35 per cent. to 40 per cent. on staple shoes and higher on fancy shoes with the quickest turn over on the latter kind. Clean up twice a year, all odd and end sizes and widths. Draw off composite sheets of all different leathers, tans, patent, etc., regardless of lasts and dispose of all surplus sizes that have accumulated instead of buying new lines on these leathers, the merchant who turns his stock only once a year has over-bought or has the wrong styles, and he will in the end fail.

### Charge Accounts

In opening charge accounts, great care must be given to the credit department, and a rule should be established that no credit on return shoes will be given after eight or ten days. Charge account business is a trade builder, but a money loser, unless watched with great care. One failure is recorded by a shoe merchant in Harvard Sq., Cambridge, who charged 90 per cent. of total business to college students. Another Boston merchant states that 75 per cent. of his entire business is charge accounts, but would rather give 2 per cent. discount for cash on all his goods, if he could eliminate a charge business. Personally I believe in charge accounts even at 5 per cent. loss yearly through failure of collection, but on a \$10,000 capital, a strict cash business must be adhered to for the first year or so.

### P. M. (Post Mortem) Habit

You should not put P. M.'s on your goods except in cases of necessity and never on findings. Salesmen get into a habit of misfitting shoes in order to secure the P. M.

and make many dissatisfied customers by a forced sale, spending unnecessary time to dispose of P. M. goods. Small merchants should not get into this habit. I know a retailer who puts 25 cents P.M. on every pair of \$5.00 and higher priced shoes, because he is afraid to ask \$5.00 for shoes and afraid the clerk can't get it, he can sell the shoes and save the 25 cents. Old lines in sales at the end of the season can be cleaned up, however, on the P. M. system.

### Repairs and Findings

Great profit can be made in the repair business if handled properly. Get your customers to bring back their shoes for repairs and charge enough to give the best class of work with high grade of leather, have it done properly and quickly, 25 per cent. net profit is possible on repair work. Put in a repair outfit in your basement when your sales reach \$25,000, it will pay you, one man for machines and a cobbler can handle the proposition and you can in time, work into custom shoes at tremendous profits. Do not stock heavily on findings, polishes, boot trees, laces, etc., a small amount must be carried. Hosiery can be added in a few lines of black and tan for men and women. A glass show case is necessary for a hosiery department. Fancy buckles are a big money maker, but should not be considered by the \$10,000 shoe man.

### Stock System

Every shoe retailer should keep a stock system in a book, ruled off in squares, putting the styles, sizes and widths of every line in the store, putting down one line for every pair on hand and crossing off each pair when sold, adding new pairs as received, so that every night you can look at the stock system and know exactly what there is in the store. I have worked out a stock system for my own stores and perfected it to such a point, that the stock was short only eight pairs in one year in our Pittsburgh store. The shoes can be crossed off the stock sheet when sold every day, from the day's business taken from the cash or charge sales slips made out by the clerk when the sales are made. These slips should be in duplicate, one can be kept in the store and the other given to the customer. Exchanging sizes or shoes returned can be taken off the stock sheets as if they were sold, adding on the pairs returned, crossing off the pairs given in exchange.

### Lastly

Remember, you are in the shoe business to stay, making satisfied customers is the best advertisement you can find. Do not waste any time worrying about the other fellow getting your business, be original, progressive and fearless, do your business on principle, not habit, honesty must be your strongest card and give all your time strictly to business, never be satisfied with what you have accomplished, but look ahead for larger fields, your business is what you make it, you are the galvanic battery which puts life, activity and success into it.

Join your city, state and National shoe retail association, you cannot succeed without co-operation with other shoe merchants, it is worth hundreds of dollars to you and the time you give to it will come back to you, one hundred fold for a better, bigger and successful merchant.

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Epictetus and Shakespeare both spoke of us as being actors in a drama—actors whose time upon the stage of life is brief at best. We do not choose the parts we are to take, whether that of a beggar or king, but whatever our guise we may play the part of MEN—than which there is no nobler role.

# PLANNING AN ADVERTISING CAMPAIGN

How to go About Investing Money in Publicity—A Ways and Means Committee on Advertising—Some Pointers on Media and Their Advantages

**I**N a former article we discussed the approach of the advertising question in a matter-of-fact business-like way, and showed how the science of publicity was in disrepute through false ideals and slipshod methods. What is needed to get results and pleasure out of advertising, as well as definite method and fixed purpose.

The first thing to have settled is how much you can spend on publicity. We say "can" spend, because it has to be put in this way with some. It would be senseless for you to spend, for instance, a thousand dollars a year for advertising, if you could not possibly push up your sales to ten thousand dollars. The amount spent for advertising must bear some proportion, not only to the business being done, but to the possibilities of the business in its present stand. If you are only doing a business of ten thousand dollars a year and might easily be doing twenty or thirty, and you have the capital as well as the facilities and capabilities for expansion, there is good reason for you extending your advertising expense with this in view, for in no way can a business be more easily or quickly developed than through publicity rightly directed and carried out in a sane business-like manner.

Supposing you are doing a business, let us say, of \$20,000 a year, how shall we arrive at a proper amount to devote to advertising? If you are already established in business you will know not only what your sales were last year, but what your running expenses were. These, including everything, ought not to run over \$5,000, they ought to be brought to about \$4,500. Now, out of this you have probably paid for general store expenses, including rent, light, heat, interest, depreciation, say \$2,000. For labor in connection with the store, say, including all wages, \$1,500. Allow \$500 for sundries and you have a total of \$4,000. This leaves a balance of \$500 to be devoted to advertising expenses. These proportions are about those fixed upon by successful dealers, as the correct ones for dividing up the expense programme, although some advocate the increasing of this investment in advertising from 2½% to 3% or 4% on the total sales. This could possibly be done on a sales record of \$25,000 or \$30,000, but 2½% is a good starting point and should put the dealer in a position not

only to increase his business, but judge just how far he can go in promoting the growth of his business through advertising.

After deciding how much he is going to spend the dealer should first of all figure on how he is going to spend it. First of all, as to media. There is no doubt that newspapers are the very best means of communication between the retailer and his customers. The best should be selected, not because of circulation only, but of influence. Sometimes, as has already been said, a paper with a smaller circulation has more pulling power for the advertiser. Go thoroughly into the merits of the papers and then decide how much you will spend and how much with each, if there are more than one eligible. Don't put all your eggs in one basket, or fire off all your ammunition in one spot or in one volley. Of the five hundred dollars, suppose you devote one-half, or say \$250, to newspaper advertising. Take one-quarter, or \$125, and devote it to special advertising schemes, such as bill boards, etc., and set aside \$125 for reserve. It is common to hear large concerns say that their advertising appropriation is "exhausted." It is usually only an excuse, but if it be true, they often miss good things by tying themselves up to absolute arrangements. There will undoubtedly turn up during the year several good propositions, and you will not want to have them interfere with your regular advertising schemes. Be sure and have a reserve or emergency advertising fund.

Now as to what you are to do with the \$250, or you can make it \$300, if you wish, that you are devoting to newspaper publicity—you should first sit down and figure how this is to be spent. First decide what months are the best ones to advertise in for your business. Better lay out a sort of calendar, beginning with January and ending with December, and figure out their relative importance in advertising. Mark them in some way so as to give you an idea of what to spend on each. Some people say you should advertise strongly in the dull months when you need business, and that the good months will take care of themselves. If we are to follow the advice and example of successful advertisers, we will not listen to this suggestion. Advertising should be done when the people have the money and



QUIET  
BUT POPULAR

*Lines that have elegance  
and fit combined.*



## A Noted Rubber Man Passes

ONE of the most prominent figures in the rubber business of Canada in the past generation, Mr. J. H. McKechnie, passed away at Montreal on February 8th. He had been ill with a severe cold for a little over a week and pneumonia settled in.

Mr. McKechnie came into prominence in 1887, when the Granby Rubber Co. was formed in 1887 with the late S. H. C. Miner as executive head. He occupied for many years the position of secretary-treasurer of the company and when it was merged in 1907 in the Canadian Consolidated Rubber Co. he became a director and official of the latter concern. Last April he became president of the Consolidated.

Mr. McKechnie was one of the most affable and kindly of men and made many friends by his imperturbable geniality and uniform courtesy. Probably no man in recent years was as familiar with the ins and outs of Canadian rubber trade, which for nearly thirty years was his great hobby and constant concern. He leaves a wife only, having no family, and his many friends throughout the Dominion extend to her their most heartfelt sympathy.

Mr. McKechnie will be missed in rubber circles and more especially by the inner coterie of friends who appreciated his quiet way and sterling worth. He was born in Granby in 1849 and was buried there on Thursday, February 10th.



are willing to spend it. To advertise in a country locality extensively in July or August, except for some special reason, would be largely a waste of money. The people have not the money, as a rule, to buy, and unless you have special bargains to offer you will only waste your money by spending it on advertising specials in the dog days. Nevertheless, it is a question whether it is a wise thing to be quite out of the paper at all, even in the dull periods. These may be used to tell something about goods that are lost in the rush, or to keep people's thoughts on the store and its methods.

In any case, figure out where you want to place the most outlay and divide up the money accordingly. Do not contract for a fixed space from week to week or month to month. Make a contract for so many thousand lines to be used "as ordered." You can easily figure the amount your appropriation will buy. There are fourteen agate lines of advertising to one inch, single column. From this you will be able to figure how much space there is in a column, two columns or three columns, and arrive at what any particular space in any issue would cost you at the line rate. Get the closest rate you can and spend the money with the concern that will best serve your aims.

Your advertising, as well as all your other expenses, should be first of all added to the cost of your goods, so that you may go ahead with your plans knowing that you are covered in your expenditure. On some goods you will have to add more than others which will have to be sold at more

competitive prices, and do not forget the important fact that the percentage added to the net cost of your goods will not represent the percentage of profit on them. Most dealers who find the expense of doing business to be 25% on their turnover, add 30 or 33 $\frac{1}{3}$ % to their net cost to bring them through safely.

Now, you have \$125 set aside for other purposes than newspaper advertising. Study out carefully the advantages of circulars, fences, posters, and out-of-door displays. In your line you ought to find poster advertising a good thing. Get costs and devote a portion of your appropriation to attractive bill board displays. Letters and circulars are a good thing used, say, in the months when you go slow on newspaper and poster advertising. Get up some good original letters and post cards, and you will find they will appeal to some people, and be more useful and profitable for some lines than any other plan. But put brains and effort into the thing or you will waste your postage. Programmes are the bane of the retailer, but do not dismiss them all as sink-holes for your money. Theatre programmes or anything with a sure circulation, where people have a chance to read them, are worth considering. Only don't be led by the nose and pay through the nose for your advertising.

Take your store folk into your confidence in your planning and talk over with them what you propose doing to promote sales. It will increase not only their interest but efficiency in selling and back up your advertising.

# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**B**USINESS has shown some improvement during the past two weeks. Manufacturers have been in the market on account of having put off their purchases for spring trade requirements rather longer than usual. While hide conditions seem somewhat easier, there is no warrant for leather producers letting down the bars to any extent. There is a genuine scarcity of first class tannages in both upper and sole stock and tanners are sitting tight. Selections in some lines are so well cleared up that prices cannot be quoted.

## Leather Substitutes

It was a strange sight to see a tanner at a gathering of shoe manufacturers advising them to look around for leather substitutes, nevertheless, such was the case in New York last month. Tanners realize as much, and perhaps more than anyone else, the growing scarcity of raw materials out of which leather can be produced. There is no use burking the question. Like Banquo's ghost it will not down. The tanner can have no object in closing either his or his customers' eyes to facts that radically affect the relations of both. The man of leather will not be any better off should hides get to fifty cents a pound. He will not sell as much leather. An easement of the demand for leather will, on the other hand, give him his chance on the raw market for supplies.

## Measuring Close

On account of the high prices of leather a good deal more consideration is being given just now to correct measurements. With stock at half a dollar a foot, every little counts, and carelessness, at the end of the month in the billing of goods will mean less of a tidy profit. The custom of being easy on fractional quantities is passing and while it would have been considered small to reckon in a quarter foot a few years ago, this means practically as much as a whole foot at that time.

## Hand to Mouth

Some large orders are still given by leather buyers, but the rule today is to make the tanner carry the stocks. At one time some of the large factories had their cellars stacked with sole and upper leathers, but the large operator has given place to the "purchasing agent," who figures requirements only a few weeks ahead. The condition of the market has a lot to do with it, as well as the fact that the outside demand for certain classes of leather has recently been such as to prevent overstocking. Then, too, business has gradually centred in large concerns. Time was when the

finished leather piled up in small tanneries and then the owners went to Montreal and Quebec and unloaded. Those were the days when the big buyer could make his year's profits out of his leather purchases in a few weeks.

## Prices Must Advance

It seems to be generally agreed among buyers and sellers of hides, leather, and goods made therefrom, says Hide and Leather that prices are likely to advance, despite temporary halting and weak spots here and there. Market conditions are clarifying themselves with the progress of the months. Contracts at cheap figures for leather, shoes and for materials used in making leather and shoes are being completed so that larger and larger numbers of buyers are being forced to pay the prevailing high values, and can only obtain limited supplies at that.

## Native Dyestuffs

In an interesting lecture delivered recently by Wm. Armstrong, of the Armstrong Leather Mart, before the Essex Institute, Salem, the speaker, amongst other things, said: That the use of native dyewoods is being revived. He showed samples of vegetable dyestuffs that recently had been offered in Boston market. He showed an Indian blanket, dyed by the Navajo Indians forty years ago, to prove that vegetable dyes provide permanent colors. He also spoke of a process, used forty years ago, of dyeing leather with wood dyes, and setting the colors with aniline dyes.

Mr. Dow, replying to Mr. Armstrong, said that the institute had in its collections fine fabrics that must have been dyed with native dyewoods a century and more ago. The colors are still good. He also recollected that a Lynn cider mill, after it crushed the apple crop, began to grind barberry root, making it into a powder for dyes.

## Advance in Glazed Kid

In an article that recently appeared in the Public Ledger of Philadelphia. Mr. Ira Vaughn, of Dungan, Hood Co., states: "Glazed kid, for which there is at present a heavy demand, due chiefly to fashion's decree for high-topped shoes in fancy colors for women, has advanced from 15 to 20 per cent. recently, and with every possibility of it going still higher. The war has tied up large quantities of goatskins, causing a serious shortage in the supply. These conditions have forced the American manufacturers into keen competition for Mexican and South American skins, with the result that

(Continued on page 51)



# Shoe Repair Department

What Live Retailers and Others are Doing to Make Money Out of the Repair Shop—The Repair Corner Gives Way to Modern Methods

**T**HE saying that if a thing is worth doing it is worth doing well applies particularly to shoe repairing. Half-hearted, sloppy repairing will not only keep customers away with repairs but with orders for new shoes. Nothing will make a man or woman angrier than to get back a pair of shoes "manhandled," and nothing will please them better and advertise the shoe more than having a surprise handed them in a pair of shoes well and tastefully repaired.

## Don't Overcharge

To charge a quarter for a ten cent job may be your way of getting even with a customer who has brought in a troublesome though insignificant job of repairs, but you will send a customer out of your store with a sense of injustice ranking in his breast. The repair shop is the greatest advertiser a shoe business has and its sword cuts both ways. A good way to satisfy a customer he is not being overcharged is to enumerate on a tag what has been done to the shoes.

## Thoughtfulness a Factor

To confine the repairs to just what the customer has ordered is all right when a large amount is not involved in additional work that the shoeman sees necessary after the customer has gone. It is better to add any little thing found necessary in the repairs and indicate it on the tag. When the shoe laces are completely worn, a pair can often be added and charged, or when the repairs are sufficiently large included in the estimate. The laces will come as a surprise and give additional satisfaction.

## Making Promises

One of the sources of greatest annoyance and most frequent discord is the ready promise to have a certain job ready at a certain time. Most people want their repair jobs done "yesterday" not even to-morrow, and the man who can steer clear of trouble in this matter of having work done promptly at the time promised will add years to his life and dollars to his bank account. Few repair departments have a proper system for telling just how the work will be turned out, and unless there is there is sure to be heart burning between employer and employees and with the customer and salesman. Have some way of telling when work may be expected through.

## Be Obliging

It is a mistake not to go out of your way to do little things for customers. A man went into a repair shop some time ago and asked to have a rip in the shank of his shoe sewn while he waited. The proprietor said he would have to leave it as he couldn't take a man off a job. It was a wet day and the customer needed protection against the weather. He went up the street and got relief, the result being that he will probably get his new shoes as well as his repairs at another place in future.

## Exacting Customers

There are people who would not give a repairer the life of a dog if they had their way. The "cobbler" is not worthy of consideration. He is there to suit their convenience. They have no regard either for other customers. Their work has to be done before that of anyone else. Sometimes it is a person with money whose trade is worth caring for,

and the dealer has to pocket his righteous indignation and saw wood. But people, as a rule, are more unreasonable about repairs than any other thing in the world, and will lose their tempers and their self-respect over a twenty-five cent job when they can be cajoled or reasoned in a five dollar proposition.

## A Successful Repair Shop

Mr. F. E. Ballou, of the F. E. Ballou Co., of Providence, R.I., has the honor of being not only the president of the Rhode Island State Association of Retail Shoe Dealers, but is also a member of the State Legislature. He is a shoe man of standing and experience and one of the earliest believers and workers in shoe repairing as a paying adjunct to a shoe business. His shoe repair business started in 1898, is an institution equipped with \$2,500 worth of modern machinery, and does business of over \$1,000 a month. Its extent may be judged from the fact that the firm sends out every little while circulars to the extent of 100,000 an issue. He claims they make clear 33 1-3 per cent profit and the department is a splendid inducement for regular trade. "Quality" is the watchword, and no point is left unthought of, and no means unpursued for not only giving customers satisfaction, but having them tell their friends. They make a point of time in shoe repairs, and have deliveries made by automobile. They specialize with and advertise sporting repairs, and give special attention to the interesting of women in the department. They employ the best help and pay good wages. They keep their repair department "spick and span."

## What Shoe Repairer Learned on a Visit

"Yes, there are several ways to build up a repair trade," declared a leading shoeman the other day, "the surest way not to upbuild it is to sit around your shop all the time, never visiting another town, going to a competitor's establishment, or exchanging views with any one in the trade. You cannot go around without you learn something.

"I am doing business in a place of nearly 15,000 and I thought I knew it all—at least I had lulled myself into a sense of assurance that there was not a great deal I could learn. But having to go to a large city on some private business, I thought I would spend a day calling on some shoe repair establishments there. I got in contact with three or four, and naturally picked up a number of pointers.

One man said: 'Yes, I believe in advertising. I am of the opinion that the distribution of booklets, folders, circulars and dodgers is a good thing, but too frequently, the fellow who is advertising, is circulating this literature in a too wide latitude from his own establishment, when he is possibly unknown to his next door neighbor, or in his own block. Now, remember that most of the trade naturally gravitates to your shop from the neighborhood most contiguous, and be sure that you are known first at home, so to speak, before you go in the outskirts. See that every man, woman and child within one block or several blocks, knows that you repair shoes, that you give good service, that you do a neat job, and that you have fine facilities. Let these facts be presented day in and day out, until all are thoroughly acquainted with them, then, if you want to enlarge your sphere of activity or widen your business horizon,

it is time enough to go outside. But advertising, like charity, 'begins at home.'"

"Another man told me that he did not now buy rubber heels in dozen pairs lots, each pair done up in a neat carton. 'Why?' 'I get them in bulk,' he exclaimed, 'and I pay 18c. less a dozen. They are just as neat—and look at what I save! Of course, when each pair is done up in a nicely printed package, some one is paying for that container. I am now able to make quite a bit of money by having rubber heels come loose. I am putting on some rubber heels for 25c. a pair. Of course, I know I will be laughed at. But remember that certain department stores sell rubber heels at 15c., and if they can I can. I have here a second quality heel, just as good as these so-called variety stores handle, which costs me about 8c. I make 7c. a pair on it. I sell it for 15c. to those who wants to put on their own heels. But if necessary, I will supply a pair and attach them for 25c. Of course, I do not guarantee that they will wear very long, but there is always a certain cheap trade if you do not cater to it, will go to the other fellow, and just now I am after all the business that I can corral.'"

"Another shoeman said, when I asked him if he sent for and delivered parcels: 'Yes, I do, because I am in a suburban district and I do not have to go very far for the goods—I have to have a boy around the shop anyway, and it takes very little time for him to cover the routes and bring in the jobs. If I were doing business in the down-town section of a large city, I do not think that I would send for and deliver work, because many a girl in a store or office will ask you to come for a pair of shoes in order to have a patch put on, a rip sewed, or a sole nailed, and then request that you return them in an hour or two. The whole job would not be more than 10, 15 or 25 cents, and any profit would be swallowed up in getting the business. If I advertised that I would call for and deliver all parcels, I suppose I would be asked to go three miles in one direction, two in another, or five in a third, on a fifty cent job. The cost of getting it in would be at least 10c. and what would be my margin? No, my rule is to deliver all jobs on which I receive over a dollar. On work less than that I charge 5c. for delivery. This is the only fair means, but like everything else, the delivery system is one which a man has to regulate according to his own territory, the city in which he does business, and the class of trade that he is after. I have simply given you my ideas as I worked them out here.'"

"Oh, there are many things to study in this business. Among them is how to get better prices, for, considering the rapidly rising cost of sole leather, thread and all other materials, shoe repairers have got to ask more today than ever before, if they want to make even a living. And again, help is exceptionally scarce. All the available men have enlisted, or are so mighty independent that you have to get down on your knees to cajole them into working for you.

#### FIND IT OF GREAT HELP

We appreciate the "Shoe and Leather Journal" very much and have found it of great help in our business. Allow us to extend to you the compliments of the season.

RODD & DEACON.

Cobalt, Ont.

"Yes sir, the shoe repairer has his troubles like any other man, but I have said enough on that point just now."

#### From Away Down East

Editor, SHOE AND LEATHER JOURNAL:

Just a few lines of a repair man. I am a bootmaker, having served an apprenticeship of seven years and been on my own account for thirty-two years. I have read a lot of the Repair Man, also on different opinions as to the best way to conduct a repair business. As times, shapes and styles differ, the repairer has to change along with them. And I have come to the conclusion that a repair man must invest in modern machinery and must study the people he has to cater to and for the repair man to make a success of his business, he should also work on a good and friendly understanding with other repairers in his district, if there are any. But this is a trade where tradesmen keep far apart from each other; but by coming to an understanding and working with each other and making a standard price, is in my opinion, the only way to success.

I must say there are very few practical bootmakers and repairers nowadays, as most of the repairers pick up a little knowledge by going into a man's shop and studying its methods, and then setting up as a first class repairer who often sets in to undercut the other men so as to get a start, and thus do quite a great deal of harm to the trade in general. So people class all repair men alike. Where I was serving my time it was in a country village. There was no machine, not even a patching machine, everything done by hand. Making our own pegs, uppers, and even lasts. It is only these last few years that I have installed modern machinery, and I am sorry I did not get them years ago, for if I don't get the extra money I get the ease. Besides I can do the work much quicker than formerly, and as the times have changed from when a customer often had to wait for his boots to be either made or repaired, now he wants them in a few minutes. It is all speeding these days. It is not shoemaking but botching.

Nowadays nearly all factory boots are McKay-sewn or Goodyear welts—and those who buy McKays are wise in having their repairs either McKay-sewn or nailed. But more often than not, those or most of those who buy welted boots, want the soles nailed on instead of sewn. The result is the edges crack open and then the customer gets sore and is not satisfied with the work done, and when you try to explain the difference between nailing and sewing, well all they know is the difference in price.

These days there are a lot of rubber heels used; some wear better than others and in the faulty rubber heel the repair man gets the blame, and the way I put on rubber heels and finish them, etc., fifty cents is not money enough for the work to pay for the heels, time and other necessary expenses, especially if you employ a man to do the work.

I am not a pessimist or grumbler, but try to show what a practical shoemaker has to put up with these days, mostly owing to the under-cutter. I have the facilities for doing and can do the work in a first class workman style. I must say I get a good price for my work, and get anything from \$6.50 to \$10.00 for my new Bespoke work, and that is not enough, according to the price of leather and other material since the war began.

Hoping to hear from other repairers in your valuable Journal. Wishing your paper every success.

I am yours,

Springhill, N.S., Feb. 15, 1916.

BOOTMAKER.



# A Service That Saves Time and Money

For our many customers is the basis upon which our reputation has been made during the past thirty years. We always carry

## A Complete Assortment Of Up-to-Date Footwear For Men, Women and Children

A trial order will convince you that we have the goods and give the service you require.

### OUR 1916 CATALOG

is an interesting trade book that you should have. If you are not on our mailing list please write for a copy.

The  
**London Shoe Co., Limited**

WHOLESALE SHOE MERCHANTS

London - Canada

# PROMINENT BRITISH PARLIAMENTARIANS



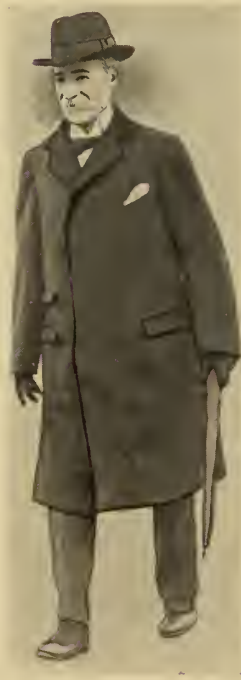
MR. AUSTIN CHAMBERLAIN



MR. RUNCIMAN      MR. MCKENNA  
NOTICE THE LIKENESS IN FEATURES AND DRESS



SIR EDWARD GREY



LORD LANSDOWNE



LORD SELBORNE      LORD CURZON



MR. A. BALFOUR

RETURNING FROM AN IMPORTANT CABINET MEETING



# Leap Year Sales Schemes

February Has Twenty-Nine Days Once in Four Years—How Advantage May Be Taken of This Fact on Sales Promotion

**I**T will not come again until 1920. You might as well take advantage of the interest it makes to focus attention upon your store. It is not as easy to adopt the number 29 to the sale of shoes as some other lines, but there are quite a number of suggestions in order for the use of the occasion for sales promotion in the shoe store.

This is the time of year when in most shoe stocks there is an accumulation of "left-overs." Of course in modern retailing it is considered bad business to have a ragged stock at the end of a season, but in spite of all that may be said on this score, the average shoe store is compelled now and then to clean up its stock by means of special sales. Sometimes nothing will move these shelf warmers but drastic measures, and they have to get the knife deep to get effectual results. Price will move most anything these days. Only mark the goods low enough and somebody will carry them off, whether they can use them or not.

A shoe is pretty well covered with "whiskers" that will not bring more than twenty-nine cents and yet there are around some stores goods that might better be given away than allowed to take up shelf space and grow musty with age. They are only taking the place of good stuff that could be sold at a profit, and it is good business to get rid of them. If you have any odds and ends that you are tired seeing about the place, set out two or three tables of these "stickers" and mark them "Leap Year—29c."

Rubbers that are undesirable or a job lot of seconds will lend themselves just now to a twenty-nine cent scheme. During the month several 29 and 49 cent sales of rubbers have been noticed. It is getting towards the close of the retail rubber season. Hustle off the fringes of your winter stock with some such starter as this or you may have them left on your hands.

Failing undesirable stock there is abundant chance to work in the 29c on regular lines. If the twenty-nine cents alone will not lend itself to the scheme in your case, run it through a series of special shoes from \$1.29 up. Lines can be got together at \$1.29, \$2.29, \$3.29, \$4.29 that can be sold at these figures to represent a reduction of the even prices of goods sold at the half dollar mark.

Then there are various supplies that can be thrown into a sale upon which 29c will yield a profit, while some scheme for presenting "Leap Year Heroines" or "Heroes" for that matter with shoes at a discount or gratis are not altogether incapable of working out to advantage.

## Leap Year Windows

A suitable background for a leap year window might be of lattice work with an open gate on

which the words "Feb. 29th" might be displayed. Above this the legend could be displayed, "A Leap Year Opportunity." The window might be decorated somewhat in bridal style throughout and a display made of ladies' fine shoes making a strong point of the prices as special "proposals" or "opportunities." The prices may be odd as \$2.29, \$4.29.

A good scheme of the humorous sort might be carried out by using a dummy figure of a man, or failing that, a bright catchy cartoon representing the bashful swain being brought to book. The title might be "Toeing the Mark." A window of men's shoes toeing a "mark" made by some decorative material would carry out the idea and fixtures on either side could complete the display of footwear which may or may not be all of one color.

## Leap Year Advertising

There are quite as good opportunities for leap year advertising as for sales or window display, and some of these will doubtless suggest themselves. The newspaper advertisements will, of course, be in line with the displays or sales schemes and should be bright, snappy and humorous. The dealer might advertise for lists of "Eligible Bachelors" in confidence offering some inducement to those who will volunteer same, but, of course, stating that names submitted may be forwarded anonymously. These "Unmarried Derelicts" may have letters sent to them couched in courteous yet somewhat humorous terms advising how to "pop the question" and inviting their special attention to the "Bachelor's Shoe" at \$4.29 in the "Toe the Mark" window. Plenty of young ladies will volunteer names of young men in whom their friends are interested for a lark and the invitation to come and purchase the shoes will have perhaps a double effect—bring them to buy a pair of shoes and then send them off to "pop the question" to some interesting young lady who has too long been kept in anticipation of the joyful moment.

## Suggestion for Ad.

"If you know any Timid Bachelor who is putting off the important matter of 'Speaking His Mind' to some eligible young lady and wish to help him to TOE THE MARK send us his name, and we will forward him our 'Hints to Bachelors' and advise him to call in and see us.

"Sure cure for Cold Feet and Knock Knees. Guarantee to promoted a proper understanding and settled convictions.

"Communications in confidence. No questions asked. Send this ad to him if you think it better."

# McArthur, Irwin, Limited

Montreal ESTABLISHED 1842 Toronto

## MANUFACTURERS

C.D Chrome Leather Oil  
 C.D Waterproof Dressing  
 C.D Finishing Oil  
 C.D Fur Grease  
 C.D Wool Oil



## IMPORTERS

C.D Moellon Degras  
 Crown Degras  
 Hemlock Extract  
 Gambier—Cube or Extract  
 Sod Oil

## SOLE CANADIAN AGENTS

McArthur & Co., Liverpool—(Myrabolam) Extract, Quebracho Extract.  
 Carlos Casado, Limited, Buenos Ayres—Quebracho Extracts—Works in Paraguay



The Mark W & S of Quality



## Rubber Cements

As specialists of over 10 years standing we can serve any factory. No maker has had fewer complaints from customers, proving the high quality of W & S Cement and emphasizing the benefit it is to shoe manufacturers to use it rather than cheap makes which in the long run are expensive.

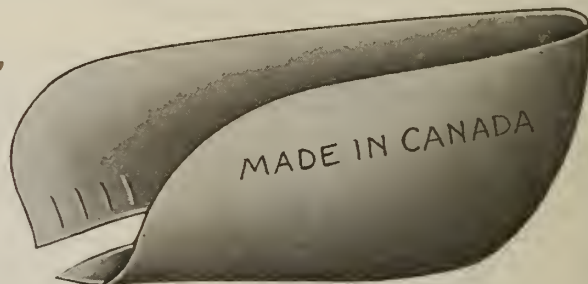
## Pasting and Cementing

of cloth is done by us as the oldest backers in Canada. Send us your cloth for perfect results.

Other lines include:

TOP FACINGS, ALL KINDS  
 CANVAS and LEATHER INSOLING  
 OIL PAPER FOR SHOE COVERS  
 PLUMPING CLOTH, Etc., Etc.

F. E. Woodward & Sons  
 Lachine, Province of Quebec



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
 Canadians from Canadian Made Fibre.

We stand behind our guarantee  
 that **These Counters Will  
 Outwear the Shoe.**

We have been serving the Shoe  
 Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
 ST. HYACINTHE

Sales Office and Warehouse  
 MONTREAL



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**T**HERE has been quite a bit of sorting during the past two weeks and supplemental orders for spring, especially of fancy lines, have come in well. Dealers were very shy of such lines as high white shoes and other fantastic styles, and are beginning to realize that they may find themselves short when the spring trade rush commences. Spring stocks are none too ample, and dealers seem more inclined to brush up. Manufacturers are all busy on spring orders, many of which have already been shipped.

## Leather Prices

Tanners are insisting on advances in almost all their lines and manufacturers are holding off as well as they can. There is a dearth of good selections in some lines of light stock, and it is almost impossible to get others. There seems to be a tremendous demand for light tan, and champagne shades are well cleaned up. Makers of women's shoes find it difficult to get adequate supplies of whites and greys, and many of them are introducing fabrics in some of the lines designed for light leathers.

## Lasts and Patterns

Those who have returned from visits to the American markets say that last makers are showing both men's and women's shapes on much narrower toes, and particularly men's. On the other hand many are sticking out for the broad comfortable shapes of the past couple of seasons. There will certainly be a good demand for sensible, roomy shoes for a season or two, notwithstanding any innovations of narrower toes. The tendency in designs is strongly towards ornamentation and perforation will run riot again in tips, vamps, quarters, etc. Saddle straps are a common decoration for walking shoes and sport shoes.

## Export Business

The factories are somewhat busier and are not quite as much interested in outside markets as they were last year. The result is that we are selling very little shoes abroad. A certain amount of war orders have been put through, but beyond this and the army shoes made for the outgoing troops, there is very little being done outside regular trade. It seems a pity that some regular effort is not put forth to get a share of the business that is going to the United States. We are quite as able to serve the market as our American cousins and have advantages they do not enjoy. They seem to be alive to the situation as evidenced by comments in the English trade press.

## Half Dollar Leather

Half dollar leather, says the Reporter, is common in Lynn, and, as some manufacturers view the market, dollar leather will appear before the end of the year. It will come about through the development of millinery styles, as well as through the rise in leather prices. Leading shoe merchants of to-day certainly want shoes that are more beautiful, and to make them shoe men must have leather that is more beautiful. Of course they must be willing to pay for it.

Union sole leather is selling at fifty cents and more. Best grades of white calf leather are selling around fifty cents, and fine colored kid leathers also are in the half-dollar class. Oak sole leather is well above fifty cents.

A run on white goods is now setting in. Leading makers of shoes are fitting up white rooms in their factories. One concern says this will be the biggest year for white goods in the history of the trade. This concern has orders enough on its books to keep running on white shoes to its capacity until Easter. It could accept orders for 1,000 additional cases of white shoes if it felt that it could get the leather with which to make them.

## Red Cedar Shoes

A factory has just been completed and is in operation at Everett, manufacturing red cedar shoes from timber logged on the upper tributaries of the Snohomish River, according to a Seattle dispatch to the New York World.

The wooden shoes are now being used quite extensively by workmen in breweries, tanneries and firemen and coal stokers on ocean liners. Where the feet must come in close contact with hot grates, doors neat strong acids, the cedar wood has been found to be the best non-conductor known.

The shoes are made partly by machinery and finished by hand. They sell in the west for sixty and seventy cents a pair.

## Why They Lose Shape

Shoes that do not hold their shape during wear are giving the manufacturer a bad reputation. Salesmen say that most retailers complain about shoes not holding in shape, says the "Reporter" and some of them would like to know the cause of it. Large manufacturers who are known the world over for the qualities of their shoes are falling in line with the smaller ones in this respect. One of the causes is the change in style of shoes. Take a high heel and a high toe combined and you will have a shoe that will readily crumble down at the shank, which will cause the bottom to turn up at the toe end. Another cause for this loss of shape of shoes on the feet is caused in the lasting process. If you pull the upper at one point more than another you will have shoes that will look like "bats" from the time the lasts are pulled off to the time of treeing. With good work at treeing the shoes will hold up until the time of wearing, when they will again look like "bats" after a short time. Sad to say, but it is a fact, that welt shoes will lose their shape quicker than McKays, and the cause can be traced back to the time of welt sewing, when the lasting tacks are pulled off preparatory to that operation. Why not leave in the lasting tacks? The sides are lasted by hand, and if the lasters are careful to insert each tack at a uniform distance from the next, the welters will pass them through. More needles will be broken, but shoes will hold their shape. The upper stapling machine will allow the pulling off of all the tacks and the upper will be properly held on the last. Which is the cheaper?

## The Popularity of Kid

A prominent producer of kid leather is quoted in the Cincinnati Enquirer as saying that shoe merchants have set up a new standard in footwear, the \$5 shoe of soft, glove-like, colored-kid leather. It takes the place of the standard \$3 shoes of kid leather.

This new standard has been set up with the help of Dame Fashion, and against the most adverse conditions in manufacturing that ever have prevailed. All of which shows



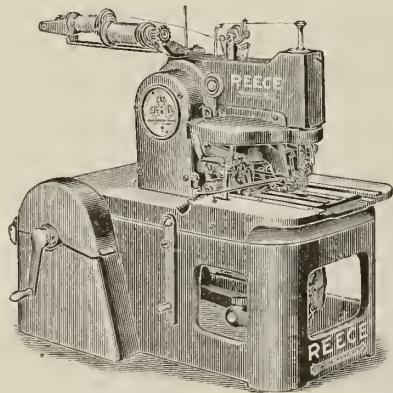
## Columbia Fibre Counters Outlive the Shoe

They stand up under the most adverse conditions and guarantee you from any reputation-damage on account of broken down counters. Columbia Fibre Counters defy hardest use and most abuse. Columbia Counters are good insurance.

**CANADIAN COLUMBIA COUNTER CO.**  
348 Delorimier Avenue MONTREAL, QUE.

Agent - G. J. TRUDEAU  
365 Ontario St. East, MONTREAL, QUE.

### Reece Rapid Leads the World



**A BUTTON HOLE MACHINE  
THAT WILL USE ANY THREAD**

Silk, Cotton or Mercerised Thread may be used. Use the REECE and save thread bills.

Samples of Work and Terms from

**THOS. C. DOYLE (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal

# L.S. ODELL

137 McGill Street  
MONTREAL

## Upper Leathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

Shoe Cements

Top Facing

Box Toe Goods

Buckrams

ALL "MADE IN CANADA."

Inquiries Solicited



the great influence of fashion in building up the shoe trade to new standards.

We were selling, five years or so ago, blacked glazed kid leather at 25 cents a foot down, and we had to export most of it, because domestic manufacturers wanted very little of it. The kid shoe at \$3, then the standard price, was not wanted by the people.

We are selling to-day colored kid leather at 25 cents a foot up, and we cannot supply shoe manufacturers with enough of it. They are using it in shoes at \$5 a pair up. The demand for such shoes is great. If we could get enough kid skins and dyestuffs, we could run our shop 24 hours a day, and sell our product among our domestic customers.

Dame Fashion, I believe, is responsible for the new standard of the \$5 shoe of kid leather. She dictated short skirts, and women demand, to wear with short skirts, extra high top boots of soft, glove-like kid leather.

The new standard of \$5 shoes of kid leather is one of the best examples of the great influence which Dame Fashion has upon manufacturing and merchandising.

### The American Invasion

Mr. Parker, an English shoe manufacturer, speaking upon the invasion of that market by American products, said recently: Substantial quantities of American boots had been imported into this country of late, but the curious thing was that the bulk up to the present was women's stuff. No doubt men's goods would also come in. In his experience with the War Office he had often had it demonstrated to him that the authorities there were not concerned because civilians were short of boots. The duty of the officials was to prosecute the war to a successful end, and they could do it only with supplies of men and equipment. He gathered that the War Office would be satisfied if sufficient men remained in the shoe manufacturing industry to supply the need for Army boots, and that if civilians could not get boots they must be content to wear slippers rather than American boots! When the demand for Army boots declined and trade became normal he was confident that the patriotism of British buyers would assert itself. He had even greater confidence that when the time came the industry would rise to the occasion. They always had this fact in their favor—that boots turned out of British factories always bore some resemblance to the original sample. That could

not always be said of American productions. The American invasion would throttle itself simply because the American manufacturer was out for dollars, and having got in the market with a taking line, he would get out promptly by taking as much out of the boots as he could. He had done the same with the Governments of the Allies, and, if he would do that with business connected with the supply of huge quantities—orders not obtained on a competitive basis—they could rely on him doing it in less profitable transactions, when he was up against local competition and knew he had to quote low rates. Mr. Parker, concluding, said he did not fear American competition, for the simple reason that British manufacturers would rise to the occasion and defeat it when the proper time arrived.

### New Channel on Welt Insoles

(Written for the Shoe and Leather Reporter)

In England they are experimenting with a new method of channelling grain leather insoles that fits in with the system of inseaming after the shoe leaves the hand method laster. The only operation between these is that of trimming off the surplus vamp and lining that is lasted over the raising flap of inside channel.

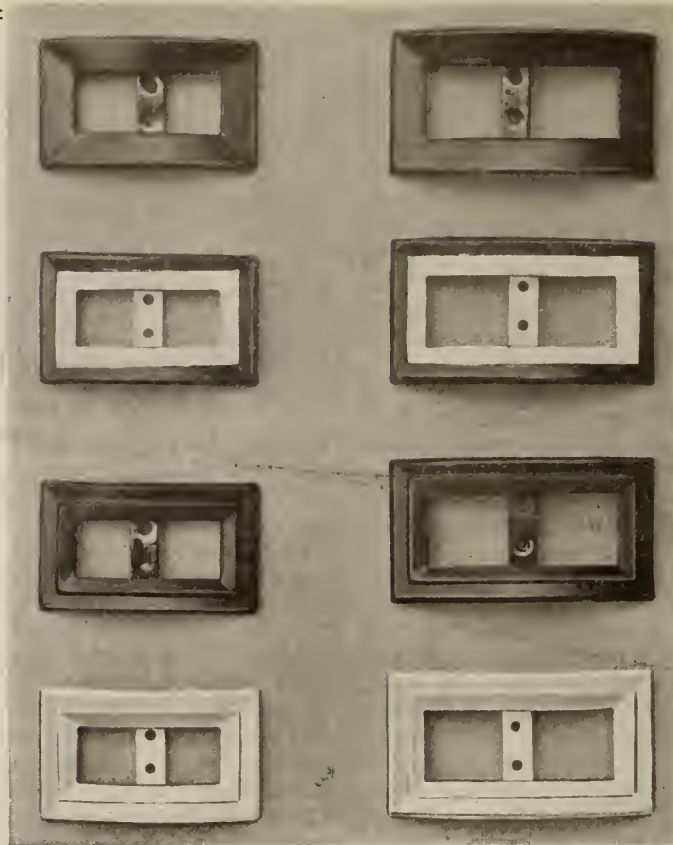
The channel is practically the same as a turn sole channel. Instead of a slit being made in the edge of the insole a piece is cut out of it on the flesh side and this makes a "shoulder" for the vamp to be tacked over. The depth of this shoulder is the same as the depth of the inside channel, and the inseam awl will have a better chance of cutting through the between substance more uniformly. With the old channel it is absolutely essential that the lip is opened before the puller-over gets the shoe, and with the class of labor now employed in preparing the shoes (tacking insoles on the lasts, applying box toe gum, and inserting counters) there are many complaints of insoles being put in without the lip being properly opened. The tacks of the lasting machine are driven through both portions of the split edge and the insole is then held down in such a way that the inseamer cannot sew the shoe. The same trouble is met with when the insole does not touch the last, but stands up from it at certain points. In this case the awl will often "drive under" the insole where it is raised and spoil it.

By dispensing with the split edge there is not much need for special care in preparation of the insole. The tacks are driven at the top of the shoulder, and the pressure

## What is Initiative?

*A Timely  
Thought  
for the  
Salesman  
or Ambitious  
Beginner  
Anywhere.*

THE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you. It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the message to Garcia; those who can carry a message get high honors, but their pay is not always in proportion. Next there are those who never do a thing until they are told twice; such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how, and stays to see that he does it; he is always out of a job, and receives the contempt he deserves, unless he has a rich pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?—Elbert Hubbard.



5¼c. to 7¾c.  
per pair

5¼c. to 7¾c.  
per pair

Let Me Send You Samples Of These  
Made-In-Canada

## SILK and COTTON BOWS and Metal Ornaments

The Prices are Right and so are the Goods. You Can't do Better.

### COLUMBIA FIBRE COUNTERS

Every pair is guaranteed. These counters are made in every shape and mould by the Canadian Columbia Counter Company, Montreal, for which concern I am exclusive selling agent.

### SHOE BUTTONS

In all shapes and sizes; in all colors carried in stock ready to ship.

### 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.

# G. J. TRUDEAU

365 Ontario Street East, MONTREAL



of the pulled-in vamp helps to keep the insole down to the last. The width of the leather cut away will vary according to the thickness of the vamp and tip, and also according to the width of finished welt required. With a close shank shoe the maximum width of cut will be in each shank and minimum at the sides of ball, the cut being made wider at the toe to allow for extra thickness of tip and box.

#### English Leather and Shoe Profits

One wonders what the trade here would say if the affairs of the various concerns in the shoe and leather trades were paraded in print as they are in England. Recent issues of the trade press there contain accounts of the operations of the various companies making leather and shoes as set forth in annual meetings, and the figures make interesting reading, even on this side of the water. Certainly there does not seem to be any leanness as far as profits go with either trades. We give a few figures in order to make the teeth of some of our local establishments water, so to speak.

Lennards Limited of Leicester show a year's profit of about \$235,000; Faire Bros., the celebrated findings house of the same place, turns the neat profit of \$315,000; Freeman, Hardy & Willis, the great shoe manufacturing and retail concern, balances profit and loss with about \$510,000; Steed & Simpson, Leicester, \$325,000; Edwin Bostock & Co., shoe manufacturers, \$210,000; Geo. Angus & Co., leather merchants, \$270,000. Some of our larger Canadian concerns will wish they were in Great Britain as far as last year is concerned.

#### Dyes Affect Laces and Other Supplies

Findings and supply houses have received copies of the following notice sent out to makers of laces and similar lines recently by the dyers:

On account of the present unusual conditions, it is impossible to purchase certain dyestuffs at any price, or to secure delivery on contracts placed several months since. In consequence of this abnormal condition we cannot guarantee colors and deliveries, and all orders are taken subject to our ability to secure the dyestuff. We are sparing no effort to get dyestuffs, so that we may make prompt and satisfactory deliveries, but ask you to co-operate with us during the continuance of these unusual conditions by being lenient in your judgment of shades, and in your criticism of deliveries. Not only is the situation in regard to colors most unsatisfactory, but all of the raw materials which enter into the dyeing and bleaching of yarns, are in such demand that delays in processing are almost impossible to prevent, and the transportation facilities are so inadequate that deliveries are seriously embarrassing manufacturing operations.

#### MANUFACTURERS' NOTES

The Durkee shoe factory building in Truro, N.S., has been sold to Howard W. Wentzell, of Halifax, and a tobacco company will carry on business there.

The Goodyear Tire and Rubber Company, of Akron, Ohio, not only produces the largest number of automobile tires, but is also the leader in the motor cycle field. This year's production of motor cycles will be about 60,000.

The Winnipeg Telegram states that the carriage tire department and the fire truck tire department of the Goodyear Tire and Rubber Company have been combined under one head. F. H. Sawyer, who has been manager of the latter department, is in charge.

The annual meeting of the Perth Shoe Company, Perth, Ont., took place last week. Among the items of business indicated in the notice of the shareholders is one asking approval of a bylaw to sell the assets and undertaking of the company to a company with a capital of \$50,000.

A Montreal paper in speaking of R. W. Ashcroft ac-

cepting a position as advertising manager with the United States Rubber Co., of New York, says: "It's another case where American manufacturers show common sense by coming to Canada for thorough advertising men. It may be news to some to learn that many of the top-notchers in the advertising profession are Canadians."

A suit for \$45,000 has been entered in the High Court in the Province of Quebec, by Frank W. Belmar, against the John Ritchie Company, Limited, for the sum of \$45,000 for commission in connection with sale of government footwear. The Ritchie Shoe Co., Limited, deny that they owe the money.

The response of the citizens of Brantford to the appeal of the Patriotic Fund was very generous. The employees of the Brandon Shoe Company responded with a sum equivalent to one day's pay per month for twelve months. When it is remembered that a large percentage of these employees are women and girls, this response is indeed satisfactory.

An official decree has been issued confiscating the entire stock of leather in Austria and Hungary for military purposes. The sudden and unexpected measure, it is expected, will have a serious effect on the manufacture of leather goods, which is one of the most profitable branches of Austrian industry, and also upon the shoe trade. The prices of boots and shoes are said to have already risen greatly.

Amongst the firms that have been hardest hit by the war with respect to its staff and operators, is that of A. R. Clarke Co. The late head of the concern lost his life through the torpedoing of the Lusitania, and of the employes 58 have joined the overseas forces, with twenty offering who on account of physical and other disabilities, were not accepted. About 45 per cent. of their entire establishment have either stood or offered to stand by the colors, and in addition the firm have contributed as individuals to the patriotic and other funds in a most liberal way.

Wholesale boot and shoe merchants, of Winnipeg, are busy shipping to country points. They state that stocks were arriving from the eastern factories in a good way, and the difficulties of traffic were not seriously felt here, but would be more noticeable at points west of Winnipeg, where trains were snowbound and traffic generally congested. Recently, owing to severe weather, first consideration had been given to shipments of fuel and livestock. The winter weather has been strenuous enough to enable country merchants to clean up their stocks of winter footwear in a satisfactory manner, and spring trade would be entered upon under healthy conditions.

Replying to Hon. Frank Oliver, the Minister of Militia stated that the average price paid for canvas shoes ordered for the Canadian expeditionary forces was \$1.70 a pair. Each man ordered overseas had been supplied with a pair, totalling 116,000 pairs, while 50,000 pairs had been issued in Canada.

Canadian manufacturers of boots and shoes should make note of the following paragraph which appeared in the Yorkshire Post of December 30th: "It looks as if in a short time the civilian population of this country will be faced with a boot famine. In the Leeds district all the boot manufacturers are now very busy on heavy orders for the armies of the Allies, and every skilled operative has to be kept to this work. Enlistments among boot trade operatives have been very numerous, with the result that there is scarcely sufficient labor to carry out the urgent military orders. There is an abundance of hides in the country, and the price is not high, but here again the labor problem is becoming acute. Modern methods by which the time occupied in tanning is very much reduced, have relieved the situation up to now, but the demands of the huge armies of the Allies are so enormous that the strain is being felt."

(Continued on page 49)

# There's Nothing Like Leather

There is nothing that will take the place of GOOD HONEST LEATHER in the shoes for the PEOPLE. Flimsy substitutes may answer for light fantastic shapes, but never for the



the store that sells EVERYDAY SHOES. It has the best in leather, make and fit that money and skill can put into it.

**GOOD FOR SUNDAY OR MONDAY**

Ask your Jobber for Everyday Shoes

**The T. Sisman Shoe Co., Ltd., Aurora, Ont.**

## Sisman Everyday Shoe

Its popularity consists not only in its PLEASING SHAPE, but its ABSOLUTE WEAR.

It advertises itself. Wherever a pair is purchased the satisfied purchaser RETURNS for MORE. He tells his friends, and they come and in turn are made friends of

leather, make and fit that money and skill can put into it.

## 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

553 St. Valier Street, Quebec

RICHARD FRERES, Agent



## CONSCIENCE AND SALESMANSHIP

THERE is a story told of an Irishman who, standing in a cemetery, read aloud an epitaph which he saw on a tombstone. "Here lies William Thompson, an honest man and a lawyer." Scratching his head Pat was heard to ruminate, "What the dickens did they want to bury two min in one grave for?" There are people who will at once ask what has conscience to do with salesmanship.

There is an Old Book that contains a wonderful fund of business as well as spiritual truth, concerning which one of its writers says that it is "given by inspiration and is profitable for teaching, for reproof, for correction, and for instruction." In a broader sense than that meant by the gifted apostle—its principles, its maxims and its injunctions bear upon the life of to-day, business as well as social. Taking a few words of Paul, the writer referred to, we can apply them with unusual force to successful salesmanship, in the fullest and most permanent meaning of the term.

"Holding faith and a good conscience, which some having put away concerning faith have made shipwreck." The writer of that homely but effectively picturesque statement, had sailed in a small sailing craft in his boyhood across the treacherous Mediterranean, when his home was in the great seaport of Tarsus, and he never forgot, as none of us have, who have seized the sheet in one hand and the tiller in the other, and ventured upon the uncertain deep, that in that sail and tiller we held our lives and the lives of those who were with us.

Faith is the motive power of life. Without faith it is impossible for a man to get anywhere in this world or the next. In business, it is the fundamental of success. The man who has no faith in himself, in others, or in the verities about him might as well give up.

A salesman before he can hope to accomplish anything in his life work, must have faith in the house he is with and the goods he sells. He must have confidence in the honor, as well as the ability of the man whose money he is taking and woe to that man who discovers that his trust has been put in a broken reed. One of the saddest experiences along this line was afforded some time ago by a young man who began to work for a man who had been his Sunday School teacher, whom he discovered was a "short weight" artist. He never got over the shock and finally went to pieces through drink. It is a great thing when a man realizes that he is working for a "straight" house and can assure his customers that they can absolutely depend on its word as on its goods. The house who fails to put this incentive behind its men has lost more than half the race. When a man knows he has to take "dirt" for his employers he loses heart.

He must have faith in the goods he sells. Let his confidence in the line or lines he is handling fail him, and it is with him as with the sailor who lets go the sheet in a heavy sea—he is on his beam ends. It is all very well to say the quality of the goods is the "house's" affair. That is like tying the sail rope to the gunwale, and letting her run before the wind. The first thing you know a squall strikes the sheet and over you go. The man who does not know or does not care what the character of his goods is, will some day run up against someone who will let him know in such unmeasured terms that he will be glad to crawl out the door and go away to think.

But it is particularly with regard to "conscience" that the salesman needs to be on his guard. He may have a good "boat" and have quite the right amount of canvas to carry him along at the proper speed, but unless he keeps his hand on the tiller, as well as his eye on the sheet, he may not see port. A steady hand must guard against jibing.

The salesman has a duty to the customer as well as his employer. The old Latin proverb, "caveat emptor" (let the buyer beware) is good law, but poor business. If your

customers get the idea that they have to watch their deals with you, it will not be long until you have to change your customers or take to some line where you can only sell one man in a life time. To-day, the successful salesman in the accepted sense is not the fellow who can sell the most goods in a given period, but the one who makes the best and most permanent and profitable customers for his house. There is a theory abroad in some quarters to-day that a salesman can know too much about the goods he is selling. This, it suffices to say, is not the attitude of houses that have in view the permanency and strength of the support of the community in which they exist. There are some people who expect too much for their money, and when they buy a wool mattress, complain that it is not hair, or they bring a ten-dollar suit back because it does not last them a life time. A salesman must be on his guard all the time in this use of "conscience," lest, on the one hand, he injures his prospects by too candid pointing out of faults in the goods, and on the other, allowing customers to get away with the idea that they have bought something they have not paid for. A case in point comes up where a shoe salesman had practically sold a pair of what are known as "fair-stitch" shoes to a customer for \$2.00 and then started to impress upon him the fact that they were not Goodyear welts, with the result that he upset the sale, and the customer went down the street to another store, where they were not as scrupulous about informing people on the points in manufacture. The shoe was a good one for the money, and if the salesman had been content to state that it was "machine sewn" and leave it at that, the customer would have been satisfied. As it was, he probably went elsewhere and got cheated, in accordance with a sign we once read over a certain store:—"Call and examine our goods and prices;—don't go ELSEWHERE to be cheated."

This salesman had another course open to him, if he had properly sized up his customer. If he saw that the man wanted a better article and would pay for it, he could have convinced him of the wisdom of this course, provided he was a salesman worthy the name. It is right here that the salesman stands to make a friend, not only for himself, but the house. Most people, and men especially, like to get credit for intelligence and almost instinctively respond to genuine information and the effort to appeal to their appreciation of worth. There is a class of people who want things cheap and who hardly care whether the article they buy will hold together till they get home. Salesmanship and everything approaching scrupulousness is lost on these bargain hunters, who will buy an eighteen collar for a number fifteen neck, or a shoddy mattress for a fifty dollar bed.

But there are men and women who come into a store these days who depend on the salesman or the proprietor to give them not only value for their money, but see that they get goods that will give them the satisfaction of a real, sensible investment. A lady was purchasing dining chairs in a large store the other day. She was economical in her ideas and was looking at a suite that the price ticket placed at \$9.75. The proprietor, who knew the lady, came along and saw that she was about to close for the diners. He apologized for "butting in" but said he did not believe the suite would give her satisfaction. "You have a family of young boys," said he, "and I don't think they would last you two months." He suggested another set at \$14.50, which he said would give her five times the wear of the other, and she took it. The salesman was selling the lady what she wanted, and probably did not like the idea of trying to "jack her up" as salesmen sometimes do, but he forgot that "golden rule of commerce," see that the customer is protected. She would probably in three months' time have become "sore" and gone somewhere else.

**LINEN THREADS**For All Kinds  
of Manufactures**COTTON THREADS****STANDARD QUALITY****BEST VALUE**

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,  
Mercerized, Silk.**FRANK & 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,  
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 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



# Substitutes For Leather

**A**T both the manufacturers' and retailers' meeting held last month in New York, the question of leather substitutes was rife. One of the features of the convention was the address given by Mr. Blake of the Goodyear Tire & Rubber Co., who claims that even for sole leather a substitute has been produced that would outbid it in every way in shoe manufacturing. It is a broad question, and just now is worth consideration.

Naturally, tanners stoutly maintain the superiority of well tanned leather for all purposes of shoe-making, although makers of light stock admit that for certain purposes fabrics are bound to be used from time to time, especially in fancy shoes and one manufacturer of calf goes so far as to suggest that shoe manufacturers seriously consider the possibilities of other products than leather for light shoes. We have interviewed a number of tanners as well as shoe manufacturers on the subject, and here is what they say. Naturally most of them do not wish their names used.

A sole leather tanner says: Regarding the necessity of substitutes for leather, I may say that we find many of the most successful firms in the country have built up their business by putting out all-leather shoes. While we feel that this is a matter which should be settled by the shoe manufacturers and not by the tanners, yet we know a very large manufacturing firm in the South Western States which guarantees its customers nothing but all-leather shoes, say that a very large increase in their business has been gained by this guarantee.

We naturally feel that "there is nothing like leather" and while there may be an odd substitute such as leather board counters that take the place of leather counters, yet very little substitution can be made without seriously damaging the wearing qualities of the shoe.

BEARDMORE & Co.

A prominent shoe manufacturer says, re substitutes for leather: I think that whatever substitutes are put on the market, most of them are only suitable for the lighter grades of shoes, and no doubt as leather gets still dearer and scarcer many things will be thought of and worked out to try to keep shoes down in cost, but for staple goods we think it will be a long time before anything will be on the market that will be a real substitute for solid sole leather and good cow upper leather for hard wear for the workingman's shoe.

## Another Tanner Says:

The question discussed by the American Shoe Manufacturers' Association and the Retailers' Association, at New York, recently, as to the desirability of looking for a substitute for leather, is certainly a timely one. If the shoe and leather trade can find a satisfactory substitute, it would certainly relieve the situation somewhat, and especially so as the tanners' position is at present a very difficult one.

Hides, extracts, bark and everything entering into the manufacture of leather have advanced continually, and considerably more so than any prices for leather yet obtained would warrant. As prices of leather, we believe, must further advance, the finding of the desired substitute would be a boon to the leather trade as well as to the shoe manufacturers, as if such were found it might stop the continued advances of tanners' raw material. The well known adage, judging by past history, may however in the end be found to still hold good, namely:

"There's nothing like leather,  
If it's well put together."

Certainly the last thing a tanner ought to do is to advocate substitutes for leather. It is true the leather situation in some respects, especially calfskins, is very strenuous, but at the same time it is the business of the shoe manufacturer to size up the situation the same as a tanner has to do when his raw material is difficult to obtain, and do what seems best under the circumstances. The shoe manufacturer is always on the lookout to use something cheaper and even risk the quality of his goods to accomplish that purpose. Take, for instance, the craze for cloth tops, which existed for a year or more. Cloth is not fit for tops for boots and shoes, and, in the long run, is the dearest stuff they can get. It will not keep its place, looks sloppy and nasty after it is worn a little while, and this they found out by experience, but they thought they could save a few cents a pair by using cloth and they did this at a time when calf leather was very cheap.

The fact of the business is that long experience has taught that there is no substitute for leather, that in the long run will give satisfaction and be as economical and as satisfactory as the real thing.

If a shoe manufacturer wants to take the risk of trying and testing out some substitute for leather and get into trouble, as he will in the course of time by doing, let them take the full responsibility.

As a result of war conditions some kinds of leathers have advanced a great deal in price. They may advance more, but everything else is advancing in proportion and it is owing to extraordinary conditions that this situation is caused, and it cannot possibly get any better until the war closes and the markets of the world are again open for business. In the meantime we are all up against it in various ways the tanner, shoe manufacturer, shoe jobber, shoe retailer, and we have simply got to use common sense and judgment and make the best of the conditions. To put in a lot of trash into shoes to tide over this situation and make all your customers who buy shoes, mad a little later on, would seem to me to be utter folly and that will be the result if such a course is followed.



# 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 COMPANY OF  
CANADA, LIMITED**

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street,  
QUEBEC





**MANUFACTURERS' NOTES**

Louis Gauthier, Limited, shoe manufacturer, Quebec, recently had a sale.

J. E. Dupre, of Montreal Box Toe and Heel Co., was in Quebec this week.

Alf. Magnan is now in charge of the lasting department at Tourigny & Marois, Quebec.

Practically all Montreal manufacturers are advancing their prices on footwear.

Jules Payan, of Duclos & Payan, has been elected alderman in Ward 1, St. Hyacinthe.

P. Blouin, formerly of F. Blouin, Quebec, recently arrived in the city from Boston, on a business trip.

All grades of sandpapers will be advanced on March 1st. The average increase in price will be about 18 per cent.

Geo. A. Slater, Chairman of the Boot and Shoe Section of Canadian Manufacturers' Association, was in Quebec this week.

Geo. A. Slater Co., Limited, makers of Invictus shoes, have withdrawn all prices for the first time in the long history of their business.

Shoe manufacturers of Quebec are all busy—work of all kinds in these lines is increasing. Dongola leather is very scarce at present.

W. F. Martin, Kingsbury Footwear Co., Montreal, has returned from a trip to leading leather centres where he has been searching for stock.

Louis Beaubien, wholesale shoe dealer, of Quebec, is recovering from an attack of La Grippe, which has confined him at home for some time.

A number of friends of Edgar Clement, tanners, Quebec, have requested that he be nominated as alderman of Jacques Cartier Ward, and he has accepted.

Pierre Blouin, Reg., is the name of a new concern in



Pierre Blouin, Quebec

Quebec, wholesaling leather and manufacturing a range of manufacturers' shoe findings.

L. C. Galarneau, tanner, Quebec, recently purchased the building formerly occupied by Bedard & Samson, tanners. He has opened an office there for the buying of raw hides and skins.

Buttons continue to advance. Since the first of the year there have been two increases in price, the first being 4c. a great gross and the second 6c. a great gross. The advances are for this amount at the factory, meaning that the

laid down price is even more. Scarcity of fibre and colorings contribute to the advance.

Alex. Angus, who for a number of years has been connected with the sales department of the Ames-Holden-Mc-Cready Company, and who has just returned from a trip to



Alex. Angus

Great Britain and France in that company's interests, has accepted a post with the Miner Rubber Company as sales manager.

J. E. Petrie, representative of the Ames-Holden-Mc-Cready Co., Limited, Montreal, is president of the Maritime Commercial Travellers' Association.

The following were nominated inspectors of the Rock Shoe Manufacturing Co., Quebec, now in liquidation: A. Geo. Russell, J. A. Scott, Jos. Racine, Arthur Richard and Lucien Borne.

**A NOTED FIGURE**

It has been said that there is not a man prominent in leather manufacturing to-day who cannot trace back his connection with the leather trade through at least three generations. Leather seems to get into the blood and can't be gotten out by any natural process.

We had considerable to say about Hon. E. J. Davis in an article entitled, "A Career in Leather," which appeared in the SHOE AND LEATHER JOURNAL of November 15th last. There is probably no more representative leather man in Canada to-day than Mr. Davis, whose father and grandfather had the distinction of making leather within a few miles of where the great Davis plant stands at Newmarket to-day.

We had our say, as we have noted, in the article referred to with regard to his business and personal characteristics, and it is only because we had not at the time commenced our gallery of leather and shoe men, we are now giving him his place as one of the pioneers of the industry on the front cover.

Mr. Davis is as wide awake and quite as much on the job when it comes to the fine points of the leather game and matters affecting the welfare of the industry, as he was twenty-five years ago, if not more so.

He can also pot a running deer at a hundred yards better than he could when he was twenty-five. He can take the measure of a fine buck quite as readily as a good calf.



**BOYS', YOUTHS'  
LITTLE GENTS'  
CHILDS'  
STANDARD SCREW SHOES**  
on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

We also have a range of

**BAREFOOT SANDALS**

Prices on Application.

**JOBBER'S INQUIRIES SOLICITED**

**St. Hyacinthe Soft Sole Shoe Co.**  
Limited  
St. Hyacinthe Quebec

**CONDENSED ADVERTISEMENTS**

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

**SALESMAN**, well connected with leather and shoe trades throughout Ontario, desires engagement for March 1st. Box 26, SHOE AND LEATHER JOURNAL.

**WANTED**—Sole Leather Cutter. One capable of taking charge of Tapsole and Counter Cutting Department, if required. State experience and salary required. Box 28, SHOE AND LEATHER JOURNAL.

**WANTED** by a young man going out of the Retail Shoe Business, a position as a travelling salesman, with some Ontario house. Apply Box 30, SHOE AND LEATHER JOURNAL, Toronto.

**TRADE PAPER SUPERIOR FOR CREATING DISTRIBUTION**

Chas. H. Furber, manager of the service department of the Boot and Shoe Recorder, in a talk at the Pilgrim Publicity Association's Eight Bells, on Thursday, January 20th, made the statement that the best way to get merchandise before the public was through trade paper advertising campaigns directed to the retailer. As an instance he cited the case of a new sole for shoes that had been advertised continuously in a trade paper for four months, during which time 260 accounts had been opened each of which was directly traceable to this advertising.

Mr. Furber said further that it was not always possible to trace direct results of trade paper advertising but that the cumulative results invariably proved the efficiency of trade paper advertising.

**OAK AND HEMLOCK SOLE LEATHER**

**"TRENT VALLEY" OAK**

Mellow, Non-Acid

"Tests Up"

**"LION" OAK**

Slightly firmer tannage. Users say "it's great."  
Bath oak tannages are very popular.

Insides, Backs, Bends, Bellies and Shoulders.  
**OUTERSOLING AND INNERSOLING**

**HEMLOCK**

**"PENETANG"**

Firm but not brittle, water resisting.

"The Old Reliable."

**"EAGLE"**

A mellow tannage.

Grades and weights to meet all requirements.

**TAP SOLES**: We stand back of every dozen.

**The BREITHAAPT LEATHER CO., Limited, Tanners, Berlin, Ont.**

**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

**THE  
WM. A. MARSH CO.  
LIMITED**

*Manufacturers of*

*Fine Boots and Shoes*

**QUEBEC**



### THE PIPE OF PEACE

The peace maker and as often the pace maker of the Quebec shoe trade is the genial Jimmie Scott, who is the best known and best liked man in the Ancient Capital, as far as shoedom is concerned. He has kept open house for years in his establishment, and has elegant rooms fitted up, not only for the entertainment of the trade but for the holding of meetings from time to time of shoe manufacturers. He has a rack of "churchwardens" with a pipe for every well



known man in the trade, and these gentlemen as they drop in are able to put what Jimmie says in their own pipes and smoke it. There is no use talking, the enimitable James has kept the trade in good humor with themselves and the world at large for a long time, and deserves the credit often for getting the lion and lamb to lie down peacefully together. Amongst the names found on the bowls of the pipes are the following:—

Luc Routier.	S. P. Dugal.	A. F. Logan.
Jules Marois.	J. A. Duchaine.	W. R. Richard.
A. J. Russell.	P. C. Lachance.	J. A. Munroe.
F. J. Hogan.	H. T. Wright.	A. E. Marois.
N. Gagnon.	John Perkins.	A. J. Richard.
W. Desbiens.	E. Trudel.	W. P. Frances.
L. Tanguay.		

F. H. Meinzer, who has been with the selling department of the Miner Rubber Company for the past three years, has been appointed manager of stocks for the company, with sole charge of the stocks at the factory and all branches and selling agencies.

The Smardon Shoe Co., of Montreal, have issued one of the handsomest show cards of the season. It is the life-like representation of a young lady in fashionable attire seated upon a stone baulstrade with her feet crossed. She wears a handsome pair of combination leather pumps of unique design. The whole figure is thoroughly up-to-date as to style and perfect as to artistic execution. It ought to make an excellent window or store decoration.

Paul Roy, Canadian manager for J. Einstein, Inc., has been to Quebec and Eastern Ontario towns showing cards illustrating fabrics for use in fall footwear and has booked some nice orders. Their cards indicate the popularity of the white corkscrew cloth shoes and also combinations of leather and fabrics such as one with an African brown calf vamp and white corkscrew upper. Full colors predominate,

popular shades being grey, midnight blue and brown. One of the nicest models is white all cloth shoe with a scalloped top of the Napoleon cut. The Gypsy and whole fox patterns are popular.

### THE ART OF BUYING

(Continued from page 23)

half so picturesque—and that it is going to be elevated to the dignity of a real business art in the not-distant future."

The man who buys is responsible in the main for the success of the concern. If you have the goods and people know it and see them, the sales end may keep up somehow, but if you have the best sales people in the world and you have goods that do not appeal to your constituents, or that are too numerous for the scope of your business, you will soon be at the end of your financial rope.

#### Buyer Must Have Good Head

A good buyer has to know the goods he buys through and through. Not only so, he has to know values on these goods. In his ability to buy better than his neighbor lies his first chance to meet competition.

He must have a clear head, an eagle eye, a heart of steel, and the courage as well as the skill of a good fencer.

He must know the needs of his store and the community. It is not sufficient to buy goods cheap. They must be suitable or profits will have to be sacrificed on them. He must know his store and the number of times his stock can be turned over. Three-fourths of the failures come from bad buying, and most of it may be put down as over-buying. The man who is a "good fellow," when it comes to buying, will buy himself out of a job or out of a business.

### LEATHER TRADE JOTTINGS

(Continued from page 32)

prices have gone from 25 to 30 per cent. higher than they have been for several years previous to last July. Tremendous advances have been experienced in tanning materials and labor. Potash, soda and lime have climbed skyward in leaps. Glycerine within the last few months has jumped from 15 and 16 cents to 65 cents a pound because of the demand for making explosives, and arsenic, used with lime in a labor-saving process, is virtually not obtainable at any price. We are compelled to use lime alone, which makes a decidedly more lengthy process, and consequently adds to the increased cost of production along with the 10 to 15 per cent. wage advances that have grown out of war conditions.

"Unusual demand for moroccas, as well as advanced cost of manufacture, is, of course, a big factor in forcing prices to from 15 to 20 per cent. beyond the normal on the finished product. The market is almost entirely domestic, and is due chiefly to the popularity of extreme high-topped ladies' shoes in blacks, whites and colors. I would say that the consumption of glazed kid has increased within the last few months to the extent of more than 500 per cent.

"The average price of staples is today 24 cents per foot, while whites and fancy colors, being in even greater demand, are bringing from 60 to 75 cents per foot."

# Among Retailers

The Eaton Shoe Mart, Montreal, has dissolved.  
 The Schwartz Shoe Co., Toronto, has assigned.  
 Nap. Cloutier, dealer in shoes, Montreal, is dead.  
 H. B. Ohrt, boots and shoes, Toronto, has assigned.  
 R. H. Kenyon, dealer in shoes, Toronto, has assigned.  
 The shoe stock of H. Girard, Montreal, has been sold.  
 The shoe stock of A. Labelle & Co., Montreal, has been sold.

Chas. Robson, Oshawa, was in Montreal, on February 10th.

Geo. Courey, shoe dealer, Cap Magdelaine, Que., has assigned.

H. J. Puce, boot and shoe dealer, Hamilton, Ont., has sold out.

D. A. Knechtel, dealer in rubber goods, Moose Jaw, is selling out.

C. F. Cooper, shoe dealer, Hamilton, suffered a fire loss recently.

G. G. Lennox, Limited, wholesale boots and shoes, have incorporated.

Gold & Cummings, a shoe firm, has recently been registered in Montreal.

The stock of Leonard & Co., shoe dealers, Toronto, will shortly be sold by auction.

Geo. M. Jenner, boots and shoes, Winnipeg, has sold his stock to Harry Cohen.

The stock of the Schwartz Shoe Co., Toronto, will shortly be sold by auction.

The shoe stock of R. N. Williams, Toronto, will be sold by auction on February 16th.

Chas. F. Walker, of Portage la Prairie, is opening a boot and shoe store in that city.

A complete Goodyear shoe repairing outfit has been installed in Almys Limited, Montreal.

A statement of the affairs of the Craft Fashion Shoe Store, Montreal, is being prepared.

Thos. Lissimore, boots and shoes, Wainwright, Alta., is negotiating for the sale of his business.

A statement of the affairs of A. S. Many & Co., shoe dealers, Verdun, Que., is being prepared.

A. E. Peterson, Model Shoe Repair Co., Ottawa, has installed an 18 foot Goodyear shoe repairing outfit.

The shoe firm of Rene & Duplessis, Three Rivers, has dissolved. J. R. Rene will continue under the same style.

Eug. Thivierge, shoe retailer, Quebec, has signed a contract with the United Shoe Machinery Co., for two lasting machines.

The Regal Shoe Co., Limited, has contributed one thousand dollars to the Toronto and York County Patriotic Fund.

R. Cass, formerly with Ames-Holden-McCready factory No. 1, has been appointed superintendent of James Muir Co.

L. F. Falardeau, shoe retailer, Quebec, has sold out his entire stock as well as building to Jos. Plamondon, shoe dealer, this city.

Mr. Carman, of A. F. Clapp & Co., of Boston, was in Toronto recently visiting Ed. R. Lewis, who is their Canadian representative.

A. Ducharme, who represents United Shoe Machinery Co., Quebec City, is installing a set of pulling over and lasting racks for Ames-Holden-McCready factory in St. Hyacinthe.

The Toronto Shoe Retailers' Association are holding their banquet on Thursday evening, February 24th, at the St. Charles Hotel. They are expecting a very good gathering of the clan, and there will be a number of interesting short addresses by prominent men in the wholesale and re-

tail shoe trade: They are looking forward to a very pleasant evening.

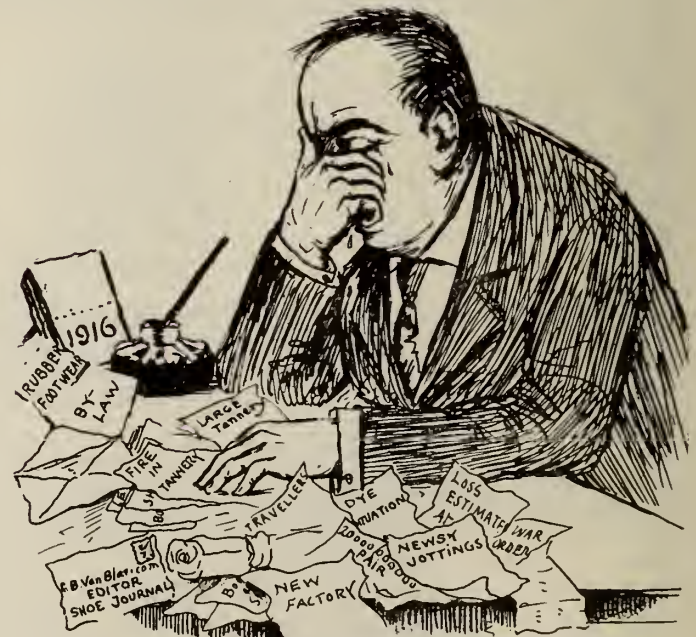
A meeting of creditors was held last week in the matter of Abraham Schwartz, Toronto, (trading under the name of the Schwartz Shoe Co.), who assigned to Geo. A. Stevenson. Creditors are requested to file their claims with the assignee, and notice is given that the assets will be distributed thirty days from February 3rd.

Parties representing the new shoe factory that is locating in Listowel, Ont., were visiting that town recently. Plans are being prepared and arrangements are being made to get to work as soon as possible.

J. F. Duff, for six years with the Peerless Store, Ottawa, has commenced business under his own name. In addition to boots and shoes, he will carry dry goods, and the premises he will occupy have been re-fitted to accommodate the new business.

A. J. Beer has acquired the entire stock of the boot and shoe department of the down town store of the Summerland Supply Company, Summerland, B.C. Mr. Beer, who has been running a boot and shoe business in that town, found himself much overstocked in several lines in consequence of this purchase, and recently put on a sale in which many bargains were offered to the residents of the town.

James Jupp, of E. J. Jupp & Son shoe retailers, Queen street east, Toronto, was one of the "Generals" commanding a military district for the \$50,000 Club, in their recent campaign for the Patriotic Fund. Besides organizing a huge territory, Mr. Jupp found time to address mass meetings of employees in all sections of the city. Mr. Jupp is full of energy and his work had much to do with the successful carrying out of the campaign.



Downcast, weary and worn, racked with a mental strain;  
 For photos I sigh and for facts I pine, and I sigh and pine  
 in vain;

My queries ignored completely - 'tis more than I can bear -  
 My letters remain unanswered, though modelled with  
 artful care -

I crave some newsy items - or data expressively told,  
 But oh! for a line from a shoeman - 'tis worth to me  
 more than gold!



Narcisse Gignac, aged 18 years, recently fell down an elevator shaft at the plant of the Eagle Shoe Co., Limited, Montreal, and sustained a fracture of the nose and cuts about the face.

Notwithstanding the encouraging outlook there have been during the past few weeks rather an unexpected number of failures in the retail shoe trade. Although, after the turn of the year, one finds quite a few who are not able to continue their payments, it was thought this year that the improvement in business would lessen rather than increase the tendency. The principal trouble seems to be travelling on too little capital.

An advance in the price of shoes in Canada and the United States is advocated by the officers of the New England Shoe and Leather Association, who say an increase is necessary because of the advancing cost of leather and the demand for higher wages in Brockton, Lynn, and other centres in both countries.

A lecture on the care of feet and boots was given to all officers of units stationed in Toronto and vicinity by Major G. H. Wilson, medical officer, 75th Battalion C.E.F., on Tuesday, the 15th inst., at 5 p.m., in the Dairy Building, Exhibition camp.

The death occurred recently in Kincardine, of John Sellery, who was born in Scotland in 1837. Coming to Canada he started farming with his father near Kincardine. Later on they moved to Kincardine and went into the tan-

ning business. He was also in the boot and shoe business with his brother Robert, now deceased. Mr. Sellery was twice married and leaves a family of three sons and three daughters, most of whom are married and scattered in different parts of the world. He also leaves five brothers and three sisters, whose homes, like those of his sons and daughters, are in as many different cities. Deceased was an officer in the company which served at Goderich during the Fenian Raid many years ago. Mr. Sellery was very highly regarded by his neighbors.

#### 1916 DIRECTORY READY

The 1916 edition of the American Shoemaking Directory of Shoe Manufacturers is now ready for distribution. Besides containing all the features of previous editions, it has a new feature very valuable to salesmen, that is, the days and hours when shoe factory buyers will see salesmen. Other exclusive features of this directory are the daily output of firms in plain figures, percentage of welts made, complete detail of the classes of goods produced, etc.

The book is entirely revised to January 1st. There are something like seventy-five to a hundred new firms and as many more out of business, many changes in addresses, superintendents and buyers, etc. The price of the book is \$2.00 and it is published by the American Shoemaking Pub. Co., 683 Atlantic avenue, Boston, Mass.

## A NEW RUBBER FELT SHOE PLANT

**Cobourg to Have an Up-to-date Plant for the Production of Felts and Felt Shoes—Mr. A. J. Kimmel the Presiding Genius of the New Concern**

Mr. A. J. Kimmel, who put Elmira on the map practically with Kimmel felts, has purchased the premises and equipment of the Cobourg Felt Mills at Cobourg, Ont., and will proceed to model the plant and put it in shape to manufacture felt footwear.

Mr. Kimmel has been a prominent figure in felt shoe circles for the past thirty years. He was with the Berlin Felt Boot Co. for fifteen years in every capacity almost, and ran the Elmira Felt Co. for another ten, putting in his best licks at turning out a product second to none in the country—then he organized the Kimmel Felt Co. at Berlin, they both being taken over by the Consolidated Felt Co. in 1901.

#### Starts on a New Enterprise

Mr. Kimmel knows the felt proposition from the ground up and has many friends from coast to coast who will be glad to know that he has started the new venture.

Mr. Kimmel, who has been president of the Consolidated Felt Co. since its inception, has withdrawn from active interest in the concern and will devote his abilities and knowledge to the building up of the new enterprise.

Associated with Mr. Kimmel in the purchase and conduct of the business at Cobourg are probably three of the most practical and experienced men in their line in Canada. These are: Mr. Armond C. Kimmel, who for the past eight years has been manager of the Elmira Felt Co., Elmira; Mr. John F. Kimmel, for many years superintendent of the felt manufacturing in the Kimmel Felt plant at Berlin; and Mr. Arthur D. Vice, an expert in the planning and building for felt machinery, and, for a long period of years, mechanical superintendent of the Canadian Consolidated Felt Co.

These three gentlemen have already gone to Cobourg to take over the plant and begin active operations.

A change will be made in the name of the concern, and



A. J. Kimmel, Berlin, Ont.

an announcement will be made later. They will make a complete line of felt goods in men's and women's and will do justice to the name that Mr. Kimmel has made for up-to-date styles and thoroughness of manufacture.

# CLASSIC SHOES

*For Women and Children*

The Markets Best Values  
in up-to-the-minute styles

*For Early Spring and Summer Delivery*



**In Stock March 1st**

Women's White Ivory Bal.  
Made also in Pearl Grey, Cham-  
pagne, Bronze and Dull Kid.

High Shoes to retail at . . . \$5.00

Low Shoes to retail at . . . 4.50

**Getty & Scott, Limited**  
**Galt, Ontario**



# Interesting News Items

The Lyon Shoe Co. has recently been registered in Montreal.

A. Duchaine, of Duchaine & Perkins, was in Montreal last week on a business trip.

W. H. Breithaupt was elected Chairman of the Free Library Board, Berlin, Ont., at the inaugural meeting. At the request of the Board of Trade the board unanimously decided to open the main reading-room to the public on Sunday afternoons from 2 to 5 o'clock. Members of the board have agreed to take their turn in charge of the room.

Higher prices in boots and shoes are expected. This applies to everything that goes into the manufacture of shoes. There is also the possibility of higher duty on leather, and high freights are also a factor, as hides from foreign countries must assume war risks. A visitor from Boston says the leather dealers there are making large profits, while American shoe factories are also in a good position—much better than that of Canadian manufacturers.

The following visitors were in Quebec recently: A. Bill-cliff, of Frank W. Whitcher Co., Boston; J. E. Matheson, of United Awl and Needle Co., West Medway, Mass.; C. R. Marston, with the American Shoe Findings Co., Whitman, Mass.; H. C. Parker, of Parker, Irwin, Limited, Montreal; J. G. A. Pontbriand, of Parker, Irwin, Limited, Montreal; J. G. Dumas, of Matane, Quebec; H. Hurtubise, of the Panther Rubber Manufacturing Co., Sherbrooke, Que.; Alb. Charron, shoe manufacturer, of Contrecoeur, Que.

There has been 100 per cent. gain in the export of leather from Canada. This article has benefited enormously from the export trade, the value for 1915 being \$6,584,295, compared with \$3,170,550 in 1914. The increase was on both British and foreign account, \$2,950,950 being shipped to Britain, and \$3,448,198 to the United States, compared with \$1,819,906 and \$1,177,102 respectively in 1914. War explains the increase to Great Britain and the tariff the increase to the United States, the latter country having put leather on the free list in 1913. Canadian leather is obtaining a high reputation among the boot and shoe manufacturers of the New England States.

Mr. John Knox Lindsay, prominent in the shoe and rubber business of Canada for many years, latterly as financial manager of the Canadian Consolidated Rubber Company, died suddenly on December 26th at his late residence, 104 Albany avenue, Toronto. The late Mr. Lindsay was born in Newry, County Down, Ireland, on October 11th, 1853, and came to Canada when he was quite young. He settled in Montreal, where for many years he was connected with the Fogarty Shoe Company. Leaving that firm, he became treasurer of the J. D. King Company, of Toronto, and after ten years in that position he founded the firm known as the Robinson & Lindsay Rubber Company. Seven years later he became financial manager of the Canadian Consolidated Rubber Company.

It is stated that nothing is definitely settled in relation to the huge contracts for army boots that report said had been placed in England by the Russian Government. England must already be overcrowded with shoe orders, and if she made all her own army shoes, must come to this country for considerable quantities of civilian shoes. It is a question how many civilian shoes must be ordered here by England to make room for increased army business. The remarkable war demands will continue to make our leather markets more and more difficult for buyers.

Some time ago, a group of German speculators bought 80,000 Holland hides from the Amsterdam-Rotterdam But-

chers' Corporations at record prices. The sellers guaranteed the export of the hides to Germany, which meant that they would have to apply to the Dutch Government for an export license. The German buyers having advanced some 600,000 guilders of the purchase price, the sellers found that the export license could not be obtained, because the English Government had notified the authorities that if the hides were shipped to Germany, all supplies to Holland of American hides, leather and tanning materials would be cut off. The Dutch Government thereupon tried to force the Dutch tanners to take over the hides, but they declined to do so on account of the high price, and the fact that they were unsuitable for their purposes. The British Government does not allow the Netherlands Overseas Trust to make deliveries of the hides and tanning materials which have been arriving at Rotterdam lately, and has ordered the greater part of these cargoes to be re-shipped to England. The result of this measure has been that one large tannery has already been obliged to cease operations on account of a lack of tanning materials. It was understood that the Dutch leather industry was only willing to bear the loss on the hides if they received regularly their supplies of foreign hides and tanning materials, and await with interest the decision of the Allies in the matter.

## HAPPY WAR PRISONERS

We are indebted to E. C. Henderson, of New Glasgow, N.S., for the accompanying picture of German prisoners.



German Internees at Amherst, N.S.

The figures seem to indicate a pic-nic rather than a detention camp, and show that Canada is very liberal in her ideas of



German War Prisoners in Nova Scotia

the treatment of alien enemies. Some of the female figures, we understand, are "Huns" in disguise.





# The Shoes That Keep Your Salesmen Busy—

busy filling orders from satisfied customers. These are the shoes that REDUCE your worries by INCREASING the wear and tear on your cash register.

## Popular Prices

are the order of the day—people more thoughtful, more careful of getting good value than they used to be in less anxious days.

And MUIR-MADE Shoes furnish the satisfying answer to the present-day need.

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Boys' Shoes to Retail from \$3.00 to \$4.00

Men's Shoes to Retail from \$4.00 to \$5.00

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The James Muir Co.

MONTREAL

“Supreme Lady”

*and* “Canadian Maid”

The smartest new styles and  
positively unbeatable values in

Women's High-Grade McKays

These shoes are “Made-in-Canada” and are certainly a credit to their country, because nothing in the line of McKay Footwear produced in the world can excel them in all round merit.

Our factory at St. Stephen has recently been enlarged and a considerable quantity of new machinery installed, to enable us to keep our delivery service up to the steadily increasing demand for our shoes.

Clark Bros., Limited  
St. Stephen, N.B.

Sample Rooms - 2 Trinity Square, Toronto

R. L. Savage, Ontario and Quebec Representative

Geo. H. Ferguson, Western Provinces Representative



# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

*ANNUAL  
RUBBER  
SPECIAL*



*NEW GOODS  
NEW LISTS  
Pages 45 to 49*

W. H. MINER, GRANBY, QUE.

See Page 41

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# STRICTLY ON THE JOB

The British Bull Dog has shown his usual GRIP and GRIT. The "Little Army" has been on the job until it has got the WILD BEAST cornered. It is STAYING POWER that tells.



What  
We  
Have  
We'll  
Hold

That is exactly OUR POSITION with regard to the Canadian Trade. We have been endeavoring to HOLD ON and are just beginning to SEE DAYLIGHT. Like the BRITISH BULL DOG, we have held our own against IMMENSE ODDS and have about turned the corner. OUR SPRING SHIPMENTS are giving satisfaction and we hope to continue to give good service to our CANADIAN FRIENDS.

## Our New Season's Lines

Are full of PLUCK, PUSH and PATRIOTISM. We maintain our great lead ON ALL OUR Competitors. Be sure to ask your jobber for the NEW TRICKETTS.

SIR H. W. TRICKETT, LIMITED

WATERFOOT (Near Manchester) ENGLAND

CANADIAN REPRESENTATIVE

J. S. ASHWORTH

Manchester, ENGLAND





“REGENT”



“RIVIERA”



“TIFFANY BUTTON”



HIGH-CUT BUTTON

## New Models

being made now in the various colored and black effects

by the



HIGH-CUT LACE

# Blachford Shoe Mfg. Co. Limited

Toronto

Season  
1916-17

# RUBBERS



No. 2011—Men's All Red, Pure Gum Boot,  
Duck Lined

## Kant Krack

Our range of Rubbers for the coming season of 1916-17 is complete—and our salesmen who are now on the road showing samples will call on you shortly when we hope to be favored with your order.

Nothing is wanting in this range. It includes the right style and type for every shade and grade of the rubber footwear demand. From the heaviest boot down to the daintiest of styles for women and children.

Whatever the requirements of your trade may be, you can make the right selection from our range, and can secure from it values that are not excelled by any.

In addition to

“KANT KRACK”

“Dainty Mode”

“Royal”

“Bull Dog”

the original Big Four Independent Brands—we have added two special extras in the “Dreadnaught” and “Veribest” Brands of Special High Grade Boots and Lumbermen's, as well as the “Speed King” in Tennis and Sporting Shoes.



No. 3355—Men's Rosewood Red Sole, Solid Heel,  
3 Eye, Low.



No. 3325—Men's Duck, Two Buckle, Red Sole,  
Heel, Fusion Lined



No. 3124—Men's Jersey Storm Over, Fleece Lined



No. 3105 Men's One Buckle Cashmerette  
Excluder, Wool Lined

# McLAREN & DALLAS

Wholesale Distributors of  
BOOTS, SHOES AND RUBBERS

30 FRONT STREET WEST

TORONTO



# RUBBERS

Season  
1916-17



## Dainty Mode

The lines of Rubber Footwear we distribute are manufactured at Merriton, Ontario, by the Independent Rubber Company, Limited, a firm whose reputation for quality and service stands at the very top of the list.



No. 6135—Women's Light Croquet, Short Vamp, High Toe, Net Lined.



No. 3135—Men's Light Clog, Self-Acting, Net Lined.



No. 6124—Women's Jersey Cloth Storm Over, Fleece Lined.

Our experience with these goods has been uniformly satisfactory, every one of our customers finding them quick, steady sellers throughout the season, and of the quality that creates friendly feelings between retailer and wearer.



No. 3134—Men's Yale Light, Self-Acting Over, Net Lined.

Write us to make sure we have you on our salesman's calling list and place your order early for Independent Rubbers so as to get in on the ground floor before the higher war prices of crude rubber affect the prices of rubber shoes.

# McLAREN & DALLAS

Wholesale Distributors of  
BOOTS, SHOES AND RUBBERS

30 FRONT STREET WEST

TORONTO



## 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 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 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







## ALL RED SPECIALTIES

As the largest handlers of "Maltese Cross" Rubbers in Canada we solicit your Rubber requirements.

No orders are too small and none too large for us to handle. We can give you the right goods and the best of service.

### Everything in Rubbers

All Staples and Specialties.

Our Agent will call soon. Hold your order till you see this line.

## W. B. Hamilton Shoe Co.

TORONTO






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**MINER RUBBER FOOTWEAR**


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## Leaders in Heavy Lines

Miner staple rubber footwear gives the merchant and the wearer the best deal of all.

Because these lines are made with studied care for punishing wear they stand up to the hard usage they get.

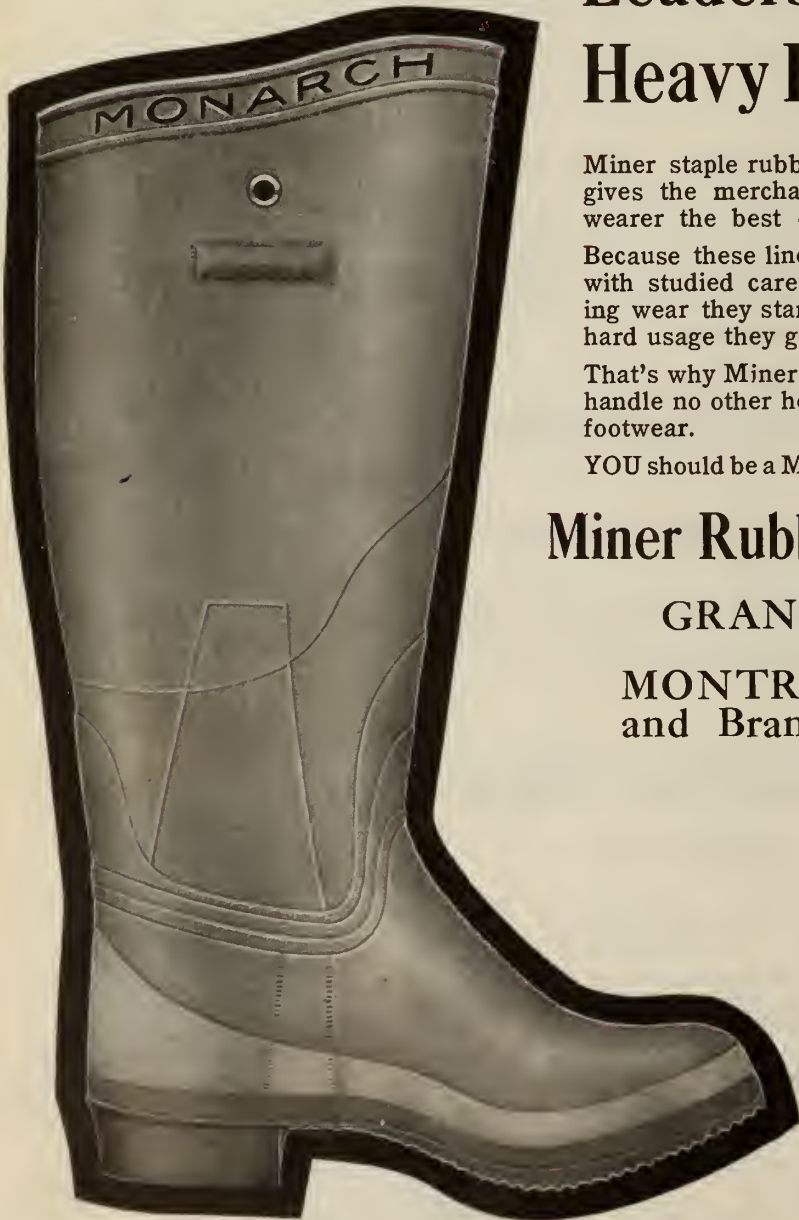
That's why Miner dealers will handle no other heavy rubber footwear.

YOU should be a Miner dealer.

**Miner Rubber Co.**  
Limited

**GRANBY**

**MONTREAL  
and Branches**







MINER RUBBER FOOTWEAR



# NOVELTY

## Snappy Style

## Quality

Miner lines for 1916-17 are just the niftiest, snappiest, finest that have ever been shown.

The range bristles with new ideas, adaptations of the world's best improvements suitable for Canadian conditions.

Whether you want men's, women's or children's rubbers in large assortment or limited, you should see the Miner man and his samples before you place your order.

No need to reiterate that Miner quality is first quality all the time.



# MINER RUBBER CO.

Limited

### Selling Agencies:

CHARLOTTETOWN, P.I.E.	-	-	-	-	C. Leonard Grant
EDMONTON, Alta.	-	-	-	-	The Miner Rubber Co., Limited
HAMILTON, Ont.	-	-	-	-	R. B. Griffith & Co.
LONDON, Ont.	-	-	-	-	Coates, Burns & Wanless
MONTREAL, Que.	-	-	-	-	Jackson & Savage, Limited
					The Miner Rubber Co., Limited
OTTAWA, Ont.	-	-	-	-	Jackson & Savage, Limited
					The Miner Rubber Co., Limited
QUEBEC, Que.	-	-	-	-	The Miner Rubber Co., Limited
ST. JOHN, N.B.	-	-	-	-	J. M. Humphrey & Co.
SYDNEY, C.B.	-	-	-	-	J. M. Humphrey & Co.
TORONTO, Ont.	-	-	-	-	The Miner Rubber Co., Limited
WINNIPEG, Man.	-	-	-	-	Congdon, Marsh Limited

# Martin CORRUGATED FIBRE BOARD Shipping Cases

eliminate waste of labor and material. Save time, money and trouble and remove all chance of goods being tampered with in shipment. We can promise prompt delivery. All over Canada MARTIN SHIPPING CASES are stopping big money leaks in shoe factories.

**THEY'LL SAVE YOU  
HUNDREDS OF DOLLARS  
EVERY YEAR**

## Read the Details

**90% in  
Storage Space**

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.

**50% in  
Packing Time**

And, where for instance, one hour would be required to pack a shipment in wooden cases, the same shipment could be packed (and better packed) in half an hour, with MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES.

**20% in  
Freight Charges**

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.

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"The Easiest Shoe on Earth"

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**Elmira**  
**FELT SHOES**




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**QUALITY**

Best for  
**STYLE**

Best for  
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All the  
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# RUBBERS



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My salesmen are now showing samples.

Every last in shoes can be matched by this truly representative line.

As always, I give my personal guarantee as to the quality of the goods.

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Men like “JUST WRIGHT” Shoes, because they are the ideal combination of good style, good fitting and good wearing qualities. Moreover, they are “Made-in-Canada.”



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Combination—Smooth and  
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*35 Styles*

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There are several changes you  
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FOR BLACK SHOES



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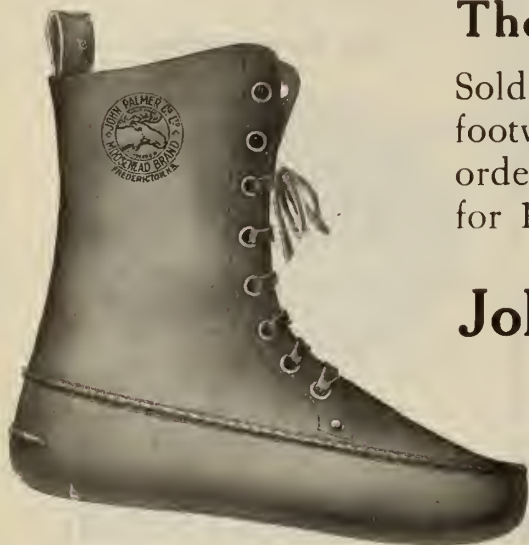
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**B**

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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.**

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**B**

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vegetable oils—absolutely uniform  
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Mohlene "A" adds the quality that  
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Early orders insure deliveries on time. Raw Materials still advancing, forcing price increases on a few lines. We recommend that you place your order now.

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## RICHARD YOUNG CO.

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Mellow, Non-Acid  
"Tests Up"

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Slightly firmer tannage. Users say "it's great."  
Both Oak Tannages are very popular.

In Sides, Backs, Bends, Bellies and Shoulders.  
OUTERSOLING AND INNERSOLING

### HEMLOCK

#### "PENETANG"

Firm but not brittle, water resisting.  
"The Old Reliable."

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A mellow tannage.

Grades and weights to meet all requirements.

TAP SOLES: We stand back of every dozen.

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## McKAY SEWN SHOES

FOR

WOMEN, MISSES  
AND CHILDREN

Shoes that have Style and Finish  
—at the right price for the jobbers,  
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"La Duchesse" Shoe Co.  
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"Successors to B. Vaillancourt"  
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Our sheepskins have been  
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## Box Toes and Heels

OF ALL KINDS

### LOG HEELING A SPECIALTY

We are sole makers in Canada and  
can supply lifts in all sizes from  
2-8 in. to 7-8 in. by sixteenths.

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ESTABLISHED 1904

MONTREAL



Let Us Have Your  
**PLACING ORDERS**

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Make Sure  
 You See  
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Before You  
 Order for  
 Fall, 1916

That thorough going, down right quality that has always been associated with NORTH BRITISH and ELEPHANT Brand Rubbers makes them prime favorites with dealers, who aim to please their customers. Every pair gives good wear.

If your nearest jobber doesn't handle our brands, write direct. Our own staff of salesmen will call upon the Ontario trade.

**The North British Rubber Co. Limited**

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28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



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OF  
**RUBBER FOOTWEAR**  
IS READY

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**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.

28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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## THE SHOE AND LEATHER TRADES

**Spring is in Sight and Everybody is Impatient for a Start—Retailers Hopeful of Good Business—Manufacturers Already Feel the Buoyancy—Prices Going Up for Both Leather and Shoes—The Rubber Men Start**

**F**EBRUARY is "down and out" and everybody is glad. The result of the winter sales as far as can be learned, were not overwhelmingly encouraging, although even in the purchase of bargain shoes dealers claim there was a disposition to buy more liberally than usual. Quite a number of the smaller dealers have "turned up their toes" in a business way, with here and there a more important failure. On the whole the results in this respect have been better than expected and certainly more reassuring than they might have been.

Prices of materials still continue to go up and manufacturers see their profits on goods being made for spring trade steadily eaten into by the advances that are asked in all lines of leather and shoe goods. There is hardly an article that enters into the making of a shoe that has not advanced from twenty-five to one hundred per cent. One cannot wonder, therefore, that shoemen are on a "still hunt" for anything that will afford them relief, the result being that they are listening to propositions for the replacing of materials that they would not have considered a few years ago.

Leather producers are facing the same stress with respect to raw skins, tanning substances and dyes. In freights alone the difference in the last twelve months has been most remarkable, and before the war is over there will likely be brought into existence such conditions as will place the leather business in a position where its product will be doled out to those who insist on its use. The steady diminishing of the cattle supply on account of the tremendous demands for army supplies or food products is not being met by a corresponding effort in cattle raising, and if the war keeps up for any length of time, and there is no adequate relief in this direction, the world will not only be compelled to become vegetarian in respect to its food, but forsake its age long adherence to the belief that there is "nothing like leather."

The Rubber Season has opened and travellers are selling rubber shoes for next fall and winter season. In common with other industries the rubber business is experiencing the uncertainty and unsatisfactoriness of an unsettled market. There is no doubt that the next few months will witness marked changes in raw rubber conditions and undoubtedly within the next three months there will have to be a revision of rubber shoe prices. "There is, therefore, no risk to the buyer in closing just now for his requirements for next season. The retail trade are making preparations for a good spring season, and with fairly propitious weather there ought to be a good movement in shoes of all kinds. People are feeling more like spending money on their adornment as well as for their comfort this year, and a little encouragement given by aggressive business methods will bear good fruit. Some of the retailers in different lines are getting together and with the co-operation of the local papers inaugurating a "Dress Up" campaign. This ought to get things moving early.

The new war tax scheme has already been shot full of holes. As introduced it was crude and not only full of anomalies but possibilities for evasion; but the principle is right. Hitherto the willing horse has been ridden to death. It is time the burden was more equally distributed. The weakest point in the whole scheme is that the farmer who represents the greatest wealth of the country, escapes. Many of them are well able to bear their share of the burdens and responsibilities of war, and have so far shirked. The government for political advantage is helping them.

# How to Choose the Goods

As Important as Picking Out a Good Stand is Choosing the Right Goods—Do You Know Your People?

VITAL as is the importance of choosing the right place for the store, the thoroughness with which the question of the kind of goods to be sold and the character of the people forming the clientele is discussed, will determine success even more fully than the location. A merchant may have the very best business corner in town and may be up to the minute in his service, but with the wrong goods and the wrong public it is only a matter of time until he is "up against it."

Do you know the people you are serving or seeking to serve? Have you ever sat down and carefully dissected the possibilities in your line in the location where your store stands? It may be that you are seeking to do a high-class trade. Do you know just how many people there are within a reachable radius around your store who are likely to buy the class of goods you stock up with principally? It will not do to say there are so many people who "might buy them," the question is do they or will they buy them? There is a town not a hundred miles from Toronto that seems prosperous and well to do. It has grown steadily and satisfactorily in the last twenty years and has now a population of considerably over ten thousand. The people apparently have money and comfortable homes and it would seem as though all you had to do was to put good stuff in front of them and they would buy. But it is one of the poorest merchandising towns in Canada for its size. Why? Because the inhabitants are largely retired farmers and others who have never been accustomed to spending more than necessary for bare subsistence and ordinary comfort. They buy from cheap to medium goods and once in a good while the younger generation who are still at home loosen the purse strings and the family goes in for something real good.

There is another town about half the size of the first named that is considerably older in years, though not as prosperous in appearance. The population contains a good proportion of old families of means who have independent incomes and who are more or less identified with outside as well as local interests. There is a sprinkling of farmers and mechanics of the better class and the whole spirit of the place is quite the opposite to the town first referred to. There is quite a bit of society movement and while there is no extravagance people want things "nice." You can see the difference in most of the store windows which are usually, and ought to be, an indication of the character of the trade of the place. By the way the town is located so that in summer it enjoys the benefit of a transient population of a spending character.

There is another town between these two in size that owes its importance to the fact that it is a manufacturing centre. The bulk of the population

is dependent on four or five mills that give employment to a fair number of both men and girls. The rest of the people are either retired farmers, officials of the mills or those who make their living out of the regular requirements of the population. There is a sprinkling of foreigners amongst the operatives, especially the female part, but as a rule the work people are the regular run of employes from Canadian homes earning the average wages. One finds here an entirely different field for merchandising from either of the two previous cases and requiring quite different consideration and treatment.

The man who is to make a success of retail business in any of these places, whether it be in shoes, dry goods, furniture, furnishings or anything else, must sit down and carefully and thoughtfully follow out the indications that the characteristics of the different classes of population give of their requirements in the particular line. For instance, it would seem that to expect a large volume of exclusive or high-class trade from either the first or last of the three would be tempting Providence. There would undoubtedly be in each a certain amount of demand for special stuff, but the cultivation of it and the profit on it would be so problematic that a man would be putting in his time better working on lines that would keep his door latch on the go and his stock turning over. In the second town there is undoubtedly more scope for medium and high-grade goods, and that of course on a moderate scale only, so that a sprinkling of cheap lines would be essential in helping things out.

These illustrations only demonstrate the variety of conditions that may and do exist in apparently similar localities and make plain the absolute necessity for a merchant making himself thoroughly familiar with the ground before opening up a business. It also suggests the advisability of a merchant who has found his business on the wane or who has already made a failure of it sitting down and looking over the ground in an intelligent and painstaking way. There is a cause for commercial diseases as well as physical and if you can get at it the remedy is usually simple and effective.

In the first place do you know your constituency? Are you familiar with the characteristics and possibilities of the population in the midst of which you are situated if you have a good stand? Can you tell how many people, we will say of the wealthy class, are liberal enough to buy high-class goods if the latter are brought to their notice? Do you know the proclivities and tendencies of these and the so-called "fashionable" people of the town and neighborhood?

Have you ever sat down and listed or estimated the number of buyers of medium priced goods that your store can reach in your neighborhood through



the papers or through letters? Do you know how many business people, clerks, mechanics and "retired" of the better and more progressive sort are within reach of the call of your goods? Have you made any definite effort to find this out? Do you know how many average working people or farmers there are who are not great spenders but who will buy good honest goods at moderate prices as they need them or who have enough leeway to anticipate their wants? In other words have you gauged the possibilities of cheap trade in your district so thoroughly that you know its proportion with relation to the rest of the trade in your line.

Lastly, have you carefully studied the tendencies of all these sections of buyers, particularly the medium class, so as to know for your own satisfaction what the possibilities of development are in that particular class of goods? One of the most successful retail merchants claims that he has made a most careful study of what people are actually buying and using in his town and for years has managed to arrive at a fairly accurate estimate of the trend of trade in his line. At all events he has made the biggest success not only in his particular class of goods but of any merchant in the town. He made a failure of his first enterprise through "going it blind," by the way.

The man who has to sell "Rosedale" ideals to a constituency that uses "down town" styles will certainly discover the folly of such a course in due time. It may be that you have regularly gone over the heads of the people in the class of goods your store has been carrying. On the other hand it is possible that you may have driven away custom from the cheap stuff that you have handled, so that people have lost confidence in your store and its goods.

In no department of life are people so indifferent, as a rule, to scientific principles as in retailing. A great many seem to think that all a man has to do is to open a store, fill it with goods, advertise and take in the money. The best even seem to think that the ordinary principles followed in any enterprise, such as making sure of the ground at the start, are ideal but unnecessary. The fact that about ninety out of every one hundred who start in the retail business fail ought to cause one to pause and think. The ten who succeed are those who leave no stone unturned, no detail unconsidered, and by being at it and always at it they get through the gate into the realm of business success beyond.

Get the goods the people want. Get your store in the place where they will see them or can easily call and examine them. Have the prices right. Have the service efficient and you will make the connection between the public pocket and your till that will push you into larger and more profitable activity until you are able to look back with complacency upon efforts that have placed you on "easy street" as far as means are concerned.

It is absolutely useless to spend your time and money on equipment, service and advertising until you can say with some degree of certainty—I have the stand, I have the goods, and I know my people. Then the game can commence in earnest and it is a royal game. To have a store where people flock to buy and go away satisfied to return again and again is an achievement worthy the effort of any man. There is as much brains needed and as much strategy called for to-day in the handling of a retail business as in any military campaign. Victories are only wrung from an unwilling enemy by sheer force of careful campaigning and all that it means.

*SOME valuable retail points in the City of Montreal.*



St. Catherine St., West

*WHERE the high class retail trade is done. All new in last twenty years.*

Montreal, Que.



Goodwin's, Montreal



Morgan's, Montreal

# FITTING OFTEN DONE IN HAPHAZARD FASHION

**Too Many Persons are Indifferent or Know it All—The Only Satisfactory Method is to Scientifically fit Every Customer—Let Salesmen Refer to Each Line by its Proper Name Which Will Necessitate Fewer Questions and Less Misunderstanding**

By W. R. HENDERSON

I have often thought the "Retail Shoe Trade" is very lax in allowing the general public to go on buying footwear in the haphazard fashion that, to a certain extent, still exists.

The average customer asks for a pair of "shoes" and states the size. In response to the salesman's invitation to "please be seated" and the question (when necessary) as to whether he or she wishes to be fitted, we hear, "Oh, I always 'take' fours; they'll fit alright."

With this stone wall of defence, a salesman has to use every bit of tact and brains that he can muster to convince a customer that the only satisfactory way is to be scientifically fitted. This state of affairs is due chiefly to ignorance on the part of the customer, in that she (or he) has not been fitted often enough and does not realize that it is the only satisfactory method.

## Too Much Mock Modesty

Regarding the "fair sex" there is a certain amount of mock modesty displayed at times and I really believe some would rather continue to wear their old shoes than be fitted in the store. This is a very lamentable temperament for a girl or woman to inherit or acquire, as there is nothing immodest in displaying a few inches of ankle any more than showing a bare throat or arm. I am utterly opposed to "cozy nooks" and "cut outs" for fitting purposes, which only suggest, when there should be no suggestion. A woman, who thinks anything of herself, should prefer being fitted where "people do congregate."

The time to begin to fit your customers is just before they learn to talk, then they won't have a chance to dictate as to the size they "take," etc. From eight to ten months of age is a splendid time to begin the education. Even at that tender age, some of the girl babies are loathe to have a male salesman thrust his knowledge of "foot anatomy" upon them and their stubbornness would suggest that "mother knows best." As a matter of fact, most mothers know very little when it comes to fitting feet.

## Shame on Empty-Headed Mothers

On several occasions I have heard mothers exclaim, "Mercy, child, you surely do not take fives, why I only wear four and half myself, you ought to be ashamed of yourself with such big feet." Sometimes they urge trying size three and a half as they "hate such big looking shoes." Oh,

blissful, innocent, unconscious lads and lassies, give us more of you and would that you were always so. Shame on such empty headed mothers. Ninety-five per cent. wear shoes that are too short and too wide. There are more thin people in the world than fat people, consequently more thin narrow feet. Because of the fact that a thin narrow foot can go inside of a 4E shoe and feel comfortable at first, is a poor reason for buying that shoe if a 5½B is what that foot should have, to fit all over and protect it against shortness and consequent foot ailments, to say nothing of wear and keep-shape.

## A Salesman, but Not a Foot Fitter

You will hear some retailers say to the traveling man, "Send 'em all E width, my customers insist on lots of room." That man may be a salesman but he is not a foot fitter. Of course there are a few people with very short, thick, fat feet, that need the "Aunt Polly" type of out-sizes, but this is very far from the general rule. The sooner people get the idea of longer, narrower shoes, the better it will be for all concerned. Never mind where the end of the great toe comes. Your customer may have short toe joints. Let the ball of the foot (metatarsal) determine the length. This should be just forward of the shank in most cases, at the widest part of the sole. The feet should always be measured and from one and a half to two and a half sizes added for length. This impresses the customer at once.

Did you ever hear of anyone buying a suit of clothes in any kind of an up-to-date store, without first having a tape put around him? Are the feet less important? Then again, could we not give a much better service if the article were named correctly? For instance, a woman asks for a pair of shoes. She may wish an "Oxford," "Bal," "Theo," "Buskin," "Trilby Tie," or something with a mysterious name created since the great war. Let us refer to these as such, charge them by their names, write the name of the article on the cash slip and at every opportunity help your customer familiarize himself with your goods (but keep the size codes to your staff) which will necessitate few questions and misunderstandings in serving your trade.

## Call Them By Their Right Name

Just now, a woman entered with a little girl and asked for a rubber. I ushered them to a seat and took note of the shoe, when the woman said, "Oh, no, I want the kind that rubs out lines!" She had wanted an eraser and merely entered the wrong department, our books and stationery department being next door. Now, if the public was educated in knowing the so-called "rubber" as a "Galosh," and a "rubber" as an "eraser," we could do business expediently. No wonder foreigners say our language is difficult to master.

When a woman wants print, she goes to a dry goods store and asks for it. She does not ask for "that stripped cotton stuff." Then why should a woman go through two minutes facial contortion and finally say, "I mean the slipper with the little piece of elastic in the front," when she wants a simple little thing like a "Buskin?" It is time the retail shoe trade got busy, unless we are willing to admit that tradesmen in other lines are more efficient than we.

### LONG LIFE AND PROSPERITY

Find enclosed post office order for one dollar, in payment of subscription to "Shoe and Leather Journal," which I consider the best paper I get. Long life and prosperity to it. Wishing you the compliments of the season.

Yours truly,

Harriston, Ont.

D. SUTHERLAND.



# Keeping the Stock Well in Hand

**Shoe Merchants Should Confine Their Buying to Fewer Styles and Not Open Too Many Accounts—The Advantage of Good Stock-Keeping and Turning the Goods Over More Frequently**

"The best ever" was the unanimous verdict at a well-attended meeting of the Toronto Shoe Retailers' Association held in the Temple Building on February 17th, at which various matters of importance were taken up. It was the first regular monthly gathering, under the newly re-elected officers, with President H. C. Blachford in the chair.

Everything went off with a swing and enthusiasm that betokens a year of united action and sustained interest. Heretofore the sessions have been largely devoted to organization and constitutional matters. These have now been completed.

The first address that has been given before the members of the trade was by F. A. Guinivan, proprietor of the Walk-Over Boot Shop, on "System in Stock Keeping." Mr. Guinivan's remarks were followed with much interest, and he presented some valuable pointers.

While his talk was largely informal, the information that he sought to convey was that practically very few, if any, shoe retail merchants are making more than a bare living. If this is the case, the conditions are caused, not by lack of reasonable profit, but mostly through carrying such large stocks that they cannot make it turn over enough to warrant a good interest on the investment.

## Know Your Stock Thoroughly

He stated that this is virtually all caused by over buying, and over buying was the direct result of not being in close touch with the stock, what is selling and what should not be re-ordered. The speaker impressed on those present that if they had some sort of stock-keeping it would help them wonderfully in the purchasing of season's shoes, telling them at a glance the lines that did not sell well enough to turn the investment even once, the lines they should not have bought at all, and the lines in which they purchased too heavily.

One of the greatest advantages of stock-keeping no matter what the system may be (and Mr. Guinivan said he knew that there were many systems equally good), was to confine the buying to very few styles and also to few manufacturers. Practically all retailers buy from too many conflicting houses or, in other words, manufacturers that make shoes of an equal grade. No buyer can carry in his head what he has purchased from four or five travelers, and when the goods arrive he finds that he has bought three or four styles very nearly alike, and left unpurchased many lasts he should have bought.

## Cutting Down the Stock

By actual experience, many retailers in small stores find they can get along with fully one-third of the number of styles on their shelves that they usually have. This means cutting the buy volume

in halves, which naturally gives the dealer more money to spend for new shoes, while he has to pay less interest on overdue accounts. The result is a greater percentage of profit on investment. These were a few of the ideas which Mr. Guinivan conveyed to the members of the association in his remarks. In the discussion which followed, there were many interesting exchanges of views. A number of pertinent suggestions were presented, and several questions asked and satisfactorily answered.

Those who took part in the conference were:—George St. Leger, S. B. McCall, Percy Blachford,



F. A. Guinivan, Toronto

Chas. S. Parks, J. Warden Jupp, W. Burnill, Geo. Blake, W. B. Parvin and others. In fact, the interest was so keen that when the closing hour arrived a motion to extend the time was carried unanimously. It is the intention of the association to have at each meeting some representative give a terse talk on a live subject.

The next monthly gathering will be held in the Temple Building at ten o'clock on the morning of Thursday, March 16th, and a record attendance is expected.

The association is a live and aggressive body of men who are doing a good work for the betterment and uplift of conditions in the trade along the lines of co-operation, progress and prosperity.

### NEWSY BRIEFS FROM ST. JOHN

E. L. Rising, president of the firm of Waterbury & Rising, Limited, St. John, N.B., arrived home a few days ago from a trip to Upper Canada, where he visited Toronto, Montreal and Quebec with a view to purchasing various lines. He said he found prices stiff and certain kinds of leather very scarce. The manufacturers he said were all busy and would not give any quotations on fall prices. En route home Mr. Rising visited Ottawa and saw the ruins of the Parliament Buildings.

C. Henry Smyth, manager of Waterbury & Rising's branch store in Union street, St. John, N.B., was receiving congratulations a few days ago on the twenty-sixth anniversary of his wedding. Both he and his wife are in good health.

Shoe and leather merchants of St. John, N.B., are making an early start this year and in a few days will see their advance travelers starting out with their fall samples of rubbers, etc. Competition with Upper Canadian firms has been so keen that they are preparing to get in on the ground floor and book their orders. It is expected that there will be a slight increase in rubber goods although no prices have as yet been quoted. Indications point to a decided increase in certain kinds of leather, due unquestionably to the great demand for the use of the Allies. Military leggings are a scarce article in St. John and although merchants have placed orders they have been unable to have them filled.

Business in St. John, N.B., and in fact throughout the Maritime Provinces this year, compares favorably with last despite the fact that there is no apparent end to the gigantic struggle in Europe. Along the North Shore and in other sections of New Brunswick there has been the usual big demand for shoepacks and other styles of heavy leather footwear for use in the lumber woods. In the cities and towns there has been a decided falling off in the sale of men's footwear, due to the absence of so many Maritime Province boys either at the front, in England or in training at home.

A fire completely devastated the large buildings of W. J. Kent & Co., Limited, in Bathurst, N.B., a few days ago, and as a result the firm entailed a loss of upwards to \$175,000. The establishment was one of the largest on the North Shore and consisted of two large brick buildings occupying two blocks.

### KEEPING WHITE SHOES CLEAN

Buck and other white shoes that are seen in so many shops are easy enough to make, except in one particular. All such shoes must be kept clean, and, to this end, it pays to be fussy with them. The more such shoes are stained and the more dirt that gets on them, the more it costs to clean them, and while the cleaning itself is not done in the making or finishing rooms, the foreman of these departments should keep all this in mind fully as much as the foreman of the treeing and packing department. There is no particular feature of shoemaking to-day where co-operation is needed more, or pays better, than in this.

### NEW SALESMAN FOR PERTH SHOE CO.

The Perth Shoe Co., Limited, of Perth, Ont., who manufacture women's Goodyear welts exclusively and are now selling direct to the retail trade throughout Canada, have recently made several important appointments on the traveling staff. W. S. Pettes, who is a widely-known and well-liked roadman, having had many years of experience, will represent the company direct and exclusively in the city of Ottawa, province of Quebec and the Maritime Provinces and will have charge of the Montreal office of the Perth Shoe Co.

John Glossop will look after the interests of the firm in Eastern Ontario, between Montreal and Toronto and

also in the Sault Ste. Marie section. He is an alert and aggressive traveler.

N. E. Ingram, 788 Gerrard street east, Toronto, will be the direct representative of the firm in the province of Ontario west of Toronto. The sample rooms which the company will open in Toronto will be in charge of a competent representative and definite arrangements are being made.

Robt. Wall, of Montreal, one of the old-time footwear salesmen, will take the territory between Port Arthur and



W. S. PETTES, MONTREAL

the Coast, covering all the western provinces exclusively for the firm. He was one of the mainstays of the old J. D. King Co. in days gone by and has one of the largest circle of friends in the retail trade. He is glad to get back into the



JOHN GLOSSOP, PERTH, ONT.

shoe game again after having been in the contractors' supply business for some time past and the bright, snappy samples of the Perth Shoe Co. look good to him. The Perth Shoe Co. report business as good and their well-equipped factory is running full time.



# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**T**HE leather situation remains practically unchanged. The demand for all classes of stock is such as to keep the market well cleaned up. Prices in certain lines move steadily upward as the demand makes itself felt. It is not so much the cost of raw materials that is affecting the situation as the insistent demands for war purposes, coupled with the development of the craze for light leather specialties. There is quite a boom in the leather business, not only in the United States and to some extent in Canada, but throughout the world.

## Hide Conditions

The untoward character of the hides being offered at this time of the year has no doubt much to do with the sagging, compared with a couple of months ago. All that come in are picked up, however, and there is no doubt but that when prime hides begin to reach the market, the accelerated demand will boost things up again. Notwithstanding reports from some quarters where cattle raising has received a little more attention in the past few years, there has been a general falling off in the supply of cattle all over the world. The tremendous demand for meat for packing purposes is using up so rapidly the available sources of supply, that if it keeps up it will not be long until the price of meat as well as hides will be prohibitive.

## Horsehide Leather

Calfskin has, of course, been in considerable demand for the past few years but it is some years since horsehide was extensively used. About thirty years ago it had a great run and was in great favor for vamps particularly. Some concerns that made a specialty of it made a lot of money in the business. It fell into disuse partly on account of the cost and from the fact that its lack of porosity made it somewhat hard on the feet. It is coming back again, and it would not be surprising to find it become popular, for a time at least. "Cordovan" as it is called, is susceptible to a very fine finish.

## Japanese Leathers

Japan has come forward in the last couple of years in the manufacture of leather. Tanners as well as shoe manufacturers in Japan and Corea are reaping a rich harvest, particularly of Russian trade, which in this line as well as munitions has given the Japanese all they could handle. It is claimed that equipment leather and military footwear are being produced equal to anything on this side of the world. Corea, until Japan took hold of it, was a very backward country. There is one

factory now in Seoul, the Capital, that has recently turned out 40,000 pairs of army shoes and 30,000 cartridge pouches. The work is superintended by Japanese and inspected by Russian officials.

## German Leather Industry

The Government has taken over not only all the tanneries but the hide concerns. The War Leather Company is supreme. It supervises the purchase and handling of all hides and watches over the process of leather making. In a recent article on this subject a German tanning paper claims that there has been a wonderful improvement in the leather produced. By carefulness of methods and the exclusion of everything that causes brittleness or sponginess, they have succeeded in producing better army leather than has hitherto been used. The probability is that by lessening the time of production and tawing, rather than tanning the leather, they are finding the product equal to the work it is intended for, and perhaps more supple and pliant on account of its thorough oiling.

## Calf and Substitutes

In his address to the American Shoe Manufacturers' Association recently, Mr. H. V. Hunt, a calfskin manufacturer, said amongst other things: "One of the peculiar things in regard to the demand for calf leather is that previous to the war when there were large stocks on hand, putting heavy burdens on the tanners, it seemed at one time as if you gentlemen were never going to use any light calf leather again; in fact, a great many buyers talked in that vein, and we were told repeatedly that the day of light calfskin had gone by, and that cloth and other substitutes were going to take its place and were much better; and there were times when we began to think so ourselves. Finally by great efforts, these surplus stocks were reduced, and now that there is an actual shortage, we hear very little or nothing about cloth and other substitutes, but an ever-increasing demand for calf leather, and particularly for fancy and delicate stock, such as white and pearl grained calf. Naturally with this sharp demand for this high grade leather at a time when there is very little raw stock, it makes the situation even worse, for your demand for these materials is such that you are paying ever increasing prices, which enables the manufacturer of these articles through necessity to buy the skins suitable for that work at any price. The result is in some cases certain skins in the last three months have already doubled in price."

# LEATHER ADULTERANTS

The Use and Abuse of Adulterants in the Manufacture of Leathers—  
A Certain Amount Not Hurtful — How Buyer Will Know

By PROF. PROCTER

THE industrial chemist, like the father confessor, gets sidelights on the morals of his clients; and, though the individual cases are strictly under the seal of the confessional, a few general observations are permitted. Successful sole-leather tanners, like the rest of the world, may be roughly classified into the honest and the dishonest, the distinction between them being that while the former weight their leather with tanning extracts only, the latter permit themselves the use in addition of small quantities of glucose, dextrine and mineral salts. There is also an intermediate class who employ ready-prepared "finishing extracts," "asking no questions for conscience sake."

## Of Little Moment

To the buying public, including the War Office, the distinction between the "honest" and the "dishonest" is of little moment. All tanners are in business either to make profits, or from "the force of circumstances beyond their control," and in either case the necessary condition of survival is to make the greatest possible quantity of leather out of the least possible quantity of hides, since this is much the most costly constituent. Modern rapid processes necessitate the use of tanning material in considerable excess of that actually required to convert the hide into leather, so that a certain amount of what from the buyer's standpoint is really "loading" must be accepted as unavoidable, but it should not be excessive, and probably 10, and certainly 25 per cent., would cover all that is actually justifiable, while the larger amounts, which are quite common, are, in the writer's opinion, just as much adulteration as if some entirely foreign substance were employed.

## Not Wholly Useless

The moderate excess of tanning matter which has been suggested is not wholly useless to the buyer. In modern rapid processes the hide is rapidly saturated by the excess of tannin, but its actual diffusion into the fibres themselves is necessarily slow; and it is probable that changes analogous to those which take place in the "aging" of alumed leathers also occur in rapid vegetable tannages, leading not only to the more complete penetration of the fibres, but to a portion of the originally soluble tannins gradually becoming insoluble by oxidation and other changes, and so increasing the solidity and water-resisting properties of the leather. If some form of "adulteration" could be invented which would have the same permanent filling and solidifying effect, without in other ways injuring the quality of the leather, its use, whether "honest" or not, would be wholly advantageous to the public. Such a method is probably not beyond the resources of modern chemistry, and indeed the waterproofing of chrome and vegetable leathers with solid waxes, though really advantageous in use, constitutes a very heavy "loading" with quite cheap materials, and should enable the leather to be sold at a considerable lower price per pound.

## Effect of Loading

The effect of loading, either with extract or other things, is to make the leather apparently both firmer and thicker. The wear of a properly tanned leather is largely proportional to the actual leather fibre which it contains, so that

heavy loading with soluble materials is a double fraud on the purchaser. In this connection it may be worth while to remark that the chrome tannage, while preserving the fibre very completely, is at best an empty one, and even after waxing is far from having the thickness or weight which the same hide would have if vegetable-tanned, though its wear may be decidedly superior. It is therefore a mistake to ask for the same standard of thickness, which can only be obtained by the use of heavier and more expensive hides. The chrome process is actually a cheap one, hide for hide, and the only reason why chrome sole should be dear is because of its comparative thinness and light weight.

As regards remedies for loading, it seems to me that they lie, as always, with the buyer. He has only to demand a guarantee that the solubles should not exceed a fixed reasonable percentage, and to pay such a price as will cover the difference between the cost of dry extract and finished leather, and by most of the trade he will be honestly served. If at the same time he would abate his excessive demands for a useless paleness of color he would obtain a better and more durable leather for his money, since all bleaching processes reduce the water-resisting qualities of the leather, and the present supply of available tanning materials renders it impossible to produce by direct tanning the pale yellowish color formerly in vogue, except by the sacrifice of other and more important qualities.

## How Buyer Will Know

It may be asked how the buyer is to satisfy himself that he is really getting the proportion of actual leather which he is paying for, since a complete leather analysis is necessarily expensive. I would reply that the main point is the percentage of solubles, and that this can be determined with fair accuracy by anyone. The simplest way is to cut two samples of approximately equal weight, of which one serves merely as a standard and check on drying. The other is soaked—for some hours in tepid water—say of 100 deg.—110 deg. Fahrenheit, gently bent and kneaded to facilitate the washing out of the soluble portion, and thoroughly dried alongside the check sample, which should not materially lose in weight, or of which the loss must be deducted from that of the washed portion. Such a process will not merely show the loss of weight on washing, but will give a good idea of how far the apparent firmness is due to the matters washed out. A mere determination of solubles in the laboratory is not an expensive matter, but specially water-attracting matters like salts and glucose should be absolutely prohibited in army contracts, and of course must be tested for individuality.

F. A. Kells, of Ottawa, the progressive Bank street shoe merchant, recently purchased at his own price from a manufacturer, who was hard pressed for ready cash, a large stock of high grade boots and shoes. Mr. Kells has a sign at his business premises, which reads "The Great Public Benefit Disposal," and advises his patrons to come and purchase a year's supply, as he believes the prices are the lowest ever before offered to the public in that city, or likely to be offered again in years to come.



# Retail Views and Interviews

## What the Best Dealers Are Saying and Doing—Bright Suggestions as to Ways and Means of Shoe Sales Promotion

“YES, we have our troubles,” remarked a wholesale shoeman the other day. “All is not gold that glitters, and selling shoes in a large way is as full of vexations and contrariness as the ordinary retailer encounters in coming in contact with contumacious customers. Why here is a sample of it. Here is a little gent’s box kip blucher, Standard screw, two pairs of size twelve. A dealer has just sent down these two pairs which are as staple with him as sugar or tea with the average grocer, and asks if they could be exchanged for two pairs of elevens. Of course we have to do it to oblige, but to-morrow he will possibly send down two pairs of eights and ask if they can be exchanged for two pairs of elevens. We have to oblige him, for if we did not, he would possibly withdraw all his business. Why does he do this, you ask? Can you not see for yourself that he is making the jobber carry the stock or the assorted sizes of which he has only a few, and he is juggling with the wholesaler in order to meet the wants of his customers? The fewer pairs he carries and the more exchanges he can work with the wholesaler, the less money he has to invest. Now, I would not complain if this line of shoe were not in every day requisition, but they are. Thus we have to lose a great deal of time in obliging men who seem to think it no crime to place all sorts of petty exactions upon us.”

### New Tips on Stylish Shoes

White shoes are selling faster than ever now in buck, kid and calf, says a New York authority. Women prefer covered heels on the kid and calf, so for this reason some of the dealers are painting the heels of their shoes white. After this treatment they look covered anyway. Next to white, gray is most in demand, with champagne and Russia calf following. Several of the better class stores are now showing high boots of gray suede. Large retailers are reported unwilling to push colonial pumps on the ground that it will kill off business in overgaiters, which they do not want to happen. Many of last year’s colored-top pumps will soon be offered as “jobs,” it is said, but they will be dyed black. One prominent dealer has invented a thin wire device for the dyeing process which separates the upper from the lining.

### What Canadian Shoemakers are Facing

Writing to the SHOE AND LEATHER JOURNAL a leading Canadian firm, who are by no means alarmists, say:—

“These are trying days for the shoe manufacturer, but they are not to be compared with the days which may be experienced six months from now by those who neglect to exercise to the fullest extent the qualities of introspection and foresight. The unprecedented scarcity of raw materials and accompanying advancing prices bring in their train problems not heretofore encountered. Thinking producers are not permitting each day to be sufficient unto itself, but are gauging their every present move by the probable effect it will have on their business six months from now. He is a rash manufacturer who is preparing a line of samples for next fall without carefully considering his ability to produce at a price the orders he hopes to secure.

“It is next to impossible to fix prices to-day on goods for delivery six months hence. There is but one way it can be done—the maker must have stock in his warehouse, or be protected on his requirements. Some few are partially

protected in the former manner, but it is unlikely that any manufacturer is in the position of having in store all materials required for a complete run of fall footwear. And it is impossible to get materials of many kinds. Take kid, for example. It comes, ordinarily, from such varied markets as half a dozen Balkan countries—Greece, China, the Indies, Mexico, India and South America. There is none coming from any source except South America, and for every skin offered there are at least ten buyers after it. There are supplies in China and the Indies, but no bottoms can be secured to bring them to this continent. The result is an acute scarcity, the withdrawal of innumerable lines, and the inflation of prices on such grades as are available, coupled with an absolute uncertainty as to deliveries. France, where some of the finest colored kid made comes from, recently placed an embargo on the export of all skins, and it is only by special permit that occasional small shipments can be made from that country.

“One of the largest tanners of calfskin made the statement recently that there had been a decrease of 75 per cent. in the available supply of skins. Sole leather makers are faced with a similar difficulty in procuring hides. The unprecedented demand for leather products is straining the world’s available supplies to the utmost. All findings such as laces, buttons and the innumerable small accessories essential to the production of the shoe are advancing in price. Under such circumstances it may be said that it is one thing to show samples and quite another to deliver shoes sold on the strength of the samples, unless the manufacturer has done some deep thinking and careful planning.

“The labor problem is also becoming acute owing to many workers leaving for the front and there is a great scarcity of skilled labor which in some cases has handicapped production.”

### Should Price Shoes Higher

The opportunity for increasing retail profits was never greater than it is now, according to a well-known local shoe man, because of the rising market for all of the raw materials. “Unless the retailer takes advantage of the situation,” he says, “and advances his prices, he will, later on, find himself on the wrong side of the ledger. Every staple or good-looking shoe in his store is worth more to-day than it was last week or last month, and, knowing this to be a fact, is there any real reason why these goods should be sold at old prices? Owing to the scarcity of raw materials, shoes must continue to go up in price. Reliable manufacturers will not take orders unless they already have the leather bought. Tanners do not take orders even at the advanced prices, for they do not know when or at what price they will be able to get hides. Under these conditions it is easy to see that retail prices must advance; so why should they not be moved up on the stock that is owned at old purchase prices?”

A resolution was recently carried by the Retail Merchants’ Association of Manitoba at a meeting held at Winnipeg, endorsing the Manitoba Temperance Act. President C. F. Rannard, of the Rannard Shoe Co., outlined the work of the association, and this was followed by a demonstration of expert salesmanship between customer and salesman by S. T. Bates, of the Regal Shoe Co.



### HOW HE MAKES THINGS PROSPER

"I never was afraid of taking hold of a proposition that looked good to me," remarked C. Henry Dimock, of Windsor, N.S., who has certainly made good in all the ventures that he has undertaken. Previous to entering the shoe game, he was a bookkeeper, and knew nothing about footwear lines. One day a good opening was presented to him. Mr. Dimock made full inquiries and, using his powers of observation and deduction, he bought the stock "just on faith," as he says.



C. HENRY DIMOCK, WINDSOR, N.S.

He does not believe it necessarily follows that a man must have experience in any line before entering upon an enterprise in that direction.

Mr. Dimock commenced the shoe business in December, 1878, and when the town of Windsor was burned up on October 17, 1897, he gave the people an evidence of his enterprise and progressiveness. He started next day to put up a shack and in less than a week was selling shoes, being the first merchant to resume after the disaster. He thoroughly believes in stability and continuity, for he has made very few changes in his life, having been 38 years in the boot trade. He handles the best lines that he can secure



A section of the interior of Mr. Dimock's store

and the products of the majority of the leading manufacturers in Canada are represented on his shelves.

Twenty-three years ago he also became president and manager of the Windsor Plaster Co., Limited, manufacturers of calcined and land plaster. He did not know anything about plaster when he went into the venture with another man, who had just about the same amount of experience as himself, but they have made a decided success of this industry.

Recently Mr. and Mrs. Dimock celebrated their silver wedding and were the recipients of hearty congratulations. Mr. Dimock has always taken a lively interest in the welfare of the community or any good work, and for 32 years has been superintendent of one Sunday School.

"Yes," he observed, "thirty-eight years in the shoe business, twenty-three years in manufacturing plaster and thirty-two years in Sunday School work—well, from these facts you can see that I am not much of a mover."

In referring to the 25th anniversary of the wedding of Mr. and Mrs. Dimock, the Hants Journal pays the esteemed couple the following tribute:—"They and their family have endeared themselves to a large circle and woven ties of companionship and friendship which will never be severed, and their willingness to help in all public needs has won for them the highest esteem."

Mr. Dimock is a lifelong resident of Windsor, where he was born in 1856 and began his signally successful business career at the age of twenty-two.

### THE IDEAL SOLE LEATHER SUBSTITUTE

A sole leather substitute is becoming a necessity, and as necessity is the mother of invention, consequently there are many inventions upon the market, good, bad and indifferent. Of course, each and all will be exploited "as the best," but you will naturally insist upon doing your own thinking. You will ask yourself, "What are the elements requisite to make the 'ideal substitute?'"

The following suggestions may be of assistance whilst you turn the subject over in your mind.

First, quality. You are in business to make customers, but the regular customers, the ones who come back, are the profit makers, and the "Quality Job" makes the regular customer. So you don't want the product with the most talking points, you want the one with the most wearing points.

Second, it must have the flexibility and nature of sole leather. Foot comfort and easy walking are the most important. Practically all substitutes have a mixture of rubber in them, it being peculiarly constituted for producing this effect, but the "ideal substitute" is not necessarily a rubber sole. It is common knowledge gained from experience more or less personal that the exclusive rubber sole has not been a success as a sole leather substitute. Other ingredients and methods of manufacture are necessary to make the satisfactory product; it requires the working in of a fibre to act, as does the leather in taking up the grit of the pavement, to assist in retarding the wear and giving it the non-slipping qualities.

Third, it should be marketed in a practical and methodical way. The cut sole industry has been a great boon to manufacturer and repairer alike, enabling them to procure their materials in an economical form, such as soles, taps, strips, etc., in any desired weight, quality and shape. This convenience should be carried out in the "ideal" substitute, eliminating all waste in the operation.

Fourth, price. We make this the last item for consideration, for while it is a most important one, it must naturally be consistent with what it represents.

Most people are limited more or less in the extent of their financial ability; so in weighing the question of price, we must also figure with the class of customers we wish to reach, and in this instance the greatest number of prospective consumers will be the mass of working and middle classes, those who require the maximum service at the minimum cost.

There is already established a recognized basis on which we can safely operate and meet these demands, so that the "ideal substitute" will be the one coming nearest to the price requirements, not too low at the expense of quality, not too high at the expense of quality.—The Shoe Repairer.



### SEEKING PROTECTION FOR CREDITORS

"We respectfully beg to draw your attention to the fact that in view of a recent decision of the Appellate Division of the Supreme Court there is no protection for creditors against a trader who apparently defrauds his creditors and covers up his transactions by failure to keep books of account," says the Canadian Credit Men's Association Limited (Ontario Division), in a recent letter in which the Porter failure is reviewed as follows:—

"The case to which we particularly desire to draw your attention is that of Rex vs. J. H. Porter. We give you briefly the following facts:

"On June 7th, 1915, James H. Porter made an assignment for the benefit of creditors to a representative of this association. Porter was conducting three large shoe stores in the City of Toronto, having commenced business in August, 1914, with one store. Subsequently he branched out and in January, 1915, issued a statement covering his affairs up to December 31st, 1914, in which he showed a surplus of \$8,900.00. The statement of the assignee prepared at the time of the assignment five months later showed a deficit in the business of \$18,800.00, making a total loss for the five months of \$27,700.00. The trade liabilities amounted to approximately \$75,000.00. No record of receipts and disbursements was to be found and Porter admitted under oath when examined for discovery that no books had been kept. He admitted that it was necessary for any business man to keep books and that it was impossible to tell the progress made unless books were kept, and he was quite unable to explain the very serious discrepancy in his assets. Under the circumstances a warrant was sworn out by Thos. W. Learie, secretary-treasurer of the Canadian Credit Men's Association, Limited, and he was arrested, charged under the provisions of Section 417, sub-section (c) of the Criminal Code, which reads as follows:—

"Every one is guilty of an indictable offence and liable to a fine of eight hundred dollars and to one year's imprisonment who, being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full, and has not for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to 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."

"The case was tried before Judge Winchester and a conviction registered. Porter's counsel, however, requested an opportunity to appeal, contending that the Statute did not apply to the prisoner, in view of the fact that he had not been in business five years. Judge Winchester granted a stated case. The case was argued in the Appellate Court and the conviction quashed. Chief Justice Meredith in giving judgment said that the language used in the section was very indefinite and whatever may have been the intention of the legislators, the language employed was not sufficiently clear to cover a trader unless he had been in business five years.

"It is the intention of this Association to take the matter up with the Minister of Justice in an endeavor to secure an amendment to the Statute covering this highly important point. In order that we may have all the support possible when presenting the case we will be glad to have a letter from you urging that an amendment be put into effect."

### POPULAR MANAGER BECOMES BENEDICT

Jas. A. Struthers has been head of the shoe department of the Regina Trading Co., Regina, Sask., for the past seven years, and recently joined the ranks of the benedicts. The happy event took place on January 31st, in Saskatoon,

the bride being Miss Mary Ida Worden, daughter of Mr. and Mrs. Wm. W. Worden. Now that Mr. Struthers is traveling in a married man's shoes he will receive the hearty congratulations of his many friends. Like many others who have made a success of the footwear game, he started at the bottom of the ladder and for six months carried parcels at the wage of \$2 per. In the fall of 1895, he became a member of the staff of Wm. Ewen, of Owen Sound, who is one of the leading shoe merchants of Ontario. Mr. Struthers is an Owen Sound boy and he worked steadily along in his



JAMES A. STRUTHERS, REGINA

home town. A number of changes were made and he finally became head salesman for Mr. Ewen, remaining with him until the spring of 1909—almost fourteen years of service. He then made arrangements to go West to assume his present duties with the Regina Trading Co., who carry a general stock, paying attention to all lines in men's, women's and children's footwear. A very even business is enjoyed in all these ranges and close supervision given to the buying end. The idea of keeping the stock on the move and turning it over as often as possible has proved to be a great feature in the success of this branch of the business of the Regina Trading Co.

### GLOVE MEN SENT TO PRISON

A cable despatch from London, February 14th, to the American press, says that for trading with Germany through the New York branch of his firm, William Cardiner Rigden was fined \$2,500 to-day at the Old Bailey, and two of his associates in Fownes Bros. & Co., glove makers, were sent to prison.

William Fownes Rigden was sentenced to twelve months and Stanley Fownes Rigden to four months imprisonment. The men withdrew their pleas of not guilty and admitted the charge, but the judge in sentencing them said that trading with an enemy of Great Britain at this time must be dealt with severely.

The charge made by the prosecution was that the three men obtained goods worth about \$30,000 from Saxony between October, 1915, and January 1st, 1916. The goods reached England through the New York branch. Payment was to be made at the end of the war.

## AMONG THE SHOE MERCHANTS, TRAVELERS AND WHOLESALESALE—WHAT THEY ARE DOING

Messrs. Ansley and Sheehy, manager and superintendent respectively of the Perth Shoe Co., Limited, of Perth, Ont., were in Toronto lately on business.

The packing department of the Maple Leaf Rubber Co., Port Dalhousie, recently presented Wm. Patterson with a soldier's shaving outfit, consisting of two razors, strop, shaving stick, brush, cup, mirror, waist belt and arm strap purse. Mr. Patterson has enlisted to do his bit for King and country.

The Walk-Over Boot Shop, Montreal, will remove into their new store, corner St. Catherine and Peel streets, early in March. The spacious establishment is one of the handsomest and most artistic of any in the Dominion.

John Ritchie, of the John Ritchie Shoe Co., Quebec, was a recent visitor to Montreal.

H. V. Gale, of Gale Bros., Quebec, spent a few days in Montreal recently.

Walter Smardon, of the Smardon Shoe Co., Montreal, was in Toronto lately on his way on a business trip to New York and Boston.

J. A. Munroe and Fred. Wright, of E. T. Wright & Co., Inc., Rockland, Mass., paid a visit recently to the Canadian plant in St. Thomas, Ont.

G. W. McFarland, of Regina, Sask., managing director of the western branch of Williams Shoe, Limited, who has been spending the past few weeks in Toronto, Brampton, St. Thomas and Berlin, has returned home. Mr. McFarland reports business in the West as improving rapidly, and says that the outlook for the coming year is promising. He employs a staff of five experienced travelers. The E. T. Wright Co., of St. Thomas, Gourlay & Fogelburg, of Berlin, the Nursery Shoe Co., of St. Thomas, are also represented by Mr. McFarland, and the lines of these firms as well as those

of the Williams Shoe are carried in stock, giving the best possible distribution facilities throughout the West.

A fund of over \$4,000 was raised recently in Charlottetown, P.E.I., to provide the men of the 105th Regiment with rubber boots at a cost of about \$4.00 per pair.

R. L. Savage, of Toronto, spent a few days recently in Montreal on business.

J. E. Dupre, of the Montreal Box Toe and Heel Co., Montreal, contemplates installing a second log heeling machine, which, like the one already in operation, will make leather lifts out of pieced heeling, sizes two-eighths inches to seven-eighths inches by sixteenths in thickness. These lifts are ready to be put into heels and be pressed, and are becoming quite popular in Canada as they already are in United States, according to Mr. Dupre.

Mr. Mulhall, manager of the Ryan-Devlin Shoe Co., Winnipeg, recently joined the ranks of the Benedicts, and is receiving the congratulations of his friends.

The Chambre de Commerce, of Montreal, have appointed the following members of the trade on the hides and leather committee for the coming year:—A. S. Lavalee, S. D. Joubert, Alf. Lambert, J. B. A. Lanctot and Joseph Daoust.

L. C. Van Geel, of Tillsonburg, and J. T. Tebbutt, Three Rivers, were in Montreal lately calling on the trade.

Considerable new machinery has been installed in the Walpole Rubber Co.'s factory, Granby, by P. G. Dunham.

A. S. Lavalee, shoe retailer, St. Lawrence Boulevard, Montreal, is a candidate for aldermanic honors in St. Louis ward in that city and is receiving strong support in his campaign.

W. J. Thorne has been appointed manager of the shoe department of the J. F. Cairns departmental store, Saskatoon, and entered upon his new duties recently. He was with J. Robinson in Winnipeg for many years and latterly has been with J. B. Kilgour, proprietor of the Regal Shoe Store. Mr. Thorne is a well-qualified shoeman and no doubt will make good in his new position. Many friends in the trade will wish him every success.

John Affleck, of the Yale Shoe Store, Winnipeg, has taken a lease of the old Ryan-Devlin stand on Main street, in that city, and will conduct a popular priced shoe store. Wm. C. Allen, formerly of the Quebec Shoe Store, will be the manager.

G. J. Trudeau, Limited, Montreal, has been incorporated with a capital stock of \$49,000. The company is empowered to manufacture, sell and deal in boots and shoes, rubbers, leather goods, cloth, cotton and duck linings, and shoe findings of every kind.

A. E. Peters, late of Sundridge, Ont., has bought the shoe stock at 826 Yonge street, Toronto, and has now opened up business.

Frank Kilgour, son of J. J. Kilgour, of Kilgour, Rimer & Co., wholesale shoes, Winnipeg, has successfully qualified for a commission and will go overseas.

W. J. Detweiler, shoe merchant, of Sault Ste. Marie, Ont., recently moved into a handsome and attractively fitted up new store, two doors from his former stand. His new home has an inviting front and the fixtures and general lay-out are ideal in every respect. Mr. Detweiler has been in business at the Soo for several years and has built up one of the largest trades of any merchant in any of the smaller cities of Canada.

Among the members of the jobbing trade who were recently in Montreal and Quebec, looking over fall samples and calling upon the trade, were J. J. Kilgour, Winnipeg, S. C. Cronk, Toronto, R. T. Hayes, of J. M. Humphrey



**H**ERE are a happy group who are widely known in the shoe trade. Standing (from left to right) are Fred P. Beemer, Toronto, western representative of the Blachford Shoe Mfg. Co., Toronto; James Lawther, Toronto, representing the Hartt Boot & Shoe Co., Fred-erickton, N.B.; and N. J. Bordeau, Toronto, representing the Galt Shoe Mfg. Co., Galt. In front are John Affleck, proprietor of the Yale Shoe Store, Winnipeg; and George H. Ferguson of Vancouver, who is the Western Canada man for Clark Bros. & Co., of St. Stephen, N.B.



& Co., St. John, N.B., E. L. Rising, of Waterbury & Rising, St. John, N.B., D. D. Hawthorne, J. A. McLaren, C. A. Davies and Hugh White, Toronto, and others.

Alex. Inrig, of the Lady Belle Shoe Co., Berlin, who are now busy turning their new samples, was in Toronto last week calling upon the trade.

Lemon Bros., shoe merchants, have removed their stock from Davisville to Eglinton on North Yonge street, Toronto.

H. W. Pearson, manager of the Toronto warehouse of Ames-Holden-McCready, Limited, spent a few days in Montreal last week.

Mr. Patterson, of Allandale, who has been representing C. B. Dayfoot & Co., of Georgetown, Ont., has taken a position with Ames-Holden-McCready, Limited, Toronto, and will cover the Owen Sound and Midland districts of Ontario.

Among recent visitors to the trade in Toronto were R. T. Hayes and E. L. Rising, of St. John, N.B.

Robert Bussell, who for the past five years has been on the staff of D. D. Hawthorne & Co., Toronto, and also conducted a shoe store at Todmorden, recently enlisted with the signal corps for overseas service. Previous to his departure he was presented by his associates with a wrist watch. Mr. Bussell has three brothers living in the old Country who are now in the firing line doing their bit and, as he is an expert in telegraphy, which he learned in England before coming to Canada, he should prove a competent man in connection with work of the signal corps.

At a recent recruiting rally held in Massey Hall, Toronto, among the speakers was Capt. James T. Sutherland, of Kingston, the widely known shoe traveler, who has enlisted for overseas service. Capt. Sutherland, who is president of the Ontario Hockey Association, said in his address that there were already 700 Ontario Hockey Association players enlisted, and he has secured a great response to the challenge sent throughout Canada for the players to exchange their hockey sticks for a Ross rifle at the close of the playing season.

Ed. R. Lewis, leather dealer, Toronto, spent a few days lately in Montreal and Quebec.

Alex. Angus, of Montreal, general sales manager of the Miner Rubber Co., spent a few days in Toronto last week on business.

I. Zumar, shoe merchant, of Hull, who conducts two stores in that city, suffered the loss of one of them recently by fire. The members of the family upstairs had a close call, escaping in their night robes.

John Bird, who for some years has been employed in the shoe store of Alex. Chisholm, Dundas street, Toronto, has gone to Cobourg, where he has enlisted for overseas service.

C. Dennis, of Brantford, formerly of Galt, has opened a new shoe store in Preston, Ont. He is a former well known hockey player.

Jobbers report that February business in felts and other heavy lines for winter has been very good.

Chas. Leeder, North Battleford, Sask., spent a few days in Toronto recently and met a large number of friends in the trade.

Ernest Kerfoot is opening a new shoe store in Smith's Falls, Ont., in the stand recently vacated by the Haines Shoe House, who have just moved into a new home. Mr. Kerfoot is a Smith's Falls boy, and has associated with him James Gorman, a shoeman of many years experience.

T. E. Vanstone, of Yorkton, Sask., was in Toronto last week on business and called upon a number of members of the trade.

Ritchie Thompson, of Belleville, who has had a wide experience in the retail shoe trade, has joined the traveling

staff of Blachford, Davies & Co., Toronto, and will cover the ground between Toronto and Cornwall.

J. B. Douglas, boot and shoe merchant, Calgary, suffered a fire loss recently.

The provision which is being made for the comforts of Canadian soldiers at the front is highly praised in a letter received by Mr. E. W. Nesbitt, M.P., of North Oxford, from a man from his riding now at the front, and forwarded to the Minister of Militia. The soldier wrote: "Thanks to the generosity of our Government, I am pleased to say that we feel the discomforts of trench warfare much less than the troops of the other countries owing to our ample supply of clothing and equipment. The gum boots are a very popular issue."

A fine example to young men who have not yet enlisted, is that set by Private Harold Dandie, of the 124th Battalion, Toronto. Early in the war Private Dandie made two attempts to join, but was rejected owing to small chest measurement. He promptly set about to correct that, and by proper exercises has made himself fit for the front. He was for fourteen years an employe of Gutta Percha and Rubber, Limited, Toronto, as vulcanizer.

Another alleged plot to smuggle rubber from the United States to Germany was revealed lately when the federal grand jury returned indictments against Heinrich Bachmann, a Swiss, and Mrs. Elsie Schroeder, of Berlin. According to Assistant United States Attorney Content the plan adopted was similar to that attempted in a previous case in which four men and a woman were convicted and fined.

Frank S. Cronk, son of S. C. Cronk, wholesale shoes, 60 Front street west, Toronto, has joined the 169th Battalion, which is being recruited now for overseas service. Lieut. Cronk is a former member of the Queen's Own Rifles, and for some time was connected with the regular cavalry



*JULES PAYAN of the firm of Duclos & Payan, Leather Manufacturers, St. Hyacinthe, Que., who was recently elected an alderman for No. 1 Ward in that city.*

at St. John, N.B. He has spent a number of years in the shoe game, and is only another of the many men from the trade who have joined the colors in order to do their bit for the King and country.

P. I. Hersey, vice-president and managing director of Regal Shoe Co., Boston, was in Toronto last week on business.

J. B. Kerr, shoe retailer, of Sault Ste. Marie, Ont., where he had been engaged in business for the past sixteen years, passed away from pneumonia on February 16th after only a few days illness. He was fifty-eight years of age and is survived by his mother and two daughters. Mr. Kerr was a widely known and highly esteemed business man, and a member of several fraternal organizations. In religion he was a Baptist and in politics a Liberal.

John H. Holz, who for some months has been with the Cobourg Felt Co., has been appointed superintendent of the Berlin Felt Boot Co., Berlin. He was formerly connected with the Kimmel factory.

A new shoe store has been opened at 133 Roncesvalles avenue, Toronto, by Smith & Cunningham.

Capt. R. Percy Myles, who is a member of the Minister, Myles Shoe Co., Limited, Toronto, and served in the South African war, has enlisted for foreign service, and is adjutant of the 170th Battalion, just now being recruited in Toronto for duty at the front.

Percy Christmas, cashier for Ames-Holden-McCready, Limited, Montreal, has joined Fletcher's Battery at Sherbrooke, Que., for overseas service.

C. S. Sutherland, manager of the Amherst Boot and Shoe Co., Amherst, N.B., was in Toronto and Montreal recently on business. He also attended the annual meeting of the Independent Rubber Co., which was held at Merriton, Ont.

The employes of the Galt Shoe Manufacturing Co., Galt, Ont., presented one of their number, Ted Richardson, who has enlisted with the 111th Battalion, with a signet ring and an appreciative address.

Harley Henry, Limited, wholesale and retail shoes,

Saskatoon, who has also been conducting a retail shoe store at North Battleford, has sold out the latter business to T. Henry.

The seventh annual ball of Getty & Scott, Limited, Benefit Society, was held in the city hall, Galt, on February 25th, and was largely attended. The hall was gaily decorated for the happy occasion and the event passed off most successfully. Splendid music was contributed by the Opera House Orchestra, under the able leadership of P. Maule. There was a number of representatives from outside firms in attendance, who thoroughly enjoyed themselves. A dainty lunch was served at midnight and dancing continued till an early hour in the morning. This makes the seventh annual classic ball. The invitations were of a unique character, the cover having a cut-out in the shape of a shoe, and revealing in the opening a splendid perspective of the large factories of the firm. The officers of the Benefit Association are: Hon. Presidents, F. S. Scott, M.P., and Wm. Chamberlain; President, Jas. Wallace; Vice-President, Wm. Kruse; Secretary, Wm. Cudney; Treasurer, Wm. Booty. D. Rongey, H. Slimmon, R. Daniels, H. Thompson, J. Marshall, F. Wickens, R. Scroggins constituted the energetic committee who had the event in hand.

Clarence F. Smith, who was formerly Vice-President and General Manager of Ames-Holden-McCready, Limited, Montreal, was recently elected a director of the Montreal City and District Savings Bank.

J. H. Moore, of Cornwall, Ont., who covers the Maritime Provinces for the Minister, Myles Shoe Co., Toronto has removed to Toronto and taken up his residence at 55 Parkway avenue.

C. F. Veitch, who has been manager of the footwear department of the Toronto warehouse of the Canadian Consolidated Rubber Co. for some years, is now in the Harper Hospital, Detroit, under-going special treatment, and his many friends in the trade hope that he may be eventually restored to health. Mr. Veitch has not been well for several months.

The premises of Dufresne & Galipeau, wholesale shoes, 60 St. Paul street, Montreal, were visited by fire recently and damage done to the amount of \$10,000. The blaze broke out in the basement and is supposed to have started from falling cinders from a furnace. The flames were confined to the basement and ground floor.

The Eureka Shoe Co., on Papineau street, Montreal, suffered considerable loss from a fire recently. The flames had made great headway before the arrival of the firemen, but were checked before they spread to the adjoining buildings.

In the semi-final for the Governor-General's prize in the Ontario Curling Association second competition, two rinks from Lindsay carried off the honors. In one of the quartettes, M. H. Sisson, who is a well-known shoeman of Lindsay, was lead.

J. H. Vignault, manager of the shoe department of Jas. A. Ogilvy & Sons, Montreal, was in Toronto on a purchasing trip.

Jas. F. Griffin, of the Hospital Shoe House, Front street, Belleville, was taken to the General Hospital in that city, recently, suffering from an attack of typhoid fever.

C. E. Perras, glove manufacturer, Montreal, has sold out to the Allan Glove Company.

Anthony O. Flanagan, one of the oldest employes at the Granby rubber factory, died recently. He had been called to Cambridge, Mass., to the funeral of a relative, and while visiting relatives in Malden, contracted pneumonia. He was buried in Granby. Mr. Flanagan, who was one of



*HERE is a button shoe of glazed kid—never mind what length of leg—with diamond perforations and sandal effect front. It was made in 1902 for a popular actress and cost \$25. Will the present craze for high cut footwear continue until such extremes as this are seen?*



the pioneers in the rubber industry, was born in Ireland. He came to Granby in the early eighties, at the opening of the Granby rubber factory, and was continuously engaged in the business up to the time of his death. He is survived by a wife and five daughters, a son Arthur at the St. Jerome factory, and Albert at home.

The Haines Shoe House in Smith's Falls, Ont., of which A. L. Wright is the aggressive manager, has moved into new and attractive premises which have been specially fitted up.

Mr. and Mrs. D. Ruben, of Picton, Ont., recently received a despatch from Ottawa stating that their son Aaron had been killed in action April 23rd. Lance Corporal Ruben was reported missing after the battle of Langemarck, and the authorities have apparently received conclusive proof of his death. Mr. D. Ruben is engaged in the retail shoe business in Picton.

H. A. Beatty, American-British-Canadian Distributors, Toronto, who has been spending several weeks with his wife and family in Cuba, has returned to Toronto. D. A. Leonard, who until recently was in the retail shoe line in Toronto, has joined the traveling staff of the American-British-Canadian Distributors. Mr. Leonard's many friends will wish him every success on the road.

P. Y. Smiley, of Berlin, Ont., has been promoted to the position of general footwear factory manager of the Canadian Consolidated Rubber Co., Limited, and has entered upon his new duties. He has been the efficient manager of the Merchants factory in Berlin, and the Maple Leaf factory in Port Dalhousie, and many friends will congratulate him on his well deserved advancement.

F. P. Beemer, who represents the Blachford Shoe Manufacturing Co. in the Prairie provinces, has been spending a few days in the New England States and expects to leave for the West about March 10th, with a complete set of new samples.

Jas. F. Clark, treasurer of Clark Bros., Limited, St. Stephen, N.B., was in Toronto, Montreal and Ottawa last week on a business trip.

H. R. Scott, shoe retailer, of Seaforth, Ont., spent a few days in Toronto last week calling upon many friends in the trade. Mr. Scott is a live wire in his native town, where he is secretary of the Fire Brigade and a member of that body. He is also past vice-president of the Ontario Volunteer Firemen's Association, and District Deputy and Grand Master for District No. 8. Independent Order of Oddfellows.

Johnston & Murray, shoe retailers, of London and St. Thomas, Ont., have dissolved partnership. Reg. Johnston has retired, and the business will be carried on by Ken. Murray, under the former firm name. It is understood that Hugh Murray, who has been managing the business of the St. Thomas branch, will have supervision of both the London and St. Thomas stores.

L. F. Jackson, Toronto, will cover the Maritime provinces this year for the Blachford Shoe Manufacturing Co., Toronto. Mr. Jackson is a traveler of several years' experience and is well known in the Maritime provinces.

Some shoe dealers are specializing in military supplies and have installed loyal and patriotic windows. The Haines Shoe House, Belleville, Ont., recently made a strong display in this line, showing the wax figure of a Tommy slumbering in a Wolseley sleeping kit, just the same as if on active service. There was also a splendid display of dunnage bags, roll ups, belts and other leather military accoutrements. The window was draped with flags and bunting, the colors being particularly effective and striking.

The Blachford Shoe Manufacturing Co., Toronto, are very busy on new high cut lines, and report that matt kid,

vici kid and patent are predominating. The new high cuts are seen in battleship grey, Havana brown, white and other colors. The popular height is eight inches and the lace shoe is a favorite, carrying a Cuban or half-Louis heel, with plain toe in most cases. There appears to be some tendency toward straight and wing tips, with small perforations. The new samples for spring are exceptionally artistic and embody the last word in grace, art, workmanship and finish.

The Central Leather Company reports a net income of \$8,465,104 for last year, a gain of \$1,749,973 over 1914. The balance for the common stock, after interest and preferred stock dividends, was \$4,295,966, an increase of \$1,759,972. A factor of especial interest in the statement recently was the last quarter's showing, the dividend surplus being practically half the total for the full year. The balance of 1915 earnings was equivalent to 10.82 per cent. on the common shares for the complete year, of which 5.28 per cent. was accounted for by the final three months. It was learned recently that P. A. Valentine had resigned as chairman of the company and also as a director because of ill health. A successor will be elected at the annual meeting on February 23rd, in New York.

### TO THE MANOR BORN

(See Front Cover)

Miner is the name that put Granby on the map. It was first Miner sole leather and then Miner rubbers. When the late S. H. C. Miner launched into the rubber shoe business in 1888 those who had watched his career in leather knew that a new epoch in rubber footwear was due. The general expectation was realized in "Granby Rubbers," and from that time the name of the town was identified with high ideals in this particular line.

S. H. C. Miner had the gift of judging men and gathered about him those that were not only capable of absorbing his enthusiasm but of putting into the business the forcefulness and foresight that distinguished its founder.

One of those whom his uncle realized to be a coming man was W. H. Miner, now the vice-president and general manager of the Miner Rubber Co. He came to the Granby works quite a young man in 1900, when he began at the very bottom of the ladder. Starting with the washing room he was thoroughly trained in the practical end of the business, spending six years in this apprenticeship. In 1906 he reached the office department and when in the following year the amalgamation of the rubber factories was consummated he was given charge by the Consolidated Rubber Co. of the Granby plant.

When the Miner Rubber enterprise was started in 1909 he was given entire charge of the construction and equipment of the new concern and was made manager of the company in 1910. When S. H. C. Miner died in 1911 he was appointed vice-president and general manager, which position he has held ever since.

W. H. Miner in many respects manifests the striking characteristics that distinguished his late uncle as distinctly apart from the ordinary crowd. He has no hobby but his business and puts into it the same thoroughness of aim and go that have been a peculiar trait of the "Miner" disposition. In restless energy and constant planning to keep "Miner" rubbers where they have always been, in the very front of the procession, he takes no second place to his gifted predecessor.

As might be expected he spends most of his time in Granby, although maintaining residences both in the home town and Montreal. He is by no means a recluse or business grubber. He is of most genial personality and is popular not only amongst his business acquaintances and the company's employees but finds time and occasion for many good things that are not quite as much in the public eye as Miner Rubbers.

# Stray Shots from Solomon

The man who makes money out of this war will have a name to hand down to posterity that will vie with Guy Fawkes and Judas Iscariot.

They jailed a man the other day in London for importing alien goods into Great Britain through New York. There are men in this country boasting in clubs of how much they have made in war orders and war stocks while their fellow citizens give their life blood on foreign fields for their country and their widows and children bow their heads and shed tears of sorrow and bitterness at home. What would be thought of the man who exacted money for the use of a bludgeon or gun from another fighting for his life with a wild beast? Yet there are men claiming to have red blood in their veins who not only keep their precious necks out of the fight but exact tribute from those who need weapons to fight this battle of conscience and civilization. They ought to be branded as not only cowards but traitors whose company decent people should shun.

A sanctimonious countenance that would stop an eight-day clock, or curdle a bowl of buttermilk is no guarantee of inward piety. If were to go by appearances, "a new heart and a bad liver" would often be a more appropriate. Scripture apothegm than "a clean heart and a right spirit." It is the same in business. There are some men who imagine business sagacity is best evidenced by what they are pleased to call bluntness, but which other people interpret as ill-nature or bad breeding. There is no excuse for a man being ungentlemanly in business except the possession of a diseased liver, and even then, with the departmental store competition of to-day, calomel is so cheap that very little allowance should be made on this score. If one is to believe the reports of travelers, there is quite as much need throughout the country for liver sanitariums as for inebriate asylums.

You are shortening and spoiling your life and perhaps those of others by the course you are leading. No man can lead the life some lead who read "these presents" and hope to live out the allotted span. "He that keepeth his way preserveth his soul." In other words the man who looks well to his going not only saves his life in the largest sense but prolongs it. You can't eat your cake and have it. You can't spend your substance in riotous living and have an old age of quiet enjoyment. In the commercial sense, or any sense, it pays for a man to "keep his way." A man needs not only to keep away from booze, brawling and brothels but from those things that make for a bad business reputation. There are lots of men who have never been inside a bar or the red light district who need to watch their footsteps. Give a wide berth to

cunning, craft and chicanery in business. Greed will get a man down as quick as whiskey.

Last year was a heartbreak and you feel as though it had taken all the ginger out of you. Buck up. There are better things ahead. Everybody says so. Whether what everybody says is true or not it is no time to sit down and mope. Go to it this year, and make up your mind to win out. "Whatsoever thine hand findeth to do, do it with thy might." There is great comfort and helpfulness in the mere doing. It makes men, this tackling the impossible. If the British Army in France did nothing more this year than hang on, it will be the making of it. But while they are hanging on, they are developing the courage, skill and ability to strike, when the hour comes, for liberty and civilization. They are getting ready for the moment when, as the Iron Duke said at Waterloo, it will be, "Up Guards and at them." If a man has the stuff in him trial only brings it out. It takes the fire to show up the steel.

There is a kind of goodness abroad that is enough to make decent men and women breathe the Pharisee's prayer, "God, I thank thee that I am not as other men are." The kind of goodness that walks about with the placard about its neck, "I am good," and turns up its nose at everything that is not squared to its microscopic standard of holiness, must make devils laugh as well as angels weep. We have known men who were so good that the song of the little birds on Sunday disturbed the sanctity of their Sabbath thoughts, while for a human being to whistle on the Lord's day was an "awfu' desecration." Some of these were men so good that they could not live with their wives nor get along with their children. The goodness that secludes itself and finds expression in ascetic criticism of the world in general, and other Christians in particular, is a kind concerning which we may well pray, "Good Lord, deliver us." It is born of selfishness just as much as "beer guzzling," with the advantage in favor of the latter, as the guzzler usually shares his pleasure. "He that separateth himself seeketh his own desire," saith Solomon. Look out that your goodness is not conceit, prejudice or a bad liver. Goodness and sweetness are inseparable. You can't palm off that wretched counterfeit compound of narrowness, selfishness and egotism as the pure thing. The world does not make many mistakes in its estimates of men. You are valued at your worth. Take off the card, my good friend.

*Solomon*



# THE PRICE-CUTTING EVIL—WHERE WILL IT END?

**Who is at Fault for the Practice?—How Can Certain Establishments Sell Footwear for Less Money to the Public than the Reliable Retailer Can Secure the Goods Wholesale?—Suggested that Associations Consider the Matter for the Good of All**

By "Observer"

Did you ever join in a bargain rush? The stampede furnishes excitement galore. The pell mell, hurly burly congestion is supposed to be limited exclusively to women, who are often termed "proverbial bargain hunters." I had an experience the other day which may be worth narrating.

A certain sage said that, like Abraham Lincoln, he loves the common people, but naively added that he did not like to come in too close association with them, especially on rush occasions. One lady who had joined in the frenzied throng descending the stairs to the basement in search of blouses that were being offered at a snap, jostled by the crowd, fell on the stairs. In the millinery department I saw a woman trying on one of these creations which represent a few strands of straw, a few inches of ribbon, a few flowers and a big bunch of bank bills. These were \$6.00 hats being offered at \$3.95. This particular lady had just removed the hat from her head when another customer who had been eagerly watching her chance, sprang forward with such force to seize the coveted headgear that several hats and hat pins were sent spinning in all directions.

## Whetting the Appetite to Buy

I was in the retail business thirty-one years, seventeen of which were spent in a Western Ontario town and the remainder in a small sized city. I then removed to the outskirts of a larger centre, purchasing five acres of land and seeking to divert myself by the cultivation of fruit and vegetables, for I have always been fond of the soil. I have a boy who assists me in the work, and is a good, faithful chap, seventeen years old. As I was going to the city, he asked me if I would not buy him a pair of shoes at a certain department store. He had seen an advertisement to the effect that at 12.15 noon there would be offered men's boots at \$1.50 per pair, which, it was stated, was little better than the cost of the leather in them. The wording of the ad was particularly attractive. It said the style was popular and such as was used at this season of the year. The material was box kip and the soles of good winter weight. The tops were dull finish and the shoe was a blucher design for comfortable wear. The make was Standard screw, and I understood, was the output of an eastern factory. The ad significantly announced, "We reserve the right to sell not more than two pairs to a customer," and then there was a "hip hip hurrah, come on boys" argument telling of extra help, cashiers and parcellers, so that there would be no waiting and the sizes—six to eleven—would be arranged so as to cause no delay in selecting a pair.

Now, when I reached the store, there were several tables of these special bargain shoes, roped off like a prize fight ring. The shoes were covered with a gauzy netting, as if to protect them from the flies. A crowd was waiting in eager expectation, ready to make a bolt the moment the barriers were lowered. I never saw such a jumble outside of a circus or free show and I do not want to get into a like predicament again. I did not stay until the curtain rose, so to speak, and told a young lady the size I wanted, paid her for the shoes and got out, after giving them a casual survey—as I am not a centre forward player in rugby.

I am not writing this to find fault with the prices, with the service, or with the method of the publicity of the firm. No doubt they made a few cents profit on the shoes, but what was my astonishment the next day to find another bargain ad boot sale, in which it was stated that every pair was

a bargain. There were mentioned 118 pairs of men's mining or working boots in tan and black, oil tan, with 15 inch leg, reinforced with backstay, some having two buckles and a strap, and the sizes were from 8½ to 12. These were regular \$4.50 lines and offered at \$1.99. Then there were 450 pairs of men's boots, McKay sewn soles, military heels, regular \$3.00 and \$3.50 for \$1.99; 2,500 pairs of women's patent button boots, with black cloth top, plain and toe cap vamps, Goodyear welts and McKay sewn and sizes 2½ to 7, regular \$3.00 and \$3.50 for \$1.99. There was also mentioned 1,000 pairs of boys' box kip and gunmetal lace boots for the same figure, and so on, ad infinitum.

## What Ordinary Retailer Encounters

Now this is what the retail shoeman is up against in the larger cities, where there are department stores. The latter have just as much right to be in business as the ordinary footwear merchant, and like the latter, can sell goods at whatever figure they will bring. What struck me most forcibly was the fact that here were large stores advertising shoes of the kind that I have mentioned at a less figure than the ordinary shoe dealer can buy them wholesale, no matter if he takes them in sixty pair lots or upwards. Now who is at fault? I am not blaming the department stores. They are not in business for their health, and certainly are not losing money on any of these goods—in fact, I believe they make a profit on each pair. The crux of the matter is that these almost daily sales, these unsurpassable bargains, these offerings of something away down and below its ordinary value, is undermining the retail shoe business and injuring the smaller merchants who are really the backbone of any street or community—for they pay 100 cents on the dollar, furnish reliable goods and generally provide an efficient service.

## The Propulsive Power of Dollars

Are the manufacturers at fault in yielding to the buyers of the larger stores. They seem to accumulate floor goods and apparently have lines returned to them in order to clear them in wholesale jobs. Heavy purchasers are tyrannical and despotic in their methods. They have so much merchandising power, so generous a command of ready cash, that they go to a manufacturer, telling him they will take so many hundred pairs at such and such a figure and literally they shake the collateral in the face of the purchaser who possibly reasons that while there is no profit in this class of business, still it would tide matters over a dull season, keep things moving, and the hands employed.

I have no special remedy to offer now to overcome this grievance or the intermittent sale evil, but this might be good work for the Retail Shoe Dealers' Associations throughout the country to consider. In concerted buying power and united action they represent more wealth, more influence and more permanency than any one, two or three gigantic establishments. They should be able to arrive at a satisfactory solution of a most perplexing problem, one that is a "thorn in the flesh" of the average dealer.

The reason I have written in this strain is that these conditions did not apply so much when I was in business a few years ago as they do now with the later development of merchandising tendencies. For the good of the trade, its dignity, success and prestige and for the well being and prosperity of those engaged in it, surely something can be done to check pernicious price cutting.



**B**ETWEEN now and April 29th, when prices advance, the shoe dealer can buy to the best advantage the rubbers that best suit his trade.

By the time you read this, the salesmen will be on the road with samples, catalogues and prices.

Give the "Maltese Cross" man a good hearing. Wait for him, if necessary.

The "Maltese Cross" line of rubbers is worth waiting for. No matter how you look at it, it's a thoroughly satisfactory line to handle.

You can't do better.

**GUTTA PERCHA & RUBBER**  
LIMITED



# Rubber Boot and Shoe Matters

**New Lists Out—Travelers All on the Road—Prospects Good for New Selling Season—Stocks Well Cleaned Up—Slight Changes in Prices**

**R**UBBER footwear holds just now the centre of the shoe stage. Travelers went on their territories promptly on February 28th to get a clear week at placing orders for the coming season and are now hard at it ringing in the requirements of the Canadian shoe trade in this particular line for the coming year. It is too early to venture even a guess as to their reception but from a cursory point of view everything is in favor of the rubber men closing out a goodly amount of business during the next few weeks.

## The Price Lists

In our last issue we ventured a prediction which will be found to have been quite close to the mark. Very few changes are made in the lists, and the companies are selling on a net basis as last season. There are some necessary changes in important lines on which pronounced differences occur in the manufacturing conditions but these do not materially affect the situation. A striking feature is the introduction of an increased number of novelties, particularly in the "all red" lines, and which we also predicted in last issue would occur. The strong military turn to affairs in this country is largely responsible for the increased demand for these lines, as also for the military shapes and styles that are found to a considerable extent in the men's lines. The effort to meet the great variety in shoe styles in women's lines that predominate in leather goods is also apparent and what might naturally be expected. We quote herewith the principal lines with changes indicated. We reproduce eastern prices of course, the usual difference being made in western quotations on account of cost in transportation.

## Practically the Same

There are variations naturally in the price lists of the various concerns selling rubber shoes and the figures quoted may not apply to the same lines of all the companies but they are near enough for the purpose of comparison. The rubber companies are all "on their own hook" and are fighting for all they can get in the way of orders, but they realize as the retail trade do the advantages of more or less standard prices as avoiding that species of "Hun" antagonism that has put the rubber business of this country at times in the unenviable position of being unprofitable to everybody but the consumer.

## American Prices

The United States Rubber Company issued its lists on January 1st and made no change except the inauguration of the five per cent. discount for early orders which made rubber shoes ordered after the first of the year that much cheaper than they sold for some months previously. The other large rubber companies are practically on the same

basis with the exception of specialties. Concerning prices the India Rubber World says: "It seems as if these prices must have been determined upon as early as December 1st, when crude rubber was quoted at below the present prices. The increase in cost of plantation and wild rubbers would seem to justify an early revision of the price lists and as all these are subject to change without notice the wholesale trade is placing orders to an extent unprecedented for so early in the year. In fact some factories have enough orders for early delivery to keep their mills extremely busy for two or three months and some anxiety is expressed as to the possibility of securing sufficient crude rubber to cover requirements."

## Raw Rubber Supply Short

Even with the same percentage of increase in the supply this year as for the last two years, it is estimated that there will be a shortage in raw rubber. Last year the total output of raw was 146,000 tons, and with an increase of 20 per cent., which has taken place for the previous two years, the supply will reach 175,000 tons. It is estimated that the increase in the requirements this year for automobile tires alone will bring the amount used for this purpose close to 70,000 tons, leaving only 105,000 tons to supply the mechanical, clothing and shoe trades. This looks as though there would be a shortage of 15,000 to 20,000 tons for these purposes. In the meantime supplies may be cut off by the lack of transportation facilities.

## Hun Warfare Methods

Some few years ago when there was such a "grab" for business that prices, terms and the common amenities of commercial life were thrown to the winds, a man was ashamed of being connected with the rubber trade in any capacity. Retailers were practically giving away rubber shoes with their leather goods and it was a common thing to see them ticketed at figures that could not begin to represent the cost of manufacture. Some dealers got so sore on the business that they refused to handle rubbers at all and turned their attention to selling merchandise that would yield them something for their trouble and risk.

## A New Era of Profit

It is just fifteen years ago that in the interest of the entire trade the SHOE AND LEATHER JOURNAL was prevailed upon to round up a number of the wholesalers to see what could be done to put this end of the shoe business on its feet. It was a case where everybody from the manufacturer down had had such a bad dose of doing business for nothing that they were ready for any reasonable and feasible remedy. The result was that by the exercise of a

little confidence in each other manufacturers and jobbers were enabled to eliminate to a large extent the "frenzy" that had caused the business to stink in the nostrils of everybody concerned. The fact that there was at the time absolutely no bottom to the market and that a retailer never knew when some competitor would give an unfair advantage that would enable him to paralyze business on this line, kept things in a state of unrest and bitterness. As soon as something like a standard of value was established and business put upon a basis where the retailer knew what he was doing and could feel safe in adding a margin of profit to the cost, a new era of prosperity for the business set in.

### Plenty of Business

Thirty years ago there was only one concern in Canada making rubber shoes, the Canadian Rubber Company and their plant at Papineau Square, Montreal, was considered by not only the company but those who thought they knew, sufficient to meet the demands of the country in rubber goods for many years to come. When the Granby Rubber Company started a year or so later the enterprise was greeted with ominous shakes of the head and predictions of dying a natural death. But both firms went on developing and strange to say the increased production and competition created a broader demand than ever for rubber foot coverings.

The Toronto Rubber Company, which became the Maple Leaf Company later, was regarded in the nature of a bluff and it looked a good deal like it for a while, but it managed gradually to get a fair share of the rubber business and all three went ahead and the country took all the rubber shoes they could produce. Then came the Gutta Percha, and it set a fresh pace in style and quality that the others at once felt, and with constant improvements on lasts, make and finish each additional competitive factor seemed to add not only to the production but to the quality of the product. Since 1900 we have had the "Berlin," "Merchants," "Miner," "Independent," and "Kaufman" with one or two smaller concerns all seeking and securing patronage that seems to have been not only profitable to the several concerns themselves but to the trade and consumers at large. In the rubber business it has been again demonstrated that competition, when it means incentive towards improvement of quality, always means more and better business.

### Rubber Shoe Progress

To look at the shoes made even in 1900 and compare them with those that are put in dealers hands to-day one realizes the tremendous advance made in ideals and manufacturing skill. The samples of the current season, with respect to shape, materials, manufacture and finish are as far ahead of those made at the time referred to as to baffle comparison, while if you take the individual lines of to-day and compare them with those of the old Canadian Rubber Company of 1886 they are about as near alike as brogans and a pair of patent leather buttoned. The difference in weight alone, not to speak of the design and finish, marks the wonderful progress that

has been made in rubber shoe manufacturing. At the time referred to all rubber footwear was boxed and shipped in cases, cartons not coming in until some years later, when they were quietly introduced by one rubber concern with which to steal a march on its competitors. To-day changes in everything from design and manufacture to packing and shipment mark the advance from the crude product of three decades ago to the dainty shoes and boxing of the present.

### Rubber Prices

As intimated in our issue of a month ago it is the manufacturer to all present appearances who takes chances in the present selling prices of rubber shoes. Raw rubber is practically on a dollar basis and with conditions as they are and the possibility of complications in shipment arising at any time, the factory that is not well supplied is taking big chances. Of course there has been a wonderful development of rubber planting in the last ten years from which we are just beginning to reap the benefit and the prospects for a large increase of the production of cultivated and wild varieties would ordinarily have held good for this year. But the increased demand for rubber for mechanical purposes as well as for war requirements will largely offset this and it is safe to say that on account of the shortening of shipping facilities through war, considerable supplies will be unremoved this year. Notwithstanding no one credits the wild predictions of those who claim that the market will see two dollars within a twelve month, there does not seem to be any prospect of the market remaining where it is to-day throughout this year.

### Manufacturers Safe

Most of the factories are pretty well provided for and will doubtless be able to cover themselves to the extent of the placing orders taken within the next few weeks. Buyers naturally figure that manufacturers are making a fair profit at the best or they would manifest some indication of a tendency towards an advance. Retailers argue that the former was able to get along on the abnormal prices of rubber that prevailed some time ago, which were so very much higher than at present, they must be fairly well protected at the present selling figures, which have not changed materially. Nevertheless with the cost of raw rubber and other materials as well as labor continually advancing there will be a natural restlessness in the months to come, especially if there should occur any decided movement towards higher prices on manufactured goods on the other side of the line, which seems more or less probable at this writing. By May 1st, or at least July 1st, the whole situation will have developed to a point that will settle things for the current year. Meanwhile dealers are well protected and to the thoughtful observer there would seem to be every reason why they should anticipate to the fullest extent their needs for next winter's rubber shoes. They have nothing to lose and everything to gain by ordering at the present time it would seem.



# The New Rubber Lists

PRICE LISTS FOR THE NEW SEASON—Few Changes Are Made—Slight Reduction in Selling Prices—No Alterations in Discounts or Terms—Travelers Are Now Out

**W**E give to the retail trade the list of prices on the principal lines of rubber shoes. It will be noticed that the changes are few and not vital.

The prices are practically the same as those that prevailed at the close of last season although somewhat higher than at its beginning. We quote only staple lines. There are variations on specials and may be variations on some of the lines as far as some of the companies are concerned.

## CHANGES

The following are the principal changes in this year's list over that of 1915:—

Men's Storm King Gum, reduced.....	10c. pair
Men's Gum Lumb., 2-buckle, advanced....	5c. "
Men's L.T. Lumber, All Duck, reduced....	10c. "
Men's L.T. Lumber, Gum, Moc. T., adv.	15c. "
Men's L.T. Lumber, Gum, B. Top, R. Vamp, advanced.....	25c. "
Men's Arctics and Snow Excluders, red'ed	5c. "
Men's Extra H. Overs, R.E., advanced....	5c. "
Men's Plain Overs, reduced.....	4c. "
Stocking Overs, advanced.....	10c. "
Self-acting Clogs and Overs, reduced .....	4c. "
Strap Sandals, reduced.....	4c. "
Women's Croquets, reduced.....	3c. "
Women's S.A. Rain Slip., reduced.....	2c. "
Women's Fine Croquet, reduced.....	1c. "
Men's Plain and Moc. Overs, 2nds, red'ed	3c. "
Boys' Plain and Moc. Over, 2nds, red'd	1c. "
Women's and Misses' Croquet, reduced..	2c. "
Child's Croquet, reduced.....	1c. "

The selling arrangements are the same as last year, namely:—

Cash Discount.....	2%
Prepayment.....	12% per annum
Bonus for volume.....	1% for \$1,000
	2% for 2,000
	3% for 5,000
	4% for 7,500
	5% for 10,000

Dating on placing orders November 1st—Shipped June, July, August, September or October, at discretion of manufacturer.

Regular dates—12th to 15th following month.  
Interest 8% per annum on past due accounts.

## FIRSTS

Duck Boots	Price
Men's Hip, Fric.....	\$5.30
Men's Short, Fric.....	4.00
Men's Sporting, R.E., Fric.....	5.40
Men's Duckfoot Short, R.E., Fric.....	3.60
<b>Gum Boots</b>	
Men's Hip, Felt.....	\$5.00
Men's Hip, Friction.....	4.75

Men's Troutling, Wool Net.....	\$4.75
Men's Storm King, Felt.....	4.25
Men's Storm King, Fric.....	4.10
Men's Heavy Short, Felt, Red Sole.....	3.50
Men's Heavy Short, Fric., Red Sole.....	3.25
Men's Light Short, Peb. Leg.....	3.50
Men's Light Short, Dull Fin.....	3.50
Boys' Storm King, Friction.....	3.30
Youths' Storm King, Friction.....	2.25
Boys' Short, Friction.....	2.50
Youths' Short, Friction.....	2.00

## All-Duck Lumbermen's

Red Sole, Rolled Edge, Solid Heel

Men's Duck, 4-eyelet.....	\$2.45
Men's Duck, Tan Top.....	2.90
Men's Duck, 3-eyelet.....	2.25
Men's Duck, 2-buckle.....	2.10
Men's Frost King, Wide Top.....	2.30
Men's Laceit.....	1.85
Men's Duck, 1-buckle .....	1.85
Lumbermen's Over.....	1.65

Black Sole, Rolled Edge

Boys' Duck, Solid Heel.....	1.65
Boys' Laceit, Solid Heel.....	1.50
Youths' Laceit, Rolled Heel.....	1.35

## Lumbermen's Excluders

Men's Gum, Cashm'te Top.....	1.85
Men's Gum, All-Cashm'te.....	1.85

## Gum Lumbermen's

Black Sole, Plain Edge, Solid Heel

Men's Gum, H. Cut 2-buckle.....	1.90
Men's Gum, 2-buckle.....	1.65
Men's Gum, Laced.....	1.65
Boys' Gum, 2-buckle.....	1.35
Men's Laceit, 3-eyelet.....	1.50
Boys' Laceit, 3-eyelet.....	1.25
Men's Gum, Low, 1-buckle.....	1.50
Boys' Gum, Low, 1-buckle.....	1.25
Lumbermen's Over.....	1.30

Black Sole, Plain Edge, Quar. Heel

Youths' Gum, 1-buckle.....	1.10
Youths' Laceit, 3-eyelet.....	.95
Youths' Gum, 1-buckle.....	.95

## Leather Top Lumbermen's

All-Duck Bottom

Red Sole, Rolled Edge, Solid Heel

Men's Duck, 7" Black.....	2.50
Men's Duck, 9" Black.....	2.85
Men's Duck, 12" Black.....	3.40
Men's Duck, 15" Black.....	4.25
Men's Duck, 7" Tan.....	2.60
Men's Duck, 9" Tan.....	2.95
Men's Duck, 12" Tan.....	3.50

Black Sole, Black Top, Rolled Edge	
Men's Duck, 9", Solid Heel.....	\$2.60
Men's Duck, 7", Solid Heel.....	2.25
Boys' Duck, 6", Solid Heel.....	1.80
Youths' Duck, 5", Rolled Heel.....	1.50

## Gum Bottom

Black Sole, Rolled Edge, Solid Heel	
Men's Gum Rib, Black, 7".....	2.50
Men's Gum Rib, 9" Black Top, Ribbed Vamp	2.85
Men's Gum Rib, Over for Sox.....	1.65

**Curler**

Men's.....	2.40
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**Motorman**

Heavy Cash., Rolled Edge, Lea. Ins., Solid Heel	
Men's.....	2.90

**Railroad Arctic**

Extra Heavy, Tap Sole, Quar. Heel	
Men's.....	1.55

**High Cut Snow Excluders**

Men's 1-buckle, 2 straps.....	2.35
Men's 3-buckle.....	2.35
Men's 4-buckle.....	2.35
Men's 4-buckle, Rolled Edge.....	2.45

**Rolled Edge Arctic**

Men's.....	1.35
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**Arctics and Snow Excluders**

Men's Arctics.....	1.25
Boys' Arctics.....	1.15
Youths' Arctics.....	.95
Men's Snow Excluder.....	1.45
Men's Snow Excluder, 2-buckle.....	1.80
Men's Snow Excluder, 2-buckle, R.E.....	1.90
Boys' Snow Excluder, 2-buckle.....	1.55

**Extra Heavy Over**

Heavy Net Lined, Dull Finish, Spring Heel	
Men's Rolled Edge.....	1.05
Extra Heavy Army Over, Tan.....	1.50

**Felt Over**

Men's.....	.95
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**Plain Overs**

Men's.....	.76
Men's Wool Lined.....	.91
Boys'.....	.63
Youths'.....	.53
Men's Tan.....	1.01

## Rolled Edge

Men's.....	.81
Boys'.....	.68
Youths'.....	.58
Misses'.....	.53
Child's.....	.45

**Croquet**

Misses'.....	.48
Child's.....	.40

Misses', Spring Heel.....	\$ .48
Child's, Spring Heel.....	.40

**Stocking Overs**

Women's.....	1.25
Misses'.....	1.10
Child's.....	1.00

**City Boots**

Pebble Leg, Fleece Lined	
Women's.....	2.00
Misses'.....	1.75
Child's.....	1.45

**Fine Jersey Excluders**

Men's 4-buckle.....	2.40
Men's 2-buckle.....	2.00
Women's 3-buckle.....	1.85

**Fine Jersey Arctics**

Men's.....	1.40
Women's.....	1.10
Misses.....	.95
Child's.....	.80

**Fine Jersey Gaiter—Three Straps**

Women's.....	1.85
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**Fine Jersey Button Gaiter**

Women's.....	1.75
Misses'.....	1.45
Child's.....	1.25

**Cashmerette Two-Buckle Excluder**

Women's.....	1.45
Misses'.....	1.25
Child's.....	1.10

**Cashmerette Button Gaiter**

Women's.....	1.50
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**Extra Heavy Rain Slipper**

Double Vamp, Double Sole	
Men's.....	1.20

**Rain Slipper (Closed Sides)**

Men's.....	1.00
Men's Rolled Edge.....	1.05

**Fine Jersey Rain Slippers**

Men's.....	1.10
Boys'.....	1.00
Women's.....	.87
Misses'.....	.75
Child's.....	.65

**Rain Slipper**

Men's.....	.85
Men's Wool Lined.....	1.00

**Rain Slipper (Rolled Edge)**

Men's.....	.90
Women's.....	.68

**Self-Acting Clogs**

Men's.....	.76
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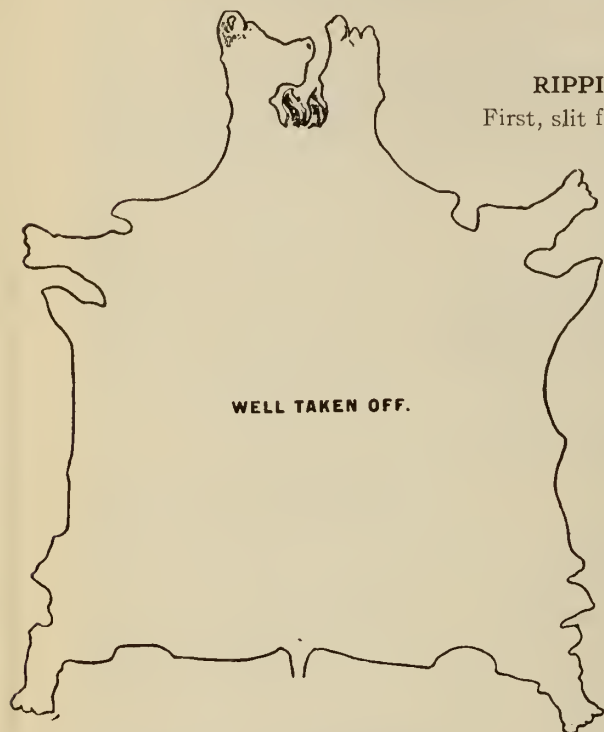
<b>Low Cut Clog</b>		<b>Everstick Foothold</b>	
Men's Black Rubber.....	\$ .76	Women's.....	\$ .60
Men's Tan Rubber.....	1.01		
		<b>SECONDS</b>	
<b>Light, Plain, Self-Acting Clogs</b>		<b>Heavy Short Boots</b>	
Men's.....	.76	Men's Friction Lined.....	2.90
Men's Wool Lined.....	.91	Men's Felt Lined.....	3.15
Men's Tan Rubber.....	1.01	Boys' Friction Lined.....	2.25
Boys'.....	.68	Youths' Friction Lined.....	1.80
<b>Light Plain Over</b>		<b>Plain Overs</b>	
Men's.....	.76	Men's.....	.70
Men's Wool Lined.....	.91	Boys'.....	.57
Men's Rolled Edge, S. E.....	.81	Youths'.....	.48
Men's Square Toe Cap.....	.76	Little Gents'.....	.44
<b>Strap Sandals</b>		Men's Wool Lined.....	.85
Men's.....	.76	Boys' Wool Lined.....	.67
<b>Light Self-Acting Over</b>		Youths' Wool Lined.....	.58
Old Gold Lining		Women's Matron.....	.51
Men's.....	.76	<b>Moccasin Overs</b>	
<b>Light Fine Croquet</b>		Men's.....	.70
Old Gold Lining		Boys'.....	.57
Women's.....	.57	<b>Felt Over</b>	
<b>Zephyrs</b>		Men's.....	.80
Men's Self-Acting.....	.76	<b>Rain Slippers</b>	
Women's Croquet.....	.57	Men's.....	.78
Women's Rain Slipper.....	.63	Boys'.....	.68
<b>Women's Fine Rain Slippers</b>		Women's.....	.58
Women's.....	.63	Misses'.....	.50
Women's Wool Lined.....	.73	Child's.....	.40
Misses'.....	.55	Women's S.H.....	.58
Misses' Spring Heel.....	.55	Misses' S.H.....	.50
Child's Spring Heel.....	.45	Child's S.H.....	.40
<b>Fine Croquet</b>		Infants' S.H.....	.38
Women's.....	.57	<b>Croquet</b>	
Women's Wool Lined.....	.67	Women's.....	.51
Misses'.....	.48	Growing Girls'.....	.51
Misses' Tan Rubber, S.H.....	.58	Misses'.....	.42
Child's Tan Rubber, S.H.....	.50	Child's.....	.36
Child's White Rubber, S.H.....	.50	Women's, Wool Lined.....	.61
<b>Fine Croquet</b>		Women's S.H.....	.51
Square Toe Cap		Misses', S.H.....	.42
Women's.....	.57	Misses', S.H. Wool.....	.52
Women's Wool Lined.....	.67	Child's, S.H.....	.36
<b>Croquet Vamp Foothold</b>		Child's S.H. Wool.....	.46
Women's.....	.50	Infants', S.H.....	.34
<b>Low Cut Foothold</b>			
Women's Dainty Zephyr.....	.50	<b>THIRDS</b>	
<b>Open Vamp Foothold</b>		Men's Arctic.....	1.00
Women's.....	.50	Men's Plain Over.....	.60
		Boys' Plain Over.....	.48
		Youths' Plain Over.....	.40
		Women's Croquet.....	.42
		Misses' Croquet.....	.35
		Child's Croquet.....	.30

The above list is subject to change without notice.

The SHOE AND LEATHER JOURNAL takes no responsibility for its absolute correctness in detail but gives it to the retail trade as the result of its efforts to inform the latter in advance of the changes for the new season.



## DIRECTIONS FOR TAKING OFF, CURING AND SHIPPING HIDES AND CALFSKINS



WELL TAKEN OFF.

### CALFSKINS

The directions above for ripping, skinning, cleaning and salting hides apply with the same force to skins, but there are very few butchers who can take off a skin with a knife and leave no knife marks thereon. CALFSKINS should therefore be "DRAWN OR FISTED OFF" instead of being taken off with a knife.

In SALTING CALFSKINS, "fine" or "coarse fine" salt should be used instead of "coarse" as in the case of hides, and even greater care should be taken to rub the salt into legs, flanks, neck, and particularly about the roots of the tail.

**SHIPPING.**—HIDES and SKINS should be shipped fresh. There is a great demand now for fancy colored leathers made from both hides and skins, but particularly from the latter. The tanners who make this class of stock require FRESH CURED hides and skins, in the curing of which great care has been taken, and this class brings an extra price. Those which have lain in salt for some time, and for even a short time in dirty salt, become discolored to the extent of rendering them unfit to receive the delicate dyes which the manufacturer of fancy leather must give them if they are to bring the highest price.

While these remarks apply with special force to calfskins, still where these directions are followed, both hides and skins are much more valuable, and will bring a much higher price.

**GENERAL SUGGESTIONS.**—The object of these instructions is to obtain fresh, well-cured, clean hides and skins of good pattern and free from knife cuts, and if taken off in accordance with these directions, hides and skins will bring much higher prices and amply repay the extra care exercised.

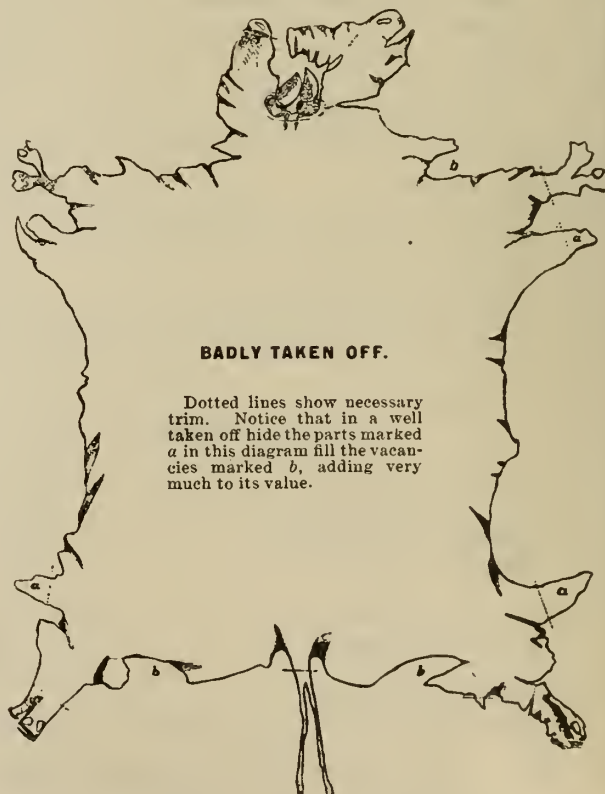
### HIDES

**RIPPING.**—HIDES MUST BE PROPERLY RIPPED. To do this: First, slit from jaw to tail. Second, insert knife in front of forward leg at point where hoof splits, and extend slit over centre of knee to top or centre of brisket bone. Third, insert knife on hind leg between dew-claws and rip from that point over centre of gambrel to point midway between bag and tail. Observe particularly, in slitting from gambrel to butt, that the hair on the butt grows toward the butt. Let the knife follow the line made by the meeting of the hair.

**SKINNING.**—The knife must be very sharp, and the back of the blade held near the hide, the hide meanwhile being tightly drawn with the other hand. It must be absolutely free from scores, and particular care should be taken not to score the hide near the roots of the tail.

**CLEANING.**—The hide must not be allowed to come into contact with the blood or filth, and if it does it should be rinsed off with clean water before being salted.

**SALTING.**—The hide must be thoroughly salted with clean coarse salt and great care should be taken to rub the salt not only into the legs, flank, neck and head, but also around the roots of the tail.



BADLY TAKEN OFF.

Dotted lines show necessary trim. Notice that in a well taken off hide the parts marked *a* in this diagram fill the vacancies marked *b*, adding very much to its value.





# *Line Now Ready Season 1916-17*

---

*Kant Krack*                      *Dainty Mode*  
 “Royal” and “Bull Dog”

The complete new range is now being shown  
by the following well-known jobbing houses:—

The Amherst Boot & Shoe Co., Limited	-	-	-	-	Amherst, N.S.
The Amherst Central Shoe Co., Limited	-	-	-	-	Regina, Sask.
The 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.
Brown, Rochette, Limited	-	-	-	-	Quebec, Que.
McFarland Shoe Co.	-	-	-	-	Calgary, Alta.
T. Long & Brother	-	-	-	-	Collingwood, Ont.

*Canada's Best Rubber Footwear*

Made Only at Merritton, Ontario, by

**The Independent  
 Rubber Company, Limited**



# Perfectly Constructed

ALL the heavier lines in the Independent range are made by the Pressure Cure, a process used in the manufacturing of the highest grade automobile tires. As a result, absolutely satisfactory wearing quality is assured. This process gives a strength and toughness to the rubber that can be secured by no other method and enables Independent heavy service rubbers to withstand an almost incredible amount of hard usage. Men who wear heavy rubber footwear never fail to be enthusiastically pleased with the Independent line.



## INDEPENDENT RUBBER CO. LIMITED

Merritton, Ontario





# Faultlessly Finished

QUALITY is the first essential of our policy. The crude rubber we use, imported direct from the growers, is absolutely the best grade procurable. Our methods of refining and manufacture are conducted by a staff of experts, aided by the most perfect of modern mechanical equipment. All the way through, our watchful standard is consistently maintained, resulting in a line of rubber footwear, that is unrivalled for quality, finish, variety and value.



## INDEPENDENT RUBBER CO. LIMITED

Merritton, Ontario



# Kant Krack



OUR new season's range contains some very attractive new lines in all grades, heavy and light. Wherever opportunity offered, improvements in construction have been effected. From this range we are confident you will be enabled to make a selection that will meet every shade of demand with the most complete satisfaction to yourself and to your customers.

Our special lines of "**Dreadnaught**" and "**Veribest**" demand your attention. The increased sales of these lines in the past two years prove their wearing qualities. There are many lines similar in appearance but for **quality** order "**Veribest**" or the **All Red Line "Dreadnaught."**



## INDEPENDENT RUBBER CO. LIMITED

Merritton, Ontario

*Dainty Mode*



**YEAR'S BUSINESS WAS BEST YET**

The annual meeting of the Independent Rubber Co. was held on February 11th at Merritton, Ont., the headquarters of the company. The past year's record was the best and most successful in the history of the industry, which was established five years ago, and the outlook for the coming year is exceedingly promising. The factory is operating to full capacity and the output is constantly being increased. James Robinson, of Montreal, was re-elected president; Phil Pocock, of the London Shoe Co., vice-president; R. F. Foote, managing director; directors, C. S. Sutherland, Amherst Boot and Shoe Co., Amherst, N.S.; J. J. Kilgour, Kilgour-Rimer Co., Winnipeg; Hugh White, of the White Shoe Co., Toronto; J. A. McLaren, of McLaren & Dallas, Toronto, and R. F. Foote, Merritton. W. A. Hunter was re-elected secretary, and R. F. Foote, managing director and treasurer.

**NEW TRAVELERS APPOINTED**

The Toronto branch of the Miner Rubber Co., of which G. C. Yearsley is manager, has recently appointed several new travelers who will represent the firm direct to the trade in certain parts of Ontario. George Lloyd, late of Ames-Holden-McCreedy, Toronto, will look after the territory from Toronto to North Bay. L. J. Iles, late of Blachford, Davies & Co., Limited, will call upon the retailers in Eastern Ontario, while S. G. Best, of Toronto, one of the veterans of the road, will supervise the district around Toronto.

**SEVERAL SALESMEN'S CONFERENCES HELD**

A general conference of the rubber footwear salesman and managers of the Ontario Division of the Canadian Consolidated Rubber Co. was held on Feb. 18th in Berlin. Important matters on selling and trade conditions were discussed and visits were paid to the Merchants Rubber Co.'s plant, the Dominion Tire Co. and the factories of the Canadian Consolidated Rubber Co. At the business session R. E. Jamieson, general sales manager presided, and among those present were—T. H. Rieder, vice-president and general manager; A. D. Dwyer, assistant treasurer; R. W. Ashcroft, of New York, former publicity manager, and his successor, W. F. Bilger. In the evening an enjoyable banquet was held at the Walker House. The event passed off most successfully and a number of happy addresses were delivered, the executive staffs of the Merchants Rubber Co., the Dominion Tire Co. and the Canadian Consolidated Felt Co. being present in addition to the various delegates from outside points. Among the latter were J. A. Connor, Toronto, manager of the Ontario Division; W. J. Connor, London; Frank Bauslaugh, Brantford; H. H. Francis, Hamilton, and T. Smellie, North Bay. Several managers were accompanied by the members of their sales staffs. A similar conference for the Quebec and Maritime Provinces Divisions was held in Montreal on Feb. 21st, and in Winnipeg on the same date for the Manitoba and Middle West Divisions, both of which were pleasant and profitable.

**HE IS ALWAYS ON THE JOB**

F. H. Meinzer, who was for a number of years with the Gutta Percha and Rubber, Limited, and since 1911 has been with the Miner Rubber Co., being identified with the selling department for the past three years, has been appointed manager of stocks for the company. He will have sole charge of all the stocks carried in all branches and selling agencies. Mr. Meinzer is a gentleman of industrious habits, quiet demeanor and splendid executive ability. He has a thorough knowledge of detail and a practical acquaintance with the rubber game, from all standpoints. His in-

sight and grasp of affairs will make him an efficient and wide-awake member of the trade.

**NEWS NOTES IN RUBBER LINE**

A quarterly dividend of two per cent. on the first preferred stock and one and one-half per cent. on second preferred stock of the United States Rubber Co. was paid on June 31st to stockholders of record of January 15th, 1916.

\* \* \*

It is reported that fifty-five bags containing rubber were discovered in the parcels post mail on the Oscar II. amounting to about 4,000 pounds recently. A woman whose baggage was examined was found to have secreted nearly four hundred pounds of crude rubber by the British authorities. It pays to watch the boats.

\* \* \*

The Canadian Consolidated Rubber Co. recently completed in forty-five days an order for 55,100 pairs of hip boots for the British army in Flanders. The boots had extra heavy skirts and wider mouth than the standard style, with heavy straps at the knee and automatic buckles, thus involving considerable extra work. The authorities were so well pleased that a supplementary order has been given.

**NO HIDES FROM INDIA**

A cable message was received the past week by a well known Boston leather merchant regarding the importing of leather from Calcutta. It was to the effect that the English Government declared that no more hides could be shipped from Calcutta, India, to the United States, because that country had received its normal supply. By the normal supply is meant that which is generally sent to the United States in times of peace. The only way that the firms in that country can get hides from Calcutta now is to have a special form issued by the Secretary of the State sent to Calcutta, mentioning the special needs of the hides and an affidavit signed to the effect that the leather will not be used for purposes to supply the enemies of England with articles of leather.

**English Leather Trade**

Business in leather in England is good, and only the great lack of skilled operators makes the handling of the volume of trade difficult. A large amount of fancy leathers, as well as of box and willow calf, formerly came from Germany, and, these as well as other European supplies have been cut off. Tanners in Great Britain are talking of a protective tariff when the war is over, to give them a chance to perfect their organization and nail down the trade they have got.

To enable them greatly to increase their production the British Chrome Tanning Co. have made large additions to their works, and the new buildings have been so arranged that they can easily be extended if necessary in the future. To supply the present shortage of labor many women have been engaged, with very satisfactory results. Another leather firm in Northampton, who have also made remarkable progress in recent years, have enlarged their works to develop the manufacture of chrome box-calf—a much-used class of leather, which was almost wholly imported previous to the war.

SUPERIOR



QUALITY

**“LIFE-BUOY”**  
RUBBER FOOTWEAR

**FALL PLACING**

A “Life-Buoy” salesman will call on you during March or April with a complete range of samples of our Superior Quality Rubber Footwear, and we request that you delay placing your order for Fall delivery until you see what we have to offer.

New lasts have been added and present ones improved to meet all demands for the most recent styles in Leather Footwear.

BE SURE TO SEE OUR LINE  
BEFORE YOU PLACE

**THE KAUFMAN RUBBER COMPANY**  
 LIMITED  
 BERLIN CANADA

VANCOUVER  
 EDMONTON  
 SASKATOON  
 WINNIPEG  
 LONDON  
 TORONTO



OTTAWA  
 MONTREAL  
 QUEBEC  
 ST. JOHN  
 TRURO  
 CHARLOTTETOWN



SUPERIOR



QUALITY

# “LIFE-BUOY”

## RUBBER FOOTWEAR

### SPRING SORTING

If you have not carried “Life-Buoys” in the past let us ship a trial order now to test before placing your Fall order elsewhere. A line to our nearest branch will receive prompt service.

### OUTING SHOES

Have you made ample provision for the first demand in Outing Shoes? Your requirements in these lines will be heavier than ever. Let us have your order now so that the goods will be on your shelves when needed.

**THE KAUFMAN RUBBER COMPANY**  
**LIMITED**  
 BERLIN CANADA

VANCOUVER  
 EDMONTON  
 SASKATOON  
 WINNIPEG  
 LONDON  
 TORONTO



OTTAWA  
 MONTREAL  
 QUEBEC  
 ST. JOHN  
 TRURO  
 CHARLOTTETOWN

# CARBICON!

The greatest abrasive paper for shoe buffing purposes ever brought out. Will do from 10% to 50% more work than others. Absolutely the MOST ECONOMIC abrasive paper you can use. Made in New York by Herman Behr & Co., for whom we are Canadian sales agents. We handle their Carborundum and Ruby Paper as well. Get samples and prices.

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AS WELL:

Shoe Felts  
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Fish Glue  
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WE CARRY  
AS WELL:

Blackings  
Dressings  
and Box Gums  
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Repairer  
Rubber Cement  
and a  
Complete Line of  
Shoe Findings

We are Proprietors of  
"WAXOL"

Sole Waterproofing as used by most shoe manufacturers  
on army shoes

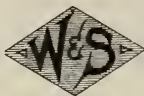
## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL



The Mark W & S of Quality



### Rubber Cements

As specialists of over 10 years standing we can serve any factory. No maker has had fewer complaints from customers, proving the high quality of W & S Cement and emphasizing the benefit it is to shoe manufacturers to use it rather than cheap makes which in the long run are expensive.

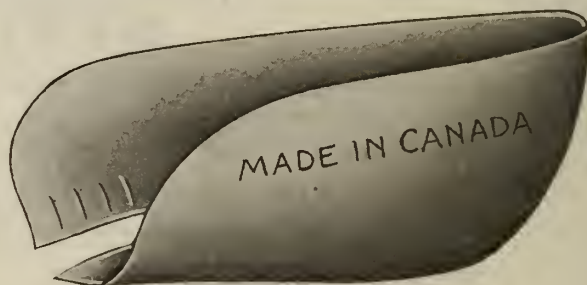
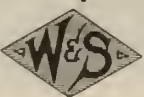
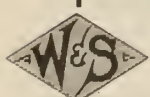
### Pasting and Cementing

of cloth is done by us as the oldest backers in Canada. Send us your cloth for perfect results.

Other lines include:

TOP FACINGS, ALL KINDS  
CANVAS and LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, Etc., Etc.

F. E. Woodward & Sons  
Lachine, Province of Quebec



### DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that These Counters Will  
Outwear the Shoe.

We have been serving the Shoe  
Manufacturers for 43 years.

### DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**T**HE forty-ninth annual general meeting of the shareholders of the Amherst Boot and Shoe Co., Limited, of Amherst, N.S., was held recently. This historic and widely known firm, even during a year of general business curtailment, was able to show increased sales and a better statement than for the previous year. The sales for the year amounted to \$945,000; dividends have been paid regularly and a substantial amount was added to surplus account. The directors have adhered to the safe policy adopted years ago, of retaining a considerable portion of the earnings in the business. The company is in an enviable position from a financial, manufacturing and wholesale standpoint.

The plant was kept going continuously during 1915 and the outlook for the future is most promising.

The directors' report referred to the fact that a number of the employees had enlisted for military duties—two of whom have already given up their lives. The report also expressed their gratification that the employees of the factory contributed in weekly amounts over \$1,200 to the Patriotic and other funds.

Next year the company will celebrate the fiftieth year of its existence.

The Board of Directors was re-elected as follows:—Percy C. Black, T. S. Rogers, K.C., E. N. Rhodes, M.P., C. S. Sutherland and T. N. Campbell.

At a subsequent meeting of the directors the following were chosen officers:—Percy C. Black, president; T. N. Campbell, vice-president and secretary-treasurer; C. S. Sutherland, general manager; James L. Read, accountant.

## Use of Substitutes for Leather

With regard to the use of substitutes for leather the Wm. A. Marsh Co., of Quebec, write the *SHOE AND LEATHER JOURNAL* to the effect that in their new samples for spring now being made, they are including a number of lines with sole stock other than leather to show to the wholesale trade. They cannot predict what the demand will be for these goods, but think it fair to assume that if the cost of sole leather continues to advance and the substitutes used prove satisfactory, there is no reason why there should not be a large percentage made with these substitute soles.

Charles A. Ahrens, Limited, of Berlin, Ont., touching on the subject substitutes for leather say:—"We believe the fibre counter has come to stay, and the makers guarantee them to out-wear the shoe. They really are better than the general run of counters, on account of being uniform, which cannot be said of the leather counters.

"No doubt, the canvas shoe will become more popular for summer wear than heretofore. We believe the public do not realize what they will have to pay for good leather shoes, for this coming season. Necessity is the mother of invention, so, no doubt, there will be all kinds of substitutes tried, but likely without success for some time to come. There have been all kinds of ways to cheapen the shoe, in the way of insoles, heels, and even outsoles, filling them in the centre to make them appear heavy. Kid leather is getting very scarce now; in fact the cheaper grades are off the market altogether for some time, being impossible to get the skins. The writer was in Boston some months ago, and was told by kid tanners that thousands upon thousands of goat skins are laying on the docks in Europe, especially in Russia, and rotting. Lots of them are paid for, but it is

impossible to get them transported. We have no doubt but that some sort of substitute will be made for kid, which would be better than sheepskin, of which there is a lot being put into shoes to-day, but will not give the wearer any satisfaction."

## Three Brothers Join the Colors

Three brothers who have been employed in the office of the Kaufman Rubber Co., Berlin, Ont., have enlisted for foreign service. They are George, Alfred and Ross Stewart, the latter two being twins. At the outbreak of hostilities George joined the 18th Battalion, First Canadian Contingent



ROSS

GEORGE

ALFRED

and after seeing service at the front, he was recently invalided back to England. Alfred, who took his place in the office, has now joined the 118th Battalion which is being recruited in Berlin. Ross, who was on the clerical staff of the Kaufman Co., has also become a member of the same corps. The accompanying cut shows the lads in khaki. For three brothers all working for the one firm to join the colors is not an every day occurrence but, like many other ardent Canadians, they believe in doing their part for King and country. They are all sons of George Stewart of the traveling staff of the W. G. & R. Co., Berlin.

## Heating and Sanding the Bottoms

When sanding the bottom be sure that the sole is dry—that is, the surface of the sole, as the grain part only needs be dry since sanding off calls only for the scraping off of the grain. The shoe should be held delicately at this machine and on a light-weight sole especially when a circular motion is also advantageous in doing away with any imperfections on the grain of the leather. I have seen sole leather that showed veins or other irregularities that were done away with simply by a series of circular motions against the sanding roll. The general rule is to buff lengthwise, as in filling, always toward one direction, namely, the toe. When the finish is later applied, the rubbing operations, including brushing, are all lengthwise, toward the toe, and it is obvious that sanding and finishing, both lengthwise, is bound to produce a smoother finish. The circular buffing rule is intended for defective sole leather, as the usual rule from heel to toe, is always to be preferred for satisfactory final bottom finishing results. Reverting again to the principle of sanding off the grain portion only, we must take into consideration the temper of the sole before sanding. If the sole has been wet clear through, the drying of the bottom before sanding should be increased somewhat, but not to the extent of drying the sole clear through, as then the edge will open up



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

under excessive heat, and closing of same is an impossibility since the leather is hard and bonylike. To heat the sole only to dry the grain is the correct idea. To be exact, I should add that the extreme surface of the grain, and not the underneath part, should be sanded off. This extreme surface is very soft and porous, and stands in the way of proper foundation for the bottom finish.

#### Advantages of the Leather Louis

There are a good many factories now making leather Louis heels, and it is claimed in these shops that such heels stand up and wear better than the wood heels. It is claimed that a leather heel can be repaired, and because of this it is better for the woman who wears the shoes.

A wood heel generally has a good top lift, and there is no reason why this cannot be replaced after it is worn down. With the cover, however, is it different, and when this is gone the heel may be said to be gone. It is the cover that makes the wood heel so difficult in repairing.

If the leather Louis wears better than the wood it is also cheaper in the factory, and it may be said to look about as good. Take a wood Louis heel, and it may cost up to 10 cents a pair just to put it on the shoe. Compared to this, the leather Louis may cost about half, or possibly less, to put it on, so that there is a great saving in the bottoming of the shoe and enough to make the leather heel very popular in all shops where it can be substituted for wood.

#### Loaded Leather is a Menace

If the leather in your shoes is the product of a dishonest manufacturer the chances are that it is full of Epsom salts and sugar and will go all to pieces at the first exposure of wet weather, says an exchange.

Experts have discovered that the adulteration of leather with sugar in the form of glucose and with Epsom salts is a

form of deception in the tanning industry. This is done to add weight to cheap grades of leather and to make them look and feel as firm, heavy and durable as the higher priced qualities.

Approximately 63 per cent. of the leathers examined in a recent investigation were weighted with glucose or Epsom salts or both. This loading varies from 1. to 7.5, with an average of 3 per cent. of Epsom salts, and up to 10.4 with an average of 5.5 per cent. of glucose, amounting to a total maximum loading. When both are present, of 16 per cent. and an average of 8 per cent.

The loading process makes the leather hard, brittle and liable to crack, and when the soluble loading washes out, the leather is more easily penetrated by water. In short, this weighting trick tends to destroy those very essential properties of leather for which it is trusted.

Our boots and shoes, while supple and yielding, should be waterproof. The menace to the health and comfort of the wearer of loaded leather is obvious, and the practice is most reprehensible.

#### Larrigan Factories are Busy

Referring to a recent visit paid to the plants of the John Palmer Co. and the Palmer-McLellan Co., the Maritime Merchant says:—"The past year has been a most abnormal year in the larrigan trade. A new market, namely, the battlefield, has brought a demand which has taxed the manufacturers to the utmost at times, and nowhere have they been more active than at the corner referred to in Fred-ericton. These are very fine factories and it would be hard to find any that would be superior. The process of making larrigans is purely handwork. The sewing cannot be done on a machine, and the men sit along in rows like old-fashioned cobblers. And how their awls and needles fly; always



striking the right spot. One thing noticed was that the temperature of the sewing rooms was quite hot, and when we asked why, we were told that it must be kept high so that the leather will be soft for sewing. However, if the air is warm the smell of it is healthy. It is full of oil, and oil is good for the inside of a man as well as the sole of a larrigan."

#### Colors Do Not Mix

It has been found advisable to make white shoes by themselves, and, so far as they were able, all manufacturers have adopted this system.

The same is true of colored shoes as a colored upper will stain almost as quickly as a white one, and it requires about as much labor, or perhaps more, to get the stain out.

What is said here in regard to the shoe factories will also apply to the leather manufacturing plants. Experience in the latter has proved that the colored leather needs the same protection while in the process of making, as it needs later on, while being worked into the shoe.

This is so well understood now that in all the leather establishments the rule is to run on black, as far as possible, or to give up black wholly and confine operations to the colored stock.

The leather men are doing this to-day, as far as the conditions warrant. They realize that they cannot mix the two and get best results. Naturally they cannot continue on colors all the time, but if they can make all colors they are so much better off in the end, all due to the fact that such a system keeps the stock clean precisely as it does in the shoe factory.

#### Boot Inquiry Cost \$4,500

Volume 3 of the Auditor-General's report, tabled in the House of Commons, Ottawa, recently, gives details of expenses for legislation, militia and defence, and public works. In connection with legislation, one of the interesting items is that the expenses for witness fees and for the employment of counsel, at the military boot inquiry of last session, totalled up to a little over \$4,500, while the Public Accounts Committee, which investigated war contracts, paid out \$2,026 for witness fees alone.

Replying to Hon. Frank Oliver, the Minister of Militia stated that the average price paid for canvas shoes ordered for the Canadian Expeditionary Forces was \$1.70 a pair. Each man ordered overseas had been supplied with a pair, totalling 116,000 pairs, while 50,000 had been issued in Canada.

#### Fifty Workers Have Enlisted

The Boot and Shoe Workers' Union, Toronto, at their last regular meeting, elected the following officers by acclamation: President, Walter Painter; vice-president, Albert Taylor; recording secretary, Albert Headley; treasurer, Sidney Sparks; financial secretary and business agent, Walter Brown. Mr. Brown stated that fifty of their members have enlisted. Every man and woman in the trade is employed and there are a number of jobs vacant.

#### Ratepayers Will Vote on Shoe By-Law

The ratepayers of Chatham, Ont., will vote upon a by-law on March 6th for the promotion of a shoe industry to be incorporated under the name of the Chatham Shoe Company, Limited, at the head of which is E. S. Hunt, of London, Ont., by the granting of a fixed assessment for a term of years. The company will be incorporated with a capital stock of \$100,000, of which not less than \$40,000 will be paid up and will be in operation by April next, employ forty hands and pay not less than \$20,000 annually in wages. Mr. Hunt is now president of the C. N. W. Shoe Co., London, and if the by-law carries the property and buildings lately occupied by the Wolverine Brass Co., of Chatham, will be occupied. An

indebtedness of the former owners of the property will be assumed by the new shoe company which will be granted a fixed assessment of \$10,000 for ten years. Under the by-law the shoe company will assume the city's mortgage of \$15,087 on the property bearing interest at the rate of four per cent. and agrees to pay off the same in twelve annual installments and instal machinery worth \$10,000, which will form part of the said mortgage security now held by the corporation.

#### Linoleum for Boot Soles

"To eke out the supply of shoe leather," says the Amsterdam correspondent of the Morning Post, "the Home Secretary of Saxony has asked the Dresden Chamber of Commerce for a report upon the possibility of utilizing linoleum for soling boots.

"Austrian wholesale houses announce a further rise in the prices of all medicaments from Germany, especially by-products of the dyeing industry. The rise of wholesale prices is 60 per cent."

#### Placing Company on Splendid Basis

A special meeting of the Perth Shoe Co., Limited, was held recently in Perth, Ont. The object was to provide for the reorganization of the company upon a more satisfactory financial basis. The Perth Shoe Co. succeeded the Winn, Limited, and when the latter company moved here from Milton about four years ago, about \$50,000 of local money was subscribed in the stock of the company. Winn, Limited, was undoubtedly in very bad financial conditions when they moved to Perth and during the year they did business it would appear almost certain that all the money put into the business was lost.

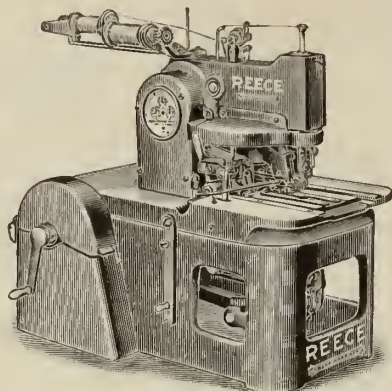
When Winn, Limited, went bad, Mr. F. W. Hall and Mr. C. J. Sewell took hold of the business and formed the



F. W. HALL, M.P.P., PERTH, ONT.

Perth Shoe Co., Limited. The old stockholders in the Winn Company were continued as stockholders in the new company for the full amount of their stock. In these trying financial times, the company has found it necessary to reorganize. It was not possible to find new capital and still carry the whole weight of the old stockholders whose money was really lost some years ago. Those putting in new money were naturally anxious to clean up some of the liability of the stockholders. The scheme of reorganization which was adopted by the shareholders, provides for the sale of all the

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assets of the company to a new company to be formed and which, we understand, will bear the same name as the old company. This new company will assume all the liabilities of the old company and take over all the assets. The total issued stock in the new company will be about one-half the present stock issue of the old company, and bondholders who have claims to the extent of \$30,000, surrender their bonds and take stock in the new company. The result is that the issued stock of the new company will amount to about \$75,000, as against a stock issue of \$106,000 and a bond issue of \$30,000 of the old company. The par value of the shares in the old company was \$100.00. The par value of the shares in the new company is \$10.00. The shareholders in the old company will get one share in the new company for each share in the old. In view of the reduction in the issued stock, this places them in a much better position than the proportion of one to ten would indicate.

The business was never in better shape and the reorganization of the company and the introduction of new capital will place the company for the first time upon a basis in which it has a first-class chance to succeed. The real interest for Perth is that the work in the factory will be continued with increased vigor and its citizens will benefit in the regular weekly pay roll.

#### Generous Gift of Leather Company

A. Davis & Sons, Limited, Kingston, Ont., have sent a cheque for \$1,000 to Queen's medical faculty for equipping forty beds in Queen's General Hospital at Cairo, Egypt. This firm some time ago gave the hospital a motor ambulance. Queen's Hospital was lately increased to one thousand beds.

#### Canadian Talks to Shoe Club

Canada's unflinching determination to continue in the war and throw her whole available strength on the side of Great Britain for democracy, righteousness, humanity and the freedom of the nations to live, each in its own way, was expressed recently by Sir William Peterson, President of McGill University, Montreal, at the 106th banquet of the Boston Boot and Shoe Club, Boston.

The Vice-President of the Club, Fred. B. Rice, presided. "Canada," he said, in introducing the guest, "has come to be a billion-dollar country in respect to the volume of international trade, and it is significant that fully 37 per cent. of its export business is carried on with the United States, for Canada sells to us nearly \$150,000,000 worth of goods annually, and we in the United States buy from her more than \$400,000,000 worth. Could anything throw a stronger light on the intimacy between these two nations?"

"Our shoe manufacturers find a market in Canada every year for about \$3,000,000 worth of footwear, although they are sadly handicapped just now by the inequitable conditions governing the tariff systems of both countries.

"In other words, the United States gives an absolutely free market to Canadian shoe manufacturers and tanners, while our friends of the Dominion, in pursuance of their long accepted policy of protection, have built up against us, including the recent war tax, a tariff wall of nearly 40 per cent. against our products. This is one of the many examples of how two neighboring and friendly countries ought not to maintain their tariff arrangements.

"I need not remind this audience that several of our leading American shoe manufacturing concerns have established branch factories in Canada, partly as a consequence of the unreciprocal tariff arrangement, and I am glad to say that these appear to have achieved at least a measurable success."

Sir William Peterson reminded his audience that the cause of the Allies was the cause of the United States, as

well as of Great Britain and Canada. He was therefore surprised that none of the American peace societies—and he was a member of all of them—had cared to pronounce any judgment as to the horrors which had attended the conflict, even if they did not wish to pronounce judgment as to the influences which had brought it about.

As to the neutrality which had been so carefully imposed upon Americans from Washington, he pointed out that in spite of it one had only to open an American newspaper to see what latitude was allowed in the United States to the expression of individual opinion. And if American citizens happened to be killed during a Zeppelin raid in England, he ventured to think Americans as a nation would take a less detached interest in some of the atrocious methods that were being practised in the war than they were now taking.

Sir William proceeded to outline the British case and to defend Great Britain from charges made as to her motives in entering the struggle.

#### Fancy Leather Heels

One very interesting detail of the development of modern shoemaking is found in the new fancy heels of leather. They are intended to duplicate the fashionable wood heels, and some idea of their value to the maker of popular price shoes may be gained from the fact that the other day a maker of women's shoes struck fifty cents a pair off his prices because the buyer chose fancy leather heels in place of fashionable wood heels.

The fancy leather heels are made of leatherboard. The lifts are built up two inches high, or more, thanks to improvements in the mechanics of heel building. The shoemaker attaches them to his shoes, and then with the new heel-shaving and heel-breasting machines, he cuts away from the back and the breast of the heels until they are shaped just like Louis heels. Indeed, they are commonly called "leather Louis heels."

Then comes the newest improvement in the making of these heels. They are covered with a celluloid compound, that is tinted to match the color of the uppers of the millinery shoes. The finish is then burnished to a brilliant polish, and the completed heel looks like a celluloid covered wood heel. But the cost of it is only a song, compared with the cost of the real wood heel. Of course, it hasn't the real class of the genuine wood heel. But it serves for shoes that must be made at a price.

#### The Tendency in Fall Styles

Thoughts are now turning toward fall styles. Ideas are very much in the rough at present, but one or two tendencies stand out. One is to make the forepart a trifle narrower to conform to the more tapering toe. The other is that colored kid will be strong, with the darker colors in the lead.

The height of boot tops is under consideration. Many merchants expressed the opinion that seven and a half to eight inch tops are here to stay. Short skirts will not permit of low tops. On the contrary two of the best shoe buyers in New York claim that the bulk of their present trading is on seven inch tops. They feel that the extra high cuts are only a passing fad. Next season they expect to see seven-inch tops sell in even greater quantities than at the present time.

A pair of gold boots were made by Charles E. Wilson, Lynn shoe manufacturer, last week. The uppers were of cloth of gold, eleven inches high. The soles and the heels were enamelled with gold.

A New York dealer says he is doing more business on staple, plain black button boots, than on novelties. He considers it a mistake for dealers to devote all their atten-

tion to novelties. Novelties are one of the best things that ever happened to the shoe trade, but staples should not be neglected.

#### Shoe Materials Up 100 Per Cent.

Materials for shoes have doubled in price in the last two years, according to Ben Jacobson, manager of the Morse & Rogers Retailers' Profit Service. In a bulletin issued yesterday he says in part: "Soon after the outbreak of the war a meeting of trade leaders was held for the purpose of considering the effect war would have on the price of leather and shoes. As a very large proportion of the calfskins tanned in this country were imported in a raw state from the war zone, and in anticipation that the supply would be cut off, the shoe manufacturers were advised to push kid skins. Shoes made of colored kid have since become very fashionable. To-day there is a scarcity of kid leather only surpassed by that of calfskins, because neutral countries have now turned to the United States for their supply. As a result of these shortages higher prices for practically all classes of shoes are said to be inevitable. Many lines have already been advanced at wholesale."

#### Wants Novelty Shoes for Men

Speaking at the recent convention of the National Shoe Retailers' Association in New York, one of the delegates from Philadelphia said that the sale of men's shoes will never be on a satisfactory profit basis until we inject the same novelty into them that has been done in women's shoes, he gave the trade a big thought to digest. While it may not be possible to go to the extreme of style that we have gone in making women's shoes, yet a great deal should be done, and will be done in the interest of better looking men's shoes. Generally speaking to-day, outside of workmanship, men's shoes look very much alike. This cannot be said of women's shoes. The retailers are keen to develop the men's business along the same lines that the women's business has been developed and thereby create an increase of volume in men's shoes.

#### Fire Damage Not Great

Dufresne & Galipeau, shoe manufacturers and wholesalers, suffered a loss by fire in their premises on St. Paul street, Montreal, on February 15th. The fire was confined to the basement of their six storey warehouse, and while

several thousand dollars damage was done, but a small portion of their staple cheaper footwear was damaged, the greater part of the stock not being injured at all. Their business suffered no interruption.

#### Big Russian Shoe Order

Financial circles of New York and Boston are talking of a new Russian army contract for eight million pairs which they say is now in the hands of British bankers. The leather trade have not been informed on this subject to any extent, but there is some theorizing as to what the contract will do to leather values. It is well known that large quantities of American leather were purchased by the English trade at the beginning of the war, and that soon after England made new regulations regarding the tannage of stock to be cut into army shoes. A good part of this leather is still lying in the English warehouses. It could be utilized if the specifications permit the use of vegetable tanned stock. However, 8,000,000 pairs would consume many millions of square feet of upper leather, not to speak of the stock needed for outer and inner soles, counters, linings, etc. Great Britain has prohibited the exportation of untanned kips from India and is shipping them to London at the rate of 4,000 bales per week. These stories all fit in together to back up the report of the big order. This contract is supposed to call for shoes and not boots, and is to be similar in style to those made by one of the large New England manufacturers a few months ago. There is also some talk of using splits in this shoe but as yet the whole matter is mere speculation.

#### Handling New Line This Season

Blachford, Davies & Co., Limited, wholesale shoes, 60 Front street west, Toronto, have been appointed selling agents for Canada (with the exclusive selling rights for Ontario) of the Jacques Cartier rubber, made at the Canadian Rubber Co.'s factory. They will also handle the Dominion, Anchor and Goodyear brands of the Canadian Consolidated Rubber Co., which comprehensive range affords the retail trade a wide selection to meet all the varying requirements of their customers. Blachford, Davies & Co. will also sell the "Fleet Foot" line of tennis goods and sporting shoes.



T. N. CAMPBELL

Re-elected Vice-Pres. and Sec.-Treas. of  
Amherst Boot & Shoe Co.



P. Y. SMILEY

Who has been made general footwear factory  
manager for Consolidated Rubber Co.



C. S. SUTHERLAND

Re-elected General Manager of Amherst Boot &  
Shoe Co., Amherst, N.S.



# CO-OPERATION—BETTER PROFITS—HIGHER IDEALS

**Banquet of Toronto Shoe Retailers' Association Was Signal Success—Large Attendance, Bright Speeches and Splendid Enthusiasm—How the Price of Raw Material is Going Up—What Unity and Good-will Among All Members Can Accomplish—The Aim and Purpose of the Association**

Co-operation and enthusiasm were the outstanding characteristics that marked the annual banquet of the Toronto Shoe Retailers' Association, held on Thursday, February 24, at the Hotel St. Charles. The important event brought together about 150 members of all branches of the trade, as well as a number of outside guests. The proceedings were highly enjoyable and everything passed off pleasantly and profitably. The tables were artistically decorated with carnations and other flowers; the menu was all that could be desired, while the toast list called forth a number of timely speeches, which possessed the merits of brevity, wit, wisdom and philosophy.

Under the direction of Howard C. Blachford, president of the association, and the executive, the arrangements were complete in every respect, and the delightful function reflected the highest credit upon the management and good sense of those who had it in hand.

The object of the assembly around the festive board was to bring together the different branches of the trade in a social way, so that a better understanding might prevail, warmer friendship exist, and more thorough appreciation felt regarding the aims and purpose of the retail men.

After the toast of "The King" had been loyally honored, the chairman gave a short address on "Some objects of our Organization." Mr. Blachford declared that he did not intend to throw any bouquets at the association, which was formed July 7, 1915. He appreciated the honor that had been conferred upon him in placing him in the chair, and was gratified to see so many present. He welcomed the representatives of every branch of the trade, both in and out of the city. The keynote of the association was unity and co-operation. If they did not work together, there could not be any progress. In order to have unanimity and good will prevail throughout all departments of the trade, co-operation must prevail, and the Toronto Association hoped by these means to have as effective a body as that which flourished among the shoemen of New York or Rochester. The speaker had been asked by a retailer "what has the

Association done for me?" To this he had replied, "Well, if all attended the meetings the way you have, there would not be much done." They had 117 members and he urged that their regular sessions should be more largely attended. "Come out," observed the president, "and we will try to get together and do things for the general betterment of the retail trade." The object of the banquet was to bring all the branches together in a social way, and to assure the wholesalers and the manufacturers that if the retailers came to them, it would not be in any antagonistic spirit, but that they should meet and put things in a proper light and reach a reasonable conclusion, without either side getting exactly all it was after. Like married life, they all had to give and take. The retailers wanted the co-operation and the goodwill of the rubber and the shoe manufacturer, the wholesaler, the findings man and the traveller.

Another object of the association was the elevation of the retail trade at large. The shoe business was not on as dignified a plane as it should be, and if placed on a higher standard, it would be accomplished only by education and united effort. At the regular monthly meetings, addresses would be given on subjects of importance to the members, and thoroughly discussed. The last meeting had been a great success and it was hoped to have outsiders as well as local men speak from time to time.

## THE SHOE MANUFACTURERS

Geo. Chambers, manager of the Regal Shoe Store, said that he had resolved to turn over a new leaf, and that was longer profits and bigger discounts. He made humorous references to various phases of the trade, and spoke a good word on behalf of the shoe manufacturers, which toast he was very pleased to propose.

## How Shoe Costs Are Going Up

Mr. G. A. Blachford, president of the Blachford Shoe Mfg. Co., replied, and gave those present much valuable and timely information on the question of ascending costs in the



G. A. BLACHFORD



E. T. JACOBI



R. H. GREENE

SOME SPEAKERS AT THE SHOEMEN'S BANQUET

production of shoes and the great scarcity and high prices of raw materials. He said in part:—"There is no question before the trade to-day which is causing so much serious thought as the question of prices. The retail merchants in this country have not as yet been brought seriously face to face with it. We all know in a general way that higher prices might be expected and I would like to give you some of the conditions that the manufacturer is meeting with every day now. I would first mention the every popular material, patent leather. In this line, we have a very important industry right here in Toronto, and in speaking with Mr. Clarke recently he happened to say that wherein they have obtained their large supply of raw skins mostly from Russia, Norway and Sweden, they have to obtain them to-day from South America and New Zealand. Not only is the price of hides very firm, but all commodities



**HOWARD C. BLACHFORD**

President of Toronto Shoe Retailers' Association who ably presided at the banquet

entering into the tanning and coloring of leather have become exceedingly expensive and scarce. In connection with this leather I will mention only two items: bichromate of potash which has increased in price since the war commenced about 400%. Coloring material which was in the past plentiful at 28c a pound is now hard to get at \$3.00 a pound.

It seems unreasonable to expect anything else but further serious advances in the price of this material. In the matter of calf skins, I am indebted to one of our largest tanners who advises me that previous to the war they obtained practically all of their high grade skins from Russia, Germany, Austria, Belgium, Holland, Italy and France. Since the war made itself felt they have not bought one skin from any of these countries, with the exception of an occasional small shipment from France. Such hides have been obtained at a very high figure and the expense of freight and war insurance has added seriously to their further cost. He writes that from the very latest figures he has been able to obtain, the actual cost in producing the finished leather amounts already to 9c per foot, although from one of the leading experts in New York city he is advised that from their standpoint, the additional cost now amounts to 10c per foot. This is a very serious matter when it comes to the cost of a pair of men's calf boots. From one of our leading sole leather tanners I hear the following:

That the average advance of all materials used by tanners in the making of oak sole leather is around 97%. The scarcity of labor, particularly of late, has added considerably to the cost of production.

That oak sole leather costs now in excess of what it did just previous to the outbreak of the war about 28½%, and this party thinks that the hard pinch is yet to come. When it was realized that many leathers popular with the trade would necessarily become exceedingly scarce, we find that those who were in a position to influence the style tendency, immediately did everything in their power in favor of using kid leather as this seemed to be the only leather of which there was any large supply on hand. In the matter of this material Canada is very dependent upon our good neighbors to the south, and during the past two weeks I have received letters from three of the most prominent producers of fine kid in the state of Pennsylvania where most of the American supply is tanned. In reading these three different letters, one would almost think they had conspired to say the same thing. The effect of style in the use of kid leather had its result and I am informed that the increased demand for this material during the past year has amounted to about 500% with the result that in a very few months all surplus stocks were absolutely depleted. The present condition in the kid market will be realized when one understands that staple lines of kid selling at from 12c to 18c per foot are practically off the market entirely. That serious advance in the cost of production and the selling price of shoes will be necessary, we must realize and expect. Coupled with this is the uncertainty of obtaining our necessary supplies at the proper time and we will undoubtedly meet with a want of uniformity in the finished leather to which we are not accustomed. I know in my own experience I received leather recently that cost me 60c a foot and I would have rejected it two years ago at 25c a foot. I am sure that every manufacturer would urge you as I do to face the conditions that will come to us without fear and trembling; pay the price that is necessary to pay, under all circumstances and uphold the quality of your merchandise.

#### THE RUBBER MANUFACTURERS

G. St. Leger, who was referred to by the chairman as "the dean in the retail shoe trade" in Toronto, in presenting the toast of the Rubber Manufacturers, humorously observed that their position was somewhat different from that of the leather shoe manufacturers, who were up against higher costs for kid skins, dye stuffs, thread and other material. The rubber shoe manufacturer could make what he liked, charge what he liked and deliver when he liked, and if you did not pay you got "cold feet." This was how the rubber man acted. Mr. St. Leger said he had been in the retail business a great many years, and had often met a "brother in distress." There was something wrong with the manufacturers, wholesalers or retailers, and the great trouble seemed to be that an idea prevailed in the shoe business there was a fortune to be made. Too many persons were starting in without sufficient capital. The result was too many dealers and too few producers. Men were leaving their trades to enter the retail ranks when they should have stayed at their original calling. They had no right to start in the shoe game without capital. One of the requisites to success in any business was courage and a part of courage was discretion. It was necessary to have both, and if there was not an equal amount of each, courage was often produced through ignorance. The speaker emphasized that in the old country character was regarded as the main essential, when a man launched out for himself. It was not money. He must have character worthy of credit, but in Canada it appeared that any one could get credit and start in the shoe line if he had only three or four hundred dollars. Mr. St. Leger recalled having attended a meeting of rubber manufacturers at which they were all urged to buy Canadian rubbers. This was, of course, many years ago, and he had taken the opportunity of asking in return that all those manufacturers who had on Canadian shoes to stand up. No one



rose. He wished the association every success and trusted that all the members would stay by the organization.

R. H. Greene, of Gutta Percha and Rubber Ltd., answering on behalf of the members of this branch of the trade, extended thanks for the kindly reception accorded the toast. He complimented the members on the magnificent gathering and said he felt thoroughly at home. He had been associated with the shoe trade practically all his life, going through all its gradations, until he struck rubbers. He loved the rubber game and thought it was a fine business. It was the one thing that he knew, except golf, but he did not allow pleasure to interfere with business—at least not very often. He had worked hard, and believed it was the duty of every man to have a hobby. In his business career of fifty years, he had never lost an hour through sickness, and if he did not play golf, then he played something else.

Mr. Greene then dwelt upon the magnitude and rapid development of the rubber industry. In 1914 the world's production of rubber was 270,000,000 pounds, of which 60% was cultivated and 40% wild. In 1915 production had reached 360,000,000 pounds, and of this 66% was cultivated and 34% wild. The United States was the greatest rubber manufacturing country in the world, and two years ago, took 50% of the entire production, Great Britain 15%, Russia 10%, Germany 9%, and the rest of the world 16%. In 1915, the United States took 60%, Great Britain 12%, Russia 8%, France 7%, and the remainder of the world 13%. In 1900 Brazil had furnished 60,000,000 pounds of wild rubber as against 5,000 pounds of cultivated rubber. At the present time there were 1,500,000 acres under rubber cultivation, producing 250,000,000 pounds annually of plantation rubber, showing the great increase in cultivation. The value of crude rubber alone imported into Canada in 1915 was \$6,000,000.

Mr. Greene stated that the great increase in the use of rubber would never have been made possible and prices would have had to be maintained at an abnormally high level, if it had not been for the splendid progress that had been made by scientific methods in producing this commodity through cultivation. It had been stated that there was a rubber manufacturers association. There was such an organization some years ago, but not to-day. Representatives of the different companies met together the same as

other bodies, to consider methods of improving their goods, and bettering the service in the best interests of the retail trade, for they believed in co-operation. Competition among the rubber manufacturers was on the basis of quality and service.

In conclusion, Mr. Greene, who was saluted by one of the members as the "ever-Greene," said he believed strongly in unity and progress, and he congratulated the retail shoemen on the step they had taken in this direction. By meeting a competitor one became a broader and a better man, and it was generally found that the fellow across the street was a pretty decent chap after all. In a life time's experience, he had come to the conclusion that this world was filled with this class—men who were decent, honorable and upright, in all their relations in business.

#### THE WHOLESALEERS

S. C. Parks, to whom fell the honor of presenting this item on the toast list, said that he had been in the habit of addressing persons in many gatherings as "brothers." Perhaps he could not greet the wholesalers as such, but rather liken them unto a certain man "who went down to Jerusalem from Jericho." Seriously speaking, this was a wrong impression to hold with respect to the wholesalers, for they were a necessary part of the shoe game, and, like the retailers, had a lot of things to contend with. It was only by co-operation with them that they could arrive at a basis that was mutually helpful. There was no reason why the wholesale and retail ends of the business should not work together for the good of all and the welfare of the trade in general.

George E. Boulter emphasized the need of co-operation and better understanding between the jobber and the dealer. The wholesaler, who would not listen to his traveling representatives and give consideration to their views and opinions (for the traveler was the one who came in direct contact with the customer) was as far behind the times as the retailer who never went out of his store or neglected the frequent dressing of his windows. He was proud of the Toronto Shoe Retailers' Association and the way that it had carried on its work, and wished the organization every success. The Association was undertaking an excellent task on behalf of the progress and elevation of the trade in



A FLASHLIGHT VIEW OF THE BANQUETERS MASSED AROUND THE CENTRAL TABLE



general. The wholesaler must give attention to his representatives on the road, and Mr. Boulter instanced a case of a prosperous wholesale firm who had sent a traveler to England to develop business. He had sent in a large order for goods, but it was stipulated that all should be on E width. This would seriously interrupt the production of the factory confining operations to a single width. The wholesaler had through his representative taken the matter up with the old country house and urged that the big order should be given on all widths, stating that if there was any loss on the narrower widths, he would stand for the same. Back had come a cable to go ahead, the result of this mutual conference had been many repeat orders, on the shoes made of all widths. By co-operating with the retailer and working in connection with him, the outcome was of the greatest advantage to both parties. This wholesaler had shown a disposition to point out the way to larger revenue to the Old Country house, and the latter had evidenced its willing-



GEO. E. BOULTER

ness to act on the suggestion of the wholesaler, and show their confidence in his judgment. By working in conjunction with the retail trade, both the jobber and the dealer enlarged the scope of their operations.

### THE TRADE PRESS

Walter Burnill, Vice-President of the Association, in offering this toast, incidentally remarked that it had been said that ninety-five per cent. of all those who went into the retail business failed. When he looked around and saw so many prosperous, intelligent and capable men, he thought this statement regarding business reverses had been exaggerated. It had been proven, however, that it had to be taken at its face value for both the Harvard Bureau of Research and Canadian Securities had, after investigation, endorsed the percentage as being correct. If such was true in ordinary times what about to-day, when there had been a general curtailment of business owing to the war and so many men going to the front. The one way to meet such conditions was to take full advantage of the assistance and suggestions found in the trade press. The journals were full of instruction and timely pointers. Some fellows thought they could manage their own business best, but all could learn something from the other fellow. The trade press was the clearing house for ideas and the medium for the interchange of thought and experience. "Render it all the assistance that you can for we need all the practical help that we can secure," he added. "By reading your trade paper you become a better business man, more enlightened and competent to meet changing conditions such as we have undergone. Adopt modern methods. The trade press is

doing its very best to present them to you. Remember that these journals are what you help to make them. Give your ideas to the publishers then and place whatever information that you think is valuable to the trade at their disposal. Do not forget also to come to our Association meetings. The result will be a better understanding of conditions which we have to face to-day and better profits. You must adopt up-to-date methods if you wish to succeed, and if you do not do this you will have to compete with those who do."

James Acton, in replying on behalf of the *SHOE AND LEATHER JOURNAL*, remarked that he was "a farmer" and that he lived in the county of Peel where they raised and sold horses. It had been suggested that the county was so named that because in all transactions the residents took the skin off you. He added that farming was as great in every way as shoe selling, and told a number of anecdotes of rural life and its associations which were received with merriment. Somehow he could not get the smell of leather out of his nostrils for he was the son of a shoemaker and had been in the retail shoe line himself. Referring to his many years connection with the trade, he recalled several humorous instances of by-gone days. Mr. Acton thanked the proposer of the toast for his words of appreciation of the trade press, from which readers expected the truth and a fair impartial presentation of the different questions which came up for consideration. He expressed his pleasure at being present and spoke appreciatively of the good work which the Association was doing for the unity, co-operation and uplift of its members. He was glad to be back with the members again and also with the trade, and, on behalf of the trade press, wished the Association every success and prosperity in its splendid work to promote the best interests and maintain the highest interests of all branches of the business.

W. R. Carr, editor of "Footwear in Canada," said that Mr. Burnill and Mr. Acton has so thoroughly covered the subject that there was little left for him to add. One of the speakers of the evening had declared that shoe retailing was a science and another had called it a game. Both were right, for it was a scientific game. In the old days it had been a game pure and simple, but science had entered into it, and to succeed to-day under present business conditions one must play the game scientifically. The retailer needed education and scientific study. He realized that he must be instructed and this could be done through three avenues. by forming an excellent Association such as those present had done, by means of the traveling salesmen, and through the trade press. In conclusion, he wished the organization ever increasing usefulness and service.

### SHOE FINDINGS

Warren T. Fegan, in introducing the toast of the Shoe Findings, remarked that this was one part of their business in which the members of the trade had no objections to the profits as from this source they were substantial. He referred briefly to the importance of this department and the place it should occupy in every shoe store.

E. T. Jacobi, who responded, stated that it was a mistake for the trade to sell findings at cut prices. It was a business which belonged distinctly to the shoe trade and not to the druggist, as in New York city, where many such shops sold findings—particularly polished. The findings men were willing to co-operate in every way with the shoemen to keep the trade in its proper channel, which was in the shoe store. "When you cut the price of a tin of polish to seven cents you are doing something to undermine your business and your profits," he added. "Do not sell your



goods for nothing. People are willing to pay 10 and 25 cents for polishes and dressings. There is no more profitable department in the shoe line than findings. See that you keep them up to the mark."

John Harris, manager of the Nugget Polish Co., who also spoke briefly, congratulated the Association on having such a live President as Mr. Blachford, who was the right man in the right place. Mr. Harris touched upon his pleasant relations with the trade in Canada and thanked the gathering for its enthusiastic welcome. Only by co-operation could the trade meet with the largest measure of success in business, and he was pleased to see so much energy and enthusiasm displayed in the Association.

#### OUR TRAVELERS

This was the last, but by no means the least toast on the list, and was proposed by W. B. Parvin.

Previous to its introduction, Lance Corporal William Arthur Ship, of the 166th Regiment (Queen's Own) C.E.F., who has donned the khaki like many other members of the trade, gave a recitation "The Life Boat," in effective manner. He was given a rousing reception.

Mr. Parvin said that one of the brightest sides of his experience in the retail line was meeting with the worthy traveler. He had been in the shoe game over twenty years and had never met a more attentive and obliging lot of salesmen than those in Canada, and more particularly in Toronto. The traveler was as necessary to the retailer as the retailer was to the public, and he bespoke for him a good reception, as his life was not all sunshine. The retailer could do much to smooth the way of the traveler. "Even if you cannot buy," he asserted, "do not criticize his goods and find fault. Give him a word of encouragement. We all can help one another in business life as much as possible and co-operate for the general good of the trade."

W. G. Martin, city traveler for the Canadian Consolidated Rubber Co., Toronto, responded, and remarked that he regarded it as a great honor to have his name coupled with the toast, as there were between 25,000 and 30,000 traveling salesmen in the Dominion of Canada. It had been said that the selling game was the fourth profession, but in reality it was the first. The first sale was recorded in the Bible, where Esau sold his brother for a message of pottage. What an ass he had made of himself. Now, if Esau had disposed of a big bill of rubbers at a good price without



W. G. MARTIN

a break, he would have proved himself a good salesman. Some of the speakers have referred to the triple links of a widely known fraternal society. There were also three links in the selling profession—the manufacturer, the retailer and the traveler. The latter was the connecting link and was necessary to both. The manufacturer might have the best goods in the world but if he locked them up or kept them inside of a sample room and did not send out the traveling salesmen with a set of samples to let the trade know what he had to offer, the effort of the manufacturer would not amount to much. He would never get very far on the road to prosperity.

"The selling game," remarked Mr. Martin, "in spite of its drawbacks, for it has them like other games, is a real pleasure and, when you go home at night after landing an order which you perhaps never expected to get, you feel

that you have accomplished something. I am glad to be a salesman and, on behalf of that body, I congratulate you on the success of your Association. If, at any time, the salesmen can be of assistance to you, I am sure that we will be only too happy to be called upon. If you have any complaints or grievances—any suggestions to make—tell us about them. We want you to take us into your confidence and feel that we are your real friends. We will endeavor at all times to take up any matters that you bring before us with our firms and see if we cannot get you what you want. We are anxious to be of genuine service to you and wish your Association the largest measure of success."

President Blachford, on behalf of the Association, warmly thanked all for their attendance and especially the guests who had delivered such excellent speeches. He also expressed his personal gratitude to the members of the executive for the work that they had done in helping to make the banquet such an outstanding event.

G. St. Leger proposed a hearty vote of thanks to Mr. Blachford for the able manner in which he had presided. This was received with much enthusiasm. The gathering then dispersed after singing the National Anthem, bringing to a close a banquet, which was in every sense one of the best managed and most enjoyable ever held in the history of any trade.

#### GLAZED KID PRICES RISE WITH DEMAND

Glazed kid is going up steadily in price, where the ascendancy will end no one knows.

Philadelphia being the centre of the glazed kid leather industry, the situation in the American trade is well reflected in the following statement made by Ira Vaughan, of Dungan, Hood & Co. Glazed kid, for which there is at present a heavy demand, due chiefly to fashion's decree for high-topped shoes in fancy colors for women, has advanced from 15 to 20 per cent. recently, and with every possibility of it going still higher. Mr. Vaughan says:

"The war has tied up large quantities of goatskins, causing a serious shortage in the supply. There have been no skins coming in from Russia or the Balkan States for some months, and few skins have been received from India or China on account of decreased shipping facilities. England is allowing goatskins to be exported from India only to such American concerns as can satisfactorily guarantee that the finished leather will not get into enemy hands. China skins, used extensively by some manufacturers of finer grade glazed kid leather, are hard to get and at extreme advanced price. These conditions have forced the American manufacturers into keen competition for Mexican and South American skins, with the result that prices have gone from 25 to 30 per cent. higher than they had been for several years previous to last July.

"Tremendous advances have been experienced in tanning materials and labor. Potash, soda and lime have climbed skyward in leaps. Glycerine within the last few months has jumped from 15 and 16 cents to 65 cents a pound because of the demand for making explosives, and arsenic, used with lime in a labor-saving process, is virtually not obtainable at any price. We are compelled to use lime alone, which makes a decidedly more lengthy process, and consequently adds to the increased cost of production along with the 10 to 15 per cent. wage advances that have grown out of war conditions.

#### Domestic Demand for Fine Leathers

"Unusual demand for moroccos, as well as advanced cost of manufacture, is, of course, a big factor in forcing



prices to from 15 to 20 per cent. beyond the normal on the finished product. The market is almost entirely domestic, and is due chiefly to the popularity of extreme high-topped ladies' shoes in blacks, whites and colors. I would say that the consumption of glazed leathers has increased within the last few months to the extent of more than 500 per cent.

are only three such shops. "But," the writer adds, "I do not think any of them are making money. Where I am now situated my location is rather a poor one for business and, of course, it makes a difference. For a long time I had a good shoemaker, but he left me not long ago. His favorite work was in making a strip shoe which is a cross between a boot and a moccasin. We have been making a special feature of this for the miners. He went to an opposition member of the trade in order to make this popular boot. I am making another style for the miner, which is really the better of the two, but these men follow their leader and the boot came a little too late. It will take its place later, the moccasin having a good long start. So far as my future is concerned, I have been considering several propositions. One is to move into the business district, but a change is no light matter, as for a repair shop my stock is extensive. Another is to remain where I am and do some strong and effective advertising. I have kept my name before the public pretty well in the past, and have found that it pays. I always read your paper with a great deal of interest and have gained a number of pointers from it in the matter of repairs, although I do not always agree with what you have to say. Still, there will always be differences of opinion as long as the world lasts."

**MR. LOUSON IN NEW LINE**

W. S. Louson has resigned from Ames-Holden-McCready, Montreal, in order to devote his whole time to Asch Limited, Outdoor Advertising, of which concern he has been President for more than a year and in which capacity he will continue.


**ANNOUNCEMENT OF  
A New High Boot**

**The Price is \$5.00**

There was never a time in the recollection of the "oldest inhabitant" when the importance of being well shod was as great as it is at the present time. Short and still shorter skirts demand the higher cut boot, and the result has been a continuous call for Smart Footwear.

We are showing these Boots in (3) three styles: Patent Colt Vamps with Blue Velvet Tops, Patent Colt Vamps with Black Velvet Tops, and Bronze Calf Vamps with Dark Brown Velvet Tops; plain toes, new short vamps and light flexible soles.

**C. E. SMITH**  
384 George St.  
Peterborough



An instructive and well worded advertisement

"The average price of staples is today 24 cents per foot, while whites and fancy colors, being in even greater demand, are bringing from 60 to 75 cents per foot."

**THE IMPORTANCE OF GOOD LOCATION**

"Yes, I was much interested in your recent article on choosing a business site," writes a leading shoe repair man, who is doing business in a certain Canadian town. His experience is interesting, for he says that five years ago there were about twelve or more shops on the street in which he is now and it was quite a busy thoroughfare. To-day there

**FOR SALE**—Goodyear Shoe Repair Outfit; 12-foot bench and stretcher, in first-class working order. Will take \$250 cash. Retiring from repair line. Apply to Geo. W. Warriner, 1243 Bloor street west, Toronto.



**HEELS**

We also make all grades, sizes and styles of heels from the best stock.

—  
Send for Samples

M. 5484

We buy all Offal for cash.

**Independent Box Toe Co., Montreal**

**IN TOUCH WITH LEADING FIRMS**

For several years I took a boot and shoe journal while in England, but I must say that the "Shoe and Leather Journal" is far better and more instructive. I have found your publication useful in many ways. It has proved a great help to me, coming to Canada, as I did, a stranger, and through perusing its pages I have been brought in contact with several leading Canadian firms

Sincerely yours,

Mortlach, Sask. R. G. POPE.

**HELPFUL AND INSTRUCTIVE**

I consider the "Shoe and Leather Journal" a most helpful and instructive paper and wish you every success for the year.

H. S. RINGLAND.

71 Spencer Ave., Toronto.

**FINDS IT HELPING HAND**

I have been in the boot and shoe business for 28 years—in the retail, wholesale and traveling game—and I find your Journal a helping hand in my business.

Amherst, N.S. B. B. BLACK.

**LIKES THE JOURNAL VERY MUCH**

Enclosed please find one dollar to renew my subscription to the "Shoe and Leather Journal." I like your paper very much and think it should be in every clerk's hands.

Yours truly,

Windsor, N.S. C. HENRY DIMOCK.



**POPULAR TRAVELER MAKES CHANGE**

A. A. Orendorff, who for the past nine years has been western Ontario representative for the Cook-Fitzgerald Co., of London, and Scott-Chamberlain, Limited, has joined the traveling staff of E. T. Wright & Co., St. Thomas, and will cover his old ground including the city of Toronto. Mr. Orendorff is a London boy, born and bred, in which city he was educated. He has been about nineteen years in the shoe game and his first experience was with Chas. Johnston, who was in the business away back in the late nineties. After spending three years there, he became identified with the J. P. Cook Co., London, and was in their service for seven years, thoroughly learning all departments of the retail business. He then took a position on the road and has made a splendid success. Mr. Orendorff is well liked and well thought of by many members of the trade.

**MEN'S TRADE FEELS THE EFFECT**

The men's trade in all lines has suffered during the past year, as is evidenced by the number of failures in men's wear lines. Ten reverses in furnishing stores in one of the smaller cities recently and a number of embarrassments in the shoe trade are due undoubtedly to the falling off in business in men's apparel. A shoe repair man made the statement the other day that his receipts have been practically cut in two on account of the recruiting movement. The proprietor claims he was doing \$80 a week sometime ago, and is now taking in less than half this sum. He attributes the decrease to so many fellows joining the overseas forces.

**HIGHER PRICES—NO DODGING THEM**

A large number of retailers complain of their inability to get, not only leather laces, but colored laces, in order to match the various shades of high cut kid shoes, which are enjoying such an extensive vogue. New offerings are seen in white, ivory, tan, pearl grey, bronze, bottle green, midnight blue, etc. Of course there are many other names given to particular hues. One dealer recently remarked, as an example of how color nomenclature had gone mad, that there were pearl grey, oyster grey, neutral grey, battleship grey, dove grey and wistaria grey, and perhaps by tomorrow or next week, there may be half a dozen other greys. A demand for white footwear is already setting in very strong and this spring promises to be the best white season known for years. There is a scarcity of white over-gaiters, which are having the call, and among the latest offerings seen in the fashionable shops are white kid over-gaiters. They are enjoying a large sale. Shoe laces of all kinds have recently gone up 25 per cent., and there is an advance in many other lines, not to speak of a growing scarcity of leather, the absence of the cheaper lines of kid, the increase in price of threads, cottons, etc. Yes, prices are going up with a capital U.

"Well I should say they are," remarked a manufacturer of women's shoes this week. "We happen ourselves to be protected in the matter of certain supplies of leather, and when I say protected, I do not mean having a contract with manufacturers to deliver it at such and such a time; I mean having the stock right on hand under the factory roof. We are advancing our prices from 20c. to 50c. a pair, according to the color of the shoe and the stock contained therein. Staples have also taken another decided jump, and men's shoes are being advanced all the way from

25c. to 50c. a pair. Some jobbers report that firms are asking them as high as 60c. more a pair for certain lines in men's fine calf bal, made on English lasts. The question is, where will these ascending prices end up."

G. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, who has gone exhaustively into the question of cost, supplies and market conditions, having obtained information from first-hand sources and thoroughly investigating the circumstances, gave valuable data in his speech before Toronto shoe retailers, which will be found on another page. He is not an alarmist—his wish is to make the retailer acquainted with conditions as they actually exist to-day. It is not the desire of shoe manufacturers to advance prices, but when raw materials of every kind keep augmenting in price and getting scarcer all the time, it is necessary to get more for the finished product. The retailer will also have to charge the public more for footwear, and the sooner such a step is made the better. If this is not done, then the difference in cost must be taken out of the stock in the shoe, devitalizing it at the important wearing points. Naturally the majority of people prefer a good article, rather than a cheap, flimsy, trashy one—made to sell at a price.

Much more might be said on this question, but the evidences all around are so plentiful that the retailer must recognize that he cannot any longer sell footwear at the same old prices as he did in the days "befoah de wah," as they say down South.

**NEW FINDINGS FIRM LAUNCHED**

The Canadian Shoe Findings Novelty Co., footwear specialists and dealers in shoe findings, have opened out at No. 2 Trinity Square, Toronto. The manager is Lester Levy, who has been associated with his father, A. Levy, for the past six or seven years, and has managed the findings department as well as being associated with the shoe end. He has secured the Canadian agency for Griffin's dyes and polishes, of New York City, and Carr's English polishes,



LESTER LEVY, TORONTO

of New South Gate, London, as well as other leading agencies. Mr. Levy reports that business has been brisk so far, and everything looks bright for a successful future for the firm.



No. J 384 K  
Women's Welt Boot

**White Delhi Calf, Madison Last**—White Delhi calf, 8-inch full quarter lace, plain toe, regular leather sole, close edge welt, wood covered Cuban heel. AA, 4 to 7; A, 3 to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.—004.



No. J 357 O  
Women's Welt Boot

**Gem Dongola, Belmont Last**—Black cloth top, 7-inch height, button, glazed kid circular fox and back stay, black binding edge of fly and top, plain toe, short vamp, leather half Cuban Louis heel. A, 3 to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.—582.



No. J 375 F  
Women's Welt Boot

**Gem Dongola, Belmont Last**—Black glazed kid, 8-inch full quarter lace, plain toe, close edge welt, leather half Cuban Louis heel. AA, 4 to 7; A, 3½ to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.—533.

## POPULAR AND DESIRABLE WINTER STYLES

Business is good where these five numbers are shown. They seem to have "hit the mark" with women who want neat up-to-date style in their shoes and also trim fit and unusual wear.

We carry them in stock, so that you may have them in quick time.

*Ask for copy of our Spring Catalogue—just out.*

UTZ & DUNN CO. - - - Rochester, N.Y.

NEW YORK OFFICE - - - ROOM 405, 200 FIFTH AVENUE

S. A. McOmber, Representative



No. J 327 A  
Women's Welt Boot

**Dull Calf, Belmont Last**—Black cloth top, 7-inch height, button, dull calf circular fox and back stay, plain toe, leather half Louis heel. A, 3½ to 7; B, 3 to 7; C, 2½ to 7; D, 2½ to 7.—582.

No. J 302 O  
Women's Welt Boot

**Patent, Belmont Last**—Black cloth top, 7-inch height, button, patent circular fox and back stay, plain toe, leather half Louis heel. A, 3½ to 7; B, 3 to 7; C, 2½ to 7; D, 2½ to 7.—582.





# FIRE!

## Business as Usual

We announce that the fire which visited our six-storey premises on February 15th has not made it impossible for us to continue filling orders as usual.

“Daisy”  
Shoes

The fire was confined to the basement and damages have been repaired.

Watch for our salesman with Fall 1916 samples. They will soon be out.

“Calf’s  
Head”  
Shoes

Send Us Your Sorting Orders  
For Shoes and Rubbers

# DUFRESNE & GALIPEAU

LIMITED

SHOE

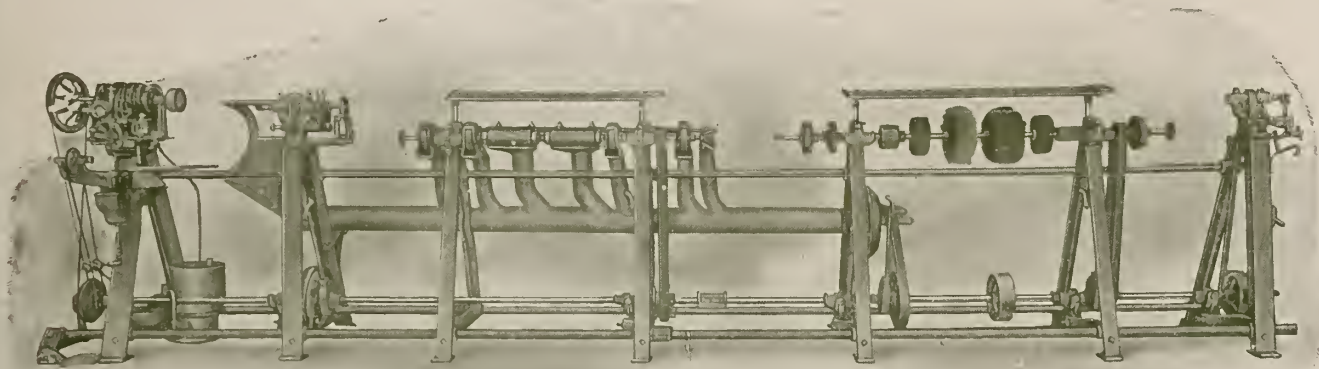
MANUFACTURERS AND WHOLESALERS

MONTREAL





## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST

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# UNITED SHOE MACHINERY COMPANY OF CANADA, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC





TWENTY-NINTH YEAR

MARCH 15, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



PHILIP POCOCK, LONDON, ONT.

See Page 26

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

The Perth Shoe Company's Representatives  
are now on the Road Showing their New Line of

# WOMEN'S GOODYEAR WELTS

To Retail at \$4.00 and up

New Lasts

New Patterns

A. B. C. D. E.  
Widths



New Colored Kid  
Combinations

New Heels

The Latest Novelty  
Lines in High Cuts

Pat. Butt. Plain Toe  
Black or White Cloth, Shepherd's Plaid or Mat Top  
One of our \$4.00 Retailers

Our Samples and Prices Should Interest the Most  
Exacting Buyers

---

*Novelty Lines in Stock*

---

## PERTH SHOE COMPANY, LIMITED

MAKERS OF

Women's Goodyear Welts Exclusively

PERTH, ONTARIO



# *300% Increase*

*in sales last year*



## *Our Cushion Sole Vici Kid Blucher*

A Quality Shoe: Made from the best materials on an easy full fitting last.

To meet the big demand for repeat orders on this shoe we will carry it in stock for the fall season.

See that this boot is in your range for the Fall Trade.

***The John Ritchie Co., Limited***  
*Quebec and Montreal*



# Survival Value

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

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

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

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

## Boot and Shoe Workers' Union

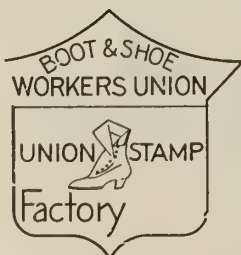
Affiliated with the American Federation of Labor

246 Summer Street

**BOSTON - MASSACHUSETTS**

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
Gen. Sec. Treasurer







## The Military Shoe for Civilian Wear In Lighter Leathers

The most suitable shoe made for the men who require a "military" effect—a last and pattern making a medium

weight, easy fitting shoe that appeals to a very large trade.



There is no box toe. It is made instead with a heavy tip and full vamp. This avoids the binding of a hard box toe and makes it supremely pliable and comfortable.

Made in all leathers, Black and Tan, with the best of drill lining and calf facings. Every lift in the heel is made from selected leather and all made on the Ames-Holden Canadian Army Last, stamped on the sole as here shown.

# AMES-HOLDEN

Army Contractors

MONTREAL  
ST. JOHN

TORONTO  
WINNIPEG

EDMONTON  
VANCOUVER

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

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

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

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122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC





## FIT 40% MORE FEET WITH BELL'S "UNLOCKED" PROCESS SHOE

You can do it, and you can make your usual turnover on 70% of former stock. It is the only shoe built on lasts formed to accommodate the three bearings of the foot.

Being **unlocked** it is flexible, meets the foot on any bend. Arch hugs the foot but does not oppose it.

This is a practical orthopedic shoe that has the latitude of style found in ordinary high-grade 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"



## Continuous Co-operation

from the head office is one of the many great advantages enjoyed by the merchant who sells REGAL SHOES.

Besides having exclusive territory from which to derive all the benefit of the world-famous REGAL reputation, he has the active co-operation of a staff of expert advertising men.

### Sales-Compelling Window Displays and Show Cards

and other advertising helps are provided REGAL SHOE merchants at a fraction of their actual cost.



Write us to-day if there is no REGAL SHOE STORE in your locality. The REGAL AGENCY is an asset worth having.

# The Regal Shoe Co., Limited

*In-Stock Department*

102 Atlantic Avenue - - Toronto



SUPERIOR  
QUALITY



"LIFE-BUOY"  
RUBBERS

Mr. Retailer:

Fall Placing--If a 'Life-Buoy' salesman has not already called on you showing a full range of samples of our line for Fall Placing, drop a card to our nearest Branch; one of them will be glad to tell you why 'Life-Buoys' are your best purchase for next season. Our styles of lasts show sufficient selection to properly care for all the different shapes of leather shoes without unduly loading your shelves with too many corresponding styles and tying up too much capital unnecessarily.

Spring Sorting--Why not let us send you a sample shipment of 'Life-Buoys' now to test? Get acquainted with our lines, note their superiority in Wearing Quality and Fit, and other brands will, in future, be unable to satisfy your requirements.

Outing Shoes--Have you made ample provision for the first demand you will receive? Your requirements in these lines will undoubtedly be much heavier than usual, owing to their increasing popularity and the ever increasing cost of leather footwear. Let us have your order now so the goods will be on your shelves when you need them.

## THE KAUFMAN RUBBER COMPANY LIMITED

LONDON  
342A Richmond St.

TORONTO  
76 York Street

BERLIN  
Head Office and Factory

OTTAWA  
282 Wellington St. East

VANCOUVER  
EDMONTON  
SASKATOON  
WINNIPEG

MONTREAL  
QUEBEC  
ST. JOHN  
TRURO  
CHARLOTTETOWN



# Sell Independent Rubbers



*The High Quality Line  
with the Faultless Finish*



## OUR BRANDS

“Kant Krack”

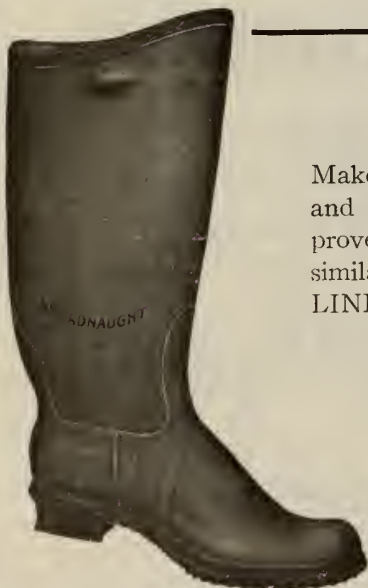
“Dainty Mode”

“Royal”

“Bull Dog”

“Veribest”

“Dreadnaught”



Make a point of seeing our special lines in the heavier grades, “DREADNAUGHT” and “VERIBEST.” Their superior wearing qualities have been thoroughly proved by experience. Though OTHER LINES may present a more or less similar appearance, protect yourself by ordering “VERIBEST” or the ALL RED LINE, “DREADNAUGHT.”

**THE INDEPENDENT**  
**Rubber Co., Limited**  
Merritton, Ontario



# See the 1916-17 Range

*Rubber Footwear for Men,  
Women and Children*



## OUR 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.
Brown, Rochette, Limited . . . . .	Quebec, Que.
McFarland Shoe Co. . . . .	Calgary, Alta.
T. Long & Brother . . . . .	Collingwood

The reputation of our lines is firmly established and our constant endeavor is to maintain our high standards of quality, absolutely unimpaired. To this end we are constantly improving our mechanical equipment, while our staff of expert supervisors see to it that nothing in the shape of shoddy material or skimmed workmanship are permitted to leave the factory. Order INDEPENDENT lines from any of the well-known jobbing houses listed above, and you can rest assured of quality goods, promptly delivered.

**THE INDEPENDENT  
Rubber Co., Limited**  
Merritton, Ontario









Jacques Cartier Brand



Specialty Lines

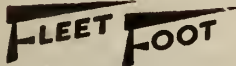


Specialty Lines

# Rubber Announcement

## Important

We have made arrangements to handle Rubber Footwear made by the Canadian Rubber Co., Limited, under the following brands, well known for style and wearing qualities.



Tennis Goods



Tennis Goods

*Jacques Cartier  
Dominion, Anchor  
Fleetfoot, Goodyear*

Stock carried by us at Toronto. Quick service on Sorting Orders from all Branch Warehouses.

**Blachford, Davies & Co.**  
Toronto, Canada **Limited**



Mark of Quality



Mark of Quality



# “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 yourself to see our samples and prices for 1916 before ordering.

*Booklet “N” Free on Request*

### John Palmer Company, Limited

Fredericton, N.B.

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



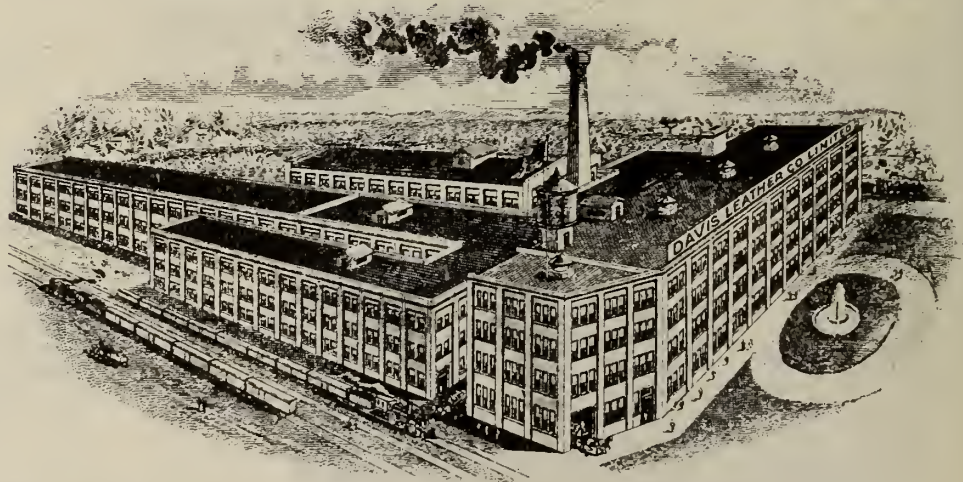
THE LARGEST TANNERS OF CALF LEATHER IN  
THE BRITISH EMPIRE

# DOMINION CALF



MADE IN  
CANADA

The  
**CALF**  
of  
**QUALITY**



Used by the Best Shoe Makers in Canada. The best tanned, best finished and most uniform stock on the market. Right in color, texture and WEAR. Economical in cutting.

## Davis Leather Co., Limited, Newmarket, Ont.



**“EAGLE”  
Shoes**

**“LA LORRAINE”  
Shoes**

**FRANK W. SLATER  
“STRIDER” Shoes**

**1916 - 17  
FALL SEASON**

Eagle travelers will soon be out with a most representative line. Their samples will reflect the latest style tendencies.

No better values in Men's Welts and Women's Welts and McKays will be shown. We have protected ourselves and our clients as far as humanly possible in the matter of prices, but conditions beyond the control of any manufacturer make price an uncertain factor.

Talk to our travelers for more detailed information.

**THE**

**EAGLE SHOE CO., LIMITED  
MONTREAL**

**Sisman's  
Everyday Shoes**

are made to stand the wear and tear of day after day hard usage. The old adage “there's nothing like leather when it's well put together” holds as good to-day as it ever did, and the solid leather shoes of our Everyday line have first call with those who demand big value. Everyday Shoes have no equal for fine appearance and wearing qualities. Each pair sold, sells another pair.

ASK YOUR JOBBER FOR EVERYDAY SHOES

**The T. Sisman Shoe Co., Limited, Aurora, Ont.**



SEND A POSTCARD FOR THIS NEW  
SHOWCARD



We will be Pleased to Forward you Some on Request

*The Nugget Polish Company, Limited*  
9, 11 and 13 Davenport Road  
Toronto, Ontario



# TEBBUTT SHOES

*Order Them for Fall*



*THE  
Professor*

PAT. N<sup>o</sup>. 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

The Tebbutt Shoe & Leather Co., Limited  
THREE RIVERS, QUE.

# Neolin

BETTER THAN LEATHER

Everybody wants it  
—nobody had it

but

# TETRAULT

“FIRST AS USUAL”

has it now

## TETRAULT SHOE MFG. CO.

*“Largest Manufacturers Men’s Goodyear Welts in Canada—Bar None”*

### MONTREAL



# You Get It

Your customers  
are after you for it

**GIVE THEM WHAT  
THEY WANT**

We will see that you get  
a bite of it for Easter

Don't Delay One Day—'Twill be too late

**TETRAULT SHOE MFG. CO.**

*"Largest Manufacturers Men's Goodyear Welts in Canada—Bar None"*

**MONTREAL**



28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



# WAIT AND SEE

---

Our salesmen have started your way with the Dominion Rubber System's line of Rubber Footwear for 1916.

It is the finest line of samples ever produced in Canada. It includes your old favorites, together with many new styles that are sure to be trade-winners for you.

It will pay you big to see the Dominion Rubber System's line before placing your order.



**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.

28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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## A HOPEFUL OUTLOOK FOR SPRING

**February Business Good for the Season—Stocks Well Cleaned Up—  
Looking Forward to Early Spring—Leather Still Climbing—Manufac-  
turers and Fall Samples—Rubber Season Opens Well.**

**F**EBRUARY is the *bête noir* of the retail shoe trade. This year seasonable weather helped out with skating and other outdoor sports, while the snowfall in the latter part of the month cleaned up rubber stocks pretty well. It is the month when the "weary willies" pass in their checks and the quitters get the business "epizootic." It is the month when the live merchant cleans out the rubbish, puts his house in order and gets ready for spring business. And some make good money in the process. Winter sales are reported particularly successful this year and the shelves have thus been prepared for new goods.

The great question is will St. Patrick's Day see the beginning of real spring weather. A start just now will mean a good deal to this season's sales. So far March has partaken more of the nature of the lion rather than the lamb, and it is natural to hope that the old "saw" may be realized in its going out like a lamb. The retail business can use all the sunshine the weather man can wish on it from now until "May Day."

Shoe manufacturers have completed their spring shipments and have their thoughts just now on fall samples. As a rule very few changes are made in fall lines as compared with spring, but with the remarkable condition of the leather market and the prospects of further changes, shoe producers are shifting the burden somewhat as to materials and some decided alterations may be expected, not so much in shapes as in materials. Although there is a tendency towards narrower toes all around, in men's lines comfortable, roomy shapes will prevail. It is too early to speak of spring sorting, but the indications are that this will be brisker than usual owing to the clearing up of stocks in process in the last month or six weeks. Shoe prices have had to be entirely re-modeled in most lines within the past two months.

Leather still maintains its reputation for uncertainty and keeps gradually going up in price from week to week, especially in certain lines of upper stock. Some grades of calf are almost unprocurable and manufacturers are finding it necessary to meet the shortage with other materials. The larger sales of army shoes and leather equipment are clearing up all the available supplies of this class of stock and have made it awkward for manufacturers of certain lines of shoes. In staple goods, however, the supply is equal to the demand, and apart from the regular advance necessitated by the higher cost of raw materials and labour, there is no great pressure.

Rubber manufacturers and jobbers report an active trade in their line. Retailers seem to realize the advantage of ordering their season's requirements under the present market conditions. Already the orders are much larger than they were at this time last year and it is expected that by the end of the month placing orders will be pretty well all in.

The Findings Business has become quite an adjunct to the retail shoe business. We are devoting space in this issue to the encouragement of its development as a source of revenue and trust some who have not hitherto given it any attention may be induced to do so.

# HANDY STOCK-KEEPING SYSTEM FOR RETAILERS

How to Place the Goods on the Shelves and Enter Them on the Stock Book—The Proper Use of Sales Slips—Keeping Tab on Date Each Sale is Made—The Best Method of Handling Cartons and Maintaining the Stock in Ship-Shape Order

By J. T. ARDLEY

I HAVE found by observation that a very large percentage of retail dealers do not have their business systematized. It is a well known fact that system in any business reduces the work and worry one-half. In a few words and as concisely as possible I will explain a system of stock keeping which I adopted some years ago, and year by year I have added new ideas.

First, let us start with marking the shoes. Every shoe which comes into your store should be marked with ink on sole, lining or facing; first the stock number; second, the selling price. If you are marking colored shoes, a mate number on the toe of each boot will prevent your salesman selling mismatched colors in colored shoes. The stock number should appear on each boot to facilitate putting goods on your ledges back into stock after a busy day.

### Stock Cartons on Labels.

Now, then, the shoes are marked and we want to put them on your shelves. I consider stock cartons a very important factor in keeping stock. A uniformity of such cartons adds greatly to the appearance of your store, besides

sizes should be placed at the left in the section, the large sizes to the right. This will avoid any confusion.

### The Stock Book

The use of a stock book in your business is indispensable. It is as valuable in your business as a ledger is to a bank. Turn to its pages and you can tell at a glance how many pairs of any stock number you have in stock, how many you have sold, what sizes are sold out, what sizes to buy, who you bought it from and what it cost you. This information is before you at any minute of the day; its in your stock book, easy to handle, easy of access, in fact, you have all your stock all the time before you. The stock book helps you in buying, because you can turn to its pages and tell how many pairs you sold, consequently you can base your buying on past sales, instead of guessing at it. No matter how good judgment, knowledge of leather and footwear, or memory you may possess, you will make mistakes and occasionally buy lines of goods and sizes which do not sell, and lines of goods and sizes which do not sell is money invested in dead stock. Of course, mistakes will occur, but I claim that the proper and correct use of the stock book will reduce such mistakes to a minimum. It is also a great help in buying sizes, or, as we say, sizing up stock, for if the stock book is correctly kept you do not have to wait to have sizes taken. You can run through your stock book and at a glance can tell what sizes are needed and order accordingly. The stock book should be made to order, in size to suit the volume of your business. I would suggest a stock book of not less than 1,000 pages, to be ruled as shown in illustration No. 1. Next arrange your stock numbers in the following manner:—For men's black boots, number 1 to 149; men's tan boots, 150 to 199; men's oxfords, black, 200 to 249; men's tan oxfords, 250 to 299; men's black slippers, 300 to 349; men's tan slippers, 350 to 399. In like manner lay out your samples for boys', youths' and little gents', women's, misses' and children's. With your stock laid out in this manner, it is very easy for a new clerk to locate your goods, as you can hand him a key to your stock number system on a card and he will soon be at home.

50 Men's Box Calf Bals., G.W., L.S., Brit. Toe. "Shoeleather & Co."												
306	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½
5-00	B	/	/	X	X	X	X	X	X	X	X	X
3.50	C	X	/	X	X	X	X	X	X	X	X	X
	D	X	X	X	X	X	X	X	X	X	X	X

050½ Men's Box Calf Cong. G.W., S.S., Lenox Toe. "United Shoe Co."												
605	C	H	III	III	III	III	III	III	III	III	III	III
5-00	D	/	/	/	/	/	/	/	/	/	/	/
3.50	E	/	/	/	/	/	/	/	/	/	/	/

No. 1—A Leaf From the Stock Book

your store always looks well stocked, which leaves a good impression on your customers. If you cannot afford your own stock cartons then have your own labels printed and paste them on carton which shoes originally came in. Print on end of your stock cartons, stock number, size and width, using one-third of space on left hand side of the end of carton, the balance of the space to be used with your name and business address.

### Arrangement of Stock

As far as possible keep the different kinds together; for example, ladies' button boots in McKay, welts and turns in a section by themselves. Arrange your stock on shelves with the lowest priced boot at the bottom and the highest priced nearest the top. In like manner arrange your lines of shoes which you carry in widths, with A at the top, B under A, C under B, D under C, and E under D. In placing twelve pairs of shoes in sizes 2½ to 7 in stock, the small

### How to Enter Your Stock

We have 60 pairs men's box calf lace boots, GW, double sole, to enter. We have decided on say 50 for stock number. We turn to page 50 in stock book and enter the number of pairs in each size in its size column opposite its width. Our next boot to enter is same style in button. All button boots are known in stock by addition of the fraction ½, and other kinds ¼, to any stock number in men's department. Our button boot will be known as 050½. We turn to page 50 in stock book and on lower half of page enter this line, as shown in our illustration No. 1. In like manner we proceed to enter all our stock in the stock book. All whole numbers in ladies' boots, indicate they are lace; button by fraction ½. Misses' and children's in the same way, and with just as much ease.

### Sales Check

We are now ready to make a sale and I would strongly impress upon my hearers the importance of the sales check,



which you cannot do without if you keep a stock book. Your sales check should be ruled for stock number size, width and price. The sale having been made, the salesman enters on his check, stock number, size, width and price sold at. The shoes with check are handed to cashier who retains duplicate check. Every morning the cashier, or bookkeeper, or whoever has this work to do, takes the previous day's sales checks, and checks off all the sizes sold on the stock book, by crossing off the sizes, making the figure 1's an X. See illustration No. 1 for example. If a credit business is done the charge sales are checked off stock book in same manner as cash sales. In case of exchanges we treat the boot and size going out as a new sale, and under this record we write the word "Returned," following with stock number, size and width of boot returned. We then charge stock with pair sold and credit stock with pair returned. Mistakes in keeping of stock book will sometimes occur. Perhaps a mistake will be made by salesman in making out sales check, if so, your parcelling clerk should examine every pair as to stock number, size, and width; this being done, there is very little chance for errors from this source. However, occasionally it is best to take a list of what you have in stock and compare same with stock book.

**Dating Shoes When Sold**

The stamping of your name, address and date on the inside of every pair of shoes as they are sold, is another of the good things which is little used by shoe dealers. Every dealer has had his share of customers who come in and find fault with the wear of his shoes. The customer will probably say: "I bought these shoes here three, four or five weeks ago," as he thinks the case may be, "and now look at them; hadn't they ought to have worn longer than that?" If you are using the dating stamp you look on the inside of shoe and invariably find that instead of four or five weeks it has been so many months that the customer has been wearing the shoes, and in almost every case it is found that the shoes have given a fair amount of wear. If you are not using the dating stamp you have to take the customer's word. If you are using it you have some basis for an argument to convince your customer that you and your shoes are all right and that it is his memory which is playing him the trick. It may save you making an allowance when it is not justified and may save you a good customer. There are many styles of dating stamps in use, the one we use gives all the information at a glance. The face of stamp is about size of a copper, has our name and address on outside rim. The centre has date, month and year. If you prefer a dating system which your customer cannot tell when they were purchased, the following is the simplest. On the face of the stamp have your name, in the center room for three figures. Commence by dating all shoes sold on January 1st by simply the figure 1, all shoes sold on Jan. 2nd by figure 2, and so on for each day of the month for January. Shoes sold on February 1st should be numbered 32; February 2nd, 33; February 3rd, 34; and so on through every day of February and for balance of year. As there are 365 days in a year it is quite easy to calculate what day and month any shoe was sold. For example, a shoe with number 180 was sold on June 29. A small book in the office with each day in the month numbered consecutively from 1 to 365 is all that is necessary. Then, if your customer demurs and claims there must be some mistake somewhere, your book with the same number that is stamped on the lining of the shoe is evidence of the correctness of which any customer must acknowledge.

**How to Handle Your Stock Carton**

The salesman when taking a shoe from the shelves to show a customer should take only one shoe of a pair from the carton, then replace cover on the bottom and put carton

back in its place on the shelves. The stock carton should not be allowed to remain on your ledge even temporarily. It is just as easy to leave carton in its place on the shelf, thereby avoiding the piling up promiscuously of boots, shoes, cartons, lids and tissue paper on your ledges until you can't find mate of shoe sold, or even remove from your first section above ledge another pair of shoes without a grand shove of the debris to the right or left, which usually results in several pairs falling on floor. If the pair of shoes shown is sold then the cover is put on and the carton should be reversed showing the blank end, as shown in figure 1, in illustration No. 2. Give each salesman an equal amount of stock to take care of, whose business it is to replace every pair sold in his section. If the sizes sold cannot be replaced from reserve stock the stock keeper for this section should turn carton upside down with blank end to the front. That

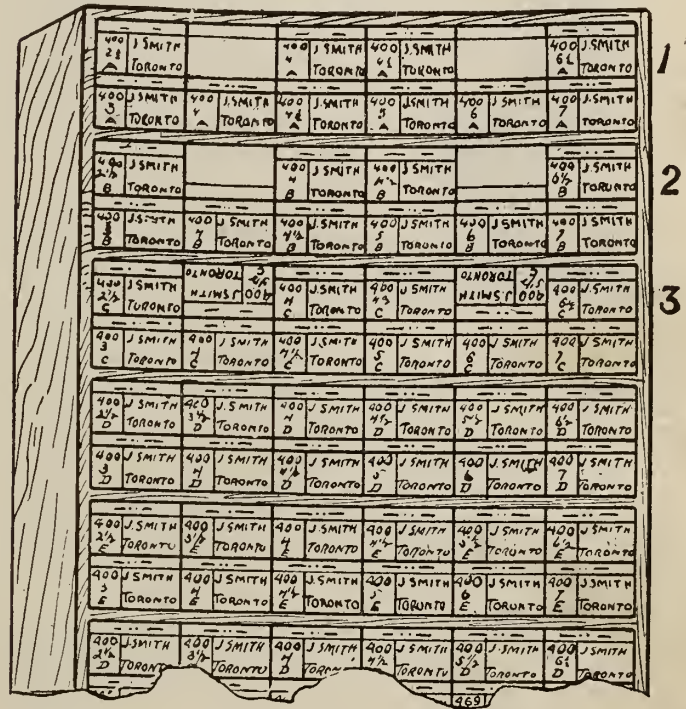


ILLUSTRATION No. 2.

means no sizes in reserve. If stock goods have to be used for window display the carton should remain in stock upside down with label end to the front, as shown in figure 3, in illustration No. 2.

**Keep Merchandise Account**

One more suggestion which comes under the head of "Bookkeeping" rather than "Stock keeping," and I am through. Keep a Merchandise Account in your ledger. Dr. merchandise as received day by day from the firms you do business with, and Cr. this account by the sales at the cost price. This will give you a correct account of stock in store daily and in case of fire you have the proof in black and white of the stock prior to the fire and such evidence no insurance company can dispute.

The man, who scores success in the shoe business today, is the one who watches most closely those two columns which mean his prosperity or his downfall. Those two columns are Profit and Loss. Without an effective and dependable stock keeping system, the average shoe dealer is like a ship without a rudder, liable to drift into any port. While the system which I have outlined, may not be suitable for the business of all men in the trade, still each retailer should have some method of knowing what stock he has on hand, what lines have sold the most freely, etc.



# HOW WHOLESALER PROTECTS RETAILER

**Makes Every One Produce an Order—Those Who Have No Direct Claim for Consideration Are Charged Twenty Per Cent. Extra Which Goes to a Patriotic Fund—The Way Certain Firms in Other Lines Make Money Out of Some Bold Individuals**

**B**ARGAINS? Yes, they think they are getting them, but they certainly are not, and they will find this out some day," remarked a leading eastern wholesale shoeman. "Any persons who come in here having some moral or obligatory claim upon the house and ask for a pair of shoes,



why we charge them 20% over our regular price. We are creating a fund with this margin and intend to hand the proceeds over to the Patriotic organization. We are determined to stop such private persons asking for footwear. The retail shoeman is our legitimate customer, and we do not want any public patronage. It is a nuisance in every way—terrible nuisance.

"Of course, no matter how rigid a rule you may enforce—no matter how strict your instructions may be to your

staff or the classes that you eliminate, there are always a few former travelers, former dealers, ex-employees, relatives, etc., who think they have a perfect right from past associations or patronage to get their shoes wholesale. Well, we tack on 20%, and they will find in time that their footwear is costing them just as much as it would by buying from the retailer. By this statement I mean if such a caller would watch for snaps and buy during the mid-season sales, he would get his footwear cheaper than by coming down here and bothering us.

## Some Exceptions in Every Case

"Now, of course, on reading this, some retailer will flare up and ask what we mean by letting anybody outside the trade, except those with a written order, have shoes at all. Well, let him put himself in our shoes, so to speak, for a few moments, and he will be able to see matters from a different angle. There is the man who has done our carting for seven years. His wife and family naturally think they have a right to get their shoes at wholesale prices. Then there is the fellow who attends to our furnace, the plumber, the electrician, the carpenter, the night watchman and others in different lines, who do work for us throughout the year. They give us good service, and show a willingness to come at any hour to oblige us.

"Now, if the wives and families of these men want shoes from us, we cannot do otherwise than grant this concession. But, as I told you, anybody else who happens to know a traveler, the wife of a traveler, has a nodding acquaintance with one of our sales staff, or has made a bow to our office boy, and thinks by reason of such friendship, be it intimate or remote, he can buy shoes here at wholesale prices, he is grandly mistaken, for we turn him down flat.

## Make Them Pay for Privilege

"Ten years ago things were different. The system was more lax, and the retailers themselves did not seek to protect their own interests as they do to-day. Now, I want to tell you that no others get shoes here, except those having a written order from a retailer. We charge clerks, bookkeepers, and warehousemen from wholesale establishments in the hat line, the clothing line, the neckwear line, the millinery line, the ready-to-wear line, etc., an advance of

twenty per cent. The system of giving an employee an order, and sending him to some other wholesale house for wearing apparel or household effects is a pernicious one.

"Now we do not give any of our employes such an order on any wholesale establishment, no matter in what line these firms deal. Of course, some of our men do not like it, but we do not believe in such a plan, and when employes from other houses come here for shoes, we tack 20% on regular wholesale prices, as I have told you, and then give that to the Patriotic Fund. The only way you can tax some people is indirectly, and the only way they give to the Patriotic Fund is through an extra levy.

## How Some Are Deluded

"You know, Pitt, the Prime Minister of England, once said that you could tax indirectly the shirt off a British workman's back and he would never murmur. But impose a direct taxation, and he would raise strenuous protest. The same is true largely of all classes of people. Yes, I know that certain employes think that they are getting things at a reduction, particularly when they go to a jewelry establishment, a china establishment, an electric supply house, fur company, carpet or curtain house, hat establishment, dress materials firm, etc., but they are often paying more than they would have done if they obtained these through regular retail channels.

"How do I know, you ask. Well it is a well known fact that a certain jewelry house in this city makes a good deal of money by private parties going there to buy articles at wholesale prices, and getting 'stung.' This house, which has become notorious, as it were, for encouraging trade with the public, never refuses anybody. You are politely waited upon and conducted to a neat, well-arranged sample room, and shown what purports to be the cost prices to retailers. Unless you have some inside knowledge of the game, you believe you are the subject of considerable condescension on the part of this establishment, and that they are doing you a particular favor, but remember that all jewelry retailers obtain a substantial discount from this so-called price list. You do not.

## The Retailer is Legitimate Medium

"Why, a friend of mine, who is in another line of business, and happens to know a little about the china trade, took one of his relatives over to a certain establishment a few weeks ago, as a Dresden china dinner set was desired. My friend and his brother-in-law were cordially received, and being escorted to the sample room, picked out a very nice set and asked the price. The girl in attendance said:—'Oh yes, we will give it to you, at our regular list figure,' and she showed the printed sheet. My friend, however, was not to be caught unawares and said:—'Yes, that is your printed list, but the trade gets fifty and five off.' The girl blushed to the roots of her hair, and said: 'Just wait a moment,' and left the room.

"After consulting with the head of the house, she returned in a few moments and said:—'We will give you 50% off.' So you see that people who go there, knowing nothing about trade discounts or practices are really paying more for certain articles than they would to the retailer, for the latter, except in certain lines, does not make 50 or 55% on his goods. In other words, if this visitor had gone alone he would have been obliged to pay more

*(Continued on page 45)*



# SIMPLIFIED CARD-WRITING FOR THE SHOEMAN

Any Person Who is a Fairly Good Penman Can Learn to Produce Small Plain Cards—The Necessary Equipment to Begin—Two Things Essential for Show Cards are Legibility and Neatness—Some Items That are of Pressing Importance

By RALPH WILLIAMS

**T**HE problem of securing novelty show card effects for Easter is easily solved in the store where a show card writer is continuously employed. Any man or woman who has so far progressed in the art of cardwriting as to be capable of holding a position in which the production of show cards is the main thing, can be safely trusted to evolve any novelty effects required. If such a person cannot originate he can adapt and will know where to look for his ideas.

But for the small store where the show cards used are purchased from a free-lance card-writer, or produced on the premises by a clerk with whom such work is a side line, the problem is more acute.

Buying show cards from the sign-writer is apt to prove so expensive that the number of cards to be used is kept down to the absolute minimum.

## The Handy Clerk

On the other hand, in the store where one of the clerks writes an occasional card, the difficulties encountered by the lack of skill and the absence of proper brushes, inks and carbboards, quite often combine to produce a similar result.

The chief difficulties, however, that confront the amateur card-writer, are, like many other difficulties in other matters, largely born of the imagination.

## Good Penman Easily Learns

There is nothing really difficult about the simple forms of cardwriting. Any person who is a fairly good penman can soon learn to produce small, plain cards, ranging from a small price ticket up to as large as half a sheet, 11 by 14 inches. It is not suggested that one can master the whole art of cardwriting in a few days, but that a person who is able to write neatly can quickly learn to print neatly on small size cards and, with more and more practice, to embellish the cards with simple novelty touches.

## Two Requisites Needed

To begin with it should be remembered that the two absolutely essential things for a show card are: legibility and neatness. Any other qualities a show card may possess are subordinate to these and can, if necessary, be dispensed with. You have something to say on the card and that something is of the first importance. Neatness is necessary to keep up the general good appearance of the window. Ornament, coloring, novel airbrush shaded effects, fancy mat boards, etc., are valuable if they can be had conveniently and economically, but fancy cards, or even the larger size plain cards lettered in black on white card can be produced only by a skilled card writer who keeps in practice by working at it every

day. For the amateur cardwriter, who wishes to acquire sufficient skill to turn out small, neat cards and tickets, the equipment needed will be very simple.

## Necessary Equipment Small

Procure a few broad lettering pens (Soennecken) numbers 1½, 3 and 4. Get also a bottle of each of black, red, blue and green show card inks, a five cent camel's hair brush (for filling-in purposes) a straight-edge, ruler, pot of paste and a pair of heavy, well-sharpened scissors capable of cutting toughish card.

With this equipment one is ready to go to work and can produce very creditable cards up to 11 by 14 inches in size and can give his work a touch of novelty by varying the color of the ink used, and by utilizing odd pieces of colored card and lettering them with a good contrasting ink.

## Interest of the Message

It is not to be expected that the efforts of the beginner will possess the snap and finish observable in the work of a skilled professional cardwriter. They do not need to have such a finish. The person who looks in the store window is apt to be more interested in the message conveyed by the card than in its execution. So long as the lettering is legible and neatly spaced, and is free from crude attempts at florid ornament, it will do its work, that is—say what it has to say without marring in the least degree the general tone of the window display.

## The Alphabet

Fig. 1 shows a simple, one-stroke italic alphabet that should be mastered very readily by a fair penman as the letters have a handwriting slant and are very much akin in construction. Copy this alphabet, using a No. 3 pen. Follow the method of construction indicated by small arrows, but do not be too slavish about it.

If you can shape up a letter in a way more natural

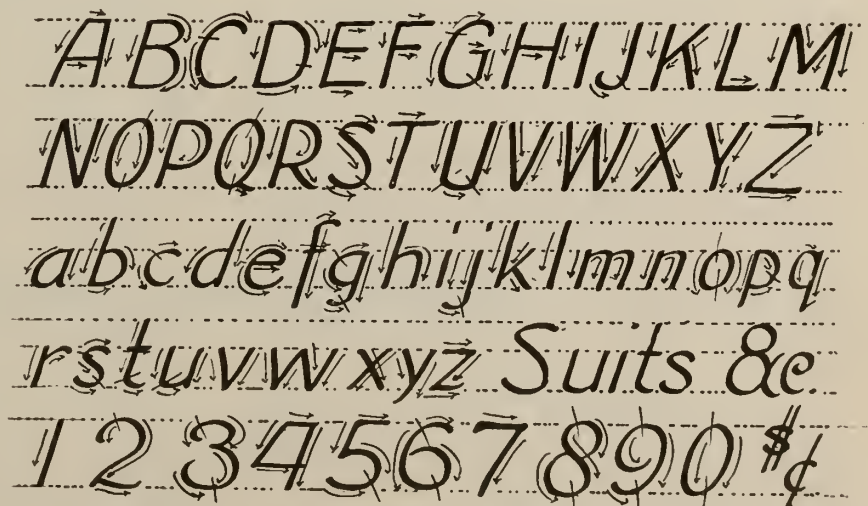


Figure 1

to your hand than by following the method given, do so. The manner is of small importance, as the object is to print letters neatly and quickly. But if your hand shows no natural knack in letter construction, follow the one given,—it has been in practical use for a good many years by the writer.

#### How to Begin Practice

Take a sheet of any paper or card that is not too spongy or soft for ordinary writing, but avoid the highly glazed card used on boxes. Mark off one inch from the top, at both ends of the sheet. Then, commencing from these points, mark off five half inch spaces. Take your straight edge and connect the points marked, making five sets of parallel lines as indicated by the dotted lines on Fig. 1. On the third and fourth lines mark off spaces five-sixteenths of an

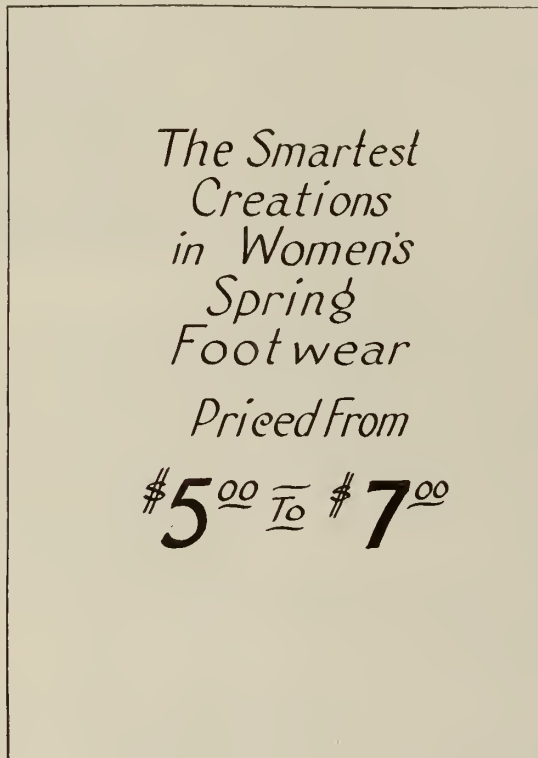


FIG. 2

inch from the bottom line to hold the lower case letters, as shown.

Now you are ready to go ahead. Get a soft pencil, nicely pointed, and lightly sketch in the letters. Do not attempt to outline, this is a single-stroke letter. Your pencil work should not be labored, as its only purpose is to get the letters placed right and slanting evenly.

When you have all five lines sketched in, take your black show-card ink and thin down a portion of it into an empty wide-necked bottle until it flows nicely off the pen, at about the same consistency as a good fluid writing ink. To avoid blotting the letters, shake off the surplus ink after each dip by lightly rattling the pen point in the neck of the bottle. This will give you the right amount of ink on the pen to work with.

After practising this alphabet and the numerals about a dozen times, begin to form the letters into words, as a high degree of perfection in the formation of an individual letter is of much less importance than good spacing and arrangement.

Now, suppose the lesson has been well practised, a

dozen copies of the alphabet made and two or three sheets of paper filled up with words. A card for the window may now be attempted.

Let us take the wording shown in Fig. 2. This is done on a card 7 by 10 inches. First cut your card to the required size after squaring it up as well as possible and taking care to have the edges cut clean. Then measure an inch and three-quarters from the top and lay out the parallel guide lines as in the alphabet lesson. When this is done sketch the wording in lightly with a soft pencil, taking particular care to get the margin fairly even all the way around except at the bottom, where it should be a little wider. The card is now ready for inking with a number three Soennecken pen. A goose or turkey quill pen cut to the right size is a good substitute for the Soennecken pen. The price is made heavier by double stroking.

This is a small card, but plenty large enough where several others are displayed in the same window. Larger cards require a large pen and sometimes an outline letter to be filled in with the brush. But for the beginner and the amateur this small letter style will be found exceedingly useful. It is easy to learn, more especially by those who can write a good hand, and a few days' practice with the alphabet and word writing will enable one to turn out a very passable card for everyday purposes.

#### A MAN OF SHOES

(See Front Cover)

**P**HILIP POCOCK, of London, Ontario, has crossed the meridian of life and yet forty of his busy years have been practically spent in the shoe business. He is one of the few men in the trade to-day who first saw the necessity of going to the fountain head for shoe ideas and shoe values and as early as the late seventies made himself familiar with the product of Montreal and Quebec shoe factories in his line.

He graduated from the retail into the wholesale business some fifteen years later, and since that time the whole of western Ontario and later the far west has been his parish. He knows shoes from A to Z, and can shut his eyes practically and tell what one is worth. That he is a jobber and not a manufacturer is his pride. He is willing to let the other fellow do the worrying about details of manufacture and is content to bring to bear upon the results his long experience as to what the people want and what they will pay for it.

He has made a humping success of the shoe business, but has not let shoes or even dollars so becloud his vision as to lose sight of his duty to his day and generation. "Phil" is a "big noise" in his native city and is identified with other commercial interests besides the London Shoe Co. and the Independent Rubber Co., both of which benefit so largely by his business acumen.

But his great hobby is municipal enterprise. He was for years on the Board of Aldermen for the city of London and chairman of several of the council's most important committees. As Water Commissioner he has done the city excellent service as well as in his position as one of the Railway Commissioners.

He is also identified with many of London's philanthropic and patriotic enterprises and has been mentioned as London's coming chief magistrate. He is a genial, wholesouled, energetic business man who does not look the several years over the half century mark that have dealt so kindly with him.



# 1916 RUBBERS 1917

We stock the well-known makes of the Independent Rubber Co., Limited—a house whose product has established a firm reputation for quality and value. The brands are

“Kant Krack” “Dainty Mode”  
“Royal” “Bull Dog”  
“Veribest” “Dreadnaught”

Our travelers are now on the road with samples, and a complete sample range can be seen at our warehouse.

When placing rubber footwear orders, see the London Shoe salesmen for values that are second to none.

The  
**London Shoe Co., Limited**

*Wholesale Shoe Merchants*

London        ::        ::        Ontario



## Our New Premises

THE remarkable growth of this young business has necessitated removal to the large new premises illustrated. This growth is not, of course, the result of an accident. Credit may justly be given to the superior service on the lines featured and specialized in, namely,

“Smart Footwear of the Better Grade  
for Men and Women”

“CRISPINCRAFT”

(Men's)

“FAIRSEX”

(Women's)

Footwear makes customers and money for the dealers who handle them. Your business solicited, and every assurance given that the service will please you.

**J. S. TOWNSEND**

41-45 King William St.

Hamilton, Canada



# STRAY SHOTS FROM SOLOMON

Blaming the Devil is as old as Eden. There are people who run into his arms and expect sympathy when they get caught. This walking into evil and making excuses to the Almighty and one's fellows is a common game with those who haven't sense or sand enough to keep in a straight track. "Remove thy foot from evil." You don't have to sort with blacklegs or walk in the way of crooked men. There are men who pray every day "lead us not into temptation" and walk into the first puddle they come across. There is an idea abroad that the Almighty takes people by the collar and pulls them out of saloons and other places where they oughtn't to go. "Remove thy foot from evil." Take the other side of the street. Go the other way. Quit the thing you know keeps you from being a man and you will get all the help you need when Satan or anyone else comes along and tries to pull you the other way.

Keep your tongue off your neighbor. Do this for your own good as well as his. No man who talks uncharitably about his fellow is ever as good himself after he has set his tongue loose. There is something about back-biting that demeans a man, and every one of us has had the feeling of wanting to crawl into a hole after we have caught ourselves talking about someone whose ways or words we did not approve. "He that uttereth a slander is a fool." Why should you meddle with other people's affairs? Are you so good yourself, that you can cast a stone at some fellow who has made a slip or who even walks brazenly in the "path of the wicked?" Nine times out of ten the tendency to talk about others comes from a consciousness that a man's own inside or outside is not as clean as it might be. When you hear a man bemoaning the frailties of his fellows you can put it down that he is sprung in the knees morally himself.

The war has brought home to us all some very homely and humiliating truths. There is an awful waste in modern life and war conditions have brought to notice the unnecessary and wicked extravagance of even the best regulated lives. The first great waste to have the spotlight thrown upon it is the liquor habit. The war has done what years of argument seemed powerless to accomplish—shown that liquor drinking is one of the greatest foes not only to the social progress but to sound, national prosperity. Then it has also been shown that the waste in food and clothing is more than sufficient not only to maintain immense armies in the field but support the myriads here at home who have not enough to keep them from starving or freezing to death. If nothing else came of the war and national economy in these respects was the results, the scourge would not have been in vain. "The drunkard and glutton shall come to poverty" and the nations that waste their resources shall come to similar disaster.

You have forged the chains that hold you fast. What is the use of whining about temptations and wanting to do the clean thing? You have done the dirty thing so long thinking you could quit when you wanted to and now you find out that you are not your own boss. "The wicked shall be holden with the cords of his sins." You can remember when you would have cut off your right hand before you would lie but now it is as natural for you to be crooked mouthed as it was once to be truthful. There was a time when you wouldn't do a sharp or shady trick and when you said to yourself you would rather be poor as Job's turkey than make a dollar that was not clean. You would hate to tell now how much of your bank account represents what you once despised and abhorred. You never expected to see the day when you would joke about things you once thought were as essential as life. You have tied yourself up so with habits of thought and life that you don't know yourself.

Money is all right in its place, but when it gets out of it it plays the devil with men. It is no wonder that Paul said "the love of money is the root of all evil." It has damned more men for time and eternity than any other one thing on earth. When it gets a good grip on a fellow he is pretty well done for. It will make a thief out of an honest man, a churl out of the kindest neighbor, and a blood-thirsty villain out of a good natured comrade. It has been at the bottom of every crime in the category. There are men we know who have sold their souls and sent their families to ruin because they could not shake off the spell of the dollar. "He that is greedy of gain troubleth his own house." Once the "grab germ" gets hold of a man he has about as much chance of becoming a good father or a useful citizen as a mud turtle has of becoming an eagle. And the worst of it is that some men make the excuse that their worship of the "golden image" is in the interest of their families.

A man's sin may not find him out as far as its being actually brought home to him, but no man can go on living an evil life and not be found out. Crookedness is like the smallpox; it is bound to come out. There are fellows who think they have managed to hide their shady ways pretty well from those around them and as far as putting a finger on any definite act no one would dare to accuse them of wrong doing. But people shrug their shoulders and say, "He may be all right but I have no confidence in him." There is such a thing as a man's character speaking from under his skin. There is a process going on within us all which makes us unconsciously but surely the product of our thoughts and acts, and whether we open our lips or not we are usually known for what we are. "He that perverteth his ways shall be known."

*Solomon*

# ARROWSMITH

*"First Aid"*  
TRADE MARK  
TO THE FEET

## "FOOTPRINT" SKIAGRAPHS



Can you tell what is wrong with these feet?

The "Footprint" machine for making the above skiagraphs can be purchased for \$2.50.

Show your customers a "photograph" of their feet and demonstrate the use of Arch Props and other specialties. Every shoe man should own a "Footprint."

Let us quote you prices on Arch Props and Supports, Bunion Shields, Toe Strates, Heel Cushions, Foot Powder and all Foot Specialties.

We protect the interests of the legitimate Shoe Dealer by refusing to sell our goods to drug stores and other price cutters.

Your jobber carries our line, or let us have your order by mail.

**CANADIAN ARROWSMITH MFG. CO.**  
**LIMITED**  
**Niagara Falls, Ont., Can.**



## PLEASURE AND PROFITS IN SELLING FINDINGS

The Outlay is Small, the Turnover Frequent and the Returns Satisfactory—Well Equipped Findings Department Requires But Little Room, Attracts People to the Store and Means No Extra Overhead Expenditure—Co-operation of Sales Staff

“YES, there is both pleasure and profit in selling findings. If you do not believe it, ask the shoe man who has a good findings department. He will tell you that the profits from these small articles go a long way toward meeting the many overhead expenses connected with his business. They help pay such overhead costs as help, heat, light, insurance, delivery, taxes, rent, etc. In fact, more than one enterprising dealer avers that he makes enough out of the shoe findings end to pay his rent.”

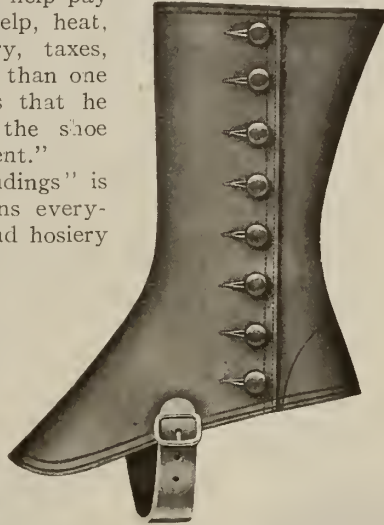
When the term “findings” is used, it practically means everything outside of shoes and hosiery that is sold in the store.

“Yes,” said one footwear merchant to the *SHOE AND LEATHER JOURNAL*, “I never had my eyes opened to the possibilities of findings, as I always had looked upon such things as a kind of a nuisance or annoyance.

Of course, I kept shoe laces, polishes, brushes and insoles at the back end of the shop. Some of them were on a shelf, and the rest deposited in a big drawer. People would come in and ask me if I had such and such an article, I would fuss around and perhaps I had it, but more frequently I had not. There was nothing in the shop to suggest that I was after this line of trade.

### Had His Eyes Opened at Last

“One day, however, a traveller for a findings house, who knew me pretty well, came in and told me that he was going to place an order for a general line of findings in my town, that there was good money in the department, and if I wanted to get in on the game, he would give me the first chance. He mentioned the names of two or three other



fellows in neighboring places—not as large as our burg—who were doing handsomely on \$100 or \$200 investments, without any extra overhead outlay. Here was a chance to make some more money, turn the goods over several times, and all at a small expenditure. The traveller told me quite frankly that notwithstanding the advance in prices, the average profit in the findings department was much ahead of that on the average line of shoes. He said that of course on novelty footwear, many dealers made from 50 to 100% at the outset, but that when staples, dead stock, special sales and everything were taken into consideration, the average margin of a shoeman was not more than from 20 to 25%. In fact many dealers did not make that much. In the findings, though, things were different. Nothing went out of style, except shoe buckles and laces. Finally I grew so interested that I asked him several questions in regard to the profits and cost. This is what he told me—the figures mean a fair average profit and may be greater with some shoemen and less with others.

“The whole range of dealers being taken into consideration, from the large metropolitan bootery to the village shop, the average margin is:—

Polishes.....	33½%
Dressings.....	50%
Laces.....	25 to 33%
Arch Supports.....	100 to 125%
Shoe Trees.....	75 to 100%
Buckles.....	50 to 75%
Brushes.....	50%
Polishing Outfits.....	33 to 50%
Insoles.....	33%
Rubber Heels.....	25 to 33%
Heel Pads.....	50%
Bunion Protectors.....	35 to 50%
Over Gaiters.....	33 to 50%
Soft Soles.....	33 to 50%
Boudoir Slippers.....	30 to 40%
Skate Straps.....	50%
Ankle Supports.....	40 to 60%

“Perhaps some one may ask why prices are not quoted in all the articles mentioned. This, of course, it would be

### BABY SHOE WINDOW SHOWING SOFT SOLES

*Clever use has been made of the child's miniature dresser while the baby seated on a chair is being shown a pair of nice soft soles, several styles of which are seen on the tiny dresser. This display made by a Boston firm was very realistic.*



# CHAS. TILLEY & SON

## SHOE STORE AND REPAIRERS' SUPPLIES

**O**UR stock of Laces, Insoles and Foot Comforts is complete in every respect, and enquiries from the trade will be appreciated. We specialize in babies' and children's shoes, and our new welted pumps for the coming season make an interesting display.

### Tilley's Regent Brand of Shoe Dressings

maintain their usual high standard of quality, and the present favorable terms to the trade will be continued notwithstanding the increasing costs of materials.

#### Tilley's Regent Shoe Paste

Black, Tan, Ox Blood, Mahogany. 75c. doz.

#### Tilley's Suede Dressings

Black and all the Popular Shades, Liquid and Powder form. \$1.50 doz.

#### Tilley's Patent Leather Cream

In 7 Oval Jars. 85c. and \$1.50 doz.



#### Tilley's Combination Dressings

Black, Tan, Ox Blood, Mahogany. 75c. and \$1.50 doz.

#### Tilley's Nubronze

\$2.00 doz.

#### Tilley's Colored Kid Cream

\$1.75 doz.

### White Shoe Dressings for Every Requirement

Tilley's White Canvas Liquid, 75c. and \$1.50 doz.; White Regent Cake, 75c. doz.;  
Tilley's Nubuck Liquid, \$1.50 doz.; Tilley's Nubuck Powder, \$1.50 doz.;  
Tilley's Nubuck Bag, \$1.50.

Ask for Price List of our complete range of Regent Shoe Dressings and Premium Offer.

## CHAS. TILLEY & SON

### MANUFACTURERS

90 Richmond Street West, Toronto, Ont.



impossible to furnish as various firms have had to change their figures of late, owing to the scarcity of leather, dyes, supplies, etc. Then, different houses quote special prices on both gross and great gross lots, and, by the way, these change often and new brands are being constantly introduced, which are offered at the outset at a less figure than the old-established, widely-advertised, nationally-known productions."

#### Carry Something in All Lines

The enterprising retailer should carry practically everything in findings, not a large stock of any one article, but half a dozen or a dozen articles of every kind, so that he can catch the nimble 5, 10, 25 and 50 cent pieces, the same as the variety or notion stores. There is little danger of a findings stock, if it is carefully watched, growing shop worn, or getting out of style. In fact, to have real pleasure in selling findings, the retailer should put in a silent salesman showcase. If you can only afford one in your store, place it directly across the entrance of your establishment, a few feet back of the doorway. If you can afford two show cases, it is well to set them diagonally—one on each side of the entrance, and if your stock cannot be contained in these display containers, glassed-in shelves are very helpful in the matter of surplus goods.

Now one or two showcases do not take up very much room, but when you get a showcase, do not purchase a cheap, second-hand affair, or one that did duty a quarter of a century ago. For thirty to forty dollars, you can secure a handsomely fitted show case, quarter-cut oak, from six to ten feet in length, complete with glass sides and shelves, mirrored doors and plated adjustable brackets. This will attract instant attention if the contents are tastefully arranged. Often when persons are waiting for a friend to be fitted or to be served themselves, they will wander leisurely around the store and their attention is naturally attracted toward the goods displayed in the showcase. This will induce them to buy and increase gross sales and also net profits.

#### Specialize in Your Findings Branch

Many of the leading shoe stores in the down town section of large cities, have separate findings departments, which are generally in charge of a lady, who possibly has the sale of the hosiery, garters and other accessories in connection therewith. This department pays, and pays well, but in the ordinary small city or town shoe store, the volume of business to be done in findings may not prove sufficient to warrant the placing of a special clerk in full charge of the department, and it is for the average shoeman that these pointers are presented, and timely suggestions offered.

It is better, however, as already said, to keep the department separate, and let one or two clerks have supervision over this section. A careful record should be kept of all findings, so that in the matter of stock, there is no running short on certain lines.

"Yes," remarked a leading Montreal shoeman, "we have our findings display in two cases, one on either side as you enter the store, and back of them we have wall cases, with sliding panels. You will notice that we have a good selection of soft soles, over-gaiters, and leggings, boudoir slippers and a few lines of fancy evening footwear, judiciously intermingled with our findings display, in order to give it variety and picturesqueness. Until the war broke out, we had a young lady in charge of the findings department, all the time. She was a bright, cheerful person, and being in front of the store, many got to know her and became very much interested in the department. Often people when coming out, would see something in the cases that would catch their eye, and they made a purchase. Of course, now that the volume of trade has fallen off somewhat, owing to so many young men leaving for the front (for they were

among our very best customers), it requires only part time of one of our assistants, but we are well pleased with the results. We find that it is a trade worth getting after, especially as most of the articles are easily handled and sales quickly made. There is no fitting, no argument over widths and sizes and no long discussion on styles, lasts, shapes, height of heels, thickness of soles, etc., which often enter into the sale of a shoe, and consume a lot of time. We find that findings are the easiest articles to sell, but you must give the department some sort of decent treatment."

#### Draw People to Your Store

Not only in financial returns are findings worth while, but they are one of the greatest feeders that a shoe store can have. They induce people to come to your establishment, and when once persons get the habit of dropping in on you for small things—as dressings—for every kind of colored leather that is now on the market has a special preparation—polishes, rubber heels, shoe trees, insoles, heel treads, over gaiters, leggings, arch supports, brushes, laces, fancy button hooks, ice creepers, heel plates, fancy buttons, insoles, ankle supports, skate straps, bunion protectors, corn plasters, etc., they are going to come for their shoes as well, for we all are largely creatures of habit.

The shoeman or any enterprising salesman does not lack opportunity to exercise his talents with such materials to work on. Naturally the sale of findings can be developed by initiative, and executive ability, and several employers judge the selling talent of a clerk by the amount of business he works up for the findings department. Findings are largely an index of the initiative and foresight of any salesman, who are often rewarded according to their showing in this department.

#### Good Arrangement for Small Store

Another shoeman doing business in a western Ontario city has solved the problem of findings in an economical and at the same time, effective manner. As one enters the store, there is a large semi-circular showcase at the right. In this are displayed the various articles, such as are usually found in the well-equipped smallwares department, for this would seem to be an appropriate name. A young lady is in charge and she also takes all orders for shoe repairs, and has supervision over the sales slips, the cash register and the out-going parcels, although she does not do the parcelling, this being attended to by either the porter or the messenger.

The main thing is to keep the profits in findings up and see that trade is directed in its proper channels. At the recent banquet of the Toronto Shoe Retailers' Association, in replying to the toast of Findings, one of the principal speakers stated that in New York and other large cities across the border the druggists were starting to handle polishes, dressings, pastes, shoe horns, shoe buckles, fancy button hooks, etc. He deprecated such a tendency, and thought the drug store (which seemed to want to sell anything and everything on earth) should restrict its merchandising to lines that people always associated with footwear establishment. Speaking on behalf of the findings firms of Canada, he expressed the opinion that they would do all in their power to keep the findings business in the hands of the shoe dealer. It certainly belonged to him, and there was no reason why prices should be cut. Every time that the figure was cut to 7½c for a paste, and 17c for a dressing, the shoeman was really clipping off all his legitimate profit and undermining the business, which, as yet, had not been interfered with to any extent by bargain sales, snaps, cut rate men or other slaughterers of legitimate prices.

#### Splendid Profits and Quick Turnover

"Keep up the findings end of your business," he added, "the profits are satisfactory, the turnover is frequent, the

(Continued on page 45)



# PACKARD'S

The  
Shoe  
Store  
Supply  
House  
of  
Canada



IF  
IT'S  
NEW  
PACK-  
ARD  
HAS  
IT



WE MANUFACTURE

## OVERGAITERS and LEGGINGS

CHILDREN'S SOFT  
SOLE SHOES

BOUDOIR  
SLIPPERS

LAMB'S WOOL  
SOLES  
ETC.



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

**PACKARD'S SPECIAL SHOE POLISH**  
IN ALL COLORS FOR ALL LEATHERS

So Easy To Use In Your Home  
**BLACK TAN & COLORED COMBINATIONS**  
PONY SIZE 15¢  
LARGE SIZE 25¢

USED IN THE BEST HOMES EVERYWHERE

SHINE YOUR LASTS

PACKARD'S LADIES' BLACK GLOSS

PACKARD'S SHOE POLISH USED IN THE BEST Shoe Shine Factories

SHINE YOUR SHOES WITH Packard's Oil Dress

10" 27"

SHOES SHINE CO. MONTREAL, CANADA



# HOW TO BOOST YOUR BUSINESS IN FINDINGS

**New Customers May Be Brought In Every Day—Stimulating the Clerks in Making Small Goods Sales—The Power of Suggestion and Initiative—One Dealer Gives Findings Premiums With Purchases—The Value of Attractive Displays**

**T**HERE is little use in having a findings department if it is not boosted. No matter how attractive it is or how well assorted the stock, the turn-over will never reach its maximum possibilities unless some incentive is given the sales force, or the public some suggestions regarding

what you have in the way of shoe and pedal accessories. Of course, a certain amount of trade will be done, but it will never attain its potentialities unless modern methods and progressive schemes are adopted.

Goods that are well bought sell themselves, to a certain extent, but the majority of things in this world are disposed of through the presentation of strong



“—one new customer—”

selling arguments, convincing reasons and forceful appeals. If it were not for live, aggressive methods, how many pianos, gramophones, motor boats, motorcycles, life and casualty insurance policies, vacuum cleaners, electric stoves, automobiles, works of classical authors, encyclopaedias, unabridged dictionaries, and many other things, would be sold? It is the same with findings. There must be push, energy and system behind this department. All bright shoemen recognize this, and their motto is “Keep the sale of findings up,” for on these lines the profits are comfortable, being all the way from 33 up to 100 per cent. and over, in spite of recent advances which have taken place, due to the scarcity of wools, cottons, dyes, leather and other raw materials.

## Make the Grouping Effective

Do you ever display findings in your window? Do you ever make a special exhibit of laces, dressings, polishing outfits, rubber heels, shoe trees, brushes, buckles, arch supports, insoles, tap soles, and many other things. By this is not meant a miscellaneous collection, but an artistic and effective grouping of such articles in a quantity and variety that will arouse the attention of the passer-by and convert interest into desire, translate desire into action, or, in other words, a purchase.

Now, there is not a shoe findings house or a manufacturer of rubber heels, arch supports, shoe trees, pastes, polishes, or any other kindred lines, who will not co-operate with the retailer, whole-heartedly, in putting forth a special effort to assist him in the expansion of his trade. It is not necessary to obtain a great big extra stock for display purposes, as in many lines, especially those that are cartoned, “dummies” will answer.

The tobacconist, when he makes a huge display of a nationally-known brand of cigarettes, does not fill his window with several hundred genuine packages of the kind advertised. He obtains dummy packages from the manufacturer. These answer the purpose just as well, and the public does not know but what the large exhibit is a bona fide production of the real thing.

Enterprising shoe retailers should display laces, shoe trees or polishing outfits in a window devoted particularly to men's shoes, or if the space is taken up with the presentation of pumps, evening slippers and other low-cuts, valuable selling aid may be given the findings department by a neat showing of shoe buckles or ornaments in gold, silver, steel, oxydized, jet, bone, ivory, fibre, enamel, brilliants, etc. There are many occasions when, in showing certain lines of

white or colored footwear, dressings, laces, cleaning outfits, etc., may be profitably employed. In fact, to sell findings, in large variety and volume, they must be closely linked up and associated with the sale of shoes.

## Do Not Despise Little Things

It does not pay to despise the small five, ten, fifteen and twenty-five cent sales. It must be remembered that the nickle and the dime founded the greatest system of variety stores in America and built the tallest structure on the continent—the Woolworth building in New York. Little leaks around the store reduce the amount of your profits and have to be watched and checked, so it is often the small coins which bulk large in the day's or week's receipts. The news agent, the cigar dispenser, the stationery dealer and the candyman will all tell you that “many nickles make a muckle.”

In advertising, the retailer should also keep his findings branch before the public, by either mentioning it incidentally or now and then devoting a space exclusively to this branch of the business. If there is any novelty or new convenience placed on the market it is well for the dealer to let the public know about it, either through the medium of the press or in his booklets, folders or dodgers. Publicity attracts and announcements carefully supervised and systematically undertaken pay the shoeman in the findings department correspondingly as well as in telling the public of his new styles in spring or fall foot toggery.

## Getting Your Staff Interested

Many other plans might be suggested for boosting the findings end, such as offering a prize each month among the members of the sales force, to the one having the largest amount credited on his sales slip in the matter of findings. Some stores allow a p. m. of ten to twenty per cent. in the sale of these goods, and still others see that one clerk on the staff devotes special attention to this section for a stated period. Thus they will take turns and become thoroughly acquainted with the merit, comfort and use of the many articles.

There are many ways in which, by the power of suggestion, observation and timely mention, clerks can introduce the selling of findings to a customer. A woman will ask how she can keep white shoes clean, or where she can obtain an extra pair of laces to match the many colors that are now in vogue in shoes, or she likes a certain style of pump or slipper, but the ornament does not appeal to her, or how she can keep her shoes in good shape, or walk comfortably on the granolithic pavement, or overcome tired, aching feet. It is at such times that the clerk can introduce rubber heels, heel treads, shoe trees, ornaments, buckles, bows, polishes, etc. In fact, it has been stated that one out of every three customer's is eligible for something in the shoe findings line, and in these intimations there have not been included foot ailments, such as corns, bunions, callouses, flat foot, fallen arch, chilblains. What about the development of business in foot powder, foot rests, arch supports, ankle supports, heel treads, bunion protectors, foot salves and other orthopedic lines?

One leading dealer offers on a certain day of the month to present every purchaser of a pair of shoes with a bottle of dressing, a tin of polish, a shoe brush, or rubber heels, just to attract attention to his findings department, located at the front of the store. It works out splendidly.

# A Dressing for Every Shoe



# Every Kind of Shoe Dressing



**Gold Leaf Shoe Dressing**

Especially adapted for Ladies' and Children's shoes, produces the blackest and most brilliant shine of any self-shining dressing made. Contains nothing injurious and is the only dressing of its kind that contains oil to soften and preserve the leather. Makes old shoes look like new, used largely in shoe factories for finishing new work.



**Nu-Shine Shoe Polish**

A very black water-proof polish, produces a brilliant shine. Will not freeze, can ship any time.



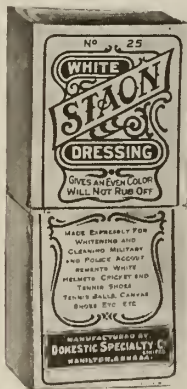
**Kroblak Shoe Dressing**

A self-shining liquid same quality as Gold Leaf, put up in our special patented bottle, holding 4½ ounces, handsomely labelled, fitted with fancy cork top. Makes an ideal 15c. line. Packed three dozen in wooden case.



**Sunbeam Oil Dressing**

Our Sunbeam Oil Dressing is recognized wherever sold as being the best quality for a ten cent line. Put up in bottles with wood cork top, nicely cartoned. Packed in one dozen, three dozen and gross cases.



**Staon White No. 25**

A blue white liquid dressing for canvas shoes, military belts, etc. Easily applied. Dries quickly. Will not turn yellow or rub off. Put up in 6 ounce bottles with swab, nicely labelled, enclosed in a handsome carton.



**Arctic Dubbin**

A waterproof paste specially prepared from rubber and oils. Leaves the leather soft and pliable and keeps the shoe more waterproof than any other make. Put up in Tan, two sizes. Packed three dozen to case.



**Daddy Combination -- All Colors's**

We were the originators of the combination package in Canada, and although our competitors have fallen into line, yet there is really only one combination and that is the "Daddy of 'em all."

The liquid removes all dirt and restores the leather to its original color. The paste is made from a special wax so blended with oils as to leave a lasting shine that is waterproof.

## Domestic Specialty Co., Limited, Hamilton, Ont.



FOUNDED A.D. 1865

— Half a —  
Century  
In Findings

A Record of  
Service and  
Usefulness

## Canada's Oldest Findings House

IT is over fifty years since the Jacobi business was established in Toronto. The founder of the concern, the late Philip Jacobi, was in the retail shoe business for six or seven years previous to 1861, when he bought out the Muldoon findings business, then situated in a store on the east side of Yonge street, two doors south of Adelaide street, opposite to where the old Jesse Ketchum premises once stood.

The American war had just begun and the peculiar financial and trade conditions that prevailed made it possible to buy goods in New York, which was then the shoe and leather emporium of the continent, to considerable advantage. Owing to the depreciation of American currency, one could buy with English or Canadian money fully half as much again as in ordinary times for the same outlay.

The business prospered from the start and found itself growing steadily in the confidence and patronage of the shoe trade, which at that time was largely "custom," there being comparatively few shoe fac-

ories within the borders of Canada. Three years later, or in 1864, the business was removed to No. 90 Yonge street, on the opposite side and next to the old Woodbine Hotel. Here it was located for ten years, during which time it began to take on that pro-

gressiveness that has since kept Jacobi's in the front rank of the findings business. The proprietor made a thorough study of the needs of the shoe trade and visited not only the American, but English and foreign markets to procure at lowest cost the goods that were in most popular demand.

It was during this time that the establishment began to develop its wholesale trade. Buying as it did, direct from the manufacturers and paying spot cash for all its requirements, it was able to place before its customers goods of such quality and in such quantity as

to afford its customers compelling inducements. In many cases the buying was so thorough that shoe manufacturers could purchase more cheaply from Jacobi's than they could import direct.

After ten years of marked development



THE LATE PHILIP JACOBI

and growth, the premises on Yonge street were found inadequate and the concern removed to the wholesale district. A building was purchased at 5 Wellington street east, in 1874, and the business established in new and more commodious quarters.

From that day forward the history of the business has been a record of continued achievement. Here the effort was commenced to extend the business beyond the confines of the city of Toronto which, even at that time, afforded ample scope for the enterprise, with both the retail and wholesale shoe trade. Quite a number of prosperous shoe factories had been established and these, as well as the growing retail trade, made the expansion of the Jacobi business safe, as well as rapid. No doubt Philip Jacobi struck the shoe trade of Canada in his line at the right psychological moment.

In the meantime there had been a marvelous development in the retail shoe business. The shoe shops of the early sixties had given place to the more pretentious retail stores of the seventies and eighties. The wonderful development of the factory-made shoe was being severely felt by those who had made hand-sewn shoes, but volume made up for the deficiency and two pairs of shoes were sold for one formerly.

With the development of the retail shoe business came a demand for a great many accessories and store supplies, which awakened in Mr. Jacobi and those about him a realization of the possibilities in these lines. What was lost in the sale of staple lines of shoemakers' needs had to be made up with the requirements of the modern store, and the demand for small goods that naturally go with ready-made shoes.

In this branch of the business the same ascendancy was soon established as in ordinary findings, and the country and city trade soon developed to an extent that increased facilities had to be found both inside and outside its demands. The extent of this

development is illustrated by the fact that to-day Jacobi goods are known and handled from the Atlantic to the Pacific.

After forty years of business activity, the founder, Philip Jacobi, passed away in February, 1901, and left the establishment in the hands of his two sons, E. T. and F. W. Jacobi, who had some time previously been initiated into the mysteries of the findings business. These young men have taken hold and in the past fifteen years have demonstrated their ability, not only to maintain the pace set by the father, and to fully keep up with the progress and growth of the shoe trade of Canada, but to establish even higher standards. In addition to importing a great many exclusive lines and carrying a full range of factory and store requirements, they are manufacturing specialties that give them a peculiar hold upon the retail trade of the country.

Mr. Alfred Lewis, who came to the establishment as a boy, has for over forty-four years had charge of the warehouse.

Edwin A. Scott has been with the Jacobi's for over twenty-five years as accountant and as financial head of the concern and there are six others in Jacobi's that have been over twenty-five years with the establishment. This loyalty of the employes to the concern is a striking testimonial to the sterling character of the management, and to its business methods which they have systematically backed up for the best part of a life-time.

The great distinguishing feature of the Jacobi business is enterprise and push which have kept it for over half a century in the very van of the shoe findings business. The two partners, who have been born and brought up in the business, have all the advantage of experience, energy and the spirit of progressiveness that with comparative youth, for both are under forty, at their back, will undoubtedly mean another half century of achievement for the name of Jacobi in the particular line in which they have won such marked success.



# PHILIP JACOBI

*Headquarters for*

## NON-RIP

### Barefoot SANDELS Guaranteed



Full range of sizes  
in Two Qualities in

Infants'  
Children's  
Misses'  
Boys'  
Women's  
Men's

A complete line of all other  
Shoe Store Supplies always  
on hand.

Terms:

2% Cash 30 days or  
Nett 60 days.

# PHILIP JACOBI

5 Wellington St. East

TORONTO



**WE ARE NOW  
ESTABLISHED  
IN OUR NEW  
FACTORY**

Our many retail friends are extended our sincere thanks for the kindly support they have given our product.

**Hurlbut Welt Cushion Sole Shoes** have become a standard staple through their merit and your good will.

**THE ONE SHOE  
THAT HAS NO  
COME BACK—  
THAT DOES  
GIVE ENTIRE  
SATISFACTION**



**THE COMFORT  
SHOE FOR  
CHILDREN'S  
FEET  
NO TACKS  
NO NAILS**

We are doing our best to satisfy the large demand for **Hurlbut Welts** but like other manufacturers are suffering from shortage of labor, caused by the many enlistments for overseas service for the Empire and liberty. In spite of the difficulties we are slowly increasing our output.

**THE ONLY  
CHILD'S SHOE  
WITH A  
CUSHION  
INSOLE FROM  
HEEL TO TOE**



# RETAILERS FEATURE FINDINGS TO ADVANTAGE

**Regard a Well Equipped Department as Necessary and Profitable Adjunct to the Store—Profits Much Larger Than in any Other—Keeping the Small Articles Well to the Front Interests Customers and Creates Sales—Experiences that Count**

IT is always interesting to learn how others do things and the selling and display of findings is recognized as a decidedly profitable and important branch of the shoe trade by a number of leading retailers. They report that the sale is growing rapidly and, with the number of colored kid shoes which are now being bought so largely by the fair sex the opportunity of extending the trade in dressings, polishes, laces and other articles is greater than ever.

## Indispensable to the Store

W. H. Willis & Co., of Wingham, Ont., say: "We find that findings are a profitable side line, in fact indispensable as far as we are concerned. As a rule we give them very prominent display in our show case directly inside the door of our store, so that customers see the different articles as soon as they enter. We have never had a window display of shoe findings, but as a rule place shoe polish, shoe laces, etc., in our windows amongst the shoes. The lines that sell the best with us are: shoe polishes, shoe laces (of which we always keep lines of good quality and never give cheap shoe laces with shoes), and polishing outfits."

"We believe that findings are a necessary adjunct to every shoe store," declared C. E. Browne, of Dillon & Moore, whose establishment in St. Catharines is called "The Home of Better Shoes." "We are of the opinion that this department is one that may easily, and without a great deal of extra time and trouble, be made into one of the heaviest paying departments of the store." The writer declares that these goods should be shown PROMINENTLY—that is, as near the entrance as possible, and just where ninety-nine out of every one hundred patrons entering must necessarily pass toward the fitting chairs. "This line," Mr. Browne goes on to say, "should also be well supplied and attractively dressed, and should, as nearly as possible, show practically all the various articles from laces to arches." This enthusiastic upholder of findings advises that these goods be kept in a healthy condition, and be referred to by all members of the sales staff as a good line—that means large profit on everything it contains, and it can readily be noted that it pays and pays well, at that. The firm of Dillon & Moore advertise periodically that they have each and everything necessary in connection with shoe findings, while the reverse side of each sales slip that goes out, on its five by four space, bears a regular "ad," calling attention to the feature articles

that are to be found in the findings case. This St. Catharines establishment does not give premiums to the staff for these "extra" sales, although they think such a plan probably creates an incentive, which may or may not be overdone, upon occasion. Mr. Browne says that there is hardly a weekly window display that is not brightened by two or more articles, of a half dozen singles or pairs of the style of findings, which does more than anything else to keep the findings idea before the public eye, so that, when that or this particular article is required, it is instantly associated with this firm.

The J. J. Haines Shoe Houses, with stores at Belleville, Napanee, Trenton and Smith's Falls, keep a large and well assorted stock of shoe findings, but have no special department for this branch of their business. They are displayed to good advantage in showcases, and the firm find them a very profitable line, selling a large amount during the year.

The Adams Shoc Co., Limited, Brandon, Man., carry a very heavy stock in findings, and ship a large quantity out through the smaller towns. The manager of the store frequently dresses one of the show cases with findings, as this is one part of the business he looks after. The firm also display findings in the window in connection with their boots and shoes.

## Turns Stock Many Times

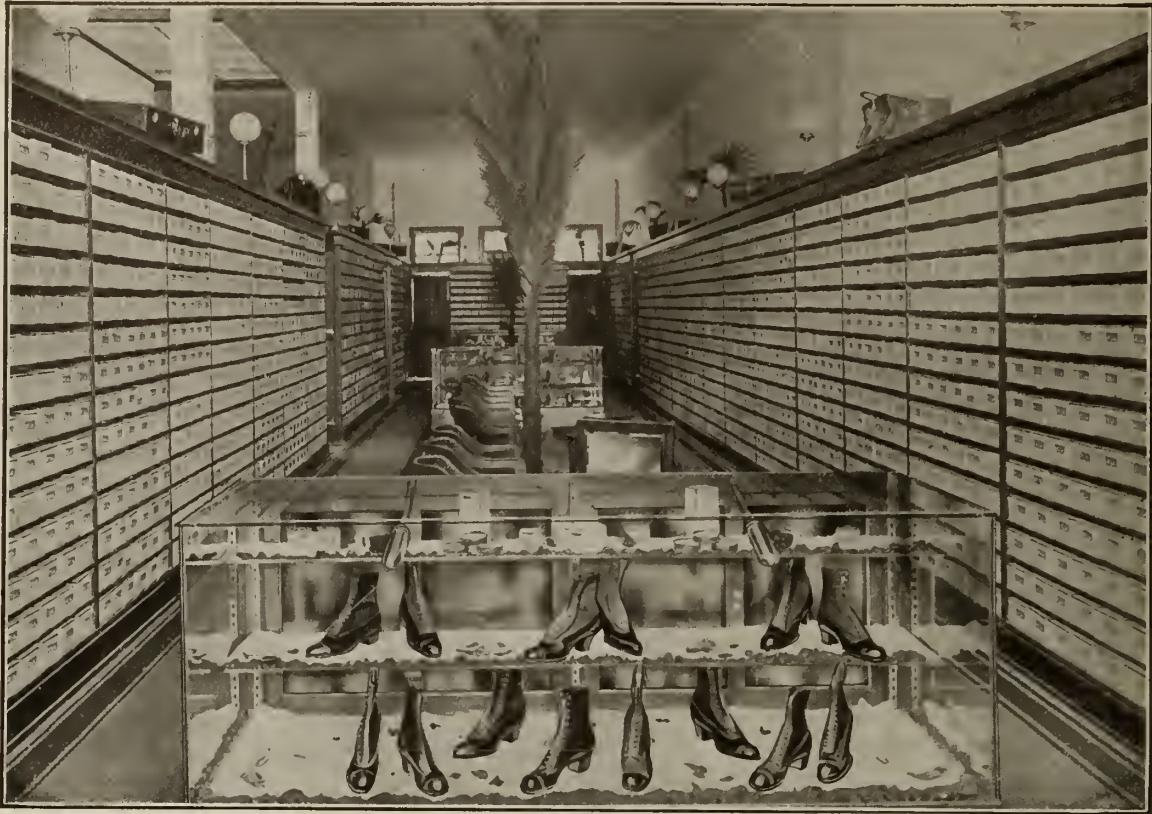
One of the best shoe findings departments to be found in any footwear establishment is that of Alex. Chisholm, 1687 Dundas St., Toronto. Located just inside the entrance of the store it is separated from the shoe division by a neat hardwood fence which, with the angle that the store interior takes, forms a sort of vestibuled entrance. On either side is a silent salesman show case of the most modern design with adjustable glass shelves and mirrored back, while just behind each show case is a glass wall case, suitably shelved, with sliding panels. A large and representative stock is carried and tastefully displayed. The customer cannot fail to have his or her attention attracted to the varied lines shown and many persons, while waiting on a busy day, or others who may accompany callers, find much to interest them in the excellent arrangement. On this page an illustration is given of the findings department and, although it is a rather imperfect view, owing to the closeness of the

(Continued on page 47)

**A** SECTION of the well equipped findings department of Chisholm's shoe store in West Toronto. This special department is located on both sides just inside the entrance, and is separated from the store proper by a neat partition three feet high.







The Walker Bin & Store Fixture Co., Limited, Berlin, Ontario  
Manufacturers and Designers of Modern Store Fixtures. Write us for your requirements.



BOYS', YOUTHS'  
LITTLE GENTS'  
CHILDS'

## STANDARD SCREW SHOES

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

We also have a range of

**BAREFOOT SANDALS**

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

St. Hyacinthe Soft Sole Shoe Co.  
Limited  
St. Hyacinthe Quebec



This trade mark stands for **Quality** in the most modern Arch Supports and kindred lines.

## TOE - KOMFORT

Ointment should have a place in every shoe store. Our advertising is now running in Canadian Magazines with a total circulation of over half a million or **over two million readers**. Stock our lines and get the profit from this advertising. **Entirely made in Canada** by Canadians. Full information on request.

VERMILYEA MANUFACTURING CO.  
209 8th Ave. W. Calgary, Alta.

THE  
**WM. A. MARSH CO.**  
LIMITED

Manufacturers of  
*Fine Boots and Shoes*

QUEBEC



## DISPLAY FINDINGS TO GET GOOD RESULTS

Use Every Art and Device That You Can in Your Premises to Call Attention to the Smaller Goods That You Have to Offer—Special Windows, Artistic Grouping, Neat Show Cases, Nicely Mounted Cards and Swinging Shelves Are of Great Help

“YES, sir,” remarked an old shoeman, “you may have the best stock in the world, give the greatest value for the money, have the latest ideas and the widest selections, but if you are going to keep these in the background, or not tell anyone about the merits and superiority of your goods, you will never get far on the road to profit or success. You will be like the man in the parable with the ten talents who left them unused.

“In the first place attention should be given to the window, and this is one of the best means of advertising any line of goods. But remember that a fine window display cannot be made without the proper accessories, in the way of pedestals, either wood, glass or metal stands, swinging shelves, brass, nickel and oxydized window fixtures, etc. There is an almost endless variety manufactured and they can be obtained at figures well within the reach of all from shoe store supply houses. The increased business one will get from the proper use of such accessories will more than repay the average man for his outlay.

### A Nice Color Combination

“Does it ever strike you how unique and compelling a showing may be made of polishes in their bright and varied colored boxes? Did you ever turn your window into a polish exhibit, displaying all kinds, from the finest dressings for colored kids to the lumberman’s dubbin? It is business you are after, and this is one of the many ways that can be adopted to attract attention to your store.

“Another method of revealing your ingenuity and initiative is by making a window display of laces in the various

colors which are now popular—white, pearl, ivory, cream, grey, brown, bronze, black, tan, etc. Think of the infinite variety that may be obtained from all these variegated productions. What a range there is in laces, from the finest silk to the heaviest porpoise. Your laces, your polishes, etc., must ever be made a means to an end. The caller who drops in to get a pair of laces may become (if properly greeted and diplomatically handled) a purchaser of shoes, either for himself or some member of his family.

“Another pointer on the display of findings is that all articles shown in this department should be seasonable and timely. As one humorously inclined clerk put it—‘It does not pay to show ice creepers or skate-straps in August, or cricket and golf spikes around Christmas time.’ There are enough all-the-year-round staples to fill a window at any season. Occasionally, for the sake of variety, by dressing a window with one article alone a good eye-catcher is provided and sales stimulated thereby. With laces, dressings, polishes, overgaiters, arch supports, insoles, leggings, shoe lifts, bows, hooks and buckles, the resourceful window artist does not lack material for contrast and can arrange his display in telling combinations and these remarks apply to inside showcases as well.

“Yes,” declared a leading Montreal shoeman, “I not only make special displays of findings in my windows, but I also mention this department in my advertising space. I endeavour to let the people know that my lines are complete and that I am in earnest to give them the best obtainable. I find that by booming this department in the proper way I never have to cut prices. Some persons sell fancy shoe lifts

### THE ADVANCE IN EQUIPMENT AND SERVICE

*The chiropodic department of the Walk-Over Boot Shop, Toronto, is fitted up with all the latest appliances. The interior is finished entirely in white enamel. Dr. J. L. Conquergood is in charge. The orthopedic branch of the store has proved most successful.*



# Oil Tanned Officers' Trench Boot

ABSOLUTELY HAND SEWN

GUARANTEED

NEVER TO BREAK DOWN



This is our No. 309 Special which a great many of the officers of the Overseas Contingents, now on the firing line, have been using for the last fifteen months, and has proven so successful that the entire complement of officers of many of the Battalions and Batteries now in training have adopted same for their use.

*Special Oil-Tanned Stock  
No. 1 Maple Leaf  
Selected Sole Leather*

This magnificent boot, built for absolute reliability, in service and comfort, has a 16 inch oil grain leg with a full bellows tongue, oil tanned bottom drawstring type. It is made with our patent heel and cannot run over to the side. It is entirely free from any artificial stiffener. There are no rough or bulky inside seams. No added counters to become crumpled up. The shaped foot is made on a boot last with double full soles, hob-nailed. Extra Rawhide Laces, Felt and Leather Combination Insoles.

*No Nails—All Hand Sewn, and  
Guaranteed Absolutely Waterproof*

This is the boot in which QUALITY DOMINATES every other consideration—the boot to fill the demand for an absolutely high-grade boot for men who are willing to pay a fair price for exceptional service.

*Price, \$12.00 Net*

We can give immediate delivery. Place your orders now.

## Beal Bros., Limited

52 Wellington St. East

Toronto, Canada



and ornate button hooks. I have never gone into these, because I find that I can use such articles to better advantage for advertising purposes.

"Fibre horns can be obtained for advertising purposes in gross lots for about \$4.00, and a striking advertisement may be printed upon these. A combination shoe horn and button hook can be purchased as low as \$1.85 a dozen. The retailer can also obtain metal shoe lifts that cost from about \$2.00 to \$3.00 per gross, stamped, and good button hooks that involve an outlay of 75 cents to \$1.50 per gross, stamped. Some dealers give shoe lifts away with every pair of oxfords or pumps sold, and to each purchaser of button shoes a button hook as a little souvenir. They find that such advertising pays."

"Occasionally at Christmas time or during the Easter season, I present customers who have traded with me for years, with a nail file or some other interesting memento," declared another shoeman.

As stated, it is well if you are showing findings, to have a show case—one that is right up to the minute in style, adjustment and display facilities. Do not use any cheap, second-hand, old style affair on top of your counter. It never pays. Better take a section of your shelving for handling the findings line than to employ a dilapidated showcase.

There are many other ways in which findings may be shown to advantage. A spider's web can be made for your show window, where you are presenting the latest footwear fashions on colored mats, woven from the various shades of laces. These mats may be made very pretty and attractive by interlacing the different colors. Another method of displaying laces is fastening them on a card and having such card mounted in a prominent place on your showcase. Some manufacturers, when a certain number of articles of a specific kind are purchased, donate a small display fixture to go on top of a showcase. In fact it is quite practicable to have any articles that can be properly mounted or shown in an upright position places so as to catch the eye and arouse the interest of the passerby. In all window displays it is good idea to show a particular dressing that would match the color of shoes shown and a pair of laces to correspond.

"Now," writes a Winnipeg shoeman, "I might tell you a great deal on the facilities of showing findings. Never let your showcases or wall cases get littered or badly mussed. The top of the showcase may be devoted to good use, as various handsome receptacles are frequently given by the findings houses to their good customers. Every facility that can be used to advantage in exhibiting findings should be adopted."

It may be pointed out that retailing consists of three important elements—sales, expenses and profits—and it is well known that extra sales make extra profits and findings are an augmented source of revenue. One enterprising retailer suggests that a neat price card or price button be attached to findings articles when displayed in the window the same as is done in showing most lines of shoes. Such an announcement arouses the interest of the public and conveys just the information that many want.

#### Your Foot Service Comforts

Oh, there are many ways in which the public may be taught to appreciate the comfort and convenience of findings which should prove a big profit element in your store. Shoe and foot requisites should ever be kept to the front, as the handling of these is the means of developing little opportunities that mean much in the aggregate. There is no earthly reason why people should go to a drug store when seeking relief for foot ailments such as corns, bunions, chilblains, burning or sweating feet. The average findings house can supply suitable remedies and, once a shoe merchant has given a remedy or an article to a patron that affords relief, then the recipient becomes a fast friend of the store, and recommends it to others."

In these times every lever that the retailer can bring to bear upon his business should be grasped. Every facility, convenience or contrivance that will tend to display findings to better advantage may well claim the serious attention and consideration of the shoeman. There is always something new being offered, and when the traveler for a findings house comes along, listen to what he has to say. Accord him a respectful hearing, for he is often the bearer of good news in the way of ideas on how to increase your findings sales, how to display your goods, and how to open up new avenues of business.

#### Turned His Stock Eight Times

One western dealer who realizes the profit possibilities of the findings department, stated that he had turned over his stock eight times last year.

"We gave to salesmen who disposed of findings and handled them to best advantage liberal cash prizes. Naturally the boys got on the alert to earn a little extra money for their summer holidays. They did not, however, carry any suggestions to extremes or become too insistent, which might result in driving away the customer. They offered real service by mere mention, pointers or inference, but did not make themselves disagreeable to a customer. In this way I maintain that my clerks rendered good service, both to the customer and to the firm and learned a good deal in selling initiative, originality and efficient salesmanship."

#### PLEASURE AND PROFIT IN SELLING FINDINGS

*(Continued from page 33)*

investment is small, the stock is largely staple, and you have here a field for operation and extension, from which, proportionate to outlay, and without any additional overhead expenses, you can reap a rich reward. We will do everything in our power to give you good service and splendid treatment, and see that our supplies are sold to you, the members of the trade, and to you alone. By working in harmony and co-operating closely, we can do very much for our mutual benefit."

#### HOW WHOLESALE PROTECTS RETAILER

*(Continued from page 24)*

than the retailer would ask for the china, and would have gone away, perhaps with a pleasant delusion that he had secured the dinner set at the wholesale figure.

"Do you want to know why such tactics are resorted to in some establishments. Well, there are certain places that have no fixed, definite policy. They lack courage and decision. They cannot say 'No' to any one who has the temerity or nerve to seek favors, and resort to the subterfuge of an alleged cost price, in order not to offend these individuals. But with us, in this establishment, we say 'No,' except in the cases I have mentioned. These are persons bearing written orders from shoe retailers or those whose father or brother works for us in some capacity. Otherwise, we turn down all and those that come from wholesale houses with orders we charge 20% extra.

"Oh yes, we could do a mighty big business in the retail line if we liked, but we do not want to be pestered with these petty, picayune transactions. We have no facilities here for fitting—we do not want the sale of single pair lots—we have no desire whatever to cater to individuals who are not customers and very often the size and style wanted is away on the top floor, and much valuable time is lost. If any have a mania for buying things wholesale, they are not a-going to have that mania fostered or supported in this establishment. We protect those who protect us. We derive our living from the retail shoemen doing business with us, and so long as our relations with the trade throughout the country are as pleasant and profitable as they have been, we intend to stand by and co-operate with them in every way, shape and form."

IF YOU WANT THE BEST BUY

**JOHN BULL**

# Shoe pax and Larrigans

Made from Our Own Specially  
Tanned Leather



No. 27. Men's 6 inch No. 1

Manufactured by



No. 13. Men's 14 inch Leg. Draw String

**The R. M. Beal Leather Co.**  
Limited

LINDSAY, ONT.

## UNDERHILL SHOES **HAVE A RECORD**

They are the result of a generation and more of high shoemaking ideals. No skimping in either LEATHER or WORK. Not a nail, peg or stitch missing, and with that excellence of design that have always made them good sellers.

### **OUR MEN'S, BOYS' and YOUTHS'**

McKay Standard Screw and Pegged can't be excelled anywhere.

### **OUR WOMEN'S, MISSES' and GIRLS'**

lines have the  
**Appearance, Ease of Fit and Wear**  
that places them in the  
**Front Rank of Easy Sellers**



Barrie Factory

Head Office:  
AURORA, Ont.

**UNDERHILLS, LIMITED**

Factories: AURORA, Ont.  
BARRIE, Ont.



**RETAILERS FEATURE FINDINGS TO ADVANTAGE***(Continued from page 41)*

and also the show case on one side may be seen. The department is in charge of Miss Edith Wixson and it may be added that a full stock of hosiery is carried as well. Miss



Miss Edith Wixson, Toronto

department to the front windows, a portion of the wall Wixson has specialized in the findings branch in which she takes much interest, and has had full charge for some years. Infants' soft soles, all kinds of foot appliances, buckles, and other accessories are featured.

"Yes," said Mr. Morley Chisholm, "we have always believed in keeping a well assorted stock of findings. We turn the stock over many times during the year and the margin of profit is satisfactory in every respect. Persons passing in and out will often think of or see something that they require when going by the cases and make small purchases which, in the aggregate, amount to a nice sum each week. In our cash register located convenient to this department we have a separate drawer to keep tab on all the receipts in this branch, and we have no complaints to make. We regard the possibilities of such a department as practically unlimited and the display proves a fine attraction in which numerous persons often discover that there is something which they perhaps had not thought of buying when they came in. It helps bring people to the store and takes up very little room. We frequently display findings in our windows."

**Give Them a Good Place**

A. J. Stephens & Son, dealers in fine shoes, Ottawa, consider that findings, properly handled, is one of the best paying branches of the retail shoe trade. They look upon them as one of the most important sections of the business, and accord these goods a prominent place in their store. The firm make a practice of instructing their clerks when making a sale, to bring findings to the attention of every customer, and in this way, they find the sales are largely increased. Special window displays, and also special displays in show cases, are made from time to time by this firm.

Although Robt. Neill of Peterboro carries in his stock quite an extensive line of findings, yet the store has never made a special feature of this particular range. They consider it more as a side line, and do not deal with it as a particular part of their business, having some one special person

in charge of the goods. On account of not taking an undivided interest in these lines, the firm do not feel that they can supply any helpful suggestions or speak with any authority in regard to the sale of this line. They are aware that in many stores the staff becomes quite enthusiastic over the sale of findings, but with them their experience has not been of so thorough or complete a nature as to warrant them giving suggestions, or pointers that might be of assistance to other members in the shoe trade.

George G. Gales & Co., St. Catharine St. W., Montreal, feature findings very strongly, and have a person specially in charge of that department. They state that the turnover in findings is very frequent, and their profits in this branch much larger than any other in the house. They have a special findings case at the entrance of the store, and occasionally devote a special window to this line, with good results.

The Burns Shoe Co., Oshawa, say they have not featured findings to any great extent. They have found profits are very satisfactory and believe that it is a splendid line to handle, in conjunction with the sale of shoes. W. J. Burns humorously contends that shoe stores should sell everything for the feet except soap and water, and with this object in view, he has been handling skates, skating straps, etc., for some years, and has found these lines a good money maker just now.

**Makes Them Move Rapidly**

Speaking of their policy of handling and selling findings, the management of Tuttle's Shoe Stores, Halifax, state they have display cases for these lines in each department, one case in front of either entrance, and one in their children's department upstairs. The charge of findings is under the supervision of one member of the staff, but the sale is not restricted to one individual—all taking a share in disposing of these goods. A careful record is kept of the amount of findings each employee sells, and the results of each person's efforts are posted with the weekly bulletin. The firm has not been devoting any one window to the exclusive display of findings, nor have exclusive announcements been accorded them in the advertisements of the company in the daily papers, but they receive a good share of both these means of publicity. The firm has not, so far, given commissions on the sale of findings, although this plan has been found effective in getting certain results desired in selling shoes. The firm, who has the agency of the Walkover shoes, and has a branch at Dartmouth, N.S., states its appreciation of any publicity which would make for effectiveness in hand-



A catchy window display made by A. J. Cook, 2042 Queen Street East, Toronto

ing findings, and believes that the shoe trade should largely profit by any ideas and suggestions published.

Fred R. Foley, Bowmanville, Ont., reports that his turnover in findings each year is very good and this depart-



# The DUNLOP LINE



*Held in Favor from Coast to Coast*

## DUNLOP RUBBER HEELS

“Peerless,” “Comfort,” Outing (cup-shaped)  
Whole Heel

Black, White and Tan

LIVE RUBBER  
NO JARRING

WEAR LONGER  
NO SLIPPING

Folder tells all about special proposition to dealers

## DUNLOP RUBBER SOLES

Men's and Women's Full Length,  $\frac{3}{4}$  Length and  
Cut-Out Toe

Also Taps and Soling Rubber in Sheets  
Black, White and Tan

Wear indefinitely and give maximum resiliency

Will not crack nor dry out

## DUNLOP RUBBER CEMENTS

For Boot and Shoe Manufacturers and Dealers:

“Channel,” “Gem,” “Sole-Laying,”  
“Chrome-Folding”

Maximum Adhesion and Speedy Drying Qualities

Special Prices on Large Quantities

Put up under Special Label, if required

# DUNLOP TIRE & RUBBER GOODS CO.

LIMITED

Head Office and Factories: TORONTO

Branches VICTORIA, VANCOUVER, EDMONTON, CALGARY, SASKATOON, REGINA, WINNIPEG, LONDON  
HAMILTON, TORONTO, OTTAWA, MONTREAL, ST. JOHN, HALIFAX



ment pays him well. He intends going more extensively into this branch of the business, believing all footwear accessories should be sold by the shoe retailer and not by the repair man, the notion store, or the departmental establishment. Mr. Foley makes use of findings for advertising purposes and, on all pairs of good shoes sold, throws in an extra pair of laces and on dress boots, if the customer suggests it, a box of polish. He has found that being generous in this respect pays well and the small expenditure can be classed under the heading of advertising. "A good deal of the success of the findings end lies in the attention that you give it," adds Mr. Foley, "and in the way that you display the goods. It is one branch of the store equipment that can stand pushing and will yield splendid returns. The field is extending all the time and shoemen should take advantage of its possibilities."

#### Treatment of the Feet

H. and C. Blachford, Limited, Yonge Street, Toronto, who have been in the retail shoe business for fifty-two years, have always devoted much attention to the findings end of the trade and some months ago established an orthopedic department, which is splendidly fitted up and well equipped. It is in charge of R. J. Orr, and all appliances such as foot easers, arch supports, bunion protectors, foot balms—in fact everything that goes inside of a shoe—are contained in this department, which has been a gratifying success. Mr. Orr devotes his entire time to this branch of the business, in which he has specialized, and reports that the results have been in every way satisfactory.

Other shoe stores in Toronto, which maintain orthopedic or chiropodic departments, are the Walk-Over Boot shop, which has an invitingly fitted up department at the rear of the establishment, finished in white enamel. Dr. J. L. Conquergood is in charge and he is a widely known specialist in his line. The Owl Shoe Store, Yonge street, has for some years maintained a chiropodic department, equipped with all modern appointments, which is under the direction of J. M. Haslam. The new Walk-Over Boot Shop in Montreal also has just installed a chiropodic parlor for the correction of all pedal deformities and troubles. In fact, the orthopedic section will soon become a fixed institution in all shoe shops in the larger centres.

#### Early Days of the Trade

Sole leather, number one grade, at 15c lb. in Montreal, was considered as selling at a very fair price in the days when A. F. X. Beaudry was a young man in the leather and findings district of that city. Seventy-six summers have gone by Mr. Beaudry without leaving too many traces of the varying struggles he made to attain the success which enabled him to retire three years ago, leaving the business in the hands of his son, Joseph H. Beaudry, who has been connected with the firm for ten years and continues it under the firm name of A. F. X. Beaudry & Fils. The old name continues to be associated with the leather trade, being on the sign on St. Paul Street East, nearby where Beaudry, Senior, started. Only three times since 1863, when the doors were first opened by Mr. Beaudry, has the firm changed quarters, but always they have been in the same district.

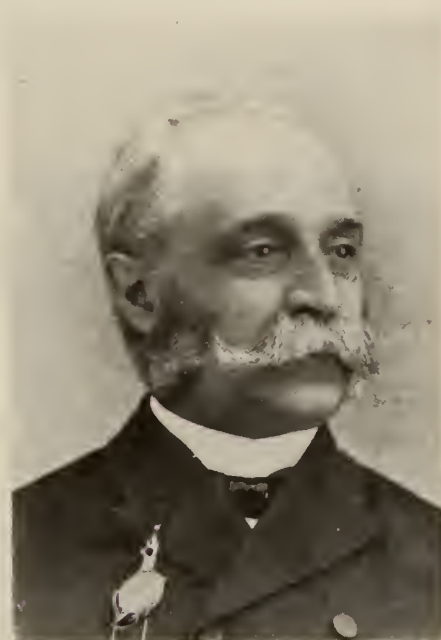
Mr. Beaudry, in a reminiscent mood, recalled many old names, most of which are forgotten by the shoe trade of to-day, with the exception of the veterans. A. & D. Amos and Hua & Richardson were big leather factors for many years prior to the time he bought out the business of Raphael Carnmerent, another old timer in whose employ Mr. Beaudry was, along with his brother-in-law, Mr. Lorrain. The new firm, Beaudry & Lorrain had as neighbors such other firms as Stimson & Richardson, John Leclair and Bryson, while here were several Delormes, Pierre, Simeon, Ovila and

Maxim, an old name still represented in the business by Wilfrid Delorme, also on St. Paul Street. Lemire, Eloi, Perrault, and John Dougall were other firms who represented the big interests of the trade.

Quebec and the Eastern Townships supplied much of the leather that was used in the Montreal district, though considerable was "imported" from Upper Canada. Lewis, in Quebec, was an old leather manufacturer that Mr. Beaudry recalled many pleasant dealings with. French calf, kip and satin kip were imported from France by the bigger houses who wholesaled to the smaller concerns.

Wire nails were brought into the country from England, being packed in 14 lb. cloth bags. Incidentally, Mr. Beaudry remarked, there was not so much fuss about buying nails and tacks then. No one specified size 1 or 1½ or 2, naming a different price for each size. They simply asked for a pound of tacks and took assorted sizes. And they paid 25c a pound for tacks which cost the wholesaler 4c. "Them were the days."

There were other troubles, though, for silver was not as valuable as it is to-day, and was discounted at 5%. But terms were long, sometimes as long as fourteen months, and



A. F. X. Beaudry, Montreal

rarely less than six. Bills of goods were sold net six months or less a discount of one per cent per month in advance of that time. In other words if a man paid his account in full within three months he would earn a discount of three per cent, or if he paid cash with order he would get six per cent.

Traveling salesmen were unheard of in the earlier days. Tuesdays and Fridays the boats came to Montreal, bringing the merchants from all parts of the country to the city for the two market days, when came also dozens who drove miles out of the north, which was not served by railways. Moccasin sole leather was a big seller at that time and many a load was taken away by the merchants in their little sleighs or carts.

On a par with the present taxation was the custom of the Government to charge two cents on each side of leather for inspecting it.

Mr. Beaudry recalled perfectly the great fire of July 8, 1852, which started in the St. Laurent district, and rapidly spread, another fire breaking out the same night in "Quebec Suburbs," now St. Mary's and St. James' wards. He also referred to the old "gates" to Montreal, although the gates themselves were removed before his time.

# BUTTONS

Carried in stock in large quantity, all colors, all sizes. Hand finish and regular finish. The quality of these buttons is superior and the finish is always uniform. Your inquiry is solicited.

# SANDPAPER

You can do 20% more work with our Trimate paper than with the ordinary kind and the price is not more than what you are paying at present. Therefore, consider the saving, the greater amount of work done, which our abrasive represents.

*Samples Submitted and Prices Quoted on Demand.*

**G. J. TRUDEAU**  
365 ONTARIO ST. E., MONTREAL



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**T**HE Benefit Society of Getty & Scott, Limited, shoe manufacturers, Galt, Ont., which held such a successful social assembly in the city hall recently, have been organized seven years and have done good work among its members promoting mutual assistance, relief and unity. To become a member it is only necessary for the employe to pay the sum of 25 cents. There is no medical examination and the benefits start after a month's membership. The medical officer of the society attends free all members taken sick, after being a member for one month. The patient also receives free medicine and free operations, except in cases requiring a specialist, such as eye or heart trouble. The society pay a weekly benefit of \$4.00 for twelve weeks, which is generally enough to cover any average illness. The assessments are paid fortnightly, being ten cents weekly. The society hold a large ball every spring, which is always most successful and enjoyable. They also conduct an excursion yearly, generally to Toronto or Niagara Falls, which has been well patronized every year. The funds secured from these events are turned into the general fund, and at the end of the year, after paying the salaries of treasurer and secretary and the doctor, Getty & Scott Benefit Society retain \$75 as a reserve fund, and strike a dividend with the remainder. Every year this dividend has grown larger and in 1915 made an acceptable Christmas gift. Two years ago the society gave a splendid minstrel show. W. Cudney, the secretary, who has had several years' experience in the minstrel line, was selected to manage the production. "The boys" had 75 people in the first part of the entertainment, all properly trained and in costume, and in the second part a first-class vaudeville performance was enjoyed, the artists being widely known professionals. The society are at present co-operating with the management of the Temple Theatre for the sale of tickets among members and their friends on which they receive fifty per cent. on all tickets sold. This plan has also proved a source of considerable revenue.

The heads of the company have always taken a deep interest in the welfare of the organization and have been liberal in both contributions and advice in any enterprise that they have undertaken. The officers of the society are elected yearly and consist of an honorary president, honorary vice-president, president, vice-president, secretary, treasurer and an executive committee, composed of a member from each department of the factory, his duties being to make the collections of dues, handle theatre tickets and assist the officers in any manner. The present officary is—Honorary president, F. S. Scott, M.P., honorary vice-president, Wm. Chamberlain; president, James Wallace; vice-president, W. Kruse; treasurer, W. Booty; secretary, W. Cudney; executive—H. Slein, H. Thompson, F. Wickens, R. Daniels, D. Rongey, J. Marshall and R. Scroggins.

## Shoe Workers Have Good Time

Under the auspices of the Boot and Shoe Workers' Union the employes of the Brandon Shoe Co. and their friends, Brantford, Ont., held their annual at home in the Liberal club rooms recently. Among the guests of honor were Charlie Thompson, secretary-treasurer of the company, who is very popular with the employes, and the shoe workers' general organizer, Eddie O'Dell, of Hamilton. Mr. Brandon was unable to be present on account of business relating to army contracts. Euchre was indulged in first,

great interest being displayed. Mr. Brandon donated two valuable prizes, being a pair each of men's and ladies' shoes. Miss Dinsmore was the winner of the ladies' and Mr. Fred Warning the gentlemen's. The euchre party was followed by an enjoyable supper and dance.

## Rapid Promotion for Mr. Feltes

N. R. Feltes, vice-president, treasurer and general manager of Ames-Holden-McCready, Limited, Montreal, has been vice-president of that organization since last June. He has occupied the position of treasurer since May, 1915, and has been acting manager for the last three or four months, during the illness of D. Lorne McGibbon, who continues as president of the Company. Mr. Feltes is a genial, earnest and progressive business man, who has been twenty-one years in the rubber business, and was one of the original four in the famous Morgan & Wright Tire Co., Detroit, in which he was treasurer until 1911. Then it was con-



N. R. Feltes, Montreal

solidated along with other tire companies with the United States Tire Co., New York (a subsidiary of the United States Rubber Co.). Mr. Feltes continued as treasurer of the Morgan & Wright Co.—each consolidated company maintaining its own identity—and was also treasurer of the United States Tire Co. at the same time, until he came to Montreal. Mr. Feltes, who succeeds Mr. McGibbon as general manager, the latter retaining the office of president, as already stated, says orders and reviving conditions assure the working of the company's plants at capacity for some months to come.

## Reducing Cost on Patent Leather Repairs

The superintendent of a well-known factory making women's McKay shoes recently told us that the average cost of repairing patent leather shoes going through his factory used to average 2½ cents a pair on the entire production



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

of the plant. This estimate was based on accurate figures kept for a year, so as to cover all seasons in busy and dull times, says the Electric Bulletin which is issued by the Boston Last Co.

Some time ago they decided that this item of expense was too much and sought for ways and means to lower it. After considerable experimenting they finally decided to install a number of our electrically heated No. 120 Turners' Irons, owing to the good reports received from other factories, and more particularly because of results achieved through actual trial in their own plant. To-day they state, after a very thorough try-out and months of actual use of the irons' that the cost of repairing patent leather shoes has been reduced to 1½ cents per pair.

This factory makes on an average one thousand pairs of patent leather shoes per day the year through. Based on this production their saving since installing this iron amounts to 1¾ cents per pair, or the neat sum of \$13.75 per day.

#### More Big Orders for Army Shoes

Another large order for army footwear has been placed by the Department of Militia and Defence, Ottawa. Among those, who it is understood received large contracts, are: Dufresne & Locke, Montreal, 100,000 pairs of ankle boots and 100,000 pairs of rest shoes; Ames-Holden-McCready, Limited, Montreal, 200,000 pairs of ankle boots and 80,000 pairs of rest shoes; John Ritchie Co., Quebec, 50,000 pairs of rest shoes; the J. Leckie Co., Vancouver, 30,000 pairs ankle boots; Plessisville Shoe and Leather Co., Plessisville Que., 20,000 ankle boots and 20,000 rest shoes; Scott-Chamberlain, Limited, London, Ont., 30,000 pairs of ankle boots.

Other firms, who have received contracts, are Aylmer Shoe Co., Aylmer, Ont., 10,000 pairs ankle boots; John McPherson Co., Hamilton, 15,000 pairs ankle boots; King

Shoe Co., Toronto, 40,000 pairs ankle boots; Regal Shoe Co., Toronto, 15,000 pairs ankle boots.

The new specification calls for tar felt filling between the soles instead of ground cork and cement. It is understood that the price, which is being paid for the last consignment of army shoes, is a few cents higher than on the previous large order and is about \$4 per pair.

#### Generous Gifts to Queen's Hospital

The Medical Faculty of Queen's University has received a cheque for \$1,000 from Messrs. A. Davis & Son, Limited, Kingston, leather manufacturers, for the equipment of a block of 40 beds in Queen's Hospital at Cairo, says the Kingston Standard. The beds will be known as the "Davis Beds" and numbered from one to forty. This is the second time the hospital has benefitted by the generosity of the A. Davis & Son, which firm is composed of Hon. E. J. Davis, president; Elmer Davis, vice-president, and Harold W. Davis, secretary-treasurer. The Motor Ambulance donated by them has been in service constantly since the hospital has been in Egypt and has proved invaluable.

As the hospital is now increased to 1,000 beds the Faculty is asking for contributions for special equipment of the beds. \$25 purchases this for one bed and the donor has the privilege of naming the bed, this name to be retained so long as the hospital is in existence. About 300 beds have been named in this way. The generosity of Messrs. A. Davis & Son is greatly appreciated by the Faculty.

Dr. J. C. Connell, Dean of the Medical Faculty of Queen's University, in a letter to the firm says, "On behalf of the Medical Faculty and staff of Queen's Hospital, I desire to thank you again for your generosity to the Hospital. The motor ambulance, which you donated some



time ago, has been of great service and in constant use. The late Col. Duff wrote that he did not know how they could have managed without it. It must be a satisfaction to you to know that it brings comfort and ease to many injured and sick soldiers. Your further contribution of one thousand dollars for special equipment of forty beds is much appreciated. Here again you may be sure that the expenditure of this money will mean relief and very practical help for soldiers sadly in need of it. The beds will be named the "Davis Beds," numbered from one to forty, and will have a card at the head of the bed giving the full name of the donor.

#### English Styles Are Very Ornate

An English contemporary in commenting upon the trend of styles which, in spite of the war, run into expensive and ornate specialties, says:—

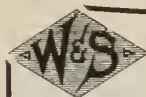
Manufacturers have practically ceased to make the cheaper grades of boots and shoes, and since the commencement of the war prices in this and many of the better classes of goods have risen from 25 to 30 per cent., and are likely to be still considerably higher. Suede boots are expensive, but we do not think the price will prove prohibitive, as they are the embodiment of smartness, and between them and anything else there is simply no comparison. The very smartest styles now lace up the sides with silk laces, a particularly charming design being in black suede. They are worn ten inches high in the leg, and fur-bound at the top; but, whilst these are excellent for walking and motoring they are initially expensive, and can scarcely be indulged in by those who have only trams to rely on as habitual modes of conveyance. As we have previously remarked in these columns, skirts are still growing shorter and the boots longer, and now we notice that there is a marked tendency for the skirt, in addition to being shorter, to become wider; so that with the advent of spring and summer we may probably see an appearance in our streets of something akin to the "ballet skirt," and the briefest skirts ever worn by fashionable ladies in our own or any other generation. The forecast seems an entirely reasonable one on present evidence, but the fashionable length of the skirt is now at a point to give pause for the most courageous.

#### Leather Neckwear is Seen

Leather neckwear for women, in all popular shades, is now being displayed in collar and cuff sets, to be worn on coats, suits and costumes as a trimming. Early orders placed by the buyers from leading department stores indicate that this new Paris creation will be in big demand. Leather strips in all widths and colors are rapidly replacing the former ribbon trimming fashion.

#### Are Cloth Tops Coming Back

Fall samples will undoubtedly witness a return to cloth tops, not only on account of the scarcity and high price of light leathers, but the created demand for novelty. Both men's and women's lines will appear in combinations of cloth and leather. Already there is a wide range of samples of vesting and other materials being shown by wholesale houses.



The Mark W & S of Quality



## Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada.

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

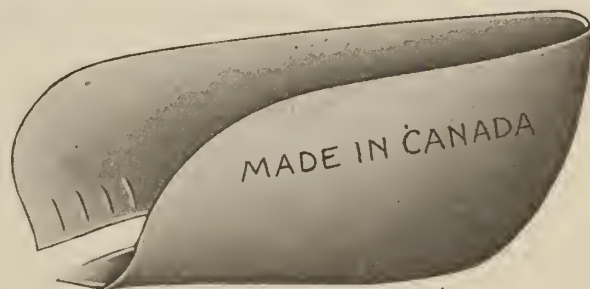
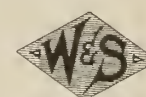
Other lines include:

TOP FACINGS, ALL KINDS  
CANVAS and LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, Etc., Etc.

### F. E. Woodward & Sons



Lachine, Province of Quebec



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

# CUT YOUR HEEL COSTS—YET USE SOLID LEATHER LIFTS!

Log heeling enables you to use solid leather, number one grade, but at a price lower than you pay for ordinary leather lifts.

Our battery of log-heeling and slicing machines is going at capacity because Canadian shoe manufacturers are realizing the advantage of using our product, which is in general use in the big U. S. factories.

Sizes  $2/8''$  to  $7/8''$  by sixteenths, all ready to be put into the heel and pressed.

**Get a line on this  
Money-Saver**

SAMPLES AND PRICES FROM

**The Montreal Box Toe and Heel Co.**

Sole Makers  
in Canada

**MONTREAL**

**J. E. DUPRÉ**  
SOLE PROPRIETOR



# SPECIALIZATION AND GREATER CONFIDENCE

How an American Visitor Views the Shoemaking Industry in Montreal and Quebec—Pays Tribute to the Kindness, Courtesy and Ability of the Men in Charge and Offers Advice

It is always interesting and sometimes instructive to hear what the other fellow, the outsider or the visitor, has to say about you and your goods. How does he size you up, what opinions has he to offer, what suggestions to present—providing that he is frank, sincere and straightforward in his comment or criticism. Of course, the causal caller cannot understand the conditions or appreciate the difficulties encountered the same as if he were a permanent resident or engaged in the business himself in the cities visited, but this does not preclude him from offering helpful hints.

Recently a representative of American Shoemaking made a tour of the plants in Montreal and Quebec and his observations are worth reading, to say the least, and written in no antagonistic spirit. However, the *SHOE AND LEATHER JOURNAL* does not endorse all that he says or agree in all his conclusions. He sees much from the American viewpoint and does not realize as do local manufacturers the limitations of output, supplies, population, centralization, labor difficulties, etc., the same as if he had to face them squarely. We will have more to say on these points in another issue and in the meantime will let the visiting representative have his, and here it is:—

“The writer has just recently made a tour of the shoe factories of Montreal and Quebec. He comes back feeling more deeply than ever before, that Canadian shoe manufacturers are thorough gentlemen, kindly and courteous, able business men, and live factory managers.

“Every trip through the factories of these cities has deepened this impression of kindness received and has proved the value of co-operation, to both parties co-operating.

“I cannot honestly say that the business men there have a kindly feeling towards the United States Government. There seems to be much dislike in their hearts for us as a nation. But personally, between man and man, they strive to show in an open and wholehearted way that they are indeed brothers by descent, brothers in language, in thought, in aspirations, great big, kindly brothers.

## In a Spirit of Helpfulness

“This is my feeling upon my return, and because of this feeling, it becomes doubly hard to offer any word of criticism for fear of hurting those who have treated me so nicely. But, oftentimes, it becomes necessary for us to do our whole duty and to tell the whole truth in order to repay the kindnesses of others in the way in which they should be repaid. So, in summing up my impression of Canadian factories and manufacturers, I shall write in the spirit of helpfulness, rather than of captious criticism.

“First of all, I wish to state that there are quite a few concerns in Montreal and Quebec that have organized their factories and their businesses on the same lines as those adopted by the best and most successful manufacturers in the States. On the other hand I shall admit that there are still some concerns engaged in the shoe manufacturing industry right here in Massachusetts whose factories are so badly disorganized and who are still making nearly as great a variety of lines as can be found in the factories there.

“On the whole, however, the shoe factories of these two towns are in about the same relative place and are making shoes under about the same conditions, regarding multiplicity of lines, as were our shoe manufacturers twenty years ago.

“There are three lines along which the shoe factory student might safely and wisely advise an advance, and these

principles apply to a large number of manufacturers in the States as well as to those of Quebec, viz.:—narrowing and specializing the line, greater confidence among manufacturers, and more factories designed for manufacturing economies.

## Some Model Factories

“Regarding the subject of factory construction, the writer would state that it would be difficult to find, anywhere in the world, shoe factories more scientifically designed to effect factory economies than those operated by James Muir, Ames-Holden-McCready, and a few others. On the other hand the owners of a majority of the factories visited would find it good business to dispose, at an actual loss, of their dark, over-wide and wasteful stretches of floor space, and build new, light, narrow factories of concrete, wherein every foot of floor space may be productive of shoes and of profit.

“What is the use of a rent cost and an insurance cost and a repair cost on floor space which produces no shoes, or, because of bad conditions, which produces less than a maximum quantity of shoes? It must all be reckoned into the cost of the shoes, actually made and sold.

“I predict that many shoe manufacturers in Montreal and Quebec will build modern factories during the next ten years and will find that the saving in the cost of production thus effected will, in itself, total up yearly to a handsome profit.

“Probably the most prominent fact to the shoe factory observer who comes from the States to visit Montreal and Quebec manufacturers would be, and is, the multiplicity of samples made, and the wide range of lines carried by most of the manufacturers.

“It needs no argument to prove that where everything from men’s pegged to infants’ soft-soled shoes, and from men’s to boys’ welts, to women’s turns are made in the same factory by the same operatives, it costs far more per pair to produce, than where a single line is made, and also that the quality of workmanship must fall off.

“No shoemaker, no matter how artistic a workman he may be, can trim two cases of pegged shoes and then follow by trimming the edges of a case of women’s turns, and get the results on either that a workman can get who works all the time on turns or on pegged. In fact, even men’s and women’s fine shoes cannot be made together in the same factory without the women’s shoes looking heavy and mannish and the men’s shoes looking too fine and light. This has become so well understood this side of the line that none of the large factories are any more operated in that way except where exceptional conditions make such a procedure necessary.

“And, as said before, not only does the quality of workmanship fall off, but the cost of production is reduced by confining a plant to a specialty line. This arises from a variety of reasons but more especially from two—first, that where many kinds of shoes are made, the number of machines idle and the square feet of idle floor space necessarily increases; and second, that in order to earn the same amount of money per week, workmen have to be paid a higher piece price than they would if they were working on a single line.

## Getting the Best Results

“For an edge trimmer who trims first a few cases of women’s turns and then a few cases of men’s top boots, can

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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*

**T**HE 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.

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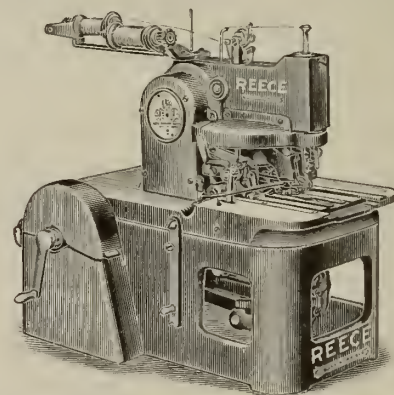
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neither trim as many top boots per hour as a man who trims nothing but top boots, nor can he trim as many women's turns per hour, as can an operator who trims nothing but women's turns week in and week out. In fact, the per machine output and the per square foot output falls off materially as lines are added.

"Then let us suppose that a factory making a wide line of shoes has installed a pegging machine, a Standard Screw wire machine, three McKay sewing machines and a welt line.

"We cannot suppose for a moment that orders will be received by that firm, season after season, in right proportions to keep an operator busy on all these machines all the time. Some of the machines mentioned will be lying idle much of the time and the floor-space will be producing nothing. Again, much of the time, a McKay sewer will have to serve as operator on the Standard Screw machine or on the pegger. He cannot do as much work per hour on either machine as could an operator who did nothing else but run a Standard Screw machine or a pegger ten hours each day. So again, the piece price must be higher to give the operative the same wage.

"Of course, Canadian manufacturers will reply, when approached upon this subject, that conditions in Canada will not allow the making of narrow lines, because they have a small population and a limited market—whereas we in the States have a tremendously large population to shoe and there is demand enough for shoes to admit of manufacturers choosing whatever line they wish to make.

"In other words, the fallacy seems to exist across the line that competition among manufacturers is less keen on this side than with them. Whereas the very opposite is manifestly true; for without the keenest of competition American manufacturers would never have reduced the price of production to the point which enables them to sell shoes in Canada against Canadian manufacturers fortified by a 30 per cent. duty and a 7 per cent. war tax.

"Examination of actual conditions will show no reason why Canadian manufacturers are not as well able to specialize in production as were our own at any time within the past fifteen years.

"Supposing one house in Montreal decided to make nothing but boys', youths' and gents' McKay shoes in three styles and on two lasts, supposing that that house aimed to produce a given quantity per day and started its business in a narrow modern factory designed for that output (with and space to build as the business grew) and designed to keep every foot of floor space and every machine and every man busy ten hours for every working day in the year; is it not plain to see that economies might be effected in such a mill which would enable the concern to sell boys' shoes under any manufacturer making a wide line, and under any manufacturer in the States hampered by the high tariff wall?

"When this state of affairs comes to pass, manufacturers making a wide line will find it more difficult than ever to sell boys' shoes and will gradually cut out the boys' McKay shoes from their lines altogether. Later on, when other manufacturers specialize on men's heavy, the men's heavy shoes will be gradually taken out of the lines of those who manufacture 'everything.'

"Along these lines the industry must naturally be changed and when changed, the writer has no doubt that the cost of production will be sufficiently lowered and the quality be sufficiently raised to exclude all American made shoes from Canada.

"What is there to prevent shoes being made as economically and as artistically in Canada as in the States?

"Surely few concerns in America make better women's shoes than Smardon or J. & T. Bell, and they specialize. Surely few concerns in America make better shoes for men than the Regal's Toronto factory turns out, or Wright's

St. Thomas factory, or than some of the London, Ont., factories produce, and they specialize.

### CHATHAM SHOE CO. STARTS OFF WELL

The Chatham Shoe Company, Limited, will shortly be established in Chatham, Ont., as a result of the approval by the ratepayers of a by-law submitted on March 6th extending certain concessions. The measure was carried by 535 to 26. The company have arranged to take over the property formerly occupied by the Canadian Wolverine Company, Limited, manufacturers of brass goods. The property includes a large, three-storey factory situated on St. Clair street, together with warehouses and loading sheds. Under the terms of the agreement between the Chatham Shoe Company and the city, the loan of \$15,000 formerly extended the Canadian Wolverine Company is transferred to the new enterprise, which is also granted a fixed assessment of \$10,000 for ten years.

E. S. Hunt, who spent a few days in Toronto last week, states that the Chatham Shoe Co., Limited, who are taking



E. S. Hunt, Chatham, Ont.

over the business of the C.N.W. Shoe Company, London, and removing the same to Chatham, is installing much new equipment of the latest type. A splendid range of misses' and women's shoes will be made in both McKays and welts and four snappy new lasts have been added for the coming season. A picture of the main building is presented on another page but there are two other buildings not shown, one at the side and the other at the rear. The main structure has a power plant costing eight thousand dollars to install, a hundred horse power generator and a two ton elevator. Blowers are built in the walls and the edifice is fully plumbed and heated by natural gas. The windows are numerous and large, affording plenty of light on every floor and there is a covered loading platform at the rear. In every way, the structure is well adapted for shoe making under ideal conditions for the staff of workers.

Mr. Hunt is president of the new Chatham Shoe Co., Mr. Harry Dulmage is secretary-treasurer, and Mr. F. B. Hutchings, factory manager. The company will be represented on the road for the coming season by Mr. Tanner in the Maritime Provinces, Mr. Belanger in Eastern Ontario and Quebec, Mr. Saunders and Mr. Jeffries in Western Ontario and Mr. Trotter in the Western Provinces.

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Shoe Bows, Braids and Tapes—Direct from  
our mill to you—save jobbers profits.We carry full lines Cloth-Button Ornaments,  
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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 &  
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# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

“**W**HAT do you think of that?” said a wholesale leather man as he turned from the telephone after asking a quotation from a tanner over the long-distance lines; “Twenty-six cents a foot for number two side leather and he does not want to hold the quotation!”

Said a prominent light leather tanner the other day: “I was asked to make a contract for ten thousand skins at current prices for delivery in three months and I turned it down.” These instances are but samples of what is occurring from day to day in the leather market. In most light lines there is a scarcity and tanners get finicky when they are asked for quotations on large lots or for future delivery. In fact, it is practically impossible to get quotations ahead in either sole or upper. Those who sold staple stock ahead towards the close of the year are now kicking themselves.

## The Hide Market

Within the past couple of weeks there has been a little more activity and the market is showing a tendency to harden. With packer heavy steer hides at twenty-three cents and country buffs at seventeen and a half in Chicago at this time of the year, one understands what may be expected as soon as the spring take-off begins to come in. Meanwhile South American conditions are being anxiously watched as having a more and more important bearing upon the situation as the war progresses and the difficulties of transportation increase. When one thinks that twenty-five years ago green buff hides were selling at three cents a pound and today they are practically eighteen, one does not wonder that the leather has gone to where it is, but how it can be sold at a profit at present prices. It is only the modern methods of production that has saved leather and shoes from being prohibitive in cost.

## American Leather Conditions

Reports from American centres indicate a shortage in the supply of all kinds of upper leather. Tanners have a great many unfilled orders and are not anxious to make more stock than will meet the immediate demands of their trade. The supply practically meets the immediate requirements, a great deal of stock coming in from outside sources. A feature of the trade across the line is the demand for Canadian leathers. Time was when a manufacturer of shoes would look askance at stuff from Canada in the spirit of “Can any good come out Nazareth?” but this is all changed and some today would buy more than they can get.

The calfskin situation is particularly acute, the supply of raw skins being very precarious. As a result some calfskin manufacturers are giving

attention to the production of side leather and some very acceptable substitutes for calf are finding a ready market. Patent colt and kid is in good demand and the supply is so short that kid is being used in many cases when it can be procured. The cheaper lines of the latter are all sold up and buyers have to be content with the more expensive selections.

## Glazed Kid Booming

For some years past glazed kid has been more or less side-tracked and is rapidly coming back to its own. At a recent meeting of the Morocco Manufacturers Association the fees were raised from ten dollars to two hundred dollars a year and an expert secretary appointed to push the interests of this class of stock along lines similar to the campaign inaugurated some time ago by one large kid concern.

The average selling price of glazed kid before the war, and its consequent embargoes on goatskins and large advances in other raw materials, was, it was stated, about 20 cents a foot. So far, the manufacturers have advanced the price of the finished product only from 4½ to 5 cents a foot, while the advance in raw materials and freights has been from 25 to 35 cents above the normal. By obtaining accurate data on the various elements entering into increased cost of production, the association expects to place its members in better position to meet a constantly increasing domestic and export demand for their product. A further advance of 5 cents is said to be impending.

## British Leather Conditions

The situation in England is illustrated by an incident recorded in a recent issue of one of the shoe trade papers which represents a shoe manufacturer as visiting thirty leather factories in order to secure fifteen dozen glazed kid skins. There is a shortage in almost all kinds of upper stock, the prices of which have gone up tremendously. The demand for army shoes has cleared up the market in heavy calf and prime tannings of sole leather. A recent order for a million and a half English army shoes has been supplemented with an Italian order for 600,000 pairs and a Russian order for 4,000,000 pairs of high army boots which will keep the English trade shipping boots for some time to come. The British Government specifies all English chrome and East India waxed kips and manufacturers are wondering where the stock is to come from, as the goods have to be delivered within a short period. American and Canadian sole leather is being used to some extent in other lines to set free the home manufactured article, but the freight and insurance now amount to three cents a pound and this militates to some extent against sole stock made on this side of the water.

### SHOE CLERKS WANT SHORTER HOURS

Editor, SHOE AND LEATHER JOURNAL:

Sir,—The recent banquet held by the Toronto Shoe Retailers' Association will probably go down as one of the most enjoyable and important events in the history of the trade. It augurs well for the future. But apart from its usefulness from the employer's standpoint, many in humbler positions like myself, must have been keenly disappointed at the total omission of any reference to the question of long hours. I do not wish to be accused of indulging in a little cheap satire, but considering the fact that this important assemblage comprised some of the most influential members of the shoe industry in this city, not a word, not even a little squeak, is heard on one of the greatest abuses in the retail trade.

Though time did not permit my attendance, I gathered from one more fortunate a gleanings of the proceedings. The story of the bouncing man in rubber boots has caused me much mental perplexity. I have been trying to find out his identity. One answer to my query was that he must have been a shoe clerk on account of his wonderful aptitude for re-bouncing from his bedroom to the store, having no time for anything else. Another scouted this theory, claiming that he must have been a proprietor of a shoe store somewhere in Toronto, on account of his "bouncing" and "bumping" any attempt in the direction of early closing. I have not given up all hope as the Humane Society have promised to send me particulars when they hear of the case. In the meantime they are looking up another more important.

But seriously speaking, the haphazard methods of store closing in Toronto need the early attention of the Association if it does not want to assume the nature of a farce. Improvement in all business life appears impossible without the general uplifting and better conditions for all concerned. Humanitarian methods must be the basis of all business life, before we can boast of success in the full sense of the word. Many employers are not over considerate in regard to their help, depriving young people of all chance for recreation, or opportunities for self-improvement. Long hours bar the married men from the enjoyment of home life. Happily these charges cannot be laid at the doors of all. Some employers know the value of efficient help and this only comes from reasonable hours of labor. Overwork is detrimental to health, strength and mental development, and can only result in that tired look and half-hearted attention to duty.

Well, let us hope a voice in the wilderness will soon be heard on this evil. In the meantime I am writing the Mayor of this city, and also sending letters to the press.

I should also like to hear from some other clerks interested. A good idea would be to organize a meeting, or go one better and have a banquet. We could go in for a

#### A TONIC FOR THE TRADE

Enclosed please find cheque for \$1.00, my year's subscription to the "Shoe and Leather Journal." Your valued publication is a tonic for the store, and twice a month it brightens up my ideas and keeps me in touch with what is going on in the trade all over Canada. The Journal is a first-class book to have. Wishing you every success in your good work.

Gananoque, Ont.

M. D. WALSH.

special sale of tickets, at say, a dollar ninety-eight, have music and speeches—not necessarily on "longer profits"—what's the matter with "shorter hours?"•

Sincerely yours,  
227 Gilmour avenue, Toronto.

GEORGE BIRCH.

### HAS WALKED A YEAR ADVERTISING SHOES

Kilgour, Rimer Co., Limited, of Winnipeg, had a call from C. J. Bingay, of Vancouver, B.C., who, it is safe to say, has walked more miles than any other man in North America, and perhaps in the world. Walking is his living, and he has been at it for ten years.

He makes an arrangement with some shoe firm, who advertise his route and that no shoes but their own make are used by Mr. Bingay on his tramp.

His present little jaunt was started on the 31st of March, 1915. Leaving Vancouver with a nickel in his pocket he "hoofed" it to New York, returning to Vancouver via Halifax, Quebec, Montreal, Toronto, Fort William, Winnipeg and thence due West. He is due in Vancouver on the 31st of March but hoped to return about the 25th, that is D.V. and W.P.

He states that, due to his continual walking, his physical condition is perfect. He has not been ill one day for over ten years. He dearly loves his pipe but is an excellent example for the temperance cause, as he claims that a man cannot keep in good physical condition and flirt with "John Barleycorn."

He had the experience of spending a couple of days in jail as a vagrant, for part of the contract is that he earns his living as he goes along. However, when he established his identity as being the "walking wonder of the world" the magistrate who sentenced him and his jailer made haste to liberate him, so that he could continue his walk.

He told some great stories as to his experiences on the road, but space and time will not permit the recording of same. He certainly regaled his audiences with some very exciting stories and the SHOE AND LEATHER JOURNAL along with the Kilgour, Rimer Co., Limited, hope that he arrives on time at the Western Gate of Canada.

### WINNIPEG FIRM IN NEW BUSINESS HOME

The Ryan-Devlin Shoe Co., who for many years did business on Main street, Winnipeg, have removed to the Paris Block on Portage avenue, in that city, where they have a splendidly fitted up store. In an inaugural announcement in connection with their new business home, the firm make some timely observation on western style tendencies which will be read with interest. The latest season's novelties in an excellent selection of smart models for the spring, greeted one immediately upon entering the store. The new styles are in keeping with the fuller skirts of girlish lengths and will set off the spring costumes to advantage. The newest and most exclusive of the many shoes are of a very high cut, 11 inches from the ground up, and softly and closely hug the ankle curves. This particular model comes in dove grey, Persian ivory, Sylphine white and purple. Another model is of soft black kid, buttoned, with a Louis heel. Patent leather seems to have taken second place with vici kid. An immensely smart and effective shade of brown known as "Tete de Negre" will usurp the place of glistening bronze which has for so long held first place. The advent of warm weather will welcome in the pumps and low shoes suitable for that season. The plainest models characterize this season's collection and are all more or less on the colonial lines. A smart and dressy shoe on view combined patent leather and vici kid.

The hosiery acclaims the period of 1830. While black and colored models which match the shoes in tone are very noticeable, in many cases they show artistic embroidery in self or contrasting shades about the ankles.



# Styles in Autumn Men's Shoes

Long Forepart with Broad Tread Seen in Best Lines—Medium Narrow and Somewhat High Round Toes Prevail—Tendency is Toward Plainer Patterns Although Some Extremes Are Seen—Dull Shades of Leather Are Favored

As to shapes, the English last will be the vogue as for several seasons past, although there may still be had the broader and fuller styles. The tendency is strongly toward the custom or "bespoke" effect all through and in both black and tan this ideal is carefully sought. For this reason the long forepart with a broad tread are seen in the best lines. Laced shoes or balmorals will largely supersede blucher cuts.

## As to Leathers

A large percentage of men's shoes will be made in vici, followed closely by gun metal. Patent leather naturally loses its strong position for fall wear and comes third. It is marvellous the amount of vici that has been sold during the past season, on account of the scarcity of calf. One manufacturer states that he expects to make fully half his men's goods in this class of stock next season. Gun metal lends itself naturally to neatness and worth in men's shoes. The dull shades of leather are favoured throughout for fall wear, during which period less shiny leather will be in evidence.

## Where Tans Come in

There is a good sprinkling of tans in calf and grain and the tendency is helped by the prevalence of the army shoe. Military effects are sought on this line such as plain vamps, blucher cut, low heels and broad shapes. In the regulation English shape of course the usual characteristics are followed.

## Toes, Heels, Shanks

The medium narrow and a somewhat high round toe prevail, and the foot is elongated from a size to two sizes to give the breadth. Very little ornamentation or perforation is found. The edges are trimmed close and straight and heels are from seven-eighths to one and one-eighth as a rule. Shanks are fairly wide except where higher heels are used, when they are made somewhat narrower.

## Combination Soles Used

On account of the scarcity and high price of sole leather some manufacturers are introducing substitutes in soles both of fibre and rubber. Some

of the latter have been in use on the other side of the line for a considerable period and are giving good satisfaction. A prominent Canadian shoe manufacturer who was in the SHOE AND LEATHER JOURNAL office the other day was wearing a pair of compo soles to satisfy himself just what they will stand in the way of wear. Rubber heels are also going to be largely used.

## Plain Styles the Vogue

While there is some tendency to ornamentation in extreme styles such as shown on this page, the tendency is towards plain patterns. Occasionally one finds a pair of high class shoes with a little perforation or fancy stitching, but strictly speaking, the best shoes will be decidedly plain. In fancy lines, however, the wing tip will be found as the strap effect in the ultra women's styles.

## Men's Summer Goods

With the summer goods for men, particularly Oxfords, there is a tendency towards the ornate. Sporting shoes all exhibit the disposition towards tips, straps and profuse ornamentation, that causes them to vie with women's shoes in "millinery" effects. Some of the tan shoes as well as combinations of white and tan would make one think that the eccentricities of feminine footgear had awakened a corresponding fit of hysterics amongst the male set as to foot coverings.

## The Swing Last

Notwithstanding varying opinions and the consistent efforts of last makers, the swing last has not been materially shaken from the strong position in men's lines by the stampede for narrower shapes. Its naturalness makes it a favorite with so many men, and particularly business men, that its position is assured for a considerable period. It fits the majority of feet and fit counts with the retailer as well as the customer.



SOME ECCENTRIC MEN'S STYLES FROM AMERICAN SOURCES

# Rubber Selling is Very Brisk

Placing Order Business So Far is Ahead of Last Year—Companies Showing Many Attractive and Original Designs—Prices of Raw Rubber Continue About the Same—Good Rubber Weather Thus Far

**T**HE past two weeks have been a boon to the retailer as far as rubber footwear is concerned. The absence of snow and cold weather in many localities earlier in the year was having a decidedly discouraging effect upon rubber footwear sales, and on this account not only retailers but manufacturers were a little anxious with regard to the opening of the new rubber season. Within the past fortnight, however, enough snow and slush have been developed to give a final spurt to this line of trade and as a result happiness reigns from Dan to Beersheba in rubberdom.

## How Goes the Battle?

In the last two weeks every hotel in Canada has been inundated with rubber shoe travellers and the air made redolent of rubbers and their accompanying pungent odors. As far as can be learned the results have been satisfactory. There has been a little holding back on the part of those who like to see the last of one season's purchases before contracting for those of another, but as a rule the buying has been prompt and generous. Retailers are not only pretty well cleared up as to stocks, but seem impressed with the tendency in all manufacturing products to advance and the likelihood of rubber more than almost any other raw product to be further enhanced in value by the progress of the war. The fact that a reduction rather than an advance was placed on the new lists helped further to decide the minds of large buyers who really take no risks in purchasing at present figures.

## A Notable Feature

A remarkable feature of the rubber season's showings is the larger number of departures from the ordinary lines seen not only in tan, white and other colors, but in the plain black. The companies seem to be at least vieing with each other in the attractiveness and originality of some of their designs and are to be congratulated upon the advance the whole line shows over the goods on the market five or ten years ago. Notwithstanding the scarcity of materials such as cloths, linings, etc., the finish and appearance of the goods are thoroughly up to the mark and evidence progressiveness that is a comment upon the character of the men at the head of the rubber shoe industry of this country.

## Raw Rubber Conditions

While prices fluctuate slightly from day to day, the situation is about the same as at the first of the month with the tendency towards a higher basis.

Fortunately supplies are coming in fairly well and that is keeping the market steady and manufacturers happy. Nevertheless, stocks of raw materials are being regularly cleaned up as they are offered, and it only needs the loss of a cargo or the sudden interruption of traffic to set prices soaring. Para up river fine is quoted 78c, and latex pale crepe at 98c. So that raw rubber is practically on the dollar basis for the present with the prospects of a change for the other side of the dollar mark at any time.

## How Times Change

It is wonderful how Para or "wild" rubber has given way before the oncoming of the cultivated product. About fifteen years ago it was frequently stated that rubber tree planting was a fad that would soon prove its impracticability. It was pointed out that their cultivation meant the exposure of white men to the malarial and other dangers of a tropical climate, and that even if it were possible to produce rubber successfully there would not be enough in the business to warrant the investment in money and human life. It was confidently predicted that the nature of "Para" and even the crude methods of curing it, would always give it pre-eminence. In the last ten years we have had in raw rubber another evidence of the superiority of modern intelligence and methods over that of nature and savages. Although the supply of "cultivated" rubber has far exceeded all anticipations, and it has now become a prime factor in the rubber situation, the price on account of sheer quality has advanced until the positions of the "wild" and "cultivated" have been quite reversed as far as the market is concerned. While Para was quoted two or three years ago at 75c and latex at 50c, we have the contrast in conditions afforded by the quotations given in the previous paragraph, which, to say the least, is startling.

## Tennis Goods

Already the demand for further supplies in sporting goods is being felt by rubber shoe handlers. It is expected that notwithstanding the war, outdoor sports will begin earlier this year than usual, but there is another feature that has entered into the situation. The adoption of the light and fantastic in leather shoes and the incorporation with these styles of rubber soled lines will create a stronger demand than ever for tennis goods for ordinary purposes and notwithstanding increased prices there will be a good demand for these lines.



## ROUGH SAILING TO THE MATRIMONIAL PORT

**Bride of Popular Shoe Traveler was Wrecked at Sea and Rescued Son of Welland Shoe Merchant—Lost Her Trousseau and Valuable Gifts—On Second Trip the Young Lady Had Thrilling Experience and Hair Breadth Escape—Peace and Quietness in New Home**

**A** BRIDE is not often called upon to go through the many thrilling experiences of Miss Gladys Victoria Ray, late of Bitterne Park, Southampton, England, who, on February 26th, became the wife of Robert D. Ayling, shoe traveler of Toronto.

The ceremony was performed in St. Paul's (Anglican) Church, Toronto, and the happy couple have taken up their residence at 68 Orchard View Boulevard, where Mrs. Ayling will doubtless welcome the quietness and peace of her happy home.

She saved the life of a former shoeman when the ocean liner Hesperian was torpedoed last September by a German submarine, and now has become the life partner of a highly esteemed Toronto traveler. Owing to the disaster which befell the ship at sea, her wedding was delayed several months, for Miss Ray lost her bridal trousseau and several valuable presents. She was taken back to England battered and bruised, and recently came over to America on the New York, fearing that to embark on another British ship might prove fatal. She did not desire a repetition of her former thrilling experience when the Hesperian went down. She, however, fared little better, for while no submarines hove in sight, the wind and waves nearly wrecked the vessel, which came within four degrees of turning turtle, and in that case all on board would have been lost. The New York has been twenty-seven years in commission and the voyage was the worst the liner ever experienced.

Seven life boats were swept away, her twelve-inch steel davits were twisted and bent, the wind attained at times a velocity of ninety miles an hour and the waves rolled seventy feet high. The sea was so rough that the Liverpool pilot could not get off and had to come all the way across.

### Rescued Wounded Canadian Officer

But to go back to last September. Miss Ray (now Mrs. Ayling) was standing at Euston Station, London, ready to leave for Canada where she was to be married. As she was chatting with friends, a Canadian officer, borne on a stretcher, was taken to the train. Now this officer happened to be Captain Reginald Reilly, son of C. H. Reilly, shoe retailer of Welland, Ont., and for some years associated with J. D. Reilly in the shoe line. "There goes a wounded Canadian officer," some one remarked. Miss Ray saw that officer again under vastly changed circumstances. The vessel, on which they embarked, was the Hesperian, and was sunk at sea by a German torpedo. Two of the life boats in which Miss Ray got, capsized, but having a life preserver and being able to swim some, the plucky lady finally got into a third one that was drifting by.

Captain Reilly owes his life to the heroic and thoughtful action of Miss Ray, who rescued him from the water and kept the leaky craft afloat for four long hours, until assistance finally came. It seems that the craft had been lowered without a plug and the water came in so rapidly that it threatened to sink. Miss Ray made a plug out of a cap and half a dozen coffee spoons which helped to keep the boat above water.

On reaching London she found the city bombarded by Zeppelins in an air raid, and the next day she received

word that her brother in the British army had been killed in action at the Dardanelles. On her return to America Miss Ray was destined to go through another hair-raising experience on the New York, as already narrated.

Seldom has the course of love run so roughly as it did in the case of this bride, but after excitement and sensation enough to last the average person a life-time, she is now happily wedded. Among the guests at the wedding in St. Paul's Church, Toronto, was Capt. Reginald Reilly, whose life she saved at sea, by her courage and presence of mind. The captain was the guest of honor, although he had to be taken to the church and back to the hospital at the Ex-



Robt. D. Ayling, Toronto

hibition Camp in an ambulance. He has not yet recovered the use of his wounded leg, but is progressing favorably. Mr. Ayling and bride spent their honeymoon in Welland, as the guests of Mr. and Mrs. C. H. Reilly, the parents of Captain Reilly, who was wounded at Ypres.

### All His Life in Shoe Business

Mr. Ayling has resided for three-years in Toronto and is widely known to the shoe trade, representing Church & Co., shoe manufacturers, of Northampton, England. He has sample rooms in the Canadian Building, Victoria street, and covers Canada from Halifax to Winnipeg for his firm, who make men's high grade welts and specialize in men's turn pumps, golf shoes, Scotch brogue golf shoes, walking and tennis shoes. Other products of this historic firm are high class overgaiters for men and women, in melton and serge, and military leggings in genuine pig skin and tan and black calf, which have taken well with the Canadian trade and retail at from five to ten dollars. Mr. Ayling has been in the shoe business all his life, being born at Beckenham, Kent, England. His father and grandfather were shoemakers and his uncle was engaged in the manufacture of footwear.

## AMONG THE SHOE MERCHANTS, TRAVELERS AND WHOLESALEERS—WHAT THEY ARE DOING

E. B. Paige, of the Regal Shoe Co., Toronto, has returned from a business trip to Boston.

A. L. Johnson, general sales manager of Ames-Holden-McCready, Montreal, spent a few days in Toronto this week. F. M. Morgan, manager of the Winnipeg branch of the firm, was also in Toronto recently on his return to the west after a visit to Montreal.

W. H. Miner and A. M. Angus, of the Miner Rubber Co., Montreal, were in Toronto this week on business.

Peter Gauthier, of Ottawa, was in Toronto this week on his way home from St. Catharines, where he was visiting his daughter. Mr. Gauthier, who has been many years on the road in the shoe selling game, has lived in Ottawa for the last fourteen years and represents Jackson and Savage and the Miner Rubber Co. He was recently appointed manager of the latter company's branch in the Capital.

The Carey Shoe Co., 142 King St. East, Toronto, who recently installed a handsome new front to their store, are now having the interior remodelled and attractive new fixtures placed in position.

Percy J. Steele, of St. John, N.B., has returned from Halifax after completing a course in the Royal Military Training School. At present he is not attached to any battalion as his business requires his personal attention. He is having several alterations made in his Main street store and when they are completed he expects to take a position as Lieutenant in one of the battalions under formation.

Robert Duncan, a well-known tanner, died in Woburn, Mass., February 28th. The deceased was born in St. John, N.B., May 15th, 1855. When a young man he went to the States and learned the tannery business. Later he returned to New Brunswick and took charge of a tannery in Woodstock. Six years later he went to Woburn and opened a tannery under the name of McDonald and Dunne. In 1891 he dissolved partnership and went to Boston where he engaged in business. Two years ago Mr. Duncan's health became impaired and he retired.

Trade throughout St. John, N.B., is beginning to pick up, due to the breaking up of winter. Many rubbers are being sold and in addition a large quantity of leather goods is being disposed of. Owing to the lateness of Easter there is little or no indication of the usual spring rush.

M. Winestock, shoe dealer, Toronto, recently assigned to N. L. Martin.

Ed. Cook, secretary of the Toronto Shoe Retailers' Association, has returned from New York, where he attended the funeral of a relative.

Utz & Dunn, shoe manufacturers, Rochester, N.Y., have twenty-three salesmen on the road for the fall selling season, covering the United States and Canada. Murray W. Crosby will as usual look after the provinces of Ontario and Quebec. He is well known to the trade.

James Long, who has been with J. E. A. Snider, shoe retailer, 1474 Yonge Street, Toronto, has enlisted with the 198th Battalion for overseas service.

In the finals for the Governor-General's prizes in the Montreal-Ottawa Valley district, two rinks from Pembroke carried off the honors, defeating the Thistles of Montreal by twenty-five shots. In one of the quartettes D. K. Grieve, of Grieve Bros., shoe merchants, Pembroke, played third and in the other J. E. Wallace, who is also in the footwear line in Pembroke, played second.

The Independent Rubber Co., Merritton, have just completed delivery of 15,000 trench hip rubber boots for the British War Office and have been highly praised on the

durability and workmanship of the goods, not one pair being rejected. The Independent factory is now completing a large order for the Department of Militia and Defence, Ottawa, for heavy plain-overs in tan.

The shoe store of C. C. Allan, 1422 Queen street west, Toronto, was visited by a serious fire on March 2nd and completely gutted. The damage to the stock was about \$4,500 and to the building \$1,500. Mr. Allan and his wife had a narrow escape from serious injury, reaching safety from an apartment above. The blaze broke out in the rear of the store and when the firemen arrived they found the premises full of smoke.

J. F. Lacombe, shoemaker, of Grand Mere, Que., assigned recently.

The McRobbie Shoe Co. have opened a new Walk-Over boot shop at 786 Granville street, Vancouver. The interior is very inviting and attractive and the front is unique. It has an arched entrance with two very wide windows and also a showcase window several feet back from the sidewalk, with doors at each side of the latter window. The new establishment is among the finest shoe stores in Canada.

Knechtel & Co., of London and Stratford, have opened a new shoe store in Woodstock, Ont., in the premises formerly occupied by the Bank of Nova Scotia at the corner of Dundas and Brock streets.

W. V. Matthews, manager of manufacturing for Ames-Holden-McCready, Limited, Montreal, announces the appointment of J. Marcoux as superintendent of No. 1 factory, and A. L. Johnson, general sales manager, announces the appointment of B. Mullarky as styles service man for the three plants of the company.

E. L. Cass has accepted the position of superintendent of the James Muir Co., shoe manufacturers, Maisonneuve. He is widely known and thoroughly experienced in the shoe-making line.

The majority of the shoe retailers in West Toronto have joined in the Wednesday afternoon closing movement, starting the first of the month. The arrangement for weekly half holiday is working satisfactorily and it is expected that all shoemen will fall in line shortly.

Eaton's Shoe Market, 478 St. Catherine St. W., Montreal, was damaged by fire which broke out a few days ago in Montreal.

J. E. Edwards & Son, Limited, leather goods manufacturers, Toronto, have been incorporated with a capital of \$150,000.

R. E. Dildine, who has been appointed to take charge of the advertising and promotion work for Ames-Holden-McCready, Limited, Montreal, is well qualified to fill the position with success, as for four years he conducted the shoe section of the Dry Goods Economist, New York, and has handled the advertising of several large American footwear manufacturers. Latterly he has been identified with Printer's Ink, of New York, in an editorial capacity.

William Villeneuve, who was for 16 years manager of the footwear department in one of the leading business houses of Quebec, has now taken charge of the shoe department of Messrs. Mareau & Co., in that city.

The clerical staff of Waterbury & Rising, Limited, St. John, entertained two of their former associates at a banquet held in the Manor House, Glen Falls; recently. The guests of honor were Sergeant Joseph B. Patchell and Private Joseph P. O'Brien, two former members of the staff who donned khaki a short time ago and are now attached to the 140th Battalion. The former was manager of the Main street branch store and the latter was in the repairing department. About



fifty were present at the banquet. After the many good things had been disposed of C. Henry Smith addressed the gathering. He paid a glowing tribute to the patriotism of the clerical staff who had given up remunerative positions to join the colors and had gone forward to combat the common foe. Richard J. Walsh was the next speaker and after adding a few complimentary remarks to that of his predecessor presented to Private O'Brien a handsome wrist watch suitably engraved. Sergeant Patchell was the recipient of a similar token of esteem a few weeks ago. Harold W. Rising then arose and on behalf of the board of directors gave each of the young soldiers a substantial check. Both were surprised and suitably replied.

Neil McDonald, assistant manager of Beardmore & Co. sole leather tannery, Acton, Ont., was called to Ethel recently, owing to the death of his aged father.

The Haines Shoe House recently moved into attractive and admirably fitted up new quarters in Smith's Falls. The new home is one of the brightest business places in that progressive town. A. L. Wright is the aggressive manager of the Smith's Falls branch of the firm and the way the alterations have been carried out and the improvements effected reflect great credit upon him. The front of the new store is a work of art, and the interior is quite in keeping with the imposing exterior appearance. The indirect system of lighting has been installed, and a ladies' department has been nicely fitted up with mirrors.

A provincial charter has been granted to the Overland Tire Rubber Co. The capital stock is \$50,000, with headquarters at Montreal. The company is empowered to carry on the business of manufacturing and selling in rubber of all kinds or merchandise composed in whole or in part of rubber, etc.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, has returned from a business trip to Boston and other eastern centres.

John Coutts has opened a shoe repair shop in Wallaceburg, Ont.

D. J. M. McGeary, manager of the Royal Shoe Store, Saskatoon, Sask., was in Toronto, Montreal and other points east on a business trip recently.

R. H. Greene, manager of the footwear department of Gutta Percha and Rubber, Limited, Toronto, is spending a holiday at Pinehurst, South Carolina.

J. A. Ingraham, Sydney, is now representing Jas. Rob-

inson, Montreal, in Nova Scotia, succeeding the late D. C. MacDonald, who for over a quarter of a century covered that territory. Mr. Ingraham is the son of the well known Sydney shoeman and did the buying for the firm for fifteen years.

E. T. Jacobi, Toronto, has returned from a recent business trip to Boston and other eastern shoe centres.

R. J. Wiswall, representing Herman Behr & Co., New York, visited Montreal manufacturers in company with Bert Parker, of Parker, Irwin, Limited, Canadian representatives of the firm, this week. Mr. Wiswall is quite an enthusiast on Carbi-con, both moulded and flat, and enjoyed his experience in Montreal, particularly as he happened to strike the big snow storms.

O. H. Vogt, managing director of the Great West Felt Co., Elmira, Ont., was in Toronto last week calling upon the trade.

W. A. Donald, manager for A. F. Clapp & Co., sheep skin tanners, Boston, Mass., was in Toronto recently on business.

Aubrey Davis, vice-president of the Davis Leather Co., Newmarket, has taken out a commission as captain, and will likely be attached to the 220th, filling the office of quartermaster. The Davis Leather Co., of which Hon. E. J. Davis is the head, have given some \$2,700 in equipment to the York Canada Overseas Battalion, as well as some of the best workmen of the firm. Liberal contributions have also been made by the firm to the Patriotic and Red Cross funds.

A meeting of the traveling salesmen of the Perth Shoe Co. was held in Perth last week. Many matters of importance were considered, among them samples, styles, etc., for fall selling. The factory is very busy at present, running to full capacity on high cuts in white, grey, brown and black, for which there is a large demand.

The Montreal shoe manufacturers propose to get together in order that they may know one another better, and that in the interests of the whole shoe trade in their vicinity and their customers throughout the country they may study the unprecedented conditions which confront them. A preliminary meeting has been held for the purpose of discussing how the whole situation can be handled most advantageously for the whole of the trade, but nothing was done pending a further study of the matter. Geo. A. Slater,



Attractive new high cut models in battleship grey, Havana brown and white—By the Blachford Shoe Manufacturing Co., Toronto

## Style Distinction

is always noticeable in

# *Classic Shoes For Women and Children*

Get the line whose reputation is firmly established from coast to coast—the line that has placed “Made in Canada” Footwear on a par with the very classiest imported lines.



High cut Bal. in all the leading shades of kid or calf leather.

### “In Stock”

A complete range of timely styles—106 all told—featuring the smartest novelties in last and pattern, made up to the CLASSIC standard of quality and finish.

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*“When in doubt—write for THE  
NEWEST CLASSIC LINES.”*

## Getty & Scott, Limited

Galt :: Ontario



Chairman of the Manufacturers' Section of the Canadian Press Association, presided.

The employes of the Independent Rubber Co., Merriton, Ont., gathered in the shoe room recently and presented Alfred Clark, who is leaving for overseas service with the 49th Battery, with a gold ring and an appreciative address beautifully illuminated.

Major W. G. Pink, of the 220th York Rangers Overseas Battalion, who has been in the retail shoe business at 278 College street, Toronto, for some years, has sent out notices to his customers that, until the Empire has concluded a victorious peace, he will give himself entirely to his duties in the service of our King and Country. He has made arrangements with Wm. Howarth, Toronto, who has had considerable experience in both the wholesale and retail shoe line, to take charge of his business during his absence.

The girl employes in the fitting department of the Weston Shoe Co., Campbellford, have forwarded a check of \$25 for the purpose of supplying a cot in Queen's Base Hospital at Cairo, Egypt.

H. S. Campbell, shoe retailer, Queen street, Fredericton, N.B., will remove shortly to the premises occupied by Parent, Bird & Co., in that city.

T. C. Forman, of Port Perry, Ont., who has been in the hospital for two months suffering from cancer, is making good progress.

C. P. Brown, son of Thomas Brown, Colborne, Ont., has enlisted and is now in training for service at the front.

The Parrott Shoe Co., Saskatoon, Sask., recently made an assignment to the National Trust Co., and a meeting of creditors was held on March 10th.

Elmer Turner, late on the staff warehouse of McLaren & Dallas, Toronto, has gone to Port Hope, where he has enlisted for overseas service.

W. L. Francis, who has been appointed sales manager for Gales Bros., Quebec, was in Toronto last week on business. He is a son of W. P. Francis, superintendent of the John Ritchie Co.

H. D. Wing, of the United Shoe Dealers, Parry Sound, Ont., spent a few days in Toronto last week on business. Among other representatives of the United Shoe Dealers, who were also in the city, were Wm. McDowell, North Bay; B. D. Menzies, Sudbury, and M. H. Sisson, Lindsay.

The Craft Fashion Shoe Stores of Montreal have assigned.

James I. Foy, formerly of the staff of D. D. Hawthorne & Co., Toronto, who left on January 12th for England, to join the Imperial Army Service Corps, mechanical transport, in a recent letter received by his father, J. W. Foy, states that he passed the required examination with flying colors, nine days after his arrival, and has been appointed driver of a convoy. He is now at Grove Park, Lee, S. E.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, has returned from a business trip to Montreal and Quebec.

A. S. Many & Co., shoe dealers, Montreal, have assigned.

Harley Henry has sold out his retail shoe store in Saskatoon, Sask., to J. C. Laurant, of Chesley, Ont., and the new firm name is Laurants, Limited. Mr. Henry will devote his entire time to the wholesale shoe business, in which he is widely known.

The Fifth Avenue Shoe Co. has leased the premises at 119 Yonge street, Toronto, formerly occupied by the Brockton Shoe Co.

Waterbury & Rising, of St. John, N.B., advertised some time ago for a name to be applied to their new line of women's shoes and received a couple of thousand replies. From that number they selected the name "Winnie Walker." They are now placing this line of footwear on the market and the various styles are being exhibited in their windows. They are also exhibiting the "Romper" shoes for women and children.

In a fire which broke out recently in Revelstoke, B.C., the McRae Mercantile Co., dealers in shoes and men's furnishings, were burned out, the stock being a total loss.

The Knechtel Shoe Store, which was recently opened in Woodstock, Ont., gave five per cent. of their total receipts on March 1st to the Woodstock Red Cross Society.

A leading findings firm has sent out a notice to the effect that their terms of sale on all goods is now two per cent. 30 days or net 60 days. On standard lines where existing lists are subject to a cash discount of 5 per cent., their prices are reduced to conform with the terms. Owing to the sudden and repeated advances in so many lines, they have taken the above reduction in discount into consideration, and have only advanced prices accordingly.

Gutta Percha and Rubber, Limited, Toronto, have been granted a permit to erect a one-storey storage shed on West Lodge avenue, Toronto, at a cost of \$4,000.

The members of the firm of Waterbury & Rising, of St. John, N.B., assembled recently, when the genial manager, E. L. Rising, after an appreciative reference, presented J. C. Featherston with a gold watch and chain in recognition of services rendered to the firm during a quarter of a century. The watch bore the recipients monogram and was suitably engraved. Five members of the firm have been remembered in a like manner for long and faithful service.

#### HAVE CLOSED GOOD YEAR'S BUSINESS

There are perhaps no more widely known salesmen calling on the shoe trade of Canada than the four gentlemen seen in the accompanying group. They have just closed a splendid year's business in the interest of their firm, Philip Jacobi, the old established shoe store supply house of Toronto, which has been in existence for over fifty years. On



the left is E. W. McTear, who covers Western Ontario and the Maritime Provinces and has been with the firm twenty-nine years. Next, is W. D. Fox, who looks after Northern and Eastern Ontario and Quebec Province. George J. Scott is the third gentleman, whose ground is from Winnipeg to the Coast, and then comes W. E. Young, who calls on the trade in Hamilton and Toronto.

Most any style or material in all-white top or all-white shoes is selling just as freely now as if it were mid-summer. To carry the vogue for white as far as possible, a special prepared white stain for the edges and heels of white shoes has been put on the market. White "ivory" soles are now being used successfully in turn work, especially in infants' shoes. Gray kid vamps, with gray ooze quarters to match, are selling well now in women's high-cut lace boots. The same effect is favored in patent leather vamps and white calf quarters. The call for tan shoes for men, women, and children is said to be getting stronger every day.

The Listowel Shoe Co., Limited, of Listowel, Ont., will manufacture a line of boys', youths', misses' and girls' McKay and loose nailed shoes. F. Nolinisky, of the Ideal Shoe Company, Elmira, is the managing director, and W. W. Metz, sales manager. The company is capitalized at \$40,000 and it is expected the new factory will be completed and the plant installed early in June.

L. M. Stock, who represents Walker, Parker & Co., Toronto, throughout western Canada, left a few days ago on his semi-annual trip.

W. E. Wilson, of London, who was the promoter of the Owen Sound Shoe Co., Owen Sound, and was arrested on the charge of bigamy, was committed for trial by Police Magistrate Judd. His case will be heard at the Spring Assizes, which open in London on March 20th.

Beardmore & Co. and Acton Tanning Co., Acton, Ont., have advanced the wages of their workmen who work by the day, by 10 per cent. This increase does not include piece-workers and foremen. The advance means a considerable aggregate to the three or four hundred men effected.

Ed. Dunbrook has opened a new shoe store, 30 King street west, Berlin, Ont., and has fitted it up in good style. A repair plant has also been installed.

T. R. Henry, Saskatoon, has taken over the boot and shoe business in North Battleford, formerly owned by his brother, Harley Henry, of Saskatoon, and managed by J. A. Little during the past twelve months.

G. J. Scott, Western Canada representative of P. Jacobi, shoe store supplies, Toronto, left last week on an extended trip throughout the Prairie provinces.

#### OPENS NEW SAMPLE ROOMS

Henry Martineau is now handling Eagle shoes in Montreal on St. Lawrence street west. Mr. Martineau, who is one of the most favorably known travelers in Eastern Canada, was for many years identified with Ames-Holden-McCreedy, and is a thorough shoeman who can get the business. He has opened sample rooms for the Eagle Shoe Co.



Henry Martineau



E. A. Marchildon

in the La Patrie building, on St. Catherine street, where he hopes to have the pleasure of frequently meeting his many friends in the trade. He will also cover Quebec City.

E. A. Marchildon continues to handle the Eagle line in the Eastern section of Montreal and in Quebec Province outside of the city of Quebec. Mr. Marchildon has been in the business for so many years that he knows most of the trade by their first names.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, is spending a few days in Montreal and Ottawa on business. F. P. Beemer, Western Canada representative of the company, leaves next week on an extended business trip through the West.

H. R. Emery, of Blachford, Davies & Co., Toronto, spent a few days in Montreal last week on business.

A. L. Dupont, of Dupont & Frere, Maisonneuve, called upon the trade in Toronto during the past week.

A. J. Beer, boots and shoes and harness, Summerland, B.C., is taking over the shoe stock of the Summerland Supply Co., Limited.

The revised price list for sole leather which went into effect on March 1st, is—Spanish sides, No. 1, 42½c. in ten sides or more, 43½c. in less than ten sides; trimmed backs, 33 1-3% trimmed, No. 1, 54½c. and 55½c.; trimmed bends, 50% trimmed, No. 1, 60c. and 61c.; oak sides (Canadian), No. 1, 45½c. and 46½c.; oak backs, No. 1, 59c. and 60c.; oak bends, No. 1, 64c. and 65c.; hemlock roundings, 29c.

A leather merchant is selling a new line of sheep leather that looks like kid leather, and that has some of its merits. He found that when he rolled it in lots of one dozen skins, like sheep leather, he could not interest buyers very much in it. But when he rolled it up in lots of two dozen skins, like kid skins, some buyers showed surprising interest in it.

T. L. Marshall, Toronto, shoe dealer, has removed from 982 Queen street west, to 1026 Bloor street. For the past few weeks Mr. Marshall has been disposing of a surplus stock at the Queen street store at bargain prices, and will continue to do so until his lease expires at the latter address.

The Home Shoe Co., Limited, has been incorporated in Montreal and will carry on business as general wholesalers. Their authorized capital is \$25,000 and J. H. Tetreau will be managing director of the new company and W. L. Laplante, secretary-treasurer. Their establishment will be at 326 Amherst street, where, up to the present, the business of Bouthillier & Tetreau was carried on.

H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Berlin, left last week on a trip to California.

G. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, is spending a few days in Philadelphia, New York, Boston and other centres, picking up the latest style pointers for the coming season.

Walter Stevens, of the Murray Shoe Co., London, Ont., spent a few days in Montreal lately.

L. S. Odell, jr., of Montreal, was taken ill recently in Toronto and underwent an operation for appendicitis. He has been covering the Montreal trade for his father, with whom he is associated in business.

Harvey Lintott, who has been connected with the shoe business of F. Sutherland, St. Thomas, for a number of years, has taken a position in the St. Thomas store of Johnson and Murray.

#### THE HAPPENINGS IN OLD QUEBEC

The stock of Alf. Boivin, whose store was burned a few weeks ago, was sold to Demers & Roberge, of St. Joseph de Beauce.

J. A. Langlois and Jos. Plamondon are among those who have returned, after a business trip to New York, Boston and other shoe centres.

Jos. Tanguay, formerly of the Rock Shoe Co., has bought the machinery of this firm for \$400. The factory was burned on January 1st and liquidation came some time afterwards. The building has been sold to Geo. F. Amyot, corset manufacturer.

Among the callers on the trade in Quebec during the past few days, were Geo. G. Parker, of the Boston Last Co., Richmond; A. C. Woods, Cotton Threads, Limited, Montreal; J. F. Lemieux, of Keifer Bros., Montreal; John



# In Stock March 25th

Mayflower



No. 9S.—Whole Quarter Cut,  
Bright Kid Button, 8 inch  
Top, Flexible McKay, Sizes  
2½ to 7, D width

\$2.60

Mayflower



No. 8S.—Whole Quarter Cut,  
Bright Kid Balmoral, 8 inch  
Top, Flexible McKay, Sizes  
2½ to 7.

\$2.60

Prices subject to change without notice.

Terms 60 days net.

Other Good Lines in Stock

Have You Used Our In-Stock Sheet?

## The Murray Shoe Co.

LIMITED

London

-

Ontario

“Derby” and “Murray Made”  
Shoes for Men.

“London Lady” and “Mayflower”  
Shoes for Women.



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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



E. Maguire, of the Metal Product Corporation, Providence; E. Boudreau, Dunlop Tire & Rubber Co.

E. Tremblay, shoe manufacturer, was in Montreal recently. Alf. Dupere, of Dupere & Garant, was also in Montreal on a business trip last week.

It is reported in Quebec that three new shoe factories will shortly be established in that city. All the plants are still running full but shoe findings are very dear. It is very difficult to get Dongola kid and sheep skins, while sole leather has advanced considerably of late. Box calf has also taken a jump of 2c. and the price of gunmetal calf has gone up another cent, making it 37c. White cotton has ascended 2c., and black cotton 5c. a yard. Prices are very firm in all other supplies.

The estate of L. Gauthier Co., insolvent, Quebec, was sold February 29th, in the offices of Messrs. Lafavre &

Gagnon. The building was bought by Lagace & Lepinay for \$35,200, and the machinery not attached to the building, went to Chas. E. Roy & Co., at 30c on the dollar. This firm also purchased the leather, threads, welting, etc., at 67c. on the dollar. The shoes, amounting to \$1,185.18, were disposed of to M. Cummings at 63c. on the dollar. Legace & Lepinay, who purchased the building, and manufacture men's, boys' and youths' McKays, also acquired the lasts, patterns and dies, amounting to \$11,514.59, for five and one-eighth cents on the dollar. The factory fixtures also went to this firm for \$3,724.51, as well as the office fixtures for \$737.10. Three safes were sold, the purchasers being James Scott, Legace & Lepinay and Max Clement. A stock of chocolate dongola amounting to \$1,205.47, was sold to James Scott for \$1,065.00. Book debts, \$7,687.47, went to Jos. Gagnon at 2c. on the dollar.

## OAK AND HEMLOCK SOLE LEATHER

### "TRENT VALLEY" OAK

Mellow, Non-Acid

"Tests Up"

### "LION" OAK

Slightly firmer tannage. Users say "it's great."

Both Oak Tannages are very popular.

In Sides, Backs, Bends, Bellies and Shoulders.  
OUTERSOLING AND INNERSOLING

### HEMLOCK

#### "PENETANG"

Firm but not brittle, water resisting.

"The Old Reliable."

#### "EAGLE"

A mellow tannage.

Grades and weights to meet all requirements.

TAP SOLES: We stand back of every dozen.

The BREITHAUPT LEATHER CO., Limited, Tanners, Berlin, 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 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  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

# 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.

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# Watch for the Muir Man and His FALL SAMPLES

“SIR  
KNIGHT”

SOON he will be showing the finest range yet offered the trade. Latest American lasts and patterns will be seen in our line of

“CANADIAN  
GENTLEMAN”

**Men's Shoes**

retailing

**\$4.00 to \$6.00**

and

**Boys' Shoes**

retailing

**\$3.00 to \$4.00**

“THE  
PATHFINDER”

These are the prices at which shoes are sold today, and MUIR Shoes are repeaters because of the high value they represent.

“THE  
ACADEMY”

**THE JAMES MUIR COMPANY**  
**MONTREAL**

# Choose the Right Thing at the Right Time

We cater to the trade that appreciates advanced styles  
in Ladies' Footwear, at moderate prices,  
made in

WHITE  
PEARL  
IVORY  
CREAM  
GREY



BROWN  
BRONZE  
BLACK  
KID  
BOOTS

White washable kid top, glazed kid vamp

Refinement and elegance of design are matched by correct fitting,  
superior workmanship and reliable service.

We make them in

## Ladies' McKay Shoes

All Styles, All Leathers, All Widths.  
The last word in Fashionable Footwear

# CLARK BROS., LIMITED

ST. STEPHEN, N.B.

Sample Room, No. 2 Trinity Square, Toronto

Representative for Ontario and Quebec, R. L. Savage  
Representative for Western Canada, Geo. H. Ferguson



Twenty-Ninth Year

Toronto, April 1st, 1916

# THE SHOE & LEATHER JOURNAL

*Easter and  
Advanced  
Autumn  
Styles  
Number*



April 1st  
1916



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# PREPAREDNESS IS THE THING

It is better than oceans of WATCHFUL WAITING when the market is ON THE JUMP in all kinds of raw and manufactured materials. It does not pay the dealer to PUT OFF just now. See to it that you are well FORTIFIED with

## TRICKETTS

THE  
ONE  
THING  
NEEDFUL  
IN  
SHOES



## SLIPPERS

Our New Range Comprises most of the OLD FAVORITES  
and besides some

DECIDEDLY NEW AND CHIC STYLES

Be sure and ask your jobber for **TRICKETTS**

*Largest Makers of Slippers in the Empire*

**SIR H. W. TRICKETT LIMITED**  
WATERFOOT, Near MANCHESTER, Eng.

Canadian Representative J. S. ASHWORTH, Manchester Building, Toronto



# Timely Suggestions for Early Summer



WHITE REIGNSKIN CLOTH  
COLONIAL



WHITE NUBUCK  
GLADYS PUMP



WHITE REIGNSKIN CLOTH  
HIGH CUT  
BUTTON AND LACE BOOTS



PATENT GLADYS PUMP



PATENT COLONIAL

## Blachford Shoe Mfg. Co. Limited

Toronto



**AUNT MARY'S OUTSIZES**  
Circular vamp and foxing, any combination of leathers. Welts and McKays. Button, Bal. and Blucher. "A real outsize."



Patent circular vamp and foxing, leather or cloth top, welt or McKay. "Recede toe."



Growing Girls, full fitting, stylish and durable. Welt or McKay. "Sensible."

## 'SHUN!

This is to notify the Shoe Trade, and all concerned, that the **Chatham Shoe Company, Limited**, is ready for business.

This factory, in building, equipment and shoemaking ability, is one of the best in Canada.

Don't overlook the "CHATHAM SHOE," Women's Welts and McKays. We intend to make all and sundry sit up and take notice.

The SHOEMAKING will be RIGHT, the MATERIALS will be RIGHT and the PRICES will be RIGHT.

Pinning our faith on the resources of the British Empire, we believe that the silver lining of the business cloud is about to break out, and we intend being at the Front.

SEE OUR SAMPLES. Our Travelers are now on the road with all the different, up-to-the-minute colors, patterns and lasts.



Eight inch top, whole quarter, circular vamp, lace or button, any combination for upper. Welt or McKay. "Nifty."



Seven inch top, 3/4 vamp, lace or button, style and fit combined, every known combination for upper. Made in welt or McKay. "Exclusive."

**The Chatham Shoe Co. Limited**  
Chatham, Ont.





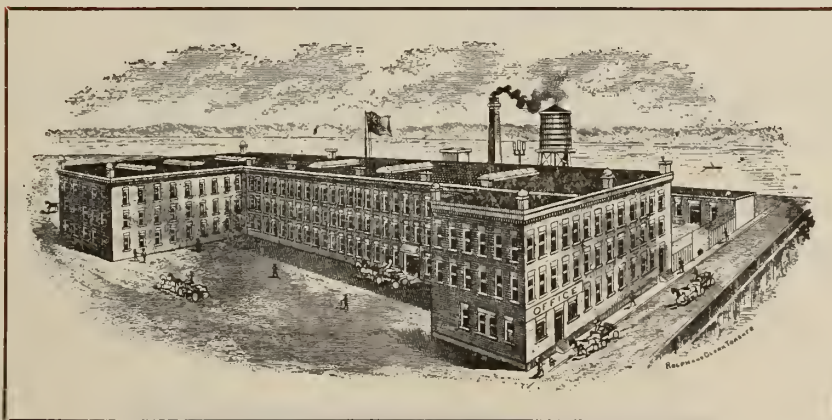
## YAMASKA STAPLES

*Men's, Women's, Misses', Boys',  
Youths', Little Gents' & Children's*

Yamaska Footwear will supply the need of every member of your family. The Yamaska is a "bread and butter" line for every day, selling year in and year out. Comfortable, well-made, long wearing shoes of substantial value that give your customer his full money's worth, and you a reasonable profit

**La Compagnie J. A. & M. Cote**

St. Hyacinthe, Que.





**MEN'S WELTS  
EXCLUSIVELY**



## SNAPPY NEW MODELS FOR FALL, 1916



MODEL No. 123

Buyers interested in Men's Welts, to retail from \$4.50 to \$5.50, are invited to give special attention to these two models for Fall, now being shown by our salesmen.

No. 123—Men's Velours Calf Button, long vamp and toe effect, heavy single sole, 7/8 heel.

No. 133—Men's G.M. Calf Bal., matt top, nature form last, heavy sole, 1 inch flange heel.

While they are but two of our samples, they reflect perfectly the result of the specialization in our factory. We make Men's Welts and nothing else.

The result is shoes that possess individuality, style, snap, all that goes to making a fine shoe that will sell.

Our salesmen are showing for the new season a line of samples superior to anything yet produced by us.

*Be Sure to See them.*



**DRUMMOND SHOE  
LIMITED  
DRUMMONDVILLE, QUE.**







## FIT 40% MORE FEET WITH BELL'S "UNLOCKED" PROCESS SHOE

You can do it, and you can make your usual turnover on 70% of former stock. It is the only shoe built on lasts formed to accommodate the three bearings of the foot.

Being **unlocked** it is flexible, meets the foot on any bend. Arch hugs the foot but does not oppose it.

This is a practical orthopedic shoe that has the latitude of style found in ordinary high-grade 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"

# ASTORIA

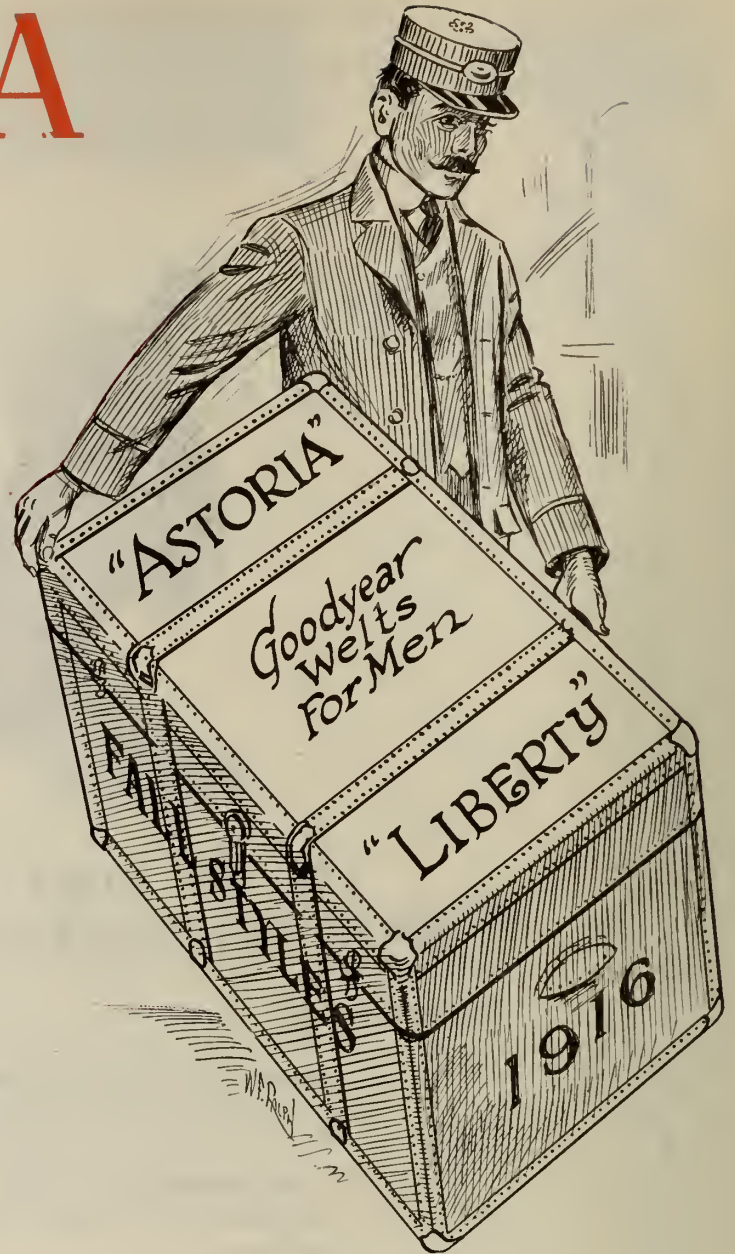
## GOODYEAR WELT

# SHOES

### FOR MEN

Naturally, you want a really reliable high grade shoe to meet the more particular demand.

And in both "Astoria" and "Liberty" you have the right line. Nothing can exceed their smartness of style or the perfection of every detail of workmanship and finish.



## Travellers Now Out

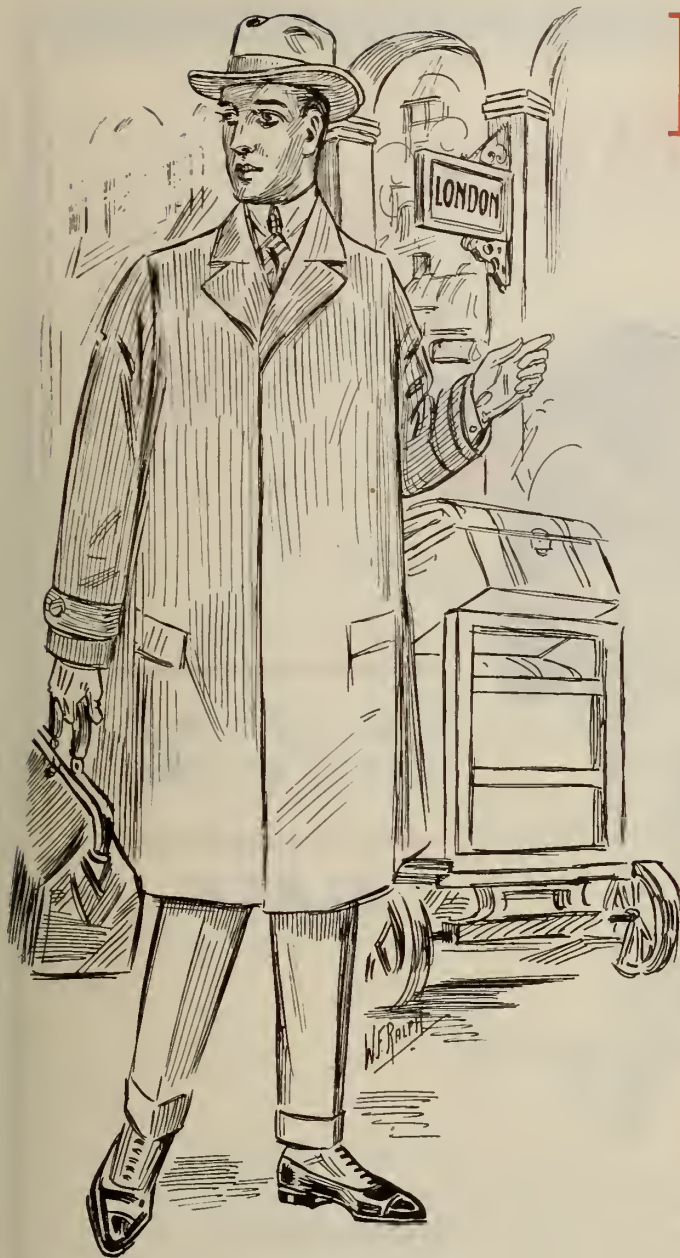
**Scott-Chamberlain**  
Limited

London

Ontario

The samples in the trunk of a Scott-Chamberlain salesman are an absolutely reliable guide to the shoe styles that *will be selling best* this coming Fall. They make your task of selection easier. And after you've made your selection you can *rest easy*. "Astoria" and "Liberty" shoes are shoe-style certainties.





# LIBERTY

## GOODYEAR WELT

# SHOES

### FOR MEN

One thing everyone notices in connection with "Astoria" and "Liberty" shoes is the knack they have of pleasing "on sight." Their lines are so graceful and their "snap" is built right into them. With a dressy man, to see them is to want them, and to BUY them is to be enthusiastically pleased with them.

## The New Fall Styles

Our range of new models for Fall include many brand new lasts that represent the most advanced styles in Men's Footwear. And they are all practical—made to sell and satisfy. We've no ambition to startle the world with freak stunts, and select our models with cool discrimination, giving you novelty styles that are also thoroughly reliable sellers.

**Scott-Chamberlain**  
Limited

London

Ontario

# THE "MONARCH" LACE

AS SUPPLIED  
TO THE  
ALLIED TROOPS

BRITISH  
MANUFACTURE

TAN

BLACK



Owing to the great demand for a really strong and durable lace to take the place of the leather lace which to-day is not only unreliable in quality but also very high in price, we have perfected and placed on the Market our New Royal Westminster "**MONARCH**" Lace. Sales to the present unmistakably demonstrate that it is meeting a real need, and is, in fact, a great success. The following nine reasons explain why the "**MONARCH**" Lace has achieved such a rapid and huge success, viz.:

1. The "**MONARCH**" Lace will not snap.
2. The "**MONARCH**" Lace is practically unbreakable.
3. The "**MONARCH**" Lace is cheaper than a leather lace.
4. The "**MONARCH**" Lace will wear longer than a leather lace.
5. The "**MONARCH**" Lace contains no grease or dirty dressing.
6. The "**MONARCH**" Lace is free from brand marks and cuts.
7. The "**MONARCH**" Lace does not soil the fingers.
8. The "**MONARCH**" Lace can be obtained in any length.
9. The "**MONARCH**" Lace is made entirely in England

Should your Dealer be unable to supply these, write us direct

## BEARDMORE & CO.

SOLE AGENTS FOR CANADA

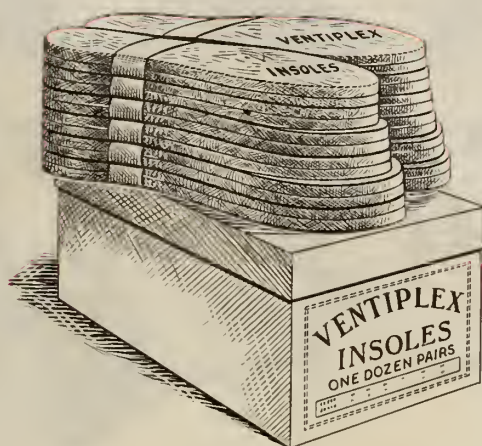
TORONTO

MONTREAL

QUEBEC



# “VENTIPLEX INSOLES”



**MADE IN CANADA**

## What They Are

Ventiplex Insoles are not felt. They are made from a specially constructed, five ply, porous fabric, consisting of wool, hair and India Fibre, interlaced in such a manner as to form thousands of wicks in the countless pores with which the fabric abounds. It is a firm, strong, yet soft absorbent material, especially adapted to the manufacture of Insoles.

ASK YOUR DEALER FOR A SAMPLE OF THEM OR WRITE DIRECT TO

## BEARDMORE & CO.

SELLING AGENTS

TORONTO

MONTREAL

QUEBEC

**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





**JOHN SCOTT**  
Manitoba and British  
Columbia



**H. MARTINEAU**  
West Montreal and  
Quebec City



**E. A. MARCHILDON**  
East Montreal and  
Quebec Province



**J. A. McLEAN**  
Saskatchewan and  
Alberta



**F. B. HULL**  
West of Toronto



**W. J. GARD**  
Maritime Provinces



**ALF. WINN**  
East of Toronto and City

*Lined up for the  
Big Spring Drive*

and well equipped  
with a fine display of

**Fall Style Samples**

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. The Fall styles of the "STRIDER SHOE" for 1916 have the snap and the wearing qualities that will carry all before them.

The lighter Women's McKays with a wonderful flexibility and smoothness are priced to allow a splendid profit, while selling at popular prices.

Ask one of the boys to show you.

—The—

**Eagle Shoe Co., Limited**  
Montreal, Que.



# WATCH FOR KINGSBURY SALESMEN



J. H. Campbell  
Maritime Provinces

THEY WILL BE CALLING  
ON YOU SOON WITH A  
SNAPPY LINE FOR FALL  
1916



J. A. MALBOEUF  
Montreal



W. E. SHORT  
Manitoba, Saskatche-  
wan, Alberta, British  
Columbia

Quebec Province will be looked after by  
Messrs. A. Bluteau and J. W. Rankin



G. H. TAYLOR  
Province of Ontario

This season is presenting unusual  
problems for the manufacturer to  
solve, but we feel that you will  
understand the uncertainties and  
difficulties that confront the

entire trade and will readily grasp the necessity for definite  
instructions to our salesmen at an early date, in order to  
protect your fall business.



R. G. PERCIVAL  
Manitoba, Alberta and  
Saskatchewan

## Kingsbury Footwear Company

LIMITED

*Specialists in Ladies' Footwear*

Montreal



# NOW READY! ENTIRELY NEW!

## The Human Foot Anatomy, Deformities and Treatment

By DR. WM. M. SCHOLL, Chicago

This book has been written and published after repeated requests and demands of those in the shoe trade seeking practical information on the human foot in its normal and abnormal conditions. The book is written with a view of meeting the very requirements of the layman, as the dry, technical terminology has been dispensed with.

It is written in clear, plain style that everyone can immediately comprehend. Nearly four hundred pages, over three hundred illustrations and all pertaining to the human foot.

It is a volume that should be in the hands of every shoe dealer, shoe buyer, shoe fitter, shoe salesman, and shoe manufacturer.

### Partial List of Contents

The Bones  
The Tarsus  
Arches of the Foot  
Soft Structures of the Foot  
Muscles and Tendons of the Leg  
The Arteries of the Foot  
The Nerves of the Leg and Foot  
The Skin and Nails  
Comparative Anatomy  
Physiology  
Mechanical Consideration of the Human Foot  
Examinations  
Weakened Foot  
Flat-Foot, Broken Down Arch  
Treatment of Flat-Foot  
Metatarsalgia, Morton's Toe  
Method of Fitting Arch Supports  
Hallux Valgus and Bunion  
Painful Heel  
Hammer Toe  
Weak Ankle—Sprained Ankle—



### Partial List of Contents

Tubercular Ankle  
Pes Cavus—Hump Foot—Hollow Claw Foot  
Knock Knee—Bow Legs—Deformities of the Knee  
Rheumatism—Gout—Other Joint Affections  
Diseases of the Feet  
Dislocations Affecting the Feet  
Corns (Cornu, Horn)  
Callosities—Callous  
Skiagraphy  
History of Footwear  
Footwear and the Fitting of Shoes  
Hosiery  
Care of the Feet  
Method of Making Plaster of Paris Cast of the Foot

Illustration about one-third actual size

**SPECIAL PRICE** **\$3.50** **POSTPAID**

The first edition is nearly exhausted. Many shoe dealers have ordered copies for every salesman. It will make everyone more efficient and more capable of producing results in the shoe store. Beautifully bound in cloth, gold stamping. Special price, \$3.50. Send your order now as the supply is limited.

**The SCHOLL MFG. CO., Ltd.**

214 King Street East, Toronto

Chicago

New York

London

Special Trial Offer

The Scholl Mfg. Co., Limited

Gentlemen: Enclosed herewith \$3.50 for a copy of "The Human Foot—Anatomy, Deformities and Treatment," which you will please send, charges prepaid, on two days' approval. If I am not entirely satisfied after two days' time I will return the book and you will refund money.

Name.....  
Street.....  
City..... Province .....

*Model*  
SHOE

*W.B.H.*  
SHOE  
ALL SOLID LEATHER

**W. B. HAMILTON SHOE CO.**

**TORONTO**

*The Largest Combined Shoe Manufacturing and  
Jobbing House in the Province*



**W. B. HAMILTON SHOE CO.**

**TORONTO**

*W.B.H.*  
SHOE  
ALL SOLID LEATHER

*Model*  
SHOE





# INSIDE SHOEMAKING!

That's It

AMHERST SOLIDS are the same *inside* where it is hidden from view as *outside* where it can be seen. This has been their reputation since

## CONFEDERATION YEAR

Have you them in stock, MR. RETAILER? They satisfy the customer and a SATISFIED CUSTOMER is a

## BUSINESS ASSET

# Amherst Boot and Shoe Co.

Limited

Amherst

Halifax

Regina



## New Fall Styles

*Flawless*

*Faultless*

*Squeakless*

*Flexible*

### Women's Fine McKays

Always Reliable

See them—you'll like them



### The W. E. Woelfle Shoe Co.

Berlin, Ont.

## G. V. O.

### Solid Leather Shoes

See the G. V. O. Fall 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. Oberholtzer Company, Limited

BERLIN, ONT.



## Smart New Lasts for Fall Selling

**W**HEN 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.

We are putting in a strong line of \$6.00 shoes in all widths B to E's. If the retail merchants would fit their customers with a longer and narrower shoe it would have a neater appearance and would enable Canadian manufactured shoes to look as snappy as American footwear.

See the BRANDON RANGE for certain before placing your fall order.



**The Brandon Shoe Co., Limited**  
Brantford, Canada

# NOW IS THE TIME!

to order your Spring stock of Arch Supports and other Foot Specialties.

We can give you unequalled Service and Quality.

Have you tried our "Curo-Foot Balm" for perspiring, aching feet? This is a good seller during the warm weather.

Instal the Arrowsmith line of "First-Aid" Foot Specialties. They will help materially in paying your overhead expenses.

**CANADIAN ARROWSMITH MFG. CO. LIMITED**  
**NIAGARA FALLS, ONTARIO**

# KINGSTON TANNERY

That's where the *HIGH GRADE STAPLE LEATHERS* are made. *High Grade* because of good tannage, uniform substance throughout, properly stuffed or fatliquored as the case may be, perfectly set, and because of the good results they show in the cutting room.

*These are  
Some of  
them*

**Elk in Black and Tan**  
**Russet Oil Grain**  
**Mennonite Grain, Black and Red**  
**Combination, Smooth or Boarded**  
**Collar Leather, Russet and Black**  
**Vegchrome, Black and Chocolate**  
**Chrome R, in Colors, No. 1, No. 2 & No. 3**  
**Imitation Gun Metal**  
**Pebble**  
**Ooze Splits, in Colors and Black**

Write to-day for samples and prices.

**A. DAVIS & SON, Limited, KINGSTON, Ont.**



# TWO STYLES THAT SELL

Both Introduced  
by TETRAULT

## Neolin

which we are using  
in all of our regular  
lines.

"FIRST AS USUAL"

## Military

ANKLE BOOT for heavy  
wear and DRESS BOOT for  
other occasions.

## TETRAULT SHOE MFG. CO.

*"Largest Manufacturers Men's Goodyear Welts in Canada—Bar None"*

MONTREAL

# Kant Krack      Dainty Mode

Big Complete Range

# RUBBERS

Unexcelled Style, Quality and Value

Our new range for the season 1916-17 is complete and samples are being shown by the well-known jobbing houses listed on this page, who act as our selling representatives.

See the samples—judge of their superb quality and value, and you will join the array of satisfied shoe merchants who have found in the Independent Range a perfectly satisfactory line.

## OUR 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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

“Kant Krack”  
 “Dainty Mode”  
 “Royal”  
 “Bull Dog”  
 “Dreadnaught”  
 “Veribest”

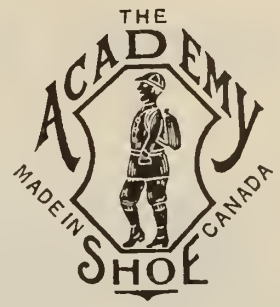


**Independent  
 Rubber Co. Limited**

Merritton, Ont.







## Four Brands and the Factory that makes them

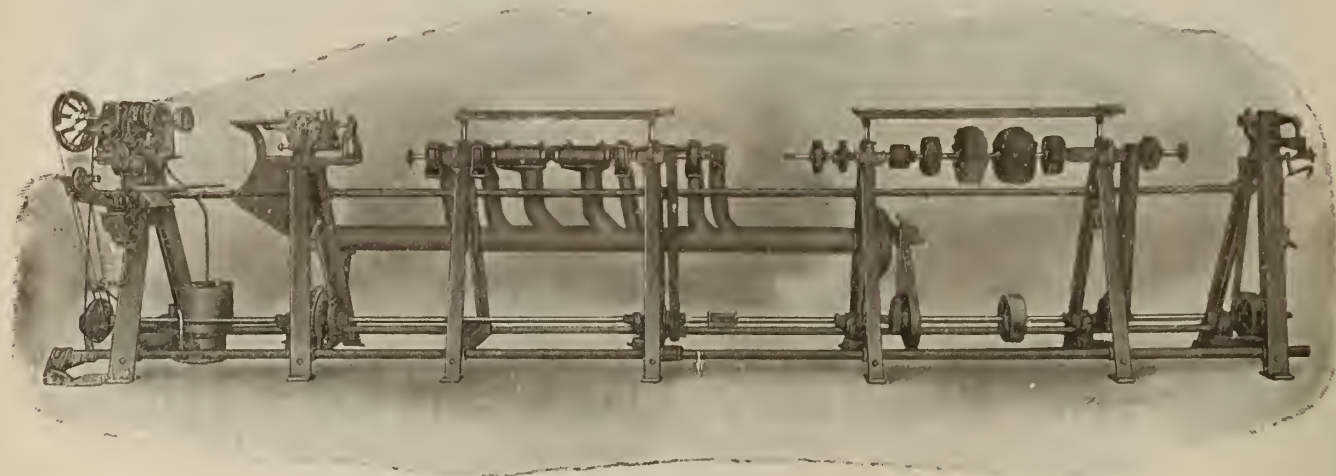
There is no finer specialized factory on the continent than that of the James Muir Co., Montreal.

It is modern in construction and equipment, its workmen are efficient and its management progressive.

Small wonder then, that its brands of boys' shoes to sell \$3 to \$4 and men's shoes to sell \$4 to \$6 are so popular with retailer and consumer alike.



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

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

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

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

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

The Finishing Machine has a 78-inch 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               |
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# LIVE SELLERS FOR FALL

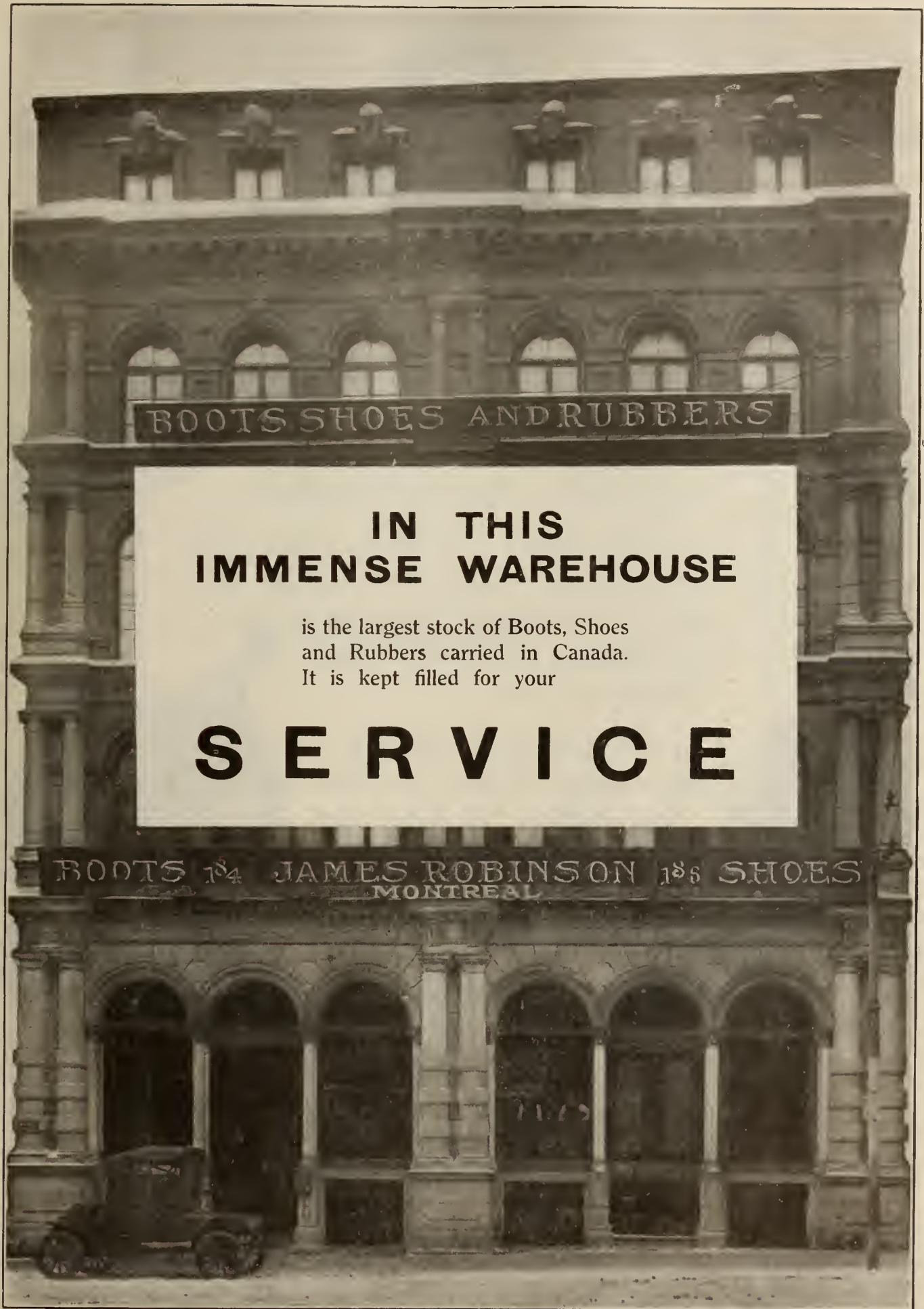
Our travelers are now showing the snappiest line of samples for Fall, 1916, we have ever shown for such a season.

Leading factories have contributed their latest models and we can assure you of a variety of winners to select from, such as no manufacturer can show.

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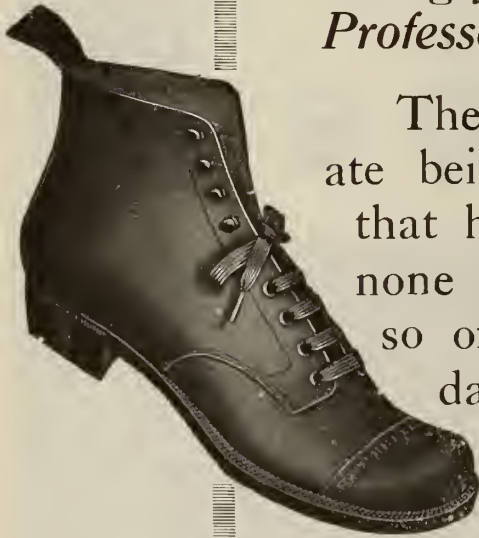
THE  
*Professor*

PAT. NO. 119409  
GOLD CROSS  
SHOE

*Doctors*  
ANTI-SEPTIC  
SHOE  
NON  
PERSPIRO

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.

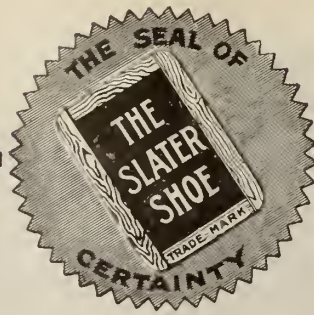
These men will appreciate being shown a shoe that has all the style, and none of the discomforts so often seen in up-to-date footwear.



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**THE SLATER SHOE  
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MEN'S AND BOYS' WELTS EXCLUSIVELY



*The Just Wright*  
TRADE MARK SHOE

**"Club" No. 206**

Gun Metal Bal. New City Pattern. Custom Toe.  
 $\frac{7}{8}$  Newark Heel. Sizes C 5 to 10 $\frac{1}{2}$ , D 5 to 10 $\frac{1}{2}$ .  
 Stock No. 208. Same in Nut Brown.

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## *Just Wright Fall Styles*

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The new fall lines of Just Wright Shoes show fashion's latest decrees in fine footwear for men. One of the boys will call on you soon with the samples. Wait and see them. It will be to your advantage

*E. T. Wright & Co., Inc.*

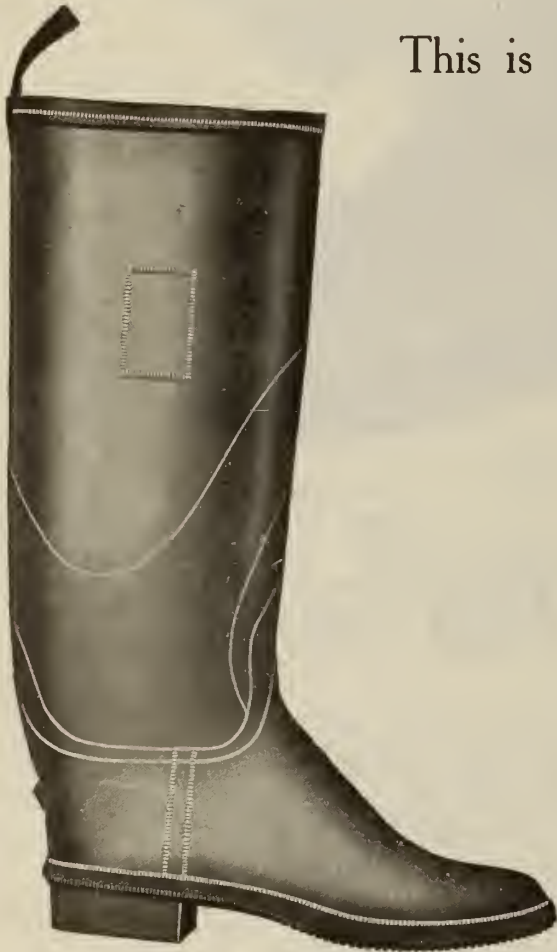
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Boot, in Solid Tan

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28 "Service" Branches throughout Canada



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

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## WAR CONDITIONS IN SHOE AND LEATHER TRADES

**Leather and Shoe Manufacturers at Their Wits' End—Waiting for Things to Turn Up—  
Helpless in the Face of Conditions that Have Not Been Paralleled in the History of the Trade**

**I**N the leather business it may truthfully be said that one knows not what a day may bring forth. Conditions such as exist to-day have never been known amongst leather manufacturers. Nobody is looking for business and they hardly know what to say when it stares them in the face. "The strange thing is," said a tanner the other day, "that in spite of the fact that leather, especially light stock, is becoming so scarce that prices are going sky high, people are insisting on high cut shoes, using up from a third to a half more material than in normal times; and few manufacturers seem to encourage relief in alternatives such as cloth and other fabrics. It is this crowding of the situation that is making it so impossible."

A shoe manufacturer reviewing the situation said to the *SHOE AND LEATHER JOURNAL* quite recently: "Not only are a great many of the articles costing more but the high cost of labour and the scarcity of it have a great deal to do with the situation as it is to-day. We also have to contend with a scarcity of supplies and findings and the various small items that enter into a shoe. The supply on these articles is extremely bad and orders will take from six to seven weeks before they are filled and in some cases the manufacturers of these supplies have so much other business on hand pertaining to the war that they will not pay any attention to articles that they formerly made for the shoe trade. The prices on steel shanks alone have trebled and they are not procurable even at this price. Manufacturers who took orders for a new allotment of Army shoes find it impossible to procure steel shanks for these shoes, and the situation has grown so serious that the Government has had to take this up and it looks as though these would have to be made without steel shanks. The cotton situation, the wool situation, the thread situation, and materials of all description have advanced to ridiculous prices. The inks and stains that we used to pay 60c for are now \$1.25. This is due to the scarcity in dyes. We have seen within the last 30 days kid stock advance from 29c to 35c. This means that a woman's high topped shoe such as they use to-day, you might say an 8½ inch top, there is an increase of 21c. The situation in sole leather is just about the same and it simply means that the manufacturer has to advance his stuff from week to week in order to keep up to the advancement in raw materials and labour. Shoe factories, through enlisting, have been crippled on their output to a great extent, as the shoemakers are all good fighting men. This has crippled the Canadian factories in some instances as much as 50%, and retailers should realize that these conditions exist and not be too severe about delay in shipments. Even if the war were over to-morrow the price of leather would still advance as the high prices existing to-day are but a precedent for years to come.

"I just received a wire from a large kid tanner on the other side who is in the habit of carrying on the floor about 50,000 dozen kid skins in the various grades and weights and prices and he said that this morning all the kid they have in their establishment was four dozen and his information was that kid was going up whether the war continued or abated. Here are a few comparisons that demonstrate the difference between conditions to-day and those of a year ago. Russia calf for high grade shoes from 31c to 42c a foot; dull calf, 30c to 37c; white calf, 28c to 50c; heavy glazed kid, 17c to 23c; light glazed kid, 13c to 19c; grain side, 26c to 31c; patent sides, 29c to 35c; black sheep, 9c to 11c; colored sheep, 10c to 12c; white grain sheep, 10c to 14c; light oak sole, 48c to 59c; duck linings, 12c to 16c; twill, 10½c to 14c; men's and women's laces, 50c to \$1.25 gross; buttons, 37c to 50c gross. And these are but a few of the upward turns of the wheel against the manufacturers."

With these facts before them little argument should be needed to persuade the dealer that unnecessary delay in purchasing adequate stocks will be costly. There can be no doubt whatever that the next six months will witness even greater changes than the past year.

**Colors on Front Cover are Standard for Women's Summer Shoes**

## MANY SMART MODELS IN NEW AUTUMN STYLES

**Military and Conservative Lines Seen in Canadian Men's Models—Some Fancy Effects Presented—Colored Kid Holds Sway in Feminine Foot Toggery—Curved Heel, Long Vamp and Plain Pointed Toe Have the Call—Many Pretty Offerings in White—High Cuts for Miladi and Bals for Milord**

**"STYLE!** Style! Style! Style all the while." Thus runs an old refrain, and one is convinced of the veracity of the saying, by taking a look at the beautiful models now being offered in autumn foot toggery for Miladi Fair. With men's, there are presented to the Canadian trade, fewer pronounced variations in lasts, patterns and leathers than probably any year during the last decade, and for this there is a reason.

It is well known by the shoe manufacturers of the Dominion that the snappy, trappy, eccentric lines are purchased principally by the young men. The banker, the lawyer, the doctor, the physician, and the business man of conservative tastes and quiet tendencies—in fact, nearly all men of middle age, who settle down to the routine of mercantile or professional life, and are engaged in the task of home building and raising families, are moderate in their demands and sedate in their ideas. They do not follow the extremes of fashion, and if one could examine the wardrobe of these men, it would be found that hats, clothing and shoes, differ very little from year to year, in pattern, texture or design.

It is the young man, the chap who believes that he earns his money easily, who has no great responsibilities or family ties, spends freely as he goes, and demands something new each season—who takes up quickly any new type of a toe or heel, colored top, fancy combinations, elaborate stitching and ornamental effects, in the shape of perforations, tips, pinking, and generally, what is termed "gingerbread." Of the 300,000 men who have already enlisted in Canada for overseas service, more than half of these are bright, young, energetic fellows, who were not afraid to invest in the most striking styles. They bought, not one or two, but several pairs of shoes annually. Now that these scions are being shod and clothed by the government, naturally the demand for fancy patterns and ornate types of footwear has received a decided jolt—in fact, the men's trade, particularly that of the younger generation, has fallen off con-

siderably in all Canadian cities and towns. There is no denying this condition of affairs or attempting to conceal it. It is well known, and shoe manufacturers have taken cognizance of the trend of events and wisely restricted the number of fresh creations for fall.

### Military Dress Shoes Liberally Shown

The war has brought about with it many changes, not only in the thoughts and expenditure of the people, but in the matter of their dress as well. This is seen particularly in the military "swack," which is imparted to the footgear for men. There is the military dress boot, which is worn by Tommy Atkins for social and evening functions, and by the civilian. Many men to-day have adopted for ordinary street wear, the military dress boot, which is comfortable and durable and built on a fairly broad sensible last. Such a shoe, with its roomy toe, broad shank, low heel, flat tread, and in most instances the absence of a box toe, permits one to walk with the utmost ease. In fact, there has been a remarkably large sale in all leading retail stores of the military dress boot in mahogany, tan and black leathers. Many manufacturers for present trade as well as in their fall samples, are showing these boots, with single, slip, and viscolized soles, on military lasts, boots that have the dash and snappiness which appeal to all males.

It may be mentioned that for the wet weather and for those engaged in outdoor occupations, a number of firms are showing military ankle boots, with waterproof bottoms and storm calf uppers. Military footwear and effects are being featured in men's lines as never before.

Outside of the tendency to make more military shoes, several Canadian makers catering to the men's trade have been busy filling shoe contracts for the Dominion Government and are not devoting any large amount of time or expenditure of money in producing extreme creations. Loud, pretentious effects have been largely eliminated, and there have been few changes in lasts or patterns. The

*TWO new autumn models built on dignified conservative lines illustrative of "Gold Medal" range of Hartt Boot and Shoe Co.*





moderately conservative style will still predominate, and dull shades of leather will be favored. There is a tendency to lengthen the forepart in all the highest priced lines, on what may be called city lasts.

### The Bal Leads in Better Grades

As has been the case for the past two or three seasons, the straight lace—or bal, as it is commonly called, will hold sway, while in the cheaper or medium priced lines, the Blucher, principally with whole quarters, will have the call. There



*DULL calf bal, recede toe, low heel. By Brandon Shoe Co.*

is a fair sprinkling of tans, particularly in the darker shades, and it is prophesied by manufacturers that tan will be in increasing vogue. In fact, its ascendancy has been particularly rapid of late, and the nut brown, tobacco brown, and mahogany shades are seen in many gentlemen's shoes. In lasts, the English will still be the favorite, but there is a slight tendency toward narrowing the toes, and where any variations exist, the toe is also a little higher and rounder, while to give the necessary appearance of breadth, the forepart is elongated a size or two. The recede toe on some lasts starts more from the ball than formerly, making more of a wedge shape to the forepart of the foot. Room for the foot is provided on top and in the spread of the forepart.

For the young man, the so-called French-English model is seen. This possesses a moderately conservative swing, with straight lines. One interesting feature of note is that heels will be about the same as last season, from seven-eighths to one and one-eighth in height, while shanks are fairly wide, except where military heels are employed, and then, of course, there is a narrowing of the arch.

### Kid and Colored Leathers

With respect to leathers, the gunmetal is the prime favorite, although vici kid will give the dull leather a good run. About 25% of the samples so far seen, are in dark tan and from five to ten per cent in patent leather. The latter shoes, of course, are for dress occasions, or evening or reception wear.

Few men think of sporting a pair of shiny leather shoes for ordinary street or business purposes. In the more imposing lines, the wing tip is seen, with fancy perforations and buttons, while circular vamp and foxing combine to carry out the ornate effect. There is still a fair proportion of button boots—the five and six button being the favorites. Some of these are seen with cloth tops, principally in ivory and grey, although a few plaid effects, and black and dark brown cloths, are shown.

### New Sole Materials Used

In men's shoes a number are being shown with rubber soles and heels and many of the fall samples of leading Canadian firms have fibre soles and soles made of other composi-

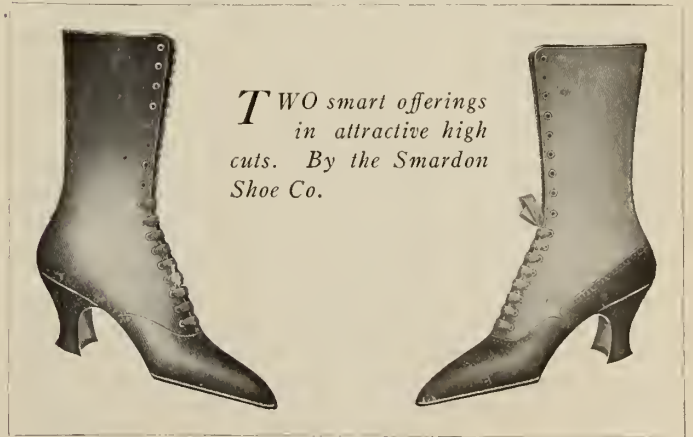
tions which are widely advertised and so far seem to have given the greatest satisfaction in flexibility, wear and worth. Sole leather is so difficult to obtain and prices have ascended so rapidly that substitutes of all kinds are being offered manufacturers. Leather is a product that cannot be increased at will the same as crops and metals and, while the population has increased twenty per cent. in the last decade the cattle population has decreased twenty per cent., and it would not be surprising that if slowly but silently fibre soles would take the place of leather to a certain extent on men's footwear.

The best models are decidedly plain, built on simple, effective lines, which evidence good shoemaking, fine finish and splendid workmanship. The last with a slight swing still holds a strong position, owing to its normal shape. It is decidedly comfortable, and comfort goes a long way in establishing the style of shoe to be worn. Men's samples, on the whole, this year, while perhaps not as varied or extensive as in seasons gone by, for the reasons already spoken of and the fact that a large number of the youth are in military service, either at home or abroad, still show that the Canadian manufacturer is well to the front in keeping up the high standard which has marked this branch of the business in the Dominion. The offerings speak well for the enterprise, facilities, and ability of the makers of men's footwear. This year the autumn samples reveal a splendid revelation of what the makers are capable of producing.

A few manufacturers are showing for fall men's shoes with colored kid tops. They are made with narrow toes, one-inch heels, and narrower shanks than the models popular at the present time.

### The Vogue in Women's Footwear

In women's foot toggery, the high-cut bal is likely to prevail, as long as short skirts remain in fashion. Skirts are not only short, but there is more of a flare effect to be seen. This serves to emphasize the foot and make fine footwear almost a necessity. It has been stated that even if longer skirts do come into vogue fancy boots will hold



*TWO smart offerings in attractive high cuts. By the Sardon Shoe Co.*

sway, for there is no use denying that artistic combinations and ornate effects are rapidly making the production of women's shoes a "millinery business."

A few months ago, an important conference was held across the border, and it was stated that all freaks in women's shoes would be eliminated, and that quiet, conservative lines would be adopted. The retail trade breathed easier and supposed that such a covenant would be adhered to, for some time, at least. But it was not very long before novelties began to appear, and were given such names as dressy boots, pretty boots, stylish boots, boots of conservative character, etc., terms like "freaks" and "millinery" being carefully eschewed.

While colored cloth tops were running riot a year ago,

to-day it is colored kid that reigns supreme. The seven, eight and nine-inch boot has come to stay, and fully 60 per cent. of the offerings in high cuts for fall are lace, for the simple reason that a high lace creation hugs the ankle and limb more neatly and snugly. The eight-inch leg would appear to be the most favored, according to predictions.

#### White is Reigning Favorite

Of course, white footwear will hold its own, so far as summer wear is concerned. There is nothing prettier than



*P*ATENT leather,  
plain toe, cloth top.  
By Regal Shoe Co.

a clean, white shoe, in cloth, kid, calf, nu-buck, canvas, sea island cotton, etc. Dressings have been prepared so that these goods may be kept fresh and bright. There is also the washable white kid, which is supposed to overcome any serious objections raised regarding the perishable nature of the ordinary white footwear.

The high cut creations for fall, with their dome, wave, slanting, crescent and hussar tops, furnish individuality and distinction. Kid leather is exceptionally popular, and fall models are shown in many colors, but the most popular are white, grey dawn, ivory and grey in several shades, principally in pearl and oyster. There are other greys, such as neutral, battleship, wistaria, dove, misty and taupe.

Other colors shown are fawn, champagne, bronze, African, Havana, nigger and tobacco browns, straw, bottle green, purple, blue, etc., but it is not thought that these will meet with a big measure of appreciation, being too much of a speculation and gamble for the average retailer.

One leading manufacturer of feminine footwear remarked that he was not showing any colored kid shoes in his high-cut samples, all being glazed kid in sombre hues. "I am taking no chances on the whims of fashion, or the freaks in human nature," he declared, "as possibly by the time my salesmen have concluded a portion of their fall selling, a breath from some unexpected quarter may alter the whole color scheme."

There are also seen various combinations of contrasting colors in tops and vamps as well as black and white effects, brown and white, grey and white, fawn and ivory, etc. Patent leather, of course, is used for standard styles, with cloth and dull leather toppings, and it is also figuring in a large number of the black and white combinations.

It is expected that novelty shoes will run about thirty to forty per cent. in the average of fall samples, distributed between fancy patterns and colored materials. There also seems to be an evidence in some quarters to push tan and mahogany shades, but how well these will sell for next fall is only problematical.

Heels remain very much of the same height as last year. The Louis and Cuban-Louis, the peg and opera

pedestals being the favorites. A number of high-class models carry a smart Cuban heel. For the most part, toes are plain and medium pointed, although some models carry stitched tips of quiet character. The patterns on numerous models are ornate and bewitching. There is a tendency to lengthen all vamps, which run from three to three and three-quarter inches.

Because of the scarcity of colored kid manufacturers of novelty shoes for women may turn their attention to buckskin. Made up in combination colors, or with other stock, it is said to produce some very natty shoes. Among the new models shown, one of the prettiest has a black kid vamp and heel foxing and a white calf top. It is of the high-cut, laced type, the eyelets and laces being black. A similar effect is shown with a tan calf vamp and foxing, tan eyelets and tan laces.

#### Colonials With Large Tongues

In the family of low-cuts there is a disposition to the old-fashioned colonial, with very large tongues and huge buckles. Some colonials are displayed with small tongues and tiny ornaments.

In the colonials that are now being shown the black ones have the tongues sticking straight up, while in colored pumps the tongues lie flat on the instep. Quite a few pumps with small tongues are presented, but the vogue for colonials is questionable at the moment.

In the quarters of pumps there are a number of novelty patterns and combinations, the same as in the high-cuts. Strap styles should also be good movers in the medium class lines.

In all the creations of feminine footwear there are seen lightness, daintiness and a slender effect that imparts much to the stylish, airy character of the splendid lines presented for the consideration of the average retailer, who knows that for the coming season, at any rate, his profit will be



*M*MILITARY dress  
boot in tan storm  
calf. By Tetrault Shoe  
Mfg. Co.

made principally on women's shoes, owing to the fact that this business has kept up remarkably well, in spite of the war and other disturbing factors.

#### Quiet, Effective Showings for Men

The Hartt Boot & Shoe Co., of Fredericton, N.B., who are the makers of the highest priced lines in men's shoes in Canada, and have achieved a splendid position in the footwear world, believe that the trend of fashions this year will continue along conservative lines, the same as they have been doing for the past year or two. Quiet, simple styles

(Continued on page 88)



# FACING MUCH HIGHER PRICES FOR SHOES

**Everything Contributes to the Added Outlay—There is Not Much Hope Held Out for Relief—Representative Firms Give Concrete Facts Regarding Shortage in Supplies, Transportation Difficulties and General Disturbance Created by War—Labor Problem**

**H**IGHER and still higher goes the leather market so far as prices are concerned, and just now much will be added to the cost of shoes this season it is impossible to tell.

Everything that enters into the make-up of a boot is soaring and many manufacturers do not know where they are and what figure to put on their lines owing to the shortage of supplies in both sole and upper stock. Practically all firms in the business have withdrawn prices.

Shoes, on which the figure was raised in February, have undergone another advance and makers report that quotations are a matter of day to day arrangement. Some houses who have never before withdrawn prices have been compelled to do so from the fact they do not know what is ahead of them. All orders taken are subject to confirmation at the head office of the different concerns before acceptance. In the case of advance deliveries prices are also subject to change without notice.

Why has all this been brought about and why is the situation so uncertain and unsteady. Well, there are any number of circumstances, any one of which would upset all calculations.

In order that the retail shoe trade may thoroughly understand the situation here is what several tanners have to say in regard to it. The men who speak are not alarmists, but take a calm, dispassionate view of the whole situation.

## **Few Importations of Calf Skins**

A leading calf skin firm states "Previous to the war our purchases, almost entirely, were made in Russia, Germany, Austria, Belgium, Holland, Italy and France, as it is from these countries that the bulk of the high-class skins of the world are taken off. With the exception of getting a few occasionally from France, we have not been able to get one skin from any of the other countries above mentioned, and, when you do get a small shipment, owing to the congested state of merchant vessels, it is very difficult to obtain shipment for any lot and then the freight is four or five times as much as it was before the war and the war risk in addition, all of which adds to the cost of the goods. The writer spent a week recently in New York and Boston trying to size up the situation as to whether there was any possible relief in sight for raw material and dyes, and the conclusion reached by the best experts in the United States agrees with our own views in that matter, that until the war closes conditions will become worse instead of better.

"Now as to the question of increased cost since the war was declared, I went into that fully in Boston with one of the best expert tanners in the United States, a personal friend of mine. I figured out that the increased cost on raw skins alone would mean 6 cents per foot on the finished leather. He did not agree with me. He stated it would mean at least 7 cents per foot on the finished leather. Then as to the additional cost added on to that for the price of dyes, chemicals, etc., I figured 2 cents per foot and he said it would be nearer 3 cents. Now, if you take my view of the figures it would mean that, since war was declared, the cost of finished calfskins on to-day's basis of prices for raw material, dyes, chemicals, etc., would be 8 cents per foot. If you take the United States tanner's view it would be 10 cents per foot, but so far as Canadian business is concerned, we have an additional tax, as you know, of 7½%, a special war tax. This, on the high price of raw goods imported to-day, will mean from 1½ to 2 cents per foot additional

cost for that alone and added on to the 8 cents per foot would make 9½ to 10 cents per foot more cost to the tanner to produce calfskins to-day than when war was declared.

"As to whether there are any skins accumulating in any of the countries above mentioned where we made our main purchases before the war, we have made as accurate and full inquiry as it is possible to make. The result is that we are satisfied there is no country where there are any accumulations of calfskins excepting some light skins in Russia, where there may be some accumulation of dry light skins."

## **The Advances in Bottom Stock**

Here is what one sole leather firm says: "Up to the present, hides have been fairly plentiful, and though the market advanced materially during the summer months, it eased off again in the fall months, and the average cost of hides has not been very much in excess. The average advance on all tanning materials used by tanners making oak sole leather, is around 97%. Labor has been very scarce the last four months, and it is now costing tanners considerably more. Oak sole leather costs now in excess of what it did just previous to the outbreak of the war, about 30%."

"We think the hard pinch is yet to come owing to the extreme scarcity of ocean carriage. Freights are not only advancing abnormally, but it is very hard to book space. This is now beginning to have its effect on our domestic hide market. The kill will be light in America for the next five months. This, coupled with an increased demand for leather, and the difficulty in getting in foreign hides, we think is going to have an effect on the hide market. Tanners are not taking advantage of the situation. As far as we know, they are not, as yet, getting enough advance on leather to cover the increased cost. Leather prices to-day average lower in Canada than they do in the United States, while the cost of production in Canada owing to the war duty, is fully 5½% above American costs.

## **The Scarcity of Kid Leathers**

One of the biggest producers of glazed and dull kid, remarks: "The world's supply of skins comes from Russia, India, Arabia, South America and China. There are many other countries which produce smaller quantities, but these are the countries from which we get the main supply. Since the war Russia has not exported any goat, sheep or cabrettas, calf or colt skins and that country was depended upon for a very large percentage of the skins that go into the manufacture of kid. The shipping facilities have crippled the supplies from both India and Arabia, both of which countries supply a large proportion of the skins used in America for kid. At the National Shoe Manufacturers' Convention, held at the Astor Hotel in January, there was a carefully prepared paper read regarding the extra cost of kid leather since the war began. It was estimated, after a very careful investigation, that the cost had increased from three to five cents a foot. This only refers, however, to black leather. Fancy colors have been increased much more, according to the color. The dye stuff situation is responsible for part of this increase, but does not bear any greater proportion than any other material that goes into the making of leather, as all materials have advanced materially. To-day we think it can be safely said that it would amount to a fraction over a cent a foot. This refers only to blacks. On fancy colors there is no price, and certain colors can be disposed of at fabulous prices. The outlook to-day is very discouraging."



# Getting the People to the Store

The Great Problem of Selling—The Making of Constant and Paying Customers—Confidence and Service the Foundation of Successful Merchandising

WITH a good stand and the right goods one might think the battle of successful retailing was pretty well decided. Yet merchants with both these excellent advantages have made a failure of business while some less fortunately circumstanced in position and means have gone steadily forward. The location of a store is of prime importance and demands the most careful thought and planning, but if position were all, some stores that are on busy corners ought to make a better record than some of them seem to do.

A merchant may also study his constituency and succeed in bringing to his store the class of people to which he is catering and he may have the advantage in goods and prices over his competitors, but this does not always mean the building up of a successful retail trade, for as soon as a competitor comes along all these advantages may be counteracted and disappear.

Even in large centres there is an element that enters into merchandising that is too often overlooked, if not forgotten. Personality is the big factor in the store as well as in practically all other spheres of life. Other things being equal, the man or store with outstanding personality will distance its competitors. When the people have confidence in the man and his methods it will take something more than prices to draw away patronage from the establishment. When originality and business aggressiveness are added to honor and courtesy the store that has the stand and the goods is practically on the highway to success.

Yet there is another qualification in retailing that if lacking may practically spoil all that goes before. There are stores well located with well selected stocks and with able and esteemed proprietors that seem to get nowhere because of the poorness of the store service. The writer went into a shoe store some time ago and the three clerks began an argument as to whose turn it was to wait on the customer. The latter finally took his money elsewhere. Service is the keystone to the arch of selling. You may spend money on your store advertising, equipment, and have the right kind of goods, but if when customers come they are insulted or treated indifferently, you might as well close the doors and put your money into something where you do not have to cater to the requirements of an uncertain and exacting public. For this reason it pays a merchant to make a thorough study of those he employs as salespeople. A short-grained, overbearing or indifferent clerk may cost a good deal more in a week than his or her wages. Better pay for a higher class of help than run your business into the ground with lazy, careless or incompetent salesmen.

Personality is as important in a clerk as in a proprietor. It is quite common to hear the expression "I never go into So-and-So's store, the clerks are so snippy." The merchant is often responsible himself for the attitude of his clerks towards the public. Encourage your clerks to recognize customers as they come into the store. There are few people who are not susceptible to the flattery of being considered important enough to be remembered by name. Moreover it betokens an interest that helps to make the reputation of a store. A very successful retailer who has a system of following up trade prospects by circular and letter says that as soon as one of his prospects makes a purchase in the store he is put on the list of regular customers and his name given as such to the clerks who are expected to know the customer by sight and be able to call him by name when he enters the store. One of his salesmen, in fact his chief of staff, is given the important work of calling personally on prospects that cannot be landed by letter and dozens of customers are won in this way for the establishment. The young man entrusted with this important work is a very bright, capable fellow, who is a thorough salesman and is really a retail commercial traveller. This illustrates an extreme of the personal element in retail business and affords an idea of its importance as a factor in business-building, as well as a suggestion as to the encouragement of clerks to cultivate the good will of customers.

Some merchants wait for competition to spur them to push the battle to its limits and do not seem to realize how much further they might be ahead if they put the same energy into their affairs from the outset. A retailer who had enjoyed for some years the liberal patronage of the district in which his store was located had a new establishment in the same line open three doors down the street. The newcomer put up a very handsome front and went to a large expense in fitting up his store with the most elaborate equipment and put in a large, up-to-date stock of goods. The opening was staged with flowers, orchestra and all the paraphernalia of a swell business and people and carriages thronged the street all day. Then things settled down to the steady wear of competition. The old store suffered for a while undoubtedly, for the sales showed a decided dropping off. But the proprietor was a thorough master of the retail game and sat down to regain his lost ground. He switched some of his lines from the ultra stylish to the more moderate-priced goods. He began a thorough canvass of the district by circulars and followed these by letters. He made some changes in the store, spruced up the appointments and brightened the front. He watched his advertising carefully and kept the



public well informed as to the store and its goods.

Towards the end of the first year he had got back practically all that he had lost in weekly sales and a little better. About this time the hard times came and the retail business began to feel the pinch. Fortunately he owned his own store but that did not help to keep up sales. He redoubled his energies and changed his tactics. He cut out a lot of his more expensive lines and announced a sale of medium and cheap goods. He bought "jobs" at inside prices and almost filled his store with this class of goods. Some of his friends told him he was ruining his trade and some of his high-strung customers actually left him. He followed the law of self-preservation, however, and scandalized his friends and neighbors by making a similar break in his advertising methods to that adopted with regard to his goods. He dropped his newspaper advertising to some extent and put the money into sandwich men and twice a week sent out a band-wagon announcing his sale. He wasn't particular what people thought so that he turned out goods and made a fair profit. At the end of three months in spite of the hard times he says he made as much money as he had in the previous six and had demonstrated the fact that the people had the money to spend in spite of the hard times if you only put the right kind of goods in the right way before them. His competitor had to get an extension at the end of the year.

"Speaking of hard times," said the gentleman referred to in this sketch, who has now graduated, by the way, from the retail to the wholesale trade, "I think some men make times hard for themselves. It depends upon a fellow himself how he comes through these crises that recur periodically to trade. Some men go down as soon as the cyclone strikes and others hang on with toes and teeth to the last piece of timber they can anchor to and they usually pull through. It reminds me of a story an old friend of mine used to tell about a milkman who was in the habit of bringing cream to the city daily. One morning he passed as usual a little creek just outside the limits to water his horses and suddenly the temptation came to him to add surreptitiously to the bulk of his product by dumping in a little aqua pura. It was hardly daylight and he did not notice that in scooping up the half bucket of water he brought with it a couple of livley frogs. In they went, however, and were at once in cream if not in clover. One of them was the kind that when it finds itself in a strange environment quits. He went to the bottom and gave up the ghost. The other was the kind that fights as long as there is anything to fight for and he remained at the top paddling away for dear life. When the milkman took off the lid of the can to pour out the cream he found a little froggie sitting contentedly on a little pat of golden yellow butter that he had churned all by himself." And there you are.

## AUTUMN SLIPPER FASHIONS

**A** REPORT from Haverhill, the centre of slipper production, says: The tendency, as in shoes, is in the direction of longer vamps and narrower toes. Two seasons ago this style of last was classified as "extreme" but it is now chosen as a probable leader in sales for the coming season.

The new samples, however, are not confined to this one toe shape. There is variety.

Black kid will be used largely in the fall and winter lines, while colored kid, particularly gray and drab, will be used solid and in combinations. Satins are given their usual prominence. Black and white will be the best selling colors because of the scarcity of colored dyes. White kid and calf are both used to considerable extent. Fabrics of various kinds are largely used, including gold and silver cloth for evening footwear. Bronze, too, is popular.

Beaded ornamentations, both on the straps and vamps, are conspicuous, but the designs are smaller than in past seasons, but much more attractive. Pumps with collar effects are shown liberally, as are tongue pumps, or modified colonials. High or large tongue colonials are not listed as good sellers.

Some combinations of spangles and beaded work show up attractively in the higher-grade lines, and gold and bronze kid is shown in a variety of patterns. Heels are more varied than usual, with full Louis 16-8 predominating in evening slippers.

## THE VERY NEWEST THING

**T**HE very newest in leather effects is a black and white check or black and white polka dot.



# CASHING IN ON THE SHOE STYLE CHANGES

How the Serve Yourself Shoe Store Gets Back at the Mail Order Business—"Money Back" Proposition a Good Advertisement—Exchanging Shoes from Other Stores in His Family Store—All Things to All Men to Gain Trade—Shoe Business a Gold Mine

By F. L. TURNER

**I**N our February 15th issue we gave an account by F. L. Turner of his "Serve Yourself Shoe Store." So much interest was created amongst the retail trade that we reproduce herewith a further dissertation on his methods from "Associated Advertising" in its last issue.

I feel that a merchant situated as I am, in a small city where he can give his customers more or less personal attention and can, therefore, inject his personality into his business, has some large advantages over the mail order house. He can show the people the goods—not a mere picture of the goods—and they can try the shoes on. I have always imagined that the shoe department of a mail order house certainly must have its troubles.

## Offers to Trade Shoes

One of the best things that I have done here at the Family Shoe Store is based upon the difficulties that arise through mail buying.

In addition to offering money back on shoes we sell, we offer to trade shoes with anybody, no matter where bought. That has helped us get business which has been going to the mail order houses. We often get mail order house shoes in here. They tell us that an aunt in Evansville or an uncle in Peoria—or nearly any place except Chicago—sent the shoes and they do not fit. Of course the lot number shows the shoes came from a mail order house, but we gladly trade them.

We look a shoe over and decide what we can get for it. In the man's presence, we mark it and put it on the shelf. Then he can have whatever shoe he likes in our stock and we will give him credit for the amount we mark on the shoe he brings in.

I would be foolish in such cases not to get all the advertising out of a trade that I can and I am especially happy when the price I can fairly allow is less than the customer has paid the mail order house—nor does he care, so long as I give him as good a shoe as he gives me. Every such trade calls attention to my values in a most effective way.

Quite often, a man who brings a pair of shoes in to exchange will leave here with half a dozen pairs, and from that time on he is our regular customer, for the fact is, I can beat the mail order house in price, quality considered, and the customer has the actual shoe from which to select instead of pictures.

## Bucking Mail Order Houses

I have advertised, sometimes, that people shall send me pictures of shoes from catalogues with twenty-five cents less than the mail order price, and I will send them shoes as good—and all on a money-back guarantee.

I have obtained considerable business this way and have made a lot of good friends and boosters.

When a man who has paid ninety-eight cents brings his shoes back and wants his money, the cashier hands him a dollar, and it is the same by mail. That pays for the stamp the farmer used in writing the first time.

Some time ago one of the men at the local postoffice said if he were in my place he would not give a certain farmer \$3 back when he had sent me only \$2.98, but the next Saturday that farmer came in, bought three pairs of arctics and two pairs of shoes and told me, as he left, that he liked

to do business with a man like me. So that two cents proved good advertising. The custom of returning even change has resulted in getting the store talked about in a favorable way and there is no better advertising than that.

## His Advertising Plans

Buying job lots, usually cheap because of style changes, and occasionally getting good bankrupt stock goods, I naturally appeal most especially on the basis of price in my Family Store advertising. Price is my strong talking point. For the other store, I talk quality and style—announce the new goods as they arrive, etc. But for the serve yourself, the price appeal is the thing. I have nothing here for more than \$2.98, and it is not unusual to sell shoes for half the price they were originally made to bring. I use the two daily papers (which go out to the rural routes, too) and a country weekly newspaper, as well as hand bills and moving picture slides. I have liked the slides especially well, because it is possible to use pictures on them that could not otherwise be used in a small city.

## How Broken Windows Helped

When we issue a hand bill, we send it out in the country, too. The men have clothespins in which to stuff the bills, so they can throw them up to the farm house without stopping. Some of them must try to break windows, but I really don't care. When a farmer comes in to complain that my man has broken his window, I pay what he asks for it so quickly and so cheerfully that it makes a hit with him, and a lot of them who came in expecting me to argue the matter have been so pleasantly surprised they have turned around and bought shoes.

My advertising appropriation for both the stores is less than two per cent. of the total business I do. I have believed I should spend more for advertising, for the fact is that while my turn-over in the Family Store is much more rapid and my cost of doing business is much less, the average mark-up is about the same in the two stores, and I could easily spare more for advertising. I must confess, however, that it is a little hard to increase advertising appropriations materially when I am already busy and making money—doing better than I supposed a man could in the shoe business in a small city.

## Does Not Compare Prices

We do not show, in marking or advertising our shoes, the price they were originally intended to bring. We believe that when people come here they will soon discover the goods are well worth what we ask, and the money-back guarantee is an additional fortification against loss to them.

I believe that if I tried to mark what the price or the "value" had been, this would hurt rather than help. A good many people would search through the stocks for unusual bargains rather than to find what appeals to them. They would be influenced by the former price to such a degree, sometimes, that they would not do so well.

On the other hand, there might often be a difference of opinion as to the former "value" and there would certainly be a temptation to put the so-called "values" as high as possible. I have found that what my customers want is



# Fall Styles



Getty & Scott Limited



Blachford Shoe Mfg. Co. Limited



The Eagle Shoe Co., Limited

# Fall Styles



Perth Shoe Co., Limited



Clark Bros., Limited



Smardon Shoe Co., Limited



good value. Most of them are more interested in what the goods are like at the price, than to know what the price once was, or once might have been.

### Some Pricing Considerations

On the other hand it is necessary to keep stocked with some leaders which make little or no profit, and to make up for this, goods which have been bought at an unusually low price are often marked with a little wider margin than the average. As goods come in, we mark them at what we believe them to be worth, so the margin varies considerably, just as in all shoe stores. For example, it is hard to get a good rubber boot to sell for \$2.98, our highest price, and in the case of soft-soled shoes for babies, we buy them for twenty and sell them for nineteen cents. There are certain colors, especially reds and browns, that do not sell well. I order a variety of colors. The popular colors go to the regular store, to be sold at fifty cents. The less popular colors go into the bin of the serve yourself at nineteen cents.

There are other cases in which the mark-up cannot be as long as the average, and it takes some marking above the average to make the whole stock yield the profit that it should.

### Store Name Has Helped

I am sure the name Family Shoe Store has been of great value. I have a family myself, and I have advertised this fact, sometimes, for I believe the more a merchant can get his own intimate personality into his advertising, the better. The man with a family realizes that I know something about what it costs to keep a bunch of boys in shoes, and he knows that I know how to sympathize with him.

I want my advertising to be as much like I am as possible. I want it to tell my story in a simple, direct way, and to show the other fellow that I want to help him.

One man comes in here who has eleven children, and I had him bring the family to town in a big wagon and had a picture taken, giving them pictures for their trouble, and this was good for advertising purposes. I get as much of the family idea into my advertising as I can, and I often tell my help that if a child is too ragged for them to "make over," they shall call me. I don't mind. I like the little codgers. It isn't their fault that they are ragged and their parents are poor.

### Display is All Important

The manner in which I display the goods is all-important. Most people can't get out of a ten-cent store without buying something, even when they go in "just to look."

Often when a man and his wife come in here for a pair of shoes, they will carry away half a dozen pairs—for the whole family—and I sold thirteen pairs of shoes, slippers and arctics to one farmer who lives some distance from town and cannot get in often. He stocked up for the whole family for the winter.

I have found that low-priced goods, such as house slippers and shoes for small children, do better in bins down the centre of the room. Women like to go through the bins.

### Costs Are About Half

Our cost of doing business in the regular store is twenty-one per cent., and we have a little more than cut it in two in the Family Store.

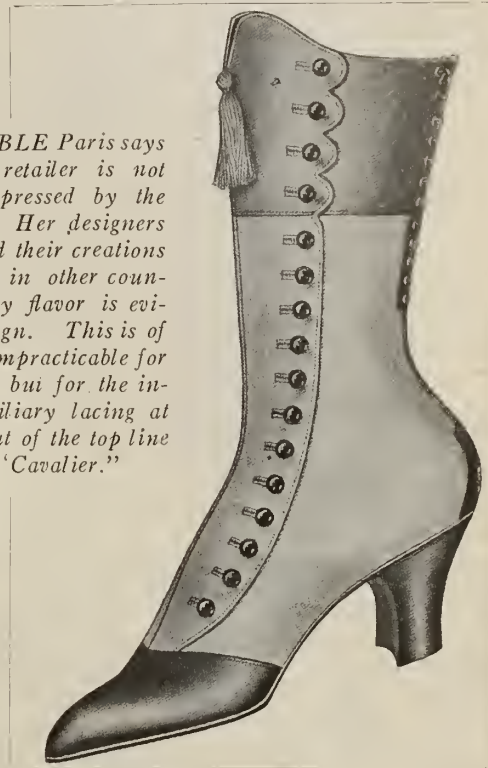
Sometimes, my friends have asked me why, with a lower cost of doing business here, I don't have a proportionately lower mark-up. Why should I? I have been a pioneer. I have taken some risk. I have been doing a good deal of thinking and hard work. In the meantime, I have been giving the people of the community better shoes for the money than they have ever been able to get before.

I have sometimes told my friends that when I took the store over from my uncle, I sold shoes at an enormous sacrifice, and that I am entitled to get some of it back, and

particularly when I am giving the public such a service as I have been able to give.

In the ordinary shoe store it is utterly impossible to make the whole stock move with uniform rapidity. Even if the people would buy the shoes, the clerks will not show them. Clerks get into the thought that nobody will want this or that shoe and so they do not show it. The first thing the store owner knows, the shoe in question is old. If the clerk showed it, it would sell, very likely.

Here in the Family Shoe Store, it is not left to the taste of the clerk. The customer looks for himself and all the



*F*ASHIONABLE Paris says the shoe retailer is not wholly depressed by the calamity of war. Her designers are still active and their creations are still watched in other countries. A military flavor is evident in this design. This is of a height rather impracticable for a button pattern but for the inconspicuous auxiliary lacing at the back. The cut of the top line and the heel are "Cavalier."

patterns move. I have suggested to some shoe dealers who have heard of this store and have come here to get information before starting a similar one, that if they have a regular store, (as most of them have) it is best not to have exactly the same shoe in both stores. If I decide to bring some of the sizes of a certain shoe across the alley from my regular store, I bring all I have of that pattern. Otherwise people would find that they would pay more in the other store than here for exactly the same shoe, and that would be disastrous for the other store. But, in the way I have handled it, the Family Store does not compete with my other store in any hurtful way.

### Applicable to Other Lines

I believe this is a plan of doing business which will before long be applied to the shoe business in a great many communities, and that the same plan can be applied to other lines.

Eventually, of course, when the system has been worked out carefully along lines of experience, it will be possible for a merchant to take a shorter mark-up. Less advertising will be required to make people take advantage of the plan. The people will be accustomed to the idea.

In the meantime, it all seems like a dream to me. The shoe business has been so hard in the past, and this has been so easy, comparatively, and so much more profitable and so much fun, that I hope nobody will wake me up rudely. I believe it will continue to be a good plan just as long as shoe styles change with lightning-like rapidity and job lots are plentiful as a result.

# BRIGHT DECORATIONS FOR EASTER WINDOWS

Some Unique and Seasonable Ideas That Will Help to Bring More Business Your Way—Attractive and Inexpensive Trims which Will Arrest Attention—Pointers that Should Be of Assistance to Retailers and Clerks Who Want To Do Something

GET your Easter windows in early and bestow some thought and attention on them. With the wealth of variety and the galaxy of hues offered in women's colored kid high leg shoes, not to speak of the pure white productions seen on all sides, you have every opportunity of making a picture as alluring and impressive as any artist can paint.

Owing to the lateness of Easter this year the festival falling on April 23rd, the enterprising, shrewd retailer will seek to combine with his window decoration the breath and atmosphere of new spring goods; while you reflect the spirit of the Easter trade in your window trims, do not overlook mild, ethereal spring. Do not crowd your space with too many shoes and see that those on display do not look as if they were thrown in or placed there in a sort of cold storage. There is an art even in the way the lines are exhibited, not to speak of the taste, harmony and balance of the display—accessories, materials and background

Here are presented some timely suggestions with explicit instructions on how to carry them out. The designs are particularly apropos and well worth trying, as there is no more powerful factor or trade bringing feature than window trims that are out of the ordinary and show some originality, thought, taste, and preparation. Pleasingly arranged windows pull all the time in the interest of bigger and better business in foot toggery.

The Easter cross in the centre of the window, as shown in the accompanying illustration, is made of half-inch lumber, covered with dried moss, fastened on with fine green thread. Lilies with long stems are put through it quite thickly, making a very pretty effect.

To build the frame cut the round pieces of lumber exactly the size that you want the cross, nailing the strips,

as seen in the picture. The cost of the wood for making the frame would be nothing, as everything can be made from shoe cases.

Moss costs about fifteen cents a package, and it will take about ten packages. Lilies can be had in crepe paper at about 60 to 75 cents per dozen, and if one feels like spending more, lilies made of muslin can be procured from \$2 a dozen and upwards.

The doves at the top cost about one dollar each. Should you find this too expensive, just cut out the letters and hang with invisible white thread. If doves are used, suspend the doves and letters in a straight line.

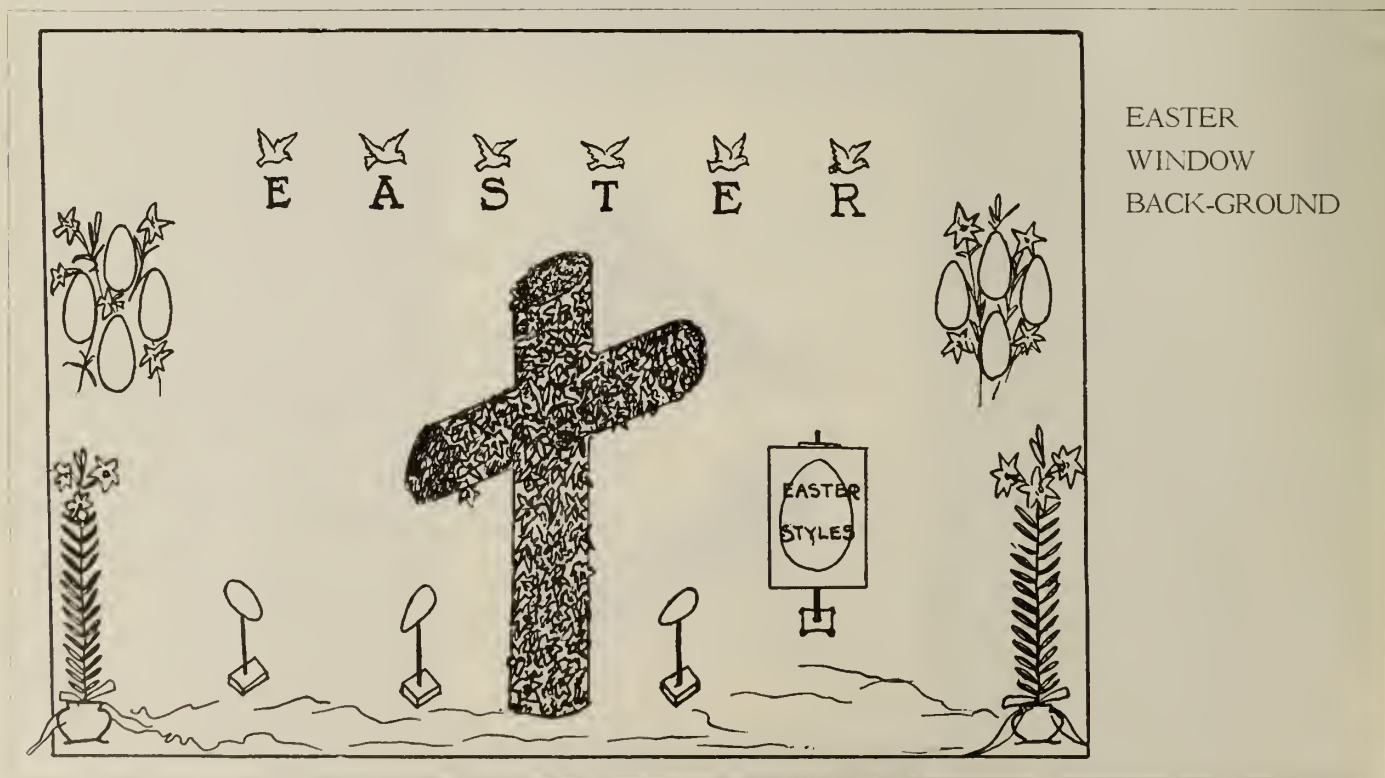
Put a large lily in each corner in a jardiniere; natural lilies can be had from a florist at a very reasonable cost.

Make the shoe stands of one-inch lumber, with tops the shape of an egg, either of lumber covered with white or purple felt, or cardboard, but lumber will make the stand look more balanced. If the base is covered with white, cover the egg shape top with purple, or vice versa.

A nice purple and white card would look very well. Take a piece of white cardboard about 11 x 14 inches, cut from purple cardboard a large egg, which will fit on this 11 x 14 card, and paste the egg on the white. White plain letters would look attractive.

If your window has a cross bar about half way up, cut eight eggs out of one-half inch lumber, cover with felt, and pad with cotton wool to give oval effect. Fasten these on to the frame of the window by nailing a small strip of wood on the back of the egg, and nail to the frame. Use Easter lilies amongst the eggs.

About three dozen lilies would be required for the trim, but if the retailer can afford four dozen, it would be much more effective.



EASTER  
WINDOW  
BACK-GROUND



The cross of green moss with Easter lilies makes an exceptionally pretty spectacle.

Use plain white or purple felt on the bottom of the window, or if this cannot be had, or the trimmer feels that it will cost too much, use white cheesecloth, puffed.

Make sure that you do not try to put as many shoes in the window as it will hold. Crowded windows never amount to anything. Give your shoes plenty of room, so that people looking at them will have a chance to see the shape properly, and become impressed with their distinctive features.

#### Bunny Sitting on the Stump

Herewith is submitted an idea for another Easter window display. To make the tree trunk as shown in the sketch, nail bark on a good-sized pail. If possible, however, secure a section of a real tree trunk. This can be readily arranged by the average shoeman, especially those in towns or villages.

The eggs at the top are cut out of half-inch lumber, which is then covered with white felt and padded with cotton wool to give an oval effect. The size of these eggs can be judged from the proportions of the drawing. The letters on the eggs spelling the word "Easter," should be cut out of purple felt, which makes a tasteful contrast with the white felt covering.

Artificial Easter lilies can be had from different firms selling such decorations. This applies also to the white doves and the rabbit in the sitting position on the stump. The doves are suspended from the ceiling by the finest white thread to be had, making the connection practically invisible. The eggs on the ground may be of porcelain or glass, and are very inexpensive. They are for sale by all dealers in Easter novelties.

In displaying the shoes, great care should be taken not to crowd the window, otherwise the whole effect of the excellent idea will be destroyed. The bottom of the window should be covered with purple felt trimmed with white. Circumstances will decide the best way to fasten the large eggs in the upper left hand corner, but suspension would doubtless be best.



EASTER  
CROSS

If this idea is followed carefully and the details worked out in a painstaking manner, the shoeman will have a window that will be a splendid ad for his business, and a trade-bringer during the whole period of the display. And little expense need be incurred as the materials composing it are simple and procurable in almost every town.

Needless to say, however, considerable thought should be taken regarding the arrangement of the shoes in the window. It will be essentially a floor display, or practically so.



EASTER  
WINDOW  
BACK-GROUND



# WHY NOT SELL AT QUARTER DOLLAR PRICES

The Retailer Should Get Away from Some Conventional Customs if He Does Not Want to Lose Money—Should be Fair to Himself and Just to His Customer at Same Time—Increasing Costs Create New Order of Things and Selling Figures

“YES, sir,” said a leading authority who has studied the situation closely, “retail shoe merchants do not know where they are at just now owing to rapid style changes and constantly soaring prices, and the time is coming when they will have to adopt a sliding schedule of quotations, so far as the consumer is concerned. The day of \$3.00, \$4.00, \$5.00, \$6.00 and \$7.00 is passing and I know what I am talking about. Of course a few dealers get in between the dollar mark and sell shoes at \$3.50 and \$4.50, but rarely at \$5.50 or \$6.50. Why they do not do so I cannot tell. All shoes are going up, anywhere from fifteen to fifty cents, and may advance still more. The retailer has got to face the situation squarely, and unless he wants inferior footwear, or decreased profits, he must raise the figure for his goods.

“Now it seems to me there is no good reason why he should not sell shoes at \$4.25, \$4.50, \$4.75, \$5.00, \$5.25, \$5.50, \$5.75, \$6.00, or whatever the case may be. Let him get his regular profit and by adopting the sliding schedule in selling, at what might be termed the old percentage on cost, he will always be sure of protecting himself in the matter of profit.

“Of course,” continued the speaker, “there are some shoemen who will hold up their hands in holy horror at this idea. Many fellows, when cartons were introduced, refused to recognize the innovation. When cash registers, carrier systems, counter check books, fitting stools, findings cases, window fixtures and display pedestals came to the front to facilitate the showing, fitting and selling of footwear, they did not take kindly to the idea. Others do not take up with any mark of progress, but adhere to the old style fixtures, seating arrangements, ancient fronts, dilapidated interior and general disorder.

## Work of Art and Beauty

“The aggressive man is the one who looks into every new suggestion or pertinent pointer that is offered, and sees if he cannot appropriate it to his own use. It would make too lengthy a tale to dwell on the evolution in the selling of shoes. How, in the older days, few persons thought of putting on a pair, but simply grabbed their size from a big drawer or off the ledge, paid their money and walked away, with the footgear, the same as they would with a pound of butter or a dozen of eggs. Then, there was little style to the shoes. They were made more for wear and weight than appearance and art, but with the advances in shoemaking, the changed ideas of the people, and the love of every one for something that is neat and attractive and distinctive, foot toggery to-day possesses many fine points of excellence and dainty embellishment, undreamed of years ago.

“I merely point this out to show the changed attitude of the public now. With the vast majority, style is every thing and style embraces finish, cut, shape, color, combination, fit, pattern, workmanship, etc. While a man may not adopt the 15, 35, 45, 65 and 85 fractions of a dollar to-day in retailing footgear, there is no reason why he should not start out this spring selling shoes at \$4.25, \$4.50, \$4.75, \$5.00, \$5.25, \$5.50 and \$5.75 up.

“Shoe manufacturers have not advanced prices until they have actually been compelled to, by the scarcity of leather, its rapidly ascending values, and the increased cost of all materials entering a shoe. Too often has a retailer when a shoe has gone up 10 or 15 cents, requested the manufacturer to skimp the boot by putting in inferior materials

and keep it down to a certain price, or the retailer himself has absorbed that extra cost and charged the public no more, which has resulted in decreased profits. He possibly will let the increase go on from fifteen cents to twenty cents, and sell at the old price. And then if there is another advance, he will jump the figure by a dollar—going too far in his placing of the price stake.

## Be Fair to Yourself and Customer

“Now, in the first instance, where the cost is absorbed the retailer is not giving himself a fair show, and in the latter case, where he augments the price by one dollar, the consumer is not given a square deal, and to devitalize a shoe by making it to fit a price is mighty poor business. It does not redound to the credit of the producer or the seller and upon such a flimsy foundation no permanent paying patronage can be built. Transitory gains at the expense of quality, worth and solidity in order to save a few cents are apt to act in the nature of a boomerang.

“The only fair, equitable means of selling shoes is by breaking up the dollar mark and placing upon the footwear exactly what is a fair profit. The sooner the retailer comes to this arrangement, the better it will be for him, his business and his purse.”



**Spring Shoe  
Announcement**

The WALK-OVER Boot Shop wish to announce their display of Spring and Summer Footwear.

You are cordially invited to inspect the new models for both ladies and gentlemen.

The exceptional equipment in this Boot Shop, including ladies' rest room, Chiropody Department and the FOOTOGRAPH SYSTEM of shoe-fitting, will make your visit of more than usual interest.

**WALK-OVER  
BOOT SHOP  
290 YONGE STREET**

The Chiropody Department is in charge of an eminent foot specialist. Consultation and advice on all foot troubles are free.



The Mail Order Department is a convenience to out-of-town customers. Enquire about the self-measuring Footograph Charts.

A DAINY AND ARTISTIC SPRING ADVERTISEMENT OF  
TORONTO SHOE HOUSE





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### How Many Shoe Travelers Do You Know?

Here are Several Score of Shoe Travelers from Various Parts of the Dominion, Representing Different Manufacturing and Wholesale Houses

How many of them can you name?

The contest is open only to retailers or members of their staff. Send in your reply, giving the name of each traveler as numbered.

To the one sending in the list most nearly correct, SHOE AND LEATHER JOURNAL will give a prize of FIVE DOLLARS, and to the one next in order, two years' subscription to this paper.

All replies must be mailed by April 12th.



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### ARE YOUR CLERKS LOYAL TO YOU?

A SHOE department manager and buyer who had made a good showing was approached recently by the proprietor of another store in the same town and offered a considerable increase in salary to change his position. But the department manager even refused to consider the proposition.

When pressed for his reasons, and assured that he might speak frankly, he said to the merchant:

"Remember old man White who worked for you until two years ago?"

"Yes," replied the merchant. "What about him?"

"You fired him after twenty years of service because he was too old. Our store would not have done that. Old man White could have worked for us as long as he lived.

"Then there is Johnson. I believe he has been with you for fifteen years. What are you doing for him?"

"Wait a minute," the department manager said as the merchant started to reply. "I will answer that for you. You have cut down his salary and he is living in fear that you will send him over the same road as White. Now, if Johnson had been working in our store, he would have been given a share of the profits he helped to make, after he had been with us three years. By this time he would have a nice little nest egg in the form of stock in the store.

"If any of your clerks do not show up for a week, you dock them full time until they return. Do you know what they do in our store?"

"No, what do they do?" the merchant replied.

"We send our Miss Prentice, who has charge of the welfare work, and if the absentee is sick Miss Prentice immediately takes steps to see that the clerk has every care until fully recovered.

"Then there is the question of vacations. In your store you give one week on full pay, but you hold up the pay until the clerk comes back—an evidence that you are fully aware of the fact that there is little or no loyalty among your clerks. You apparently think that if you paid them in advance they would never come back. In our store the clerk gets two weeks on full pay and gets the full pay before he leaves, so that he will have something on which to enjoy himself.

"You see I am working in an entirely different atmosphere from what I would have if I were to go to work for you. I am telling you this plainly, because I believe that you ought to try and do the same for your clerks as our employer is doing for us. Every clerk in our store realizes that our employer takes an interest in us and is in sympathy with everything we do. It makes work there a pleasure. We

are absolutely sure that if any personal difficulty besets us, our employer will do everything he can for us.

"We naturally would feel pretty small to take advantage of him at this time. During the recent business depression it was hard for our store to show a gain in business, but it is a good deal harder for you to do that than it is for us. That, perhaps, is the reason why you are interested in employing me. Right now, I realize more than ever before that my employer needs me and I would not even consider your proposition."

Loyalty of the clerks to the man for whom they work is usually the result of their conviction that he would do as much for them. Ordinarily, loyalty is a thing which does not show on the surface. It requires a crisis of some sort to bring it out, but it is during a crisis that loyalty is most needed.

### SHOEMAKER BY BIRTH AND INSTINCT

SOME are born to greatness and some have greatness thrust upon them. W. F. Smardon was born with the smell of leather all about him and in his half century or more of active life he has never been beyond sound of the hammer and stitching machine.

He was born within twenty-five miles of the city of Toronto in the village of Markham, where his father plied the important and eminently respectable avocation of hand-sewed shoemaker. He tells with pride of the prizes won by his progenitor at the local fairs for the excellent samples of his handicraft.

For many years Walter Smardon was the presiding genius of the "Bell" factory in Montreal, whose shoes for almost a century have been standard for quality. It was during his regime that their goods attained their present wonderful popularity.

The "Smardon Shoe" has justified his genius not only as a shoemaker but as a business man for, strange as it may seem, very few men who have graduated from the shoe bench have made a success of the manufacturing business.

Mr. Smardon is a man of parts and while he has given his very best to the shoe business, which has been his hobby for close on a half century of time, his mind does not run in a groove. He finds time to interest himself in the broad questions that effect his times and his particular environment.

He has the good fortune of having induced his two sons to follow in their father's footsteps as far as the shoe business is concerned and is now in a position to take a breath as it were, and look around him. He is still in the prime of life and expects to see further laurels added to the name of Smardon in shoemaking achievement.



Maritime Provinces delegation attending the C.C.R. Co's Rubber Footwear Convention in Montreal. From left to right are:—W. F. Bilger, Montreal; J. Kieswetter, Montreal; J. L. Grant, Montreal; F. L. Hunter, St. John, N.B.; F. Scott, St. John, N.B.; W. L. Stewart, St. John, N.B.; T. G. Davies, Halifax, N.S.; F. A. Todd, Montreal; R. E. Jamieson, Montreal; W. A. Eden, Montreal; W. Binmore, Montreal; W. R. Stewart, St. John, N.B.; C. K. Hutchinson, Montreal; M. J. Coady, St. John, N.B.; A. Dwyer, Montreal; R. W. Ashcroft, New York.



CANADIAN SHOE AND LEATHER CAPTAINS



W. F. SMARDON, MONTREAL

See Opposite Page

# Fall Styles in Women's Shoes

Manufacturers Somewhat Unsettled as to the Future—Still Struggling to Complete Spring Orders in Some Cases—Hints from Some of the Great Centres on the Other Side—What American Women Will Wear for Autumn

THE "frenzied footwear" of the past two or three months which has put on the market shoes of all styles, shapes and shades, is being put through the simmering process, and manufacturers are asking themselves what will be the game for the more staid and settled periods of autumn and winter. It is felt that while the interest in some of the outré styles will be well maintained until cold weather and untoward conditions set in or as long at least as the short skirt will lend countenance to striking shoe effects, the natural order of things will demand quieter and more seasonable ideals as time passes. There is no doubt that blacks and tans of the more substantial quality and shades will supersede the light and varied fancies of summer shoemaking. Yet, Quien Sabe?

## Autumn Leathers

It is estimated that three-fourths of the fall shoes for women will be in black with the balance in tans and combinations of cloth, black and shiny leathers. For general purposes calf and vici will divide honors with some advantage to vici, which is becoming more and more popular for women's footwear as the lighter grades of calf become scarcer. Combinations of cloth tops, vestings and kid with patent and black vici will be prevalent and two-tone effects in tans, as in men's, with dark mahogany for vamps and foxings and lighter shades for the tops such as grey, ivory or champagne. A new leather showing cross stripes like gros-grained silk is shown, and another of black and white kid in polka dot and checks in limited quantities. The favorite colors in calf and kid seem to be grey, ivory and midnight blue, which has been renamed allnight blue. Fabrics will be popular both plain and fancy.

## Lasts and Patterns

Lasts have been made a little longer to give more point than formerly, and the long forepart is the rule, although vamps run from three to three and three-quarter inches. There are no short vamps in the best shoes, although they may still be found in staple lines. The tendency is towards lower tops, the prevailing heights being seven and eight inches. Nevertheless, some nine inch samples are shown for fall and no doubt time will develop higher styles should the skirts continue short in length, which seems likely, notwithstanding predictions in the other direction. The short skirt has established its claim to consideration as sensible as well as neat and attractive looking, and as wintry

weather draws on it does not seem natural that there should be a reversion to the former long styles. There is some agitation to save leather at the present high prices by shortening the shoes, but the manufacturer who attempts this will be daring.

## Fancy Effects

In both black and tan and colored shoes there is a disposition towards ornamentation by scallops, pinking, perforations and otherwise, but the effects are quiet and graceful. While in the best grades plain toes and occasional imitation tips will rule, in a great many lines, especially tans, tips, wings and fancy vamps and quarters will be found in plenty. Wing and shield tips are found on many lines. Fancy effects in perforations, inlaying, collars, pinked vamps, foxings, and scalloped button flies will prevail.

## Shapes and Styles

Laced shoes will naturally predominate, although a goodly number of buttoned shoes are shown. The laced idea follows the trend of feminine styles just now and lends itself to the dress effects and particularly the short skirt. Some chaste styles are shown in plain effects with invisible eyelets and without the ornateness of pinking and perforation. The tops are either straight curved or decidedly Napoleonic. They are shown all the way from seven to ten inches in height with the medium prevailing. Skating boots are a great feature, as it is expected that the craze that existed last year for skating will be even more pronounced than ever. Some "hockey" effects are noticed and may be seen in some of the illustrations.

## As to Prices

Manufacturers have made up their minds not to work for love. It is going to be a hard season, as prices are so constantly on the move that it is practically impossible to figure costs far in advance. So far, advances have been made of from twenty cents to a dollar a pair on women's shoes and the end is not yet. Some manufacturers are seeking to reduce cost on staple lines by introducing the use of composition soles and fabric tops, but even this will not save the general tendency towards higher prices. A manufacturer, summing up the situation, stated the other day that the retailer who did not buy and buy early would make the mistake of his life.





*New Models  
in Ladies' Shoes  
seen in large  
American Cities*

THE  
Empress  
SHOE

THE  
Empress  
SHOE

THE  
Empress  
SHOE

Needs No  
Breaking  
In

For  
Well-dressed  
Women



STYLE—

*The quiet elegance  
that appeals*



QUALITY—

*The best that money  
and good shoemaking  
can produce*

**The Walker, Parker Co., Limited**

*Exclusive Shoemakers for Women*

**Toronto**

**Canada**

THE  
Empress  
SHOE

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Original  
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SATISFIES  
*and*  
*brings back*  
THE CUSTOMER

A  
PROFIT-MAKER  
*for*  
THE RETAILER



The Walker, Parker Co., Limited

*Exclusive Shoemakers for Women*

Toronto

Canada

THE  
Empress  
SHOE

THE  
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SHOE

# Fall Styles in Men's Shoes

What Has Been Gleaned Amongst Foremost Makers  
at the Important Centres Concerning the Trend of  
Styles for the Coming Season—More Changes in Fall  
Lines Than Usual

**I**N our last issue we gave a brief outline of the impending changes in styles for fall. Until within the past couple of weeks manufacturers have been so busy completing the spring season that they had not time to give definite shape to their ideas. Recently, however, a good many have returned from a survey of the situation at the large American centres and are able to report progress.

## Bal Patterns Prevail

While not a few blucher cuts are to be found in staple lines, that is to say regular sellers, and these partake of the innovations of decorations and so forth, the plain laced shoe is most largely in evidence in the samples shown and those of the straight-laced variety, that is without hooks. The eyelets preferred are the invisible with a strong tendency towards "midgets." As the blucher cut prevails for the medium class and even for the better class business wear, so the buttoned shoe for semi-dress purposes retains its popularity in combinations of patent and cloth or kid. Some handsome samples of the latter are shown in patent with a new cross grained leather that gives the appearance of gros grained silk. Some lines are shown with fancy and colored cloth quarters.

## Combination Effects Plentiful

Not only are combinations of tan with patent and black to be observed, but two tones in tan are the vogue being shown with the vamps and foxings in dark mahogany tan with a lighter shade for the quarters. Contrasts are also obtained in vamps and wing tips but it is not thought that the latter will be as popular, as the fashionable color in tans is darker than has prevailed. A new shade has been introduced that is between ox-blood and mahogany. Notwithstanding the prevalence of tan samples, it is thought that the season will be decidedly black as far as men's goods are concerned. Cordovan is being introduced and the scarcity of this material has caused the finishing of cowhide and heavy calf to imitate it in appearance and grain. It is estimated that half the lines will be in black calf or side leather with the other fifty per cent. divided between tan and glazed kid.

## Autumn Shapes

As previously hinted in our advance outlines of men's fall styles in a former number, the preference

is shown for the English and French styles with the long forepart and although later there might be some distinct innovations the present tendency is towards the medium narrow toe, although some samples show the recede drop toes in vogue several seasons ago. What is called the Scotch bal pattern is also shown to some considerable extent with circular vamps and heel foxing.

The swing last is to be found in the higher class shoes for men, notwithstanding the predictions of last men and fashion prestidigitators. It is principally in evidence, however, on the medium grades and especially in combination lines of patent and kid or cloth tops. Quite a few tans are also shown in this shape which for general selling purposes is hard to sidetrack. Of course the long effects sought in lasts is against the "swing," but it will continue for certain classes of trade nevertheless.

## Fancy Ornamentation

There is a disposition to use the ornamental to a considerable extent and bals are made with eyelet stays, vamps and quarters scalloped and perforated. There is not so much of the ginger bread effect, however, as there was a few years ago when "pink-ing" ran riot. Samples are shown with wing tips, with square effects, and some shoes are shown in tan with ball straps also pinked and perforated. Amongst the fancy effects in men's shoes may be mentioned black and patent, laced and buttoned, with colored kid tops, dark grey and dark champagne being the most in favor for the tops.

## Composition Soles

On account of the high price of sole leather there is a general trend towards stout single soles for fall and winter wear and not a few lines are found with composition soles, of which quite a number have recently been placed before shoe manufacturers. As a rule, however, the latter are going slow on the proposition, trying out the sole leather substitutes very gingerly in their new lines. The makers seem to have every confidence in their product and are guaranteeing good service.

The material used is principally rubber, although fibre is added to give the cohesiveness and tensile strength. A shoe manufacturer who has been wearing a pair of these soles for over a month says he has been surprised at the results.



*A  
Few Autumn  
Styles  
Noticed In  
American  
Centers*



Prestige  
and  
Profit



in every  
Regal  
Shoe

Our new autumn models are nearly completed, and express the last word in perfect fit, quality, style and graceful lines. They are the handsomest and most attractive we have ever produced and will enable the retailer, controlling the REGAL Line, to add immensely to his prestige and profits.

## Your Choice of Approved Models

is varied by the wide representative character of the range in gunmetal, kid, dull and colored calf and patent leathers, on the newest lasts and in the most becoming patterns. In reliable, fashionable footwear the REGAL range stands out preeminently.

## Are You Handling REGAL Lines?

It will pay you to be the exclusive REGAL merchant in your town or city. The REGAL sign means more trade, satisfactory service and reliable products. Better consult us about the "Most Popular Shoe in the World." Or write us about the REGAL Co-operative Window Trimming Department.

# The Regal Shoe Company

LIMITED

102 Atlantic Avenue

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TORONTO





### POPULAR SHOE TRAVELER GOING OVERSEAS

Lieut. Frank S. Cronk, who has enlisted with the 169th Overseas Battalion, is well known to the shoe trade, being a son of S. C. Cronk, who has been associated with the business for some thirty-five years as traveler, eight of which he has been in the wholesale line in Toronto, and from the large number of hockey boots which he handles each year, is often termed "the hockey king."

Lieut. Cronk, who is twenty-four years old, worked in the warehouse and on the road for about five years previ-



LIEUT. FRANK S. CRONK, TORONTO

ous to joining the colors a few weeks ago. He was a sergeant in the Queen's Own for three years and for some time was a member of the Royal Canadian Dragoons at St. John, N.B. Lieut. Cronk has taken an active interest in recruiting and did most effective work in securing members for the 169th Battalion. He is another member of the many in the trade who intends doing "his bit" for King and Country in the present struggle.

### PALATIAL NEW SHOE STORE IN MONTREAL

The Walk-Over Boot Shop has removed from 521 St. Catherine street west, Montreal, to 505 St. Catherine street west, in the new Drummond block. The new home is one of the finest on the continent and has an imposing and attractive front that makes it one of the palatial establishments of the commercial metropolis. The interior fittings and equipment are most impressive and distinctive. Rich mahogany is used throughout and the decorations are in perfect harmony and good taste. Some of the features of the new abode for Walk-Over shoes are a rest room and ladies' private telephone, private shoe shine, and chiropody department. The latter is in charge of a well known specialist. The equipment is the very latest extant for the correction of deformities and ailments of the feet. The proprietor is F. A. Guinivan, who is also the proprietor of the handsome Walk-Over Boot Shop in Toronto. In the opening announcement of the store it is stated that the removal to new and larger premises has been rendered necessary because of greatly increased patronage of the people and the desire of the

store to give wearers of Walk-Over shoes the best service possible and, by service, is meant not only advanced styles and perfect comfort, but to make the purchase of footwear a pleasant duty.

### MAINTAINING UNIFORMITY OF PRICE

W. H. Ingersoll, sales manager for the Ingersoll Watch Co., than who there is no greater authority on price maintenance, said in a talk before the Pilgrim Publicity Association of Boston: "That a manufacturer of an advertised and trade-marked article should have the right of establishing and protecting the consumer price.

"Because, having prepared at his own expense the foundation for his article he has created a condition of market that automatically goes with the article to the retailer, but which the retailer does not purchase.

Because, having prepared at his own expense the foundation upon which depends the successful resale of his article he should have the right to protect the established reputation for quality through the maintenance of a uniform price.

"Because the trade-mark placed on the article is the sole property of the manufacturer and no rights in it or to it are transferred to the retailer by the act of his purchase of articles bearing it for the purpose of resale, and consequently the retailer should not be permitted to sell the article for any price other than the price for which it was manufactured to be sold."

### THREE BROTHERS IN FIGHTING LINE

George Pert, a native of Dundee, Scotland, who has been five years in the employ of the Toronto office of the United Shoe Machinery Co. and latterly on the city selling staff, recently joined the signal corps of the 95th Overseas Battalion and is now in training at the Canadian National Exhibition Grounds. Mr. Pert has two brothers in the service. One, who took part in South African war, is with the British



PTE. GEORGE PERT, TORONTO

Army in France and another is attached to a submarine of the British navy. Mr. Pert made many friends among the trade during his connection with the U. S. M. Co., the staff presenting him with a handsome wrist watch.



# WHAT I HAVE RUN UP AGAINST SELLING SHOES

Clerk Tells How He Has Met Several Situations—Some Exceedingly Ticklish and Others Threatening—Told One Woman to go Home and Bathe Her Feet—Fired for Not Selling Foreigner and Re-instated Through Unusual Turn of Affairs Afterwards

By J. C. H.

“YOUR shoes here are rotten. The last pair that I got was the worst that I ever put on my feet, absolutely no good.”

The speaker was gruff in manner and seemed to be in a nasty mood. I had not been in the store very long and



did not know how to take the man or really what to say in reply to his fault-finding remarks. I have always gone on the principle that it is wise for the salesman to hold himself well in check and not fly off at half cock. I went to the shelves after learning his size and brought forth two styles of the B—brand, quietly observing that we could guarantee the quality of these as they consti-

tuted the best make in men's footgear that we had in the place. He tried on the two pairs and remarked rather curtly that he would take a box calf blucher with slip sole and plain quarters which we sold at six dollars.

“As I was handing him the parcel my caller said, ‘Well, if these shoes wear as well as the pair I have on (the ones which he had so unceremoniously condemned) I will not do any kicking. These have given me two years' service.’ Then he gave a smile and I knew he had been joshing or rather stringing me. If I had fired up at his first salutation I do not think I would have made the sale. You know there are some people who take a malicious delight in condemning your goods just to see how you will act under the onslaught. That is one kind of customer that we meet occasionally in the shoe store.

## The Boy and Mother Knew It All

“Here is another of my experiences. I once had charge of the boys' department in another store. One day a stalwart lad came in with his mother and wanted a pair of boots. I put the measuring stick on the boy's foot and found that it registered five and a half. I noticed the shoe that he had taken off was too small for him, it being five and a half and his toes were jabbed right up to the end. He had been complaining. I told him that he should have size seven to fit him comfortably as his feet were not done growing. Both the lad and his mother scouted the idea of such an enormous size for Willie. We talked the matter over for some time and the wise offspring told me to take the boot off as it was too large and he would never wear it. The mother also insinuated that I evidently did not know my business. Finding argument or reason out of the question and being informed that they would go elsewhere, I politely but firmly said, ‘Well, you have asked me to fit this boy properly and I have told you the size that he requires. If you think you know more about fitting than I do, I am afraid that I cannot give you any satisfaction.’ With this the couple departed and I never expected to see them again. Judge of

my surprise next day when mother and son came in again. The latter asked to see size seven in a box veal, and meekly observed that he would take the shoes. His mother paid for them and they went away well pleased. My only supposition is that they had visited another store and being told that the size which I mentioned was the proper one, they felt somewhat ashamed of their previous action and had come back. I learned afterwards they had been customers of the store for some years.

## Told Woman to Bathe Her Feet

“A prepossessing lady, well dressed and of pleasant manner, came in and told me that she wanted to see something in a patent button with cloth top and Spanish heel. I removed her shoe and tried on one of our regular five dollar lines. On withdrawing the boot I saw that the lining had been discolored. I could not see my way clear to fit on any more pairs for they would all be ruined because this fair caller had not recently bathed her feet and her stockings were filthy from perspiration.

“Here was a ticklish situation but I knew the boss would stand behind me in any attitude that I assumed. I courteously told the woman that she would have to change her stockings and bathe her feet before I could fit her with any more shoes. I showed her the one that she had just tried on, pointing out in a quiet way that the lining had been soiled and that if any more footwear was fitted it would be rendered unsaleable. I informed her kindly that I meant no offence and explained that she could understand our position in the matter.

“Now the majority of females would have got on their dignity at once and walked out of the store in high dudgeon. Not so this lady. She admitted that she had feet which perspired copiously and told me that she would return. I did not expect to see her again but that afternoon she came in with clean feet and fresh hosiery and I sold her.

“Oh, yes, I would rather wait on men than women for they take less time, know what they want, are more easily satisfied and do not ask to see as wide a range of footwear. But when you get a fussy, finicky young fellow or a know-it-all, pernickety old chap, why each is generally a pippin. But you must be pleasant and patient under all circumstances and take the bitter with the sweet. Why a chap came in the other day and it took me over one hour to satisfy him. I showed him just thirteen different styles and he did not know what he wanted, nor could he make up his mind.

“First he thought one pair would do and then he liked another last better, etc. There before him were an English last, a wide round toe, a straight last, a pointed toe, a full toe, a semi-recede and a fairly high toe. Finally he thought he would take a mahogany button with military heel and toe cap with small diamond perforations. I was thankful that he had at last made up his mind when he suddenly changed it and bought a kangaroo bal with a semi-recede toe. He paid me seven dollars and went out. I was pleased beyond measure when he got beyond the door for I fully expected that he would turn back.

## Failed to Turn Him Over

“In another store where I worked we were always instructed if we could not make a sale to turn the customer



over to some other chap on the floor and let him have a try. One Saturday night the head salesman was walking around keeping his eye on everybody and he saw me let a caller go out without closing a deal or handing him over to another. Now, in the first place, the visitor was a foreigner and wanted a shoe of grain leather, Standard screw, for about two dollars. We did not have one in the shop at that figure. I could not get this fact through the chap's head, and he persisted he had got such a kind at our place before. I saw that I was wasting valuable time on him, as the store was filling up with patrons. After telling him at least three times that we could not satisfy his wants at the price, he got up with a shrug of his shoulders, remarking in a rather loud voice that he would go somewhere else where he could get better treatment.

"This was the signal for Bilkins, the head salesman, to swoop down on me. He asked impertinently why I had let the fellow go out. 'Why did you not let Jenkjns wait on him?' he bawled out.

"Now his attitude was so contemptuous and unreasonable that I promptly and plainly told him that if I could not sell the stranger Jenkins or no one else in the shop could. This only tended to increase the rage and chagrin of Bilkins, who declared that a like occurrence would result in my dismissal.

#### He Could Take a Hint

"Well, I grew hot under the collar and asserted that I could take a hint before I was kicked out and I quit that evening.

"But fortune favored me. This foreigner came in again on Tuesday morning and happened to meet Bilkins at the door. The latter thought that it was a fine chance to show his ability in the line of expert salesmanship and so he tackled the job. The stranger went over the same line of talk that he had with me and protested that he must have a shoe for two dollars just like what he wore. As we had nothing in the shop under two and a half and three, in the Standard screw line, the alien ripped out an oath about this 'damned crooked establishment' and its high prices and, in some excitement, proclaimed that it was the second time he had given us a chance to sell him.

#### Apologized for His Rude Conduct

"Well, Bilkins had the starch taken out of him by this tough proposition, for the cranky customer walked out once more. Bilkins was a good fellow at heart and phoned me that afternoon, apologizing for his rude attitude on the previous Saturday, stating that he had been altogether too hasty in coming to conclusions and asking me to come back to work. He did not tell me why he had undergone a change of heart but one of the boys did afterwards. I went back and after that Bilkins and I got along first rate. The incident taught him to have a little more confidence in those under him and their judgment, and to realize that while every well regulated store must have a policy and certain staff regulations these cannot be inflexible in their application. There are exceptions in every case.

#### Chief Requisites of Salesman

"I could relate many more experiences, some humorous, some pathetic, some trying and some thrilling, but these will answer for the present. The chief things for a salesman in the shoe store is to be polite and patient and attentive, know the stock and study human nature. One must exercise good judgment for nearly every customer has to be handled in a different manner. By this I mean some are silent, some talkative, some irritable, some overbearing, some egotistical, some selfish, some bullheaded, some cranky and some sarcastic. It takes all kinds of people to make up the world and the average retail establishment gets a fair proportion among its customers."

#### AN EXPERT SALESMAN STILL WANTED

Years ago the shopkeeper was his own salesman. Customers were content to wait sometimes hours for the advice and assistance of the experienced trader when making important purchases. In market towns the old market days were busy indeed, and shops were crowded. Now trade is spread over a wider area, but there is the same need of tactful salesmanship, and even greater need of entering into the everyday life of customers. Personality in business has again and again been advocated, and it cannot be too strongly emphasized that personality is still a very important matter. Some of the large storekeepers with immense businesses recognize this; and knowing their impotence to deal with all customers personally readily admit that the best man must be employed as salesman. The country shopkeeper, too, will soon find that his returns will increase if he has the right man behind the counter. Psychology in business may seem a high-sounding and possibly a somewhat misunderstood term, yet it is applicable to the retail shop, and daily becoming a necessity. In intelligent trading it is that knowledge of human nature which directs actions, tells at a glance where confidence may be reposed, indicates the man who can be trusted, and points to the customer who should be watched and limited in his credit. Although ready-money business is encouraged nowadays, there is a certain amount of confidence necessary between buyer and seller even there, and the reader of character with a knowledge of human nature is the right man to control it.

#### HAS GOOD RECORD IN SHOE GAME

George Nicholson, city traveler for the W. B. Hamilton Shoe Co., Toronto, has been connected with that firm for over twenty years. Starting in as messenger boy he laid the foundation for a sound knowledge of the trade. When he entered the service of the house there were two other employes with the given name of "George," and he



GEORGE NICHOLSON, TORONTO

was called "Dick" to avoid confusion, and to this day is so styled by the staff. He was later placed in charge of the orders and then was promoted to be sample room salesman, from which position he was transferred to the work of calling upon the trade in Toronto. He has been doing this faithfully for some six years and, with the aid of a run-about, covers the ground thoroughly. Mr. Nicholson is well liked and well thought of by his customers.



**MR. ANGUS RETURNING TO ST. JOHN**

W. M. Angus, who for the past year has been assistant general salesmanager for Ames-Holden-McCready, Ltd., Montreal, is returning to the St. John, N.B., branch, which position he occupied for a number of years, previous to his removal to the metropolis. Mr. Angus began his shoe career in his home city of Montreal, in the office of the Ames-Holden Co., some twenty-two years ago. His ability



W. M. ANGUS, ST. JOHN, N.B.

was soon recognized by those in authority, and he was rapidly advanced until the field in the Maritime Provinces offered him an opportunity to show the energy and aggressiveness which he possesses. On the amalgamation of the Ames-Holden Co., with the James McCready Co., in 1911, Mr. Angus was retained as manager of the combined houses. A couple of years ago, a splendid, new, six storey warehouse was erected at the corner of Duke and Canterbury Sts., St. John, in order to accommodate the rapidly increasing business. The structure embraces the last word in appointments and facilities, and in returning to St. John Mr. Angus will be warmly welcomed by his many old friends in the Maritime Provinces. He is a brother of A. R. Angus, general sales manager of the Miner Rubber Co.

**MISSING SHOE DEALER IS FOUND**

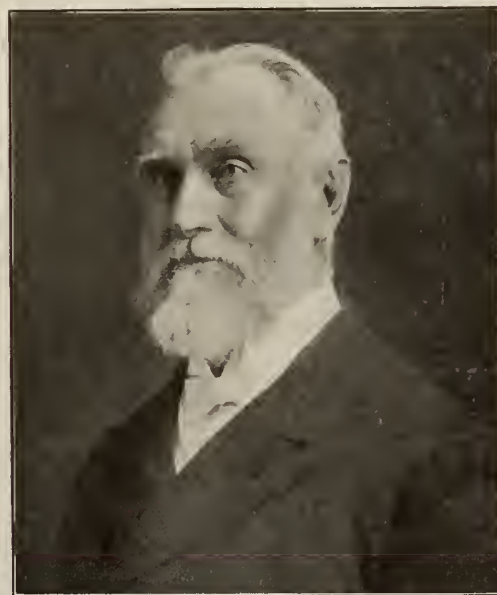
Malcolm P. Johnston, senior member of the shoe firm of Johnston & McCormick, St. Thomas, Ont., who has just returned to that city after an absence of twenty months, tells an interesting story of his experience. A few weeks after recovering from a fractured skull, sustained by a fall down a cellar stairway in the summer of 1914, he remembered walking along the streets of St. Thomas, but recollects nothing between that time and when his memory returned while at work on a cattle ranch 50 miles from Tulsa, Oklahoma. How he got to that far-away State he has not the slightest idea. When his memory returned a month ago he was helping to brand cattle. Mr. Johnston had charge of a fractious young steer, in handling which he received a sharp blow on his forehead. He was stunned by the shock, and his comrade dragged him from the enclosure to prevent the cattle from trampling over him. Upon recovering his senses he also recovered his memory of St. Thomas, his partner, business, and friends there, but his mind was left a

blank as to the events of the past twenty months. Soon after his awakening Mr. Johnston left for his brother's home near Chicago to spend a few days to recuperate before going on to St. Thomas.

**VETERAN RETAILER CELEBRATES 83RD BIRTHDAY**

Robert Wilson, who last month celebrated his 83rd birthday, is Hamilton's oldest shoe retailer, and one of the veteran business men of Canada. He is still enjoying excellent health and his two sons, Charlie and Arthur, look after his successful shoe business at 73 King St. East, in the "Ambitious City." Mr. Wilson has been in the footwear line ever since 1863, and nearly three years ago, observed the 50th anniversary of his wedding. Born in Lisburn, Ireland, and, coming to Canada at an early age, he secured his first job with his brother George, who was a shoe manufacturer in Quebec, and afterwards went into the retail line. It was there that he gained his initial insight into shoes. Working diligently on the bench for two years, over half a century ago he left the Ancient Capital for Hamilton, which was then little more than a hamlet.

Opening up a little repair and custom shop on John Street, he soon put in a small stock of footwear. Custom shoes were then worn to a great extent, and Mr. Wilson had at one time several men engaged. He has occupied four different locations on King St., Hamilton, and moved into his present stand, 73 King St. East, thirteen years ago. Mr. Wilson has always kept well selected lines and given prompt and courteous service. He was for a time a traveller on the road for shoes, and covered the ground from Hamilton



ROBERT WILSON, HAMILTON, ONT.

to Windsor, with a horse and rig, carrying the samples in the back of the conveyance. One day he was kicked by his horse and had his arm broken. This resulted in his giving up the position on the road, and returning to the retail ranks, which he had left for a short while. Mr. Wilson is a pleasant conversationalist, and can recall many interesting incidents of the quaint stock keeping and selling methods of the pioneer period. He believes that conditions have changed for the better, and that retailing shoes is to-day a more pleasant and more dignified calling than in the early days, when the ordinary shoe shop looked something like the headquarters of a pawn broker, with its miscellaneous assortment on the open shelves, walls, ledges, racks and poles. Numerous friends in the trade will wish him many more years of peace and happiness.



## Counters That Outwear the Shoe

Don't risk the reputation of your shop by using anything but the best counters.

# DUCLOS & PAYAN FIBRE COUNTERS

We have been serving shoe manufacturers for 43 years and during that long period we have learned to *know* just exactly what can be expected of our counters. That's why we *absolutely guarantee* that these counters *will* outwear the shoe.

Made in Canada by Canadians from pure Canadian made Fibre.

## DUCLOS & PAYAN

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

ESTABLISHED 1873

# L.S. ODELL

137 McGill Street  
MONTREAL

## UpperLeathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

Shoe Cements

Top Facing

Box Toe Goods

Buckrams

ALL "MADE IN CANADA."

Inquiries Solicited

*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



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**T**HE management of the Shoe and Leather Fair to be held in Boston July 12 to 19 has secured the services of Mr. Arthur B. Butman, former commercial agent of the United States Department of Commerce, under the Bureau of Foreign and Domestic Commerce. Mr. Butman is one of the best posted men in the country in regard to the foreign trade, especially in the shoe and leather field. During his connection with the government he traveled twice through European countries, spent 18 months in South America, and made several trips to Cuba, Porto Rico, Jamaica, Mexico, Panama and other Latin American countries. Special attention was given by Mr. Butman to the shoe and leather industries in the foreign countries which he visited. Exhibitors at the Fair may avail themselves of Mr. Butman's experience and advice and he will be present through the Fair week to answer inquiries and meet foreign guests. Between now and the opening of the Fair Mr. Butman will devote his attention to securing a large foreign attendance by means of invitations sent direct and the co-operation of the American Consular Service. There will be meetings of shoe retailers, shoe buyers, shoe factory superintendents and foremen at the fair and a large attendance of foreign buyers.

## Buttons and Laces Still Soaring

"Six months ago I spoke to the shoe manufacturers through the columns of the SHOE AND LEATHER JOURNAL predicting a big raise in the prices of all shoe laces," said G. J. Trudeau of Montreal. "Since that time prices have advanced at least 60 per cent, and the end is not yet in sight. Conditions to-day are such that no factory will guarantee prices for one day nor will they give any surety as to colors or deliveries. This applies to all textile materials used by shoe manufacturers such as tapes, bindings,

thread, and other articles. Constantly increasing prices have had the effect of developing a demand for shoe buttons which in consequence have commenced to go up in price, particularly in the last two months.

"Shoe buttons purchased f.o.b. U.S.A. at 26c per G.G. at the first of the year were increased to 30c per G.G. in the middle of January and a further increase of 5c took place the 1st of February, these increases applying to black buttons, sizes 3½ to 4, such as are used in large quantities for children's, misses' and women's shoes. Other sizes have advanced in price in proportion, with a correspondingly greater increase in colored buttons.

"The button situation is not at all satisfactory. Deliveries cannot be specified, regardless of price. It seems to me that the only safe course for shoe manufacturers to pursue is to endeavor to protect themselves on laces and buttons by contracting for at least a whole season ahead. If they do not do this it is inevitable that they shall have to pay higher prices.

## The Best Outsole Stitching

In getting the best outsole stitching there is first, of course, the size of the thread, needle and awl to make a tight stitch. These relative sizes must be determined by experts when it is known what sort of stitch is desired; whether it is to be short stitch or long stitch, with coarse, medium or fine thread.

Next there is the question of the temper of the stock so that the stitch may be well made, with conditions that are fair to the machine and to the combination of needle, awl and thread. The temper of the stock includes both the temper of the welt and of the sole. Both should be tem-

*THE main building of the new home of the Chatham Shoe Co., Chatham, Ont., which will begin operations early this month. The structure is splendidly adapted for shoe manufacturing purposes.*





## Not one Columbia Counter (Fibre) failed

They have been used now for well over a year by Canadian Manufacturers, and every single Counter was perfect in service—not one failed. We guarantee them with an iron bound guarantee, and they stand right up to it. You take no chance, you run no risk of dissatisfied customers if you use Columbia Counters.

Our factory is equipped to fit all lasts. Samples and quotations on request.

### Canadian Columbia Counter Co.

348 Delorimier Avenue - Montreal

Agent - G. J. TRUDEAU  
365-371 Ontario St. E., Montreal



pered by the long tempering process and brought to the outsole stitcher in good condition as to temper.

Then there is the shape of the sole when it reaches the outsole stitcher. I maintain that welt soles should be molded and shaped closely to the last so that when the shoes come to the outsole stitcher the edges should hug down in the shank. This will enable the outside stitcher to make a straight seam in the shank. Right here is a source of much ripping of outsole seams at the shank.

If, when the shoe reaches the outsole stitcher, the sole at the shank lies away from the upper, he must tip the shoe and throw on the seam at the bottom of the sole. In this way the outsole seam at the shank goes through the sole on an angle, uses more thread, and is not as tight.

Then, when the shoe goes to the leveler, he undertakes to beat down in the edges in the shank, in doing which he stretches the sole, makes it thinner and loosens the seam, so that the shoe will rip very shortly after it is worn.

On the other hand, if the sole is in proper shape when it reaches the outsole stitcher; that is if it is molded down in the shank, he can make a straight seam that will be tight and that will be undisturbed by the leveler. A shoe so stitched will not be near as likely to rip in the shank.

If the temper of the welt is very different from that of the sole you are pretty sure to have trouble with checking edges. This undesirable result can be avoided by using the long tempering process on both welt and the sole, and so timing each that they will come together at the sole-laying machine in practically the same condition.

There is little doubt that much of the trouble with outsoles ripping that is laid to improper combinations of needle, awl and thread, is really due to unequal temper of outsole and welt. That is to say, if the sole is in dry mull temper and the welt soaking wet, or if the welt is in dry mull temper and the sole soaking wet, when the sole is sewed, then the shrinking of the one that is too wet will loosen the seam and tend to make it rip easily. You will save yourself a lot of trouble by having the sole and welt in the same dry mull temper when they are fastened together.—Superintendent and Foreman.

#### Death of a Veteran Tanner

Many friends in the leather arena will regret the passing of John J. Lamb, the senior member of the firm owning and operating the Omemee tannery at Omemee, Ont., who died suddenly while at his work in the establishment. Mr. Lamb was an enthusiastic member of the trade and highly respected by all. He was a former chairman of the Tanners Section of the Toronto Board of Trade, and an active member of its committees. The Omemee tannery turns out harness and collar leathers. Mrs. Lamb predeceased her husband a few years. One son, Harry, and one daughter, Sara, survive. The former has been associated with his father for many years and will carry on the business.

#### An Expert in High Class Shoe Making

H. D. Weber, the new superintendent in the Classic Shoe factory at Galt, entered upon his new duties a few weeks ago. The Getty & Scott firm, after considering applications from the best superintendents in the U.S. and Canada, decided from the reputation which Mr. Weber had in his various charges in this capacity that he was the man who could fill the position and make shoes up to the standard of the ideas of the firm. Mr. Weber has held positions with the best firms in the U.S. who are producing the highest grade of women's footwear. He began the shoe business when a boy of fourteen with the Ziegler Bros. of Philadelphia, where he served part of his apprenticeship. From there he went to Wickett & Gardner for six years, under the instruction of the best mechanics in that shop, which is one of the highest type. From there he went with Thos. G. Plant when he moved to Jamaica Plains, and served a term of five years. Next he was with Julian

& Kokenge of Cincinnati, where he was general manager and superintendent of the entire plant. The goods of this company are well known to the Canadian and American trades. In this capacity he served for five years. P. J. Harney Co. of Lynn was his next position, and he also had full charge



H. D. WEBER, GALT, ONT.

of the factory. He did the buying, was superintendent and general manager. Under his regime P. J. Harney Co. enjoyed the most successful term of their existence. Later he went to the Brown Shoe Co., St. Louis, where he developed their high grade line of women's welts, turns and McKays, and from there he came to Getty & Scott as superintendent of the manufacture of Classic shoes. Under his supervision so far the product of the plant has improved very much. The general atmosphere of the product is lighter and more chic and shows the ear marks of the highest type of shoes produced anywhere. Mr. Weber also brought with him an aggregation of the best shoemakers he could find in the various factories where he had been employed. Everything new and attractive in the new fall line will be found in the Classic range of both women's and children's footwear. The new high legs in all the various combinations and a multitude of patterns will attract the attention of the keen, live shoe buyers of Canada, as they reveal beauty, class, and dignity in every curve and line.

#### German Leather in British Shoes

A recent press despatch from London says:—"The English people are beginning to believe that they are wearing shoes made of German leather through the fact that many of their shoes are imported from Switzerland, where the manufacturers are known to use large quantities of German leather. Their suspicions were recently confirmed by the fact that British imports of shoes from Switzerland during February were nearly double those of the corresponding period in 1914. Information was given in the House of Parliament recently that the use of German leather to the extent of 25 per cent. in shoes imported from Switzerland is permissible."

#### Compliment to Canadian Company

Word has just come from New York, which would indicate that a remarkable compliment has been paid to the Dunlop Tire & Rubber Goods Co., Limited.

A large agency, who keep a portfolio of the world's best advertising matter, gathered together from every part of



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M. C. ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

the map, include in that portfolio the Dunlop "Famous Picture" series, which appeared in Canadian newspapers last September. The "Famous Pictures" were the first ads of the type ever run in America, or any other part of the world, so far as can be traced, and that is probably the reason why the agency in question selected the series for their portfolio, as their big endeavor is to get new treatment on any subject or, in other words, originality all along the line.

#### How Sole Stock Gets Dearer

Sole leather continues to soar, and there have been several advances since the war. Oak is now selling from 8 to 13c higher in sides, crops, backs and bends—than it was in September 1914, while hemlock is up from 6 to 11 cents. As army shoe manufacturers are using ten to twelve iron sole stock, they are taking the prime quarters and the

heaviest and most solid cuts. Dry hides from South America are now quoted at 40c in Boston, but of late dealers in that country have been giving their quotations from South American ports, the consignee being expected to make arrangements for transportation of the hides in the every best way he can. This state of affairs has been brought about by the scarcity of bottoms, owing to the war. There has been a recent increase of 4c a pound on oak soles and 1½ to 2c on hemlock. Tanners are well sold up and do not agree to cover any shoe plant for more than sixty days at the most—then merely according to the stock in hand. Previous to the European conflict it was no unusual occurrence for a sole leather producer to protect a customer's supply for six months or more. Now, orders are being turned down right and left, owing to the uncertainty of deliveries, the difficulty of transportation, scarcity of hides, etc. One leading Canadian sole leather house remarked that they had

## Box Toes and Heels

OF ALL KINDS

LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE

The

SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

MONTREAL

## Boot Laces In Stock

Have I Stock? SURE All Kinds

Cotton, Mercerised, Leather, Tubular, Round, Flat, Black, White and Fancy Colors.

LONG LENGTHS for LADIES' HIGH CUTS

At Fair Prices

Drop me a line—I'll send samples.

**E. W. McMARTIN**

45 St. Alexander St.

MONTREAL



refused four large orders from United States firms in two days, simply because they had not the stock, did not know when they could get it, and were anxious to protect their Canadian patrons. Not only is the shoe manufacturer hard hit in the matter of sole leather, which will make a material difference in the case of production, but all kinds of heels have gone up since the strife abroad, from 2½ to 3c, according to the height and width, while counters have taken a jump of about 2c a pair. Thus, in men's ordinary shoes, where there are an inner sole, a slip sole, and an outer sole, from 2 to 2½ pounds of leather are used when the heels and counters are taken into consideration.

It will thus be seen that, with recent increases in sole leather stock, heels and counters, the extra cost to the manufacturer is fully 25c a pair. Not only is the shoe manufacturer up against it in bottom stock, as well as in upper leather (which has gone skywards at a rate never before known), but he is also facing the labor problem, which has become serious. Skilled help of all kinds is very scarce, owing to so many shoe workers going overseas. One firm in Ontario has over 125 men with the colors, some of whom are fighting in France, while others are training at various camps. There is not a factory in Canada which has not lost several employes and this has somewhat disorganized matters, but shoe manufacturers are loyal and enthusiastic and will cheerfully comply with any irksome conditions, in order to win the conflict, which has hit tanners in very much the same way, so far as employment is concerned. Many leather firms are running short handed and owing to the panicky condition of affairs, tanning agencies of all kinds have aeroplaned two to three hundred per cent.

As indicative of the advance in sole leather stock since the war, tap soles have also gone up nearly 25% in the last nineteen months. This means that the average shoemaker will have to secure better prices for his repair work, or use inferior stock. The majority of patrons would prefer to pay a higher sum if assured of a good job and leather that will give satisfactory service.

### The Present Shoe Lace Shortage

A leading firm writes as follows on the acuteness of the situation:—

On October 12th we sent to our trade the attached letter in an endeavor to set before them the shoe lace situation, as it existed at that time. Since then new problems have arisen regarding which the trade in general has but meagre information, and we feel that it is due our customers that we bring these new conditions to their attention. On December 8th the order of the British Government, placing an embargo on the export of logwood dye from Jamaica and British Honduras (the principal source of supply) went into effect. The immediate result of the embargo was an advance in price from the previous war figure of 18c. to 70c. per pound, and now manufacturers are offering \$1.00 per pound for immediate delivery.

Three perfectly natural results followed this embargo and price advance:—

1st—The manufacturers not knowing what provision, if any, could be made for further supplies withdrew part of their lines from sale except where they were covered by contract or special agreement.

2nd—It became necessary also for the many factories to insert a clause in all new orders making same "Subject to the factory's ability to obtain the necessary dye stuffs."

3rd—All the shoe lace factories report restricted production due to inability to get sufficient dye. Our latest information is that the production has been cut down to 60% of normal.

Delivery which is more than ever before of vital importance is now seriously affected, so that while we show

approximate deliveries on our price list, these deliveries will be subject to the dye situation. Supply and demand is always the controlling factor in prices and here the situation already acute is rendered more so by the badly restricted output. There is no let up on the call and in consequence

### HAS THREE SONS SERVING UNDER THE COLORS

The father of six boys, three of whom are serving in defence of King and Country, is something of which any man may well feel proud. The parent of these sons is James P. Donald, the manager of Logan Tanneries, Ltd., Pictou, N.S., which position he entered upon some four years ago. Mr. Donald was born in Whitby, Ont., in 1857, and educated at the Toronto public schools, the Model school and Jarvis St. Collegiate, under Dr. James L. Hughes, Archibald McMurchy, Dr. James Carlyle, and other noted instructors. Entering the leather trade with Daniel McLean, Toronto, he remained with him until 1890, when he became identified with Beal Bros., Toronto, and latterly with the R. M. Beal Leather Co., of Lindsay, where he remained until his acceptance of his present responsible post. Mr. Donald is a thorough, enterprising business man of



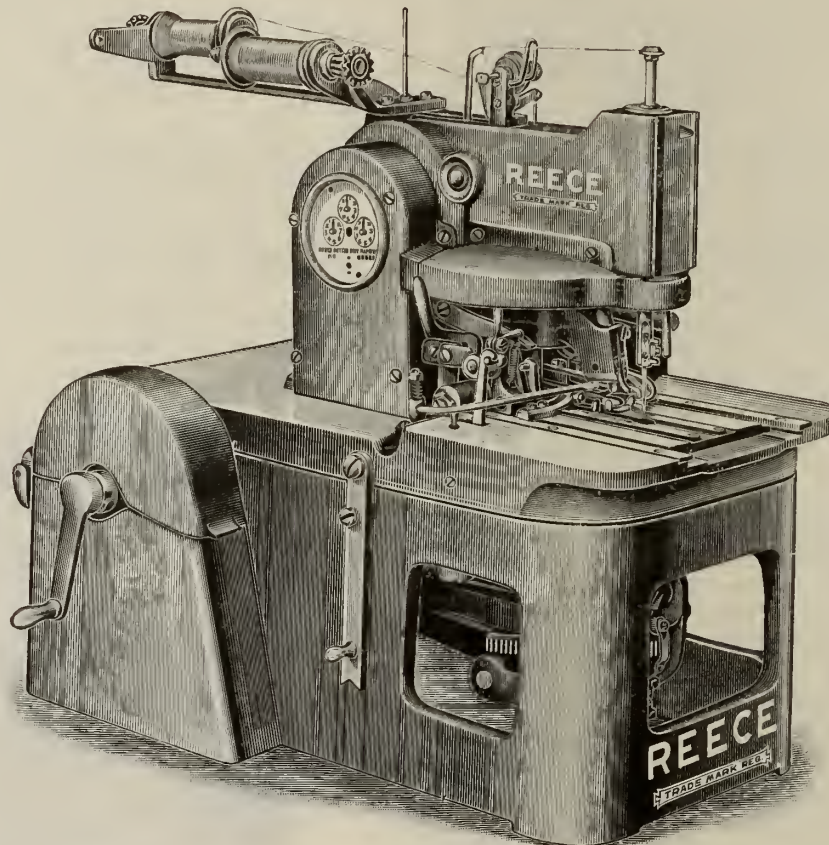
J. P. DONALD, PICTOU, N.S.

genial disposition and cheerful spirit and has always taken great interest in the civic, religious and charitable welfare of the community. His eldest son is manager of the Bank of Montreal, at Grand Falls, N.B., his second son is a lieutenant with the 92nd Battalion (now in training in Toronto), his third son is engaged in foreign missionary work in India, and the fourth and fifth boys are in the trenches in France, with the Canadians of the First Contingent, while the sixth is hoping that the war will not be over until he comes of age, so that he may also do "his bit." The Logan Tanneries, Ltd., are manufacturers of sweat and slaughter sole leather and have developed a very large business throughout the eastern portion of the Dominion.

## "Reece Rapid" Leads the World

# The Reece Rapid Button-Hole Machine

For Cutting and Stitching Button Holes in Boots and Shoes



This machine is the result of thirty years' experience in manufacturing button-hole machinery. Its superiority over any other machine is in its ability to turn out the highest quality of work ever produced at the minimum amount of cost, thereby making a saving that has never been equalled, and cannot be surpassed by any button-hole machine that is, or has been placed on the market. A few of the many advantages that we claim over any other button-hole machine are:

### Speed ——— Economy ——— Quality

A perfect barred button hole, not an imitation bar, eliminating a separate barring operation.

A perfect thread saving device, eliminating all waste of thread,

A machine running equally as well with silk, cotton or mercerized threads, and does not require a special thread,

A machine built to eliminate the wearing of parts.  
A machine seldom out of adjustment.

*Samples of Work and Terms Sent on Application*

## THOS. C. DOYLE (Reg.)

Sole Distributor for Canada

71-73 St. ALEXANDER STREET, MONTREAL



there has developed an alarming scarcity of goods. All goods are offered subject to previous sale and to the factory's acceptance after receipt of order. We confidently expect to deliver all orders we accept, but owing to the unprecedented condition of the dye market, we reserve the right should the dye situation become worse and the factories are unable to get the necessary dyes, to cancel the order after first notifying the customer. We have stated the facts as we understand them and feel that we have fulfilled our obligations to our trade. We would be pleased to have you investigate our statements, and, if you find that they are correct, you can take such action as in your judgment will best conserve your interests.

#### Mr. Hayes is Candidate for Mayor

Robert T. Hayes, president and manager of J. M. Humphrey & Co., wholesale boot and shoe dealers, St. John, N.B., has consented to run in opposition to Mayor Frink in the coming civic election. Mr. Hayes, who is one of the leading business men in the Maritime Provinces, was elected representative of Victoria ward for several terms, under the old aldermanic system and was also chairman of the board of finances. While occupying these positions he proved himself as efficient in the administration of his duties as he was in business circles and soon won the confidence and esteem of



R. T. HAYES, ST. JOHN, N.B.

the entire electorate. In many circles it is felt that Mr. Hayes will be the people's choice and before many weeks have passed will be occupying the highest position which they can bestow upon a citizen.

Mr. Hayes has been identified with the shoe and leather business for the last thirty-two years. At that time he entered the employ of the late J. M. Humphrey, who conducted a wholesale shoe establishment in King street, and his untiring zeal soon won for him the confidence of his employer. After ten years Mr. Humphrey died and Mr. Hayes became associated with his two sons Percy and the late Frank and continued business under the name of J. M. Humphrey & Co. As time went by their trade increased and under the careful management of Mr. Hayes became one of the largest, if not the largest, boot and shoe establishment in the Maritime Provinces. Six years ago Frank Humphrey passed away and since that time Mr. Hayes and Percy Humphrey have carried on the business. His success

in the business world has been pronounced and while in the common council his administration was equally good. That he would make a good choice for the position of mayor is evident and present indications point to his election.

#### Ten Years to Pay for Goods

Amusing indeed are the slips made by correspondents, either through doing things in a hurry, or by means of an oversight. It is said that we are all stone blind to errors, which another can discern in us in a second's glance. Some time ago a city traveller dropped in to see a leading retailer, who remarked:—"I am not going to give you any more orders."

"Why not?" inquired his caller.

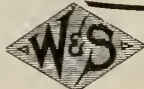
"Because," was the reply, "your terms are not generous enough."

"They are exactly the same as are extended by other houses," rejoined the drummer.

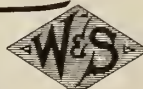
"Oh, excuse me, but I beg to differ with you," came back the words of the shoe dealer. "I have a communication here from an eastern firm, stating that their terms are 2% ten years, net sixty. Now, if I can get a decade instead of ten days to pay for my goods, surely you cannot blame me for taking advantage of such a remarkable concession."

"Yes," remarked a wholesaler, "I certainly discovered a funny break the other day. The stenographer was evidently not well posted on what she was writing, was very careless or had misunderstood the dictation. I had three samples of hockey boots which, after examining, I returned to the firm. This is the answer which I got, "We accuse receipt of the samples, and hope that you will place your order as soon as possible."

"Oh, yes, there are some pleasantries in mercantile life, and now and then one runs across an unusual witticism in business correspondence."



The Mark W & S of Quality



## Woodward's Corking Shoe Filler

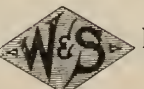
For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada.

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

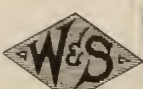
Other lines include:

TOP FACINGS, ALL KINDS  
CANVAS and LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, Etc., Etc.

### F. E. Woodward & Sons



Lachine, Province of Quebec



# CARBICON!

The greatest abrasive paper for shoe buffing purposes ever brought out. Will do from 10% to 50% more work than others. Absolutely the MOST

ECONOMICAL abrasive paper you can use. Made in New York by Herman Behr & Co., for whom we are Canadian sales agents. We handle their Carborundum and Ruby Paper as well. Get samples and prices.

We Carry  
as well:

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste

We Carry  
as well:

Blackings  
Dressings  
and Box Gums  
Patent Leather  
Repairer  
Rubber Cement  
and a Complete  
Line of  
Shoe Findings

We are Selling Agents for

**PERTH FELT CO.**

Perth, Ont.

Who Make the Finest Line of  
SHOE FELTS "Made in Canada."

## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada  
MONTREAL



### Guay's Waterproof Fibre Counters

fit all lasts, and they hug the last closely, because of a new process we employ in making them.

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

We guarantee to fit the lasts you send us. Free samples on application.

**EUGENE GUAY**

Over 36 Years in the Business

230 ST. MARGUERITE ST. - 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



# “Cloth Top Shoes for Men and Women will be in Universal Demand.”

—*J. Einstein, Inc.*

Months ago we predicted the popularity white shoes are now enjoying. With equal confidence we announce the certainty of the demand for Cloth Tops. The unprecedented high prices asked for leather, and its scarcity, make the use of cloth necessary and logical, not only for women's shoes but for men's shoes also.

We Carry in Stock a  
Complete Range of

## CORKSCREWS      WHITE CANVAS POPLINS

AND

## OTHER FABRICS FOR CLOTH TOP SHOES

Order Early if you Desire  
Prompt Delivery

Other lines carried in our Montreal Store, and Sold Exclusively to  
Shoe Manufacturers, include

Top Facings	Braids	Box Cloths
Ribbons	Kersey Cloths	Bindings
Bows	Button Webs	Stay Bindings

A BACKING DEPARTMENT ready for Paste and Cement work of all kinds up  
to 58 in. wide is operated in Montreal too. Use it.

# J. EINSTEIN, Inc.

NEW YORK,  
176 William St.

BOSTON,  
32 South St.

ST. LOUIS,  
701 North 16th St.

MONTREAL,  
152 Notre Dame St. W.

# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**L**EATHER men say that they have never known or anticipated conditions such as exist to-day in their business. Prices have gone skyward and they are in no fair position to benefit in most cases from the enhanced values. Supplies of raw stock are so uncertain and so unsatisfactory that they are not in a position to sell ahead, hence it is not uncommon to find tanners who are turning down offers for stock every day. A representative was in a large leather establishment the other day and a quotation was asked for a large order. The price was given. The leather man was asked if he could hold it for four or five days and replied that he would not hold it twenty-four hours. And there you are.

## Is There a Shortage of Hides

A leather manufacturer ventured the statement recently that the supply of hides was to-day in the same relation to the demand as ten years ago. He claimed that it was manipulation and not shortage of raw stock that lay at the foundation of high hide values. He admitted the falling off in the cattle supply of this continent, but pointed to the tremendous development of the cattle and meat business in South America in recent years. He did not discount the fact that the uses of leather had been very substantially increased, but stated that the former prices of raw hides and skins was altogether below the intrinsic values which were more in relation in the present standing of the market than twenty-five or thirty years ago. The readjustment of hide to meat values had been brought about by the business going into larger hands and there could be no doubt about the fact that hides will never again be anything like as low as they were. The day for ten cent hides had passed for good.

## The Cattle Supply

We have already submitted statements showing the falling off in the beef cattle supply on this continent, due, without doubt, to the fact that areas formerly devoted to cattle grazing have been turned over to agricultural exploitation. There has been a steady diminution of the number of cattle marketed and killed at all the large centres, which would seem to be contradicted by the great development of the meat industry, especially the canning branch. The mixture, however, of other ingredients and the adaptation of the canning business to various side products of the beef trade, as well as the use of other food animals in the canning business, is responsible for much of this. The fact remains that the large beef and canning concerns have opened up branches in South America to keep pace with the demands of this class of merchandise which shows that the south has been

gradually securing control of the business. The war has cut off almost half of the supplies in Europe, and as beef substitutes are rather more possible than leather substitutes, especially in the heavier grades, the shortage in hides has begun to be keenly felt. There can be little doubt but that ordinary butcher hides will soon be up to twenty cents and packers to the quarter basis.

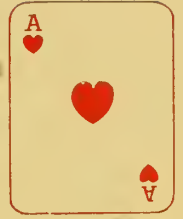
## Hides and Leather

In spite of the poor quality of the hides at this time of year the market continues to harden so that an advance is really recorded in the prices of a couple of months ago. Packer native steers have been quoted 22¼c and buffs at 18c, which is a quarter of a cent advance on last quotations. The leather situation continues the same as when last reported. Tanners are only wetting hides as they think circumstances warrant and are refusing to make quotations in advance. Some lines of stock are practically cleaned out and cannot be had for any price. The great demand is for light stock at present, which is scarce in both calf, side leather and kid. Sole leather is in good demand at advanced prices and good oak sole is scarce. The export demand has fallen off considerably on account of the price and this is leaving the market here a little freer. Manufacturers are constantly sounding tanners and making offers on large lots at present prices, but leather producers are cutting down orders as far as possible to immediate requirements.

## American Conditions

A report of the situation across the line says: The upper leather situation is even more acute than that of sole leather, mainly because of the scarcity and high cost of chemicals and dyes. Many tanners have hitherto been using stocks which they had on hand, but now that these are exhausted, they are facing truly preposterous war prices. It is stated that a barrel of dye of an ante-bellum value of \$60, which was included in an auction sale of unclaimed goods by a railroad company, recently brought over \$1,500. Chromates which formerly cost 4c a pound are scarce at 40c. Other dyes and chemicals show almost unparalleled advances. Then, as regard raw stocks, calfskins which normally range around 18 to 20c in former years are to-day quoted well up to 30c. It is the same with all kinds of hides, foreign as well as domestic. With such conditions, tanners are not only justified in asking to-day's quotations, but no fault could be found with them if they materially extended these advances in full to their customers. Undoubtedly they must do so as soon as their stocks of dyes and chemicals are exhausted.





“HARTTS ARE TRUMPS”

## The Hartt President



John D. Palmer

**M**R. PALMER is a practical shoe manufacturer with first hand knowledge of the requirements of the shoe trade of Canada. He is one of the best known shoe manufacturers and is one of the few who come into personal contact with their customers. His hobby is his business, viz., keeping a watchful and discerning eye over all departments with a view to properly blending Canadian requirements and HARTT methods, and vice versa.



"HARTTS ARE TRUMPS"

## Character

EVERY person whose powers of discernment are normal, and whose instincts of refinement have been developed, knows what is meant by "Character" in shoes.

BUT who can define it?

IT is a matter of the utmost difficulty, if not actually impossible, to do so in words; but you *know* it when you *see* it.

AND you *see it always* in HARTT SHOES.

THE fall range is a revelation of true art in shoemaking. Every last is designed to meet the demand of discerning men, and to make the HARTT line an asset of real importance to the merchant who carries it.

*See The Fall Range*

**The Hartt Boot & Shoe Co., Limited**

CANADA'S BEST SHOEMAKERS

**Fredericton**

**New Brunswick**





“HARTTS ARE TRUMPS”

## A Hartt To Hartt Talk On Hartt Shoes

**T**HE Hartt Shoe has its “Reason” in the fact that from all time people have been ready to recognize and pay for **Quality**. Given **Quality**, and price is a matter of the asking.

The **Hartt Shoe** has for its beginning, middle and end this one characteristic — **Quality**.

It is not **Like Other Shoes** in its conception. It has its origin, not in the question, how cheap can the shoe be made, but how **good**. For this very reason, the design is **Different**. It avoids the **Outre** and the **Common** at the same time. It has the style that distinguished the **Custom Made Shoe**, when shoe making was an art as much as sculpture. In a

word, the **Hartt Shoe** embodies all the points of the Highest Class Shoemaking of a generation ago, grafted on modern factory methods. The most careful individuality of attention runs through the whole process of designing and constructing the **Hartt Shoe**. Expert art shoemaking in every detail is

the aim of those at the head of the **Hartt Shoe** production, and for this reason only the most skilled, experienced workmen are employed in every operation, from the cutting of the patterns to the last touch of the expert finisher.

But good **workmen** are not sufficient these days of multiplicity of operations, to ensure good **shoemaking**. There must be more than that even—the master mind, the controlling spirit, that is to blend the diverse operations into a harmonious whole. It is much more difficult to make good shoes to-day than in the days of the **Old Shoe Bench**. Yet all **Hartt Shoes** are practically “**bench-made**.” They get the same attention.



Mr. J. A. Reid

The presiding genius of the **Hartt Shoe Shop** is one who knows the business from pattern to packing room. Mr. J. A. Reid has spent a lifetime not merely in a shoe factory, but at shoemaking. He gives to every detail his careful consideration and experience, and the result is **Hartt Shoes**.





“HARTTS ARE TRUMPS”



There are cheaper shoes than **Hartt Shoes** but there are none of **Hartt Value**. The **Hartt Gold Medal Shoe** has demonstrated the fact that the importation of **Foreign Made Shoes** is no longer necessary. As a high-class shoe it has proven the fact that it has no superior, either in Canada, or elsewhere. It has already established the claim that the people of Canada are ready to pay an adequate price for **Adequate Shoe Service**. The **Hartt Shoe** has vindicated not only **Hartt Ideals** but

**Hartt Workmanship**, and has given to the Canadian public that which removes the stigma, that Canadian shoemakers are not the equal of the foreigner in thought or execution.

**Hartt Shoes** for the coming season will evidence the same advancement that has kept them so far in the van, that they are seldom compared with other shoes. In due course they will be in the hands of the **Hartt** representatives, and will be found to do more than justice to the **Hartt Character**.



GOLD MEDAL  
Awarded 1915

# HARTT'S

## GOLD MEDAL

### Shoe

TOE

NO.

The Hartt Boot & Shoe Co., Limited  
 Canada's Best Shoemakers  
 Fredericton - New Brunswick





CANADIAN SHOE AND LEATHER CAPTAINS



CAPT. AUBREY DAVIS, NEWMARKET

See Page 101



## *Fall Models Now Ready*

Watch for the "Classic" Salesman with the biggest array of smart footwear creations for women and children ever produced in Canada.

This great Fall range is a wonderful example of Canadian Shoecraft Efficiency.

It furnishes a most graphic and incontestable proof of our ability not inertly to meet but to surpass the best efforts of foreign houses.

**Getty & Scott, Limited**  
Galt, Ont.



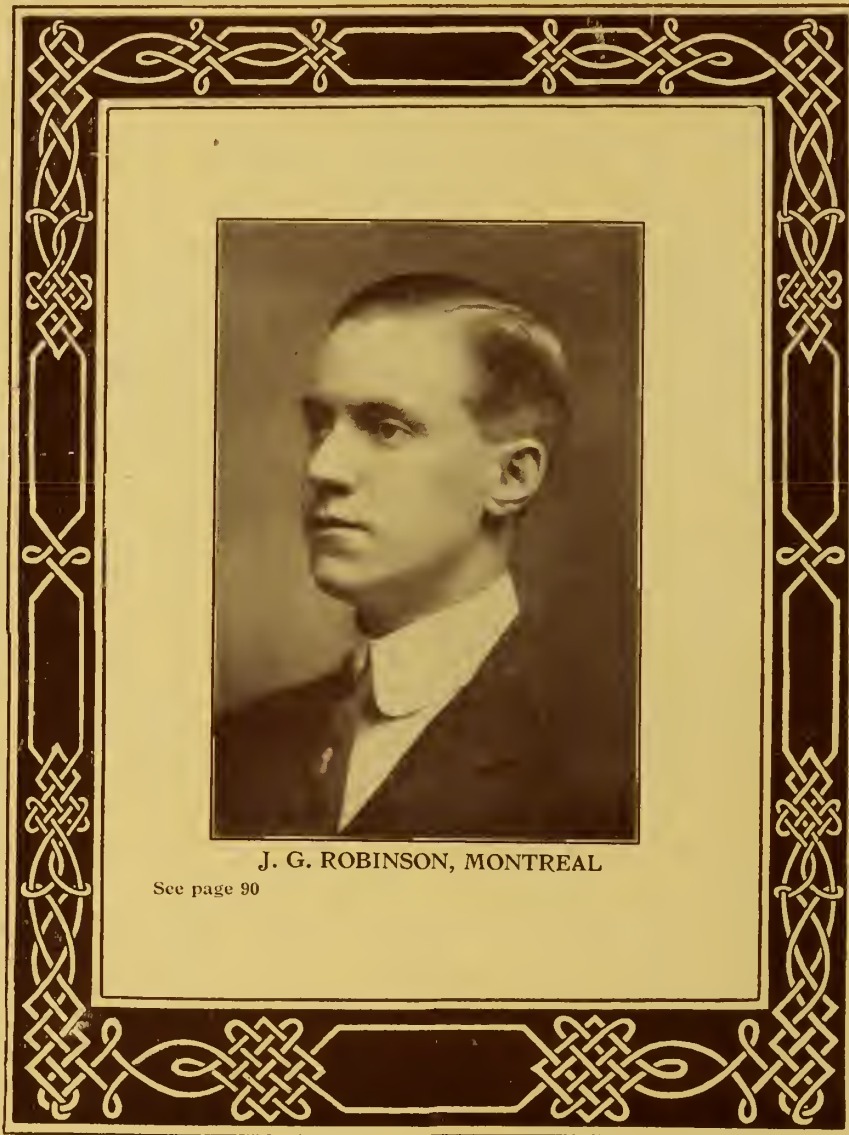


## *Colonials—*

Our Colonial Pumps are having a splendid run and are destined to be among the sensational sellers of the season. Are you equipped for a big demand? If not, order now for immediate delivery from stock.

**Getty & Scott, Limited**  
Galt, Ont.

CANADIAN SHOE AND LEATHER CAPTAINS



J. G. ROBINSON, MONTREAL

See page 90



# WHAT THE SHOE TRADE IS UP AGAINST

**Tanners, Manufacturers and Retailers Must Pay Much Higher Prices and Face Probable Shortage—How Certain Supplies Have Gone Up—Placing Orders Now is Good Business—The Longer Purchasing is Deferred More Difficult it will Be**

“**Y**OU think prices are high now, but wait till you see them next July or August,” remarked a leading shoeman this week. “I am not a prophet of evil, or an alarmist, but I want to tell you that retailers should place their orders now for fall delivery. The man who hesitates is lost, and while I do not know it all, I believe that the diffident buyer will often find it exceedingly difficult to get certain lines of goods a few months from now. The supply of raw materials was never so pronounced as it is at the present time. Tanners, especially of kid skins, which are in the greatest demand, are operating to only about a third or a half of their capacity, and do not know where future supplies of skins and certain dyes are coming from.

“The shortage of colors, the seriousness of the labor situation, the absence of importation of calfskins, kid skins, goat skins, etc., owing to the many embargoes placed upon leather in European countries, and the scarcity of bottoms, is really alarming. Such a situation as exists at present has never occurred before in the world’s history, and just what developments may take place, it is impossible to tell.

## From 20 to 75 Cents Per Pair

“All shoes of the better grade have gone up from 20 to 75 cents a pair, according to the color and scarcity of the leather of which they are made,” he concluded.

Another authority in close touch with the trade remarked that he was not trying to boost the sale of his own goods and added that he certainly would not sell any retailer of doubtful credit this season. “All my customers must be prepared to take advantage of my terms and meet their bills when due, otherwise they will have to do without my goods. Tanners will not sell the shoe manufacturer unless he is able to pay promptly, and in cases where his credit is doubtful, consignments are delivered C.O.D. It is the same in connection with our customers. We cannot afford to take chances or trust to luck. Cash is the great consideration nowadays, owing to the lack of leather supplies, excessive cost of materials, and the various outstanding conditions. If one might tender some advice to the retailers, it would be to use discretion and purchase conservative shoes for the general run of their trade. I think that those ordering blacks, patents and the dark shades in brown and grey for fall will do well to buy now. Other shades may come and go, and any orders placed on them will be subject to us obtaining the stock, etc. I tell you the situation is extremely acute. Manufacturers are chasing the tanners for leather and it is not a case of what can you give us, but what have you got?”

The SHOE AND LEATHER JOURNAL has been told of many manufacturers traveling all over in search of kid leather, and not being able to secure a foot of it. Prices have gone up so high as to become almost fabulous. There is no need of repeating the details of the weary pilgrimages for suitable stock. Other substitutes are spoken of, but so far none have been brought forward to any great extent. There is one thing, however, that manufacturers can only guarantee prices for a short time, and the retailer should buy his staple styles now. There are many reasons why this should be done, and the added cost must be obtained by the footwear dealer from the customer. He has been educated to pay a higher price for every other article that he wears except footwear, and there is no reason why he should not make an adequate outlay for his shoes. Merchants who are well advised and

have progressive ideas have already raised their prices, are making profits that are safe and ensure them doing business on a fair margin.

Shoe dealers must not imagine that they can buy this season a shoe with a top of eight inches for the same figure and of the same quality stock as they can one with seven. They will be making a mistake and only deceiving themselves. “It is necessary for us,” declared one maker, “to charge at least 25 cents more for each additional inch in height, and while this may seem considerable, still it must be remembered that findings, facings, the extra leather, operating expenses, etc., on each pair mount up rapidly. An eight-inch shoe should be sold at \$5.50 if the retailer has previously disposed of his popular women’s lines at \$5.00.

“It is impossible to get our extreme high-cut productions in the \$5.00 class, without a sacrifice of material or workmanship, and anyway colored top kid shoes should be reckoned in the novelty class, and a much longer profit obtained on them than on the ordinary staple lines. Shoes which were formerly bought at \$2.00 are now \$2.25; those that were bought for \$2.50 are now \$2.80; \$3.00 shoes are now \$3.35 and \$3.40, and \$3.25 shoes around \$3.65 and \$3.75, and the advance is proportionate as the grade ascends.”

The average retailer, unless he wants to come out at the small end of the proposition and do business at a loss, must charge his customers the necessary increase. He has to pay these increased prices, because there is no dodging the issue, and the present is no time to cheapen production. The best grades of footwear are the only ones on which a permanent patronage can be secured, and a close, personal touch obtained with customers. Of course, in some quarters there will be kicks, as is always the case, but the situation has to be faced fairly and squarely. The increases have been caused by supply and demand, which always regulate price and such an economic proposition will ever hold sway. The control of affairs rests in the hands of no man and no plant is exempt from prevailing conditions. All are the victims of circumstances, if such a term may be used, and Fortune has not made favorites of any.

## How Prices Have Aeroplaned

Gunmetal calf has increased from six to ten cents a foot, tan calf four to eight, kid from ten to fifteen, patent leather five to seven, sole leather eight to fifteen, and is still going up, while findings have jumped all the way from 15 per cent. to 300 per cent. The shoemaker has to meet these advances and naturally must secure the extra outlay from the finished product.

When it is considered that the average pair of bals such as are now being worn by women require over three feet of upper leather, nearly a pound of sole leather (when heels, counters and box toes are taken into consideration), and from 15 cts. up in findings, this accounts for an augmentation of from 25 cents to 40 cents per pair, according to class of stock used, the ascending prices and availability of supplies. Every possible method has been tried by progressive manufacturers, without actually deteriorating their product, to keep down cost, but the situation is so serious from a labor, economic, operating and supply standpoint, that little hope is held out for any amelioration of present conditions. The raw stock problem has become a world-wide one in every line of industrial endeavor and it must be remembered that leather and shoe findings are no exception.



It's time for a little reminder about rubber-buying.

As everybody knows, the prices of rubber footwear, of all makes, will be advanced May 1st. Needless to say, the difference in price will be worth saving.

Added to that, an early order for rubbers ensures the early making of them—and the prompt delivery of your goods just when and where and how you want them.

Have your order booked this month, then, and get the benefit. Make it for "Maltese Cross" Rubbers and do your rubber-buying to the best possible advantage.

The Maltese Cross Brand is "famous for fit and quality." It's a thoroughly satisfactory line to handle.

**Gutta Percha & Rubber, Limited**



# Rubber Boot and Shoe Matters

**Buying for the Month Has Been Good—The Huge Snow Fall a Material Help—Prices the Main Factor and the Prospects of a Rising Market**

**T**HE weather for the past month has been ideal as far as the rubber shoe trade is concerned. There was not enough snow to keep Arctics and excluders moving and enough thaw to give regular lines a good healthy demand. Retailers report that winter stocks have been pretty well cleared out and wholesalers claim that March was the best sorting month they have had for many seasons. There was some cutting of retail prices on account of anxiety to clear out old stocks, but on the whole sales will average the best of any single month during the past season.

## Placing Orders for Rubbers

Manufacturers and jobbers report very satisfactory results in the placing of the new season's business. There has not been the hanging back and "see-sawing" that usually attend the beginning of the new rubber season. The fact that prices were reduced and the general tendency in all manufactured products to advance had the effect of quickening the interest of retailers who were much more anxious than usual to figure out and anticipate their requirements in this class of goods. The prevailing favorable weather, the conditions under which the new season started and the expectation of higher prices all combined to make the most backward sit up and pay attention this year.

## Characteristics of the Goods

The large number of new features added to the lists has also contributed in some degree to create and maintain interest. Last year some of the companies introduced a few "all red" lines and this year these have been increased by the original companies and their example followed by their competitors so that there is quite an array of these goods to offset the sombre black. The sales last year and this in this line appear to warrant the innovation. Tan lines seem to be taking even better than usual, although the tendency is somewhat away from tans in leather lines. Nevertheless the tan shoe is a permanency and will never be materially affected except by the supply of stock, so that tan rubbers have come to stay. The military shoe has settled that as far as the immediate present is concerned and has also popularized the same color in high boots which will be worn even apart from the war in future. Indications are that tan will be popular for ladies' lines as well as men's.

## Sporting Goods to Front

There has not been much encouragement in the past two or three weeks for the display of sporting shoes in this country, but the day is at

hand. No doubt the next two or three weeks will witness a marked change in the temperature and weather. March has been so wintry that, in the natural order of things, April ought to be dry and sunny. The long, steady winter, has made people somewhat restive and impatient and as soon as they get the excuse they will be out on the links or at other early summer sports. Wholesalers report already interest in this line, many dealers finding they are not fully supplied. The feeling that the war was going to seriously hamper this class of goods kept not only manufacturers but retailers in a state of uncertainty which is at last beginning to be felt. Some of the new "welted" goods are meeting with a good reception.

## Crude Rubber Market

There is very little change reported in the general situation. As has been predicted, the opening up of the automobile season has had the effect of increasing the demand somewhat and although there has been no material alteration in the raw market quotations, it would not take much to create a "jumpy" condition. Reports have been spread of instructions placed upon exports of raw rubber by British and colonial governments, but these, so far, have not materialized and are the inevitable result of the efforts of those who are seeking to boost prices. Supplies seem to be coming in fairly well both of wild and cultivated varieties, which retail about the same position as two weeks ago—77c for up river fine and pale crepe latex 94c. As the demands increase for ships for war purposes and the consequent congestion of freights becomes more pressing, the rates of carriage will doubtless go up and the shipments fall off to some extent. A good deal of quiet buying has been in progress with these possibilities in view.

## Rubber Footwear Production

A report has just been made public by the Census Department of the United States which places the production of 23 concerns making rubber footwear during 1914 at 4,024,486 pairs of boots valued at \$12,647,934, and 57,211,728 pairs of shoes valued at \$37,858,222, making a total production of \$50,506,156 for the year. It is thought that the results for 1916 will be considerably beyond these figures, which do not seem large for a country with a population of a hundred millions. We are doing a little better than that in Canada, which is half a dollar a head to the population.

## MANY SMART MODELS IN NEW AUTUMN STYLES

(Continued from page 38)

are particularly characteristic of the highest grade of shoes, such as the Hartt line. Colored leathers and the darker shades of tan will predominate, although there will be quite a number of medium shades in tan shoes sold. The Hartt Boot & Shoe Co. are of the opinion that black calf leathers will lead by a good strong margin, but kid leathers will also be quite a factor. In smart, distinctive footwear for men the autumn showings of this company for the coming season set a new standard and are the most representative and imposing ever produced by this enterprising organization.

### Wing Tips are Peing Shown

E. T. Wright & Co., of St. Thomas, report that their new samples are completed and their men are on their respective territories with as representative and finished a line as the company have ever turned out. The styles follow closely those made in the American factory at Rockland, Mass. A new street last has been added and a new combination, as well as two or three new recede toes. From present indications the firm believe that there will be a larger call for fancy lines for fall, than has been in the past season or two. Wing tips and fancy punches, shoes with top of contrast color to vamps will receive considerable attention, especially among the young men.

### Putting Out New High Grade Line

The Brandon Shoe Co., of Brantford, have prepared a fine line of samples for fall, and while their range of new and snappy styles retailing at \$5.00 will be continued and kept up to the high standard, which they have attained, the firm are also putting in a strong line of \$6.00 shoes, in all widths, from B to E. Mr. Brandon is of the opinion that if the majority of retail merchants would fit their customers on a longer and narrower last, the shoes would have a neater appearance. There is no doubt that a shoe which is rather long and narrow, imparts to the foot of the average male, a dressiness and distinction, not obtained by a short, stubby effect. Most men are not so particular about half sizes or a size as are women, and when they are fitted in the most acceptable manner, beauty is added to the appearance of the footwear. The prospects for the coming season are splendid and the company have been very busy on spring goods, and also in making army shoes. A contract for 15,000 pairs of ankle boots was recently received, making

the third allotment, which speaks well for the efficiency and facilities of the firm. Alexander Brandon, managing director of the company, was re-elected chairman of the Boot and Shoe Manufacturers' Association of Ontario, at the annual meeting, which was held in Toronto recently. This makes the fourth time that this honor has been unanimously accorded Mr. Brandon.

### New Effects in Many Lines

La Parisienne Shoe Co., of Montreal, are showing some snappy, classy samples for fall in welts, turns and McKays both in high and low cuts. A particularly handsome boot is the white washable kid shoe, with Louis heel, plain toe and eight-inch top. The majority of models, which are of the lace variety, carry nineteen eyelets and come in grey kid, champagne, bronze, white, cream and all the popular shades, including a number of pleasing combinations in black and white, cravenette being a favorite topping. The trimmings are also of white. There are several styles shown in high-cut button boots, in all leathers. One boot that has taken particularly well is a cushion sole, which is built on generous lines and with every degree of wear and comfort. In the range of McKays the usual representative showing is made in kid, calf, patent and other leathers, all of which are carried in stock for immediate delivery. In colonials the latest creations with large tongues and huge metal or celluloid buckles are seen, while in plain pumps a dainty line of models is presented, built on pump lasts, that fit neatly and closely every foot. These come with both leather and wood Cuban, and spool heels. The offerings presented by this firm are particularly inviting and the line is being shown in Toronto and Western Ontario by W. C. Myers, who also represents the Star Shoe Co. and the Rena Footwear Co.

### The Newest Effects for Women

The autumn models of the Blachford Shoe Manufacturing Co., Toronto, reveal a most comprehensive showing in high-grade foot toggery, in brown, battleship grey, ivory, champagne, white and grey dawn, the latest expression in shades. In colonials, with long, pointed vamps and large tongues, with buckles of metal and to match the shoe, some neat designs are seen. Two strong lines are displayed in the Cupid and the Gladys pump, which carry no ornaments. The fall range in high-cuts is right up to the mark in glazed, matt and colored kid and quite in harmony with the most authentic modes presented to the trade. The newest shade



"HEART"



"TIFFANY"



"CUPID"

Smart New Designs by the Blachford Shoe Mfg. Co.





is grey dawn, which has only just come into the market, and looks like a popular seller for early fall wear. The old heights of leg have been discontinued, and seven and eight inch tops are being shown. They are the Regent and Riviera models in both lace and button, and the new Tiffany button boot. The Regent and Riviera are overlap designs, with round and square throat respectively, making them very charming and inviting offerings. The Tiffany button boot is a handsome creation with full vamp and a tongue extending up the front seam about an inch. The curved heel is still popular in Louis, Cuban-Louis and Opera pedestals. The Paris bal and the Belmont button are also pretty designs and most attractive in their whole quarter button and lace effects. A decidedly artistic shoe suitable for summer and early fall is a black reignskin cloth bal. The company believe that this shoe should meet with considerable favor, embodying as it does both comfort and style and eliminating the high cost of leather. In white presentations the Blachford Shoe Manufacturing Co. are right to the front with the snappiest creations in white buck, white kid, calf and cloth effects, on all the latest lasts and prettiest patterns, together with combination contrasts that are both pretentious and pleasing.

#### Newest Types for Autumn

The fall samples of the Minister Myles Shoe Co., Toronto, reveal a splendid range both in men's and women's fine Goodyear welts and turns. In women's footgear some decidedly snappy models are shown, in black, brown, pearl and oyster grey, white, ivory and other colors, carrying Louis and Cuban Louis heels. In low cuts some new colonials with the large tongue and buckle are shown, as well as several other new designs in pumps. In men's shoes the military dress boot has a large place and comes in tobacco brown, dark mahogany and dull calf. A number of new lasts have been added for fall, showing a slightly lengthened vamp and rather narrow recede toe, while other models carry the full round toe, some the medium recede and others the coin shape fore-part. The selection this year is wider and more representative than ever. A number of the new offerings carry Neolin, fibre, viscolized and other sole stock, making the selection most comprehensive.

#### Some Smart Effects for the Young

The new samples of the Star Shoe Co., Montreal, are smarter and more attractive than ever. There is seen a

complete line of extension edge in turns, as well as a range of cushion welts for children. In both boys' and girls' the military aspect is strongly presented in appropriate high cuts and in all regular lines are natty combinations in various leathers. In turns the company has an extended range at popular prices, and in McKays two grades are made, in all leathers. In the white offerings the company report a large call, pleasing presentations being seen in McKays and turns for children, misses and growing girls. In the boys' footwear a fine range of solid leather shoes on orthopedic lasts is shown and also a number in baby gents, the sizes made by this firm being from four in the latter line to 5½ in the boys. The old-fashioned copper toe on box kip, box calf and gunmetal is observed. In the children's and misses' shoes, kid, gunmetal and patent styles with dull and cravenette tops are displayed, and in the various lines are pleasing combinations in black and white. The output of the factory is now about 150 cases a week, and the plant is busy in all departments. P. A. Doig, sales manager of Star Shoe Co., spent a few days in Toronto last week.

#### Particularly Good Showings

Dupont & Frere, Montreal, are showing a particularly nice women's patent and gunmetal high-cut, circular vamp shoe, McKay, with full calf top and spool heel. The same shoe is being shown by them also in a fancy pattern with facing. The range of women's shoes for the popular priced trade is extensive for the fall season and scintillates with new ideas, as do the men's welts, which include some new models, leather lined with rubber sole and heel, in gunmetal calf. There is a good showing in these of lasts with the medium toe as well as one or two leaders with the English recede toe and long vamp.

#### Both Plain and Fancy Patterns

Manager Fortin, of the Drummond Shoe, Limited, Drummondville, Que., is showing the English effect in quite a few patterns in bals, bluchers and buttons for city and large town trade as well as a few fancy patterns, such as the tuxedo fox with quite a lot of perforation. Another number on which he is counting for a heavy business is his Nature Form last which is a broad toe shoe built on sensible lines and calculated to appeal to the average man for wear all the year round. This last is one of the best looking business getters the firm has turned out. For the country trade their

leader is a medium high toe with a fair swing shown in leather lined with double viscolized soles as well as heavy and spring soles. They have a line of heavy goods in oiled leathers, unlined and lined, which will enable them to close a good share of this business for next fall. They have several models on which they are using Nocolin, which is now being shown in Canada for the first time. The fact that they are making men's welts exclusively has enabled them to concentrate on a range that is superior to anything they have shown before this season.

#### Quiet, Dignified Designs

The autumn models of Walker, Parker & Co., Toronto, whose travelers are now out on the road, show a high degree of conservatism and are marked by all the grace and finish which are associated with the Empress line. In high cuts of seven, eight and nine inches there are seen creations in dull and glazed kid, patent and combinations of black and white, with plain toes and curved heels; the lace shoe, with straight and Langtry cut tops, predominating. A few of the offerings have stitched tips. The showing is a very representative one, all being quiet and attractive in design and character. In the McKay range, light, slender lines are observed and, in this as well as in the welts, several new lasts have been added. One new last has a round toe, another a medium recede, while the pointed effects still hold sway. In low cuts the plain pump with the small ornament or button decoration on the forepart is presented. A number of pleasing patterns are noticed in kid, patent and dull calf. The Empress models for fall are marked by dignified and distinctive characteristics, evidencing good taste and superior shoemaking.

#### New Dependable Styles Seen

The Amherst Boot and Shoe Co., Amherst, keep up their record for reliable goods. Patrons are informed that new lasts and styles in keeping with the demand for novelty are features of the opening season. The company will not, however, be swerved from the determination formed in the beginning of their career—nearly fifty years ago—to produce a dependable line of footwear. The high character and reputation of this reliable Nova Scotia company is known from East to West of our Dominion.

J. A. & M. Cote, of St. Hyacinthe, Que., have their usual strong line for the fall season, although few changes have been made in lasts or patterns. The new samples are

a little heavier than those for spring, and are built on neat comfortable lines. The firm report that they have been very busy during the past season, their plant working to capacity, and they have kept their product right up to the mark on the ranges which they have been turning out.

#### Corkscrew Cloths are Popular

J. Einstein & Co., of New York, who are represented in Canada by Paul Roy, of Montreal, believe that 70 per cent. of the cloths sold will be corkscrew and that the remainder will be divided up in black brocade and colored cloths to match various shades of leather. For spring and summer the firm are of the opinion that the craze for white will be the greatest ever known, particularly for soft fabric pieces of goods, which will conform to the foot in a lace shoe. The company are showing a white corkscrew cloth, which is known as Ostend. It is more of a union cloth than some of the other white fabrics, such as poplin, canvas or cotton. Mr. Roy reports that the demand for this material is exceptionally good.

#### A WORTHY SUCCESSOR IN SHOE LINE

(See Page 84)

IT is not often that a father has the good fortune to have a son follow him who cannot only lift the load but carry it a little further than his "dad." When "Jim" Robinson went "down at the ropes" physically three years ago, and his business affairs had to be placed temporarily in other hands, his son George was the "Hobson's choice," and some of the wise heads thought it was putting pretty heavy responsibility on young and somewhat inexperienced shoulders. J. George Robinson has not only vindicated himself but his father's judgment in his handling of the Robinson business. He has shown that leather runs in the family and is as natural a Robinson element as water is for the fish. He has won his spurs as a shoe man under circumstances as trying as might be thrust upon any young man and deserves all that may be said about him. The JOURNAL has pleasure in introducing him as one of the fully accredited "Shoe and Leather Captains" of Canada who has not only held up the heavy end of a big stake but has been able to put that stake on a higher niche than before.

As the largest shoe jobbing business in Canada it does not leave its head that time to develop hobbies that may come as time passes so that it may be truly said that George has at present no hobby outside selling shoes. He is sensible enough, however, not to let business interfere with health and happiness and as a decidedly "family" man does his duty to his home as well as the business.



White poplin kempie pump. By W. B. Hamilton Shoe Co.



One of the new models in white colonials with large tongue and buckle. By Getty & Scott



Woman's white duck oxford, ivory slip sole and rubber outsole. W. B. Hamilton Co.



**NEW CONNECTION FOR MR. LEWIS**

H. D. Lewis, of Pictou, N.S., is now representing Charles A. Ahrens, Limited, shoe manufacturers, of Berlin, Ont., and the Lady Belle Shoe Co., of Berlin, throughout the Maritime Provinces. He has had an extended connection with the trade, and for six years was in charge of the wholesale department of L. Higgins & Co., Yarmouth, N.S., until the manufacturing plant was destroyed by fire in 1910. He then joined the staff of the Amherst Boot & Shoe Co., Amherst, with whom he remained a few months, and for a year he covered western Nova Scotia for a Quebec firm and the Fraserville Shoe Co., of Fraserville, Que. Some five years ago the latter concern appointed repre-



H. D. LEWIS, PICTOU, N.S.

sentatives for the Maritime Provinces and gave Mr. Lewis Nova Scotia and St. John river territory to handle, which he has done, building up a large trade. He also handles the Nursery Shoe, of St. Thomas, Ont.

**WHAT WOULD YOU DO IN THIS CASE?**

How far should the ethics of the shoe trade be upheld by merchants and their sales force? You know there are people sauntering about, trying to find out what they can by applying first to one tradesman and then to another. In the jewellery line busybodies will often buy a gold watch, a diamond ring, a pearl necklace, etc., and evidently lacking confidence in the seller, or placing no reliance in his statement, these parties will go to another man in the same line and have the effrontery to ask him to place a valuation upon the article. It is the same way in the shoe trade. If a man or woman entertains a suspicion that a retailer has fitted him or her a little longer than the size of shoe worn, such a being will go to another shoe store and say—"I bought these shoes at So-and-So's down the street. Will you be kind enough to oblige me by looking at them and letting me know exactly what size and width they are."

Now, should a shoeman or a member of his staff oblige such a party or not? This question was put to a leading Montreal dealer, and he said: "I do not think it is fair to a competitor. We always tell such an inquirer—who is generally a perfect stranger to us—that there are so many varying designations of the French size system or markings, each firm having its own special notation, that we cannot familiarize ourselves with them all, and as we do not handle this particular brand of shoe, we cannot give the information. If we did try to interpret the markings, we tell them, if they

are persistent, that it would only be a guess at any rate, owing to the vagaries of the manufacturers. This is a very reasonable explanation, and most people go away, respecting us for the stand we have taken, and for not doing or saying anything that might injure or undermine the reputation of a competitor."

Another shoeman said that quite frequently people came in, asking the size and width of certain shoes, and he declared:—"Do I tell them? Why, of course I do, even if I do not handle the line. Here I am in the business, and a stranger enters, pleasantly requesting a little information. If I informed any person that I did not know the markings regarding sizes and widths, such a one would go away with a conception that I possessed but small insight into the shoe business or had something to hide. This would at once arouse the suspicions of the stranger, who would perhaps go back to his dealer and deliberately accuse him of misrepresentation."

**SUGGESTS NEW NAME FOR BERLIN**

W. Searle, who for many years has been in the shoe trade in St. John, N.B., has taken a hand in suggesting a new name for Berlin, which city is one of the leading footwear centres of Canada. He thinks that it should be called "Cavell City". In a letter to the SHOE AND LEATHER JOURNAL Mr. Searle says, "This name would be most appropriate and perpetuate the memory in Canada of the brave nurse whose heroism and self sacrifice will ever live in the mind of the British race. She died for her country in Brussels and her name should be honored as long as the world stands. Miss



W. SEARLE, ST. JOHN, N.B.

Cavell was a brave woman who, in the very heart of the enemy's camp, dared to uphold the cause of the Allies and no wonder she is known as the Florence Nightingale of Brussels. I think that a monument should also be erected in Berlin to signalize her work and worth and let it be placed in the most prominent site in that city. I feel sure that, if a vote of all Canadians were taken, the name of the martyred nurse would be bestowed upon Berlin. She did her duty to her God, her country and her fellow beings. Her patriotism and high sense of right will always be an inspiration and a benediction. She showed the valor and devotion of true womanhood in the interest of British, French and Belgians, and the glory and halo that surround her life will linger as long as time shall last."

### MR. WALDEN WITH THE CLASSIC LINE

H. C. Lecky, who has been a popular and successful traveller for Getty & Scott, Ltd., covering part of the provinces of Saskatchewan and Alberta, has resigned his position and entered the automobile arena, having been made sales manager for the Ford Motor Co. at London, Ont. His employers, while regretting his removal, as they considered him one of their most energetic salesmen, wish him every success in his new sphere of activity. Mr. Lecky is succeeded by L. S. Walden, a young man with a thorough shoe training, and a good connection with the trade on this particular territory for the last five years. Mr. Walden is a well informed and aggressive shoeman, and the firm have every confidence that he will be a good successor to his predecessor.

### SHOEMAN IS PRESIDENT OF BOARD

The new president of the Woodstock, Ont., Board of Trade is W. D. Hobson, shoe retailer, of that city. He has always taken a deep interest in affairs of the Board and is among its most enthusiastic members. Mr. Hobson is also a former Mayor of Woodstock, having occupied the civic chair in 1914. Born in Hamilton, Ont., at an early age he removed to Oxford county, going to school part of the time, and getting acquainted with the birds, fields and flowers the rest of the while. He has traveled over a great deal of the North American continent and his one hobby outside of selling shoes is ornithology. He has lectured frequently on the subject before church and lodge organizations, being ever a great lover of bird and plant life. Mr. Hobson has been in the footwear business in Woodstock for twenty years and possessing public spirit and a genial disposition he is well liked by the citizens generally.

### HAS BEEN FIFTY YEARS AT THE BENCH

Wm. J. Finlay, one of the veteran shoemakers of the Province of Ontario, has been doing business in Cookstown for 45 years—a most remarkable record. He learned his trade in Hillsborough, County Down, Ireland, being apprenticed to James Ingram, of that town, for six years. For a long period he devoted his time exclusively to hand-made work and repairs. In those days men's fine long boots were made mostly of French calf, while in the every day variety long cowhide and kip butts were used. Owing to the advanc-

ing cost of leather and the difficulty of the shoe repairer in securing help, a large number of people started in later to buy factory-made shoes. Forty years ago leather was much more plentiful than it is to-day and fully 50 per cent. cheaper. Although he has worked at the bench for fifty years this veteran disciple of St. Crispin is not feeling much older to-day than he did a quarter of a century ago. Many young men who have since made a success either in the retail shoe line or repair business, learned their trade with Mr. Finlay, among them being F. A. Robinson, of Saskatoon, and Geo. Finlay, of Hamilton.

### MANY BUYERS AT THE FACTORY

Among the shoe buyers from different parts of Canada who recently visited the factory of Getty & Scott, Limited, Galt, Ont., the makers of the Classic line of shoes, were visitors from far and near. The number is the largest that has ever registered at the plant and goes to show how short buyers are of stock generally and how anxious they are regarding prices, leather supply, deliveries, etc. Numbered among the visitors were:—J. D. Climie, Hamilton; F. Bauslaugh, John Agnew, Limited, Brantford; H. Taylor, Hudson's Bay Co., Calgary; E. Cosford, R. Neill, Guelph; W. J. Thurston, Stratford; H. B. Hall, Hudson's Bay Co., Edmonton; Jas. Gorman, Kerfoot Shoe House, Smith's Falls; W. J. Detweiler, Sault Ste. Marie; T. C. Joynst. Hensall; L. Adelstein, Montreal; Ken Murray, Murray Shoe Co., London; W. J. Kidd, R. Neill, Peterboro; H. Bachrack, Toronto; Mr. McVittie, E. G. Thompson, Blenheim; Smith & Chapple, Chapleau; N. D. McKinnon, Weyburn; H. Price, Hamilton; J. McConnell, Hamilton; W. S. Duffield, Hamilton; Jas. Leslie, Hamilton; H. Clarke, Dundas; Fred Love, Aylmer; W. J. Nelson, Lethbridge; D. J. M. McGearry, Royal Shoe Store, Saskatoon; C. Coles, Brantford; C. H. Ludlow, Brantford; Mr. Geddes, Hudson's Bay Co., Winnipeg; J. Bauslaugh, J. Agnew, Limited, Woodstock; A. Levy, Toronto; G. W. Cowan, Chatham; H. G. Hodges, Chatham; G. C. Locke, Calgary; J. B. Douglas, Calgary; T. C. Watkins, Hamilton; Mr. Abraham, Abraham & Aboud, Cobalt; Mr. McMurdie, James Ramsey, Limited, Edmonton; E. C. Scarrow, Owen Sound; Mr. Cunningham, Foxwarren; Chas. Newton, Robinson & Co., Winnipeg; Mr. McCann, Goodwin's Limited, Montreal; F. Kibler, Berlin; F. R. Scott, Preston; Jas. Crotty, Bothwell; Wm. Fryer, Collingwood.



L. S. WALDEN, GALT, ONT.



W. D. HOBSON, WOODSTOCK, ONT.



W. J. FINLAY, COOKSTOWN, ONT.



# JOHN LENNOX & CO.



No. 250—Men's Light Tan Calf Army Dress Blucher, Goodyear Welt, 5 to 11.  
No. 213—Men's Mahogany Tan Calf (same as above).



No. 240—Men's Tan Calf Military Blucher, Goodyear Welt, 5 to 11.  
No. 236—Men's Mahogany Calf (same as above).  
No. 214—Men's Black Calf (same as above).  
No. 340—Boys' Tan Calf Military Blucher, 1 to 5½.



No. 236—Men's Mahogany Calf Military Blucher, Goodyear Welt, 5 to 11.



No. 1117—Men's Dark Tan Side Calf Military Blucher, Goodyear Welt, 5 to 11.



No. 296—Men's Mahogany Calf Oxford, White Rubber Sole and Heel, Goodyear Welt, 5 to 10.  
No. 297—Men's Bals (same as above).



No. 295—Men's Gun Metal Calf Oxford, White Rubber Sole and Heel, Goodyear Welt, 5 to 10.  
No. 298—Men's Bals (same as above).

*Write us if Traveller does not call. Above lines are all in stock. Prompt shipments. Prices on application*

**HAMILTON, CANADA**

**BERESFORD  
MINISTER MYLES  
VASSAR  
ALTRO**



Combine Artistic Conception  
with Good Shoemaking

*Don't fail to see our new Fall Line  
before placing your order*

**Minister Myles  
Shoe Company  
Limited  
Toronto - Ontario**



### AN EFFECTIVE ORTHOPEDIC DISPLAY

For novelty and originality the plan recently adopted by the shoe department of the Sussex Mercantile Co., Sussex, N.B., stands out distinctly. W. H. Plummer is the energetic manager of the shoe branch. As a demonstration of foot appliances was to be held showing all the lines made by the Scholl Mfg. Co., it was decided to put in a special window. This was installed by Walter S. Hall. The demonstration was in every way a success from an advertising standpoint, which was largely due to Mr. Hall's efforts. The staff of the store is seen at the right of the picture. In the "first rank," are Albert E. Sinnott, W. S. Hall (window-trimmer), T. H. McCready; "rear rank," W. H. Plummer and W. H. Hall. The last mentioned young man was in the employ of the firm until recently, when he severed his connection, to answer the call of "King and Country," and is now training in Sussex with the 104th Battalion.

The whole town was placarded with mysterious "Kimber" cards, and people were curious to know just who and what "Kimber" was.

"We made it clear to them," said Mr. Plummer, "through the press, the movies, and dodgers, that Mr. R. L. Kimber of Toronto, manager of the Canadian branch of the Scholl Mfg. Co., was the man.

There would have been a very large crowd in the store but, on the day of demonstration, a blizzard was blowing, and most people who could, stayed indoors. Mr. Kimber, however, found several young men awaiting him, and fixed up their feet with Metatarsal Supports. This is one which Mr. Plummer reports had a big run, and it was somewhat of a surprise to him, as he expected that the Foot-eazer would be in greatest demand. Considering the very stormy weather, the results were most successful.

### NEW SHOE FIRM SHOWS FIRST SAMPLES

The new samples of the Lady Belle Shoe Co., Berlin, Ont., have been completed, and reveal a smart, snappy range of women's McKays in all the latest lasts and newest patterns in kid, calf and patent leathers. This new firm, which is composed of A. A. Armbrust and Alexander Inrig,

is making splendid progress. An active selling staff of travellers has been appointed. Frank Smith will cover Niagara Falls to Windsor, D. G. Hardie of Toronto will represent the firm in the city of Toronto, J. M. Redmond will traverse the territory east of Toronto, while H. D. Lewis will look after the Maritime Provinces. J. Lauffer will supervise the ground between Fort William and Regina, and C. H. Himburg will show the lines from Regina west. The prospects for the company are exceedingly bright.

### REPAIRERS MUST GET HIGHER PRICES

Writing to the SHOE AND LEATHER JOURNAL, a western Canada shoe repair man who recently visited Ontario and called upon a large number of representative men in his line says, "I picked up a number of pointers and suggestions which well repaid me for my trip. I cannot speak too highly of the courtesy and kindness of the shoe repairers upon whom I called. I did not get the cold shoulder any place. I notice that some members of the trade are carrying a stock of shoes, but some are, to my mind, too heavily loaded up. I called upon one man who must have had a stock of five thousand dollars, consisting principally of men's shoes, and I do not think the business that he was doing warranted him carrying over a thousand dollars' worth. He was obtaining these shoes from a distant point when he could have just as well patronized a local factory and secured what he wanted from its in-stock department. It may sound 'western,' but I really believe that on a stock of a few hundred dollars, I am doing as much business in the men's line as he is. We have one pair of a size and order by express, as required, to fill up the gaps. If a certain style does not take well, we have only a few pairs of it on hand, and can push them out quickly and not lose very much money on slow moving stuff. I think a much smaller stock, sorted up often and selling at a smaller margin of profit is preferable. We dispose of our goods pretty close, it is true, but we turn our lines over quickly.

"In reference to the recent sharp jump in sole leather, and especially in cut stock, this is going to make the smaller repair man rub his eyes a bit and obtain better prices. To my mind it almost puts cut stock out of the question."

*A GOOD display made in foot appliances line by Sussex Mercantile Co. of Sussex, N.B.*



# AMONG THE SHOE MEN.

R. L. Savage, of Toronto, has returned from spending a few days in Montreal and St. Stephen, N.B.

M. L. Diamond has had his shoe store at 125 Bank street, Ottawa, altered and improved to better accommodate the growing business of his trade. Besides the store in Bank street, Mr. Diamond also conducts a gents' furnishing and shoe store at the corner of Somerset and Rochester streets, Ottawa.

Johnston's Big Shoe Store and the Woodward's Department Store, of Vancouver, B.C., will be able to make their award of automobiles, the cases pending against these firms having been adjourned for one week. It is felt that inasmuch as the practice has been a common one in Vancouver for years, although not on such a large scale, it would be harsh treatment to cause the two stores mentioned to break faith with their customers, although it is understood that no repetition of the practice will be countenanced by the authorities.

It is reported that advances in felt goods will go into effect on April 1st as wool is unusually high and this naturally affects the felt situation.

The annual meeting of the Canadian Consolidated Rubber Company will be held in Montreal on April 4th, when the annual report will be presented and a new president elected to succeed the late J. H. McKechnie.

M. W. Murdoff & Son, of Trenton, who are the representatives in Canada of the Thomas G. Plant Shoe Co., of Boston, were in Toronto last week showing a fine range of samples.

J. S. Townsend, who for the past four years, has been conducting a wholesale shoe business in Hamilton, is a gentleman who is widely known in the trade, having been for a long time on the travelling staff of the London Shoe Co. Since embarking in business on his own behalf, he has met with gratifying success. In fact, the growth of his turn-over has necessitated him removing to large new premises, and he is now located at 41-45 King William St., Hamilton. Mr. Townsend, who employs a staff of alert travellers, specializes on "Crispincraft" shoes for men, and "Fairsex" for women, while his slogan is "Smart Footwear of the Better Grade for Men and Women." Mr. Townsend reports the outlook for the coming season is exceptionally bright.

Geo. A. Slater, of Montreal, who has returned from Boston and other American centres, states that there is a tendency to restrict the styles among American shoemen owing to the unusual conditions prevailing. The general idea is that the average taste can be pleased in a good range of staple styles. Prices are going up as might be expected. He says that one firm is not going to sell a shoe less than \$8 hereafter. Whites and greys which were such leaders a comparatively short time ago are now very common, windows being filled with shoes to retail at \$3.00, whereas when they first came out a nice model in white kid retailed at \$12.

United Last Co., Montreal, have installed additional machinery in their upper pattern department which enables them to turn out now from 1,000 to 1,200 pattern pieces a day.

J. E. Dupre, Montreal Box Toe & Heel Co., was in Boston last week.

At the last monthly meeting of Toronto Shoe Retailers' Association, held in the Temple Building, an informal discussion took place on the matter of profits. Some very good points were brought out and the exchange of views was interesting and instructive. At the next regular meeting, which will be held on Thursday, April 20th, an address will be delivered on the proper way to figure profits. Arrangements are being made for talks on timely topics at each session.

D. S. Benvie, of James Robinson's, wholesale shoes, Montreal, was in Toronto this week on a business visit.

Giles McCabe, who has been on the staff of F. J. Weston & Sons, wholesale shoes, Toronto, for the past six years, and latterly as one of the city travelers, has joined the Army Medical Corps attached to the 198th Battalion. Previous to leaving the firm Mr. McCabe was presented by the staff with a handsome wrist watch as a mark of appreciation and esteem.

Of great educational interest was the lecture on "The Gathering and Manufacture of Crude Rubber and its Relation to the War," given recently under the auspices of the Natural History Society, by A. D. Thornton, director of the Canadian Rubber Company, Limited, Montreal. Illustrated with a number of lantern slides picturing scenes in the tropical countries where rubber comes from, the lecturer described



Quebec Division at C.C.R. Co.'s Rubber Footwear Convention, Montreal. From left to right are:—W.F. Bilger, Montreal; J. L. Grant, Montreal; A. Dubuc, Montreal; R. McIver, Montreal; A. Morin, Quebec; J. C. Giroux, Montreal; J. L. Quesnel, Montreal; C. Baby, Montreal; R. W. Ashcroft, New York; R. E. Jamieson, Montreal; W. A. Eden, Montreal; W. Binmore, Montreal; J. M. S. Carroll, Montreal; E. E. Davignon, Quebec; J. H. Cote, Montreal; F. A. Todd, Montreal; J. E. Boivin, Quebec; J. E. Amyot, Quebec; J. Harper, Ottawa; Ed. M. Zavitz, Ottawa; C. A. Roy, Ottawa; A. Dwycr, Montreal; W. C. Langford, Montreal; J. J. Kieswetter, Montreal.



the care of trees, the processes of tapping and the variety of treatments which the crude rubber has to go through before being shipped to the market. The leaves of the rubber plant, said the lecturer, were shed twice a year. After going through the various processes which transformed the rubber sap into a substance, it took seven weeks to dry it preparatory to shipping it to the rubber markets, said Mr. Thornton.

H. L. Tower, of United Last Co., Montreal, was in Boston this week.

Mr. Gahan, formerly with Getty & Scott, is now in charge of fitting room for Ames-Holden-McCready No. 1 factory.

James Lawther, of Toronto, representing the Hartt Boot & Shoe Co., has returned from a business trip to Fredericton, N.B.

James Rae, the widely known shoe retailer, of Vancouver, B.C., where he conducts several progressive footwear establishments, was in Montreal, Toronto and other points east on a buying trip this week.

Knechtel & Co., who have been in the boot and shoe business in Stratford, Ont., for nearly 20 years, have leased the store in the Gordon Block, fronting on Downie street, formerly occupied by F. G. McTavish & Co., and will move from their present store on Ontario street about April 1st. The new shop which extends all the way through from Downie street to Erie, is being completely remodeled and fitted up and equipped with all the requirements of a modern shoe house, including a spacious ladies' department.

The John Ritchie Co., Quebec, have secured another large order for military rest shoes for the Canadian Militia, which will keep the factory busy for some time. The firm has just completed a very large contract for the same line of footwear, which they received on October last. The factory has been rushed on regular lines for some time and it has been found necessary to work night shifts frequently.

W. J. Nelson, shoe retailer, Lethbridge, Alta., has returned to that city after completing a three months' course at Kingston, Ont., for a lieutenancy in the artillery.

Herb. Stenson, of J. T. Stenson & Sons, shoe dealers, Peterboro, was in Toronto last week on business.

Geo. Johnston, of Johnston's Big Shoe House, Vancouver B.C., was in Toronto, Montreal, Quebec and other eastern centres recently, on a business trip.

J. G. McDiarmid, western Canada representative for the Murray Shoe Co., of London, Ont., left this week on an extended business trip throughout the Prairie provinces.

C. S. Corson and P. R. Corson, of the Regal Shoe Co., Toronto, spent a few days in Boston last week, attending a convention of the company's salesmen. There was a large and representative gathering, and the proceedings were both profitable and enjoyable. The new lines of the Regal Shoe Co. for fall set a new standard in style, workmanship and attractiveness.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, spent a few days in Toronto last week on business.

W. P. Francis, superintendent of the John Ritchie Co., Quebec, was calling upon the trade in Toronto for several days last week.

Mr. Collins, buyer for Christie-Grant, Limited, Winnipeg, was in Toronto, Montreal and other centres last week on a buying trip.

Wm. G. Olton, sample room salesman for D. D. Hawthorne & Co., with which firm he has been for some ten years, was quietly married on March 15th to Miss Edith Tibbs, of Toronto, the ceremony being performed by Rev. T. W. Neal, pastor of Bathurst street Methodist Church. Mr. Olton and bride have taken up their residence at 1080 St. Clarens avenue, Toronto. The employees of D. D. Hawthorne & Co. presented him with a handsome mahogany chiffonier.

W. A. English has joined the selling staff of the Hartt Boot and Shoe Co., of Fredericton, N.B., succeeding George H. Ferguson in the far West. He is an old Ontario boy but

has been living in the Prairie Provinces for the last eleven years. His first experience on the road was with the Thos. Ryan Co., of Winnipeg, and for the last five years he has been with Ames-Holden-McCready Limited, covering Alberta and Saskatchewan. Mr. English who was born in Forest, Ont., is about thirty years of age and has a good record as a salesman, having made a strong connection with the retail trade. Well liked by a large circle of friends, he possesses considerable ability as a lawn bowler.

C. F. Rannard, president and managing director of the Rannard Shoe Co., Winnipeg, is spending a few days in Chicago, Detroit, Rochester, Toronto, Montreal and Quebec, looking into the changes in novelty styles, which he says are worrying retailers a great deal. He also intends getting a line on the manufacturing and leather markets, and picking up as many pointers as possible, in regard to the trend of trade and latest methods in the successful retailing of shoes.

W. J. Detweiler, shoe dealer, Sault Ste. Marie, Ont., who recently moved into a handsome new store, has bought the shoe stock of J. B. Kerr, of that city. Mr. Kerr passed away a few weeks ago.

Reg. Johnston, late of the firm of Johnston & Murray, London and St. Thomas, has taken a position on the selling staff of Scott-Chamberlain, Ltd., of London, Ont.

#### WILL EMBARK IN WHOLESALE LINE

E. J. Fleetwood, who has been manager of the St. John, N.B., branch of Ames-Holden-McCready, Limited, for the past year, has resigned and intends engaging in the wholesale shoe business on his own behalf in St. John. Mr. Fleetwood has had some 17 years' experience with Ames-Holden-McCready and is thoroughly familiar with the footwear line. He began his business career in the office of the Monc-



E. J. FLEETWOOD, ST. JOHN, N.B.

ton Sugar Refining Co. at Moncton, N.B., where he remained for five years, and before removing to St. John went into the service of the Imperial Oil Co. His promotion was rapid, and he soon rose to the position of accountant. In 1899 he became connected with the Ames-Holden Co., Montreal, and has been with them ever since as accountant and credit man, and latterly as manager. His training and personality have well qualified him for making a success of his new venture.

### TWENTY-EIGHTH BUSINESS BIRTHDAY

J. B. Badour, Downie street, Stratford, has entered upon his twenty-eighth year as a resident and business man of that city, having come there in 1888. Mr. Badour is widely known in the shoe and men's furnishing trade and enjoys the respect and confidence of a host of friends. His motto has always been "frequent turnover, buy often and take advantage of all discounts." He keeps both his stock and



J. B. BADOUR, STRATFORD, ONT.

himself on the move. His premises are well laid out and his trade each year has shown a gratifying increase. Mr. Badour has a good word and a cheerful greeting for all and no man receives a warmer welcome than the traveler.

Mr. Badour, in addition to leading makes of shoes, handles trunks and other traveling requisites, as well as gloves, mitts, men's furnishings. Born in Drysdale, Ont., he learned shoemaking in Hensall and after coming to the Classic City in 1888, he followed the art of St. Crispin in connection with one of the leading stores for nearly three years.

The Chatham Shoe Co., Chatham, Ont., has been incorporated, with a capital stock of \$75,000, to manufacture, sell and deal in boots and shoes of all kinds. E. S. Hunt is at the head of the new company, which is establishing its factory in Chatham, Ont.

Chas. McGilvery, shoe merchant, of Simcoe, Ont., who has been very ill, is reported to be improving.

Architects are engaged in preparing plans for a three-storey building, 29 by 74 feet, which will be very attractive. It will be used for a club house for the employees of C. S. Hyman & Co., tanners, London, Ont., of which firm Hon. C. S. Hyman is head. As the promoter of the club house proposition he has given it considerable thought and attention.

A. J. Gahagan, who has been in the shoe business in Woodstock, Ont., for the past ten years, recently commemorated that event by holding a big anniversary sale.

Harry Gruber, shoe dealer, of Montreal, recently assigned.

Legace & Lepinay, shoe manufacturers, St. Valier street, Quebec, have acquired the premises of the Louis Gauthier Co., St. Anselme street, and are now operating in that factory.

V. L. Holmes, Toronto, formerly representing the Western Shoe Co., of Berlin, Ont., has joined the staff of the Star Shoe Co., Montreal, and will cover Eastern Ontario. John Scott, who covers the main line centres in the Prairie Provinces, and J. A. McLean, who supervises the branch line towns, have left for Western Canada in the interests of the Star Shoe Co. W. C. Myers will look after Toronto and Western Ontario, J. G. Riell, Quebec province, and C. A. LeBlanc, the Maritime Provinces.

J. A. Hand, formerly in the shoe department of the Robt. Simpson Co., Toronto, son of Alfred Hand, of the Ames-Holden-McCready Co., Toronto, has gone to Regina, where he has become a member of Royal North-West Mounted Police.

John Courtney, shoe retailer, north Yonge street, Toronto, intends retiring from business at an early date.

C. A. Davies, of the Blachford, Davics Co., Limited, Toronto, has returned from a business trip to Montreal and Quebec.

C. F. Schuszler, who for the past four years has been city representative of the Minister Myles Shoe Co., Toronto, and of the Nursery Shoe Co., St. Thomas, Ont., has joined the staff of the Regal Shoe Co. and entered upon his new duties last week. Mr. Schuszler will look after Western Ontario and the city of Toronto. He is an experienced, energetic traveler, who will no doubt meet with a large measure of success in his new position.

H. W. Pearson, manager of the Toronto branch of Ames-Holden-McCready, and Ralph Clark of the Montreal branch spent a few days in Boston last week on business.

The Acme Tire & Rubber Co., Limited, has been organized with a capital stock of \$400,000 and headquarters in Toronto. The company is empowered to carry on the business of manufacturers of and dealers in tires and rubber goods and rubber substitutes of all kinds, rubber products and by-products and compositions into which rubber can be converted, etc.

G. J. Trudeau, shoe manufacturers' supplies, Montreal, has been obliged to occupy the premises adjoining his present quarters owing to the expansion of his business. It is a four storey building similar to the one he now uses, and it gives him street numbers 365, 67 and 71 Ontario St. E.

Philip Pocock, of the London Shoe Co., London, J. A. McLaren and Hugh White, of Toronto, were in Montreal and Quebec last week on business.

J. A. Cameron, who was formerly with the T. Eaton Co., and latterly on the travelling staff of the Adams Shoe Co., Toronto, has been appointed Western Ontario representative for the Minister Myles Shoe Co., of Toronto.

R. D. Douglas, for many years on the travelling staff of the J. Leckie Co., shoe manufacturers, Vancouver, has purchased the shoe business of W. B. Holden, of Vernon, B.C.

Fire which broke out recently in the shoe store of Alfred Saunders, 487 Bloor street west, Toronto, damaged the stock to the extent of \$4,000, while the loss on the building is estimated at \$1,000.

Bert Packard, of L. H. Packard & Co., Montreal, was in Toronto last week on business.

J. T. Chipman, a well known business man of Amherst, N.S., and proprietor of the Amherst Cash Shoe Store, has enlisted in the 193rd Battalion now under formation. A company will be raised in Amherst and Mr. Chipman has been offered the position of second in command. He was formerly attached to the 93rd Cumberland Battalion and while in that unit won distinction. His experience will stand him in good stead and he is undoubtedly well qualified for the post offered with the new battalion. If he accepts the position he will in future be known as Captain Chipman. Walter B. Calhoun, of Amherst, has purchased Captain Chipman's boot and shoe business. Shoe dealers in the province have every reason to be proud of their profession for it has given liberally to the Empire.

F. O. Woods, of the Regal Shoe Store staff, Winnipeg, was called east recently to Pictou, N.S., owing to the serious illness of his father. He was accompanied by his sister, Miss Harriet Woods.

The death occurred recently in Montreal of T. A. Crossley, in his 68th year. He was a well known accountant and many years ago was book-keeper for the Ames-Holden



Co. and the W. A. Marsh Co. He then went into the shoe business for himself, but for the past nineteen years had been head of the accounting department of the Sun Life Assurance Co., Montreal.

Natural Tread Shoes, Limited, of which V. E. Taplin is manager, has removed from 329 Yonge St. to 156 Bay St., Toronto.

Captain Aubrey Davis, Quartermaster of the 220th York Rangers, was in Montreal and other eastern cities recently. He was introducing to the trade E. J. Davis, jr., who will take his place during the period of his enlistment.

D. D. Hawthorne, wholesale shoes, Toronto, has been spending a few weeks in the Eastern States, going as far south as Washington on a holiday trip.

L. S. McKindsey, Western Canada representative for the W. B. Hamilton Shoe Co., left this week on an extended business trip throughout the Maritime Provinces.

W. J. Duncan, of the Duncan Legging Co., Seaforth, Ont., spent a few days recently in Ottawa, Montreal and Toronto.

The Wilson Shoe Store, 73 King street east, Hamilton, Ont., has been making a special bid for the trade in men's military boots. A neat card was distributed, bearing the following: "This card entitles any man in uniform to a reduction of \$1.00 in the price of the officer's tan calf military shoe at Wilson's Shoe Store, 70 King street east. This is not the heavy regulation shoe as issued, but one of soft, pliable leather on a neat shape, and with a heavy sole." The firm feel that this is one way of doing "their bit." Mr. MacFarlane, who was formerly on the staff of the store, but left to manage the Palace Shoe Store, Barton street east, Hamilton, about three years ago, has rejoined the staff.

J. E. Fawkes, for the past few years Western Ontario representative of the Minister Myles Shoe Co., Toronto, has been appointed sales manager for Northern and Western Ontario for Briscoe automobiles with headquarters in London, and has removed from Paris, Ont., to that city.

F. L. Sexton, of the S. & F. Blacking Co., Boston, visited Montreal recently on a business trip. J. L. Higgins, who represented the S. & F. Blacking Co., Montreal, is returning to their headquarters in Boston and will be succeeded in Montreal by F. A. Sexton, who will look after Canadian business.

A very practical and helpful book has been issued by the Foot Specialist Co. of Chicago, the author being Dr. W. M. Scholl, the well known orthopedic exponent. This book, containing nearly 400 pages, is splendidly illustrated, brightly written, and contains a mine of information on the anatomy of the foot, its normal and abnormal conditions, deformities and their mechanical treatment. Special chapters are devoted to shoe fitting and its allied branches, including the history of footwear. Chapters are also given over to hosiery, the method of making plaster of Paris casts for the foot, etc. The manual will be found very convenient, not only for the student and practitioner but for all shoe dealers and salesmen who desire to do scientific fitting and understand the care, treatment and structure of the human foot.

Fire broke out recently in the factory of the Canadian Rubber Co., East Notre Dame Street, Montreal. Splendid work was done by the fire department in preventing the flames from spreading to the main section of the building, and confining the blaze to the eastern part of the structure in which it originated.

It is learned that in the recent order for army shoes the Department of Militia and Defence, Ottawa, placed allotments for 500,000 pairs of ankle boots and 200,000 canvas rest shoes. It was understood that Valentine & Martin, Waterloo; Regal Shoe Co., Toronto; Brandon Shoe Co., Brantford; and John McPherson Co., Hamilton,

Ont., each got 15,000 pairs of ankle boots; J. Leckie Co., Vancouver, 30,000; Scott-Chamberlain, London, 40,000; King Shoe Co., Toronto, 40,000; Amherst Boot & Shoe Co., Amherst, N.B., and Aylmer Shoe Co., Aylmer, 10,000 pairs; Plessisville Shoe & Leather Co., Plessisville, Que., 10,000 pairs, and Ames-Holden-McCready Ltd., Montreal, 200,000; Dufresne & Locke, Montreal, 100,000. This makes in all 500,000 pairs of ankle boots, and in the matter of canvas rest shoes Plessisville Shoe & Leather Co. were awarded 20,000 pairs, Ames-Holden-McCready, 80,000 pairs, and Dufresne & Locke, 100,000 pairs.

L. C. Van Geel, sales manager of the Tillsonburg Shoe Co., Tillsonburg, Ont., is on an extended western selling trip throughout the prairie provinces.

The S. & T. Blacking Co., of Boston, Mass., have adopted a new method of treating white canvas shoes, which does not shrink the stock. The dressing is guaranteed to contain no acid and is applied after the shoes are lasted. The shoes are allowed to dry, then sent through the factory without covers. Dust and dirt cling to the dressing, instead of the fabric, and when the shoes arrive in the packing room they are applied to the power brush and all dressing, dirt, etc., removed. One large manufacturer recently stated that this method made the canvas look better than when first cut.

John Harness, who was on the Yale Shoe Store staff, Winnipeg, for some years, has taken a responsible position in the office of the Great West Saddlery Co., Winnipeg.

James Ross, western representative of the John McPherson Co., Hamilton, leaves this week on his semi-annual trip through the Prairie Provinces with a fine line of fall samples.

Mr. Bender, first assistant in the men's shoe department of the T. Eaton Co., Winnipeg, and his brother, who was connected with the Ryan-Devlin Shoe Co., have joined the colors and will go overseas.

#### NEW BUSINESS FOR MR. McCRUDDEN

John McCrudden, who is widely known in shoe circles, has become identified with T. Bergeron and Dr. H. Ethier, formerly interested in the Rideau Shoe Co., and has started



J. McCRUDDEN, MONTREAL

the McCrudden Shoe at 1747 Des Erables avenue, taking over the business formerly known under the style of T. Bergeron & Co., a Montreal Infants', misses, and children's McKays will be made as well as a limited line of turns.



THE  
**WM. A. MARSH CO.**  
 Limited

*Manufacturers of  
 Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade  
 Women's, Misses' and  
 Children's  
**McKAYS**  
 for the Jobbing Trade

GOODYEAR WELTS TURNS

**TOURIGNY & MAROIS**  
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Makers of Shoes for

MEN BOYS YOUTHS  
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To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
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Manufacturer of

Men's, Boys', Youths',  
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MEN'S  
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**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
 Our  
 Specialty  
 is  
**Hockey  
 Boots**

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
 in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
 491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
 152 Notre Dame St. W.



## NEWS JOTTINGS FROM OLD QUEBEC

S. Beardsley, of Ottawa, was in Quebec on a buying trip the first of the month.

The tannery of Nazaire Fortier, Quebec, is operating day and night.

Jos. Tanguay, formerly with Rock Shoe, is about to open a new factory on St. Dominique street, where he will manufacture McKays and Standard screws.



JOS. TANQUAY, QUEBEC

J. A. Langlois, the local member for St. Sauveur and for many years with the old Gauthier Co., has joined forces with J. E. Plamondon, who was also for many years identified with Gauthiers, to form the firm of Langlois & Plamondon, who will manufacture turn shoes on Belleau street. The office and sales room of the new concern will be at 491 St. Valier street.

Lucien Borne is very busy making "Quebec kid," which is a line replacing cheaper grades of kid which cannot be made except in limited quantities owing to the present scarcity of skins. The new line has a full goat grain and possesses the fibre and quality of ordinary kid. It comes in bright or dull finish. The firm has had great success with the new brand.

J. H. Begin, Eur., who have been for sometime on Crown street, will move their wholesale establishment to 124 St. Dominique street.

Bertrand & Thibault is the name of still another factory soon to commence in Quebec. The company will have a factory 50 x 40 by two stories in St. Sauveur, Alderman J. Bertrand will be the senior member of the firm.

The John Ritchie Co. reports being extremely busy, as indeed are several of the Quebec factories, such as Gales, Routier, Tourigny & Marois, Samson.

Legace & Lepinay are now pretty well moved into their new premises where they will have a capacity of 15,000 to 18,000 weekly, which is quite an increase over 900 a week, which was their capacity when they started less than two years ago. Two carloads of machinery have been received for the new factory.

J. E. Samson is extending his premises for the purpose of making a first class line of pegged shoes for men and boys. They intend to make some particularly good heavy lines of Standard screws for the working men, and with

that idea in view are installing considerable new machinery. Mr. Samson says that their hockey shoes in which they specialize are in particularly strong demand. When the changes are completed the offices of the company will be on St. Valier street, as the extra space they are taking runs their building right through to that thoroughfare.

The trade will be sorry to learn of the illness of the senior member of the firm of Dupere & Garant, who has been confined to his room for several days past with water on the knee.

W. L. Francis, sales manager of Gale Bros., shoe manufacturers, of Quebec, who has been in Toronto on business for the past few days, has gone to Winnipeg and the West.

J. A. Scott, Quebec, was in Montreal recently on business.

Oscar Clement and Pierre Blouin were in Montreal lately on a business visit.

## HE IS A MAN OF THE TIMES

(See page 81)

**A**UBREY DAVIS, of Davis Leather Co., and now more particularly Captain and Quartermaster of the 220th Overseas Battalion of the "York Rangers," is a practical exponent of the injunction of the wise man, "whatsoever thine hand findeth to do, do it with thy might."

A young man, only in his thirties, he has already won a strong position in business affairs as the executive head of the great Newmarket concern, of which he has been Vice-President for several years. He knows the calfskin business from the ground up and no man stands higher amongst shoe and leather men than he for ability and character.

But he has not solely devoted his superabundant energies to the business to the success of which his ability has so fully contributed. He is a director of the Newmarket Metal Toy Co., and also of the Newmarket Hotel Co., which runs one of the comparatively few successful up-to-date temperance hotels in this country, and he is also a member of the Newmarket School Board.

He has taken a deep interest in military matters, being the Officer Commanding the Newmarket Home Guards, one of the finest organizations of its kind in the province. He is also President of the North York War Auxiliary and a representative on the Civilian Recruiting League for District No. 2, an organization which overshadows in its methods and results everything of the kind in the Dominion. Into these enterprises he has brought the vim and optimism for which he is noted and is credited with a good deal of their success. He is now Captain and Quartermaster of 220th Battalion, York Rangers, and in this capacity has had much to do with equipping and preparing this unit for its overseas work.

In religious and moral issues Capt. Davis has always taken a vigorous interest, being identified particularly with the Methodist Young Men's Association of Ontario, which seeks through athletic, literary and other efforts, to back up the moral and religious training of the Church and Sunday School. He is an active member of the "Committee of One Hundred" that brought about the recent temperance avalanche in Ontario.

Socially, Capt. Davis is popular both in Newmarket and out of it. He is a "society" man, being P. M. of the old Robertson Lodge, A.F. and A.M., and a "Mystic Shriner," so that he moves in select circles in Masonry.

Best of all he is a man among men and, when you mention "Aubrey Davis" in leather circles, it arouses the kindest comment. The trade wishes the popular civilian soldier the utmost success in his determination to give the Country his best.

### BACK TO HIS FIRST LOVE

S. J. Edmondson, who for many years represented John Lennox & Co., Hamilton, in the East, with headquarters in Ottawa, has associated himself again with this old estab-



S. J. EDMONDSON, OTTAWA

lished firm and will represent John Lennox & Co., east of Toronto. His many customers and friends will be glad to learn he is back with the old firm again.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, has been on an extended trip to the Western branches of the company, going as far as Vancouver and Victoria.

An interesting convention of the sales force heads of Ames-Holden-McCready Ltd., took place in Montreal recently. The sales managers in attendance were A. L. Johnson, general sales manager; A. M. Angus, R. W. Clark, Montreal; S. C. Mitchell, St. John; A. B. Erskine, Vancouver manager; E. P. Hall, Edmonton branch manager; F. M. Morgan, Winnipeg branch manager; H. W. Pearson, Toronto branch manager; N. R. Feltes, general manager, presided at a luncheon, which was held at the Windsor and D. Lorne McGibbon, president of the company, addressed the gathering.

H. D'Artois, who is on the staff of J. A. Scott, Montreal, is now a firm believer in the luck of even numbers. He was the fortunate winner of a diamond ring in a recent raffle.

Thomas Douglas, who formerly resided in Harriston, where he followed the trade of shoemaker, died recently in Toronto at the residence of his daughter, Mrs. Charles King.

The interior of J. Schwartz's shoe repair shop in Tillsonburg, Ont., was gutted by fire recently.

Improvements for the reopening of the factory of the Canadian Consolidated Rubber Co. at Granby, Que., have been going on for some time and now are about completed.

Falce's shoe repair shop, 2319 Granville St., Vancouver, was entered recently. Tap soles and rubber heels to the value of about one hundred dollars were stolen.

Two employes of the James Muir Co., shoe manufacturers, Maisonneuve, sued the company because the latter had deducted from their pay a certain amount for shoes spoiled by the employes while working on them, and at the same time the company tendered the boots to the employes. Justice Purcell, in the Circuit Court, Montreal,

dismissed the employes' action, finding that it was the custom of shoe factories to hold employes responsible for spoiled boots and the custom was recognized by both employer and employe.

C. H. Himbürg, of Edmonton, Alta., will cover all the branch lines in Manitoba, Alberta and Saskatchewan this season for Charles A. Ahrens, Limited, shoe manufacturers, Berlin, Ont. He will also represent the Lady Belle Shoe Co. of Berlin. The large centres on the main line in the west will be looked after as usual by H. E. Wettlaufer, sales manager for Charles A. Ahrens, who will start in at Victoria, B.C., on his way back east, from a trip to Louisiana and California, where he has been enjoying a pleasant holiday.

Samuel P. Colt, president of the United States Rubber Co., in the report for 1915, just made public, banishes the hope of common stockholders that dividends might be resumed shortly on their stock. Mr. Colt says the company is now doing the greatest business in its history, but thinks any further application of profits to dividends under existing conditions would be unwise and against the permanent interests of all stockholders.

A new type of "leatherless shoe" is being widely advertised in the German newspapers. The uppers are made of grey or black waterproof linen sailcloth, while the soles are built of thin layers of wood glued together with waterproof glue.

James Young, of Toronto, who has been spending the past four months in company with James Robinson, of Montreal, touring the State of California in an automobile, has returned home. Mr. Robinson, who was recently joined by Mrs. Robinson, is still in the sunny south visiting Louisiana, Kentucky and other states. He is feeling fine and has regained much of his old time vigor and alertness.

D. A. Leonard, who is with the American-British-Canadian Distributors, Toronto, has gone on a business trip to the Western Provinces.

Barker, Patten & Potter, dealers in shoes and men's furnishings, Medicine Hat, Alta., have assigned to the Canadian Credit Men's Association.

Capt. J. T. Sutherland, of Kingston, Ont., Quartermaster 146th Overseas Battalion and President of the Ontario Hockey Association, who is widely known to the shoe trade through his long connection with it as a traveler, has issued a stirring call to hockey players to offer their services in defence of the Empire.

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## CONDENSED ADVERTISEMENTS

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

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SHOE FACTORY FOR SALE—Making Women's, Misses' and Children's Shoes. Capacity three to four hundred pairs a day—thoroughly modern equipment and building, located in one of the best shoe centres of Canada. Business in flourishing condition, and ill health sole reason for selling. Apply to Box "D," SHOE & LEATHER JOURNAL, TORONTO.

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FOR SALE—First, and best organized Boot, Shoe and Men's Wear Business in the Porcupine District. Turn over \$33,000. Big, steady pay-roll town. Present stock about \$12,000. Will sell or lease building. Owner wishes to go to the front. Address Drawer 522, SOUTH PORCUPINE, ONT.

---

WANTED—By experienced shoe salesman, position as traveler for a shoe house. Territory, either Ontario or the West. Apply Box 101, SHOE AND LEATHER JOURNAL.



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We can still furnish  
**Glove Horsehides**

in the wanted colors though dyes are scarce. Write us for cuttings.

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ESTABLISHED  
1857

## DEPENDABLE SOLE LEATHERS

ESTABLISHED  
1857

OAK:—  
 "TRENT VALLEY"  
 AND "LION"

Made at  
 Berlin, Ont. Penetang Hastings



HEMLOCK:—  
 "PENETANG"  
 AND "EAGLE"

Our Present Specialty:  
 Army Vat-Tanned Stock, Best British—  
 "Lion Oak," for the Boys of the Lion's  
 Best "Cub."

**THE BREITHAUP LEATHER CO.**  
 BERLIN, CANADA LIMITED

## 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 "Ryco" Matt Kid

## RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

IF YOU WANT  
THE BEST BUY

**John Bull  
Shoepax  
AND  
Larrigans**



No. 13. Men's 14-in Leg. Draw String.

Made from Our Own Specially Tanned Leather

MANUFACTURED BY

**The R. M. Beal Leather Co.**  
LINDSAY, ONT. Limited

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



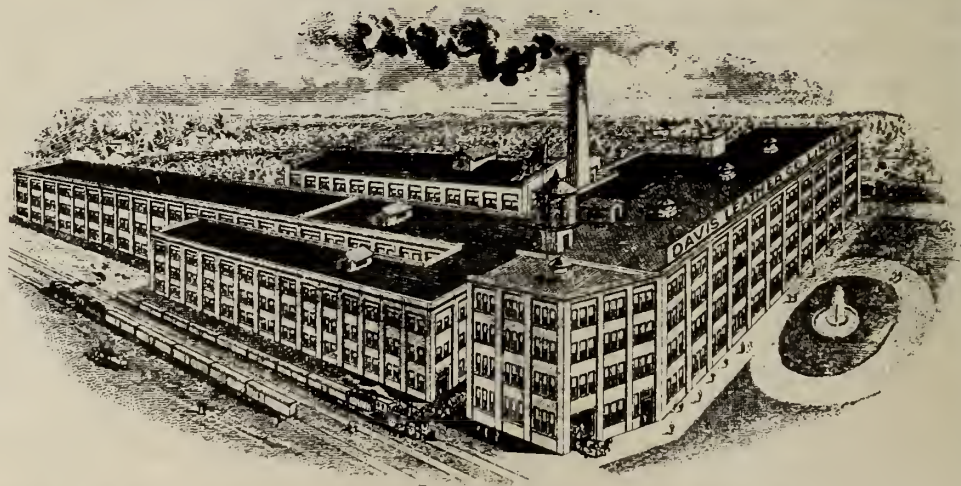
THE LARGEST TANNERS OF CALF LEATHER IN  
THE BRITISH EMPIRE

**DOMINION CALF**



**MADE IN  
CANADA**

*The*  
**CALF**  
*of*  
**QUALITY**



Used by the Best Shoe Makers in Canada. The best tanned, best finished  
and most uniform stock on the market. Right in color, texture and  
WEAR. Economical in cutting.

**Davis Leather Co., Limited, Newmarket, Ont.**





# Martin CORRUGATED FIBRE BOARD Shipping Cases

## 90% in Storage Space

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

## Save Time, Trouble and Money

## Sure Savings For Shoe Shippers

### 50% in Packing Time

And, where for instance, one hour would be required to pack a shipment in wooden cases, the same shipment could be packed (and better packed) in half an hour, with MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES.

### 20% in Freight Charges

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.

## 20% in Cost of Wooden Boxes

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.

## Prevent Damage and Pilfering

We are again operating our own factory in part of our new building. In a few weeks we will occupy one of the best equipped plants in Canada, and will be able to handle orders with quick despatch.

*This is an All-Canadian Company,  
the profits remaining in Canada.*

All other things being anywhere near equal, it is good business and good patriotism to patronize the industries of your own country. And our goods are equal to those of any concern in Canada.

WRITE US FOR QUOTATIONS

**The Martin Corrugated Paper & Box Company, Limited**  
Factory and Office: 353 PAPE AVENUE, TORONTO



# PACKARD'S

The  
Shoe  
Store  
Supply  
House  
of  
Canada



IF  
IT'S  
NEW  
PACK-  
ARD  
HAS  
IT



WE MANUFACTURE

## OVERGAITERS and LEGGINGS

CHILDREN'S SOFT  
SOLE SHOES

BOUDOIR  
SLIPPERS

LAMB'S WOOL  
SOLES  
ETC.



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

**PACKARD'S SPECIAL SHOE POLISH**  
IN ALL COLORS FOR ALL LEATHERS

So Easy To Use In Your Home  
**BLACK TAN & COLORED COMBINATIONS**  
PONY SIZE 15¢  
LARGE SIZE 25¢

USED IN THE BEST HOMES EVERYWHERE

PACKARD'S SHOE POLISH USED IN THE BEST Shoe Shine Parlors

PACKARD'S LADIES' BLACK BRILLIANT SHOE POLISH

DYE YOUR SHOES WITH Packard's Oil Dye

SHINE YOUR LACES

10¢

MADE IN CANADA

# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

**AIRD & SON** (Registered) **MONTREAL**

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

## WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



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

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

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





# 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.

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# “You Should Worry!”



Why should you carry the burdens of the **Shoe Manufacturer, MR. RETAILER?**

**LET US DO YOUR WORRYING** for you. We stand between you and the pressure of **Styles, Prices, Workmanship,** etc., and give you the pick of the best factories.

Our travelers will show you shortly our great aggregation of **selected specialties** in

*Boots*

*Shoes*

*Oxfords*

*Slippers*

*Rubbers*

*Sporting Goods*

*Findings, etc.*

We have everything needed by the up-to-date shoe store in both shoes and supplies.



## WHY IT PAYS

To buy from us. You do not have to carry **large stocks.** A card or a wire places our immense facilities at your disposal.

**WAIT TO SEE OUR LINE**

# WATERBURY & RISING, LIMITED

ST. JOHN, N.B.

RUBBER AND LEATHER  
WAREROOMS  
60-66 Prince William St.

Maritime Distributors for  
**Maltese Cross Rubbers**

GENERAL  
OFFICES  
61 King Street

# A GOOD SAMARITAN

The accompanying letter speaks for itself. Read it.

“He Had Compassion”

JAMES ACTON,  
PRES. AND GEN. MAN.

CORISTINE BLDG.  
MONTREAL

SHOE AND LEATHER JOURNAL  
BAKER AND CONFECTIONER  
PAINTER AND DECORATOR  
FURNITURE JOURNAL  
READY-TO-WEAR

## Acton Publishing Company Limited

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TORONTO  
CANADA

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SECY-TREAS.

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TORONTO

CIRCULATION  
DEPARTMENT

Dear Sir:-

You have doubtless forgotten and thus overlooked sending remittance for your subscription account.

We are trying to get our books closed by March 31st, and your small remittance, with others, will seem a great deal to us, if sent within the next fifteen days.

We are giving a good service for a very small subscription price and can only continue to do it while everybody "whacks up" promptly.

Please do it now while this memo is before you.

Yours very truly,

THE ACTON PUBLISHING CO. LTD.

*We sure had*  
*Will help*  
*You certainly are*  
*Sure*  
*I have*

DO IT NOW.  
*Done it*  
*H.H.R.*

*Thought Journalists were millionaires*

ADDRESS ALL COMMUNICATIONS TO COMPANY AT HEAD OFFICE

“Go And Do Thou Likewise”

## JOINED THE COLORS

Our circulation man, Quar.-Mas.-Sgt. Tyner, having joined the colors, DO YOUR BIT by sending in your subscription instead of waiting for him to call.



# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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

# INFORMATION BY ILLUSTRATION



1061/64  
Matt Kid, Beaded Bow Knot  
Pump



175/65  
Black Kid 8 1/2-inch, Bal.



1110/64  
Patent Vamp, Gun Metal Calf  
Quarter, Pocono Pump



174/65  
Black Kid Regent Bal.,  
Patent Foxing



145/65  
Black Kid 8 1/2-inch Button  
Boot



340/65  
Patent Elizabeth Burton  
Boot, Cloth Top



1162/64  
Patent or Kid Pump



137/65  
Black Kid 9 1/2-inch Button  
Boot



170/65  
Havana Brown Tuxedo Bal.  
White Kid Top



1180/64  
Patent "Chic" Pump

SMARDON SHOE CO., LIMITED  
MONTREAL



# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



JOHN LENNOX, HAMILTON, ONT.

See Page 34

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

## RETAIL SHOEMEN!

*See the PERTH Salesmen*

Our direct-to-the-retailer organization is now complete and practically every part of Canada is now being covered by PERTH SALESMEN with the attractive Perth samples for Fall.

## “VIRGINIA SHOES”

*Women's Goodyear Welts*

**Retailing From \$4.<sup>00</sup> Upwards**

There's a big, unceasing demand for a really well-made Goodyear Welt for women that is also smartly stylish and sells for a moderate price.

And PERTH SHOES enable you to meet this great demand.

We concentrate our whole energies upon Women's Goodyear Welts. That our values are consequently superior can be seen at once from the samples now being shown.

## PERTH SHOE CO. LIMITED

The Largest Factory in Canada Producing  
Women's Goodyear Welts Exclusively

PERTH

ONTARIO

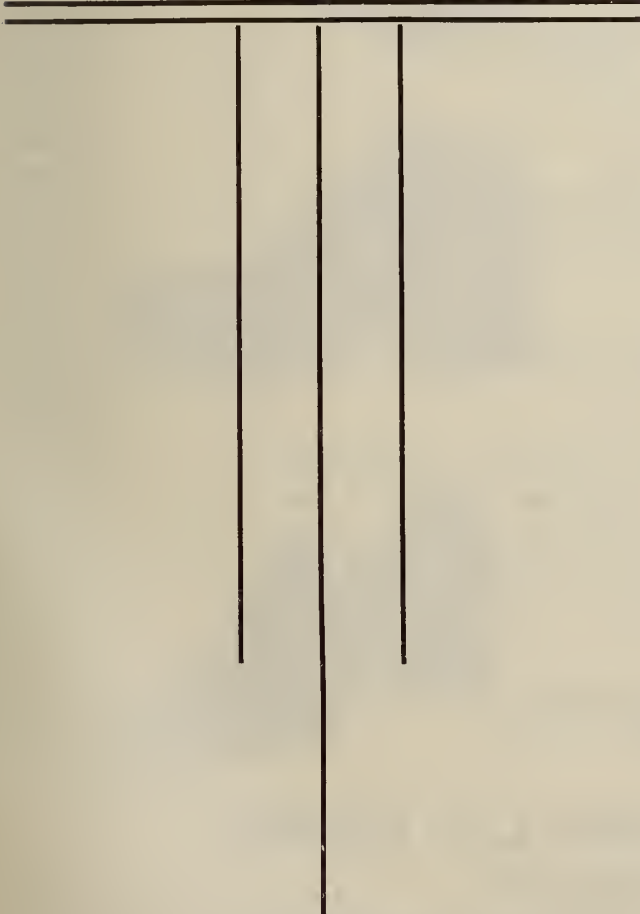




A Pair of  
Ritchie Shoes  
every  
Fifteen Seconds!

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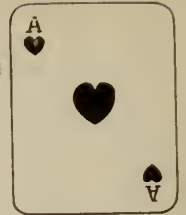
So busy is the Ritchie Factory its output at present averages one pair every fifteen seconds.

This fact is chiefly interesting as an indication of the merit of Ritchie Shoes.

Unless they gave entire satisfaction they never would be sold in such quantity.

The moral is obvious.

THE  
JOHN RITCHIE CO.  
LIMITED  
QUEBEC MONTREAL



“HARTTS ARE TRUMPS”

## Character

EVERY person whose powers of discernment are normal and whose instincts of refinement have been developed, know what is meant by “Character” in shoes.

YET who can define it?

IT is a matter of the utmost difficulty, if not actually impossible to do so in words; but you *know* it when you *see* it.

AND you *see it always* in HARTT SHOES.

THE fall range is a revelation of true art in shoemaking. Every last is designed to meet the demand of discerning men, and to make the HARTT line an asset of real importance to the merchant who carries it.

*See The Fall Range*

**The Hartt Boot & Shoe Co., Limited**

CANADA'S BEST SHOEMAKERS

Fredericton

New Brunswick





# Kant Krack

# Dainty Mode



## The Pressure Cure—

the same process which is used to put the long life, the tremendous durability into high priced automobile tires, is used in producing our heavier lines. That's why they wear so long and defy abuse that would ruin shoes made in the ordinary way.



The lighter shoes also have a splendid wear-worth and are right up-to-date in style.

## “Dreadnought” and “Veribest”

are two new lines of specially high grade Boots and Lumbermans, and



## “Speed King”

is a new line of Sport Shoes. Be sure you get these for Fall.

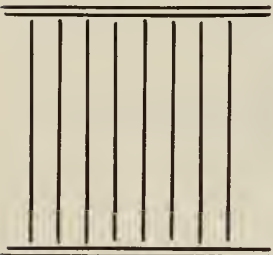
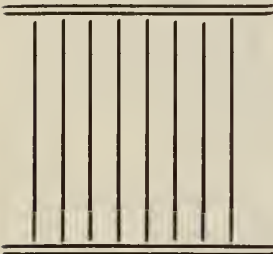
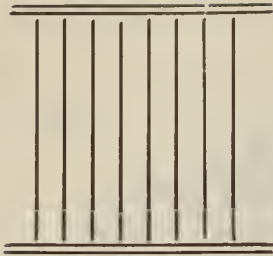
**Independent Rubber Co.**  
Limited  
Merritton, Ont.



### 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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood





## 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





## FIT 40% MORE FEET WITH BELL'S "UNLOCKED" PROCESS SHOE

You can do it, and you can make your usual turnover on 70% of former stock. It is the only shoe built on lasts formed to accommodate the three bearings of the foot.

Being **unlocked** it is flexible, meets the foot on any bend. Arch hugs the foot but does not oppose it.

This is a practical orthopedic shoe that has the latitude of style found in ordinary high-grade 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"



**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



# Children's Shoes for Fall

## All Kinds of Them

The Password  
to Efficiency is  
"SERVICE"

As you might expect, the range of Fall Footwear for Children shown by this house is complete in its character.

Besides, you may obtain on shortest notice your present requirements and the needs of your Summer Trade.



**JAMES ROBINSON**  
**MONTREAL**

# These Two Brands—

## Specify them to your jobber

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.

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

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.



THE  
*Professor*

PAT. NO.  119409  
GOLD CROSS  
SHOE

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 Fall order?*

**The Tebbutt Shoe & Leather Co., Limited**  
**Three Rivers, Quebec**



# 1916—FALL SEASON—1916

*For Best Values and Greatest Variety  
in*

## *Fall Footwear*

*See Our New Fall Lines*

The wide-awake shoe dealer need hardly be reminded of the uncertainty in the leather market. A word to the wise—ORDER EARLY. This is good advice always, but never more so than this season. You will find in our full range the right lines for good business in every class of your trade.

### **Imperial Shoe**

For men and women. Made in all fine leathers; Goodyear welted and McKay sewn.

### **"Beaver" Brand**

Men's Goodyear welts in smartly stylish shoes—the line that will give satisfaction for the better class men's trade.

### **"Maple Leaf" Brand**

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.

### **"Varsity" Brand**

A medium grade light shoe for men, boys and youths in McKay sewn and standard serew.

### **"Little Canadian"**

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.

**Moose Moccasins, Lumberman's Knit Sox, Oil Tan Larrigans, Independent Brands of Rubber Footwear, Trickett's and Parker's English Felts, Elmira Felts.**

## **Summer Sorting Orders**

We are exceptionally well able to handle your "rush" sorting orders, as our stock is very large and well assorted, including a complete range of **"Speed King" Tennis and Sporting Shoes and Barefoot Sandals.** Letter and 'phone orders receive instant attention. A trial order will convince you of our ability to meet your requirements quickly and well.

# **McLAREN & DALLAS**

WHOLESALE DISTRIBUTORS OF BOOTS, SHOES AND RUBBERS  
30 FRONT STREET WEST - - TORONTO

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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



## Do You Handle the Regal Line?

This splendid range of snappy shoes commands favor and attention in every centre where they are sold.

The Autumn models are the smartest and most comprehensive we have yet produced, and set a new mark in expert shoemaking, attractive finish and pleasing patterns.

### Quick Turnovers and Good Profits

are assured with the Regal Range which is widely advertised and enjoys a reputation and prestige that have made it recognized "as the most popular shoe in the world."

We desire exclusive representation in every city, town and village in Canada. When you sell the REGAL SHOE you know that your territory is protected, that your line is superior, your service unsurpassed, and your customers thoroughly satisfied.

Our In-Stock department enables you to sort up quickly and conveniently. Write us regarding the REGAL proposition. We are sure it will prove mutually beneficial.

**Regal Shoe Company**  
Limited

102 Atlantic Avenue  
**TORONTO**



*For*  
EVERY MAN



*For*  
EVERY DAY

It suits the  
FARMER  
and  
ARTISAN

It pleases the  
OFFICE and  
BUSINESS  
MAN

For STYLE MAKE **EVERYDAY SHOES** For WEAR FIT

They can't be beaten anywhere. They have the material, workmanship and appearance of expensive shoes, with all the steady, reliable, satisfaction-giving qualities of shoes needed to stand up against real use outside or inside.

THEY BRING BACK THE CUSTOMER FOR MORE

THE T. SISMAN SHOE CO. Limited, Aurora, Ont.



**L. H. PACKARD & CO.**  
LIMITED

CANADIAN AGENTS FOR

THE DUFF-SCUT SHOE LACE HOLDER

Holds 18 dozen Shoe Laces—3 different kinds. Requires a very small space. Helps you sell Laces. A neat and attractive fixture. An eye-catcher. Why not include a couple in your next order?

---

IF IT'S NEW PACKARD HAS IT

---

How is your stock of

**SHOE POLISHES**

Our White and Colored Dressings are good profit-bringers. They satisfy your customer, and a pleased customer calls again.

ASK FOR PACKARD'S SHOE POLISHES





## MEN'S WELTS EXCLUSIVELY



### THE FINEST SHOES ARE MADE IN SPECIALIZED FACTORIES

This is an age of specialization, nowhere more marked than in the shoe industry. The continent's leading men's, women's or boys' shoes are made in factories that specialize on one line.

Recognizing the trend of the times the Drummond factory has been made a specialty establishment.

Men's welts exclusively are produced and the range for Fall, now being shown, is a striking illustration of the benefit of this specialization.

Be sure to see these shoes which retail \$4.50 to \$5.50.

No. 123, here shown, is a Men's Velours Calf Button, long vamp and toe effect, heavy single sole, 7/8 heel.

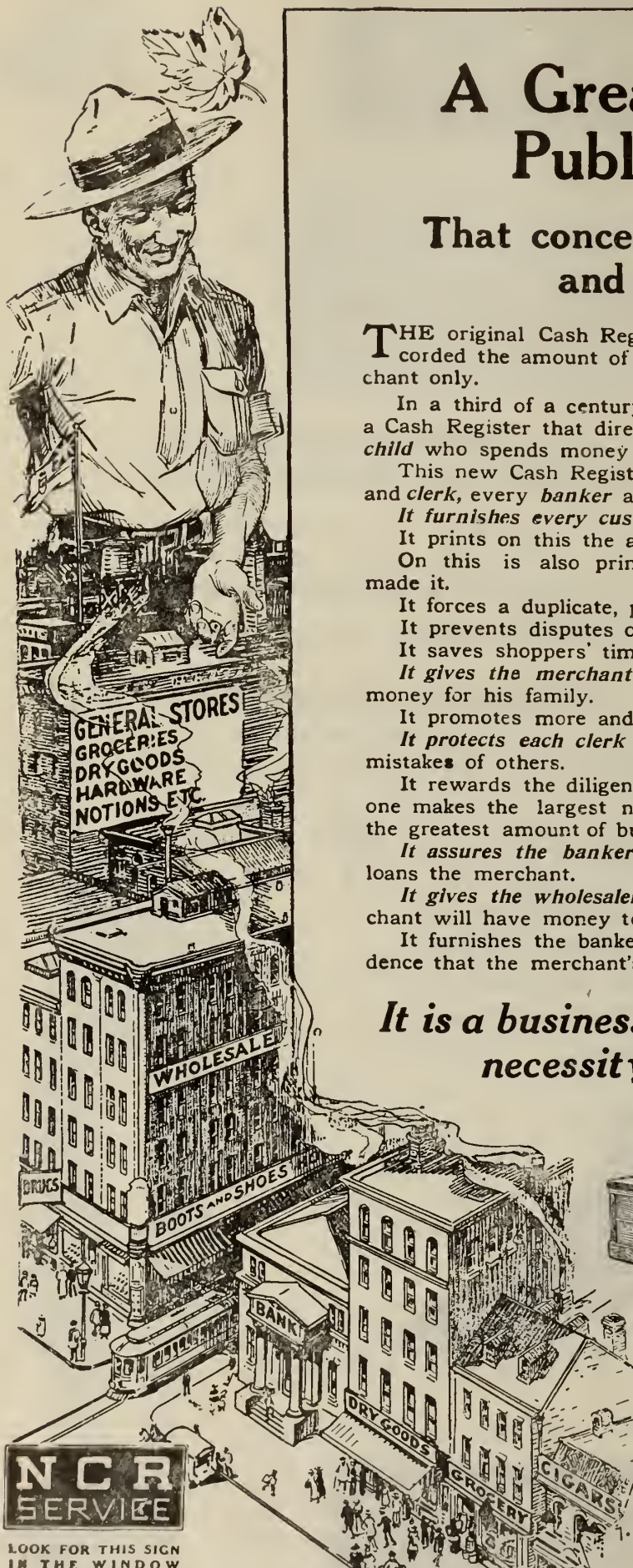


No. 123



**DRUMMOND SHOE**  
LIMITED  
**DRUMMONDVILLE, QUE.**





**NCR**  
SERVICE

LOOK FOR THIS SIGN  
IN THE WINDOW

# A Great National Public Utility

## That concerns all merchants and all people

**T**HE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every *man, woman, and child* who spends money in a store.

This new Cash Register equally concerns every *merchant and clerk, every banker and wholesaler* in this land.

*It furnishes every customer* with a receipt or sales-slip.

It prints on this the amount paid or charged.

On this is also printed the date of the sale and who made it.

It forces a duplicate, printed record for the merchant.

It prevents disputes over charges and bills paid.

It saves shoppers' time.

*It gives the merchant* all his profits. It gives him more money for his family.

It promotes more and quicker sales.

*It protects each clerk* against making errors and against the mistakes of others.

It rewards the diligent clerk by telling his employer which one makes the largest number of sales and which one gets the greatest amount of business.

*It assures the banker* additional security for the money he loans the merchant.

*It gives the wholesaler* additional assurance that the merchant will have money to pay his bills.

It furnishes the banker and the wholesaler mechanical evidence that the merchant's statement of his business is correct.

### *It is a business necessity*



### **Merchants!**

We have new 1916 models that give this perfect service.

Write us today or see our agent in your city and learn how you can secure one of these public service machines.

Liberal allowances will be made for old National Cash Registers that were good in their day, but do not so completely protect you or give the valuable service our 1916 models do. Address Dept P8.

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# SHOE & LEATHER JOURNAL

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## COME OVER AND HELP US

**The Madeconian Cry From Great Britain—A Shortage in the Supply of Footwear in the Old Land—Army Shoes and Recruiting Have Made It Difficult to Secure Regular Lines—American Shoes Flooding England**

**T**HE shoe trade press of Great Britain voices from week to week a condition that is pressing sorely not only upon retailers but the British public. Manufacturers over there have reduced their lines to an absolute minimum to meet the demands made upon their resources for shoes for the fighting forces. To this has been added the depletion of the supply of operatives on account of the heavy drafts of recruits for overseas service. As one manufacturer puts it, "We are down to hard pan. If we lose any more of our men we will have to shut down."

Here is a letter just received by the SHOE AND LEATHER JOURNAL from a British shoe jobbing house. It explains itself:—

"I have been thinking that at the present time this is the opportunity for Canadian shoe manufacturers to secure a portion of British trade, as you will understand we are greatly handicapped at the present moment both in labor and material, and will continue to be in this position I fear even if the war was over in the next few months. If you know any manufacturers making solid goods, and who are interested in the export question, I should be pleased if you would forward me their names, as I know I could do a good turnover if I secured the right lines of shoes in gents', ladies' and children's."

This is but a sample of the letters received on this subject for the last three or four months, during which time the situation has become quite acute. Unfortunately conditions in Canada preclude to some extent our availing ourselves of this opening overseas, as our own factories are suffering to some extent from very similar conditions. Recruiting has hit our western shoe factories more directly than perhaps any other line of production. One shoe manufacturer in Ontario stated the other day that his concern had supplied over a hundred recruits so far, whose places had to be largely filled with "green" help. This is having a serious effect upon the output, a large portion of which is army shoes. The leather situation also makes it more or less difficult to step in and supply the needs of the Motherland in shoes. We are having in Canada about all we can do to look after our own needs in this line. The influx of American shoes, which had practically been turned back by British manufacturers the past several years, has begun once more to take hold in the British Isles.

Regarding the shoe situation here, one of the foremost Montreal manufacturers writes:—"The articles in your April 1st number dealing with the condition of the shoe and leather trade, have, in my opinion, a highly educational value. If the retailer is wise now he will have his needs filled to the limits of his capacity by the manufacturer. The fact of the matter is that it seems almost impossible to overstate the difficulties with which the latter is beset."

# GO AFTER CHILDREN'S SHOE TRADE—IT PAYS

Satisfactory Profits and Quick Turnover in Such Department—How Styles and Fitting Qualities Have Improved—The Way Some Enterprising Retailers Develop Juvenile Business and Thus Secure Strong Connection on the Trade of the Family

**H**AVE you a Children's Department in your shoe store, and do you specialize in footwear for the "kids?" Do you ever look seriously into this branch as a money making proposition? Of course, if you run a family shoe store, you naturally have to keep foot togery for every member of the household. In the larger cities, however, there are certain stores which disdain catering to the pedal wants of juveniles. They may keep misses and growing girls', youths' and boys' sizes, but not infants', child's, lads' little gents', or girls'.

"No, we do not care to bother with this class of trade, confessed one of the leading city merchants, "you see the



and sisters. You would be surprised at the influence which a child, consciously, or unconsciously, exerts on its parents. We may not all be willing to be led around by them, but if the father or mother will sit down and quietly review underlying conditions with an open, unprejudiced mind, such a parent will find that a child has led them in many directions, particularly if there are only one or two youthful members in the family. In running a children's department, there are several things which have to be taken into consideration. One is, that if you have such a department, that it be marked off from the rest of the store by some distinctive decoration or fixture, light partition, screen or trellis work. It is also necessary to have someone in charge who thoroughly understands children and their disposition. It may be a man or a lady clerk. It makes no particular difference, so far as I can see, as long as such an attendant is conversant with the moods, games, wishes, whims, follies and caprices of juveniles and has the art of tactfully and diplomatically making each mother think that her own offspring is distinctly "it."

## Understand the Little Ones

"A great deal of the success of a children's department depends not only upon having a wide selection of styles, for there are many pretty combinations of leather and contrasting colors but, as I have just said, in placing an obliging and good natured person in charge. I would venture the opinion that as much depends upon having



margin is very small—no shoe ever selling for over \$3.50 and most of them from \$1.25 to \$3.00. This does not afford much of a leeway for profit, and you have to wait on too many customers in order to have respectable-sized receipts. Why, on a man's pair of shoes, which we sell at five and six dollars, there is as much profit as there is in selling three average pairs of children's. That is, speaking from the general standpoint, and it does not require as long a time nor as much expenditure of labor to close the transaction. No, the children's department has never appealed to me. I keep shoes for misses, youths, and that is as far back as I care to go in the footwear catering line. I recognize that there are certain districts where it is necessary for a dealer to keep all sizes and styles of shoes, but this is strictly a business district, and most of our trade is with grown-ups, with visitors to the city and passersby, who, attracted by our exceptionally artistic window displays, come in to satisfy their needs."

## Have Proper Person in Charge

"Do I handle children's shoes? Why, certainly I do," remarked another merchant. "We make a special feature of this department. We believe in catching the trade of the little ones, for if we please the tiny tots, we are pretty sure to catch the trade of the mothers and older brothers

a competent, painstaking and agreeable person to supervise this branch of the business, as there is in selecting the right class of goods. The person at the head and those assisting should understand human nature and the management of little ones, and send them and their mothers away pleased and proud, making the latter feel that not only has she received good value and kind attention, but that a real service has been bestowed upon her. Such a person should also know how to fit small feet properly, for a timid or a backward child will often say a shoe is large enough when it may be too short or too tight across the vamp."

Any shoe store depending upon the family trade,—and most of them do, will find that mothers prefer taking the youngsters to the nearest establishment and not down street, to be fitted. It involves expense and anxiety to



take children down town and in the crowded street cars, and on busy thoroughfares, they often require too much attention on the part of a tired or overworked mother. In the suburban store it is different, providing the parent lives only a few blocks away. It is the most natural thing in the world for her to slip in casually any afternoon taking Johnnie or Billy, Mary or Susan along with her for a new pair of "kicks."

**What the Family Trade Means**

"Yes," observed another shoeman, "of course I look after children's wants. Why, one of my customers has six boys. Do you know what his trade means to me per year? and I may tell you that I get all of it. He buys on an average new shoes every fortnight for some member of the family, which total 26 pairs a year, and they run from \$2.00 to \$3.50 a pair. You see that this household trade alone means about \$75.00 to me annually, and then I attend to the footwear requirements of the father and mother

more dazzling creations have been suppressed. Neat combinations of black and white, tan and black, tan and white and other contrasting hues are displayed, while some of the offerings have neat collar or cuff effect."

**The Turn-over is is Quick and Sure**

"A few years ago one or two manufacturing firms alone specialized on children's shoes. To-day there are several such concerns, and to show the possibilities of the children's department, one Winnipeg dealer last year did \$17,000 worth of business in that branch.

In children's shoes the turn-over is both frequent and quick and therefore, in proportion to the money invested, the relatively small portion of dead stock and the volume possibilities, this department is, or should be, a money maker.

"I made a mistake in planning my store," said a retailer doing business in a large shop in northern Ontario, "I put my children's department at the rear, but I intend, as soon

## CHILDREN'S BIRTHDAY RECORD

TO OUR PATRONS:—We have opened a Birthday Record in connection with our Children's Department, and will send a Birthday Souvenir to all children, boys or girls (between the ages of four and twelve years) who fill in the information required and return this sheet to our store :

*"Fill in the names of all children in your family" between 4 and 12 years.*

DATE	NAME	ADDRESS	AGE	BIRTHDAY

When the sheets are returned the names will be entered in a special book, with a page for every day in the year, and the Souvenir mailed so as to reach the child on the correct day.

**DO IT NOW!**

.....  
(DEALER'S NAME)

.....  
(DEALER'S ADDRESS)

SLIP ENCLOSED IN EVERY PARCEL BY WESTERN SHOE RETAILER

besides. I certainly believe in specializing on children's lines. The profit, considering the investment, is good. The goods are staple and regular, and do not bloom every night and then decay, the same as in women's footwear, and you establish a family connection by getting after the youngsters. You can sell children shoes down to the last pair at no sacrifice of profit if you know your trade and buy right."

"Talking about children's styles," asserts a western dealer, "why the presentations now are very attractive and pleasing. I remember a few years ago, when children's shoes looked as if they were thrown together—style, design or graceful lines being the last consideration. Now-a-days, the lasts are known as orthopedic or foot-form. They are wide, roomy and neat, without being cumbersome, heavy or blocky. The foot is allowed to grow according to its normal tendency, and at the same time there is much style about children's footgear, and with high cut legs, extension soles and extension heels, and military tops, there is variety and charm in the samples shown this season. Some of the

as I remodel this place, to have it right at the front—that is the spot it should occupy, by reason of its relative importance and its infinite possibilities. There is nothing like originality and resourcefulness in coming in personal contact with your customers. If they know that you are a family man yourself the tie of human sympathy and association is strong, and the more members of each family you, or your staff, get to know individually and call by their Christian names, the more intimate and mutually advantageous will be your relationship."

**Giving Souvenirs to the Young**

One retailer in an Alberta city attributes his success to the fact that he always caters to the children's trade. He is fond of children himself, having four husky boys and three pretty girls, and he knows that other parents are equally as fond of their offsprings as he is of his growing flock. When he sells a pair of boys' or girls' shoes, a little leaflet is inserted, which reads, "Children's Birthday Record—We have opened

*(Continued on page 59)*

# Where the Jobber Comes In

How the Wholesale Distributor Serves the Retailer and the Public  
—Some "Middleman" Fallacies as Applied to the Shoe Trade

**I**N the heated discussions regarding army shoes that occurred a year or so ago there was considerable vituperation anent "Middleman's Profits," and "righteous" indignation expressed that "rank outsiders" should be allowed to profit at the expense of the government and the people in the war purchases. While a good deal may be said in condemnation of "profiteers" edging in between the manufacturer and the government purchasing department, the fact may be lost sight of that an intermediary is often able to so arrange extensive purchases made of supplies from various quarters as to benefit both purchaser and vendor.

## The Cry Against the Jobber

From time to time in the shoe trade, both across the line and here, the demand has gone forth for the elimination of the jobber and middleman. Periodically the agitation arises and the cry raised "the jobber must go," but he still remains "on the job" more largely and industriously than ever. Where twenty-five years ago there were only half a dozen purely jobbing houses in the shoe trade in Canada, there are today four or five times that number and, almost any one of them, is doing as much business as the original lot. When an institution grows and develops like shoe wholesaling "there's a reason." If the wholesale distributing houses were not useful they would soon go the way of all junk. The cry of reaping unnecessary profits has been raised in vain for these same jobbing establishments not only compete against the manufacturers but against each other, and as far as that goes it is safe to say that at least two-thirds of the stock in the average retail shoe store is supplied from these same wholesale establishments.

## A Convenience to the Retailer

Time was when the dealer had to procure his regular supply of goods from the manufacturer twice a year—spring and fall—and supplement his placing orders with "sorting" requirements between times. While today he buys a fair amount of his season's requirements somewhat as before, he does not feel under the same necessity for looking ahead and depends on filling his staple requirements from time to time as occasion arises. In fact he has come to depend perhaps too much upon the wholesaler to carry his stock for him, and the complaint on the part of the wholesaler that he is too consistently compelled to carry an undue share of the

financial burden, is only too well laid. The dealer finds he can get goods on short notice and today retail conditions are such that he must be able to meet instantly almost any demand upon the shoe-making resources of the country. It would be practically impossible to do business in a large way successfully and eliminate the facilities for quickly replenishing the stock. It used to be urged that the country dealer was the *raison d'être* of the jobber, but one has only to go into the up-to-date city shoe store and take a look over the shelves to realize that the metropolitan merchant uses quite as largely, if not more so, the ample resources of the wholesale shoe house.

## How Can They Do It?

The question is often asked how is it possible for the jobber to buy goods from the manufacturer and meet the competition of regular manufacturers in staple lines. The reason is simple enough. The jobber buys in such quantities that he is able to secure closer prices not merely on account of the size of his order, but from the fact that he orders in case lots. Anyone knows that a manufacturer can economize materially in the production of any article if his "runs" be substantially increased. A man who orders ten or twenty cases of a certain shoe makes it possible for the maker at every operation to save money, so that it is not the "squeezing" tactics of the jobber, so often commented upon, that is responsible for his getting close prices. When a dozen or more jobbers concentrate on a number of staple lines and the manufacturer is able to lay out his season's work with long runs on certain lines of goods, conditions are reached that are more or less ideal for both manufacturer and jobber.

## The Advantages They Possess

The jobber knows what is selling and has the consensus of opinion of both wholesale and retail trade as to what is likely to prove saleable. He goes to the market with more fixed ideas than the average dealer is seized of, because of the fact that he is in contact with a larger number of handlers of shoes. He is capable of striking a good sensible average of requirements. He is buying for the average retailer not the specialist, and is not so apt to be carried away by fads. This may appear to be a weakness now and then, because he is apt to be shy of novelties and under buy rather than not. Like the retailer he realizes that there



is no money in fads and is afraid of burning his fingers. Usually, however, self-preservation leads him to provide a certain amount of specialties to keep him abreast of the times. But caution on his part is a safeguard for himself as well as his customers. His profits are so modest that he has to watch the possibilities of "stickers." The average profit of the jobber is about half that which the retailer expects to realize on his turnover.

### **They Take Risks**

Stocks have to be kept up to a point where orders can be filled and customers promptly satisfied, and sometimes an untoward season will leave the jobber sadly in the lurch. A mild winter will leave him perhaps loaded with skating boots or rubbers, or a slump in the demand for oxfords in spring will find him carrying over a large quantity of this class of goods for a year. There are risks of this kind that have to be taken, and it often happens that dealers who find a rush for a specialty such as the Gipsy cut of last year, or white goods such as there promises to be this spring and summer, will rail at the wholesale man when they had not nerve or foresight enough themselves to order largely from individual manufacturers. The shoe business is a more or less uncertain game, and the jobber has to use even more discretion than the dealer, because he buys on a much more elaborate scale and he has to think practically for the retail merchant from six to nine months ahead.

### **Says Profits Are Better**

A large jobber speaking on the question of profits said the other day: "The dealer makes better money on lines like ours than on specialties he buys from manufacturers direct. I often pick up lines that a retailer has bought from a manufacturer at ten to fifteen per cent. higher cost than ours, and find he is selling the shoes at the same price as ours. Ask any good retailer and he will tell you that he makes from half to two-thirds more profit on goods he buys from the jobber than he does on manufacturers' lines, which he often buys merely because of the name or some so-called 'distinctiveness' that does not make the line intrinsically worth any more. The money in the shoe business is in the every-day sellers and the jobber has perforce to make these embrace fully three-fourths of his range. For that reason you find us jobbers going short on 'frills' and pinning our faith to good selling lines. Of course we have to carry the novelties, but there is no money in them either for us or the dealer. Take it from me."

### **Advance Courier of Retailer**

That is how one jobber puts it. He says: "The retailer has the price 'hammered down' for him in

such a way as he could not do himself. We look over sixty or seventy lots of samples and pick and choose from these what we think will appeal not only to the dealer but the public. We scan the costs down to the backstrap and tip and see that the 'stuff' is put into the shoe. This talk about the jobber 'jeweling' the manufacturer and the latter taking it out of the shoe, is pure rubbish. The shoe jobber is 'on his job' as far as shoe value is concerned, and if he isn't he won't be at it long. He knows he has to meet the criticism of two or three hundred keen-eyed customers, and you may be sure he is not going to pass out his good money for gold bricks. Expert buying is the very foundation of successful wholesaling and that is why this part of the work is done usually by the heads of the establishments themselves, who may often leave the selling to less experienced hands. The dealer has a cinch to what he had when I was in the retail game. Today certain goods are standard. When we tell a man that this shoe is a Marsh, a Ritchie, a Sisman or an Underhill, they know what that means and they have besides our name behind the goods. The jobber has thus accomplished the standardizing of footwear to a very large extent and for this he does not often get credit."

### **There Are Some Faults**

Notwithstanding the fact that the development of the business has brought to bear brains, skill and honor of a very marked type, there are some "flies in the ointment." There is the danger, as in all competition, of listening to the "cheap" tempter. There are some jobbing houses that do not see the injury they do the whole trade as well as themselves, by pandering to the demand for cheap unsubstantial goods that discredit the business in the eyes not only of the retail trade but the public. Fortunately the standard has been materially raised in the last few years, but the "cheap and nasty" still persist to some extent. Then there has been a soreness created by laxness at times on the part of wholesale houses which tolerate the practice of selling to other than the legitimate trade. The largeness and completeness of the stocks leave them open sometimes to the temptation, always we believe from without, to allow their facilities to be used improperly. It comes oftenest through friends of the employes and, while it is never extensive enough to make a material difference in the trade, serves where it occurs to antagonize retailers. Good jobbing houses have become very strict on this point and positively refuse to be compromised in any way. Complaints on this score have thus practically died out.

# MUST RAISE YOUR PRICES TO GET FAIR PROFIT

**This is the Situation Which Retailer Has to Face—Advances in All Lines of Supplies Continue and Shortage is Becoming Critical—No Manufacturer Can Produce Shoes at Big Figure for Materials and Labor and Keep Up Quality Without Asking More**

**A**ND still prices go up. The retail trade is now realizing that there is more than mere talk or prophecy in the discussion which has been heard on all sides in reference to rising costs and scarcity of leather for foot toggery. In the prices asked by manufacturers, dealers find that they are up against a very real firmly fixed situation, and quotations in some instances have been changed within three days.

One retailer from the West happened to come in contact with a representative who covers the city in which he resides. The meeting place was only a couple of hundred miles from his native city, and the shoeman grew interested in what he learned from the traveler on the gravity of the situation and the rather forbidding outlook for supplies of raw material. He was advised to buy several dozen pairs of high cut colored shoes for immediate delivery.

Rather reluctantly he placed the order, being much inclined to wait until the traveler reached the city in which he resided. This was on a Tuesday and, when the retailer and the traveler both landed in the centre where the merchant does business on the following Friday, the former found on going to the sample room to book a few more cases of certain lines that he had already done, that the price had gone up twenty-five cents per pair. He is now congratulating himself that he had the foresight to cover part of requirements when away from home and only wishes that he had been more liberal in his bookings. This instance only illustrates the uncertainty regarding prices.

## The Ethics of Help Problem

The retailer must increase his gross profits and get more for his shoes, not only owing to the excessive cost of leather and everything else which enters into the make up of a boot, but there are other calls which are daily being brought closer home to him. He has to face a serious situation if any of his clerks enlist for overseas service, as a great many retail salesmen have and are joining the colors in defence of King and country. Owing to the dearth of help salaries are going up and there is in many Canadian cities an entire absence of available shoe salesmen. The *SHOE AND LEATHER JOURNAL* has received a number of letters during the past few days from retailers in different parts of the Dominion, asking where they can obtain the services of a good reliable clerk and stating they have advertised and met with no response. There is probably not a shoe clerk in any city, with any selling ability whatever who is out of employment, according to reports received, and one regrettable feature is that certain shoe houses are starting to entice the help of other shoemen in the same towns or cities to come over with them, making flattering inducements in the way of liberal remuneration and shorter hours.

Of course, this practice is carried on in other lines of trade as well, but there are ethics governing the shoe trade which are well voiced by a leading retailer who thus writes the *SHOE AND LEATHER JOURNAL*.

"I pay good wages to my men," he declares, "and endeavor to promote their interests in every way. But I have some regard for the other merchants in the shoe line in my city, knowing that they are up against the very same diffi-

culties at the present time as I am. I have never directly or indirectly made overtures to a salesman employed by another retailer in my city as I do not wish to do him harm, knowing that while I may steal away his best clerk tomorrow he may turn around and do the same with me. Such a practice is one at which two can play. If a salesman has resigned from another store in the city or is discharged, if he comes to me I will, in that case, give him every consideration, but not otherwise.

"I do not believe in the undermining process and only negotiate with those in my own burg who are free to enter my employ. How do I secure sufficient assistance you may ask. Well, I generally advertise in the papers in another city and that has in times past brought me the right kind of a man. I believe in friendship and the golden rule—if a clerk leaves me to enter employment in another place and I think he is not worth retaining or giving an increase—I allow him to depart. A change adds to his experience and insight, and others who have come from outside places here broaden out. Some men taken from country towns have rounded into shape and are now the most efficient fellows I have on the staff."

## Maintain Standards at all Costs

But this is a digression and quite apart from the increased cost of shoes. Now is the time for the retail dealer to realize that he must get more for his goods and accept present conditions as inevitable. It is no pleasure for manufacturers to raise prices from thirty to fifty and even sixty cents per pair they are up against a world-wide state of affairs occasioned largely by the war and over which they have no control.

One large firm has issued the following advice to the retail trade: "The leather market is not standing still, but on the contrary its advances are showing extraordinary activity and replacements are likely to be far in advance of quotations now prevailing. As manufacturers we can only accept conditions, meet the problem squarely and make our customers' interests our own. We believe that the intelligent buying public is acquainted with the situation and that it is not necessary to go into details as to increases in upper leathers, soles, sheepskins and the like. We further believe that the trade is looking for a maintenance of standards, rather than the substitution of shoddy materials or doubtful expedients and is disposed to follow the market rather than fight it. Our customers can rest assured that duplicates or original orders will be figured on the lowest margin of profit consistent with good work and good business, and that we are anxious for their confidence and their patronage."

## Face to Face with Conditions

Another maker, whose name is known in every town and city in the Dominion, reviewing the critical predicament, says in part: "Never in our history have we been faced with a situation such as the present. The controlling causes are so numerous and the problem so complex that any attempt to effect a satisfactory resolution would be practically futile. No manufacturer to-day can produce shoes bought on the market now at nearly the same price as he



did last year. We have fought tooth and nail to keep prices at a low level and you can count upon us continuing that fight. We sacrificed more profit this season than the previous season and, even continuing to do so, we are faced with the alternative of making shoes according to our high standard of quality and charging more for these shoes, or of using so-called substitutes and cheaper materials to lessen the cost of manufacture, permitting us to sell at the same prices as heretofore. It would be an insult to your intelligence to ask you which we shall do."

The following table, which recently appeared in the "Shoeman" shows the gross profit percentage figured on the selling price. All computation of profits, the best authorities agree, should be on the selling price (which is the money actually received) for every ratio of expense is based on the cash in the till. The entire receipts form a basis for gauging percentages in doing business, therefore figure your profits on selling price.

"I believe that shoe profits, because of competition or because of our unwarranted fear of each other, and our

failure to get together, are entirely too small to allow even a safe margin of profit for doing business and making a net profit on the investment. My personal opinion is that the standard of retail profits should be 35 per cent. for staples; 40 per cent. at least for semi-staples or shoes which we have reason to believe will not last any longer than one season—and 50 per cent. on all novelties. In cases of extreme novelties, larger profit should be exacted.

"This, I believe, to be the first step toward new conditions. First of all in the interests of the consumer herself—because I believe that the woman who buys a plain staple boot season after season is entitled to buy that boot at a fairly low margin of profit, and that she should not be burdened by carrying part of the load or loss of profit caused by closing out of semi-staples and novelties, and the profit should be arranged so that the consumers of novelties should themselves stand the depreciation," declares a leading authority.

A retailer from the East writes: "I have read with in-

(Continued on page 34)

**Handy Table Showing GROSS PROFIT PERCENTAGE Figured on SELLING PRICE**

	\$2.00	2.50	3.00	3.25	3.50	4.00	4.50		5.00	5.50	6.00	6.50	7.00	7.50	8.00
☒								☒							
\$1.25	.37	.50						\$2.85	.43						
1.50	.25	.40						3.00	.40	.45	.50				
1.60	.20	.36	.46					3.15	.37	.42	.47				
1.75		.30	.41					3.25	.35	.40	.45	.50			
1.85		.26	.38					3.35	.33	.39	.44	.48			
2.00		.25	.33	.38	.42			3.40	.32	.38	.43	.47			
2.15			.28	.34	.38			3.50	.30	.36	.41	.46	.50		
2.25			.25	.31	.35	.43		3.60	.28	.34	.40	.45	.48		
2.35				.28	.32	.41		3.75		.31	.37	.40	.46	.50	
2.40				.26	.31	.40		4.00		.27	.33	.38	.43	.47	.50
2.50					.28	.37	.44	4.15			.30	.36	.41	.45	.48
2.60					.26	.35	.42	4.25			.29	.35	.39	.43	.47
2.75						.31	.38	4.35				.33	.38	.42	.46
2.85						.28	.36	4.50					.36	.40	.44
3.00						.25	.33	4.60					.34	.39	.42
3.15							.30	4.85					.31	.35	.39
3.25							.25	5.00						.33	.37

(Clip out the above table and keep it at hand for ready reference)

Explanation.—The two columns of figures marked "\*" running down the left-hand side and also down the centre of the table show wholesale prices. The column running across the top shows retail prices at which the dealer sells to the consumer. All the other figures show

percentage of gross profit figured on retail prices—which is the correct method in shoe retailing.

Thus, if the dealer pays \$2.60 for shoes and sells them for \$4, the table shows that the gross profit is 35 per cent. which is not too large nowadays.

# How the Jobber Has Grown

An Outline of the Rise and Development of the Wholesale Trade in Canada—Less Than Forty Years Since the Business Started

**F**ORTY years ago there were no wholesale dealers in shoes apart from the shoe manufacturers, and precious few of the latter in the country. Every manufacturer sold his own product and few travelers were employed, the retailer coming to the city periodically to buy goods. For that matter, apart from the cities and larger towns there were no regular shoe stores, the country store carrying as they do today in the smaller places, full lines of supplies of all kinds. Shoemakers were busy men in those days and made the bulk of the high class shoes worn at least by men.

In Toronto the jobbing business did not start until about 1880, when some of the manufacturers began carrying a few cheaper lines made in the east. It was about 1882 that the first purely jobbing establishment was opened in Toronto by the late L. J. Beemer, on the north side of Front street between Yonge and Scott streets. Mr. Beemer had been doing a small wholesale and retail business at Brantford, Ont., and seeing the advantages of Toronto as a distributing centre he removed to that city. The firm was succeeded by Garside, McKellar & Dallas. In the meantime Orr, Harvey & Co. had been established in Hamilton, Ont., and shortly after the death of the late John Orr the concern removed to Toronto also, which began about 1890 to develop as a great wholesaling centre. The shoe factories began buying shoes in the east, especially staples which on account of the high labor costs at the time in Ontario could be made more cheaply in Quebec. About 1889 there was a strike in Toronto, which resulted in higher wages for shoemakers and, as a result, a good many manufacturers were compelled to reduce their output and buy in the east. Since 1890 the great development in shoe jobbing has taken place.

In place of one establishment in Toronto in 1885 there are now a dozen, big and large, with another dozen scattered about at Hamilton, London, Belleville, St. Catharines, Kingston and other points. In the meantime manufacturing has grown apace and this has limited to no little extent the field of the jobbers, as a great many factories go direct to the retail trade with their lines. By the way, the tremendous development of the shoe trade is seen from the fact that in Toronto in 1880 there were just fifteen shoe stores, while the directory for 1916 shows one hundred and seventy-three shops. Of the original list only two are still in business—H. & C. Blachford and E. Dack, which is now Dack & Son.

In Montreal and the Province of Quebec the same changes may be noticed, although there has

not been the development in shoe jobbing that there has been in Ontario. Thirty years ago there was practically only one jobbing house, that of James Leggat on McGill street, who jobbed rubbers principally, and was considered the largest in Canada at the time. He became very successful, adding leather lines, and afterwards removing to Craig street. Following some years of prosperity the business dwindled and finally "petered out."

It was in 1889 that James Robinson, who had been representing Bresse of Quebec, on the road, began jobbing in a small way in Montreal on Park avenue. From the very outset the idea took hold and "Jim" Robinson was forced again and again to pull down partitions and enlarge his stock. He finally removed to McGill street near the old stand of Jas. Leggat, whose business seemed to drift to the new and more vigorous concern. From that out Jas. Robinson has had the field pretty much to himself, although there are a few other concerns wholesaling footwear in the Metropolis.

In the Maritimes the development has been about the same. J. M. Humphrey & Co. were the first in the field and they were followed by Waterbury & Rising of St. John, and these with the branches of Quebec houses hold most of the trade today. The convenience of distributing centres in the eastern provinces is obvious.

In the Maritimes the development has been naturally. Shoe manufacturing has not developed to any great extent west of the great lakes and this makes for the utmost usefulness of wholesale distributing facilities. In Winnipeg, Brandon, Calgary, Edmonton, Vancouver and Victoria are some of the most alert and up-to-date shoe jobbing organizations in the country. There may come a time when cities like Winnipeg, Calgary and other large western centres, may develop manufacturing on a scale that will enable them to compete with eastern productions, but in the meantime the retail trade look upon the jobber rather than the manufacturer to keep them supplied with their requirements in footwear of all kinds.

Hamilton, which puts its best foot foremost in this issue, is an example of the development of the wholesaling end of the shoe business in the past quarter of a century. Its situation eminently qualifies it for the purpose, it being practically the hub of the western peninsula. For its size Hamilton far outshines Toronto in this respect in the number and character of its shoe houses as evidenced by its showing in this present number. It has never been without aggressive representation in both the manufacture and distribution of shoes.



# MODEL NEW HOME OF WESTERN SHOE FIRM

Winnipeg House Moves Into Attractive and Inviting Quarters on Portage Avenue  
—All the Latest Conveniences and Display Facilities Adopted—The Best Class of  
Fine Foot Toggery Carried and All Seasonable Novelties—Good Color Scheme

FOR distinctive decoration, attractive fixtures and general display facilities, the new home of the Ryan-Devlin Shoe Co. Ltd., in the Paris Block, 255 Portage Ave., Winnipeg, stands out pre-eminently. In appointments and service it constitutes the last achievement in the history of this widely known shoe firm, which dates its



W. T. Devlin, Winnipeg

birth from 1874, being started by that pioneer, Thos. Ryan, who is now a veteran in the wholesale ranks. Mr. Devlin began his career in the footwear arena in the spring of 1883, entering the employ of A. G. Morgan. He left this firm the next fall to go with Thos. Ryan. Three years later he became identified with the Hudson's Bay Co., and was made buyer in 1895. Fifteen years ago Mr. Devlin bought

out his former employer, A. G. Morgan, and conducted the business until 1898, when he amalgamated with the Geo. Ryan Shoe Co. In the previous year, the latter concern had acquired the shoe business launched by Thos. Ryan, and thus the Ryan-Devlin Shoe Co. Ltd., dealers in high-grade boots and shoes, was established.

Their old store at 494 Main St., which they occupied for eight years, was a neat and inviting one, but the new home of the company expresses the last word in up-to-date metropolitan boot shops. On the one side are the ladies', misses' and children's lines, and on the other side the men's, boys' and youths'. At the rear is a wrapping desk, and cashier's desk, and also the general offices. The fixtures, the chairs, which are placed at either side affording a passage way, and the footstools are all made of birch, with mahogany stain, and trimmed with white, giving them a pleasing touch. There is a mezzanine floor around three sides above which reserve stock is kept. The cartons are made of cream colored paper to fit the fixtures, and on the floor is a green cork linoleum. There are several full length plate glass mirrors in either wall. The lights are all in holophane bowls, making the store as light as day at all times, while the color scheme throughout is artistic and impressive. The firm have always catered to the fine trade in Winnipeg, and now that so much attention is being paid to novelty footwear, particularly by the ladies, they are going into pleasing patterns and charming creations rather extensively. The house, of course, does not overlook the more staple ranges, for the middle class trade, and in their new, splendidly laid out and imposing quarters on Portage Avenue, an illustration of which appears on this page, they have every confidence that their business will reach even larger proportions than it has in the past.

*THE imposing and admirably arranged new quarters of the Ryan-Devlin Shoe Co. on Portage Ave., Winnipeg. The fixtures, lighting and other features are in excellent taste.*



## Smart Store Cards for Easter and Spring Selling

**Spring is Here. Treat**  
your feet well and wisely.

**Smart Shapes and New**  
Patterns. We have more  
inside.

**Eastertide Footgear for**  
the Man, the Matron and  
the Maid.

**Stylish High Cut Models**  
to match your Spring  
Costume.

**Easter Footwear for both**  
the Masses and the  
Classes.

**Our Shoes Look Well, Fit**  
Well and Take Well.

**Are You Properly Shod**  
for Easter? We know  
how.

**The Latest Creations in**  
Stylish Spring Foot  
Toggery.

**Our New Models Will**  
match that New Spring  
Suit.

**New Shapes—New Goods**  
—Everything New for  
Easter.

**Smart Spring Sugges-**  
tions in Shoedom—'Nuff  
Said.

**This Way Please. Our**  
Shoes give Service and  
Satisfaction.

**Elegant Easter Examples**  
in Fashionable Footwear.

**Our Models Were Never**  
Better, Prettier, or More  
Refined.

**Pleasure and Profit in**  
every Pair of our Shoes.

**Novelty Footwear that is**  
Sure to Please You and  
Yours.

**The Very Latest Expres-**  
sions in style considera-  
tions.

**Dainty Pumps, Attract-**  
ive Slippers and Neat  
Oxfords.

**The Headquarters for**  
White Shoes, Calf, Kid,  
Canvas and Nubuck.

**White Lines that Will**  
Appeal to the Most Dis-  
criminating.



# ONE HUNDRED PER CENT. PROFIT FOR YOU

By Establishing an Orthopedic and Foot Toilet Department—The Advertising Value of Such a Branch and What the Shoe House Can Do for the Customer—The Enterprising Dealer Should Fully Realize the Great Future in this Line

By Dr. C. VERMILYEA

**T**HE orthopedic department of the modern shoe store is as the "apple of his eye" to the live dealer. Here it is that he makes around one hundred per cent. profit. More important even than the profit is the service that corrects foot ailments and thus establishes a "human interest" factor of untold benefit to his business.

In perhaps seventy-five per cent. of the sales made in a shoe store, the customer complains of some foot ailment and warns the salesman to "be careful of that corn" or other sore spot. Right here is where the man who is up to snuff will introduce the subject of foot remedies and appliances for the relief of the particular ailment complained of. Nine times out of ten he will make an easy sale of hundred per cent. profit goods, and at the same time will create a booster for himself and the store. If shoe store managers would cultivate this trade by giving a small commission to their salesmen on these sales and by encouraging them to take an interest in acquiring more knowledge of fitting arch supports and appliances, as well as in fitting shoes, they would be surprised at the increase of revenue and confidence in their store.

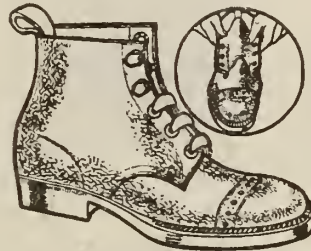
It must be remembered that an arch support or other appliance requires just as careful fitting as the shoe. I have known dealers to sell a child's arch support for the use of a man weighing well over two hundred pounds and on the other hand have found a large man's size put in the shoe of a small woman. These are extremes but too much emphasis cannot be laid upon the importance of fitting these appliances carefully. It is a very simple matter to acquire the knowledge of the general formation of the bones of the foot. With this knowledge any clerk may readily become efficient in correcting most troubles that occur in the human foot by simply fitting a device that will put the bone structure back into its normal position.

Educate your customers into making the toilet of the feet each day as carefully as they make the toilet of the face or rest of the body. Of much more real importance is the toilet of the feet, than of any other part of the anatomy. Proper foot soap, foot powders, foot ointments, etc., enter into the making of this toilet of the feet and herein lie great opportunities for the development of sales that may individually be small but they will be regular. When you have succeeded in converting her to this toilet, what woman is there who will not talk of it to her friends and send them to you to purchase supplies. These supplies are needed about six times for every once they need a pair of shoes. Do you not recognize the advertising possibilities of an orthopedic and foot toilet department? The regular calling at your store every week or ten days for these toilet requisites brings to the patron's attention every new line of shoes you have. In many cases to see is to want and to want is to buy. In other words, a department of this kind can be made a lever to bring buyers right into the store every week or ten days and in many cases oftener.

Do not think for a moment that the careful daily toilet of the feet is an extreme. It is not. The sooner you educate your trade to this method the sooner you will be free from the troubles of fitting deformed and abnormal feet. In fact right to-day there are many people who are taking the proper precautions in foot toilet. It is indeed remarkable the interest that is created in the average shoe store by a nicely arranged display of these articles, and more notable yet is the volume of sales that will be made by this

display when in charge of an intelligent salesman who has taken the trouble to post himself upon the various merits of the different articles shown.

The time is not far distant when the better class shoe house in the city will employ a fully qualified Doctor of Orthopedics. In the meantime opportunity stares the live dealer in the face, in the shape of an orthopedic department with a good sharp salesman in charge. With ordinary ability and application the average shoe clerk will easily fit himself (if not already competent) to relieve most cases



## Your Everyday Shoes

Spring work will soon begin on the farm and we are ready to supply the farmers with the best Working Shoes made in Canada. Every pair of working shoes we sell is made of solid leather—no shoddy whatever.

Every pair of Working Shoes we sell is made over full fitting lasts to give you solid comfort. The leathers are Chrome Calf, English Kip, Urus Calf, Canadian Kip, Grain Calf and Elk skin. Having bought our Working Shoes, before the advance our customers get the benefit in lower prices.

We mention a few of our Special values:

Men's solid leather working shoes in cowhide leather with plain vamps and large eyelets for \$2.50 a pair.

Men's solid leather working shoes in cowhide leather with toe caps and waterproof soles for \$2.75 a pair.

Men's Tan Grain working Shoes with toe caps and waterproof soles, like cut, for \$3.00 a pair.

Men's Urus Calf working shoes with plain vamps and large eyelets, a shoe that will keep soft and turn the wet, for \$3.50 a pair.

Men's Urus Calf working shoes with plain vamps and waterproof soles, sewed by the Goodyear Welt process, for \$4.50 a pair.

We invite you to call and see our stock of dependable shoes. You will find our assortment larger than most stores carry and our values the best at all times.

**Walter G. Willis**  
DEPENDABLE SHOES  
SEAFORTH

TELEPHONE, 11

OPPOSITE COMMERCIAL HOTEL

A SEASONABLE, INSTRUCTIVE AD. BY A LIVE RETAILER

of foot troubles through the medium of properly fitted appliances and remedies now on the market, and easily obtainable by every dealer.

How often do you sell a pair of fifteen or twenty-five cent ankle supports for weak ankles? The great majority of these cases will get much better results from a two dollar pair of arch supports and should also use a good foot ointment, as a massage cream, morning and evening. Why not get the two dollars and a half instead of fifteen cents? In weak ankles the bones of the arch of the foot have crowded down out of place which causes the astragalus and os calcis (ankle and heel bones) to rotate, thus turning the ankle. The arch support will hold the arch of the foot in proper position and thus correct the trouble without the use of a hot ankle support that only causes the muscles to become weaker still and thus aggravate the trouble.



### DON'T GET "LOADED UP" IN BUYING

"Yes, I am doing a pretty fair business, but the past few months have been rather trying on me in a financial way," remarked an eastern shoe dealer the other day. "The reason I have been encountering so many monetary difficulties is that I allowed myself to get loaded up with unsaleable stock, and all through trying to be a good fellow.

### An Announcement— An Appreciation— and your invitation to attend

#### The Announcement—

The formal opening of a most modern Boot Shop—the Vancouver home of those justly famous Walk-Over Shoes. Come tomorrow; there will be souvenirs, and music, and much to interest you. Our good neighbors, Mason & Risch, have arranged an excellent programme of music by famous artists on the very newest Victor Victrola.

#### An Appreciation—

This new—and very modern—shop marks an era in the progress of this business, which has been steadily growing in the favor of thousands the past seven or more years because of the goodness of its merchandise, and the conscientious efforts to serve.

This new store is the appreciation of the liberal response the buying public has given during these years—it will serve in an advanced way in the days to come—as the old store has done—serve more efficiently wherever it is possible.

#### And your Invitation to Attend—

Tomorrow, March second, is the day, and you are most cordially invited. You will be interested, and be entertained, and go away with a better idea of good shoes, good store service—and with an optimistic view of your city's future.

Come to our opening—2:30 to 5:30 in the afternoon and 7 to 9 in the evening.



**WALK-OVER**

**MENS SHOES**

**The Spring Exhibit of Walk-Over Shoes**

Reflects the very latest in bootdom

THIS SHOP SHOWS THE NEW TRINGS simultaneously with all the Walk-Over shops throughout the East.

THE STYLES ARE AUTHORITYTIVELY CORRECT, the shoes are good—good in every way—the makers are conscientious in their efforts to serve you.

THERE ARE SHOES HERE TO MEET PRACTICALLY every requirement of all men and women, and priced to please as well.

THE NAME WALK-OVER HAS COME TO MEAN SHOE SATISFACTION as well as smart style. And this Walk-Over Boot Shop, with its specialized fitting service and generous stocks, will fully meet all your requirements.

McRobbie's

786  
Granville  
Street



**WALK-OVER**  
BOOT SHOP



786  
Granville  
Street

AN ARTISTIC AND WELL DISPLAYED ADVERTISEMENT OF WIDELY KNOWN VANCOUVER FIRM ON THE OPENING OF AN ATTRACTIVE NEW HOME.

You know it is a pleasing reputation to have among your friends, being called a decent, obliging chap, but when such qualities are enjoyed at the expense of your pocketbook and your business turnover, then the appellation does not sound quite so alluring.

"It all came about in this way. I have a relative who is sales manager for a large Quebec firm. Of course, I have favored the 'A' line right along and pushed their goods. I got average value and fair service, but the trouble is I was loaded up in many lines and lasts and styles that were not

exactly to my liking or those of my customers, and I had to sacrifice my profit on such goods. Frequently I would be rung up by telephone and the sales manager would say—'Billy, we have four dozen pairs here in women's patent bal, black cloth top, or women's button in midnight blue kid, or a high cut dull calf gypsy, or a women's turn sandal, glazed kid pump, or something else that would be fairly saleable at the time. Now, the terms of this house are two per cent. ten days the month following shipment, or net sixty. Persons ordering 800 pairs a year or upwards receive an extra discount of five per cent, and I was one on the list.

"As I told you, I would be rung up and asked if I could not take these goods off their hands. They had not been shipped for the reason perhaps that a certain retailer had changed his mind, or his credit, upon investigation, did not happen to be up to the mark, or he had cancelled his order after the stock was cut, or for some other cause. The shoes were guaranteed being right up to the mark, without fault of any kind, and I would be quoted a price from 25 to 50 cents a pair less than I paid for my regular shipments on similar goods.

"While the reduction looked big, when one came to figure it out, the discount was not so great after all. A shoe that cost \$2.79 on my special terms I would get for \$2.65 and this overture of \$2.65 would sound big. In reality, considering that they were often a little out of season when they reached me, the few cents extra cut amounted to nothing. I would frequently have to sacrifice my profit, so that instead of getting \$4.00 and \$4.50 out of the line, I could get only \$3.50, and in some cases only \$3.00, thus missing the sale of a real up-to-date pair at a larger profit.

"I could go into this matter very deeply, and I may tell you that no pull or relative or friendship or other consideration will count in my buying problem after this. I am going to buy when I like and where I like, and what I like, and I will not get loaded up either. If you had gone through what I have during the past few weeks, you would sympathize with me. I believe in the motto 'keep your stock and yourself well in hand,' and by the latter I mean your buying propensities."

### RATS AND ——— IN HIS CELLAR

A good story is being told of a western shoeman who likes a "nip" now and then. Outwardly he walks the straight and narrow path, but inwardly, he likes a little spirituous refreshment at times, although it must be admitted that he is very temperate. His wife is bitterly antagonistic to anything in the shape of firewater, and would not allow it under the roof if she knew of its presence. However, the retailer and his wife manage to get on very well together for, on the other hand, she has a weakness, and that is a terror of rats and mice, with which she came in contact a few years ago. In fact, the prohibitionist housewife will not enter the cellar, even in broad daylight. An eastern traveler dropped in to see this gentleman the other day and, after a decidedly friendly chat, the footwear merchant, growing confidential, remarked that he was pretty dry and invited the salesman down cellar to have a "smile."

When in the basement, the dealer whispered to the drummer: "You see, I keep a little downstairs here on the sly. If my wife knew it though, she would throw out every bottle."

After the twain had slaked their thirst and smacked their lips the commercial man remarked to his friend—"What are all those rat-traps around here for? Is your house infested with rats?"

"Hist," breathed the shoeman, "no, there are no rats or mice here now. You see it is just like this—the 'missis' is scared to death of them and as long as the traps are here she thinks there are rodents about. There is no danger of her coming down to see what I have in this corner or to disturb me on my visits to this inspirational spot."



## DO YOUR WINDOWS WARRANT GOOD TIMES

Remember That Effective Displays Require Infinite Care and Forethought and Every Effort on Improving Them Will Pay Twofold—Number of Customers Pulled From the Sidewalk Should Awaken Retailers to the Importance of Striking Trims

“RATHER quiet,”—“Moderate,”—“Could be better,”—“Fair”—and so on. Inter-mixed with these answers to queries as to business conditions, it must be admitted in mitigation that some answered in the negative.

It is often puzzling to many that such a diversion of conditions should exist in the same district. This caused me to wonder if the reason for the gloomy atmosphere created by some reputed live retailers might not be apparent, so in company with a friend I devoted a little time in “weighing up” the different window displays of our contemporaries. My companion, I may add, is considered no “slouch” in the retail line, and manages a “live” store in Toronto. We thought we were not too old to learn and might profit by the experience. We commenced our little excursion in window criticism “somewhere on Yonge St.,” as the censor would say, the recognized business centre of the city and abounding in shoe stores, big and small. Our number one was certainly promising, a smart store with a unique designed double front, shoes well displayed, not too heavy and plainly price ticketed.

“Don’t you think those display stands are too elegant or prominent?” said Tom (we will call him).

“How so?” I must admit I failed to see his point.

“I may be wrong or too anxious to find fault,” said he, “but a less attractive affair would give the goods a better chance. Remember they are selling shoes not window fittings.” Nothing featured—they all look alike. Turning north we came to one of our hard-time friend’s locations. Hard times, little wonder, with a display like that. “That fellow missed his calling,” said my companion. “He should have been a sardine packer.” Every shoe

looked alike, nothing featured, good taste—ugh. It was as if an attempt had been made at barricade building.

Not far away we came across another “warehouse in the window” affair, just as solid as the C.P.R. building. “These fellows are trying to tell the public how many shoes they have, instead of how good, stylish and reasonable their lines are.” Passing several old timers, who rely chiefly on old established reputations and prestige, and whose displays were extremely light and classy, Tom remarked that apparently they were satisfied, although he failed to see what harm a few artistic message cards and price tickets would do.

It is a well seasoned truism that the merchant, who is in business to stay, is the one who values a good display policy. The real successful shoeman’s ideas of good window displays are usually a fitting memorial to his business acumen. The merchant on the one hand who convinces the public with the plain matter of fact nature of his goods, is in pleasing contrast to the mortal that fills his windows any old way and trusts to luck.

### Life and Soul of the Interior

Windows are the sparking plugs of a store, the life and soul of the policy of the interior. Make your displays look like ripe fruit ready for picking, as one merchant put it. Always remember that good displays require infinite care and forethought, and other time besides the morning of window trimming. Every minute spent on improving them will pay you two-fold. Attention to light—clear glass—little messages on novelties or out of the ordinary goods, give your prospective customers a good impression. Many merchants do not realise the fact, but the number of customers pulled from the side walk should awaken them to the importance of good displays. The fault does not always lie with the actual trimmer. Some employers think good

**T**HE Ontario Division Footwear Salesmen of the Canadian Consolidated Rubber Co. met in Berlin recently and this is a picture of the group. Among them may be noticed Vice-President and General Manager T. H. Rieder, General Sales Manager R. E. Jamieson, J. A. Connor, Ontario Manager, R. W. Ashcroft, New York, and A. Dwyer, Montreal.



displays should only require the waving of a magic wand and there you are.

### Every Shoe Looked Its Part

Turning east we came to a store away from the beaten track, making a specialty of repairing. Here we found, to our mutual opinion, one of the best displays encountered during the whole tour. Every shoe looked its part, and had been "got ready" with care. Doubtless the trimmer res-

possible knew his business. Every shoe showed the proper lines of cut and design, just as if the foot intended was in it—a strong convincing display, effective and clean-cut without frills or furbelows either. I believe this store is selling sufficient men's good shoes to make some of our more prominent friends envious.

Time would not allow further reconnoitering, so being hungry, we adjourned to a restaurant, feeling none the worse for our interesting trip connected with the importance of window displays.

## REPAIR DEPARTMENT PROFITS PAY THE RENT

**This Branch, if Given Proper Publicity by the Retailer, Will Bring New Customers to the Store for Small Purchases—The Logical Place to Get Shoes Repaired is in the Shop Where They Were Bought—Extra Profits that the Dealer May Secure**

**I**N spite of the evidence of their eyes and the bookkeeping of successful business houses, many shoe stores persist in saying it does not pay to conduct a repair department. Read the advertisement reproduced below and then try to justify that stand. This classified ad appeared in a Chicago newspaper recently. "Repair Department profits pay rent of store." How is your rent being paid? Doubtless from the profits on regular shoe stock. If so, just put on your thinking cap and consider the matter, says "Shoe Findings."

If a shop in Wellington, Kan., can pay the rent through the profits on its repair department, a shop in your city can do likewise. If not, why not? Usually why not can be answered quickly after an examination of the methods used in the store. If it is an old-fashioned sort of shoe store, clinging to the old lines because they have paid for so many years, a repair department may not be a success because the same old-style ideas would be incorporated in that department. It must be pushed to bring in business and when people are taught that their shoe store will repair old shoes, they will not go elsewhere.

### SHOE BUSINESS—EXCLUSIVE RETAIL—

For Sale—Doing \$35,000 yearly; repair department profits pays rent of store; stock clean and well divided; invoice about \$12,000; wish to retire; grand opportunity to step into well established business; NO TRADES; if you have the cash and want particulars address Box 295, Wellington, Kan.

### Hidden Stocks Seldom Sell

The shoe store is the logical place for repairing. If a man buys a pair of shoes, he should go to the same place when he wants the heels straightened or half-soles put on, but does he? He does not; simply because most shoe stores do not run such a department and many of those that do, put it out of sight and fail to take the public into their confidence. The ostrich is said to believe that when it hides its head it cannot be seen, but the shoe man seems to feel that he can hide his repair department and still have the public know it is there and rush to use it, otherwise—it does not pay.

Progressiveness in any line of endeavor is the only thing that makes the business pay. The methods that were followed twenty years ago with success will have no weight to-day. Everybody remembers the bottles of red, blue and green that always designated the druggists' window, the Indian that showed where cigars might be bought and the striped pole that led men to the barber, but how many such ornaments does one see to-day? Very few, indeed. They have been outgrown.

So with the shoe trade. Just because it has run at a profit with shoes alone is no indication that it would not do equally as well and better if a shoe repair department were installed. The repair department, if given proper publicity would bring new customers to the store for small purchases, who would see shoes and slippers of types that appealed to them, so even if no immediate sale was made, these same people would return when they wanted to buy footwear.

Contrariwise, shoe customers, on learning that they could have old shoes mended, would not bother to go out of their way to the repair shop, but would leave them to be delivered or to be called for on the next visit.

### One Hundred Million Dollars a Year

Last year \$100,000,000 was spent on shoe repairing alone, and this year may find that amount exceeded. The shoe merchant has as good a right to receive some of this money as anybody else. No other branch of the industry has made such rapid strides as repairing and no branch is less understood by the average retailer. The excellent machinery now available makes the actual work a simple matter, and with the brains of a good business man behind the department it should "bring home the bacon."

Repairing is a staple industry, not one of the fly-by-night businesses that are only the fad of a moment. Every man, woman or child at some time must have his shoes mended, or at least have heels straightened and rips sewed up, and the man whom they know is prepared to fulfil their requirements is the man to whom they go. If your shoe store, where you are accustomed to buy shoes which fit and are comfortable, advertises that it will also repair old shoes, the logical thing to do is to bring those old shoes to the place where they find new ones which give satisfaction. The sooner the retailer takes advantage of this fact the sooner he will begin to pay his rent from the profits of the repair department. All the urging in all the trade journals in the world will not avail to bring these extra profits to the store unless the merchant will take the advice and try it out for himself. Stop marking time.

### Bring Your Lines to the Front

If those who have tried repair departments and found they brought in no profits, would look back and earnestly try to find out why, nine times out of ten they would find that the idea was not impressed on customers that old shoes would be mended. "If you would like the heels of your old shoes straightened, leave them with us," would be very easy for the clerk to say when selling new shoes and would impress on the customer that the store was ready to do his repairing. Soon the department would double its business.



# Stray Shots From Solomon

If the world is all askew, and everything is going to the bow-wows at home, in the office or at the store, don't waste time telling your troubles.

Don't take them to the church or even to the Lord, but take a **YOU NEED MEDICINE** grain or so of calomel, and follow it next morning with a seidlitz powder. It is astonishing what a turn family prayers will take, and how a man's religious experiences will brighten when he surprises his liver with a shot like that. What most people need when they are what the boys call "grouchy" or "out of sorts" is not scolding or coddling, not preaching or prayer, but good vigorous allopathic treatment that will get to the spot in a whack. How a man can grow in grace and harbor a bad liver would puzzle an angel. The reason why we have so many cross-grained Christians and blue-goggled business men is that their physical apparatus is out of kilter. After all religion should reach the body as well as the soul, and the law of God written upon the liver should command just as much respect as that written upon the "fleshy tables of the heart." Better than physics is exercise, and we fear that all work and no play, of an invigorating character at least, is at the bottom of many of the commercial as well as physical breakdowns that are so common. Get after that old leathery liver of yours, old top, and your help as well as your church associates will prick up their ears, and think that the spring has brought you something worth while. After all, whether life is worth living depends upon the "liver."

o o o o

The man who must be a big toad in the puddle or he "won't play" is invariably a little pollywog, who is all splash and noise. Much harm is done

many a good cause by the little **SWELLED TADPOLES** fellows, whose exaggerated ideas of their own importance lead them to stir up trouble. The

world is impartial in its judgment, and the man who fills his sphere will find it expand as he occupies it. There is no need for swelling yourself up, and seeking to impress people with your size. They know how much is gas and how much is corpuscle. "Do you see that important looking fellow fussing about the platform," said a gentleman the other day in a meeting. "If you stuck a pin into him he would burst." There are plenty like him, not real bull paddies, but swelled tadpoles. Fill your own place, however humble, and you will have the respect of the world, and best of all your own. When the "books" are made up in the "great day" there will be a story that will transcend all the history or fiction ever written. We shall then know the names of the men or perchance the women who "held the ropes" that night in Damascus, "when Paul of Tarsus was let down in a basket by the wall"

and kept for a needy world. The unsung heroes of earth's mighty conflicts will shine forth with a glory the lustre of which will not be enhanced by human partiality or dimmed by earthly prejudice. Act well your part. "Hold the ropes" if you cannot fill the basket. Push behind it if you cannot pull in front. Work if you cannot plan. Follow if you cannot lead. Take your place with the crowd if you cannot be on the platform.

o o o c

"Out of the abundance of the heart the mouth speaketh," but out of the emptiness of the mind, nine times out of ten the jaw waggeth. A full head

means a closed mouth. Put that **KEEP QUIET** down. It is the shallow brook that babbles most; it is the empty wagon that makes the greatest

clatter. The people who are most anxious to hear their own voices are those who don't know what they are talking about. It is usually the most difficult thing to get men with a comprehensive knowledge of a subject to express their views. Those who have spent a lifetime studying and thinking are very chary of talking. On the other hand, the less some people know the more ready they are to blab. It is easy in a meeting to tell the scatter brain from his readiness to "chip in." The "wise man keepeth it till afterward." A good story is told of the great Scotch preacher, John McNeil. He was delivering a sermon on the taking of Jericho. In his usual graphic style he described the historic tactics of Joshua and the host of Israel as they marched round the walled city day by day in solemn silence. The preacher painted a most thrilling picture of the great army and its daily round and as he closed the account of the first day's peregrinations and led the weary people back to the camp, an enthusiastic member of the congregation expressed his satisfaction by a lusty "Praise the Lord!" Mr. McNeil paused, and in his comical way looked down at the interrupter. He proceeded once more with the description, and at the end of the second day the outburst came again in a "Hallelujah!" that could be heard all over the house. The preacher turned square upon the noisy fellow and stood looking at him for about ten seconds. At the end of the third 'day' came another ejaculation, and McNeil, leaning far over the pulpit, thundered in broadest Scotch: "Mon, dae ye no ken there was to be nae shoutin' till the laist roond!" People who "go off" on the slightest provocation are generally three-quarters gas and one-quarter conceit. "With the lowly is wisdom."

*Solomon*

## MUST RAISE THEIR PRICES TO GET FAIR PROFITS

(Continued from page 25)

terest your articles on rising costs in your splendid autumn styles number. I assure you they had much educational value for me, I did not realize until now that the shoe manufacturer's position was so precarious or that he was up against such trying conditions in shortage of supplies and sharp advances. I desire to extend my thanks for the able manner in which you have so clearly explained conditions. I intend to boost my prices and I appreciate the work you are doing in making public the facts as they really are. I am now fully convinced of the necessity of facing the future squarely and keeping up the quality of my lines, and selling at fair living margin no matter what others here may do."

Much data could be given other than that already published, how prices are still sky-larking in everything that enters into the construction of a shoe. Market quotations and percentages of increases in tabular form make dry reading to the average man. The main thing for the trade is to be awake to price advances. President McGowin of the National Shoe Retailers' Association, says that anybody who cannot make a ten per cent. net profit out of his business, ought to get out of it, and he is surely a good authority. The results are, first twenty-five per cent. for general expenses such as rent, help, lighting, taxes, freight, delivery, heat, repairs, insurance and other items, while five per cent. has to be allowed for mark downs. If ten per cent. net profit comes on top of this, the total will be forty per cent., which if made on the selling price of a shoe, means marking it up sixty-six and two-third per cent. on the cost price.

## WAR CONDITIONS AND LEATHER PRICES

In a recent interview on the scarcity of leather, L. J. Breithaupt, of the Breithaupt Leather Co., Berlin, stated that it was a question of supply and demand. "The price," he added, "has advanced considerably, due to the enormous increase in the cost of raw materials within the past year or more, especially since the imposing of the war duty of 7½ per cent on all hides imported into Canada since February of last year. The extra duty on hides and tanning materials has meant an enormous item in cost of production and manufacture of leather. Also the 7½ per cent duty on tanning materials of all sorts has made a big difference. Our own company has paid out tens of thousands of dollars in war duty alone, to say nothing of the high original costs, hides alone representing about two-thirds or more of the value of finished leather. The tanning industry is thus paying a higher war tax than probably any other line of manufacture in Canada."

Mr. Breithaupt stated that there was a scarcity of prime quality hides, and prices which are higher than ever, had doubled or trebled. Speaking of his company he said actual cost was more than at any time since its establishment in 1857. "There is and has been a great shortage of cattle." Also more leather has been used than before and more has been inevitably wasted through the great war. On the other hand probably less has been produced. This situation is to be found the world over. Enormous prices are being paid for cattle-hides, running as high as \$20 and more per hide, which was formerly the price of a cow or heifer. The prices have advanced from 40 to 50 per cent, due to a considerable extent to the war duty. Of course we get a rebate when we export, but we cannot export much now-a-days owing to the scarcity of ships, etc."

Continuing, he said: "We have to deal with cold facts and not with theories. The situation has become more

## A CITIZEN OF NO MEAN CITY

(See Front Cover)

HAMILTON is headquarters for optimists and enthusiasts. They never do anything by halves there. You never met a Hamilton man yet who did not believe his town was the brightest, fairest, most progressive and enterprising spot on the face of the whole globe. And they have reason to believe in Hamilton. Hamilton is a "sport" amongst cities and its men have proven themselves again and again "sports" not only in the athletic arena but in business.

One of the most typical Hamiltonians is "Jack" Lennox, who carries his enthusiasm clear through from yacht racing to modern footwear and from patriotic endeavor to any and everything that pertains to the welfare of Hamilton in particular and Canada in general.

In spite of business, and holding offices in a dozen or more organizations of a commercial or social character, he has the rare faculty or charm of remaining a boy in heart and in spite of the fact that for a long period he has had to get about with a stick on account of an accident, his eye is as bright and his laugh as hearty as it was twenty years ago. But he is a shoeman before everything else, having spent three-fourths of his life handling footwear. He is practically the oldest wholesale shoe buyer in Canada, visiting Quebec in 1875 in the interests of T. C. Kerr & Co., when you could count the shoe manufacturers of the Ancient Capital on one hand.

John Lennox is a man who has not let leather smother all the better instincts and feelings of a big heart. He is at the present juncture in the very front of Hamilton's creditable efforts in patriotic work and has done more for his country in his tireless efforts to further the interests of recruiting, as well as standing back of those that have gone forth to fight for freedom's cause, than any man in his city, which is saying a good deal.

acute through Government war-orders. The Canadian Government recently let contracts for nearly 600,000 pairs of army shoes of the best quality of leather. The Russian Government also lately placed a \$15,000,000 order for leather in the States. These facts all tend to the one end—still higher values.

"The prices of shoes have, of course, advanced, and they will probably advance more; shoes being, not a luxury, but a necessity of life.

"While the price of leather is high, the product is nevertheless, comparatively speaking, one of the cheapest staples to-day. The present prices will likely be maintained for some time, even after the war. There will be a great demand in Europe where the requirements of the armies are still the first consideration to-day. The civilian population will have to be supplied. While the present prices of hides and leather are abnormal and cannot continue indefinitely there will probably be no slump for many months to come."

W. E. Woelfle, of the Woelfle Shoe Co., Berlin, remarked: "You can't exaggerate the situation. It is becoming more serious. Leather for all lines is scarce." Mr. Woelfle also pointed out that the output of factories was impeded by the lack of help, the answer to the call of King and Country being partly responsible. Asked as to whether there was a possibility of a scarcity of leather boots and shoes he stated that such a thing was possible.



# R. B. Griffith & Co.

## Women's Shoes

### "College Girl"

Popular Price McKays  
All Lasts and Patterns



### "Dr. Woodbury" and "Dr. Bradley"

Comfort Cushion Soles, Hand  
Turned. Largest Range in  
Canada.

### "Debutante"

Colonials, Pumps and Oxfords.  
Hand Turned.



## Men's Shoes

Welts and McKays at Popular  
Prices.

Heavy Staples and Hockeys  
Miner Rubbers, Tennis and  
Sporting Shoes

A complete stock always on hand.

"Quick Service is Our Motto."



# R. B. Griffith & Co.

Hamilton, Canada

# JOHN LENNOX & CO.



No. 250—Men's Light Tan Calf Army Dress Blucher, Goodyear Welt, 5 to 11.

No. 213—Men's Mahogany Tan Calf (same as above).



No. 240—Men's Tan Calf Military Blucher, Goodyear Welt, 5 to 11.

No. 214—Men's Black Calf (same as above).

No. 340—Boys' Tan Calf Military Blucher, 1 to 5½.



No. 236—Men's Mahogany Calf Military Blucher, Goodyear Welt, 5 to 11.



No. 1117—Men's Dark Tan Side Calf Military Blucher, Goodyear Welt, 5 to 11.



No. 296—Men's Mahogany Calf Oxford, White Rubber Sole and Heel, Goodyear Welt, 5 to 10.

No. 297—Men's Bals (same as above).



No. 295—Men's Gun Metal Calf Oxford, White Rubber Sole and Heel, Goodyear Welt, 5 to 10.

No. 298—Men's Bals (same as above).

*Write us if Traveller does not call. Above lines are all in stock. Prompt shipments. Prices on application*

**HAMILTON, CANADA**



# A Great Manufacturing and Distributing Centre

**H**AMILTON, with a population of over ninety thousand people, is situated on Burlington Bay, a magnificent land-locked harbor that is connected with Lake Ontario by the Burlington Canal. It has gained the distinction of being the industrial and creative centre of the Dominion through the enterprise and ability of its citizens, who, taking advantage of its splendid geographical position, have combined shrewd business instinct with civic co-operation, and have thereby won for the city and for its people a reputation for accomplishing big things amongst the communities of Canada.

Hamilton stands for Industrial Supremacy. It stands for more than this, however. Some of the most far-reaching movements that have influenced the national life of the Dominion have had their rise in this city of ideas. The National Policy was promulgated from Hamilton, and Farmers' Institutes had their rise here. The Canadian Club Movement was begun in Hamilton twenty years ago, and Empire Day was initiated some years thereafter.

Hamilton has been set down in the midst of "The Garden of Canada." That "garden" it may be said in passing, produces a million dollars' worth of strawberries, peaches, pears, grapes and other small fruits annually, which are shipped through this city. There is no more interesting sight anywhere than this garden in its glory of spring blossom.

The Dominion Government has taken due account of the importance of Hamilton's shipping interests by inaugurating a Board of Harbor Commissioners to direct the large expenditures to deepen and otherwise improve the harbor. Within the next few years it is likely that a million dollars will be devoted to this purpose. It may surprise some to know that Hamilton's water-going tonnage

was only surpassed by metropolitan Montreal, and that it was no less than three times greater than its nearest competitor. The choice of rail or water transportation to the entrepôts of the Western Provinces, as well as to Montreal and the east, gives Hamilton indubitable advantages over many of her sister cities.

The railways that enter and leave her borders are six in number, and these connect with all points in the Dominion as well as with the towns and cities of the United States. Its system of "feeders"—the electric railways—that radiate in all directions, carry passengers and parcels to all the neighboring places, and make it possible for the people to travel cheaply to and fro.

Some have termed Hamilton "The Birmingham of Canada" because of its industries. It may be called justly "The Pittsburgh of Canada" too, if desired. However, it needs no such titles, possessing as it does four hundred industries, great and small. Hamilton is just the "Hamilton of Canada."

No less than forty American firms have "come to Hamilton," and these represent the invested sum of over twenty millions of dollars. The sequel to this is that every such concern has prospered and has added to its plant since locating in the city.

To see Hamilton aright one must climb the "Mountain." Beneath lies a city of homes set in the midst of a great park of luxuriant trees. Further north lies the bay, then the "Beach" (Hamilton's local summering place), and further out the great blue body of Lake Ontario, over whose waters ride the steamers and freighters that ply between Hamilton and other ports.

Hamilton's streets are wide, well-paved and well-kept. Her parks are spacious and her people proud in their possession. In short, the ideal city for home or plant is this same Hamilton.



KING AND JAMES STREET, HAMILTON

## *To the Retail Trade*

*While emphasizing Hamilton as a satisfactory shoe-distributing centre, let me call your attention to the usefulness of this concern in your business scheme.*

*I specialize in "Men's and Women's Novelty Footwear of the BETTER GRADE."*

*I specialize in SERVICE.*

*For the past two seasons the shoe trade has demanded a new fad each week.*

*This season it promises to be more than ever the case.*

*Conditions warrant a man being a "piker" in the trade.*

*It pays to buy requirements from week to week, even from day to day.*

*Under the circumstances, it's service you want.*

*You get it here. Almost every order is filled immediately, as soon as received.*

*When anything new appears on the scene, you get it earliest from Townsend.*

*Make it a point to see the range when the traveler calls.*

*It pays any dealer to buy from the Townsend range.*

*Why not you?*

*Your mail orders get my personal attention.*

*Send them on.*

*It is very likely you will get exactly what you want.*

# **J. S. Townsend**

41 North Hughson St.

HAMILTON

Phone 516



## The Shoe Trade of Hamilton

**H**AMILTON has always been largely identified with the shoe and leather trades of Canada. In the early days it was quite a leather centre on account of its being at the head of the lake and thus a point of communication with the western peninsula. The Beardmore business was begun in Hamilton and afterwards removed to Toronto. Shoe manufacturing began back in the sixties, and from that time on Hamilton has made and sold its share of footwear in the province of Ontario. Associated with its shoe and leather history will at once occur to old timers, names such as John Garrett & Co., T. C. Kerr & Co., Watson, Holmes & Co., Orr, Harvey & Co., Wm. Griffith & Co., and others. In spite of the nearness of Hamilton to Toronto, it has maintained its position as one of the principal shoe centres of the Dominion, and is to-day doing more shoe business than ever it did.

### John McPherson & Co.

This business was brought to Hamilton from London in the seventies by the late John McPherson, who began business in London in the sixties in partnership with the late Ellis W. Hyman. The nucleus of the present factory in Hamilton was built in 1887, and additions have been made to it since that have entirely transformed its character and size. From the very first the John McPherson Co. made a reputation for high-class, well-made goods, which has never left them, and to-day the product of their firm enjoys the greatest popularity it has known in its history. Since the withdrawal of James A. McPherson a few years ago, the management has devolved upon Mr. W. S. Duffield, whose up-to-date business methods are largely responsible for the tremendous increase in the firm's business in the past decade or two. Their factory is one of the most thoroughly modern that can be found in the Dominion of Canada.

### John Lennox & Co.

The business of John Lennox & Co., King street east, Hamilton, was begun in 1890 by John Lennox, who had previously been in partnership with the late William Griffith in the wholesale shoe business. John Lennox began his career as an entry clerk in the wholesale house of T. C. Kerr & Co., who handled both dry goods and boots and shoes. He then took a position on the road as salesman of boots and shoes for the firm. His partnership with the late William Griffith followed shortly afterwards, and in 1890 Mr. Lennox started a business of his own in the same line. From the first he was successful and to-day is one of the most prominent shoe jobbers in Canada. Some years ago he purchased the building in which he was first employed by T. C. Kerr & Co., and on this spot has established his large wholesale shoe house. In addition to his large shoe jobbing business he specializes in trunks and bags, having one of the finest show rooms in Canada in this line.

### R. B. Griffith & Co.

R. B. Griffith & Co., who have for several years been established in wholesale shoes in Hamilton,

have developed a wide connection in their line. The late William Griffith, father of the present head of the firm, established the first jobbing business in the Ambitious City and was one of the best known shoemen in Canada a quarter of a century ago. The late Henry Griffith, of Quebec, an uncle, was one of the leading shoe manufacturers of Quebec when the *SHOE AND LEATHER JOURNAL* started in 1888. Mr. Griffith therefore comes of a family whose associations and connections have been very intimate with the shoe trade. The result is that he is thoroughly acquainted with the needs of his customers, and the best selling styles and the most satisfactory profit-makers. Mr. Griffith's business has shown a gratifying gain each year.

### J. S. Townsend, Hamilton, Ont.

J. S. Townsend, who for four or five years past has been in the wholesale shoe business in Hamilton, is a gentleman who is well known in the trade, having been for a long time on the traveling staff of the London Shoe Co. Since starting in business for himself he has met with gratifying success. In fact, the growth of his turn-over has necessitated his removing to large new premises, and he is now located at 41-45 King William street, Hamilton. Mr. Townsend, who employs a staff of alert travelers, specializes on "Crispincraft" shoes for men, and "Fairsex" for women, while his slogan is "Smart Footwear of the Better Grade for Men and Women."



CITY HALL, HAMILTON

ESTABLISHED 1855

# McPherson Shoes For Men



Noted for Smart Style  
and Sound Quality




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*McPherson Shoes Can Always Be Relied Upon To Give Complete Satisfaction*

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Write for our 1916 Catalogue

## The John McPherson Co., Limited

Makers of Dr. Vernon's Cushion Shoes

Hamilton

-

Ontario



ESTABLISHED 1855

# McPherson Shoes For Women

Complete Range "In Stock"  
For Immediate Delivery



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*The Quality and Value  
That Make For Quick  
Sales and Good Profits*

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The Complete Range Illustrated in our 1916 Catalogue

## The John McPherson Co., Limited

Makers of Dr. Vernon's Cushion Shoes

Hamilton

-

Ontario

# You Can Sell a Ralston Polish or Dressing with every pair of shoes

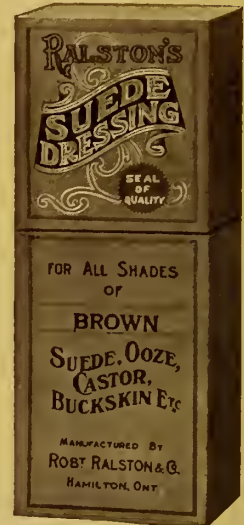
There is a Ralston Polish or Dressing for every type of shoe leather, Suede, Buck or Canvas—Black, Tan or White—for Man, Woman or Child. That is why we say you can sell a Ralston Preparation with every pair of shoes.



An ideal dressing for the sensitive leather used in the manufacture of Ladies' and Children's Shoes. Cleans quickly and imparts a beautiful polish.



Black      Midnight Blue  
Brown      White  
            Tan              Grey



An invaluable preparation for cleaning suede shoes. The increasing popularity of suede shoes for women should greatly facilitate the sale of this dressing. Made in all colors.



For all kinds of black shoes. Preserves and blacks the leather and gives a brilliant polish. Contains no acids and is absolutely non-injurious to the leather.

Ralston's  
Three  
Beauties



For whitening canvas or Buckskin shoes, and also the buck on military and police uniforms. Stock up with Ralston's White Beauty for the coming summer.

Black,  
Tan and  
White



A combination for cleaning and polishing russet or tan boots and shoes. We guarantee this polish to remove all stains from tan shoes. An easy seller.

MADE IN CANADA

Robt. Ralston & Co., HAMILTON, ONTARIO



## Children's Styles for Autumn

AS a rule there are not many changes made in children's lines, particularly in fall, but the tendency towards "frills and foibles" in adult lines this spring and summer, which is apparently passing to some extent into autumn styles, has not been without its effect upon footwear intended for those of more tender years, and more particularly those who are budding into young manhood and womanhood.

The shoes for growing girls manifest a disposition to follow misses' and young ladies' in shape and style. They are not at all faddish, however, like some of the "grown up" lines that one sees, although there is a goodly sprinkling of whites, greys, ivory, champagne, mahogany and bronze. The narrow toe is favored somewhat of the recede type, although it is not so pronounced as in women's lines. Amongst the features are longer vamps and higher heels, the average being about  $1\frac{3}{8}$  inches. Some half French heels are shown and some modified Louis Quinze in wood will be found in a very few samples but they do not seem to be serious ventures.

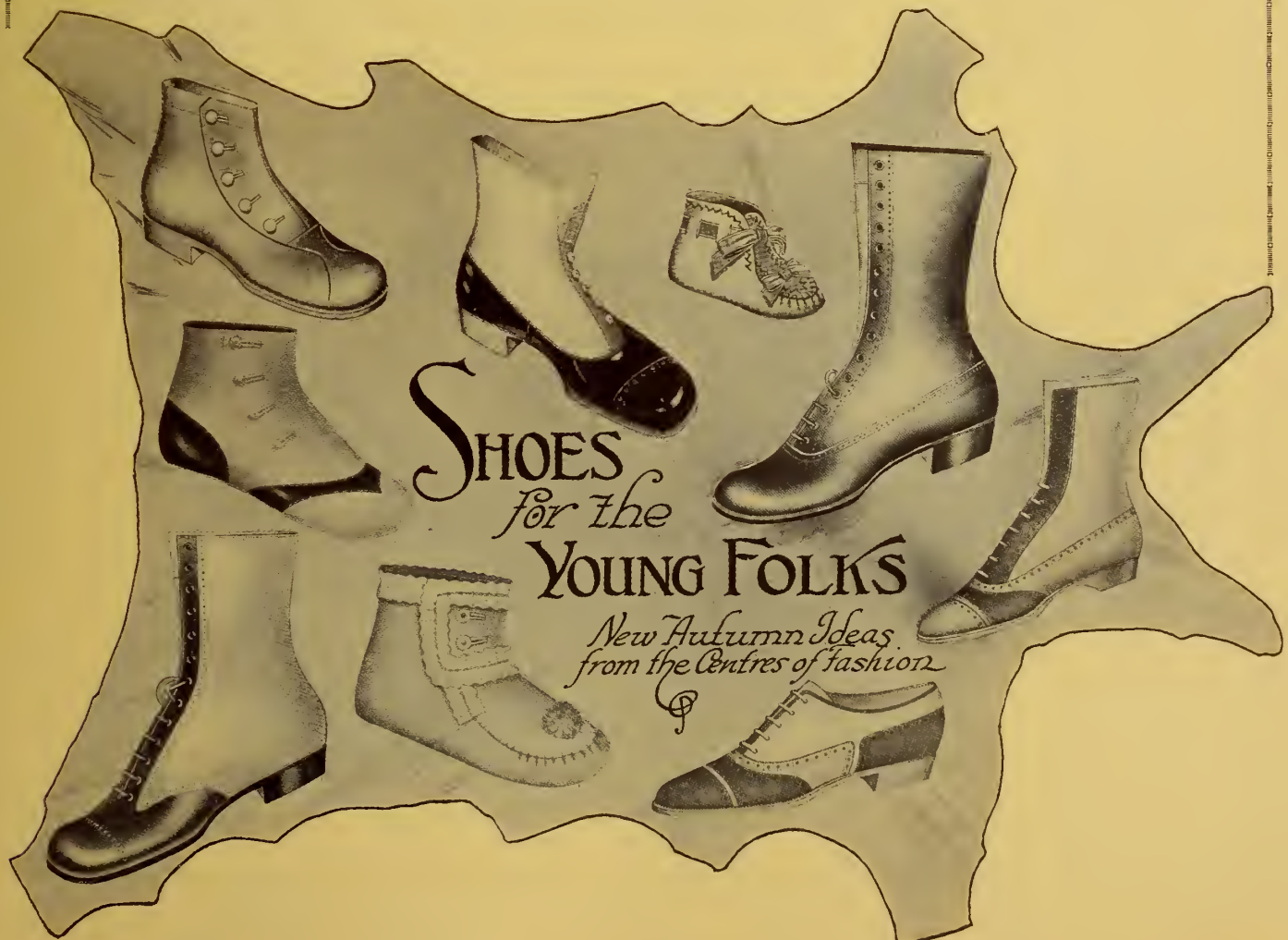
In materials, of course "vici" predominates in black and there is a goodly array of patent with combinations also of patent and kid or cloth tops. Tops of colored kid and patent or tan in the dark shades may be noticed.

The "sport" last will have a great call for young girls and quite a number of smart effects are seen in it. It is made from 6 to 7 inches in height in

both tan and black. Some striking combinations in colors are shown.

On the other side of the line skating was a craze last winter and it promises to be a frenzy this coming year. As a result manufacturers have excelled themselves in the array shown of skating boots for fall and winter. They are made up in a variety of combinations in both black and tan. Fancy effects are sought in straps, wing tips and so forth, and ornamentation by means of pinking and perforation is more or less common. No doubt there will be a tendency even in Canada to make skating more popular than it always is in this climate and there will be more or less effort to popularize specialties in skating boots during the coming season.

There is considerably more style to be noticed in children's footwear—even in "cacks." The lasts follow the natural foot and are kept wide, even up to young girls' and boys' sizes. In children's lines the laced shoe is most popular, almost double the number of lines being found in this style compared with the buttoned variety. Ornamentation, especially by fancy facings, vamps, foxings and toe-caps is quite a feature and in small shoes particularly combinations of white and colored kid with patent and tan are noticeable. White kid in lace patterns in cacks are quite the rage and saddle straps of contrasting shades are seen on fancy lines.



# “You Should Worry!”



Why should you carry the burdens of the Shoe Manufacturer, MR. RETAILER ?

**LET US DO YOUR WORRYING** for you. We stand between you and the pressure of **Styles, Prices, Workmanship**, etc., and give you the pick of the best factories.

Our travelers will show you shortly our great aggregation of selected specialties in

*Boots*

*Shoes*

*Oxfords*

*Slippers*

*Rubbers*

*Sporting Goods*

*Findings, etc.*

We have everything needed by the up-to-date shoe store in both shoes and supplies.



## WHY IT PAYS

To buy from us. You do not have to carry **large stocks**. A card or a wire places our immense facilities at your disposal.

**WAIT TO SEE OUR LINE**

## WATERBURY & RISING, LIMITED

ST. JOHN, N.B.

RUBBER AND LEATHER  
WAREROOMS

60-66 Prince William St.

Maritime Distributors for

**Maltese Cross Rubbers**

GENERAL  
OFFICES

61 King Street



# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**A** STRANGE condition of affairs obtains amongst leather men. Prices are soaring and leather men are not throwing up their hats. The situation is too serious in its general bearing to create enthusiasm amongst tanners. The trouble is to get selections at all and to keep shoe manufacturers satisfied. The jumping conditions are sending the latter from Dan to Beersheba to cover themselves for current requirements, some finding it difficult to procure enough leather of correct selection to even finish their spring orders. Conditions across the border afford no relief so that in spite of willingness to pay an increased price, with freight and duty added, adequate supplies are unprocurable. Tanners have been putting in so few hides that the production, except in a few lines, does not begin to keep pace with the demand.

## Hide Conditions

The hide market is showing a tendency to further strengthen as the season opens up. Heavy packer steers of April take off sold in Chicago this week for twenty-three cents, which shows that as soon as hide quality improves the natural demand for raw stock will put up prices materially. As predicted in our last issue, within a short time steer hides will be selling at twenty-five, and buff hides at twenty cents on the Chicago market. As the transportation becomes more precarious from South American ports conditions in dry hides are becoming more serious, and should there be further complications or more vessels taken off the route, sole leather makers will have a serious problem to face. It is no wonder that tanners who are flooded with offers to buy leather stocks ahead just now refuse absolutely to sell only on a basis of the immediate requirements of the market.

## American Conditions

The leather situation across the border is as acute almost as it is here, and prices are going up. A report of conditions in Boston says: A strong situation exists in all leathers, the shortage now being felt more than ever. Side leather is in increasing demand, those finishes imitating calf in big call and short supply. Box, gun metal and mat also find ready sale and no surplus leather can be found in dealers' hands. Calfskins are scarce to the point that prices would break all records if desirable weights and colors could be delivered as needed. No raw materials coming from abroad and tanners are still short of raw stock. Patent colt is sold as fast as japped, and tanners have orders enough for weeks ahead. Patent sides are selling well, and the trade is calling for prompt delivery. Nothing new appears in the glazed kid situation. There are no signs of an increase in

supply and the prices are firm with an upward trend. There is no let up in the demand for sheep leather from all the trades. The fancy leather trade is demanding large quantities of sheep leather and paying prices prohibitive to the shoe trade. Supplies are limited.

Calf leathers are to-day so scarce that holders can command almost any price. Those who have none on hand are quoting lower prices than such as have real leather to sell. Colored stock is strong at 43, 41 and 39c. Black chrome finishes, 39, 37 and 35c. White calf sells at 50c a foot, and fancy colors range from 45 to 50c. Side leathers have risen proportionately, as shoe manufacturers have turned to this stock in the scarcity of calf. Colored side leathers bring 37, 35 and 33c, and blacks in imitation of calf range from 35c downward. Wax splits are in better request, especially in light and medium weights. Flexibles well sold up.

## English Conditions

Taken all round, says the Boot and Shoe Trades Journal of London, the leather trade shows some improvement compared with last week, and is only restricted in certain directions owing to the lack of adequate supplies. The most important news of the week is that the Government has apparently decided to take stock of existing supplies and probable production of both leather and boots, for they have issued official forms to tanners and boot manufacturers requesting them to provide details of this stock, capacity of production, working costs, and other items which will doubtless afford some clue as to the extent of profits made. There is much speculation in the trade as to the objects of the Government inquiry, but it may be solely due to the desire to ensure sufficient quantities for military purposes. They are, apparently determined, however, to prevent any exploitation of prices for military goods, and further restrictions may be made as regards contracts for finished articles.

By the way, the Government have been extremely slow in issuing contracts during the last few months, and contractors have been seriously hampered in their arrangements by inexplicable delays in the placing of official orders. In Walsall and Birmingham trade is actually slow, and workers are not nearly employed to their full capacity. This at a time like the present, when everyone should be working at full pressure, is a severe economic loss to the country. Again, the new Italian order for Army boots was said to be extremely urgent, but weeks have elapsed without definite contracts having been placed. Boot manufacturers could have half completed the order by now.

# BUTTONS

Carried in stock in large quantity, all colors, all sizes. Hand finish and regular finish. The quality of these buttons is superior and the finish is always uniform. Your inquiry is solicited.

# SANDPAPER

You can do 20% more work with our Trimate paper than with the ordinary kind and the price is not more than what you are paying at present. Therefore, consider the saving, the greater amount of work done, which our abrasive represents.

# CLEANING POWDER

In all colors and shades, in stock ready to ship.

*Samples Submitted and Prices Quoted on Demand.*

**G. J. TRUDEAU**  
**365 ONTARIO ST. E., MONTREAL**



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**W.** H. ROBINSON, of Granby, Que., is the new president of the Canadian Consolidated Rubber Co., succeeding the late J. H. McKechnie and T. H. Rieder is the new president of the Canadian Consolidated Felt Co., succeeding A. J. Kimmel, who resigned a few weeks ago.

At the annual meeting of the Canadian Consolidated Rubber Co. gratifying reports were presented. The sales for 1915 amounted to \$7,522,147, being an increase of \$1,276,329 over the preceding year. This is a gain of over 20 per cent. Their net profit available for dividends was \$534,978, an increase of \$94,665 or over 21 per cent. After payment of dividends on the preferred stock, there remained a net surplus of \$342,854, equal to earnings at the rate of 12.2 per cent on the common stock, against 10.8 in 1914. As dividends on the common were discontinued in the last quarter of 1914, the surplus, after preferred dividends, was all carried forward, bringing the total surplus of the company up to \$2,690,298.

The balance sheet revealed a radical change in general position of the company. In addition to the \$1,020,000 preferred stock which was sold last spring, the company last November also disposed of \$2,500,000 three year 5 per cent debentures. With this new money a general liquidation of the rather extended position of a year was carried out. Current assets foot up \$4,994,417, against current liabilities of \$1,331,784, leaving a working capital surplus of \$3,662,633. A year ago the report showed a deficiency in working capital of \$182,913, current assets of \$4,107,200, comparing with current liabilities of \$4,290,113. The improvement in the year has, therefore, been something like \$3,845,000. As the amount of new money brought into the business was only \$3,520,000, the difference of \$325,000 represents an improvement effected from within the company itself.

## Report of Vice-President

Mr. T. H. Rieder, vice-president and general manager, in the directors' report to shareholders, stated that "the year has started with good prospects, and your directors have found it necessary to reopen the Grandy footwear factory, which had been non-operative for two years, as the requirements of our new export department promise to overtax our mills now operating." Elsewhere in the report Mr. Rieder says in part:

"The volume of business done in 1915 was 20.43 per cent greater than in 1914. While the selling values of some of our classes of manufacture were advanced, others were reduced, so that the whole difference is very small. This increased volume was attained by the sale of automobile tires throughout the year, and by our other lines, especially during the last four months of the year.

"The stocks of raw materials show quite an increase, due to increased cost and somewhat larger supplies kept on hand. Manufactured goods show practically no change as a whole, although we were better prepared with tire stocks than the year before.

"We have now completed a five year period of our present sales plan and the position of your company in the rubber trade of Canada, as well as the profits, have progressively demonstrated the stability of this policy. Losses by bad debts spread over 15,000 active retail accounts have not been abnormal at any time during this period, and due to the policy pursued of making provision for pos-

sible bad debts, in proportion to sales, the unused reserve for bad debts is always ample.

"Your directors sold November 1st, 1915, five per cent short date debentures to the amount of \$2,500,000. The proceeds were used to reduce existing bank loans and resulted in a slight saving of interest.

"All your properties have been maintained in first-class operating condition. Any expenditures for repairs and replacements have been charged to cost of operating."

W. H. Robinson was, as already stated, elected president.

Other additions to the Rubber board were R. C. Colt, assistant secretary and purchasing agent, and W. A. Eden,



W. H. Robinson, Granby, Que.

secretary, A. J. Kimmel, of Berlin, retiring. The Rubber executive, as now constituted is: president, W. H. Robinson; vice-president and general manager, T. H. Rieder; secretary, W. A. Eden; assistant secretary, R. C. Colt; treasurer, W. Binmore; assistant treasurer, A. Dwyer and J. B. D. Daigneau.

The Rubber board is composed as follows: W. H. Robinson, T. H. Rieder, Montreal; E. W. Nesbitt, Woodstock, Ont.; Victor Mitchell, Walter Binmore and R. E. Jamieson, Montreal; S. P. Colt, H. E. Sawyer, E. S. Williams, R. B. Price, W. G. Parsons, New York; R. C. Colt and W. A. Eden, Montreal.

## Consolidated Felt Company

Operations of the Canadian Consolidated Felt Co. for the year 1915 proved unsatisfactory, a net loss of \$48,965 being reported for the period.

The vice-president, T. H. Rieder, pointed out its his



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

remarks to the shareholders that the margin on footwear sold was practically nil, as the cost of goods produced was excessive.

Further depreciations were found to be necessary to adjust values of certain equipment, and these more than offset the economies made in selling and general expenses.



T. H. Rieder, Montreal

To further economise cost of production, the Elmira factory has been completely shut down and most of the equipment either shipped to Berlin or Kimmel Felt Mills. Should a favorable opportunity offer, Elmira buildings and

power plant will be disposed of for some other line of industry.

Under the sinking fund provision of your bond issue there are being bought and cancelled a quantity of your bonds each year, when offered at an attractive price. These will eventually discharge this liability, which at this date is \$426,500. Up to date all bond purchases have been made at less than par value. The difference between purchase price and par has been added to your surplus.

The present indications are that the volume of sales for 1916 will be considerably greater than those of 1915. Prices have been advanced as much as possible, so that the extra volume of business with the more economic cost of manufacture should produce a more satisfactory statement for the year 1916.

Net sales for the year were \$503,654, and the cost of goods sold \$480,164, leaving a margin of only \$23,494; selling expenses took \$71,162. Reducing the operating profit to \$16,332, other income brought the gross up to \$19,011, and as bond interest amounted to \$57,977 there was a net loss for the period of \$48,965, which reduced the surplus to \$131,544.

The balance-sheet shows total assets of \$3,048,507, of which \$2,212,000 is put down as investments, including goodwill. Cash on hand is represented by only \$975.

Gross sales last year were \$598,642 and the profits before bond interest were \$43,305, a falling off of 57 per cent from 1913. After bond interest total deductions \$74,310 against profits of \$43,306. To meet the loss for that year, \$31,004 was taken from surplus.

The officers and directors of the company are, T. H. Rieder succeeds A. J. Kimmel as president; vice-president and general manager, A. D. Weber; assistant manager, G. W. Charles; secretary, W. A. Eden; treasurer, W. Binmore; assistant secretary, A. W. Gunther; assistant treasurer, N. M. Davidson; directors, W. Binmore, Hugo



Wellein, V. E. Mitchell, A. D. Weber, R. E. Jamieson, A. D. Thornton, T. H. Rieder, L. M. Wood, W. A. Eden.

### Shoe Costs Will Go Still Higher

In a recent interview, A. Brandon, of the Brandon Shoe Co., Brantford, in speaking of the constantly increasing cost of shoes, said that the real reason was the war. In six months' time, he believed, it would be a serious question as to where calf skins, which were largely secured from Europe and had already advanced 50 per cent during the last six months, could be procured in sufficient quantity to meet the demand. Owing to the supply of flax from the old land, which previous to the war was secured mainly from Ireland and Belgium, being cut off, thread for making shoes had also increased over 50 per cent. As an instance of how thread had jumped, Mr. Brandon stated that for thread that had, previous to the war, cost him \$1.10 a pound, he now had to pay \$2.22 per pound, and notification of another 20 cent increase had been received. The embargo placed by England and the effect of the present tariff on materials of this kind coming from the United States was also felt to be responsible to a certain extent for the increase. Prospects for further advances by September at the least were so great that Mr. Brandon's advice to purchasers would be to lay in a supply at once.

The following figures give a fair estimate of the increase in the cost of materials. Calf leather, 20 per cent; kid leather 25 per cent; union and sole leather, 20 per cent; linings, 25 per cent; facings, 25 per cent; laces, 100 to 200 per cent. It is predicted that shoes that now cost the purchaser \$4 a pair will by next September cost the purchaser as high as \$5.50 and \$6 a pair.

### Who Shipped the Four Dozen Pairs

Only four dozen pairs of Canadian boots were imported into Great Britain in January, 1916, as compared with 15,781 dozen pairs from United States and 6,164 dozen pairs from Switzerland, says J. Forsyth Smith, one of the Canadian trade commissioners in Great Britain, in a recent report to the department of Trade and Commerce, Ottawa. Mr. Smith also says leather trade papers comment on the existing shortage in glaze kid. Imports have increased (the figures of value were £147,839 in January, 1916, as against £111,423 in January, 1915), but the demand is abnormally strong, owing to the fact that women in the lower and middle classes, who have been earning such good wages during the war, are demanding better boots, and mainly those made of glaze or enamelled leathers.

British boot manufacturers have been so largely engaged in carrying out military contracts that production for civilian purposes has suffered considerably. Receipts of imported boots during the next few months will be heavy, the main sources of supply being the United States and Switzerland. In January, 1916, £21,195 and £78,680 worth of boots were imported from Switzerland and the United States respectively, as against £11,959 and £23,869 in 1914.

### The Steady Climb of Prices

A leading eastern firm, which has always been noted for its conservative policy and the fairness with which it has dealt with the trade, being in no sense alarmists or price boosters, has sent out a notice to its customers which presents a careful review of the situation which the manufacturer of footwear has to face to-day. The notice reads: "Owing to the peculiar conditions existing in the leather market and the continued increase in the cost of findings and all other materials, we have been compelled to revise all quotations. If you will kindly send us a list of any lines of ours that you are handling, we will be glad to submit by return mail the lowest prices on same. Conditions confronting the manufacturer at the present time are serious as no leather can be purchased on contract as formerly,

so that we are only able to figure on stock which we have on hand and as this is sold out it is necessary to again revise all quotations. We strongly advise all our friends to keep well covered on all lines they are selling for future delivery because, if the present conditions continue, it will be impossible to repurchase at anything like present quotations.

### Invents New Hinging Machine

L. E. Robin, of Robin Bros., last makers, Montreal, has invented a new hinging machine which automatically prepares men's, women's and misses' lasts for metal hinges.



L. E. Robin, Montreal

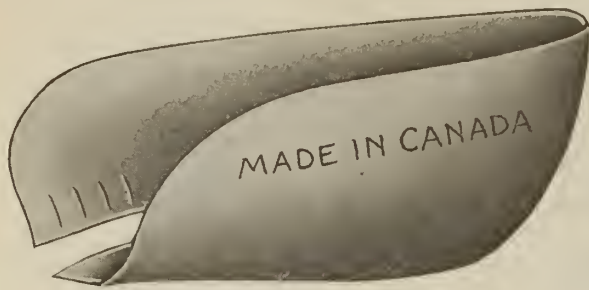
It is the only machine of its kind in Canada, and Mr. Robin depends upon it doing a great deal to lower the cost of their hinged last. Although the firm recently occupied the new section of their factory, they are running to capacity.

### Colored Vamps and White Tops

A recent despatch from New York city says that during the past few days more tan shoes for men than blacks have been sold, and in the best grades there were quite a few calls for wing tips. Patent leathers received little attention, but some button shoes with grey buck tops were disposed of. For children staple styles sold well, with tan and white button shoes prominent. Ankle-strap pumps also sold. The formula for successful women's shoes requires that they be not less than eight inches high and that they have thin soles and long, narrow toes. The popular colorings are grey, ivory, mocha, white, tan, and black. In lace shoes colored vamps with white tops are good. Neat, plain effects in pumps having small tongues are also doing well. Some of the specialty shops, however, are pushing Colonials with very large tongues and buckles.

### New Quebec Company Formed

The Comfort Shoe Co. of Canada, is being incorporated with headquarters in Quebec. J. A. Langlois, M.P.P., is President of the new organization, Charles E. Slater is Vice-President, and J. E. Plamondon, Secretary-Treasurer. Messrs. Langlois and Plamondon were for many years actively connected with the Louis Gauthier Co. of Quebec. The new company will make exclusively women's cushion sole, rubber heel, turn shoes for nurses and home wear generally and will concentrate on these special lines. It is



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

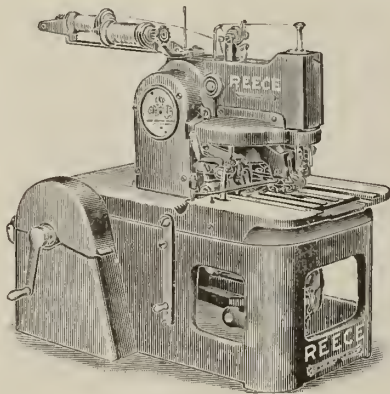
## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## Reece Rapid Button Hole Machine Leads the World



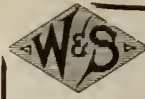
### RARELY OUT OF REPAIR

This being the case, it is more economical  
than one always being fixed and there-  
fore not a steady worker. Get it to  
work for you.

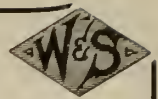
SAMPLES OF WORK AND TERMS FROM

**THOS. C. DOYLE (Reg.)**  
Sole Canadian Distributor

1 St. Alexander Street, Montreal



The Mark W & S of Quality



## Woodward's Corking Shoe Filler

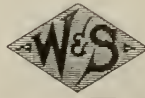
For filling Goodyear Welts. Why not use  
Canadian made goods? Why go out of the  
country for materials when you can buy them  
cheaper and as good quality right in Canada.

We are the original manufacturers of Shoe  
Bottom Filler in Canada, having made filler  
here for eight years.

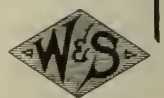
Other lines include:

TOP FACINGS, ALL KINDS  
CANVAS and LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, Etc., Etc.

**F. E. Woodward & Sons**



Lachine, Province of Quebec



## Box Toes and Heels

OF ALL KINDS

### LOG HEELING A SPECIALTY

We are sole makers in Canada and  
can supply lifts in all sizes from  
2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

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 rep-  
resentatives carry an up-to-date book.

Travelers' editions, bound in sections to suit territory,  
are now ready for delivery, and orders for same will re-  
ceive prompt attention.

**R. G. DUN & CO.**

The Mercantile Agency



the intention to make a good quality boot that will retail at three dollars, instead of three-fifty and four dollars as heretofore. The factory is now being fitted up and will be in operation in a few weeks. Charles E. Slater, Vice-President, was calling upon the trade in Toronto, Hamilton and London during the past week in connection with the lines of the company which will be handled by the jobbers.

#### Trade Asked to be Considered

Notices have been sent out to the Canadian trade through Philip Jacobi, Toronto, wholesale distributors of the Hurlbut welt cushion sole shoes that, due to the heavy



O. Franche, Montreal  
Superintendent for Eugene Guay, Montreal, who  
has been with that firm over thirty years

advances in the cost of all materials used in making the lines there has been an increase in prices. Owing to the scarcity of labor at the factory through enlistments for overseas service, the plant is several weeks behind in shipments but, as the situation is beyond the control of the firm, customers are asked to be indulgent, being assured that every effort is being put forth to take care of the many orders for spring and summer delivery.

#### Shoe Polishes Likely to Advance

The scarcity and high cost of all raw materials have not only hit the shoe manufacturers hard but the producers of shoe polish are in no better position than the manufacturers in other lines. The chemical situation has become acute owing to the war, and tin boxes, which are made of metal, are also developing unusual advances. The bottle and glassware situation is also another source of anxiety, and it is not a matter of price so much, but how to obtain a sufficient supply that is just now the greatest trouble of the manufacturer. The paper stock from which cardboard boxes and cartons are made, has also increased in cost to such an extent that the effect will be felt. It is not unlikely that, owing to the circumstances, shoe polishes may be augmented in price in the near future.

#### New Device for Button Shoes

A device has been patented to prevent buttonholes in shoes from wearing out, by Mrs. Gilbert Mendelson, of Merrill, Wisconsin. It consists of a piece of copper wire

encased by a strip of tape an eighth of an inch wide. The tape is then stitched to the button-fly between the holes and the edge. In this manner it becomes impossible to tear out the holes, while at the same time the fly is held up in shape. This invention should prove a blessing to all retailers especially.

#### Death of Esteemed Leather Man

Howard W. Shaw, who was well known in the leather business in Canada, died recently in New York city from a sudden attack of heart failure. He was born in Montreal and operated a large tannery at Hawkshaw, N.B., for seventeen years and later organized the Anglo-Canadian Leather Co., with his father Brackley Shaw, who is the president of the organization. The company have tanneries at Bracebridge and Huntsville and warehouses in Montreal, Quebec and Toronto, being the largest tanners of sole leather in the British Empire. The late Mr. Shaw was 58 years old and leaves a wife, one son, Ralph B. Shaw, who is now at the front, and one daughter. Mr. Shaw and his family were in Germany when the war broke out and had great difficulty in getting out of that country. They had gone there to spend a year or so while their children were completing their education, and they only returned to New York four months ago from England. Before they left Germany their automobile and personal effects were confiscated, but later returned to them through the intervention of some German friends.

#### Long Skirts Alarm Shoe Men

A recent despatch from Boston says "visible feet," the greatest asset of the makers of footwear, are going out of style as longer skirts come into fashion.



T. Hurtubise, Montreal  
Representing Eugene Guay, manufacturer of counters, Montreal,  
and for many years identified with the shoe trade

The men of New England's great shoe industry are rushing to the colors.

"Keep 'em short," is their slogan.

Not merely from an artistic viewpoint do they desire that milady's feet and ankles be exposed. Once the curtain is dropped over the dainty underpinnings of the fair sex, fancy shoes cease to be a necessity. The best little advertisement shoe men have for their wares is a slender, shapely ankle, snugly shod.

"To keep feet prominently displayed is the one big



# DOMINION CALF

THE "CALF OF QUALITY"



Most  
Uniform  
**CALF**  
on the  
Market



Economy  
to the  
Manufacturer  
Satisfaction  
to the  
Consumer

Our facilities for selection of raw materials, manufacture and finish are such as are not excelled anywhere.

LARGEST TANNERS OF CALF IN THE BRITISH EMPIRE

DAVIS LEATHER CO., Limited - Newmarket, Ont.

*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 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



thing for the trade to do. Skirts are coming down, and something must be done to stop the descent." is the warning note sounded by a trade paper.

### New Sales Manager Appointed

W. L. Francis, who has been appointed special representative and salesmanager of Gales Bros. Limited, shoe manufacturers, Quebec, has a thorough grasp of both the making and selling ends of the shoe game. At an early age, he entered the factory of the Geo. H. Snow Co., Brockton, Mass., where, after spending nearly three years at the



W. L. Francis, Quebec

practical end of the business, he became assistant superintendent, under his father. He later spent two years on the road for this firm, meeting with splendid success in the salesmanship line. He next joined the traveling staff of the Emerson Shoe Co., Rockland Mass., with which widely known concern he was for nearly six years, covering New England, the Southern States and the larger cities of the Middle West. Since entering upon his new duties with Gale Bros., Mr. Francis (who is a son of W. P. Francis, of the John Ritchie Co., Quebec) reports a record business. In styles, insight, and in shoemaking ability he is "a chip off the old block." Mr. Francis, Jr., is associated with J. V. Hatch, superintendent of Gale Bros., in the selection of lasts and patterns. Recently he spent a few days in Montreal, Toronto and other centres, on business.

### Some Smart Showing for Autumn

The autumn samples of the Regal Shoe Co., Toronto, show several new lasts and pleasing patterns including several models with the new wing tip and fancy perforations. The bal predominates in the showings, but there are a number of blucher cuts with plain quarters. One classy creation is a gunmetal recede toe with buck top, and another is a tan with a buck top, while other offerings with up to the minute features are a corda calf, bal, which closely resembles genuine cordovan in color, texture and grain, and a genuine wax calf bal. One neat sample is a smooth king leather with black cloth top, and one with mahogany vamp and light willow calf cloth top, the contrasting colors being very attractive. Some carry Neolin soles. There is a splendid range of dress and military shoes on the most approved lasts and evidencing the highest class shoemaking. There are some twenty four lines in women's

more conservative styles which are made at the Toronto plant in button and lace, with a few colored models. In eight inch high cuts a snappy range is shown in white washable kid, grey kid, pearl grey kid, ivory, Havana and nigger brown, black and bronze. A pretentious range of pumps without tongue is seen, one pleasing pattern having a midnight blue vamp with white kid quarters, while others are observed in black and white and in combination with other colors. It is possible that in the near future the company may extend their range of women's shoes to include the making of all novelties and seasonable presentations, duplicating in every respect the high class offerings produced in their women's factories across the line, and reaching as high a stage of perfection and detail as the Canadian plant has done in men's first grade shoes and in the staple range for women.

### HOW LEATHER PRICES HAVE JUMPED

"Yes," remarked a leading member of the tanning trade, "whereas we used to obtain 60 to 65 per cent. of our calfskins from Austria, France and England, we are not getting any now, and naturally, with the decreased supply and the increased demand, prices are going up steadily. You ask me for the figures of our various grades and colors at the present time, as compared with those of a year ago, and I have much pleasure in giving them to you. There are, of course, four grades, but we will take "B" as an average example.

#### Gun Metal and Box Calf

	One Year Ago	To-day
H. M.....	27	43
M.....	26	42
L. M.....	25	41
L.....	24	40

"A" grade is two cents higher than the foregoing figures.

"C" grade one cent lower, and "D" grade one cent below "C."

#### Russia and Willow Calf

	One Year Ago	To-day
H. M. ....	28	44
M.....	27	43
L.M.....	26	42
L.....	25	40

This is "B" grade.

#### Matt Calf

	One Year Ago	To-day
"B".....	24	38
"C".....	22	36

Men's and Women's weight.

These figures tell a story of increasing cost of production in the item of upper stock alone that shows what the shoe trade is up against in the matter of upper stock.

### Some Fine Models for Men

The new autumn samples of Scott-Chamberlain, Limited, London, are not only comprehensive in character, but handsome and attractive. There is seen the Temple Bal, with facing and vamp all cut in the one piece, in patent and gunmetal, with brown and grey tops in both cloth and buck leather. A number of button boots are also seen, with colored tops and buttons to match, with outside button and front leather facings. A number of the bals have heart-shaped throats. Several models carry fibre soles, and there is a liberal showing in African, mahogany and nut brown, in both bal and blucher patterns. There are several winter

**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  
QUEBECESTABLISHED  
1857**DEPENDABLE SOLE LEATHERS**ESTABLISHED  
1857**OAK:—****“TRENT VALLEY”  
AND “LION”**Made at  
Berlin, Ont. Penetang Hastings**HEMLOCK:—****“PENETANG”  
AND “EAGLE”**Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
“Lion Oak,” for the Boys of the Lion’s  
Best “Cub.”**THE BREITHAUPT LEATHER CO.****BERLIN, CANADA****LIMITED**F. G. CLARKE, President  
C. E. CLARKE, Vice-President and Treasurer  
Established 1852Manufacturers of  
**SHEEPSKINS**  
Of all kindsOur sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years**Clarke & Clarke, Limited**General Offices & Works  
Christie Street, TorontoCity Office & Warehouse  
63 Bay Street, TorontoBRANCH WAREHOUSES  
252 Notre Dame St. W., Montreal553 St. Valier Street, Quebec  
RICHARD FRERES, AgentTHE  
**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.



calf shoes made on more dressy lasts than formerly, giving them a decidedly attractive appearance. Among other lines are kangaroo bals and bals with whole foxing and side seam foxing. A new offering this year is the flexible cushion sole shoe for men, with herring bone edge. There is also a liberal representation in military dress boots. All the popular selling lasts of the company have been retained, while several new ones have been added. The medium full semi-recede toe seems to be a leader, although there are the straight, round, full recede, and almost every other type of toe. The new wing tip is shown and there are a number of other pleasing offerings which will appeal to the young man. The line is being shown in Toronto by Reg. J. Johnston, of London, late head of the Johnston-Murray shoe firm, who recently sold out his interests in that concern.

**Decidedly Smart Models for Fall**

The last word in color, cut and pattern is presented in the new autumn offerings of Getty & Scott, Limited, who have made the Classic line this year more novel and striking than ever. All shades are represented, and among the outstanding selections are an African brown bal with old ivory quarters and dome top. There are splendid showings in grey dawn, champagne, Havana brown, white washable kid and oyster grey. A dull kid bal with patent slashed collar, a white buck bal with saddle strap and foxing on the sport last, carrying ivory sole and heel, and a seven-inch walking bal of storm calf, with viscolized sole, are pleasing presentations. Among other creations of interest is a shoe with a patent forepart and foxing, with white calf top and black spat buttons and inlay effect between vamp and foxing. This is known as the stag pattern. Then there is a patent bal with white kid top, black facing and black and white collar, and a bronze bal with Belgian silk top. A showy shoe is one with a red kid vamp, white top and blue slashed collar, giving the red, white and blue effect. A number of classy selections are observed in reingskin cloth in all colors, with ivory sole and heel, and a chocolate bal with light tan upper is a very pleasing novelty. There are other combinations in two-tone effects, which will appeal to all. The models carry the half Louis, Louis and opera heel, both in leather and wood. A midnight blue model with light grey upper, blue buttons

and slashed blue collar is certainly catchy. For growing girls there is a representative selection in high cut bals, in all leathers, some with Cossack and others with Hussar cut tops. A patent button with white buck top is a choice offering. Another shoe is a woman's low heel English last, patent button, dull top and white facings. There is a splendid showing in mock turns and flexible welts for women and also in flexible welts for children. Colonials in all leathers with huge tongues and large buckles also form a prominent part



J. B. Marcoux, superintendent of Ames-Holden-McCready, Limited, No. 1 Factory, Montreal, where men's fine welts are made

of this year's range. The military air is seen in numerous offerings for children and a new line in stitch-downs in lads', little gents' and youths' is observed. The new white washable kid appears in models for women, misses and children and the combination effects of black and white, tan and white, and other colors, make the Classic line which is being shown in Toronto by S. J. Anderson the best ever.

**INSIST THAT THIS TRADE MARK**

appear on all remedies and appliances in your

**ORTHOPEDIC DEPARTMENT**

If your Jobber cannot give you the reason, write us direct.

**VERMILYEA MANUFACTURING CO.**  
209 8th Ave. W. - - - Calgary, Alta.

**COLONIALS**

Are the Reigning Ornament. From our large line we have selected

*52 Different Styles*

with a wide range of prices, adapted to all shoes and tastes. Each of the fifty-two is illustrated on our lists, just out. Send for them.

*Make Over Your Last Year's Pumps*

**LYNN ORNAMENT CO.**

219F Market St., Lynn, Mass.

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED ON CONSIGNMENTS. **Leicester, Eng.** and at Kettering, Northampton, Bristol, and Norwich.

Cable "HIDES," Leicester.

# UNDERHILL SHOES HAVE A RECORD

They are the result of a generation and more of high shoemaking ideals. No skimping in either LEATHER or WORK. Not a nail, peg or stitch missing, and with that excellence of design that have always made them good sellers.

## OUR MEN'S, BOYS' and YOUTHS'

McKay Standard 100 Screw and Pegged can't be excelled anywhere.

## OUR WOMEN'S, MISSES' and GIRLS'

lines have the  
**Appearance, Ease of Fit and Wear**  
that places them in the  
**Front Rank of Easy Sellers**



Barrie Factory

Head Office: **AURORA, Ont.** **UNDERHILLS, LIMITED** Factories: **AURORA, Ont.**  
**BARRIE, Ont.**

IF YOU WANT  
THE BEST BUY

**John Bull**  
**Shoepax**  
AND  
**Larrigans**



No. 13. Men's 14-in Leg. Draw String.

Made from Our Own Specially Tanned Leather

MANUFACTURED BY

**The R. M. Beal Leather Co.**  
LINDSAY, ONT. Limited



**BOYS', YOUTHS'**  
**LITTLE GENTS'**  
**CHILDS'**

**STANDARD SCREW SHOES**

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

We also have a range of

**BAREFOOT SANDALS**

Prices on Application.

**JOBBERS' INQUIRIES SOLICITED**

**St. Hyacinthe Soft Sole Shoe Co.**  
St. Hyacinthe Limited **Quebec**



**"GUESSING THE TRAVELERS"—LADIES WIN**

Great interest was aroused over the contest in "naming the shoe travelers" whose pictures appeared in the Autumn Styles Edition of the SHOE AND LEATHER JOURNAL. Prizes were offered to the merchant or any member of his staff sending in the list of names most nearly correct. Replies were received from all parts of the Dominion, showing that several representatives of the various firms are nationally known. Deciding who were the winners was no small task, in view of the closeness of the competition. Many of the participants recognized nearly every member in the good-looking company of commercial men.

The honor of capturing first prize goes to Miss Mary Wood, who is saleslady with W. R. Baird, 433 Colborne St., Brantford, Ont. Her tabulation shows only two "cases of mistaken identity."

The second prize is awarded to Miss Nina Reynolds, sales lady in the store of her father, George E. Reynolds, Stirling, Ont. She was a keen competitor.

The successful ladies must have good friends among some of those handsome bachelor travelers, who doubtless gallantly came to their assistance in identifying the married members of the selling fraternity.

Honorable mention is made of R. Brake, with Thos. Brake, 562 Yonge St., Toronto; Elmo Schmurr, Mildmay, Ont.; Geo. MacVicar, Goderich, Ont.; William G. Tapp, Nipissing Stores, Port Arthur; H. A. Murphy, Alliston, Ont.

Replies were received from retailers and clerks in Winnipeg, Hull, Belleville, Berlin, Parkhill, Amherstburg, Montreal, Peterboro, Orillia, Renfrew, Owen Sound, Toronto, Brantford, Ottawa, Calgary, Edmonton, Regina, Port Arthur, Vancouver, Goderich, Stirling, Mildmay, Stratford, Hamilton, Medicine Hat, Victoria, Sherbrooke, St. John, Amherst, Pictou, Sydney, Halifax, North Bay, Kingston, Three Rivers, Valleyfield, Fredericton, London, St. Thomas, Smith's Falls, Woodstock, N.B., Sydney, Lethbridge, Nelson, and Sudbury.

The following are the correct names of the shoe travelers whose portraits appeared in the April 1st number of the SHOE AND LEATHER JOURNAL:—

- 1—C. S. Corson, Regal Shoe Co.
- 2—E. E. McIntyre, Brandon Shoe Co.
- 3—W. C. Myers, Star Shoe Co.
- 4—Fred P. Beemer, Blachford Shoe Mfg. Co.
- 5—Ken Murray, Murray Shoe Co.
- 6—H. E. Graham, Hartt Boot & Shoe Co.
- 7—L. M. Stock, Walker, Parker & Co.
- 8—L. D. Farewell, Hartt Boot & Shoe Co.
- 9—N. J. Bordeau, Galt Shoe Mfg. Co.
- 10—J. G. McDiarmid, Murray Shoe Co.
- 11—F. M. Downs, McLaren & Dallas.
- 12—F. W. Laskey, Tetrault Shoe Mfg. Co.
- 13—J. G. Riel, Star Shoe.
- 14—J. G. Settle, Murray Shoe Co.
- 15—W. J. Gard, Eagle Shoe Co.
- 16—H. E. Landon, London Shoe Co.
- 17—J. A. Smith, D. D. Hawthorne & Co.
- 18—C. A. Le Blanc, Star Shoe Co.
- 19—W. E. Armstrong, McLaren & Dallas.
- 20—W. E. Short, Kingsbury Footwear Co.
- 21—A. A. Orendorff, E. T. Wright & Co.
- 22—W. S. Pettis, Perth Shoe Co.
- 23—W. G. Berscht, McLaren & Dallas.
- 24—G. H. Taylor, Kingsbury Footwear Co.
- 25—A. M. Jarvis, Murray Shoe Co.
- 26—F. J. Sharpe, J. A. & M. Cote.
- 27—H. L. Geene, White Shoe Co.
- 28—Alf Winn, Eagle Shoe Co.
- 29—John Scott, Eagle Shoe Co.
- 30—J. T. Sutherland, Kingston.
- 31—R. B. Chalue, Drummond Shoe Co.
- 32—Gideon Knechtel, Williams Shoe, Limited.
- 33—H. E. Wettlaufer, Chas. A. Ahrens, Limited
- 34—J. S. Lovell, Corbeil, Limited.
- 35—J. D. Campbell, Kingsbury Footwear Co.
- 36—L. B. Hutchison, Kaufman Rubber Co.
- 37—H. R. List, Luc Routier.

- 38—F. B. Hull, Eagle Shoe Co.
- 39—R. G. Percival, Kingsbury Footwear Co.
- 40—J. A. McLean, Eagle Shoe Co.
- 41—Jos. Gravel, Thompson Shoe Co.
- 42—H. B. McGee, Minister-Myles Shoe Co.
- 43—A. A. Armbrust, Lady Belle Shoe Co.
- 44—Harry Adams, Slater Shoe Co.
- 45—J. A. Morin, James Robinson.
- 46—E. A. Marchildon, Eagle Shoe Co.
- 47—J. A. Malboeuf, Kingsbury Footwear Co.
- 48—J. Farewell, D. D. Hawthorne & Co.
- 49—A. R. Trudeau, G. J. Trudeau, Limited.
- 50—T. R. Trudeau, Corbeil Limited.
- 51—J. J. Connor, McLaren & Dallas.
- 52—H. Martineau, Eagle Shoe Co.
- 53—J. S. Ashworth, Sir H. W. Trickett, Limited
- 54—J. E. Firth, W. B. Hamilton Shoe Co.
- 55—Harry Thompson, Thompson Shoe Co.
- 56—J. P. Maher, Reliance Shoe Co.
- 57—Aug. Martineau, Eagle Shoe Co.
- 58—G. H. Ansley, Perth Shoe Co.
- 59—J. W. Foy, D. D. Hawthorne & Co.
- 60—J. J. Tilt, Brandon Shoe Co.
- 61—R. M. McGowan, Winnipeg.
- 62—W. H. Budreo, Drummond Shoe Co.
- 63—Ed. Lynch, Minister-Myles Shoe Co.
- 64—W. G. Martin, Canadian Consolidated Rubber Co.
- 65—C. H. Firth, Sterling Bros. & Co.
- 66—S. G. Amero, Kaufman Rubber Co.
- 67—F. Chalmers, John McPherson Co.
- 68—C. H. Himburg, Chas. A. Ahrens.
- 69—W. G. Downing, Regina.
- 70—A. J. Pinsonnault, Montreal.
- 71—Frank E. Rousseau, Gourlay & Fogelberg.
- 72—Frank Power, MacFarlane Shoe Co.
- 73—J. S. Townsend, Hamilton.
- 74—Jos. Harper, Canadian Consolidated Rubber Co.

**MUSICAL FOOTWEAR THING OF PAST**

While conducting a research for information on the origin of certain fashions of the past I discovered the reason for the existence of the squeak in shoes. The squeak was once deemed fashionable, and men of great importance in the affairs of the country demanded it in their footwear, and cobblers were paid two shillings extra for putting it in. The squeaky boot denoted the approach of some one of importance, and the way was made clear at once in the

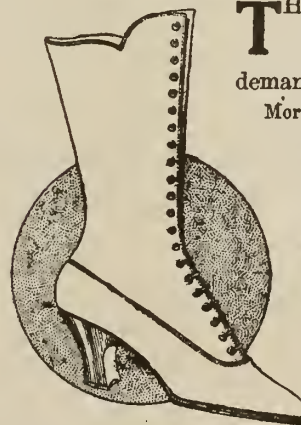
**The New Washable Kid Boot  
That is Called the White Hussar**

**T**HIS SMART NEW BIT of high-topped footwear fills most charmingly Fashion's latest demand for white boots.

Moreover, the white kid of which it is fashioned possesses the immense advantage of being washable. Rub it with a wet sponge and it is fresh and clean as when new.

Lacing up high in Hussar style, according to current mode, the sole and Louis heel are of ivory white leather—constituting a fashionable, wearable boot for general use. Sizes run from 2½ to 7, the price being \$8.00.

The same model may be had in white calf with toecap. Price, \$8.00.



How leading Toronto firm features white footwear

same manner as a bicyclist's shrill whistle warns you to look to your interests. During the squeaky period men found it difficult to sneak into the house after 12 midnight without being discovered and disgraced. Removing the shoes before entering the home is an invention which followed the squeaky shoe era, and while the former is now almost obsolete, the latter is still in vogue and as popular as ever with married men!—Zim in Cartoons Magazine.



J 394 J

Peters' White Egyptian Reinskinn, 8" full quarter lace boot, Touraine last, Vaughan's White Ivory sole and welting, close edge welt, 2 1/8" wood covered half Louis heel. AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.

\$3.60



J 384 K

Women's welt Boot, white Delhi Calf, Madison last, 8" full quarter lace, plain toe, regular leather sole, close edge welt, wood covered Cuban heel. A, 3 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7; D, 2 1/2 to 7.

\$4.00



J 194 E

White canvas full quarter 8" lace boot, Belmont last, plain toe, flexible McKay sole, wood covered half Louis heel. B, 3 to 7; C and D, 2 1/2 to 7.

\$2.50

## POPULAR

### These three white boots are selling well everywhere

White is correct in boots for Spring, the 8" height being greatly in favor.

The three pretty styles shown above are worthy of the notice of the shoe merchant who is desirous of giving his customers the utmost for their expenditure in style, fit, class of workmanship and quality of materials.

*Let us send you a trial order from stock today so that you may determine by actual inspection what kind of shoes they really are.*

UTZ & DUNN CO.

ROCHESTER, N.Y.

*Ask for copy of Catalogue*

Los Angeles Office  
602 Lankershim Building  
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 Building  
Denver, Colo.  
RICE & TIGER  
Representatives



## GO AFTER THE CHILDREN'S SHOE TRADE—IT PAYS

*(Continued from page 21)*

a birthday record in connection with our children's department, and will send a birthday souvenir to all children—boys or girls—between the ages of four and twelve years—who fill in the information required and return the sheet to us." Then appears some dotted lines divided into columns, the first for the date, the second for the full name of the child, the third for the address, the fourth for the age, and the fifth for the birthday. The leaflet closes with these words:—"When this sheet is returned, the name will be entered in our special book, a page for every day in the year, and the souvenir will be mailed, so as to reach the child on the correct date."

Most parents take the trouble to fill in the dotted blank lines and return the slip to the store. The entries are then transferred to a large diary, under the proper dates. This book is gone over by the proprietor at an early hour every morning, and on the day previous to a child's birthday, a hand-



some and artistic postcard is mailed. The missive bears the name and street address of the youthful recipient, and the message, "Wishing you many happy returns of your birthday." This is personally attended to by the shoeman, who, on some days, sends out as many as fifteen cards, and rarely ever less than two or three. The result is that the card, which is nicely illustrated, generally showing a scene of some children at play or presenting other associations of childhood, reaches the one intended on the very morning that it should, namely, the birthday of the kiddy. The cards cost the shoeman about a cent a-piece, and previous to the war, the postage was one cent. Now it costs two cents, but even yet he considers that such a memento yields big returns.

Every juvenile, who buys shoes at his shop receives either a good hardwood ruler, lead pencil or scribbling book, each of which costs the retailer from two or three cents. Naturally the premium is much prized by the adolescent possessor and as a result big business is developed in the children's department. Prices of shoes are not mentioned on the printed matter of the scribbler, the pencil or the ruler, but there are a few words regarding the worth and workmanship of the shoes. Some of the catchy phrases are:—"Every home that contains a boy or a girl has to handle the school shoe proposition. We have settled it." Here is another. "Our school shoes fill every requirement, fit, shape, looks and wear," and "Ours is the store that serves you best."

On the front page of the scribbler is the following:—"Ever tried our school shoes? If not we believe you are missing the best school shoes in the city, and we are making a special feature of ——— in this establishment. They embrace the best leather, the best workmanship and shoe-making, and the best shapes. We think if we do not know the school children's requirements and of boys and girls, who does? Experience has taught us exactly what is needed and we have got them."

These are only two or three of the ingenious publicity and patronage winning methods adopted by this retailer, who keeps close tab on his customers' wants. He believes that families are rarely ever divided, particularly when growing up, and the shoeman, who emphasizes and presents his facilities for fitting every one in the household, naturally captures the greatest amount of business in his community. Do not despise the children's department. It is big in its possibilities and strong in its attachments. Such a department may be made just exactly what you want it to be. The more energy, thought, time and attention you devote to it the more you will get out of it. It is like everything else in life. It will return rewards, according to the care, judgment and thought bestowed upon it.

**The Prices Which You Buy**

A Montreal shoe merchant writes: "I obtain proportionately as great a profit on children's shoes as I do on those of adults. There is no reason why we should sell at a less proportion. Now for my infants' line (I am not speaking of soft soles which run from 2 to 5, and carry a sewn seat), I pay from 85c to \$1.25, and get them in dongola, patent and calf. All these shoes are turns. For children's lines 4 to 7½, with nailed seat, I pay for McKays \$1.20 to \$1.50 and for turns, \$1.10 to \$1.40. Then for girls and little gents sizes 8 to 10½. I pay from \$1.55 to \$1.85, with dongolas, slightly cheaper, and for misses and youths, 11 to 2, the figure is \$1.85 to \$2.40. Practically all these goods are McKays. When I quote these figures, I do not say that they are what we will be asked this season. I am merely giving you some items from last years' purchases. I understand that quotations have very materially increased, and that there are some surprises in store for us. Well, I intend to advance my prices accordingly. There is no reason why a shoe merchant should be a public benefactor. Unless we obtain a fair, legitimate profit, we cannot do business to-day, as it costs more in every way to conduct a retail business. I will not say that rents are higher, but this I will say, that clerks are demanding more money, owing to the scarcity of help, and every man who has a spark of patriotism in his make-up or who wishes to do his bit at home has to give, and give liberally, to the Patriotic, Red Cross and like objects, while the tax rate and other levies have increased. These are things that must be taken into consideration.

"I may tell you in conclusion that I devote as much attention to buying in the children's department as I do in any other section of my business. It pays to give it time and attention. I have always regarded the children's department as one of the most profitable and important."

**New Staff Now on the Road**

The following now constitute the traveling staff of Scott-Chamberlain, Limited, of London, for this season:—John Dunbar, general sales manager; Ira T. Owen, late manager for Johnston & Murray, London, is covering the Maritime Provinces, while Reg. J. Johnston, of London, is looking after Toronto and the western part of Ontario, north of the main line as far as the "Soo." Wm. Fryer, late with C. C. Begg, Collingwood, is attending to the southern portion of Ontario, W. Venton, late of H. Ashplant & Son, London, is supervising eastern Ontario, while the Prairie Provinces are being looked after by the Messrs. Clark, Quebec province by Mr. Leonard, and Montreal city by Mr. Clouthier.

# Goodwin's Family Shoe Shop Headquarters for Classic Shoes

Classic Shoes combine economy in the fullest measure with the cream of the smartest new shoe styles. We specialize in the celebrated



Women's Button and Lace Boots, all styles and Leathers ..... **\$3.95**

## “Classic Shoes” for Women, Misses and Children

We have selected them from the numbers of good shoes on the market today because we believe they afford you the maximum of style, quality, service and comfort consistent with moderate price.



Misses' Patent Colt Gun Metal Calf, Black Kid and Tan Calf Button and Lace Boots, cloth and kid tops, "nature" lasts, sizes 11 to 2..... **\$2.75**  
Children's sizes, 8 to 10 1/2..... **\$2.25**



Women's Dull Kid and Patent Colt Colonials ..... **\$2.95**  
and ..... **\$3.95**

We have expert sales people trained to fit you and the younger members of the family perfectly. Special attention given to the requirements of children's growing feet.

If it is inconvenient to come to the store in person, order by 'phone or mail.



Women's Button and Lace Boots, all styles and Leathers..... **\$3.95**

Misses' Patent Colt, Mary Jane, ankle straps, sizes 11 to 2 ..... **\$2.25**

Children's sizes, 8 to 10 1/2..... **\$1.98**

Children's White New Buck Kid Button Boots, sizes 1 to 3 1/2 ..... **\$1.50**  
Sizes 4 to 7 1/2 ... **\$1.75**

Little Gent's Gun Metal Calf, mahogany calf and patent colt, button and lace Boots.

Sizes 5 to 7 1/2.... **\$2.00**  
Size 8 to 10 1/2.... **\$2.25**  
Sizes 11 to 2..... **\$2.75**

Children's Patent Ankle Strap and Nubuck Ankle Straps, sizes 1 to 3 1/2..... **\$1.25**  
Sizes 4 to 7 1/2.... **\$1.50**



Infants' black and chocolate kid button and lace Boots, sizes 1 to 3 1/2 ..... **\$1.25**  
Sizes 4 to 7 1/2.... **\$1.50**



Infants' Patent Colt Button white kid tops, cloth tops, kid tops, sizes 1 to 3 1/2..... **\$1.50**  
Sizes 4 to 7 1/2..... **\$1.75**

Business Hours: 8.30 to 6

*Goodwin's*  
**LIMITED**  
Telephone Up. 7000

FAMILY SHOE SHOP—STREET FLOOR

How leading Montreal firm features “Classic Shoes”





# AMONG THE SHOE MEN.



The stock of Harry Gruber, shoe dealer, Montreal, has been sold.

Paul Turcotte, shoe dealer, Quebec, recently suffered a three thousand dollar loss by fire.

John Bishop, nephew of Walter Bishop, shoe retailer, Queen Street West, Toronto, has enlisted for overseas service.

J. J. Connor, western representative for McLaren & Dallas, wholesale shoes, Toronto, left this week on an extended business trip throughout the Prairie provinces.

E. E. Code, manager of the Ottawa branch of the Kaufman Rubber Co., spent a few days in Toronto and Berlin last week.

H. B. Ohrt, who was formerly in the shoe business on Queen St. West, Toronto, has taken a position as manager of the retail store of J. A. E. Snyder, 1474 Yonge St., Toronto.

William Maedel, one of the best known men in Huron county, was found dead of heart disease in his tannery at Saltford, adjoining Goderich.

L. R. Newbegin, Montreal, has returned from a trip to Boston.

C. N. Candee, vice-president of Gutta Percha and Rubber, Limited, Toronto, has won the McGaw Cup for the season in the Balmy Beach Gun Club.

James Valentine, of Valentine & Martin, Waterloo, Ont., was in Toronto last week, calling upon the trade.

R. J. Drysdale, of Kingston, eastern Ontario representative of the Ames-Holden-McCreedy Ltd., spent a few days in Toronto last week on business.

C. C. Allan, shoe retailer, who suffered a severe loss by fire a few weeks ago, is moving into his new store 1424 Queen St. West, which has been attractively fitted up.

The Quebec branch of the Canadian Consolidated Rubber Co. has removed from Dalhousie Street to the Begin Building on Crown Street. J. E. Beauvais, the manager, recently lost his three year old son, and many friends will sympathise with him in his bereavement.

During the month of February, 126,977 pairs were turned out of the Dominion Rubber factory at St. Jerome, Quebec, this being the largest output for any one month the plant has ever known.

Wm. Edwards, who for many years was with Chas. Tilley & Son, and later with McLaren & Dallas, Toronto, has been appointed representative in Toronto for the Nursery Shoe Co., of St. Thomas, Ont.

Russell C. Foy, who represents R. B. Griffith & Co., wholesale shoes, of Hamilton, and has a sample room at 146 Wellington St. West, Toronto, will also cover Toronto city for the Minister Myles Shoe Co., succeeding C. F. Schuszler, who has gone with the Regal Shoe Co.

Wm. Fox, superintendent of Sterling Bros. Ltd., London, Ont., was calling upon the trade in Toronto during the past few days.

F. W. Knowlton, of Montreal, manager of United Shoe Machinery Co. of Canada, spent several days in Toronto last week on business.

Wm. Cathcart, shoe dealer, Victoria, spent a few days on a buying trip recently in Seattle.

The J. H. Hamilton Shoe Co., shoe manufacturers, Sherbrooke, Que., have gone into liquidation.

V. L. Holmes, who represents the Berlin Shoe Mfg. Co., with which firm he has been connected for five years, is also

carrying the lines of the Star Shoe Co., in eastern Ontario. Mr. Holmes has not severed his connection with the Berlin Shoe Mfg. Co., as intimated in the last issue, and will still continue to look after their interests as aggressively as ever.

J. W. Carey, shoe dealer, Peterboro, has moved into new premises at 448 George St., next door south of his former stand. Mr. Carey, who is a practical shoemaker, states that he will make shoes and pay particular attention to fitting feet that are deformed or otherwise difficult to fit.

Knechtel & Co., who have been in the shoe business for some twenty years in Stratford, Ont., have established themselves in larger premises on Downie St. The new store is well located and has been refitted and equipped with a special ladies' department. There are spacious show windows at the front and the interior is attractive and well lighted.

W. A. Funk, who has been in the employ of J. Agnew, Limited, for the past five years, has been appointed manager of the store in Berlin, Ont., succeeding C. A. Bechie, who has been transferred to Brantford.

The employees of the Breithaupt Leather Co., Berlin, recently presented Anthony Hopf, foreman of the beam house, with an appreciative address and a wrist watch. The many good qualities of Mr. Hopf, who has enlisted on behalf of King and Country for overseas service, were referred to, and he was commended for his patriotic spirit, in leaving his home and family to participate in the great struggle for freedom and honor.

Mr. Mutrie, of Mutrie & Son, shoe dealers, Victoria, who was unfortunate in breaking his leg a short time ago, when at the Y.M.C.A., is getting along nicely.

The American Shoe Store, which for fourteen years has occupied the same premises on Jasper Ave. East, Edmonton, is moving west into a new store on Jasper Ave. between Third and Fourth Streets, which is being specially fitted up for the purpose.

The shareholders of the Amherst Boot & Shoe Co., Amherst, N.S., have received their fifty-third consecutive dividend. The business of the company is reported exceptionally good, the sales for January and February being over fifty thousand in advance of the same months last year, while the showing for March was the biggest in the history of the company.

Geo. E. Williams, who for the past ten years has held a responsible position with D. D. Hawthorne & Co., Toronto, has resigned in order to engage in farming near Ailsa Craig, Ont. Mr. Williams, who is widely known to the shoe trade, was for some years with the old J. D. King Co. and was presented by the staff of D. D. Hawthorne with a substantial purse on the eve of his departure.

Chas. K. Hutchinson has been appointed superintendent of the Granby plant of the Canadian Consolidated Rubber Co. Mr. Hutchinson has had a wide experience in the rubber game, and since March 1915, has been superintendent of labor and efficiency in the Canadian Rubber factory, Montreal, and with the re-opening of the Granby plant, he has been placed in charge. It is expected the factory, which has been generally overhauled, will be in running order by the middle of the month. A. J. Todd, of the transportation department of the Canadian Consolidated, has succeeded Mr. Hutchinson as superintendent of labor and efficiency at the Canadian factory, Montreal.

## 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—Purchaser for Red Mangrove Bark, in any quantities, from fifty to 5,000 tons. Please communicate with W. L. M. Garsia, 3 Duke street, Kingston, Jamaica, B.W.I.

WANTED—Traveler on commission east of Toronto, to carry full line of Quebec manufacturer's samples in machine sewn and nailed goods. Prices right—application confidential. Apply to Box 102, SHOE AND LEATHER JOURNAL, Toronto.

SHOE FACTORY FOR SALE—Making Women's, Misses' and Children's Shoes. Capacity three to four hundred pairs a day—thoroughly modern equipment and building, located in one of the best shoe centres of Canada. Business in flourishing condition, and ill health sole reason for selling. Apply to Box 103, SHOE AND LEATHER JOURNAL, Toronto.

Harley Henry, Limited, boots and shoes, North Battleford, Sask., has sold his local retail store to T. R. Henry.

A. Bender, assistant manager of the men's department of the T. Eaton Co., Winnipeg, has enlisted in the 203rd Battalion. Pte. Bender is a Canadian by birth from Zurich, Huron county, and has been a resident of Winnipeg for four years. He follows his brother, Alfred, into the ranks of the 203rd.

Mr. and Mrs. James Robinson, of Montreal, are now at Ashville, North Carolina, where they are enjoying the fine spring weather.

The factory of the Williams Shoe, Limited, Brampton, Ont., had a narrow escape from a serious fire a few days ago, when a gasoline tank in connection with one of the machines took fire. An explosion followed, but before the flames gained headway one of the employes threw the tank out of a window. Although severely burned his prompt action prevented a serious loss.

A. E. Wild, of Melfort, Sask., dealer in shoes and men's furnishings, was in Toronto last week on business. Mr. Wild is a former resident of Huron county who has met with success in the West.

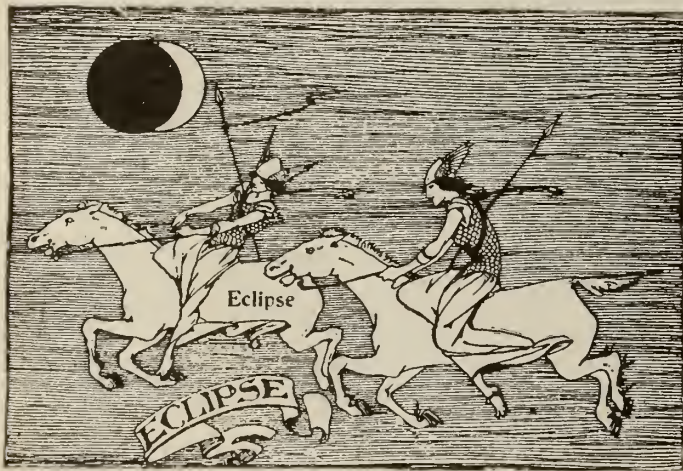
Fire broke out recently in the premises of the Ritz Shoe Co., 66 St. Paul street, Montreal. The damage done was slight.

Fred C. Taylor, shoe retailer, of Ottawa, has removed from the corner of Bank and Slater streets to larger premises at 111 Bank street, and is now located in his new home. The store is modern in every respect and has splendid display windows. Mr. Taylor is now carrying a much larger and finer stock and reports that business so far has been exceptionally encouraging. He is to be congratulated on his recent progressive move.

Wm. Hockin, shoe retailer, of Wallaceburg, Ont., has installed new lights in his store and made several other improvements to his premises.

The Garber Rubber Co. are starting business in Winnipeg.

A. F. Climie & Sons, dealers in shoes and groceries, Lanigan, Sask., are selling out and removing to Jansen.



# Eclipse Shoes

Set a standard of quality that totally eclipses anything else at the price.

## Boys', Youths', Misses', Children's

We make these lines only, in Turns and McKays, and our specialized effort produces a shoe of specially high grade style and wear-resisting qualities, that has no superior. See the new lines for Fall.

**Galt Shoe Mfg. Co., Limited, Galt, Ont.**



G. H. Ansley, managing director of the Perth Shoe Co., Perth, spent a few days in Toronto last week on business. The company have recently doubled their capacity and are now turning out 600 pairs a day in women's welts exclusively, having orders on hand to keep them busy for several weeks. A. N. Jones, late with the American Lady factory, St. Louis, Mo., has joined the staff of the Perth Shoe Co., as quality man and has entered upon his new duties.



J. M. S. Carroll, Division Manager, Canadian Consolidated Rubber Co. Limited, who has been re-elected a director of the Canadian Rubber Co. of Montreal, Limited, and has been in the service of the company twelve years.

Sol. Bachrack, formerly senior partner with Bachrack Bros., shoe retailers, 234 Yonge street, Toronto, is now identified with the Bachrack Co., Limited, dry goods, 56 Bay street. The members of the shoe firm are Harry Bachrack and his brother Louis.

J. A. Wade, factory manager, was elected a director at the annual meeting of the Canadian Rubber Co., of Montreal, Limited, held at Montreal on April 4th last.

L. R. Newbegin & Co., handling Markem, Puritan and other shoe machinery in Montreal, are taking larger quarters May 1st.

Extensive alterations are being made to the Haines Shoe House in Belleville, Ont. A new front of the latest type is being installed, while the seating, lighting and heating arrangements will also be changed. When the work is completed the store will be practically new throughout.

Captain W. H. McLaren of the 19th Battalion, who is now doing service in France and is a son of J. A. McLaren, wholesale shoes, Toronto, was married recently at Christ Church, Folkestone, England, to Miss Beatrice Eleanor Brown, daughter of A. W. Brown of Hamilton. Miss Brown had been awaiting Captain McLaren's return from the trenches on leave since December.

J. N. Gibson is now covering Toronto for Blachford, Davies & Co., Limited, taking the place of A. Echold, who has been transferred to Mr. Gibson's former ground in Northern Ontario. T. H. Ross, who is well known to the shoe trade, is now representing Blachford, Davies & Co. in Hamilton and in the Lake Shore and Niagara district throughout Western Ontario.

Shoe leather has become so scarce in Austria that the shoemakers demand \$2 for soling an old pair of shoes. Hundreds of children are unable to go to school because

they have no shoes, which cost anywhere from \$2 to \$5 a pair. Shoes with wooden soles from Germany cost from \$1.20 to \$2 a pair.

John Huycke, shoe dealer of Cobourg, Ont., has sold out to J. Dobensky & Co. of that town.

E. R. Lewis, leather dealer, Toronto, has returned from a business trip to Montreal and Quebec.

W. J. Burns, of the Burns Co., Oshawa, who has been unwell for several weeks was in Toronto recently calling upon the shoe trade. He is feeling much better than he has for some time.

Fred R. Foley, shoe merchant, of Bowmanville, Ont., last month celebrated his fifteenth anniversary in business in that town by holding a successful sale.

Murray W. Crosby, representing Utz & Dunn Co., of Rochester, N.Y., was in Toronto last week showing a fine representative range of autumn models.

George E. Chambers, manager of the Regal shoe store, Toronto, has returned from a business trip to Boston.

E. E. Shaw, for the past three years in charge of the cut sole factory of Ames-Holden-McCready, Limited, Montreal, has resigned, and is succeeded by H. D. Gross, formerly in charge of the stock fitting department at their No. 1 factory.

L. S. McKindsey, representing the W. B. Hamilton Shoe Co., Toronto, is now on an extended business trip throughout the western provinces.

Extensive alterations are being made to the office quarters and sample room of P. Jacobi, shoe store supplies, 5 Wellington street east, Toronto. The office has been greatly enlarged and rearranged, while the commodious new sample room which is located just back of it has all the latest display facilities.

Roy R. Wilson, son of T. A. Wilson, shoe retailer, Bloor street west, Toronto, who enlisted some time ago, is now sergeant-major in the 130 Battalion, Perth, Ont., where he resided for a number of years. He has always



Women's Welt, all Kid, Lace Bal, Plain Toe, small perforations, half Louis Heel. By Ames-Holden-McCready.

taken a deep interest in matters military, and was a member of the 42nd regiment in Perth. T. A. Wilson has also another son, Dr. A. A. Wilson, late of Vancouver, attached to a British regiment now in Salonika, Greece.

Silas Shane has sold out his shoe repairing business in Almonte and removed to Ottawa.

# FOR MAY FIRST DELIVERY

*Our comprehensive stock assures prompt service*

## COLONIALS

4257	Black Kid, ½ Louis Heel, Large Silver Buckle, M.S. 2½ to 7.....	\$2.50
4258	Gun Metal, ½ Louis Heel, Large Silver Buckle, M.S. 2½ to 7.....	2.50
4259	Patent, ½ Louis Heel, Large Silver Buckle, M.S. 2½ to 7.....	2.50
4288	Patent, Spool Heel, Black Buckle, M.S. 2½ to 7.....	2.00
4256	Patent, ½ Louis Heel, Large Silver Buckle, Turn 2½ to 7.....	2.00
4265	Patent, ½ Louis Heel, Large Silver Buckle, M.S. 2½ to 7.....	1.85
4267	Gun Metal, ½ Louis Heel, Large Silver Buckle, M.S. 2½ to 7.....	1.85



## HIGH-CUTS

4047	Patent 9 in. Butt., Cab. Top, ½ Louis Heel, M.S. 2½ to 7.....	\$3.00
4048	Patent 9 in. Lace, Cab. Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4051	Gun Metal 9 in. Butt., Cab. Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4052	Gun Metal 9 in. Lace, Cab. Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4057	Patent Vamp 9 in. Lace, Whole Calf Quarter, ½ Louis Heel, M.S. 2½ to 7.....	3.50
4058	Gun Metal 9 in. Lace, Whole Calf Quarter, ½ Louis Heel, M.S. 2½ to 7.....	3.50
4094	Gun Metal 8 in. Lace, Cab. Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4095	Black Vici 8 in. Butt., Cloth Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4096	Black Vici 8 in. Lace, Cloth Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4097	Patent 8 in. Lace, White Poplin Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00



## Colonials and High-Cuts

The two popular  
sellers of the  
day

*See our salesman or mail your order. Either will receive prompt attention.*

## COLONIALS

4373	Fine White Poplin, Covered Spool Heel, White Buckle, Turn 1 to 7..	\$1.75
4377	Fine White Poplin, Covered Low Heel, White Buckle, Turn 2½ to 6..	1.75
4309	Fine White Poplin, Leather Spool Heel, White Buckle, M.S. 2½ to 7..	1.35
4312	Fine White Poplin, Covered ½ Louis Heel, Silver Buckle, M.S. 2½ to 7..	1.35
4318	White Poplin, Covered Spool Heel, Bow, M.S. 2½ to 7.....	.95
4327	White Poplin, Leather Cuban, Covered Buckle, M.S. 2½ to 7.....	.90
4326	Black Velvet, Covered Spool Heel, Bow, M.S. 2½ to 7.....	1.00
4322	Black Poplin, Covered Spool Heel, Covered Buckle, M.S. 2½ to 7.....	.95



## HIGH-CUTS

4098	Patent 8 in. Lace, Cloth Top, ½ Louis Heel, M.S. 2½ to 7.....	\$3.00
4099	Patent 8 in. Butt., Cloth Top, ½ Louis Heel, M.S. 2½ to 7.....	3.00
4072	Velour 8 in. Lace, Mat Calf Top, ½ Louis Heel, M.S. 2½ to 7.....	2.60
4073	Patent 8 in. Lace, Mat Calf Top, ½ Louis Heel, M.S. 2½ to 7.....	2.60
4043	Patent 7 in. Butt., White Canvas Top, ½ Louis Heel, M.S. 2½ to 7..	2.60
4044	Patent 7 in. Lace, White Canvas Top, ½ Louis Heel, M.S. 2½ to 7.....	2.60
4347	Fine White Poplin 8 in. Covered ½ Louis Heel, M.S. 2½ to 7.....	2.25
4342	Fine White Poplin 8 in., Covered ½ Louis Heel, M.S. 2½ to 7.....	1.85
4346	Fine White Poplin 7 in., Leather, ½ Louis Heel, M.S. 2½ to 7.....	1.85

**Blachford-Davies Co., Limited**  
60 Front Street West  
Toronto



G. D. Christie, shoe dealer, Victoria, B.C., has moved into his new store 1231 Government Street, that city.

Eastern travellers who are now in British Columbia report that conditions there are improving a lot. Trade has been very quiet during the past winter, owing to the extraordinary amount of snow which fell, the most for a number of years. The turnover in rubbers was a large one, but in leather footwear things did not move as freely as they would have under milder weather conditions. The cars were blocked for several days, something never known before, but recently the weather has been very fine, which has helped matters considerably.

J. J. Shier, one of the best known business men of Cannington, Ont., passed away last month after an illness of some weeks. He was in his 48th year and after receiving his education in his native village of Cannington, he learned his father's trade, that of shoemaking, and worked at it for a time in the United States and Toronto, returning to his native home, where he and his father entered into partnership and opened a shoe store in the early eighties. They continued to conduct a successful business until his father through illness retired. About ten years ago the late Mr. Shier and Mr. W. A. Mullen formed a partnership. This firm conducted one of the largest and most successful shoe and grocery businesses in Central Ontario, until November, 1915, when Mr. Mullen retired, selling his interests to the deceased. The late Mr. Shier was for many years a member of Cannington council and the Board of Education and was a leading Oddfellow and Orangeman.

H. J. de Villers Sales Co., 239 St. Catherine St., Maisonneuve, dealers in men's shoes and furnishings, having outgrown the space of their present premises, are having new fixtures installed at 253 St. Catherine, Maisonneuve. They will have 1,260 square feet of floor space and at the rear of the store, but separated from same, they will have a repair shop of 72 square feet in charge of an expert shoe repairer. H. J. de Villers Sales Co. supply the best class of workingmen's footwear and furnishings. They are asking why the manufacturers who are catering to the working class do not advertise their lines in the trade papers. It now seems, they state, as if the manufacturers are only making fancy shoes and furnishings. Mr. de Villers says he will shortly after the war be catering to 14,000 steel and iron workers. As a great many of these men work night and

day and often on Sundays, they have no use for a dress shirt, but are paying \$3.00 for a pair of working mitts, or \$5.00 for solid workmen's boots.

The very latest idea is the introduction of red-brown leather boots with all sorts and conditions of frocks. These boots are very high and are, of course, laced. The heels are made of brown leather on the Cuban model, and if the right shade of red-brown is chosen such boots may be worn with success in conjunction with white, dark blue or black dresses.

G. W. Charles, late of the Cobourg Felt Co., Cobourg, Ont., has been appointed assistant manager of the Canadian Consolidated Felt Co., Berlin.

A. D. Weber, general manager of the Canadian Consolidated Felt Co., Berlin, who has been confined to the house for the past few weeks with illness, is very much improved.

Roston's Shoes, Limited, Montreal, have been incorporated.

Callum & LeSeuer, who have been in the retail shoe business for some years, at 187 Front St., Sarnia, Ont., have dissolved partnership. R. E. LeSeuer will continue the business. A ten days' special dissolution sale was recently held.

J. S. Townsend, wholesale shoes, Hamilton, carries a line of specialties, and considers that fully 65% of the business done by the house is on these special ranges which it has in stock. The men's and women's lines retail from \$2.50 to \$5.00, and have both push and style to them. Mr. Townsend is devoting considerable attention to novelties worth having, and reports gratifying sales in these lines.

E. S. Hunt, president of the Chatham Shoe Co., Chatham, Ont., was in Toronto last week on business. He expects to start manufacturing in his new plant in a few days.

E. Y. Jones, manager of the Regina branch of the Canadian Consolidated Rubber Co., has been granted leave of absence for overseas service. He will take a lieutenant's course with the artillery.

J. M. S. Carroll, division manager, Montreal, was re-elected a director at the last annual meeting of the Canadian Rubber Co., of Montreal, Limited.

The Woelfle Shoe Co., Berlin, are running at nights in order to get out the work. Some twenty-five of the company's employes have enlisted for overseas service, but every effort is being made to fill all orders as promptly as possible.





Walter E. Yates, Toronto



C. F. Schuszler, Toronto



George J. Cowling, Toronto

### LOOKING AFTER THE CITY TRADE

Walter E. Yates, widely known to the shoe trade, has been appointed city traveler for McLaren & Dallas, wholesale shoes, Toronto, with which firm he has been identified in responsible positions for a number of years. Mr. Yates has a connection of over 25 years with the business. He was born in Hamilton, Ont., and his first position was with John Eastwood & Co. in the stationery line. Then he joined the wholesale footwear establishment of R. H. Greene & Co., in the Ambitious City, in 1891. The firm afterwards became Greene, McLaren & Co., and the business was removed to Toronto. Mr. Yates was with J. A. McLaren & Co., and for several years warehouse manager for McLaren & Dallas. His genial manner and kindly disposition have won him many friends.

### WELL LIKED BY THE SHOE TRADE

C. F. Schuszler, who recently joined the selling staff of the Regal Shoe Co., Toronto, and will cover western and north western Ontario, as well as the city, is an experienced salesman, well liked and well spoken of. He has a practical knowledge of the trade, having entered the factory of the Minister, Myles Shoe Co. several years ago, working for a considerable time in the lasting room. He was then appointed business agent for the Boot and Shoe Workers' Union, which position he filled acceptably. Mr. Schuszler's next appointment was as city traveler for the Minister, Myles Shoe Co., and he also handled the lines of the Nursery Shoe Co., of St. Thomas, having sample rooms in the Toronto Arcade. His many friends are confident that he will make good in his new position.

### WILL COVER EASTERN ONTARIO

Geo. J. Cowling, who for some time past has represented Gourlay & Fogelberg, Ltd., Berlin, in Toronto city, will this season cover Eastern Ontario and Montreal in the interests of his firm. He has also been appointed representative for the same territory for the Galt Shoe Mfg. Co., Galt, Ont. Mr. Cowling began his career in the employ

of the Relindo Shoe Co., Toronto, with whom he remained five years, starting in the shipping room and later becoming city traveler, doing parts of Ontario, as well as Western Canada. He was with the Blachford Shoe Mfg. Co. previous to joining the staff of Gourlay & Fogelberg. Mr. Cowling likes the selling game, and has established a good connection with the retail trade.

### REACHING OUT FOR MORE BUSINESS

Hundreds of small shoe dealers and repairers, working in dingy shops, doing business on limited capital, seem not to realize that they may lift themselves out of the rut and put their business on a profitable basis by exercising the same push and energy as their big brothers. Publicity is the essential thing for any business, large or small, and the little man as well as the big one must advertise, says the "Shoe Repairer."

"That's all very well to say," breaks in the man at the bench, "but where is the money to come from with which to start this advertising campaign?" In response I might say that one of the greatest advertising mediums of every merchant is one that costs him practically nothing—his show window; and yet in nine cases out of ten practically no attention is paid to this silent salesman. Not only is there no attempt made to use it for advertising purposes, but it is not even kept clean and neat, and its contents are frequently only faded lithographs and dead flies. No reasonable person expects the interior of a repair shop to be kept as immaculate as that of a jewelry store, but there is absolutely no reason why the window of a shoeman should not shine with soap and water. Not only will it give him better light for his work, but a store that is bright and clean will attract much more patronage, particularly among the feminine portion of the trade.

But the progressive merchant should aim to make his window pay larger dividends than that—the window should tell the passing people just what he can do and what he has to sell. He should be original, and dress up his window in a way that has never before been attempted in his neighborhood. He should make people observe it as they pass, and tell their friends about it—incidentally spreading abroad his name and business.



## SOME THINGS TRAVELERS ARE UP AGAINST

**The Difficulties of Securing Business and Adjusting Complaints—Snags That are Struck in the Retail Ranks and in Relations With the Factory—A Few Defects That Not Even a Saint Could Patch Up and One of Them is Ill-fitting Qualities—Overcoming Prejudices and Learning How to Manage Men is Splendid Characteristic**

“OH, it's all part of the game. If a man gave me an order too easily, especially if he was a stranger, and not in the habit of buying from me, I would think there was something wrong with him—that he did not intend to pay for the goods, was financially irresponsible, or mentally reckless. Why, to think that any merchant would give a shoe traveler business without being urged or compelled to do so, would make him think the millenium was at hand. In fact, I got an order one time from a man in a northern town, right off the reel, and I was so suspicious of the transaction that I got a special mercantile report on him before sending in the booking to the office.

“You know it takes all kinds of people to make a world, and the shoe traveler meets as many interesting specimens of mankind as a salesman for any other line of goods. I am not going to give you a long rehearsal of the idiosyncrasies of my customers or those with whom some of my friends have come in contact, but there is one man in R—who is all the time trying to stall you off. He tells you to go around and see the other fellows first, and come back to him at the last. This largely increases the amount of work, making you go over a certain portion of it twice. Then, ten to one when you call at the last moment, this ‘stalling’ friend will ask that you wait over longer than you intended to, or will say, ‘Well, I guess you have got enough from the other fellows. You can pass me up this time, but I will do something handsome on your next visit.’

“This is one kind of chap we hate to come in contact with. He lacks decision—he cannot get himself into a mental frame of mind to buy and buy when an opportunity presents itself. He certainly wastes not only much of his own time, thought and energy, but ours as well. I like to meet the man who knows what he wants, when he wants it, and where he wants it. Such a customer is a jewel all too rare.

### The Different Types You Meet

“Oh yes, I have had many funny experiences in the salesmanship game and could relate incidents by the hour. There is the retailer who is always going to give you an order the next time sure, but somehow, like to-morrow, the next time never comes around. Then, there is the retailer who declares that you are a fine fellow, and have all the qualities that go to make a gentleman and a salesman, but that your goods are not exactly right, or something is wrong with the policy of your house, and, therefore, he cannot buy. Another specimen is the dealer who praises the house and declares that he likes to deal with them direct, and not through any traveler, as travelers change, but the house never. Among other notable kinds of prospects that one encounters is the chap who tells you to call around later and then takes good care to leave word that he has gone out of town. And then there is the fellow who makes appointments with travelers and never thinks for one moment of keeping an engagement, or sending word when he cannot come. There is the mean cuss who gives you an order, and before you are out of town, possibly, sends in a cancellation to the factory. There is also the crafty, conceited individual who is always asking you to give him a special discount, or some concession, in the way of longer datings, or extra ‘tiffics’ on the shoe. I even came across one fellow who had the impudence to propose that I divide my commission with him

on the order. I promptly told this nery creature where he got off at, and I do not think he will make such a proposition again.

### Case of Grabbing Too Much

“Then a traveler often has difficulty with his house. I remember my firm started to put out a cheaper line than we were in the habit of selling. They thought they were going to catch all kinds of trade by this method. We had been coralling the five dollar business to a gratifying extent, and our house looked like the coming one in its line. Never mind what the line was—but it was a good line just the same. Well, these shoes were made at a loss, and seriously undermined the better class trade that we had worked up. We were competing against ourselves, so to speak. Then one day the superintendent and the manager got their heads together and concluded that they could improve upon standard patterns, and cut some of those we had down to fit a certain style of last. One western customer gave me an order of several thousand dollars on that selling trip. Naturally, I was delighted with the amount of his business, but when the shoes were shipped him, it was found that none of them would fit. They were too tight across the instep, the ball, or the forepart, while the button boots, instead of fastening at the side, buttoned almost over the middle of the instep. In other words, our firm had been trying to economise and the superintendent, who thought he knew it all, cut down the patterns to fit. When taken to task about it later he said that he thought those in hand were too large, and he and the foreman of the cutting room had come to an arrangement, whereby they would reduce them a size or two. I do not know whether this action was due to an alleged superior knowledge on their part or to a distorted sense of money saving, but this interference cost us several thousand dollars drop in business, not to speak of the prestige of our product.

### Where Economy Meant Dead Loss

“Another of our travelers went down to an eastern city and took an order for two thousand pairs of shoes on a certain last. The firm did not have the standard patterns for this particular last and sought to make some that were in stock to fit. It would have cost about eighteen or twenty dollars to obtain the necessary number of patterns, but they could not see it that way. The result was that the whole order for two thousand pairs of shoes was cancelled the same as a large number of my western orders had been, simply because the footwear would not fit. In the case of the eastern business the goods no more resembled the sample shown than chalk looks like cheese.

“I was talking to another friend of mine, and he had a similar experience with his house. There is a large retailer in a western Ontario city who had got in a case of shoes that were poor fitters. The factory changed superintendents and the new man started to produce better and neater goods. They were built on right lines, proper patterns and shapely lasts. My friend sought to convince the customer who got the former ill-fitting footgear that a big improvement had been made, as he naturally wanted to get his business, but it was no go. He called several times, but on each

occasion the dealer would point to some fifteen pairs high up in one part of the shop and remark: 'See those up there? Well, they are some of yours. No more for me.'

"Finally the traveler got angry and said: 'I know that the shoes that we make now will fit. I know that I can sell them to you for a more reasonable price than you pay for goods of equal style and quality. You are losing money, and so am I, by our not doing business together. In order to convince you that I am right, I want you to do me a favor.'

"What is that?" inquired the merchant.

"Well, you let me have those fifteen pairs which you have on your hands at the invoice price. I would not ask our firm to take them back, as they have been here for some two years, but I will give you my personal cheque right now for the goods.'

"But I do not want you to do anything like that," responded the retailer, 'that would be an imposition upon you.'

"No imposition at all," declared the roadman, 'it is straight business. Send those shoes to my sample room in Toronto, and here is the cheque for them.'

"The retailer took the cheque, the shoes were sent back and farmed out to a bargain house, which was told to sell

them at whatever they would bring. The traveler lost some twenty dollars on the transaction, but he secured a good order from his friend, who would not listen to him so long as those ill-fitting shoes remained in his shop. The new goods were found admirable in every respect, and the dealer, who had so strongly objected to placing an order, is now glad that the traveller adopted such a ruse in order to introduce him to a line on which he makes a long profit and which moves quickly.

"Desperate cases require desperate remedies and the only remedy in the instance mentioned was to get the former ill-fitting footwear out of the shop.

"Yes," declared the speaker, 'if there is some single defect in your goods in the way of stock, finish or workmanship, the dealer can often get rid of them at a loss, and in time will forget about shortcomings. But once dump on him a bunch of ill-fitters, which he cannot unload at any price, and he never seems to get over the grievance. It sticks closer than a bad reputation. The only way is to get the goods out of his shop, even if it costs you money. In shoe selling one of the most important considerations is good fitting qualities, and, after the experience that I and others have gone through, we know exactly what we are talking about.'

*Promptly Filled.* 7300 Murray Hill

*The Specialty Shop of Originations*  
Fifth Avenue at 38th Street, New York

**"Bontell" Footwear**  
Novelty Silk Hosiery  
FOR WOMEN & MISSES

<p>100—Hand-made black Russia calf button shoe with fawn cloth top and Cuban heel. The same model in tan Russia calf with white buckskin top or fawn cloth top. 12.00</p> <p>101—Golf shoe of tan calf with rubber sole and heel. The same model in white buckskin. 7.00</p> <p>102—Hand-sewed white buckskin pump with Louis XV heel. 8.00</p> <p>103—Ivory kid walking pump with white sole and Louis XV heel. The same model in gray suede, gray kid or white washable kid. 7.00</p> <p>104—Sports shoe of tan Russia calf with white buckskin top and felt sole. 8.00</p>	<p>105—Hand-sewed button shoe of white buckskin with white ivory sole and Louis XV heel. The same model in a laced shoe with leather sole. 10.00</p> <p>106—Opera slipper of silver or gold cloth with hand-turned sole and Louis XV heel. 6.50</p> <p>107—Patent leather slipper with hand-turned sole and Louis XV heel. The same model in dull kid, black velvet, black or white satin. 5.00</p> <p>108—Colonial pump of white calf-skin with metal buckle, hand-turned sole and Louis XV heel. The same model in patent calf, black Russia calf, gray kid, or gray suede. 7.00</p>	<p>109—Tan Russia calf oxford with wing tip, low, broad heel, and hand-welted sole. The same model in black Russia calf. 7.50</p> <p>110—Ten-inch high gray kid boot with hand-turned sole and Louis XV heel. The same model in Havann brown or white ivory kid. 10.00</p> <p>111—Puttee riding boot with hand-sewed sole and low, broad heel. In black or tan Russia calf. 14.00</p> <p>112—High laced boot of white kid with hand-turned sole and Louis XV heel. The same model in light gray button, dark gray button, or laced. 8.00</p>	<p>113—White buckskin sports oxford with white felt soles and winged tip of brown calf. 7.00</p> <p>200—Pure silk hosiery with hand-embroidered self-tone or contrasting clox. In black, white, and favored shades. 1.50</p> <p>201—Pure silk hosiery with open-work instep. Black or white. .95</p> <p>202—Pure silk hosiery with embroidered clox. In black, white, and favored shades. .95</p> <p>203—Pure silk hosiery with Paris clox. In black or white. .95</p> <p>204—Ribbed pure silk hosiery. In black, white, and all favored shades. .95</p> <p>205—Pure silk hosiery in two-tone effect. Black or white. 4.50</p>
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*Established 1882*

**Oldest Shoe and Rubber**      **IN**  
**Distributing House**      **ONTARIO**



With our many years of WIDE PRACTICAL EXPERIENCE we are able to place at the disposal of the trade for the present and coming season such

**Values in Footwear**

As can be equalled by few and excelled by no others. We have all the NEWEST AND BEST PRODUCTIONS of the BEST FACTORIES made to our special order, and at prices to make them

**Profitable and Popular**

We have made the wholesaling of shoes the study and practice of a lifetime. For that reason we are able to give our customers a service that means money to them from every possible viewpoint.

**Entirely New Features**

We are showing some of the very newest things in both MEN'S and WOMEN'S lines, with all the old favorites that have made our range famous for STYLE, FIT and WEAR.

**Every Line is a Seller**

Every shoe in our range is picked with a view to its quick selling and profit making.

*Wait for Our Travelers*



We carry complete stocks of RUBBERS and SPORTING GOODS.

**White Shoe Company** 48 York St. **Toronto**

# COLLIS CALF ENSURES GOOD SHOES

It is made from the best selected foreign skins of the size, weight and shape to yield the utmost



Economy in Cutting  
Dependability in Wear

*and*

Attractiveness in Appearance

It is the result of *experience*, not *theory*, and the proof of its merit is in the fact that it is

USED IN ALL THE BEST SHOES

COLLIS LEATHER CO. Limited  
AURORA                      ONTARIO                      CANADA

# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

AIRD & SON (Registered) MONTREAL

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



# “Keep to the Wright”



## The Road to Success

in Shoe Retailing is made CERTAIN and EASY by following the “GUIDE POST TO PROFITVILLE.” “JUST WRIGHT” Shoes sell themselves—the looks and feel appeal to the customer.

## Just Wright Fall Styles

are the LAST WORD in Modern Shoe Making. You are not doing yourself justice till you see them.

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.

**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.

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*The  
Best  
Equipped  
Wholesale  
Shoe  
House  
in  
Canada*



## Confidence the Basis of Trade

¶ We simply want to tell you that we feel our customers and the trade in general HAVE CONFIDENCE IN US.

¶ We cannot CONTROL the leather market, but will PROTECT our customers to the LIMIT of our BUYING POWER.

¶ Our warehouse is FILLED TO THE CEILING with Seasonable Goods BOUGHT RIGHT. Send in your orders, we have the GOODS and the SERVICE.

**D. D. HAWTHORNE & CO.**  
27-29 Wellington Street West, Toronto

### YOUR SHOE HEELS INDICATE CHARACTER

Keep the heels of your shoes in good condition. Don't go about with them run down. It doesn't look well, and besides it may have a bad effect on your character, says H. Addington Bruce.

You smile incredulously at this last statement?. Very well. Smile if you please. But I can assure you there is good warrant for my making it.

In New York City there used to be—perhaps there still is—a certain exceedingly practical mission for the redemption of drunkards, tramps and vagabonds of all descriptions.

This mission was connected with a church and great reliance was naturally placed in the redeeming influence of religious teaching. But the people who conducted the mission were also alert to the importance of reckoning with material influences in the reshaping of character.

In many ways they provided for the material well-being of the derelicts who came to them. One way in which they provided for them was by keeping a cobbler busy putting new heels on their shoes.

They did this on the sound theory that a man whose heels are worn away will almost inevitably slouch more or less; that the physical slouchiness will contribute to moral slouchiness; and that by making it easier for a man to stand physically erect, he will find it easier to stand morally erect.

Experience vindicated this policy—as, in fact, it has always vindicated the larger theory of which, after all, this repairing of heels is only a particular application.

The larger theory, to put it briefly, is that mind and body are so intimately related that everything which favorably influences the one is bound to influence the other favorably, and that everything which affects the one unfavorably will also have an unfavorable effect on the other.

So conclusively has this theory been borne out by every-day observation and scientific experiment that to-day the importance of good bodily nourishment as an aid in mental growth is everywhere recognized. The institution of the "school lunch" is a concrete and praiseworthy example

of increasing public appreciation of the interaction between mind and body.

So is the spread of the playground movement, which has as one of its basic principles the theory that muscular strength and physical vigor make for mental and moral sturdiness. In fact, it has been found that juvenile crime decreases in neighborhoods where playgrounds are established.

Hence the suggestion as to the psychic influence of heels is by no means so fantastic as it might seem.

For, obviously, it is easier to walk well and to stand well when the shoe-heels are in good condition than when they are worn away on the back or at the side.

Try this experiment on yourself if you have been negligent in the matter of heels. Make it a point hereafter to keep your shoe-heels in good repair, and note whether or not things seem to go better with you.

### FIVE MILLION DOLLAR RUBBER CARGO

The Blue Funnel liner *Talthybius* arrived in Victoria, B.C., recently from the Orient and included in her cargo was 5,000 tons of rubber from Singapore, valued at \$5,000,000, the greatest shipment ever sent across the Pacific. The rubber is destined for the automobile and tire factories in the United States.

While other shipments have come from the Orient from time to time none of them has ever compared with that carried by the *Talthybius*. They began in the early part of the winter, consignments valued at \$400,000 arriving during December. The shipments increased in value until they reached about \$800,000. This was the largest and most valuable until the *Talthybius* loaded her \$5,000,000 cargo.

Heretofore Brazil has been the course to which manufacturers look for the bulk of their supplies, but it now appears that that country cannot fully meet the demands and that the Malay Peninsula will be drawn upon to a greater extent than ever before for this commodity. Another contributing factor in the diversion of shipments to the Pacific route is the high rate of insurance on the Atlantic as a result of the war. Formerly consignments from Singapore were sent via the Suez Canal and the Mediterranean and thence across the Atlantic, but under present conditions, including the scarcity of tonnage and high freight and war insurance rates, shippers are now taking advantage of the opportunity to send cargoes by the Pacific route. There has been a remarkable growth in the demands for rubber in recent years, and New York got the bulk of shipments until war premiums began to assume large proportions. Then the importers at once looked for some safer and cheaper route and it has thus resulted in the diversion of these consignments to Oriental liners.

### IT FILLS THE BILL WELL

In renewing my subscription I beg to say I get many good pointers from perusing its pages. No shoe man, who considers himself up-to-date, should be without the "Shoe and Leather Journal."  
Seaforth, Ont.                      WALTER G. WILLIS.

### THE BEST AND THE BRIGHTEST

Enclosed please find one dollar renewal subscription to the "Shoe and Leather Journal." Your paper is worth the price many times and is the brightest trade journal in the Dominion.

Yours truly,  
Belleville, Ont.                      W. H. ADAMS.

### A GOOD HABIT TO CONTRACT

Enclosed you will find postal note for 1916. I have got the habit of renewing for the "Shoe and Leather Journal" now and, therefore, find it hard to break myself off it.

There are quite a lot of useful hints in the Journal about the best way to conduct the shoe business, if we would only follow them, but sorry to say we get into a rut and it is hard to break away from it.

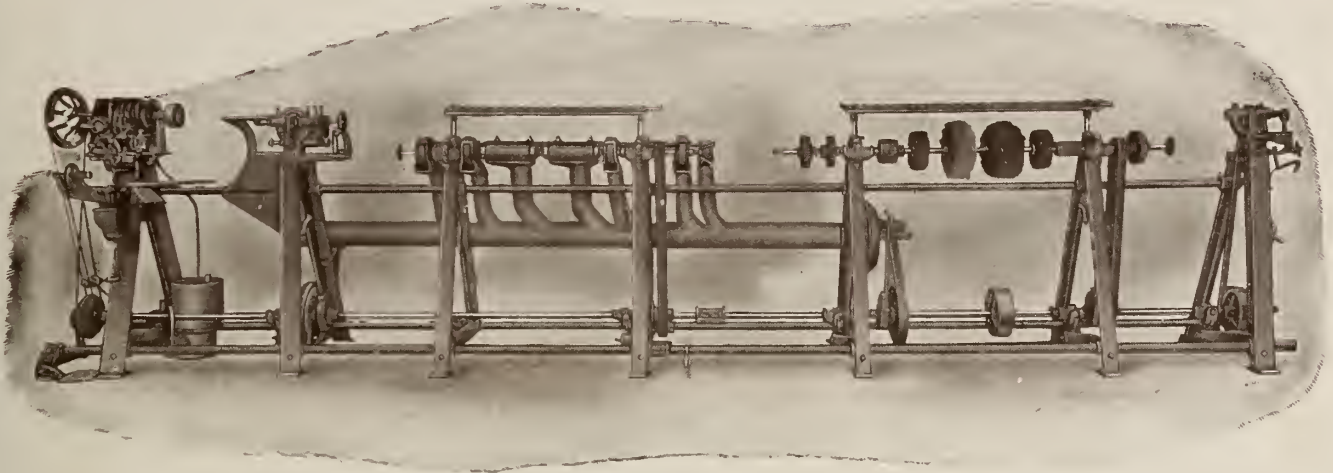
Yours truly,  
Trenton, N.S.                      Hugh MacKay.

### WANT HOTEL EFFICIENCY KEPT UP

A strong deputation from the Canadian Commercial Travelers' Association recently asked the Ontario Government for assurances that prohibition would not be allowed to impair the hotel accommodation in the province. President J. A. Cane, of the Canadian Association, W. J. Moody, of Berlin, J. H. Laughton, president of the Ontario Association, and E. A. Zimmerman, all thought that the Government should provide in its prohibition bill for accommodation for the traveling public. There were 20,000 travelers in the province, and the deputation thought that it would be a good idea to saddle the prohibitionists with the responsibility for good hotels. Mr. Moody said that there were grave fears that the drastic temperance legislation would ruin hotel accommodation in the province. The Hon. Mr. Hearst assured the deputation that hotel accommodation would have to be maintained, and the Hon. W. J. Hanna, in answering a suggestion that temperance hotels should also be licensed by the Government, said that the Government intended bringing in a bill having that as its object, with a small fee charged for licenses.



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

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

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

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

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

The Finishing Machine has a 78-inch 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, LIMITED

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



One of our Best Selling Models  
in all the Popular Shades

## Do You Appreciate Advance Styles?

In smart footwear creations for women, at a moderate price, we have achieved a pre-eminent position throughout the Dominion. This is an exemplification of the superiority of our lines, of the efficiency of our service and of satisfactory results to the retailer.

### We SPECIALIZE in all WIDTHS and LEATHERS

In Ladies' fine McKay Shoes, which embrace the last word in quiet elegance, expert shoemaking and graceful features, and absolutely correct fitting qualities.

Our smart high-cut models in white, pearl ivory, cream, grey, brown, black and bronze kid are unsurpassed. They stand out as fashion's latest decree in artistic footwear, and are brimful of snap and style.

## CLARK BROS., LIMITED

ST. STEPHEN, N. B.

Sample Room, No. 2 Trinity Square, Toronto

Representative for Ontario and Quebec, R. L. Savage  
Representative for Western Canada, Geo. H. Ferguson



TWENTY-NINTH YEAR

TORONTO, MAY 1, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



A. R. KAUFMAN, BERLIN, ONT.

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL







OUR "TIFFANY" PATTERN

*Are you covered for your whole Fall season in women's high grade foot-gear? If not, get busy. The leather market has never been known in the history of the trade to be in as serious a condition as it is to-day. "A word to the wise is sufficient."*

**Blachford Shoe Mfg. Co. Limited**  
Toronto



**SPEED  
KING**



## Tennis and Sport Shoes

You are going to have the biggest run you ever had on Sport Shoes this year, Mr. Dealer—if you “Watch your step.” The demand is coming, and if you are well supplied you will have no regrets over lost sales.



Sort up promptly and fully in Speed King brand, is our tip to you. “Preparedness” is better policy than too much caution, and be sure you ask for Speed King brand.

**The Independent Rubber Co. Limited**  
MERRITTON, ONT.

Get  
Them from

The Amherst Boot & Shoe Co., Limited	Amherst, N.S.
The Amherst Central Shoe Co., Limited	Regina, Sask.
A. W. Ault Co., Limited - - - - -	Ottawa, Ont.
White Shoe Co. - - - - -	Toronto, Ont.
Kilgour, Rimer Co., Limited - - - - -	Winnipeg, Man.
The J. Leekie Co., Limited - - - - -	Vancouver, B.C.
The London Shoe Co., Limited - - - - -	London, Ont.
McLaren & Dallas - - - - -	Toronto, Ont.
James Robinson - - - - -	Montreal, Que.
Brown, Rochette, Limited - - - - -	Quebec, Que.
McFarland Shoe Co. - - - - -	Calgary, Alta.
T. Long & Brother - - - - -	Collingwood

these  
Wholesalers



*Model*  
SHOE

*W.B. Hamilton Shoe Co.*  
Limited.

*W.B.H.*  
SHOE  
ALL SOLID LEATHER



Offices and Warehouse

“Quality”  
Shoes



Home “Model” Shoe

Toronto



Home “W.B.H.” Staples

*W.B.H.*  
SHOE  
ALL SOLID LEATHER

*W.B. Hamilton Shoe Co.*  
Limited.  
TORONTO.

*Model*  
SHOE

# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

22 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.





Our samples for Fall constitute a discriminating selection of advance styles that will prove particularly interesting to you.

Our salesmen are now showing these models.

## 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"

# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**PFISTER & VOGEL CO.**

**85-87 South Street - - Boston, Mass.**

## AS FLEXIBLE AS A TURN!

With all the Stauchness and Reliability of a Welt



THE  
**“GRACIA”**  
 SHOE



Woman's Fine McKay, in Style,  
 Workmanship, Finish and Fit Equal to  
 more expensive lines

WAIT FOR OUR TRAVELERS

The W. E. Woelfe Shoe Co., Berlin, Ont.





“HARTTS ARE TRUMPS”

## Character

EVERY person whose powers of discernment are normal and whose instincts of refinement have been developed, know what is meant by “Character” in shoes.

YET who can define it?

IT is a matter of the utmost difficulty, if not actually impossible to do so in words; but you *know* it when you *see* it.

AND you *see it always* in HARTT SHOES.

THE fall range is a revelation of true art in shoemaking. Every last is designed to meet the demand of discerning men, and to make the HARTT line an asset of real importance to the merchant who carries it.

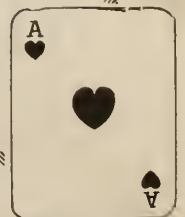
*See The Fall Range*

**The Hartt Boot & Shoe Co., Limited**

CANADA'S BEST SHOEMAKERS

Fredericton

New Brunswick



MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

# NEW IVORINE

## BIRD'S EYE RIVET SHANK SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.

# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

AIRD & SON (Registered) MONTREAL

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





**We  
Have  
It!**

## **Are You Looking**

for a MAN'S SHOE that you can TALK ABOUT next fall.

It must have all the snap and go that an AMERICAN SHOE is said to have.

But it must be a FITTER from the word go, and one that every customer will tell his friends about.

We have the very thing—a shoe that has the appearance, finish, wear of the higher priced line at \$6.00.

It is made in the newest shape in all widths—B to E. It's a winner.

It is BRANDON QUALITY throughout, which tells the whole story of value.

## **There Are Others**

If you are specializing in Men's Shoes, or if you are not, do not fail to see our brands, the MONARCH, BRANDON and DR. BRANDON'S CUSHION SOLE.

**Try our 21-Day Service for your mail and rush orders.**

**THE BRANDON SHOE CO., LIMITED**  
BRANTFORD, CANADA



# DOMINION CALF

THE "CALF OF QUALITY"



Most  
Uniform  
**CALF**  
on the  
Market



Economy  
to the  
Manufacturer  
Satisfaction  
to the  
Consumer

Our facilities for selection of raw materials, manufacture and finish are such as are not excelled anywhere.

LARGEST TANNERS OF CALF IN THE BRITISH EMPIRE  
DAVIS LEATHER CO., Limited - Newmarket, Ont.



**MEN'S WELTS  
EXCLUSIVELY**



SHOES AT POPULAR PRICES

**\$4.50**

**\$5.50**

These are the Shoes that are in demand.

Our constant activity we attribute to the popular-priced shoes we make and our system of specialization, which enables us to give wonderful value.

*What do You Think of our Fall Samples?*



**DRUMMOND SHOE  
LIMITED  
DRUMMONDVILLE, QUE.**





# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

**AMES  
HOLDEN  
McCREADY  
LIMITED**

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



## Just what she wants



CHAMPAGNE COLONIAL

*The style is there—the newest from the fashion centres—and there is also a glove-like fit and comfort beyond comparison.*

*The kiddies are as well looked after in our juvenile lines.*

**GETTY & SCOTT**  
LIMITED  
 GALT, ONT.





**FALL  
1916**

**SAMPLES  
NOW READY**

When you buy  
"Bostonian" Shoes  
you get a branded line  
with a reputation for

**STYLE**

and

**WEAR**

and you buy at a price that gives  
you a good

**PROFIT**

Why experiment with uncertain brands  
when you can stock and sell a winner?

**JAMES ROBINSON**  
**MONTREAL**

# WHITE and COLORED SHOE DRESSINGS ARE BIG SELLERS

## HOW IS YOUR STOCK?



**PACKARD'S  
WHITE** CANVAS DRESSINGS,  
CLEANERS, ETC.,  
are unsurpassed for Quality. In Liquid and  
Cake form, in various Sizes.

Drop us a Postal if you have not received our  
Price List.

L. H. Packard & Co. Limited, Montreal

# WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



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

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

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



# Shoe Machinery

For Every Department

FROM

Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL=C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
SCREW  
MACHINES

DAVEY  
HORN PEGGING  
MACHINES

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

**UNITED SHOE MACHINERY COMPANY  
OF CANADA, LIMITED**

MONTREAL

- QUE.

22 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

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# SHOE & LEATHER JOURNAL

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## WILL LACK OF LEATHER STOP THE WAR

Footwear the Problem Now Rather Than Munitions—Leather Being Used Up so Rapidly that Substitutes are Suggested—Army Shoe Specifications Already Undergoing Marked Changes—Those at Home Will Suffer With Those at War

THE present "Great War" is epoch making in many respects, besides the number and variety of nations and men involved, the weapons and methods employed and the strange economic effects that are already resulting. World markets for some time past have been seriously affected, not only by the withdrawal of this stupendous force of industrial workers, but the demand created for the products they are using with such rapidity has become such that sources of supply bid fair to become soon exhausted. The clothing and footwear trades have experienced so far the most serious results of conditions which promise to become more acute as time passes.

In leather, for instance, the consumption has been such in the past year that tanners have been forced to consider the possibility of the supply of hides becoming so precarious as to make necessary the use of other substances for footwear, both for war use and at home. When one realizes that somewhere in the neighborhood of fifty millions of men at the front and under arms, either in preparation for war or in readiness for its possibility, are wearing out shoe leather at a rate that makes necessary over a quarter of a billion of pairs of shoes a year, he begins to understand the situation. It is stated that for drill purposes alone a pair of good shoes will only last about eight weeks, while trench work uses them up in half that time. The army equipment estimate for "preparedness" alone is four pairs of shoes per man.

A million pairs of shoes, allowing four feet of stock to a pair, would mean four million feet of upper stock or about 100,000 hides. It would take for the soles for these shoes about 60,000 sides, or another 30,000 hides more. Thus 130,000 hides are required for every million pairs of shoes ordered for war purposes, or 6,500,000 hides to supply the men under arms in Europe to-day with a single pair of shoes each. Multiply this by four, the usual number of pairs of shoes allowed per man in equipment estimates, and you have 26,000,000 hides required to keep up the standard equipment. Adding wastage of war, etc., 30,000,000 beef hides would be required for war purposes alone. Where are they to come from with a steadily diminishing supply of cattle both in Europe and abroad. All this fails to take into account, of course, the tremendous requirements called for, for equipment other than footwear, such as belts, saddlery, harness, and the other uses to which leather is put.

European powers are beginning to realize what they are up against in this respect as shown by the recent variations of specifications. Calfskin and even kips have had to be largely abandoned for side leather in British requirements and for oak sole, union and hemlock tannages are already being permitted.

Word comes that the Austrians are already experimenting with wooden soles as well as are some of the Allies for trench work, where in many cases these ought to prove even more suitable than leather. The Italians have completely revised their specifications and Russia is considering for winter wear at least the substitution of felt tops for leather. In a contract pending in the United States for seven million pairs of Russian army boots this question has been raised, upper leather manufacturers there finding it difficult to supply the 49,000,000 feet of upper stock needed to fill the order.

It looks as though in the near future the footwear problem would be as pressing as that even of munitions and that the great European armies might yet be brought practically to a standstill for lack of adequate foot covering. One of the latest indications along this line is a recent British regulation that compels army footwear contractors to buy direct from the tanner.

# MAKING MONEY IN SELLING SPORTING SHOES

The Demand for Rubber Sole Canvas Footwear is Growing By Leaps and Bounds—Good Profits Made, Small Risk Run and Not Much Space Required for Such a Department—How to Feature Tennis Goods and Attract Young People to Your Store

**T**ENNIS, golf, fishing, yachting, cricket, canoeing, athletics, bowling, boating, baseball, camping—in fact this weather brings to mind all the delightful associations and pleasant pursuits of the “good old summer time.” The sport influence in footwear is being seen more and more each year, and now, some of the creations presented for the consideration of the trade are almost as stylish and neat in pattern and design as the more pretentious offerings in colored kid for miladi fair.

Sporting shoes, to use a comprehensive term, are being sold more and more, not only for outing and athletic purposes, but for summer wear under all conditions. They are light, cool, attractive and very reasonable in price. Progressive dealers in the larger cities and towns always carry a large supply of tennis lines, but the average man in the smaller centres requires wakening up. He does not realize the splendid possibilities of stocking shoes which sell particularly well for over six months in the year, and in which there are no changes of last, height of heel, width of toe, etc., to cause them to go out of atyle. It is true the colors may change somewhat, but the general features or outlines of such goods are well preserved. Every day, from Victoria Day right on to Thanksgiving Day, hundreds of dollars will be taken in through the sale of sporting shoes, and the live merchant is the one who will waken to the possibilities of such a department.

## The Specialist Makes the Money

Shoemen have come to realize more and more, in recent years, the necessity of profitable side lines in order to increase the volume of their business, add to their profits and draw people to their stores. All of these side lines can be carried without any extra overhead expenses. Amongst the many different lines come lacrosse, baseball, tennis, cricket, golf and running shoes, and in the winter time hockey and heavy hunting boots. The alert retailer has a splendid opportunity to cash in on all these, if he will only break away from the beaten path. The factories well know that sporting shoes are being bought on a very much larger scale every year, as the record of production shows.

Then, again, it is becoming the universal habit to take a holiday—as people like a few days' enjoyment during the hot season. The very first thing done is to decide on a certain outfit, and one of the most important adjuncts is a pair of comfortable and neat-looking tennis or running shoes. The heavier boots worn in the city seem as much out of place at a holiday resort as does a winter overcoat in sultry July, and give about the same degree of comfort. Rubber footwear holds sway with the soft collar and the breezy flapper blouse. The live dealer is the one who gets in early on the sporting shoe pro-

position—who makes known fact to the residents in his locality or town, and features his stock in appropriate window displays, in which pictures of current athletic events and games of various kinds can be appealingly employed.

## Small Outlay Only Required

Many will argue that too much capital is required to purchase a stock with which to make a first-class showing, which they are anxious to do. Others say that they can make better use of their room and have no intention of devoting any of their valuable space to an experiment. Still other shoemen are playing a game of watch and wait. They prefer to let their fellow shoemen do the missionary work on these new departments about which they hear so much, rather than take a chance themselves. They would rather wait until the sporting goods department becomes a regular institution in the Canadian shoe store. These and many other arguments are put up. This is only natural. Did you ever start anything that you weren't taking some chance? Why, when you first enter the shoe business, you are running the risk of failure through inexperience, lack of capital, hard times to come and so on.

As regards capital, it is a reasonable outlay. A little study will convince you of this fact, as athletic and summer outing shoes cost you only about one-fifth the price or less, of the standard lines of heavier shoes, and people can be persuaded to purchase several pairs of the lighter goods very often, when they are in the store buying a pair of \$5.00 shoes, especially in the summer time. Now, as to the space taken up by the sporting goods department, this cannot be called a real excuse, as a man who puts up an argument of this kind to you, is away behind the times. You are in business to make money, and if you are unable to give yourself proper scope, then you are pretty sure of failure, or if

not that, you will never go any higher than you are now. A man giving an excuse of this sort is pretty much like the man who decides to cut down his window space, or use it as a storeroom for goods. In these days, every wide awake retailer is perfectly well aware of the necessity of proper window facilities. He knows that to cut down his present display space would be committing suicide as far as the welfare of his business is concerned. This same principle applies to the “lack of space” holler.

## Why Are You in Business?

If you have no room for a line of goods that has a steady and growing demand, a line that allows you a good profit, and a line that your competitor is handling to great advantage, then, what is the use of being in business at all. Sporting goods are of much lighter quality and

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A POPULAR STYLE  
OF OUTING  
SHOE





# RETAILERS HEAR HOW LASTS ARE PRODUCED

Interesting Address Delivered Before the Shoemen of Toronto—The Development of an Industry Which Appears to be as Old as Shoemaking Itself—How the Trade Can Win Added Patronage by Pushing Shoe Trees—Closer Co-Operation Urged

**A**LL shoemen know that shoes are made over a last but just how that last is turned out, the various processes it undergoes from the rough block to the finished article and the history and development of the industry are not so widely understood.

Much instructive and timely information on the subject was presented to the Toronto Shoe Retailers' Association at their regular monthly meeting held in Temple Building on April 27th, the speaker being Charles M. Iredale, sales manager of the Canada Last Co., Limited, Toronto, whose grandfather started in the last business in the Queen City over fifty-five years ago. The gathering was deeply interested in the address and President Howard C. Blachford, presided.

Mr. Iredale illustrated his remarks by showing the different kinds of lasts employed in shoemaking, pictures of the machines used and presented the subject matter in a clear and entertaining manner, for which he was accorded a hearty vote of thanks. At the next meeting of the Association it is likely that early closing, for the summer months at any rate, will be taken up and concerted action taken. It is felt by the members that the hours of the shoe merchants and their staffs are altogether too long.

Mr. Iredale congratulated the Association on the successful dinner held recently and on the effort being made to gain, first hand, as much knowledge as possible and to understand all conditions in reference to their business. At the outset he defined the difference between a last and a shoe tree. A last is a form the desired shape and size, over which each boot must be moulded. A tree is a form to place in a boot for the purpose of removing the wrinkles and other evidences of wear, increasing thereby the comfort and wear.

## History of the Last

"When lasts were first used I have been unable to find out, but we do know that the first lasts were made by hand, when a man would take a block and, with an axe, bench knife and shave would whittle until he produced what he wanted. I have seen one man who could make lasts by hand with surprising speed and accuracy. About sixty years ago a machine was invented by a man named Blanchard which changed all this, and made it possible to reproduce as many lasts as required from one model. Through all these years the principle upon which this machine was based has never been improved upon. The machines have been improved to the extent that they will now turn rights or lefts, automatic speed changes, and other minor details which add to the output, but the principle of grading the sizes so that the correct measurements are produced in the right proportion has not been altered, for the reason that it works perfectly and is as simple as possible.

"Canadian last making history would hardly be complete without mentioning the fact that my grandfather started in the last business in Toronto 55 years ago last November, and the business has been conducted continuously since then; a record of which we feel justly proud.

## The Rough Block Forms

"The method of getting the blocks forms the most picturesque part of last making. The lumberjack cuts in the winter the fine stately maple and sleds it to the mill. Here the logs are cut in lengths, then sectioned from heart to bark, in the same manner as you would cut a pie. This is done, not only to save timber, but to make the grain the strongest to withstand use, and in this way the bark side

is always towards the sole. These blocks are then turned to shapes on machines similar to the one that I shall explain later, though not as sensitive, but heavier and stronger. After being turned they are placed in sheds and thoroughly dried before shipping to the last maker. The handling of these blocks by the manufacturer also requires tact. They will absorb moisture if not properly kept and, to insure absolute dryness when being turned, we have been forced to enlarge our kilns during the past few months and are now finishing as fine a kiln system as any last factory in America.

## The Turner and Lathe Machines

"These blocks are first taken to the turner, who trims off the extra wood on a saw. They are now placed in the lathe.



C. M. IREDALE, TORONTO

This machine, which I spoke of before, has a model in one end of the swinging frame, the block being placed in the other. The model revolving slowly against the guide wheel makes the swing move in and out from it to conform with the model. The rough block being in the other end of this swing runs against the cutter head, which is the same diameter as the guide wheel. The cutter head starts its work at the toe of the last, runs to the heel and automatically stops. It will also turn five sizes larger or smaller than the model grading without fail just as it should.

"You will notice now that there is a stub of wood on the end of the last. The one on the toe being underneath and thereby leaving the whole toe turned in the machine, so that each toe is turned exactly to the model. The lasts are then taken to the heeler and toe saw, which cuts the heels as shown. This machine also grades the sizes, making all heels the desired shape and also the proper distance from the toe. You can see that it is but an easy matter to remove the stub from the toe.

"The last is now in its correct shape, and there remains only the trimming for the different classes of work and either

(Continued on page 34)

# HOW MUCH NET PROFIT DO YOU MAKE IN SHOES?

**There is Only One Way to Stop the Price Cutting Habit and that is by Showing the Retailer His Cost of Selling—In Order to Build Up Net Profits for a Healthy Business the Merchant Must Have Records to Go By—Success in Footwear Game**

**I** THOUGHT that I made money last year, but on taking stock, I find that I broke just about even."

If every shoe retailer was open minded and did not lull himself into the illusive belief that he was getting such and such a profit, whereas he should know definitely, he would not have to make a confession like the foregoing at the close of the year.

The eye of the retailer must ever be kept upon the amount of stock in hand, a sufficient price mark-up, the expense of doing business, careful, discriminating buying, and the elimination of slow moving lines. He cannot sell shoes at any old figure and make money. He must systematize his business and know where he is at, otherwise he is like a ship at sea without a chart or compass.

The business man of to-day must remember that all profits should be figured on the sale of an article and not on the cost price, because the expense of operating an establishment is always figured on the cash received, which means the sales. If no satisfactory sales are effected there are no profits. Many important points on the subject of net profits were brought home in a recent address delivered before the Philadelphia Shoe Retailers' Association by Ben Jacobson, who stated that every banker, credit manager and sales manager is interested in the welfare of the retailer. Every time a shoe dealer fails he not only hurts himself but the house that he buys from and his competitor.

"It is therefore the duty of all," continued the speaker, "to see that your business neighbor conducts his store in a profitable way. The only one who profits by failures is the tricky auctioneer and he in turn hurts the legitimate merchant. The problem of how to make all retailers successful has been given a great deal of attention by the government and individuals.

## Money Lost in Shoe Business

"The average retailer has had little chance to learn the art of scientific merchandising, and business to-day is a science. Most anybody can buy and sell shoes, but not everybody can create 'net profit.' Mr. McGowin explained at the annual convention that the average net profit on shoes in the State of Pennsylvania was only one per cent. This alone shows how many must have lost their money in the shoe business. This annual loss can be avoided by extending commercial education to every dealer and with the ever changing business methods we all need all the education we can get.

"A good part of commercial education consists of reading all the business news one can get hold of, and not only read them and pass them along as one would some murder case, but think over the items you have read, digest them and compare the business item with your own business.

## Not Built on Price Cutting

"Modern business is not built on price-cutting, still that is the only method used by the uneducated merchant to sell his goods and when you talk to one of these price-cutting merchants he will quote some one else who does the same thing. There is only one way to stop the price-cutting habit and that is by showing the dealer his cost of selling. I asked a storekeeper one day how much net profit he made on a pair of shoes selling at \$4.00 that cost him \$3.00—he thought it was about 50 cents. I asked him if he would be surprised

I showed him that his clerk made more money on the sale

than he did. This dealer was like most other dealers who guess at figures—rather inclined to secrecy.

"I finally persuaded him to allow the clerk to be present—after we figured all his expenses we found it cost this dealer 22 per cent. to do business—he, therefore, made a net profit of 12 cents on this sale. This dealer had some imaginary figures that it cost him 20 per cent. to do business and being that he made \$1.00 on a \$3.00 investment, he figures that as 33 per cent.; deducting the 20 per cent. from the 33 left him 13 per cent. and he therefore figures four times 13 per cent. or 52 cents. I finally convinced him that his profit was really only 25 per cent. and the expenses being 22 per cent. his net profit is only 3 per cent. or 12 cents, not allowing for depreciations on bad stocks. The selling expense of his clerk who gets \$18.00 a week and sells about \$300.00 a week, is 6 per cent.—the clerk then was getting 24 cents on the \$4.00 sale, or twice as much as the owner. This same dealer now averages 28 per cent. on his sales, and let me tell you that the dealer who makes the best profit does a better business because he usually spends part of the extra profit for store service.

## Should Plan for the Future

"A leading magazine printed an article on the 'business death rate' showing that the average life of a retail store is less than fifteen years. This condition is not at all surprising when you see how many stores are opened without any planning for the future. I know two stores that were opened about the same time last year. One doubled its capital the first six months in business—the other lost a third of its capital. One had the advice of a specialist and actual figures to be guided by, while the other had the advice of salesmen who were anxious to sell the opening bill and no figures whatever to work on.

There is a certain false pride among some men who will not admit that they are in any way puzzled about their business affairs. Just as soon as we can get these men to seek light and commercial education, business in general will be improved.

## What Reliable Records Will Do

"As to the value of statistics I will guarantee any merchant a better net profit by keeping complete records of his stock, sales, expenses, gross and net profits—all this can be done by spending less than half an hour a day. The man who has these records is not only a better merchant but a better man to do business with. In order to build net profits for a healthy business, the dealer must have records to go by. I defy anyone in this room to show me a truly successful merchant who has not the necessary business records to be guided by.

"By all means, gentlemen, whether you now keep records or not, remember that profits are to be figured on the sale of the article and not the cost, because all expenses of conducting a retail store are always figured on the amount of money taken in, which means the sale.

Don't practice class distinction in the pursuit of your business. The man with the dust and dirt-covered shoes and the spattered overalls merits the same courteous attention you give to your dressed-up customer. And many times he proves to be your best patron.



## WHEN LEG BOOT AND "STOGIES" WERE WORN

In the Early Days Every Man Was His Own Cobbler and Strips Were Cut Off a Roll of Sole Leather and Sold Customers by the Pound for Repairing—Pebble Goat Ties Were the First Oxfords—Boots Were Sold by Number—The Question "Is This the Latest Style?" was Never Heard—Any Heavy, Clumsy Shoe Found Ready Buyer

**I**N these days of overnight changes in footwear creations and rapidly ascending figures for shoes, it is interesting to recall the time when three dollars was a top notch price and the styles were known a year in advance. Retailers then had no terror of what the morrow might bring forth. They were not alarmed over how many pairs were likely to be left on their hands and have to be sacrificed owing to the sudden whim of my lady fair or the decree of fashion. Every type of boot could, like a shovel, hammer or saw, be sold out to the very last one. In a recent edition of the Boot and Shoe Recorder the story is told in an entertaining way by an old timer who after speaking of the mid-season and even mid-mid-season models of nowadays, says:

We knew it would be boots for winter and low shoes for summer. By boots we mean standing leg boots with wooden pegged bottoms for men, and brogans of the same type for summer. The women had a choice between calfskin pegged bottom "stogies" and pebble goat ties.

### What's A Standing Leg Boot?

How many are there who know what a standing leg boot was and is, because there are lots of them worn yet. How many know what a brogan is? How many know what a pegged bottom was? And how many can go back in their mind's eye to a pebble goat tie? And, what for the love of Mike is a "stogie" unless it is something a Pittsburger smokes?

Standing leg boots were cut from heavy calf, stiff tops

some twelve to sixteen inches high, bottoms, one full sole and tap, put on with wooden pegs.

Brogans were of the same material and bottomed the same way. The top just cleared the ankle and was laced with three eyelets or fastened with a buckle. Some had side goring. They were called "Creoles," "Creedmores" or "Plow Shoes," according to the cut or pattern.

Pebble goat ties were our first oxfords and were cut from heavy kid or calf with a grain similar to the so-called seal or walrus.

"Stogies" were made for women who worked out of doors or who could not afford the more expensive kinds made of serge, or fine hand-sewn kid shoes.

Long before we knew welts or McKays, in the mountain country of the Southwest, every merchant considered these shoes his staple articles of footwear. We sold thousands of cases of them to the pioneers who blazed the trails and opened that wonderful country to the march of progress.

In the little country store, where I as a boy had my first training in the commercial school, we handled boots and brogans almost entirely. The better shoes were ordered special and were very few and far between.

### The Peg Float in Use

Looking through a findings catalogue recently I saw an advertisement of a peg cutter and a peg float. To a lot of young shoe men these articles would be an unknown quantity. But I have used both. The manufacturers of peg bottomed shoes did not always ship a finished product.

**A** SIMPLE, neat and effective showing of Easter models made by the Haines Shoe House in their attractive new premises at Smith's Falls, Ont. The impressive display was arranged by the manager, A.L. Wright.



They seemed to think that when they pegged the bottom their work was done. We clerks in the old days had a lot of extra work put on us because of that very careless manner of the manufacturer.

Let's go back and see how a sale was made in a small country store in the hills twenty-five years ago. A tall mountaineer enters and says: "I reckon I'll get me a pair of boots."

"What number?" asks the clerk. Be it known that sizes were "numbers" in those days when sizes and widths were unknown. Boots were made on the same width and the size was stamped on the sole in plain figures.

"About a nine, I reckon," answers the customer.

Clerk goes down the store and drags out from under the counter or table a long, coffin-shaped box, takes the lid off and looks at the bottoms of the boots. Finding the nine he pulls out the pair and runs his hand down into the boot, feeling for pegs. Yes, they are there all right. Long, sharp wooden pegs that would puncture the foot of a man no matter how tough his sole.

#### **Pulls Boot Over Peg Cutter**

Clerk goes to the peg cutter and pulls the boot on over it. The cutter was fastened to the table on an iron standard something like the present day repair jack of the cobbler. Back and forth the boot was drawn until the pegs were cut out of the inside. Then the peg float was brought into use and the pegs cut out of the front part which the cutter did not reach.

The customer was then given a clean, brand new pair of cotton socks and he removed his home knit ones and tried on the boot over the store socks. Some of the big fellows had feet that required much pulling and stamping to get the boot on. A favorite method of procedure was to kick the toes of the boot against the wall or door frame.

The price was always under three dollars. And perhaps you doubt the ability of the mountaineer to judge leather. They were experts. Most of them could tell you more about calfskins and tannage than some of the experts of to-day.

I never heard one of them ask, "Is this the latest style?" either. They knew it was "plumb in fashion" all the time. And his summer shoes were known to him a year ahead of the season as brogans, or a shorter and lighter edition of the boot.

The women wore shoes very similar to the men's. Some of them even wore the heavy brogan and a few I have seen with standing leg boots on their feet. This was the exception to the rule, however, and applied to women who worked in the fields or timber with their husbands or fathers.

The women's shoes we sold mostly, were heavy, clumsy affairs of split calf, with bottoms fastened with pegs or nails. We sold a lot of shoes with heavy nailed bottoms called "Hungarian Nailed."

#### **The Poor Children Suffered**

Children's shoes were simply atrocities in the shape of footwear. I have wondered how the average hill-born child ever reached manhood without having his feet permanently crippled. Heavy, peg bottomed, copper tipped, straight last with no comfort nor flexibility for young feet, the poor children had but little enjoyment of their shoes. That many of them went barefooted in warm weather accounts for the fact that most all escaped being disabled by the frightful things they wore in the cold season.

A great many people went barefooted in summer time. Men, women, boys and girls, all of the poorer classes, discarded their shoes at the first sign of spring and did not put them on again until the frost of the autumn. The average boy of sixteen years could run all day over the sharpest flint rocks with no sign of a puncture. Can you imagine

it? Think how the sand and pebbles hurt your feet when you go in bathing at the seashore! Those hill boys had soles as tough as a horse's hoof.

I have seen a group of women on their way to church each carrying her shoes in her hands, to save wear, and a few yards from the door of the meeting house they all sat down and put on their shoes before entering. They figured that their feet would wear longer than their shoes.

The more wealthy people, land owners, saw mill proprietors, planters, etc., who could afford better shoes, came in and ordered special pairs, paying a high price without murmuring. The men ordered hand made boots. Their women ordered hand-sewn shoes. The children were content with the better grades of boots provided they had copper toes and red tops.

#### **Real Boots for Riders**

We had a class of trade that insisted on a special boot made for cattle men or riders. These boots were made with high heels of the Cuban type and high tops of fancy design. The younger men of the cattle-raising class were very proud of their boots and paid up to ten dollars a pair.

When the recent spasm of side lace boots for women came along, I recalled some old side lace serge shoes that laid on the shelves of that store for years. They must have been twenty years old when I saw them first. We had one pair of hand-made boots that had been ordered for a rich old planter who died before he ever put them on. His widow brought them back and traded them in for some other articles. We had that pair for a long time. One day I traded them to a negro for some green hides. But I was careful not to tell him they were a dead man's boots. He would never in the world have put them on.

In those days every man was his own cobbler and we sold a lot of sole leather for half soling or tapping. I can see that old roll of sole leather in the warehouse this minute. We had to cut off strips and sell it by the pound and that meant hard work to a boy clerk. It meant sharpening up a knife, a lot of tough cutting and carving and "elbow grease." But, as our boss used to say, it was all in the making of a merchant.

A pleasant break in the monotony of country store life was the coming of the "Drummers," as traveling salesmen were called. What a jolly lot of big, hearty, fat men they were. It seems to me that all shoe drummers in those days were fat. The life they led, outdoors, driving in all kinds of weather, over the roughest roads in the world gave them appetites and they were just the most lively and lovable lot of men I ever knew. Some of them traveled six months to cover their territories and never rode on a railway train for one single mile.

#### **THEY WEAR AMPLE SIZE SHOES**

A veteran shoe store clerk was recently quoted as saying that 40 years ago the prevailing sizes of women's shoes were from No. 1 to No. 4½, while now they are from 4½ to No. 7. He attributes the change to woman's more athletic pursuits.

But, while our mothers did not play lawn tennis and dance so much, yet they worked twelve hours a day on housework, which should equally develop the feet. No doubt the feeling that it is foolish to wear too small shoes has caused some change. Whatever the cause, many observers will agree that women are growing taller and larger and the feet grow with the rest of the body.

Small feet used to be considered a sign of beauty. Some critics, notably Chicago to St. Louis, used to jolly each other interminably about the size of the feet of their respective girls. This old idea sounds rather like the Chinese, who to produce small feet resorted to foot binding. In this working age, the business girl is quite as likely to do her work comfortably on a No. 6 shoe as a No. 2.



# GIVING FOOT COMFORT TO YOUR CUSTOMERS

**A Knowledge of the Formation and Bones of the Foot is a Great Help in Properly Fitting Shoes and in Fitting Appliances for the Correction of Ailments—How It Is Necessary to Supplement Nature with Artificial Functionaries—The Causes of Several Pedal Troubles and How They Can Be Remedied in Satisfactory Way.**

By DR. C. VERMILYEA

**I**N the human foot there are twenty-six bones. It will be readily understood that Nature must provide a very fine set of mechanism to control the action of these bones and keep them in their proper relations one with the other. Modern civilization has invented fashions and customs in wearing shoes that destroy, to a great extent, Nature's functions in the feet. It, therefore, becomes necessary to supplement nature with artificial functionaries.

## The Bones of Human Foot

Beginning at the heel, the bones of the foot are as follows: the os calcis, or heel bone, astragalus, or ankle bone, scaphoid, cuboid, three cuneiform, five metatarsals, fourteen phalanges.

In cases of flat foot the scaphoid bone will be found protruding at the inside of the arch. These small bones, scaphoid, cuboid and cuneiform, form the mechanism of the plantar, or instep arch. Forward from these bones are the five metatarsals, which are the connecting shafts between the phalanges, or toe bones, and the plantar arch. It is in these shafts that we find the transverse or metatarsal arch of the foot. This arch extends inside the flesh across the bottom of the foot from just back of the small toe to a similar position back of the great toe joint. Here we find often the cause of the greatest of pains in the foot.

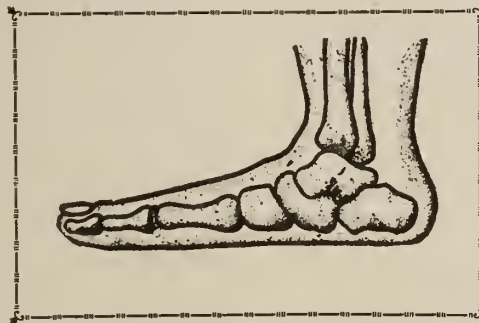
## Ball of the Foot Spreads

The first indication of breaking down of this arch is the spreading of the shoes, as when this arch goes down the bone structure of the ball of the foot spreads. When the transverse arch goes down there is also a tendency for the toes to curl under, and this condition aggravates and sometimes causes bunions. You can easily demonstrate the effect of this arch going down. Take a foot that has the toes curled under and, with your thumb, press firmly upwards at the centre of the ball of the foot and you will see an immediate straightening action on the toes. This will be more pronounced if at the same time you press firmly with the thumb and forefinger at each side of the foot just back of the toes. The condition that exists in these cases is that the transverse arch in going down has created a pulling of the ligaments which ultimately cramps the toes under.

The great majority of cases of callouses on the balls of the feet, are caused directly by the falling of the transverse arch which allows the joints of the metatarsal bones to place undue pressure upon the tissues thus causing the formation of the callosities. Morton's toe is also a direct result of weakness in this arch. Dr. Morton first discovered the cause of this condition, therefore the name, "Morton's Toe." This generally occurs between or back of the small toe and its adjoining neighbor, and the pain is most severe. As a matter of fact two bones are pressing upon a nerve and it requires very little imagination to appreciate the amount of pain this means to the sufferer.

The plantar, or instep arch, is better understood than the metatarsal. Here, however, we find that there is

always something to be learned by experience. It is not necessary for this arch to be flat for it to cause considerable trouble. Place the tips of your thumb and fingers upon the table and press your weight upon them and you will see that the arch thus formed in the hand will be forced downwards and that the fingers will extend about an inch further than with no weight.



## Forcing Down of Instep Arch

This is exactly what occurs in the feet of 99% of the human race to-day when they stand upon them. When the plantar arch of the foot is forced down in this manner there is a pulling of muscles and ligaments that may be felt anywhere from the calf of the leg to the small of the back. Sometimes this pulling creates only a weariness and at other times it creates severe pain which is frequently treated as

rheumatism, sciatica, etc. The plantar arch of the normal foot is much lower at the outside than at the inside of the foot. Therefore, when this arch is crowded down by the weight of the body, there is a tendency, in fact a certainty, of the ankle bone rotating, thus causing what is commonly called weak ankles. When this ankle bone turns over in this manner, it throws the leg bones out of position and thus creates a tendency to bow legs and other deformities.

Take your child's building blocks, pile them into a pyramid and remove one of the bottom blocks and you bring down the whole structure. You do a very similar thing with your limbs when you allow one little bone to get out of place in the foot. Nature provides muscles and ligaments to hold these bones in position, but you have abused Nature, by wearing heels on your shoes, by covering your feet up with leather, by wearing ill-fitting boots, by neglecting the toilet of the feet and in many other ways.

## Knowledge is Help in Fitting

For a very small sum any surgical instrument house will supply you with the skeleton of the foot. I believe the price is in the neighborhood of \$2.50. With this skeleton in front of you it will be a simple matter to establish in your mind the general mechanical formation of the bone structure of the foot and a knowledge of this formation is a mighty help in properly fitting shoes and in fitting appliances for the correction of ailments. In subsequent articles I will take up the matter of fitting appliances for correction and prevention of foot ailments.

The second annual convention of the Retail Merchants' Association of New Brunswick was held in Fredericton recently. Among the most interesting events of the session was the visit to several factories, including those of the Hartt Boot & Shoe Co., the John Palmer Co., and the Palmer-McLellan Shoe Pack Co. The delegates were entertained at a banquet by the Fredericton Association, and among the principal speakers were E. M. Trowern, of Toronto, Dominion secretary, who pointed out that the Retail Merchants' Association had been formed to eliminate all evil practices.

# SAYS MANUFACTURERS DO NOT KEEP PROMISES

**Retailer Declares They Should Not Mislead the Trade in the Matter of Promised Deliveries—Leading Producer Retorts that No Industry Can Guarantee Anything Now Owing to Labor Problem and Rising Costs—Pledges Made in Good Faith Not Fulfilled Owing to Unforeseen Circumstances—The Virtue of Mutual Patience**

“**Y**ES, sir, I think that you should draw attention in your JOURNAL to the fact that shoe manufacturers should keep their promises to retailers particularly in the matter of delivery of perishable, seasonable goods, which, if they do not reach us in time, are likely to result in a serious loss. One can never tell how long the demand for such and such a model, color or combination will last now-a-days.

“Why, the other day I went to a manufacturer in an adjoining city, who runs an in-stock department, and, after buying a liberal consignment and inquiring about the delivery, the salesman said: ‘Mr. T., you can go home feeling perfectly safe about the receipt of these lines. They will reach your city almost as soon as you do, and you have my definite word!’

## Goods Are Still on the Way

“Well, sir, that was three weeks ago, and these goods have not come to hand yet, although I have written, telegraphed, telephoned, and used every other means to secure them. Needless to say, this is the last order that firm will ever get out of me. Perhaps I am a Jonah, but I took dinner with another salesman the other day, and bought some white buck and white kid shoes of him—five cases. He said I could have them in sixteen days without a doubt. I reminded him that he had made illusive promises before, but this time he assured me that his pledge was as binding as his bond.

“That was thirty days ago, and the shoes have not come to hand yet, and I can get no satisfaction from the firm. The trouble with too many salesmen and travelers is that they make all sorts of promises and then go away and speedily forget them. It is a shame for manufacturers and wholesalers to play fast and loose with the retailer, particularly in the delivery of women’s shoes, when the styles are liable to change in a breath and certain colors die almost before they are born.”

## Sudden Rush to the Colors

This is the one side of the case. The salesman of a leading maker of women’s shoes, mentioned as being one of the offenders, when asked if his firm ever made promises to retailers, which were not kept, said:—“Yes, but remember we have not intentionally lied or misrepresented things. We have calculated on a certain output each day. We have not been able to get that production, for the simple reason that we are unable to secure the help owing to so many of our people enlisting. When I made that promise to Mr. T., we had enough employees in our factory to turn out the goods in the regular course of each day’s production, but now-a-days, when an edge setter, an edge trimmer, a lasting or pulling over operator, the man on an in-seamer, a bottom finisher, a heel breaster, or some other machine leaves, we cannot replace such a one in a day. The result is that shoes in process of making are held up by the absence of a skilled operator.

“We do our utmost to get in other men to take the place of those who have joined the colors, and perhaps it is ten days, or even two weeks, before we are successful. Then it takes the new ones some little time to get accustomed to the surroundings. I tell you our men are enlisting on all sides. The officers of the local regiment have gone through our factory three times soliciting recruits. We have lost

over one hundred employees since the war began, but are not complaining. We do not seek to prevent any man from going and are anxious to do our little bit. We realize that we must put up with some inconvenience and discomfort, delay and loss. Why, no less than five of our employees the other day, left at noon, merely remarking to the superintendent that they would not be back, and at four o’clock, we saw them on the streets in khaki.

## Be Patient and Considerate

“So you see that we have not willingly misrepresented the delivery of goods. We are up against unforeseen circumstances, the same as everybody else, and the retailer must be patient and considerate. If two or three of his best clerks suddenly left him on a busy Saturday afternoon or night when the store was full of people, he would be in very much the same predicament that we find ourselves,—in a rush season, when some of our best operators suddenly quit to go to the front. I can furnish the shoe merchant with no better illustration of what we have to contend with in our line than the one I have just given in regard to his business. We must all learn to bear and forbear, for these are unusual times and the situation every now and then is decidedly critical. I have referred only to the labor problem, but remember there is the scarcity of leather and its tremendously increasing costs as well as the growing expense for everything used in the production of shoes.”

## DO NOT SEND MONEY LOOSELY

In making remittance for subscription to the JOURNAL, it is always advisable for the subscriber to send money, either by registered letter, postal note, or express order. To enclose a bank bill loosely in an envelope often results in the remittance not reaching its destination. A merchant who is willing to pay twice for a paper in the one year certainly appreciates it. It is a strong testimonial to the worth and excellence of the publication. Earl Stewart, proprietor of the Real Shoe Store, Owen Sound, Ont., in a recent letter, says:—

“You will find enclosed, money order for the SHOE AND LEATHER JOURNAL. This is the second time that I have had to remit. I should not have sent the first remittance in the way I did, but at that time, the post-office was closed, and I took a chance. I felt pretty sore about the letter with the enclosed subscription never reaching you, but, of course, you are not to blame. I have always been satisfied with your progressive paper, and think it well worth the money. That is the reason I am remitting once more by money order. I wish you every success and encouragement in your good work.”

## THE ARTICLES ARE INSTRUCTIVE

“Enclosed find money order for one year’s subscription to your valuable paper. We appreciate very much the instructive and helpful articles which appear in the Shoe and Leather Journal from time to time.”

R. Neill,  
Guelph, Ont. Per H. E. Cosford, Manager.



# QUALITY SHOES RETAILED AT FAIR CASH PRICE

**The Market To-day Makes it Imperative that Every Shoeman Buy the Way That He Can Get the Most for His Money—Selling Figure Should be Considered After the Quality is Established—Cash Business is the Most Desirable and Satisfactory**

**I**N connection with the starting of a shoe store, the merchandise is the medium on which the anticipated profit must be made and merchandise is one of the first considerations, says the Boot and Shoe Recorder.

The kind of merchandise would be determined by the location of the store and the class of trade that will patronize it on account of its location or that could be drawn there by advertising.

The aim should be the right merchandise at the right price for the right customer. Many errors have been made in having the wrong goods and prices for the class of people that frequented the neighborhood of the store. There are some exceptions where an old and established trade will go to a store in an out of the way location. The new store should seek the kind of shoes to fit the location and the pocket books found there.

If the shoes are made to your order, have your name stamped in the shank where it will not wear off quickly, and a silk woven lining label and pull straps with your name on same in men's boots, are desirable assets to you.

You will then work up a reputation with your own name attached. There are cases, as with well-known and advertised lines, when it pays to co-operate by adding your name with the known brand. Unless the shoes are well-known use your own name only.

Strive to put your own name and brand before the public at every opportunity. Put your name on shoe laces, dressing packages, inner soles, in fact everything you sell. It is more important than many realize.

The market to-day makes imperative that each shoeman buy the way he can get the most for his money, that will result in the greatest present and future profit to his store.

The quality of your shoes should stand for Known Quality or should mean that after being put upon the market. The quality will long be remembered after the price is forgotten. Quality should be the watch word even in cheap goods; it can be done by adding a few cents to the cost of the shoe and have it made right and good for the price. Even if the profit is a little less on the price it will be more than offset by mutual satisfaction to the buyer and seller. How many times you have seen otherwise good shoes ruined for the want of a few cents added to the stock or workmanship? It is too late to remedy this after the complaining customer returns, except at considerable cost; do it while the shoes are being made. If the shoes are sold right, the public will appreciate quality merchandise. It is much better to pay a few cents more for an article and get something that will give reasonable satisfaction than to buy at less price and soon have trouble that will cost you a great deal in time and annoyance. Just stop and think that you are one of the public and there are thousands feeling just the same and only waiting for the man who will sell them quality shoes at the right price.

The price should be considered after the Quality is established and it should be based upon the known cost of doing business, with a net profit added to it. These two amounts plus the invoice cost will determine the retail price. The new store must at first estimate the cost to do business assisted by statistics that are available from certain sources and this estimate should be promptly corrected by actual experience in your own store.

The price is not the dominant factor to present to the customer unless it is a very low one as on the cheaper lines.

The price should always follow Quality. Do not be afraid to ask a good price for good shoes and good service.

A cash business is the most desirable and satisfactory to all parties. The dealer knows where he stands when he looks at his cash sales, but if he is looking at a large volume of charges, he does not know definitely where he stands. It takes more capital to do a charge business than if on a cash basis and you must ask higher prices in order to cover yourself, and this may prevent meeting competition. It is easier to do the volume of business on the credit system, but what does this count when you consider the losses that are sure to go with the credit business.

Some large organizations with a special credit department force to watch charge accounts, have made a success of this, but for the small store to attempt this is wrong with very few exceptions, particularly in larger cities.

We might conclude by saying "Quality Merchandise" retailed at a fair cash price is pretty near the ideal way to run a successful shoe store.

## A VETERAN IN COMMERCIAL RANKS

P. R. Corson, who covers Eastern Ontario, Quebec and the Maritime Provinces for the Regal Shoe Co., Toronto, is one of the veteran commercial travelers of Canada, and is widely known all over the Dominion. Born in Port Perry, Ont., he came to Toronto at an early age and was for a time a clerk in the historic firm of John Catto & Son, 59 King



P. R. CORSON, TORONTO

street east, who have been in business over half a century. Later, Mr. Corson spent some time in the mammoth departmental store of John Wanamaker, Philadelphia. He has occupied a number of important positions on the road for leading firms and two years ago joined the staff of the Regal Shoe Co., of which his son, C. H. Corson, is the aggressive general sales manager. Mr. Corson left this week on an extended trip throughout the Eastern Provinces with a fine range of new autumn samples.



*INTERIOR of the Ingledeu Shoe Store, Vancouver. It is one of the brightest and most inviting footwear homes in the West as a glance at the well arranged stock and splendid fitting facilities will reveal.*

### OUTSTANDING STREAK OF MEANNESS

It does not require a great expenditure of brains or energy to be polite and obliging, but some persons appear to rejoice in any streak of meanness or selfishness. "I ran across a sample of this the other week," remarked a Western traveler. "I was anxious to get the range of a company manufacturing women's shoes across the border to carry with my Canadian lines. I asked the firm where I could see some of their latest models. They replied that S— in a city not far from my home had bought their goods and that he would no doubt be pleased to let me have a look at some of the stock which he carried. Armed with a letter of introduction I made my way to the dealer mentioned. I told him who I was and spoke of the probability of my taking out the range for the coming season. He did not have the welcome sign hung out and manifested but little interest in what I had to say, even after he had read the letter. I then ventured the query if I might have a glance at some of the women's wels that he had lately got in from the firm. 'No' he responded with freezing accent. 'I have never made a d— cent out of that company and I do not intend to take down any cartons to let you look over their stuff. If the firm want you so badly, let them send you a few samples. I have no time to bother.' That fellow certainly takes the premium for discourtesy and brusqueness. I bade him a polite good-day and departed but I was not sore as you might imagine for there are so many decent, considerate and obliging chaps in the trade that you soon forget the crabs and lobsters."

### IT PAYS SOME MEN TO BE OBLIGING

In an eastern city there is one shoe dealer who does not care to pull with his associates. A firm down the street had their button machine give out the other day and sent a boy up to B—'s place with a request that he let him have the use of his machine to shift the fastenings on a pair of boots for a customer who was waiting in the shop. Mr. B— said all right, and the youth, after accomplishing the task, was starting for the door when he was hailed by the proprietor, who said that twenty cents was coming to him. The lad was taken by surprise, but paid the money,

which is twice the amount that any dealer asks even a private person who is not a customer for the work of shifting buttons. On his return the messenger told his manager what had happened. The latter replied, "Well, never mind. It is a long lane that has no turning."

A couple of weeks after, a clerk from the store of B— walked in with a pair of shoes and asked to use the button machine. "You are from B—'s are you not?" inquired the manager. "Yes," declared the clerk. "Well, you get out of here as quickly as you entered. Your boss charged us twenty cents the other day for the use of his outfit when any other man in the business would have been only too glad to oblige us. While there is no one in the trade that we would not accommodate under such circumstances, we draw the line with you. Now get and tell your employer just what I have said." The fellow got in double quick time.

### BRINGING THE CUSTOMER TO DECISION

"Yes, we run across some peculiar and cranky people in the store," declared a Winnipeg dealer the other day. "You see that fellow who has just gone out. He lacks the quality or faculty of making up his mind. He had tried on at least a dozen pairs and thought at last he fancied one. Well, a salesman must help such parties to a decision, or they would never end the transaction. The way I generally do is to remark pleasantly, 'You will like those shoes all right and they fit you well. I feel sure they will give you good service and that you will have no cause to regret your choice. Shall I send your old ones up or do you wish to wear them home?' This generally aids the slow moving, deliberate individual in arriving at the end of his shoe hunting journey, otherwise he might go on for another half hour."

The ratepayers of Simcoe, Ont., will vote upon a by-law in the near future to grant a loan of twenty thousand dollars to a shoe company and exemption from taxes for a term of years. The loan is repayable in twenty annual instalments at the rate of five and one-half per cent. It is expected that the measure will carry and the new plant be in operation early in the autumn.



# Leather Trade Jottings

War Conditions Continue Unabated—Practically No Price for Leather—Tanners Working Cautiously—Some Lines of Stock Not Available—Conditions Similar All Over World—Where and When Will it End ?

“UPPER leather,” said a prominent leather man the other day, “will yet reach a dollar basis. Calfskin is already well on the way and it is only a matter of a very short while when it will be over the line.” The upper leather situation is becoming more and more acute. The best grades of heavy stuff are being cleaned up to supply war contractors and light grades in the best tannages for fine shoes are shooting off in the direction of Mars. Veritably in the leather business you do not know what a day will bring forth. This about expresses the situation in leather to-day. There is a fair supply in some grades where the demand is practically undisturbed and for this reason there is little disturbance of values in heavy staples of the cheap class. But when you touch anything that is affected by the war, directly or indirectly, you start things jumping. Tanners seem to be playing a waiting game and are selling their product from day to day, refusing tempting offers for futures.

## War Orders

There is naturally considerable interest in the requirements of the belligerents in Europe. Italy is placing an order for 3,000,000 pairs of shoes on this side and Russia is negotiating one of 7,000,000 pairs with American manufacturers. The tremendous amount of leather required for these shoes is causing some anxiety. It is estimated that 49,000,000 feet of upper stock, or 2,400,000 sides will be required and 400,000 sides of sole leather. The sole leather has been arranged for but trouble is being experienced in procuring the required amount of upper. The order is being held back to see if felt cannot be used for the tops. England has ordered another 6,000,000 pairs of shoes to be ready for June 1st, which shows that she expects that something will be doing between now and July 1st. France is buying shoes in United States, Canada and other outside countries, but seems to be making a good deal of her own requirements in this line. Report comes that wooden soles are being used for trench warfare. Some of these are from Holland and some from the far East. As a sample of what is making leather so excitable a product just now, Italy purchased from United States about \$9,000,000 worth of shoes in the last six months. She bought \$500,000 last year.

## German Sole Leather

According to “Das Berliner Tageblatt” the German Government will not grant an export license for the large quantity of sole leather purchased some time ago in Germany for the Austrian military authorities. The total amount of the purchased leather is about eight million crowns; German leather manufacturers have convinced the German authorities that the export of a similar quantity of sole leather would have serious consequences for the German leather and shoe industry, as no doubt prices of sole leather must rise in Germany then, notwithstanding the maximum prices fixed by the authorities. In the meantime the sole leather market in Austria-Hungary is in a precarious condition. The shortage is growing rapidly notwithstanding the fact that the Austrian Government has commandeered all stocks of sole leather for military purposes.

## American Leather Conditions

Tanners, especially of light-weight upper leather, such as calf, goat and sheep, are facing a scarcity of raw stock,

with higher prices asked every week. This, says Hide and Leather, with labor troubles and soaring chemicals, keeps them puzzled as to what price to place upon their leather. So long as the European war lasts values may be expected to continue at top figures, for all surplus material is absorbed in export goods. The result is a pinching of the supply for domestic use and as the home demand increases every year, this shortage of the supply is causing higher values. Side upper leather is having a big call. Chrome sides in all finishes well sold up and prices are hardening. Calfskins are so scarce and the prices so high that many buyers take the best imitations in side leathers as a substitute. Split leather in wax and flexible finish in better demand the past week, but prices not satisfactory to the tanner. Sheep leather scarce and dealers cannot supply their trade. Prices being advanced to keep pace with raw stock. Glazed kid in big demand both for foreign and domestic use. Prices move upward every day but this does not check demand.

## English War Orders

It is understood that the Russian Government has placed an order in England for at least 4,000,000 pairs of boots and shoes for the army, and the quantity may eventually be still larger. The Italian government is expected to also contract for a large lot of army shoes. The British trade papers figure that all the leather in Great Britain will be wanted for these war orders, and maybe further shipments of Canadian and American leather.

It is reported that the boot to be turned out on the first contracts is of blucher pattern, a little higher in the leg than the British boot. They will be screwed and stitched aloft, with a billed sole, so there need not be much changing of plant. The boot is intended for summer campaigning, and has a sole of rather lighter substance than is usual. It is said that only black leathers have been mentioned for the uppers, but efforts are being made to get a slightly wider choice in that respect.

These ankle boots, as they are called, are wanted by the end of June if the war is still in progress. While the war lasts the Russian requirements in boots from Great Britain will be 1,000,000 pairs per month.

Chrome, wax kip and vegetable sides are to be used, it is understood, and on account of early delivery the British trade papers state that American sides may be accepted. The bottom stock will probably be all English.

## New Factory for Simcoe

A recent despatch from Simcoe says: J. W. Phillips, manager of the Unique Shoe Company of Toronto, was in town on Monday and Tuesday and met the town council on both evenings in special session. As the result of prolonged discussions an agreement was finally ratified by the council and accepted by Mr. Phillips for his company, under the terms of which the town agrees to lend the company \$20,000 for twenty years at 5½ per cent. interest per annum, repayable in twenty equal annual instalments, the loan to be secured by mortgage and notes of the company. The company agrees to purchase a suitable site, erect thereon a building to cost at least \$10,000, equip it with machinery and employ a minimum of 45 skilled operatives. The company is a fast growing and very prosperous concern. It is away behind with its orders and its capacity output is sold for the balance of the year.



## A BRIGHT BUBBER LIGHT

See Front Cover

A. R. Kaufman, general manager of the Kaufman Rubber Co., Berlin, has been associated with the rubber footwear industry ever since his father established the Merchants Rubber Co., which was organized in 1903. On the formation of the Kaufman Rubber Co., in 1908, A. R. Kaufman held the office of secretary-treasurer for a couple of years and was then made general manager of the organization, a position which he has filled with much energy and aggressiveness. He is a young man in the early thirties, who has a thorough acquaintance with the practical end of the business. Having spent some years in the factory he knows intimately the working of every detail of production. He was educated in the public school and collegiate institute of Berlin and at Toronto University. Mr. Kaufman devotes his attention and ability unreservedly to the development of the Kaufman Rubber Co., whose business has shown such a marvellous growth. A. R. Kaufman has always been an enthusiast in advancing the welfare and prosperity of Berlin. He is an active member of the Board of Trade and also of the Canadian Club, and has taken great interest in recruiting. The firm is holding the positions open for the many members of the office and mechanical staff who have joined the overseas forces on their return from the front. Mr. Kaufman's absorption in business, however, has not deterred him from being an enthusiastic supporter of hockey, while in the summer he is fond of motoring, and has driven a car through many portions of the United States and Canada. He is also a loyal disciple of Izaak Walton, but of late years has not been able to indulge in the pastime of fishing as much as he would like, owing to the large claims made upon his time by the business, to which he is so whole-heartedly devoted, and, to use a colloquial expression, is "on the job morning, noon and night."

He is one of the finest examples the shoe trade of Canada affords of the way the younger generation is supplying the right kind of men to put her industries in the foreground of the world's commercial enterprises.

## NEWSY HAPPENINGS IN SHORT SHAPE

Shoe and leather merchants throughout St. John, N.B., are optimistic regarding business conditions. During the last month the sales began to pick up and steadily increased and now are better than at any time since the war began. The opening of navigation on the St. John and Kennebecasis rivers is always welcomed by merchants as residents secure a new supply of goods to last them for the summer.

J. & T. Bell, of Montreal, report that white shoes, especially kid, are in strong demand for immediate delivery, the Paris foxed and Diamond foxed models being leading sellers. The demand in women's shoes is all for 8-inch lines, in gunmetals and in combination colors as well as all white and colors. Battleship grey and Java brown are very popular. Of course the gunmetal and cloth models are steady sellers too. They are showing a smart new last in a college boot or a walking boot laced with low heel and recede toe. It is made in brown calf and gunmetal. Colonials are going very strong in popular shades with the Ritz pump a close second for favor. Men's styles for fall are plain, being more conservative than usual, with a tendency to the bal effect on English lasts.

From all parts of the Dominion come gratifying reports of the volume of Easter business done in the footwear line. Owing to the festival being observed rather late this season and the fact that there were several warm days preceding the holiday, the purchasers of fine foot toggery were numerous and evidenced that there is plenty of money in circulation. There was a big demand for all high cuts in colored kid for adies and liberal prices were paid. The country was searched or supplies in white and colored goods, and had shoemen in the larger cities and towns been able to secure as many pairs

as they desired, the amount of business done by them would have been far greater. Jobbers report that sorting trade is brisk and travelers now out with new samples declare that so far buying has been very satisfactory in spite of the increased prices, which average from ten to fifteen per cent. on all lines, particularly on kid shoes. There is a steady marked increase in the number of combinations shown and worn. On white uppers, vamps are seen in brown, tan, grey, ivory, champagne and black. Two-tone effects are also moving very nicely in the larger cities.

Toronto Shoe Retailers' Association have had large badges printed with the name of the association thereon and also that of the person wearing the decoration. Each name appears in large letters and at the bottom are the words—"Glad to know you; who are you?" This enables all the members to become acquainted easily. The badge is worn on the coat by every retailer at the meetings and at the close is collected by Secretary Edward Cook and given out again at the next sitting so that they will do service all the time. The idea is a good one and brings the shoemen more closely in touch with one another.

Ed. Lynch, who represents the Minister-Myles Shoe Co., Toronto, in Western Canada, left this week on an extended trip through the Prairie Provinces.

L. S. Odell, Montreal, who has been ill in the hospital in Toronto, for some time, is now much better and expects to return to Montreal at an early date.

The shoe retailers in Toronto, east of the Don, have entered into an arrangement whereby they will close their stores every Wednesday during the next five months—May, June, July, August and September. Such an agreement has worked out very satisfactorily in the past.

A very serious accident occurred recently in Bowmanville when Jack Gilbert was riding to work on his bicycle. The walks were very slippery and when he was opposite Fred Foley's shoe store the wheel either caught in a rut or skidded and he went headlong into one of the side plate, glass windows, smashing the glass into many small pieces and sustaining severe injury to his head, which was cut badly.

Owing to the high cost of leather, thread, rubber cement and other supplies the shoe repairers of Ottawa have raised their prices 15 per cent.

Wm. Chamberlain, of Getty & Scott, Limited, Galt, Ont., in discussing trade conditions recently said the travelers of the firm had been instructed that the prices which they had with them when starting out would be the set prices for the entire trip, and the last customers called upon by them could buy goods at the same figure as those first visited. The firm make this definite statement to relieve any uncertainty that may exist in the minds of retailers and to encourage them to wait for the salesman. The Classic samples are larger and more attractive this season than ever, and the colors and combinations, together with the neat appearance and exclusive styles, have met with a very encouraging reception. The firm report, so favorably have the models been received, that up to the present, the increase in orders has been the largest in the history of the company. Recently one large concern placed with them an order for over \$50,000 in women's wels alone.

D. Lorne McGibbon, of Montreal, was bereaved again last week when Captain Gilbert McGibbon, one of the Princess Pats, was reported as having succumbed to wounds received in battle. Capt. McGibbon was the second nephew of Mr. McGibbon who has been killed at the front. The other was Lance-Corporal Fred Fisher, V.C., for whom a memorial tablet erected at McGill University was unveiled last week. Dr. Roy McGibbon, who was wounded early in the war, is back in the battle zone again. D. Lorne McGibbon himself is honorary colonel of the 21st Battery, and says he would be overseas if his physician only permitted him to depart.



# Stray Shots from Solomon

"Through idleness of the hands the house drop-peth through." There is many a business that is being slowly swamped by small leaks. There is

too little regard amongst em-  
WATCH THE ployees for the flying minutes,  
LEAKS the proper use of which means

much in a year to the establish-  
ment. Ten minutes wasted by a half dozen hands in a store means a whole hour a day, three working days in a month, and thirty-nine days in a year. But this amount of time and more is frequently squandered in the most wanton manner, not only by employees but often by employers themselves. People who would faint at the thought of stealing money seem to have little compunction about pilfering time. The man who gives light weight or short measure, is pilloried as a scoundrel, but the fellow who holds back his time may teach a Sunday School class, or be president of an Endeavor Society, and think the two things compatible. The "Greater than Solomon" said "Render unto Caesar the things that are Caesar's." A man owes it to himself, as well as the firm who pays his salary, to give full measure in time and attention to the business in hand; anything short of that is fraud. The business man who idles away opportunities for making money or improving his prospects, is on no higher plane than the clerk who does not earn his salary. Down in the West Indies the shiftless negroes are accustomed to piously attribute all their troubles from the failure of the banana crop to a dripping roof to "Gor-a-Mighty." There are lots of lazy, slovenly business men who blame everybody but themselves for misfortune that is as certain to follow neglect as colic is green apples.

o o o o

In this city recently a very effective advertisement was exploited by a local concern. The citizens awoke one morning to find upon the sidewalk the stencilled outlines of a pair of  
HOW DO feet of unusual proportions that  
THEY POINT? gave the impression that the  
city had been visited during the  
night by a legion of giants. The steps all led towards the centre of the city and converged at a certain establishment. The words of Solomon, "Remove thy foot from evil," suggest the question at the commencement of this paragraph. When you find a man's foot turned in the direction of evil it needs not the foresight of a seer to say that he will wind up on the street or in the penitentiary. There is no such thing as chance. Everything depends upon the direction in which a man's shoes point as to the goal he attains. If he sits down and twists his legs about the rungs of an arm chair his goal will be a corner in the almshouse. If his toes

point in the direction of the saloon and gambling hell his fortune will be that of the seedy individual looking for odd jobs, the blear-eyed, red-nosed soak or the close-cropped toiler who labors under the disability of a ball and chain. Young man, have your feet just begun to point in the direction of that vestibule of hell where sits the scarlet woman? Are you herding with the giddy fools who follow the calliope of the devil's circus? You have spent in the last two or three months much more than you have earned, and your feet are already in the mire of debt. You have had thoughts lately that have fairly staggered your conscience. Do you expect to stand this siege of the "principalities and powers of darkness"? Fool! "Remove thy foot." If you have to leave your boots, pull out! If you have to cut off the right foot and the left, too, and crawl out, delay not! "Remove thy foot."

o o o o

"Envy not the man of violence." Leave low, cunning, unscrupulous assassins like Nero to their thrones; give ambitious, blood-thirsty adventurers like Napoleon their fame; covet

DANGEROUS not the influence and emoluments  
MODELS of political cut-throats like Walpole. The world worships success

and half the time is not over particular as to how it is attained. When you are looking for a hero eschew these pot-metal heroes that embody the lowest instincts of those whom God originally made in his own image. There is a man who has made what people call a success of life. He is comparatively young and has managed to accumulate a couple of hundred thousand dollars. The making of money has become such a passion that he is as soulless as a graven image. He has lost every vestige of honor and faithfully lives up to the motto, "Make money honestly if you can, but make it anyway." Not an employee respects him. He grinds his help, lies so uniformly and cheerfully that no one about him believes his word, and those who do business with him are careful to have their transactions in black and white. He will gloat more over chiseling a concern out of a few dollars discount or allowance than an ordinary business man will rejoice over a profitable legitimate deal. The outside world sees his "success," but if you want to know whether this creature is worthy your emulation draw a little closer to the pedestal and behold how hollow and rotten the idol is. Young man, be careful of your  
ideals. Before you  
make your cast get a  
man for your subject  
or you may perpetuate  
the features of a thing  
or a devil.

*Solomon*

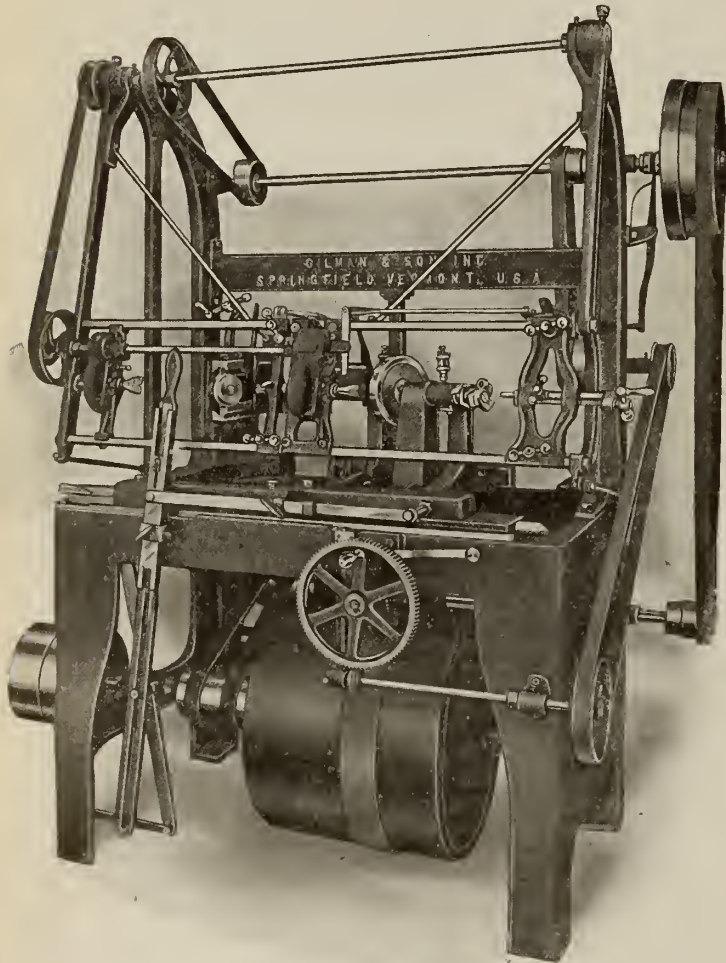
## RETAILERS HEAR HOW LASTS ARE PRODUCED

(Continued from page 22)

hinging or block sawing. When all the work is finished they are scoured to remove all turning marks and other roughness, which is done on coated soft wheels so as not to make any holes. They are then polished on a buffing machine and are then ready to ship.

### Dealers Should Push Shoe Trees

"Trees are, of course, made by the same process. A word here along the line of shoe trees would not, I think, be amiss. The shoe retailer who is not pushing this line is missing an opportunity not only to increase his present profit, but to



LATEST IMPROVED SMALL CUTTER HEAD LAST LATHE

build trade for the future. Human beings, on the average, are bound to return to where they believe that they have received the best value. Taking this as a basis you should endeavor to sell each customer a pair of trees with the next pair of shoes, the use of which will keep the shoes looking better, make them feel better, wear better and leave the impression that the shoes were good value.

"Let me make a plea for closer co-operation among the allied shoe industries of Canada to raise the standard style of Canadian shoes to the highest possible point. Much has been done along this line in the last few years, but there yet remains a great deal to be accomplished.

## MAKING BIG MONEY SELLING SPORTING LINES

(Continued from page 23)

cheaper material than the ordinary, everyday footgear, and as a result sell cheaper; a good profit is allowed, in many cases much more than on some of your regular lines. A good deal less

space is taken up in this department than one would imagine. If you open up on a modest scale, one or two sections will give you plenty of room with some to spare. If you go into the matter on a more elaborate scale, you could set aside a certain part of the store, part or whole of the back section, for instance. The above spaces will allow for stocking of full supplies of the different lines of goods. By going slowly at first, every dealer can judge for himself just about how to distribute his different varieties of sporting shoes, and what space they require, as some of them naturally have a larger demand than others. Then, there are a lot of accessories for this department that can be stocked in with your findings department. Therefore, summing up, after a little thought, the strength of some of the principal eries against installing a department of this kind in your establishment, are you not convinced that it would pay you to go ahead and take a chance with the odds hardly as much, and certainly no more, against you than they are in the different branches which you now conduct?

### Drawing Card for the Young

Another reason which should influence you in favor of a sporting goods department, is the very much added drawing power which your store would possess in the way of attracting the younger trade of the town. This is no light advantage for any dealer to have. If he has what the young folks are after, they will patronize his place every time, where they would otherwise be as liable as not to purchase at some other shoe store, or at the athletic outfitters. Dress a window every little while, frequently in the more appropriate seasons, and see the young folk and for that matter, the older heads too, stop and examine them closely. These days, everyone is thinking of hot weather comforts, and a bright, well dressed display of outing goods will strike the chord in them, which you are trying to reach, just the same as luscious appearing pie on a window sill appeals to a passing tramp. They will not only sell themselves, but will aid as feeders to regular sales.

Dress seasonable windows of this nature: When the holiday season is beginning, think out a scheme for a display of holiday footwear. Showcards will enable you to explain the merits of the showing. Talk along the lines of desirability of comfort during hot weather, seasonable footwear, fresh appearance which a pair of white canvas shoes lend on a summer day, and other such readers which, backed up by a good display, cannot help but sell your stock.

### Make Snappy, Seasonable Displays

Advertise, not only through your window display space, but also through every other means in your power. Use the interior of the store as a source of advertising. Most shoe stores nowadays have a couple of silent salesmen showcases placed near the entrance, and these will be found invaluable in advertising any lines which a proprietor may desire to feature. They are very often one of his main assets when any new line is being given special attention. In one store a whole showcase is given over to the display of sporting shoes alone. This makes a very fine exhibit, and attracts the eye instantly on entering. If one of these cases is not convenient, exhibits can be made at other points throughout the store. Be sure, however, that you make your display seasonable. A showing of skating boots and skates is not conducive to more profits, when made in June. Neither is a display of canvas outing shoes likely to increase your turnover, when made in December. When the warm weather prevails, make warm weather displays, and when the frost king arrives, do your best to make an attractive showing of winter goods.





*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. 208. Same in Nut Brown.

*In Stock*  
*at St. Thomas, Ont.*  
*and*  
*Regina, Sask.*

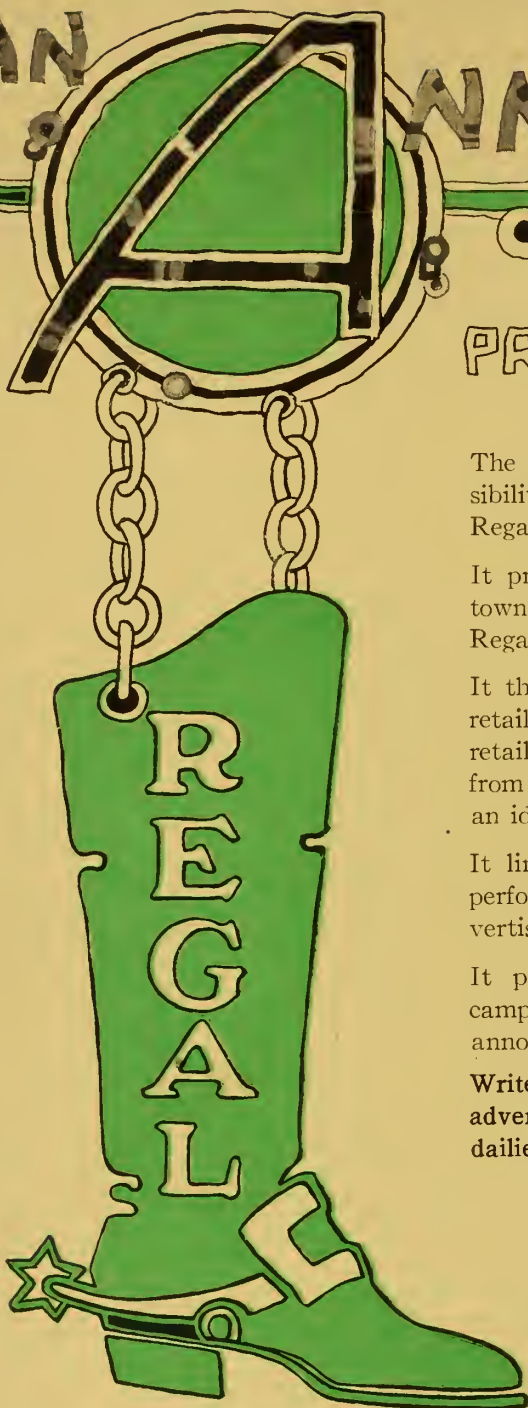
The Just Wright Shoe for Men acknowledges no peer in Canada or out.

In style and quality, in workmanship and in material-worth, this line stands for the best in Men's Fine Shoes.

There is a big range to choose from.

**E. T. WRIGHT & CO., Inc.**  
St. Thomas, Ont.                      Rockland, Mass.

# AN ANNOUNCEMENT



## PREPARE FOR PROSPERITY.

The Regal plan of SHOES PLUS SERVICE presents unusual possibilities and genuine opportunity for Profit and Prestige in selling Regal Shoes.

It provides for actually making some live merchant in every good town who believes in the advantages of co-operation—a partner in Regal progress.

It throws open to him the lessons learned in 25 years of successful retailing—the complete experience of the world's greatest chain of retail shoe stores—the experience of an organization that has grown from a \$1,500 capital to a \$5,000,000 corporation—by adherence to an ideal and an idea.

It links up the local merchant with Regal Prestige based on past performance, and the accumulative effect of years of national advertising and service.

It points out the way to reap the benefits of a great national campaign in newspapers and magazines, which will start with this announcement.

Write for the list of national publications, and actual proofs of the advertisements to be inserted in magazines and the metropolitan dailies—this Spring—next Fall.

It places our advertising department at your disposal, to help solve your particular problems. **Try it.**

It submits a co-operative window display service that has caused comment even on blase Broadway. **Ask us to explain it.**

It reveals merchandising secrets which are the outgrowth of Regal experience.

Ask us to submit one or two illustrations to show how they can be adopted and adapted to advantage in your particular business.

It offers the service of the Regal Architectural Department to give you the benefit of our experience in the installation of store fronts and interior arrangements, which cover a series of experiments in more than a hundred stores from Boston to San Francisco.

Give us an opportunity to demonstrate its advantages to you.

It embodies every form of co-operative selling helps—catalogues, announcement cards, insert slips, moving picture slides, posters, etc., etc. **Ask us to show you.**

# THE REGAL SHOE COMPANY

102 Atlantic Avenue, Toronto

Executive Offices, Regal Bldg., Boston, Mass.



# MERCHANT with VISION.

## PROFIT and PRESTIGE in REGAL SHOES.

The Regal Plan of shoes plus service provides for a system of zone distribution that is the most advanced step ever taken by any shoe manufacturer to bring his product and policy nearer to the merchant.

It carries the privilege of conference and sales council with Regal Zone Managers. Consider this your invitation to ask any Zone Manager to demonstrate the benefits of this service.

It gives in practical, common sense form, a course in salesmanship for retail shoe salesmen and women, that will give impetus to any store, and tells how Regal salesmen have been trained. **Ask to see a synopsis and a chapter of this book.**

It anticipates sending our trained salesmen to your store, when you need them—and training your salesmen in our store if you wish to avail yourself of this service.

It contemplates an opportunity to have your window trimmer occasionally work with the New York Window Trimming Department—if you so desire—and having one of our window trimming staff, upon request, visit your store.

It gives the local merchant the benefit of a scientific method of retail shoe accounting, combining our experience with an investigation of the Harvard Research Bureau, and studying the methods adopted by more than a thousand representative shoe retailers in this country.

**Ask to see some of the practical forms we have had worked out by some of the most expert efficiency engineers—to show investment and turn-over in comparative form each month. Ask to see a suggestion of a budget as a “bogie”—a comparative analysis of sales by grades, indicating revenue in each class of merchandise sold—daily cash reports—expense analysis—profit and loss statements, etc.**

This is what we mean by **“SHOES PLUS SERVICE”** and it is going to give the word “co-operation” new life and new meaning—and take it out of the realm of fiction and make it a real fact.

The Regal Plan in its scope—in its interpretation and anticipation of the merchants requirements, and the possibilities it offers for profit and prestige—in the value it places on the retailer's position in his town—this plan sets a new standard in American manufacturing and retailing history.

No merchant should stop short of the fullest investigation because the **REGAL PLAN** is behind the **REGAL PRODUCT** and the **SHOES** back up the **PLAN**.

# THE REGAL SHOE COMPANY

102 Atlantic Avenue, Toronto

Executive Offices, Regal Bldg., Boston, Mass.



**P**EOPLE tell us we are making the best rubber heel on the market.

We believe that it's true. We make three grades, the "Maltese Cross," the "Lion" and the "Victor," and the "Maltese Cross," as now made, is certainly the most satisfactory heel that we have ever seen.

There are two things to consider in buying heels—the springiness or resiliency that gives ease and comfort, and the durability or resistance to wear.

Maltese Cross heels have both of these qualities to the highest degree. Get a sample lot and test or compare them.

They are heels that you'll be glad to recommend.

## Gutta Percha & Rubber, Limited

Toronto, Montreal, Ottawa, Fort William, Winnipeg,  
Regina, Saskatoon, Calgary, Edmonton, Vancouver.



# Rubber Boot and Shoe Matters

Fall Buying Completed—Rubber Manufacturers Appear Well Satisfied—Retail Stocks Well Cleaned Up—Tennis and Sporting Goods Have Had Good Start—No Apparent Prospect of Change in Prices

**T**HE selling season is practically over, although some of the more distant points have not been fully covered.

The absence of any special inducement for early ordering has made some a little dilatory, but the strong market conditions and the absolute impossibility of shading prices later has seemed to satisfy most dealers that there was nothing to be gained by holding off. The attractiveness of this year's samples, which contain an unusual number of novelties or at least variations from ordinary lines, has also had a good deal to do with making the sales volume considerably larger than last year at this time. The month of April has been favorable to the clearing up of stocks and really from the retail standpoint the rubber business has not often been in as favorable a situation.

## Sporting and Tennis Goods

There has already been a good movement in sporting goods, notwithstanding the fact that the season has been so backward. Golfing usually begins with the disappearance of the snow and by May 1st there has been as a rule a fair movement in this line. Business was a little slower starting this year but it has already almost reached the mark for last season. It is too early to say much for other lines, although the attractiveness of the new season's showing has had the effect of increasing interest. During the present month no doubt there will be a general movement, although some dealers say that the war will undoubtedly have a considerable effect upon all classes of sporting goods.

## Summer Footwear

Most dealers anticipate a good season in lighter rubber footwear on account of the prevalence of delicate shades in women's summer footwear. There is no doubt that whether light leathers are "washable" or not, most women will seek protection against inclement weather on account of the shoes rather than themselves. For this reason many retailers are keeping well stocked up with light-weight rubbers and for the reason that so many colored and covered heels are in use the full-sized rubber shoe will be found largely in demand. Already some dealers report an accelerated demand for fancy light-colored rubbers to match shoes and it will undoubtedly happen that there will be a shortage in these lines before the summer is fairly under way. The expensiveness of summer footwear alone will necessitate its protection so that a larger summer season in women's rubbers may safely be anticipated.

## Crude Rubber Conditions

The crude rubber market remains about the same, although the largely accelerated demand for rubber for tires and mechanical purposes has had the effect of solidifying the market somewhat. The steady influx of the cultivated product, which so far has not been much interrupted, and the fact that the more general use of the vacuum process for drying obviates the necessity for carrying large raw stocks are both helping to keep the market from getting "jumpy." Manufacturers are buying mostly for immediate requirements, notwithstanding the report that there has been some steady large buying going on quietly. Latex pale crepe is quoted at 87c. and up, island fine para at 74c. Shipments are being carefully watched and the fact that little raw rubber is now going to the central powers or even to neutral countries adjacent is probably responsible for the keeping of the market in its present easy state. In Ger-

many the situation has become so acute that they are using all kinds of substitutes and the complaint is general that the government seizes all the best available stuff in raw and reclaimed and nothing but offal is left for regular purposes. Synthetic rubber does not seem to loom large, notwithstanding the promises by German experts of wonderful developments along this line.

## Enlarging Range of Rubber Products

Crude rubber is a commodity about which one hears much less these days. The demand for it is increasing steadily and rapidly. New uses are being found for it constantly. Never before has the number of manufactured articles been so numerous and varied as to-day. In the United States alone the consumption of crude rubber in 1915 was in the neighborhood of 90,000 tons, while the production of all grades of manufactured rubber merchandise is estimated at 140,000 tons.

Colonel S. P. Colt, president of the United States Rubber Co., in discussing the wonderful development of both the crude and manufactured rubber industries, says:

"Probably very few people outside of the trade even to-day know to whom and what we are indebted for the great number and variety of rubber articles that we are enjoying. I refer to Charles Goodyear and to his discovery of the vulcanization of rubber about 1844. Prior to that time rubber goods could not be manufactured successfully. For instance, if you had bought a hot water bottle (and I doubt if they were made then) the rubber would have run soon after you had filled it. If you had bought a rubber coat and worn it in a sleet storm it would have cracked from the cold. Charles Goodyear discovered a process for treating rubber with sulphur at a temperature of 230 degrees, which brought about a chemical change in the commodity, so that it was no longer affected by an ordinary degree of either cold or heat.

"This process was patented by Mr. Goodyear in 1844. There are still four companies in existence, all important subsidiaries of the United States Rubber Company, which were the first to secure licenses from Mr. Goodyear to use the process. This occurred about seventy years ago, long before any other companies now using the Goodyear name came into existence. So you will see that we are by far the oldest as well as the largest manufacturers of rubber in the world under the Goodyear patent."

## Big Rubber Plant to be Erected

The Goodyear Tire and Rubber Company will erect one of the largest and most up-to-date plants for the manufacture of tires in Canada at the corner of Ninth street and Lake Shore road, New Toronto. The factory will be a fire-proof structure and will be constructed of brick and steel. The site was purchased from F. O. Murchison recently, and large gangs of men have been engaged to prepare the land for active construction work. Arrangements have been made with the Grand Trunk Railway to build a siding into the new site to facilitate the shipping of the company's products. When the plant is in full operation it is estimated that over 300 men will be employed. The Goodyear Tire and Rubber Company have at present one of the largest rubber plants in Canada at Bowmanville, Ont. It is stated, however, that it is the intention of the company to use this factory solely for the manufacture of rubber heels and soles and that the proposed plant at New Toronto will be engaged in the making of automobile tires.

# AMONG THE SHOE MEN.



C. Switzer has opened a shoe repair shop in Sunderland, Ont.

Geo. W. Sisson died recently at Bethany, Ont., in his 66th year. M. H. Sisson of the United Shoe Dealers, Lindsay, is a brother.

John Hughes, shoe repairer of Lindsay, has enlisted with the 109th Battalion, for overseas service. His business will be under the management of Robt. Cornforth, during his absence.

C. P. Brown, dealer in dry goods, shoes and men's furnishings, Colborne, Ont., recently assigned to Charles Bonnick, Toronto. The stock and fixtures are valued at \$20,970.

The German military authorities, who have just banned the wide skirt, now announce that waste of leather in high boots for women must also cease.

Clark Bros., Limited, of St. Stephen, N.B., in their new models are showing a fine range of colonials with large tongue and buckles in metal and leather to match the various shades of kid. The offerings come in white, ivory, pearl grey, blue, bronze, Havana brown, black and other colors and are meeting with a splendid reception. This firm are also showing covered Louis wood heels on all their leading high cuts and pumps.

E. R. Gavin, of Fort William, Ont., was in Toronto and Montreal recently calling upon the trade.

Frank Bauslaugh, of John Agnew, Limited, Brantford, Ont., was in Boston, New York and other centres recently on a purchasing trip.

More than a hundred women of Windsor and vicinity who "forgot" to pay duty on fashionable footwear purchased in Detroit were stopped by sharp-eyed customs officials at Windsor ferry dock on Good Friday.

"We have advanced our prices considerably," writes a leading member of the trade, "and we believe that they will be increased again before a great while owing to the extreme scarcity of and in many cases, the impossibility of obtaining supplies of all leathers that are required, particularly in the higher grades. The manufacturer to-day is put to his wits end in order to secure stock and the end of the trouble does not appear to be in sight."

Howard C. Blachford, who is president of the Toronto Shoe Retailers' Association, and has always taken a deep

interest in matters military, has passed the qualifying examination and is now a lieutenant in the 12th York Rangers.

R. C. Colt, of Montreal, who was recently elected a director of the Canadian Consolidated Rubber Co., and is purchasing agent for that organization, was in Toronto and Berlin lately on a business trip.

John Sinclair, of the Barrie Tanning Co., Barrie, was in Montreal and Toronto recently calling upon the trade.

Another large firm doing business in Quebec have sent out notices to their customers stating that they cannot accept any more orders until October 1st and that owing to the scarcity and constantly advancing quotations for leather, they have been compelled to withdraw prices. Practically all concerns doing business with the jobbing trade have withdrawn their prices and cannot take any more orders for a considerable time, except on certain lines.

Frank Hickey has been appointed manager of W. F. Cassidy's shoe store, Amherst, N.S., and has entered upon his new duties.

H. J. McMahon has opened a new shoe and men's furnishing store in Chesterville, Ont.

A. W. Saunders, shoe dealer, Bloor St. West, Toronto, has discontinued.

Some manufacturers of rubber heels have recently increased their prices by twenty-five cents a dozen.

The town of Oshawa, which recently appointed an industrial commissioner, is conducting negotiations for a shoe factory.

D. Ruben, shoe retailer, of Picton, Ont., has opened a second store in that town, which is under the personal supervision of Miss Ruben. Mr. Ruben will conduct business in both the old and the new stands.

H. Wood, late with Robt. Wilson, shoe retailer, 73 King street east, Hamilton, Ont., has been appointed manager of the Palace Shoe Store, Barton street, that city.

Master Kenneth Anderson, son of S. J. Anderson, shoe traveler, Kingston, spent a few days in Toronto with his father last week.

C. H. Parry, of C. H. Parry & Co., Copper Cliff, Ont., was in Toronto on Saturday on a buying expedition.

Koch & Hass, shoe dealers, Berlin, Ont., have sold out to S. R. Ernst.

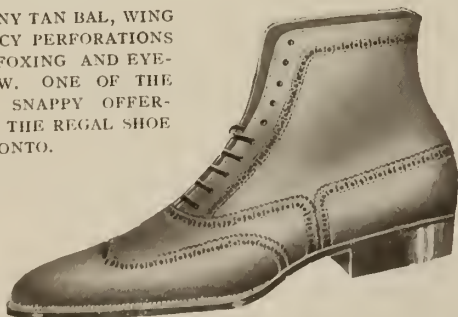
The shoe stock of James Elmhurst, Port McNicoll, Ont., suffered considerable damage recently from smoke and water, owing to a fire breaking out in P. H. Beattie's drug store, next door. Mr. Elmhurst moved nearly all his goods out on to the street, having no insurance on them.

The employees of the Muskoka Leather Co., Bracebridge, Ont., have recently received a 10 per cent. increase in wages.

W. E. Wilson, of London, who recently promoted the Owen Sound Shoe Mfg. Co., and whose real name, it appears, is Paul E. Guay, pleaded guilty lately to a charge of bigamy and was sentenced to two years in the penitentiary at Kingston. Guay was born in the province of Quebec and was married ten years ago in Lynn, Mass. Later, while working in a factory in Galt, he married a daughter of an honored resident of that city.

M. L. Savage, of Calgary, who represents the Tetrault Shoe Manufacturing Co., and J. A. and M. Cote, in the Western provinces, spent a few days in Montreal and other points east.

MAHOGANY TAN BAL, WING TIP, FANCY PERFORATIONS ON TIP, FOXING AND EYE-LET ROW. ONE OF THE LATEST, SNAPPY OFFERINGS, BY THE REGAL SHOE CO., TORONTO.





Samuel Levinson has sold his shoe repair shop, King St. East, Brockville, to Max Levinson.

The Eighth National Shoe and Leather Market-Fair, which is the most extensive exposition of shoes, leather, machinery, supplies, etc., will be held at the Mechanics' Building, Boston, Mass., during the week of July 12th to July 19th. Those interested can obtain particulars by addressing Arthur B. Butman, in charge Foreign Trade Department, Merchants' Building, Boston, Mass.

Damer, Lumsden & Co., wholesale shoe dealers, Vancouver, have moved into their new and commodious warehouse on Pender St. in that city.

A representative of a Boston shoe concern who has returned from abroad, after visiting France, Roumania and Belgium, in connection with army contracts, declares that there are further large army shoe contracts to be had if American manufacturers care to take them, but the latter have refused orders because domestic business is so good. There are only two big shoe factories in all Russia, the largest of which does a gross business of about 15,000,000 rubles or \$7,500,000 a year.

George Helson, Western Canada representative for C. Parsons & Son, Toronto, has returned from an extended business trip to the Coast. He reports conditions as greatly improving and says that the outlook for the coming year in the West is promising in every way.

Recently the Osborne Shoe Store, 1439 Commercial Drive, Vancouver, was broken into and several pairs of shoes stolen.

O. B. Holden & Co., shoe dealers, Vernon, B.C., have sold out to the Vernon Shoe Co.

E. Trabrum, formerly manager for James Rae, has bought the Empress Boot Shop, on Granville St., Vancouver.

James Rae, who recently returned to Vancouver from an extended trip to Montreal, Toronto, Quebec and other cities, has bought out Baxter's American Boot Shop, 541 Granville St., Vancouver.

Wooden clogs are in such demand among women working in farmyards that several Lancashire manufacturers have more than doubled their normal output during the past three months.

With the re-opening of the Granby factory, Walter R. Legge has returned to resume his duties as treasurer. For some time he had been assisting the chief accountant at head office in Montreal.

Manager J. H. McKenzie, of the Victoria branch recently spent two weeks at Montreal. He has been appointed representative of the Dominion Rubber System for Australia and will leave for his new field at an early date.

The Peerless Weaving & Belting Co., recently incorporated with an authorized capital of \$150,000, has leased a factory and will immediately equip a plant for the manufacture of cotton and leather belt, automobile accessories and the rebuilding of old leather belts, in Hamilton, Ont. The company will take over the Canadian rights of the Peerless Belting Co., Gardenville, N.Y.

William Wood, shoe retailer, has opened up a boot shop in the stand formerly occupied by McRobbie Shoe Co., on Hastings St., Vancouver.

Edmour Brosseau, who has been for the past two years representing Canadian Arrowsmith Mfg. Co., Limited, of Niagara Falls, Ont., in Quebec and the Maritime Provinces, and latterly in Ontario, from Montreal to the "Soo," has joined staff of Corbeil, Limited, shoe manufacturers, Montreal. Mr. Brosseau is now looking after the city of Ottawa and the province of Quebec from Three Rivers to Sherbrooke. He began his career in the footwear realm some twenty-one years ago, and has never departed from his first choice. For several years he was engaged with a number of leading firms, among them being Henry Morgan, Geo. G. Gales & Co., the Walk-Over Boot Shop and the Slater Boot Shop

in Montreal and Toronto. Mr. Brosseau is a good salesman, a warm friend and thoroughly understands the wants of his customers.

C. C. Allan has moved into his new store, 1424 Queen street west, Toronto, next to his former stand, which was badly gutted by fire. His new home has an imposing exterior with recessed entrance, while the fittings, chairs and other conveniences are right up to date. Mr. Allan is instituting a universal label system, with uniform cartons. This will add much to the attractiveness of his establishment, which is one of the brightest in the city. His front establishes a new type in store architecture and is nicely fitted up with mirrors and other facilities, which tend to show the footwear to the best possible advantage.

F. E. Woodward & Sons, Lachine, are renovating a large building which has been purchased and to which they will shortly move their office and factory. Mr. Woodward, senior, who has the knack of building machinery to do more than is usually expected, is supervising the installation of a considerable quantity of new machinery. The company will be able to give better service than usual in their backing department and with more room at their disposal, will be able to manufacture their cork filler and other specialties to better advantage.

The firm of Waterbury & Rising, Limited, St. John, N.B., are getting favorable results from the new repairing machines they recently installed. They are doing a large repair business and the work is satisfactory to their many patrons.

T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co., Montreal, and R. E. Jamieson, general sales manager, spent a few days in Toronto last week on business.

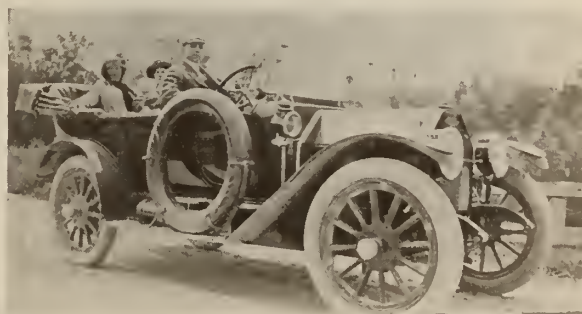
R. M. Corner, shoe retailer, St. Clair avenue, Toronto, has discontinued business.

White sheepskins are in great demand but stocks are small. A prominent sheep leather tanner and dealer recently sent one of his men to Salem and Peabody, with instructions to buy all the white sheepskins that he could find, and it was reported that he was not able to pick up a single skin. Everything that the tanners were making was on order and stocks that they had a few weeks ago had been cleaned out.

Wholesale houses in St. John, N.B., are getting their travelers ready for the road. They are taking their fall leather goods samples and anticipate good sales. They will in all probability start out at the first of the month.

## POPULAR SHOE MAN RESUMES

J. J. Davis, a former progressive shoe dealer of 454 Queen street west, Toronto, is again starting business in his old stand. During the past two years Mr. Davis has been living retired, and has been enjoying life in the open, being



an enthusiastic automobilist. An interesting incident in connection with his career is that he was in business thirteen years, sold out on the 13th of April two years ago, and expects to open up on May 13th, so that the number thirteen has no terrors for him.

Jas. Robinson has returned to Montreal from California and the Carolinas, where he has been spending the winter. He looks fine and feels the same. Rumour has it that he is not quite a golf champion but he may be before the summer is over as a result of his practice during the past few months.

J. Heffering, Toronto, was in Montreal for a few days last week.

W. F. Martin, Kingsbury Footwear Co., has been to Boston and other American centres in the interests of the firm.

A. E. Hector and T. A. Godbout are now partners of N. Labrecque in the Montreal Last Co., which concern has increased its plant with the idea of doubling capacity. Shortly another floor will be added to the present building on La-Salle avenue.

A. W. Bradfield, who for the past ten years has been on the staff of F. J. Weston & Sons, wholesale shoes, Toronto, and covers Eastern Ontario, was married on April 20th to Miss Elizabeth S. Johnston, the ceremony being performed by Rev. Dr. Harper Gray, pastor of Old St. Andrew's Church. Many friends will wish them every success and happiness.

George F. Auger, shoe retailer, Trenton, Ont., will have the sympathy of many friends in the trade in the loss of his father, George Auger, who passed away on April 19th. He had been engaged in the grocery business in Trenton for the past thirty-eight years.

John Melrose, who has been covering part of Toronto for the wholesale shoe firm of F. J. Weston & Sons, Toronto, is now looking after the entire city trade.

Rumors are again in circulation in Montreal in regard to the amalgamation of certain American firms with the Ames-Holden-McCready company. Some time ago credence was given to a rumor of this kind, but the arrangements were not completed; now, however, it is said there is a favorable prospect of success in the matter. Such an amalgamation,

## 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.

SHOE STORE AND REPAIRS FOR SALE in live Saskatchewan town of 1,500; reasons for selling, want of capital. Stock about \$3,500; \$1,500 will handle, balance by arrangement. Good opportunity for a capable business man. Box 104, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

PHILEAS FREDERICK, Auditor, Accountant, Collector and Adjustments, Insurance, Real Estate, Loans on First Mortgages, Joint Curator with Lefavre Gagnon "for Leather Business." Apply No. 79 Des Stigmates street, Quebec. Phone 3992.

WANTED—Purchaser for Red Mangrove Bark, in any quantities from fifty to 5,000 tons. Please communicate with W. L. M. Garsia, 3 Duke street, Kingston, Jamaica, B.W.I.

## AGENCIES WANTED

We are open to get in touch with any manufacturer in the findings line for staples or up-to-the-minute novelties. Canadian Shoe Findings Novelty Co., 2 Trinity Sq, Toronto.

it is stated, would allow the American manufacturers to place their specialties on the Canadian market and eliminate the import duties.

## Canadian Shoe Findings Novelty Co.

2 TRINITY SQUARE, TORONTO, L. LEVY  
MGR.

Write for our Price List NOW, showing you how to make

**50% to 150% PROFIT**

instead of 25% to 50%. We guarantee this and explain reasons fully. This applies to Shoe Findings and all Novelty Findings. Also explains

## Greatest White Proposition in Canada—Bar None

Nufashond Laces in all colors and lengths. New Colonial Buckles, Bows, etc. Fancy Buttons. Griffin's New York Polishes, Spats and Foot Appliances, etc.

THE HIGHEST GRADE AND MOST UP-TO-DATE FINDINGS HOUSE IN CANADA

PRICES LOWEST

MANUFACTURERS & RETAILERS

Samples and Prices on Request



No. 5844

## COLONIALS

Are the Reigning Ornament.  
From our large line we have selected

*52 Different Styles*

with a wide range of prices, adapted to all shoes and tastes. Each of the fifty-two is illustrated on our lists, just out. Send for them.

*Make Over Your Last Year's Pumps*

**LYNN ORNAMENT CO.**

219F Market St., Lynn, Mass.



No. 5831

A  
New  
One

**DEVERMILYEA'S**

TRADE MARK  
REGISTERED  
**FOOT-KOMFORT  
PRODUCTS**

**LIGHTEST ARCH SUPPORT  
ON EARTH**

SEND \$1.00 FOR SAMPLE PAIR TO-DAY

VERMILYEA MANUFACTURING CO.  
209 8th Ave. W. - - - Calgary, Alta.



### CAPTAIN REILLY MAKING GOOD PROGRESS

Captain Reginald Reilly, son of C. H. Reilly, shoe merchant, of Welland, Ont., who was wounded at the battle of Ypres, and was invalided home some months ago, recently underwent another operation at Wellesley Hospital, Toronto, for the removal of a bullet in his right knee. He is now



CAPTAIN REG. REILLY, WELLAND, ONT.

doing nicely at the new Convalescent Home for officers. It will be remembered that Captain Reilly was returning to Canada on the *Hesperian*, in September last, which was sunk at sea by a German torpedo. While floating on the water he was picked up by Miss Gladys Victoria Ray, now wife of Robt. D. Ayling, shoe traveler, Toronto. Captain Reilly owes his life to the heroic action of Mrs. Ayling. Captain Reilly has been connected with the militia for the last seven or eight years, and at the outbreak of the war was Captain of the Welland Company of the 44th Lincoln and Welland Regiment. In the Fourth Overseas Battalion, to which he was attached, he served as Lieutenant, under Major Kelly, acting Captain of the 37th Regiment, Dunnville, Ont. Major Kelly was killed in the fight at Ypres, in which engagement Captain Reilly was wounded. The latter was associated with his uncle, Joliffe D. Reilly, of the footwear firm of Reilly & Reilly, Welland, previous to going to the front. His father, C. H. Reilly, has been in the shoe game in that progressive town for over thirty years.

### GASPED WHEN HE LEARNED THE PRICE

A Peterboro paper says that only the ultra rich will throw old boots at this year's crop of June brides, owing to the high cost of leather and footwear in general, and publishes an interview with Col. J. W. Miller, a veteran shoemaker and retailer in that city. The paper says that Col. Miller, in a reminiscent mood, told of a man who used to come down from one of the upper townships in the county every spring and leave an order with him for two pairs of long boots made of French kid that had always cost the purchaser five dollars a pair, custom made. The man appeared the other day with his annual order.

"You may not want them when you hear what they will cost you," Col. Miller said. These, by the way, were specially made for the customer.

"Oh, you know I never haggled over a quarter, one way or the other," replied the man.

"Well, you can have them made for you at \$28," said the Colonel, "\$14.00 a pair." They were long boots that were in general use in the north country.

When the caller recovered, and got his bearing in the swollen sea of increased prices, he was willing to pay \$10 a pair.

"You won't take \$10 a pair?" he queried.

"No," was the answer. "I can't do it. To begin with I am not sure that there is any French kid in the country. There have been no skins coming in since the French and British Governments declared their embargoes, and whatever remain in stock in this country are few and very dear."

So the man had to turn to something else for this year. That may be an exceptional case, it is true, but it illustrates the increased cost of leather.

### POPULAR SHOEMEN WIN GOLD WATCHES

J. A. Connor, of Toronto, formerly of London, who is the manager of the Ontario Division of the Canadian Consolidated Rubber Co., and W. J. Ashplant, of H. Ashplant & Sons, shoe retailers, Toronto, won the international pairs championship in the Canadian Whist Congress at the King Edward Hotel, Toronto, last week. Each was presented with a handsome, full-jewelled gold watch bearing the emblem of the league, which is a small black spade surmounted with a white diamond and in gold letters are "C.W.L., '16." There were some eighteen representatives from the United States and sixty from Canada. Mr. Connor is the honorary president of the Canadian Whist League and on the closing day of the tournament entertained the American players and the members of the executive. Mr. Ashplant is a member of the executive. These gentlemen won the international pairs championship by a plus score of 101 tricks, while their



J. A. CONNOR, TORONTO

nearest competitors had tallied 76. Last year they carried off the Hay trophy, emblematic of the pairs championship and they have captured the Goodall trophy four times in six years, but this is the first occasion that these expert players have secured the international pairs championship. Their many friends are extending congratulations.



## Not One Columbia Counter (Fibre) Failed

They have been used now for well over a year by Canadian Manufacturers, and every single Counter was perfect in service—not one failed. We guarantee them with an iron bound guarantee, and they stand right up to it. You take no chance, you run no risk of dissatisfied customers if you use Columbia Counters.

Our factory is equipped to fit all lasts.  
Samples and quotations on request.

### Canadian Columbia Counter Co.

348 Delorimer Avenue, Montreal

Agent, G. J. TRUDEAU  
365-371 Ontario St. E., Montreal



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

SHOE manufacturers are rapidly learning that it pays to stamp their shoes with their own trade mark, or the name of the dealer instead of sending the work out to be done. The Electric Embossing Machine for hot die stamping is such a simple invention and takes up so little room that this method of doing the work is fast superseding the old way of sending out all such work to be done by contract. By means of this machine it is contended that at least one-third the cost of stamping the shoes can be saved. The machine is small, efficient and can easily be installed. Since the war in Europe and the impossibility of getting embossing leaf from abroad American ingenuity has been at work. We now make embossing leaf equal to or better than those we used to get from Europe, that needs no sizing, comes in every color including gold and silver, and will not change color or tarnish. Retailers are insisting more and more on having their shoes stamped with their names, and many firms are building up permanent business by putting their own trade names in their output.—The Electric Bulletin.

## Banker, Merchant and Military Man

Mr. W. H. Robinson, the new president of the Canadian Consolidated Rubber Co., who succeeds the late J. H. McKechnie, is a native of the town of Waterloo, Que., where he spent his early years. He received his education at the Shefford Academy in Waterloo, and at Bishop's College, Lennoxville, Que. His business training commenced in the "Old Stone Store," an historic landmark of Waterloo, which is still standing. This business was started by his grandfather, and for eighty-three years carried the name of Robinson as one of the partners of the several firms during that period. After a few years' service in the store, Mr. Robinson, in 1870, purchased the business, and with his brother, the late A. F. Robinson, and the late Gardner Stevens, conducted it under the firm name of "Robinson Bros. & Stevens." In 1874, he withdrew from the firm on account of ill-health, and a few years later entered the service of the Eastern Townships Bank. In that institution he held, for over thirty years, the position of manager. In August, 1877, he went to Granby to open their Granby branch. In 1887, he was transferred to Huntingdon, Que., to open that branch, but returned to Granby in 1896. In 1900 he went to British Columbia to open a branch of the Bank at Grand Forks, B.C. After spending three months in Grand Forks and Phoenix, B.C., he returned to Granby, where he remained manager of the bank until his retirement in September, 1908.

Since his retirement, he has devoted his time chiefly to the interests of the Granby Consolidated Mining, Smelting & Power Co. Limited, of which he is vice-president; to the Crow's Nest Pass Coal Co. and the Granby Printing & Publishing Co. Limited, in which companies he has been a director. He was a director of the Granby Rubber Co. Limited, up to the time of its amalgamation with the Canadian Consolidated Rubber Co. Limited.

Mr. Robinson is a Fenian Raid veteran, having seen active service in 1866. He has always taken an active part in Canadian military matters. On the formation of the 79th Batt. Shefford Highlanders, he was appointed captain and paymaster, and later received his commission as major. His military spirit is reflected in his two sons, Reginald Robinson, who recently left for overseas as lieutenant in

the 73rd Royal Highlanders, and Wynne Robinson, a captain in the C.O.T.C.

Mr. Robinson has been the recipient of a very large number of congratulatory letters from all parts of Canada, and his many friends in Granby feel especially pleased upon his election as president of the Canadian Consolidated Rubber Co. Limited.—The Dominion.

## Electric Heat Means Uniform Shoes

Uniformity should be the watchword in every shoe factory. There are many apparently small defects of shoe-making that will spoil the looks of an otherwise well made shoe. Many of the small defects are almost impossible to avoid under the old hit-or-miss methods employed in those factories which use gas or other similar methods of heating their irons and other heaters. The introduction of electric heat into shoe factories has enabled shoemaking to become an exact science. In every part of the factory where heat is applied to the shoe, the operator who has electric heat can go about his work with the absolute assurance that he cannot spoil or injure the leather, no matter what he does. This assurance not only makes for speedy and reliable work, but for absolute uniformity of output. This is an essential in view of the greater competition and lessening of profits every manufacturer is up against. Electric heat stands for uniformity of output, to say nothing of its other good features.

## Aggressive Shoe Concern Coming Strong

The Perth Shoe Co., Perth Ont., which was recently re-organized, is rushed to the limit with orders and is now turning out 600 pairs a day, the capacity having been doubled



G. H. ANSLEY, PERTH SHOE CO.

within the past year. Their factory is now the largest one in Canada producing women's Goodyear welts exclusively. G. H. Ansley, the aggressive general manager, is secretary of the company and M. J. Sheehy is the efficient superintendent. Speaking of these men, the Perth Courier, in a recent edition

# CARBICON!

The greatest abrasive paper for shoe buffing purposes ever brought out. Will do from 10% to 50% more work than others. Absolutely the MOST

ECONOMICAL abrasive paper you can use. Made in New York by Herman Behr & Co., for whom we are Canadian sales agents. We handle their Carborundum and Ruby Paper as well. Get samples and prices.

We Carry  
as well:

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste

We Carry  
as well:

Blackings  
Dressings  
and Box Gums  
Patent Leather  
Repairer  
Rubber Cement  
and a Complete  
Line of  
Shoe Findings

We are Selling Agents for

**PERTH FELT CO.**

Perth, Ont.

Who Make the Finest Line of  
SHOE FELTS "Made in Canada."

## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL



### GUAY'S Waterproof Counter A SPECIALTY

Our latest Counter is waterproof dressed, preserving it against perspiration and outside moisture. It is moulded full length or released end as ordered. We guarantee it to fit any last and to outwear the shoe. We will pay cash for every pair of shoes in which our Counters wear out before the shoes.

SAMPLE AND PRICE ON APPLICATION

**EUGENE GUAY**

OVER 36 YEARS IN BUSINESS

230 St. Marguerite St., 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



says:—"Mr. Ansley has been engaged for twenty-three years in the various branches of the shoe business, and knows the work from the beginning to the end. His experience and managerial ability have been telling forces and he deserves great credit for the manner in which he has developed the business and brought it to the front. In November of last year, M. J. Sheehy of Boston was appointed superintendent, coming from such factories in the United States as Selz-Schwab, where he was quality man. He was also prominently connected with the Sorosis factory in Lynn.



M. J. SHEEHY, PERTH SHOE CO.

Having a broad experience in all lines of shoe manufacture, he accordingly brought it to good use in the Perth Shoe factory. The Perth Shoe Co. have lately made an important change in their selling arrangements. Instead of going to the wholesalers the firm are going direct to the retail trade with their own staff of traveling salesmen, of whom there are five. The Virginia line is certainly meeting with a wide measure of appreciation from coast to coast, and the salesmen are most enthusiastic over what has already been accomplished and the future prospects."

#### Honored on Joining the Colors

An interesting event took place on April 15 in the warehouse of the Breithaupt Leather Co., Limited, Berlin, when army wrist watches were presented to A. W. Puncher and Oscar Copeland, on the occasion of their enlisting with the 118th Battalion, C. E. F. This makes the second gathering held recently when the company and staff have expressed their pleasure in a similar manner at the loyalty of their employees. Mr. Puncher has been head sole leather sorter and shipper as well as one of the shoe factory salesmen, and is widely known among the trade. Mr. Copeland has been a worker in the shipping department. In the presence of the management and employees appreciative addresses were read and handed to each recipient accompanied by the wrist watches. The addresses were signed by R. J. Eagar on behalf of the employees and by L. O. Breithaupt on behalf of the company. Mr. Eagar who read the departing words to the boys has himself been through several campaigns having served in the Imperial Army for forty-two years. He bears wounds sustained in engagements in Afghanistan and has four sons engaged in the Canadian Expeditionary Forces, which is certainly a proud record. Messrs. Puncher and Copeland made grateful and appropriate replies and

were given hearty cheers and wished God-speed in whatever position or locality they may be placed as soldiers of the King "in fighting for the liberty of the world and the suppression of the accursed militarism and Kaiserism."

#### Adopting Substitutes for Leather

With the great increase in the cost of leather of all kinds used in the manufacture of shoes, the time has come when the shoe manufacturer must seriously consider the use of substitutes wherever these can be employed without affecting the strength or wearing qualities of the shoe, says "The Finder." As often happens in such crises, grim necessity may prove in some particulars a blessing in disguise, as some of the materials which will be used will doubtless be found better than the leather for which they are substituted.

There can be little doubt that the comparatively plentiful supply of leather of a number of years ago was responsible for its use in many places where other materials would have answered the purpose fully as well. With conditions now entirely reversed, it is imperative that the use of leather be dispensed with in every place where lower cost materials can be successfully employed. Dealers and the public generally should be brought to realize that the substitution of a material of proved worth does not mean that the quality of the shoe is being cheapened, but that a common sense policy has been adopted of keeping costs as low as possible by putting in leather only where the best interests of the shoe wearer demand the use of this now high-cost product.

Another element which has an important bearing upon the question is the use of cloth and canvas. Although these materials are not, in a strict sense, substitutes for leather, having come to be recognized as forming distinct types of footwear, a large increase in the output of this class of shoes will do much to relieve the situation. Cloth top shoes for many purposes are more comfortable and more stylish than leather, while the superiority of canvas for summer wear has been conclusively demonstrated. The supply of leather can be conserved to a great extent, and its cost for use in lines where it is absolutely required kept within reasonable bounds by the largely increased use of these fabrics.

#### Rock Shoe Co. Effects Sold

The sale of the stock of the Rock Shoe Manufacturing Co., Limited, Quebec, which took place at the office of Messrs. LaRue, Trudel & Picher on April 19 resulted as follows:—Regular shoes, \$2,723.16 at 78½ cents on the dollar; assorted shoes (damaged), 3,768 pairs at 71½ cents a pair; unassorted shoes (damaged), 1,575 pairs at 5 cents a pair; 13,493 pounds of steel and copper wire at 2½ cents a pound; lot of furnishings, etc., \$400.00; automobile, 1909 model, \$132.00; 699 samples, one foot only, at 5 cents each; two travelers' trunks, \$12.00.

#### Some Distinctive Lines for Men

The Hartt Boot and Shoe Co.'s autumn samples include many exceptionally high-class shoes for men. A gunmetal shoe, with tobacco brown top, circular vamp and low foxing on an English last is a neat offering. Another has a grey kid top, while a patent bal with white piping and low recede toe is much admired. Two tone effects are seen in tan on English lasts with brass eyelets. A dark brown shoe with wing tip and perforations around the foxing and vamp is a snappy creation. This also comes in gunmetal. Recede toes and straight lasts are taking exceptionally well with the better trade. There is also a fine showing in open throat bluchers with blind eyelets, while the firm make a specialty of a cushion sole shoe which has cork and rubber fillers. Their nature arch last is winning a large measure of support. In extreme high cuts there are tan and white elk, with viscolised soles, outside counter pocket, wing tips and full bellows



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

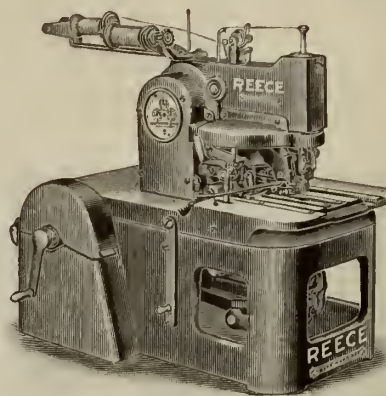
## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## Reece Rapid Button Hole Machine Leads the World



### RARELY OUT OF REPAIR

This being the case, it is more economical  
than one always being fixed and there-  
fore not a steady worker. Get it to  
work for you.

SAMPLES OF WORK AND TERMS FROM

**THOS. C. DOYLE (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal

# L.S. ODELL

137 McGill Street  
MONTREAL

## UpperLeathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

Shoe Cements

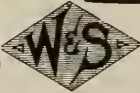
Top Facing

Box Toe Goods

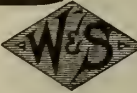
Buckrams

ALL "MADE IN CANADA."

Inquiries Solicited



The Mark W & S of Quality



## Woodward's Corking Shoe Filler


For filling Goodyear Welts. Why not use  
Canadian made goods? Why go out of the  
country for materials when you can buy them  
cheaper and as good quality right in Canada.

We are the original manufacturers of Shoe  
Bottom Filler in Canada, having made filler  
here for eight years.

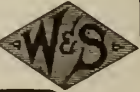
Other lines include:

TOP FACINGS, ALL KINDS  
CANVAS and LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, Etc., Etc.

## F. E. Woodward & Sons



Lachine, Province of Quebec





tongue. A fifteen-inch Strathcona and a high tan military boot are also seen. The Hartt line evidences the highest grade of shoemaking and all the expensive shoes have not only the best stock obtainable, but folded facings, backed tongues and other touches that impart beauty and impressiveness to the models, which are being shown in Toronto by James Lawther.

#### Operating as Aggressively as Ever

Jas. Cleland, Regd., is the name of the die cutting concern which is now operating the business which for nearly 30 years was conducted in Montreal under the name of Jas. Cleland. R. Bromby, who has been connected with the enterprise for 28 years, the past 10 as manager, will continue his active interest in the business and is fortunate in having for a partner from now on S. Levine, another practical man who spent a dozen years in some of England's best shops previous to coming to Canada, since when he has been identified with the Dominion Die Co., until present partnership was formed. The company will make all kinds of reliable dies for cutting leather, paper, cloth and rubber.

#### Unbreakable Buttons in Many Colors

A particularly nice line of shoe buttons to replace the agate and glass buttons which formerly came from Germany and Austria is being shown by the Continental Shoe Button Co., Inc., Newark. These buttons have the added advantage of being unbreakable. The imported lines gave a great deal of trouble on account of this defect. Another feature of the Continental Shoe Button Co.'s line which is called New Ivorine is the range of colors in which the buttons are obtainable. Practically any color of button can be had enabling the manufacturer to match his fabrics. The United States line is also cheaper by \$1.50 a great gross than the imported buttons.

The same company is showing a strong line of fine quality shoe buttons and ornaments. Their output is between 15,000 and 20,000 gross a week. Plans now under way will enable them to turn out shortly 50,000 gross a week, which, considering the character of the line manufactured, is quiet a turnover. The company is doing a large business with Canadian manufacturers who are pleased to find the German and Austrian lines replaced by superior goods at better prices.

#### Smart Lasts for Summer Dressers

The new samples of E. T. Wright & Co. show a number of new lasts, including the Hoofit, which has a round toe slightly raised, the Belmont, a rather straight last with a semi-recede toe, and the Welcome, another straight last, with a slim instep. The company are showing for the first time in Canada the Dr. Brown arch preserver shoe, with raised shank, broad arch and wide toe. Some decidedly smart creations with wave, wing and other fancy tips are displayed. There are rather more perforations than usual on these models. Bals, with recede toes are, however, having the largest call. The Tony red is a new leather that is striking and in the tan family several two tone effects are shown. Several samples have Neolin soles. Some of the facings are very pretty, being white kid with rose and tan linings. The firm carry an extensive in-stock department and report an exceptionally good business so far this season. A. A. Orendorff now represents the company in Toronto and other large cities in Ontario.

#### Dignified and Distinctive Models

The autumn samples of the Smardon Shoe Co., Montreal, are both dignified and distinctive, maintaining the well-known traditions of this widely known shoemaking firm. A number of pleasing presentations are observed, among

them being an all African brown bal, with Miller tuxedo pattern and half-Louis heel, while the same shoe is also seen with imitation tip and white kid top. A two-tone grey bal, Regent pattern, and several white, washable kid bals are very attractive creations. Whole quarter, black kid bals, with Cuban heels, are seen in 7½, 8½ and 9½ inch leg. The most popular height is, however, 7½ inches. Duplicates are seen in button, in tuxedo, as well as in the Elizabethan pattern. A very pleasing shoe is a patent bal, with genuine buck top. Colonials, with high tongues and big trimmings, are seen in practically all leathers, while the plain, unadorned, snug fitting pump is also a marked favorite. In ornaments, on low cuts there are seen cut steel, steel beaded, jet beaded, nickle and other materials. The firm are showing the very



J. A. LANGLOIS, M.L.A., WHO IS THE PRESIDENT OF THE COMFORT SHOE CO., LIMITED, QUEBEC, AND WILL SOON START MANUFACTURING WOMEN'S CUSHION SOLE RUBBER HEEL TURN SHOES

latest novelty, which is a 5½ inch boot with five buttons, and in marked contrast to the extreme high cuts now prevailing. Whether the new offering will take or not remains to be seen. The Smardon shoes are this season characterized by the same high quality, graceful lines, beautiful finish and artistic touch that have made them leaders in their line. J. P. Buchanan, eastern Ontario representative, who has been with the firm for many years, was calling upon the trade in Toronto last week.

#### Prices Higher, Material Scarcer

A recent issue of the Winnipeg Free Press contains an interesting interview with C. F. Rannard, President of the Rannard Shoe, Limited, Winnipeg, who has returned home after his semi-annual business trip to the eastern cities in Canada and the United States. Mr. Rannard said: "Altogether I find there is a better feeling of optimism in the trade generally than there has been at any time since the beginning of the war. Work in the factories of the United States is booming and the freight lines between Chicago, Boston and New York are completely blocked by shipments of goods destined for the allies, and the great Canadian factories are doing the same as far as a staff depleted by recruiting and the scarcity of material permit.

"Skins come principally from Europe, from where the supply is practically cut off, and what comes from India is in great danger of being lost through ships being torpedoed on the way over, so South America is where everyone's eyes are fixed." Altogether the market is closer, prices higher, material scarcer, demand greater, and men fewer than ever before, and this is the time when the great concerns are looking up and proving their solidity, but Mr. Rannard



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CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>C</sup> ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

says the spring has brought a new dose of optimism which has spread all through the trade. Americans are buying some kinds of leather from Canada, particularly sole stock.

Asked just how the supply of shoe materials was going to pan out Mr. Rannard said nobody knew. Some thought they would keep on the rise, others that they could not get any higher.

#### Hats Off to Mayor Hayes of St. John

Robert T. Hayes, head of the wholesale firm of J. M. Humphrey & Co., St. John, N.B., one of the best known and



R. T. HAYES, ST. JOHN, N.B.

most popular representatives in the shoe and leather arena in the Dominion, was elected Mayor of St. John, N.B., on April 24th, after one of the hardest and most bitterly contested elections held in years. He defeated his opponent, Mayor Frink, by a majority of 1,003 votes, the final count being—Hayes, 4,440; Frink, 3,437.

The result of the election was not a surprise as Mr. Hayes was a good choice, being well qualified to fill the position, having served for a term of three years as alderman of Victoria ward and also as chairman of the finance committee. The majority secured by Mr. Hayes left no doubt as to the choice of the electorate. The new mayor made a remarkable showing in his first contest for this office, despite the fact that he had a most creditable record as a member of the old aldermanic common council. His career as a business man and a public spirited citizen proved a strong factor in the campaign.

Seven thousand eight hundred and seventy-seven votes was the greatest number ever polled in a mayoralty contest in St. John. Records show that there were 10,000 eligible to vote and this would indicate that nearly seventy-nine per cent. of that number exercised their franchise.

In conversation with a correspondent of the SHOE AND LEATHER JOURNAL Mr. Hayes said: "I heartily appreciate the confidence of the people. They gave me a handsome majority. This is really all I can say, I am so greatly pleased."

Under the new regime Mayor-elect Hayes will become commissioner of finance as required in the city charter. He will take up his new duties May 1st.

If you act as if you feel above the other fellows in the store, you will very likely live to see the day when they will in reality be above you.



CHATHAM SHOE COMPANY Limited

MAKERS OF

**WOMEN'S FINE SHOES**

IN McKAYS AND WELTS

Our travelers are now on the road with a complete display of our lines. Wait till you see our *Business Bringers*. The CHATHAM SHOE will sure bring back pleased customers and their friends.

**Hook up with a Live Concern**

One that is *on the job* all the time and is determined not to be in the *also ran* class. The dealer with the "*discriminating eye*" buys the CHATHAM SHOE simply because of the attraction of "like for like," "Birds of a feather flock together." *Get the idea?*

**A Strictly Modern Plant**

Our lasts are new. Our patterns are new. Our machinery is new, and combined with these we have the brightest and best *Shoe Making Ability* that will be found anywhere in Canada.

CHATHAM SHOE COMPANY Limited

CHATHAM, ONT.





**NEWSY HAPPENINGS IN QUEBEC**

The stock of the Imperial Shoe Store, to the amount of \$3,547.30, has been sold to M. G. E. Roy, of Saint Malo, at 26 1/4c.

Brown & Rochette, shoe jobbers, are making repairs to their building and adding two flats. When completed, they will have one of the finest jobbing houses in the city.

J. H. Begin, Reg., have removed to their new quarters on St. Dominique street, formerly occupied by L. Beaubien.

The Canadian Consolidated Rubber Co. are moving into the premises formerly occupied by J. H. Begin, Reg.

The shoe trade is very active in the city at the present time, and collections are reported to be good.

The new building to be occupied by the recently formed firm of Thibault & Bertrand is completed, and they are now at work getting their machines in place.

Langlois & Plamondon are installing their machines, which will be in running order in less than a week's time. The firm will make a specialty of high-grade turn shoes.

J. B. Laliberte, fur manufacturer, of this city, has erected a plant for the manufacture of gloves on Colomb street, opposite the premises of J. B. Drolet, Limited.

The remainder of the shoe findings stock of the Rock Shoe Co. was sold to J. E. Samson, Reg. The remainder of

main store and office for Quebec and Ottawa, had a very large business during 1915, and anticipate that 1916 will show a heavy increase in sales over the previous year.

Cote & Jean, harness manufacturers, of Levis, have removed to their new building on Commercial street.

Alphonse Jacques, of J. H. Jacques, Limited, has purchased an 80 h.p. automobile which is conceded to be one



ENJOYING A PADDLE AT RIVIERE A PIERRE, LAKE ST JOHN DISTRICT, QUE. D. E. BERTRAND, SUPPLIES, IN THE BOW AND J. B. BLOUIN, SHERIFF OF QUEBEC, FORMERLY SHOE MANUFACTURER, IN THE STERN



STARTING OUT ON A FISHING JAUNT AT RIVIERE A PIERRE, LAKE ST. JOHN DISTRICT. LUCIEN BORNE, LEATHER MANUFACTURER, P. OUELLETTE, SHOE FINDINGS, AND TWO GUIDES.

the shoes not matched have been purchased by Jos. Tanguay at five cents a pair. An automobile belonging to the company was bought by T. Blouin.

Tremblay & Gosselin, shoe manufacturers, have added two flats to their factory, and are very busy at present rushing out their orders.

Saillant & Lessard (Limoilou), boots and shoes, have now started to operate their plant and have some samples ready for the trade.

Lamontagne, Limited, of Montreal, have opened a branch in Quebec on Crown street, in the same building in which the Canadian Consolidated Rubber Co. is located.

Jos. Despatie, formerly with the Rock Shoe Co., has been appointed manager of the E. Thivierge factory, and has entered upon his new duties.

Alfred Magnan is now in charge of the lasting department of Tourigny & Marois. M. G. Russell, who was formerly over this section, is now looking after the treeing department of Ames-Holden-McCready, Montreal.

The Colonial Hide Co., H. C. Carter, manager, started several years ago at 274-290 Wellington street, Montreal, has developed very considerably since that time. On January 1st, 1916, they opened a Quebec branch store at 633 St. Valier street, Quebec City, where they have had a large business dating from the week the store opened. They report that the business of the Montreal branch, which is the

of the finest in the city. In addition to the motor, Mr. Jacques also keeps a fine riding horse.

Shoe manufacturers are now running their plants to full capacity and several firms have orders ahead for the entire summer. Prices are continually ascending. Dongola and also heavy leathers are difficult to obtain and the supply of dyes for tanning purposes is very limited.

E. P. Mullarkey, who for many years has been superintendent and buyer for the Wm. A. Marsh Co., has resigned.

**NOVEL JOURNEY TO SELL SHOES**

The accompanying illustration shows the method that is employed by a hotel in Thessalon, Ont., for conveying travelers' trunks from the station. In the picture, which was taken in March last, the gentleman in the fur coat is Wm. C. Foster, of Bracebridge, who represents the W. B. Hamilton Shoe Co., Toronto, in Northern Ontario. He and a fellow traveler have several samples in suit cases and are



just leaving for a trip ten miles out in the country to interview a customer. The dog team is easily guided and steady as a span of horses and selling goods by means of this method of transportation is certainly novel in 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.

**DIES**

For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**

16 St. George St., Montreal



**McKAY  
SEWN  
SHOES**

FOR  
WOMEN, MISSES  
AND CHILDREN

Shoes that have Style and Finish  
—at the right price for the jobbers,  
who are invited to see samples.

“La Duchesse” Shoe Co.  
REGISTERED  
“Successors to B. Vaillancourt”  
92 Beaudry St., MONTREAL

**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 | RICHARD YOUNG CO.**

We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins Skivers “Ryce” Matt Kid

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

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**Box Toes and Heels**

OF ALL KINDS

**LOG HEELING A SPECIALTY**

We are sole makers in Canada and  
can supply lifts in all sizes from  
2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

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



# KINGSTON TANNERY

That's where the *HIGH GRADE STAPLE LEATHERS* are made. *High Grade* because of good tannage, uniform substance throughout, properly stuffed or fatliquored as the case may be, perfectly set, and because of the good results they show in the cutting room.

*These are  
Some of  
them*

**Elk in Black and Tan  
Russet Oil Grain  
Mennonite Grain, Black and Red  
Combination, Smooth or Boarded  
Collar Leather, Russet and Black  
Vegchrome, Black and Chocolate  
Chrome R, in Colors, No. 1, No. 2 & No. 3  
Imitation Gun Metal  
Pebble  
Ooze Splits, in Colors and Black**

Write to-day for samples and prices.

**A. DAVIS & SON, Limited, KINGSTON, Ont.**

*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

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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

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ESTABLISHED 1857 **DEPENDABLE SOLE LEATHERS** ESTABLISHED 1857

**OAK:—**  
 "TRENT VALLEY"  
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 Made at  
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**HEMLOCK:—**  
 "PENETANG"  
 AND "EAGLE"  
 Our Present Specialty:  
 Army Vat-Tanned Stock, Best British—  
 "Lion Oak," for the Boys of the Lion's  
 Best "Cub."

**THE BREITHAUPT LEATHER CO.**  
 BERLIN, CAADA LIMITED

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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**

**BOOT LACES IN STOCK**  
 Have I Stock? Sure! All Kinds  
 Cotton Mercerized, Leather, Tubular, Round,  
 Flat; Black, White and Fancy Colors  
 Long Lengths for Ladies' High Cuts,  
 at Fair Prices  
 Drop me a line—I'll send samples  
**E. W. McMARTIN**  
 45 St. Alexander St. - Montreal



Glazed or Mat **Black or Colors**

White and Fancy Colors

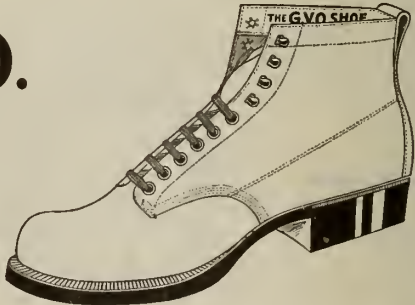
Excellent Wearing Quality,  
 Superior Finish and, Con-  
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 Moderate Prices

CANADIAN AGENTS  
 for American Tanners of Calf, Splits, Indias, Heavy  
 Leathers, Skivers, Cabrettas, as well as  
 for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES  
**NEW CASTLE LEATHER CO.**  
 NEW YORK  
 Canadian Branch—335 Craig St. W., Montreal  
 Factory—Wilmington, Del., U.S.A.

A Shoe for the Times  
 Absolutely reliable in Material,  
 Construction and Finish

**G.V.O.**  
 The Mark of Merit



SOLID LEATHER SHOES  
 Made to Look as well as Wear, they appeal  
 to the Pocket of both Dealer and Consumer  
 PROFITABLE TO BOTH  
**G. V. OBERHOLTZER CO.**  
 BERLIN, ONT. LIMITED





**YAMASKA** — A Staple Line backed by half a century of reputable Shoe making.

MEN'S  
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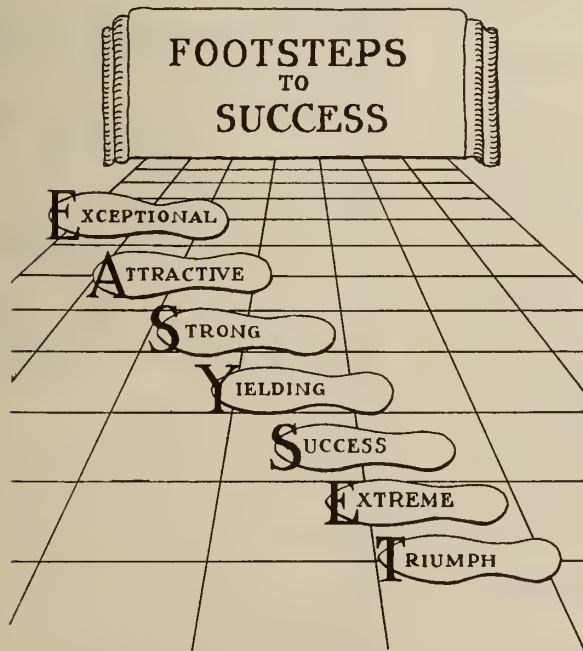
Yamaska Shoes for all the people have achieved their high reputation on their merits, and the dealer who stocks them will find the Yamaska the most profitable and ready selling line of shoe staples on the market.

**LA COMPAGNIE J. A. & M. COTE**  
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**EASYSET**  
SYSTEM

ALL METAL

STORE FRONT CONSTRUCTION.  
METAL STORE FRONT



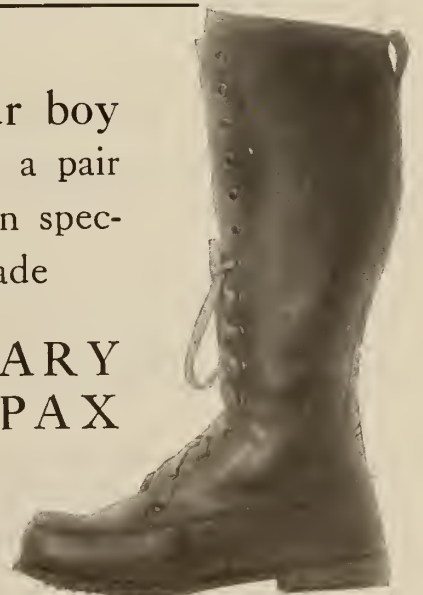
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**H. J. ST. CLAIR CO., LIMITED**  
27 Toronto Arcade - TORONTO, ONT.

Send your boy at the Front a pair of our own specially made

**MILITARY SHOE PAX**

**Absolutely Waterproof**



17-inch Leg, Full Sole Leather Sole and Hob Nailed

These will insure him dry feet at all times.

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**The R. M. Beal Leather Co.**

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STAPLE AND FANCY **LEATHERS**

RUSSET SIDES AND SPECIALTIES

BAG  
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**LEATHERS**

BRIDLE  
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HIDES ALL SPECIALLY SELECTED

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WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

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*THE  
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GOLD CROSS  
SHOE

*Doctors*  
ANTI-SEPTIC  
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PAT 1906 1909  
NON  
PERSPIRO

**Order  
Them  
for  
Fall**

## And Specify These Two Brands Particularly 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.

Here's the reason—you'll find very few men's 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.

Moreover, your men customers will appreciate having shoes that so nearly approach their ideals in comfort, style and wearing qualities.

**The Tebbutt Shoe & Leather Co. Limited**  
THREE RIVERS, QUE.

# The Shortage of Leather

Is going to affect very much the supply of ordinary leather footwear this coming fall and winter. Already manufacturers are turning their attention to substitutes for leather tops. This and the high cost of leather goods will make a tremendously increased demand for

## TRICKETTS

THE  
GREAT  
STAPLE  
OF THE  
HOME  
AND  
SHOE  
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## EMPIRE MADE SLIPPERS

See that you are amply covered for the coming season  
TRICKETTS are a form of SHOE STORE INSURANCE

The best investment a retailer can make

*Any Good Jobbing House has them*

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TWENTY-NINTH YEAR

TORONTO, MAY 15, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



JAMES A. SCOTT, QUEBEC

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL





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In this age of specialization leaders achieve their place by concentrating their originality, resource and energy upon the production of one line, which they strive to make as perfect as humanly possible.

We concentrate on Women's Goodyear Welts.

## PERTH SHOE CO., LIMITED

The largest factory in Canada producing Women's Goodyear Welts exclusively.

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# 4 PAIRS A MINUTE

*The Average Production  
of Ritchie Shoes*

AS an indication of the hold that Ritchie Shoes have gained in the estimation of the Shoe Trade of Canada we point to the production of a pair of Ritchie Shoes every fifteen seconds.

Only a line of unusual merit could establish a record like this.

Be in line with busy merchants. Assure successful selling by handling Ritchie Shoes.

THE  
*Ritchie  
Shoe*

MEN'S  
WELTS

*The* John Ritchie Co., *Limited*

Quebec

Montreal

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

**AMES  
HOLDEN  
McCREADY  
LIMITED**

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



# SOME ACTION—HERE!

Three Winners:

## Neolin

**Military Military**  
**Dress Boot Waterproof**

DON'T FAIL TO HAVE THEM—  
YOU WILL MISS THEM OTHERWISE

### TETRAULT SHOE MFG. CO.

*"Largest Men's Goodyear Welt Manufacturers in Canada—Bar None"*

MONTREAL




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*The Just Wright*  
TRADE MARK SHOE

**"Club" No. 206**

Gun Metal Bal. New City Pattern. Custom  
Toe.  $\frac{3}{4}$  Newark Heel. Sizes C 5 to 10 $\frac{1}{2}$ , D  
5 to 10 $\frac{1}{2}$ .

Stock No. 208—Same in Nut Brown.

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## Distinctive Footwear For Discriminating Men

It pays you to stock the JUST WRIGHT SHOE for the simple reason that it sells very quickly and never fails to give complete satisfaction.

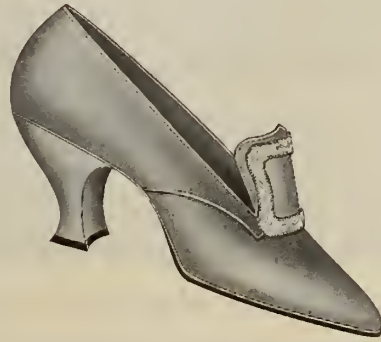
A very large range of the smartest new shapes in stock at St. Thomas and Regina, Sask.

*Get our In-Stock Catalog.*

# E. T. Wright & Co. Inc.

St. Thomas, Ont.  
Rockland, Mass.





The most recent ideas confirmed by good taste are reflected in the Bell footwear now being shown.

This shoe is the latest in pumps and is notable for being modish, yet not extreme.

**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"

# *Six Dollars Looks Like a Lot of Money*

*to the Average Man for a Pair of Shoes*

There's no denying this. And when we offer you a shoe that you can sell for less, but that has all the snap and go of the best six dollar shoe, we believe you will "sit up and take notice." And we have it—the very shoe you've been waiting for—made in the newest shape, in all widths, from B to E, and a *fitter* of supreme quality. Get some. Your fall sales will reflect the wisdom of your choice. "*Brandon Booms Business*" always—because of quality and style beyond the ordinary.



*21 Day Service on Your  
Mail and Rush Orders*

Our Brands are the Well-Known

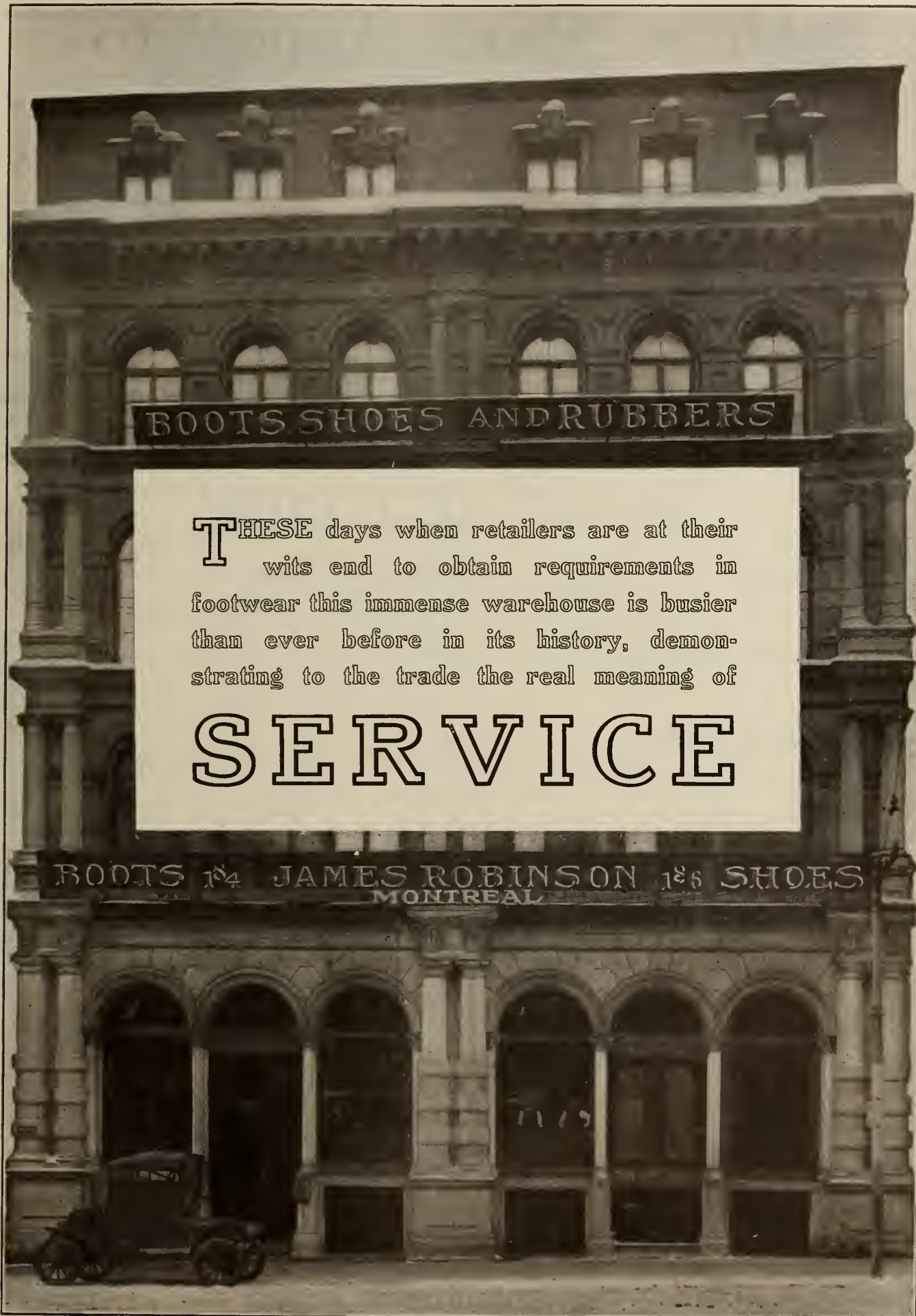
"Monarch"

"Brandon" and

"Dr. Brandon's Cushion Sole"

*The Brandon Shoe Co., Limited*  
*Brantford, Canada*





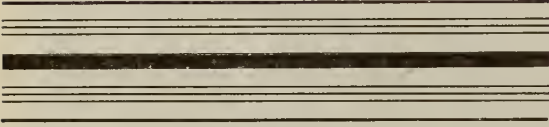

BOOTS SHOES AND RUBBERS

THESE days when retailers are at their wits end to obtain requirements in footwear this immense warehouse is busier than ever before in its history, demonstrating to the trade the real meaning of

# SERVICE

ROOTS 104 JAMES ROBINSON 126 SHOES MONTREAL

# These Shoes Appeal to Discriminating Ladies

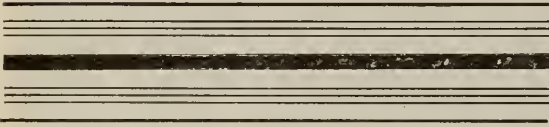




FOR many years we have studied the tastes of feminine shoe wearers with the result that our shoes invariably please them. They have every confidence in our brands, and the retailer who stocks them SELLS them readily.

*“Kingsbury”*

*“America’s Beauty”*

*“Canada’s Pride”*

Be sure you order your fall requirements as fully as possible, for, with shoe and leather conditions as they are to-day, it is better for you to buy at current prices than to await developments which can only mean higher figures.

Kingsbury Footwear Co., Limited  
*Specialists in Ladies’ Footwear*  
 Montreal





**SPEED  
KING**

# OUTING SHOES

*The Quality that makes Firm Friends  
and Assures the Biggest Profits.*

## Sort Up Now

Be ready for a good season in tennis and sport shoes for both sexes of all ages. Rubber soled summer footwear becomes more popular every year. An adequate assortment of Speed King Outing Shoes will get you the cream of the trade from your locality.

*Place your order  
with any Firm  
in this list*

- |                                       |                 |
|---------------------------------------|-----------------|
| 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.  |
| Brown, Rochette, Limited              | Quebec, Que.    |
| McFarland Shoe Co.                    | Calgary, Alta.  |
| T. Long & Brother                     | Collingwood     |

**The Independent Rubber Co.  
Limited**

**Merritton  
Ontario**



# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

22 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.



# UNDERHILL

Stands for RELIABLE MATERIALS, THOROUGH WORKMANSHIP and FIT

— IN —

## Sure Selling Shoes

### OUR STANDARD LINES



Barrie Factory

### MEN'S, BOYS' and YOUTHS'

McKay, Standard Screw and Pegged

### WOMEN'S, MISSES' and GIRLS'

Medium Priced Staples of Unequalled Style and Fit

**THEY ARE THE BREAD AND BUTTER OF THE TRADE**

Head Office: **UNDERHILLS, LIMITED** Factories: **AURORA, Ont.**  
**AURORA, Ont.** **BARRIE, Ont.**

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

### BIRD'S EYE RIVET SHANK SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

### IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you

**CONTINENTAL SHOE BUTTON CO., INC.**  
**NEWARK, N.J.** **U.S.A.**

# WHY NOT?



much ready money on the shelves—never found amongst the STICKERS.

THEY HAVE STYLE, FIT AND WEAR

**The T. SISMAN SHOE CO., Limited**  
AURORA, ONTARIO

It used to be that WEAR and STYLE were divorced in shoes. But all that has been changed by

## EVERYDAY SHOES

You can go to church in them or spade in the garden these Spring days. They are the best all round sellers the average dealer can buy. They are just so

# WHITE and COLORED SHOE DRESSINGS ARE BIG SELLERS

---

HOW IS YOUR STOCK?

---



**PACKARD'S**  
**WHITE** CANVAS DRESSINGS,  
CLEANERS, ETC.,  
are unsurpassed for Quality. In Liquid and  
Cake form, in various Sizes.

Drop us a Postal if you have not received our  
Price List.

L. H. Packard & Co. Limited, Montreal



# ASK YOUR JOBBER FOR

and insist on getting—"Doctors" and "The Professor" Shoes. These shoes have been on the market for years and have made a wonderful reputation among the great army of men who want comfortable, neat-appearing footwear.

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO



Here's a shoe that is absolutely waterproof in both sole and upper. The sole is also constructed in a manner that assures an even temperature of the foot in all weathers.

*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

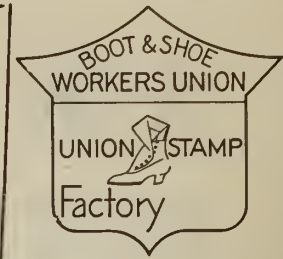
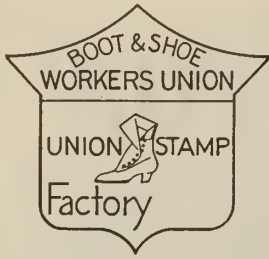


This shoe has the same qualities that distinguish the "Doctors" Shoe. But, in addition, "The Professor" is fitted with a patent, cushioned inner sole that greatly improves the ease of the foot when walking.

## Smartly Neat in Appearance and Supremely Comfortable

Don't forget these lines—they will get you some new trade, and will clinch a lot of old trade and prevent it going elsewhere.

**The Tebbutt Shoe & Leather Co., Limited**  
Three Rivers - Quebec



# 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

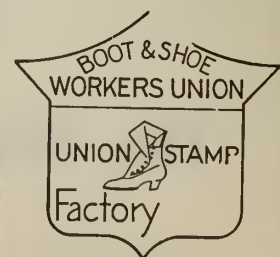
Affiliated with the American Federation of Labor

246 Summer Street

**BOSTON - MASSACHUSETTS**

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
Gen. Sec. Treasurer







# DOMINION CALF

THE "CALF OF QUALITY"



Most  
Uniform  
**CALF**  
on the  
Market



Economy  
to the  
Manufacturer  
Satisfaction  
to the  
Consumer

Our facilities for selection of raw materials, manufacture and finish are such as are not excelled anywhere.

LARGEST TANNERS OF CALF IN THE BRITISH EMPIRE  
DAVIS LEATHER CO., Limited - Newmarket, Ont.



**MEN'S WELTS  
EXCLUSIVELY**



**SHOES AT POPULAR PRICES**

**\$4.50**

**\$5.50**

These are the Shoes that are in demand.

Our constant activity we attribute to the popular-priced shoes we make and our system of specialization, which enables us to give wonderful value.

*What do You Think of our Fall Samples?*



**DRUMMOND SHOE  
LIMITED  
DRUMMONDVILLE, QUE.**



## Run your own store— but REGALIZE it

That is, if the local field is still open. Our selling policy is to grant the exclusive right to sell REGAL SHOES to one merchant only in each locality. To the man appointed we sell REGAL SHOES, but to no other under any circumstances. And what a wonderful asset the REGAL Agency is! There is nothing in Shoedom to compare with it. No line is so firmly entrenched in the confidence of the public as

## Regal Shoes for Men

In every great city of Europe and America, the REGAL SHOE SHOPS do the cream of the business in men's shoes. And the styles we supply Canadian REGAL SHOE STORES are identical with those sold by REGAL SHOPS in the great centres of fashion, except that they are, from top to bottom, "MADE IN CANADA."

DON'T DELAY any longer. Write us to-day for particulars of the REGAL SHOE AGENCY proposition. It's one in a thousand—an opportunity to take to yourself all the prestige of a great reputation. Write us to-day.

## Regal Shoe Company, Limited

102 Atlantic Avenue

Toronto

One  
of  
the  
Regal  
Range







Our new Showcard, printed in six colors.  
Have you received yours yet? If not, a card will bring one.

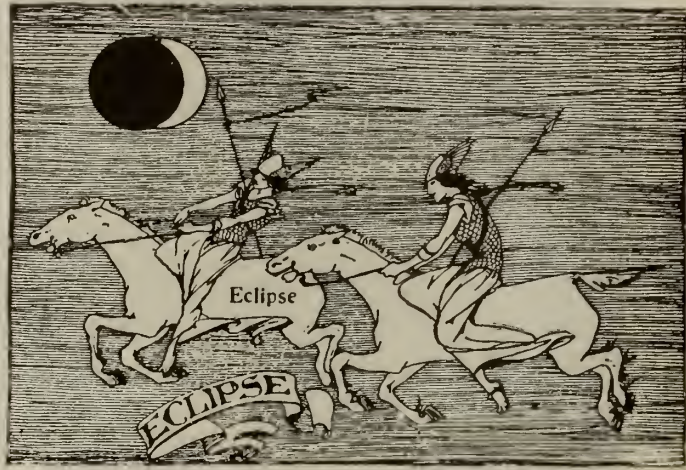
**Getty & Scott, Limited, Galt, Ontario**

# Eclipse Shoes

See the Fall range now being shown and you will see an unusually complete assortment of smart, salable styles and superb values.

We specialize in **Turns** and **McKays**, making these lines only, for

**Growing Girls,  
Youths, Misses,  
and  
Children**



Our endeavour is to combine good style with uncommonly good wearing qualities, thus offering the trade a shoe that will give complete satisfaction to the wearer. Do not fail to see our big range for Fall, 1916.

**Galt Shoe Mfg. Co., Limited, Galt, Ont.**

## McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

**To  
Jobbers  
Only**

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

**AIRD & SON (Registered) MONTREAL**

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



# Shoe Makers to Well Dressed Men

For sheer merit of Artistic Ideals, and absolutely High Class Shoe Making, these lines are in a class of their own.



## ASTORIA AND LIBERTY

Our New Fall Styles have all the Newest Features of High-class Men's Shoe Making, without the undesirable qualities of the Loud and Cheap. Styles that are right on the dot, but with that quiet worth that appeals.

WAIT FOR OUR LINE

Scott-Chamberlain Limited  
London - Ontario



28 "Service" Branches Throughout Canada

**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.



If manufacturing facilities and an up-to-date system of distribution mean anything at all to the trade, then the Dominion Rubber System commends itself to all wide-a-wake, progressive shoe merchants.

Six factories and twenty-eight "service" branches at central points throughout Canada, so as to ensure prompt shipments, afford a service that is not equalled in Canada.

Back of all is the *QUALITY GUARANTEE* of the Dominion Rubber System.

Our constant aim is to serve and please the trade.

Just now it is *FLEET FOOT* Shoes for every sport and recreation.



**Canadian Consolidated  
Rubber Co. Limited**  
MONTREAL, QUE.

28 "Service" Branches Throughout Canada





# SHOE & LEATHER JOURNAL

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## THE CONSERVATION OF LEATHER

**With a Leather Famine in Sight Steps Should Be Taken to Prevent Waste—Prosperous Times Encouraging Extravagance in Footwear and Leather Goods.**

**A**LREADY the pinch is beginning to make itself felt not only in the high prices for leather that prevails, but the alarm that is being expressed by those intimately acquainted with and interested in leather and its products as to the immediate future.

"We are counseling customers to be very conservative in their purchases for fall and winter," said one shoe manufacturer recently. "We are pointing out to all the fact that within the next six months leather will not only reach an unprecedented point as to prices, but will become so scarce that it will be a question of getting goods of certain classes at any price. For this reason we are reducing to a reasonable minimum our number of lines, and while encouraging buyers to keep fully covered with saleable goods, urging them to cut out very largely the frills and fads."

The attitude of the British Government in practically commandeering all leather supplies is a fair indication of the seriousness of the situation in their estimation. A conference was called recently of leather "factors" or wholesalers by the authorities and the former were notified that they must not exact more than two per cent profit upon sales of leather or the government would take the entire control in its own hands. Every trade paper from across the Atlantic emphasizes the fact that supplies of leather for regular trade are already so inadequate that manufacturers cannot keep their customers supplied with regular goods. The recent orders for Russian and Italian army shoes seems to have been the last straw on the camel's back and promise to clean up all the stock that British boot manufacturers can scrape together both at home and abroad. The British government, which has taken charge of these orders, insists that in the meantime manufacturers shall only contract for sufficient to represent their present stocks of leather.

As an evidence of what the war has so far done to the English shoe trade the imports of American footwear into Great Britain more than doubled last year. The figures for 1914 were \$16,712,150, while for 1915 the customs returns show \$38,585,562. It is estimated that for this year the amount of shoes sent from United States to the United Kingdom will not fall far short of \$50,000,000. To meet the further demands caused by the failure of the British shoe trade to fully look after its export business there has been also a large increase of the foreign shoe business of the United States outside the United Kingdom, so that it is little wonder they feel the pinch of leather shortage across the line.

It is difficult at a time like this when people seem to have the money to spend to get them to listen to counsels of conservatism and restraint. Nevertheless, if the war keeps up its present pace for another twelve months or even less, the tremendous consumption of footwear and leather involved is going to mean that ten dollar shoes are going to be as common as those at half the price have been during the past two or three seasons.

A regular system of economy not only in methods of manufacturing but to prevent needless waste and extravagance in footwear should be inaugurated if the latter is to be kept within reach of the ordinary consumer in the months that are to come. In other trades the call to economy and frugality has gone forth not only in the interests of the individual but the nation at large, and in none of them more than in leather is the caution needed to-day. Already action has been taken in the United States by the Retail Shoe Association which has called a conference of leather and shoe producers to discuss with them methods of conservation and control of leather products.

# MAKING BUSINESS AN INTERESTING GAME

**If Your Plans for Purchases are Properly Studied as Well as Your Plans for Selling, Working Your Staff, Stock, Expenses, etc., Business Will be Enjoyable and Not a Worrying, Nerve-Racking Experience—Treat Your Troubles as Part of the Game**

**B**USINESS is one of the most interesting games ever invented, providing a man will not treat it as drudgery. Business is interesting for many and various reasons, perhaps the chief one being that it is profitable if properly conducted, and the very act of making a business profitable brings about many interesting methods, which form part of the game.

The man who worries will never make his business or anything else interesting; worry means drudgery in another form. Drudgery kills more people than is generally supposed. Drudgery saps the nature, kills initiative and brings about that dreadful inaction of brain which means only half an existence while it lasts.

The cultivating and practising of the many sides of the business game is what makes life interesting, stimulating and worth living. The business successes are generally men who enjoy business, and failures are generally those who just muddle along and are always at their wits' end what next to do. Ask the latter if he enjoys business, and you will most likely get a long tale of many worries and troubles. With him business is always bad or something is always wrong. But ask the even moderately successful business man what he thinks of business and you will get a different tale.

## Turning the Knocks to Account

The best of pleasures will become worries and drudgery if not properly handled. The worst "knocks" in life can be turned to account if only a man will tackle the game in the proper spirit and not allow himself to be cast down.

Take a young man starting in business, say with \$500. He is full of hopes and ambitions—dreams of amassing wealth and fortune in a few years. He has to lay his \$500 out so as to bring an accumulation, or interest sufficient to enable him to pay his expenses and still have some in hand. This is the beginning of the great business game and the cause of so many failures. Far too many men think they have simply to spend their money and sell the purchases they have made with it, not stopping to lay out definite plans and continually adjusting and scheming to provide for the proper maturing of them.

To become an expert at baseball or billiards a man must study, practise and adjust his plans to meet the various moves of his opponents, and the better he can do so the more successful he becomes. So it is in the business game—the very spending of the \$500 requires study in order to get the best value and the best results. Then it requires more planning and scheming to get the best results from those purchases. If a man makes up his mind that he will have difficulties to surmount and will tackle them cheerfully, just as he would his baseball game, then he will begin to find where the interest lays.

## How Buying Becomes Absorbing

The two sides of the game mentioned above, viz.—buying and selling—automatically bring in many other interesting sections of business. The buying becomes interesting if the man will study the seller's arguments, note his methods of bargaining, put his own brains against the seller's, and aim to get the best for the money and to suit his requirements. To know what is best for the money means study and interesting facts brought to light as to methods and the qualities of various goods.

The selling side means various kinds of interesting studies, covering scheming to get the best sales, the best displays, the proper window dressings, advertising, etc.

All these various things require continual planning and trying. Your competitor goes one better than you, then you must plan to get people to do business with you. This means scheming to beat them and get them to see eye to eye with you and your goods. When I say "beat" them I mean diplomatically bringing them around to you, even though you may have to apparently go under to them; that is part of the game. You want the business, and the very process of getting it makes your game full of pleasure and interest if you only will tackle it in the proper spirit.

## Study to Get Best Methods

The car company plan to get your business, and so scheme to have their service and cars to suit your convenience. They play their brains against yours. You fall into their net as you ride to and from your business. They get your nickel because they have diplomatically planned to get it. If you could travel on their route for two cents, instead of five, for the same distance, with their consent, so much the better for you. This is the kind of thing which makes your business interesting.

And so, if your plans for purchases are properly studied, as well as your plans of selling, your plans for working your stock, staff, expenses and all the other incidentals, you make your business a pleasureable past-time and not a worrying, nerve-racking experience.

If you are the young man with the \$500 and want to make it more you must study to get the best methods. This means continual study and trying. If you treat your studies and trials as drudgery you will not get anything like the same interest or satisfaction out of it, but if you treat it as you would a good sport and behave like a good sport you will find continual pleasure.

## Planning and Watching Results

When I speak of studies I do not mean the usual methods of study—sitting down with books and papers—they need enter only as accessories, but the wider kinds of study which are more in the nature of experiments. Experiments are always interesting because you wait to see the effect of different procedure. You make a move and wait to see its effects, then you try another and another, planning and watching results.

You buy certain goods and experiment, you make plans for selling (which covers other experiments), you watch the results in each case and accordingly arrange your further plans and experiments. Your goods may not sell as quickly as you thought they would; find out why and try some other method.

You aim to get certain returns. This means experiments. If you get what you aim for you try for something big and plan and watch accordingly, and so on continually.

I hope I have said enough to show how and why business is made an interesting and stimulating game. Just as clean, healthy sport will benefit the body, so will clean and sportsmanlike business "playing the game of business" result in benefits to yourself and all you come in contact with. Treat your troubles, whatever they may be, as just a part of the game, beat them if you can, but, if you are knocked down, simply get up and try again. Persist and you will win.



# MODEL NEW STORE IN EQUIPMENT AND SERVICE

Splendid Features of the New Walk-Over Boot Shop in Montreal—Handsome Wall Cases, Mahogany Fixtures, Special Children's Department, Mezzanine Floor and Complete Orthopedic Parlor—Front Section of the Interior Devoted to Findings.

**T**HE last word in equipment, arrangement and appointments is presented in the handsome and artistic new Walk-Over Boot Shop, Montreal, of which F. A. Guinivan is the proprietor and S. E. Wygant, manager. Five years ago an attractive establishment was opened at 521 St. Catherine street and recently a removal was made to more spacious and elaborate quarters in the Drummond block at the corner of St. Catherine and Peel streets, just a few doors east. The new Walk-Over Boot Shop possesses every modern detail, combining the maximum of display with the minimum of service.

The display front is the usual Walk-Over type with deep, shallow windows and an arched ceiling between and a display show case in the usual position of the store doors, which are on each side of the centre case. The front was installed by the H. J. St. Clair Co., of Toronto.

## Special Display Arrangements

The front section of the store is used for the display and storage of specialties, fancy footwear and hosiery. The right hand side is equipped with handsome wall cases with slant front bases, that form silent salesmen cases, all doors being the Jones frameless style, sliding on multiple rollers, and in the centre of this fixture is a very convenient telephone arrangement with table and chairs for customers' use.

The left hand side has a special design of wall fixture for displaying and storing hosiery, each end being an attractive octagon shape display case and the centre being filled

with glass-fronted drawers that display the stock as well as store it.

Immediately in the rear is the men's section, with regulation wall shelving and handsome leather covered settees, some of which are turned to double use by being combined with low centre shelving, and at the rear is a men's shoe shine department.

## Women's and Children's Section

The store is enlarged considerably by an extension to the left and in this space is the ladies' section in two recesses with stock shelving on all sides and the same handsome settees. In the rear again is a large recess given over entirely to children's shoes and also a ladies' shoe shine department.

The extreme rear end is taken up with a mezzanine floor on which the business offices are located and underneath which are a complete orthopedic treatment parlor and a repair and alteration room.

The woodwork is mahogany with copper base plate and panels of mahogany cover every part of the store not used for stock or display, even the columns in the centre of the building being screened with mahogany.

The design of the fixtures is decidedly attractive and the many new and up-to-date features reflect credit on the designers and manufacturers, Jones Bros. & Co., Limited, of Toronto and Montreal. The management state the removal to new and larger premises was rendered necessary

*A VIEW of the interior affording some idea of the attractive and well arranged fixtures, seating facilities, etc., of the new Walk-Over Boot Shop, Montreal.*





*THE front portion of the interior of the new Walk-Over Boot Shop, Montreal, showing handsome wall cases, telephone desk, etc.*

owing to greatly increased patronage and the desire of the store to give wearers of Walk-Over shoes the best service possible, and service is interpreted as meaning not only advanced styles and perfect comfort but to make the purchase of pedal requirements a pleasant and cheerful duty.

#### INFLUENCE OF NEW LEATHER PRICES ON SHOES

There are a few skeptical persons in the trade who cannot be induced to believe that shoe prices have advanced as much as is generally claimed. They characterize everything printed or said as bull arguments devised to influence buyers. In this connection we quote herewith an elaborate letter of instructions recently sent out to its salesmen by a large western manufacturing concern, says the Shoe Retailer.

"While the shoe business is one of the greatest industries, it is, strictly speaking, a subsidiary industry, because the hides from which the leather is made are a by-product. We depend absolutely on the demand for meat to supply us with hides, as no one ever kills a cow just to sell the hide. The usages of leather have outstripped the demand for beef, and we exported in 1915 350 per cent. more leather than we did in 1913. In addition to this the cattle shipped to the warring nations has not produced hides to be tanned into leather suitable for shoes. The result is that we are bankrupt so far as certain leathers are concerned. They are not to be had in any appreciable quantities at any price. Consequently all shoes will not only be much higher, but will be hard to get this summer and this fall.

"Return your sample of ——. We will not have any more of this number. We would especially call attention to this number and request that he return his sample at once. We will not be able to deliver all the goods that we have sold of this number on account of the factory not being able to get the leather. Also return your sample ——. We cannot get any more of this leather to make this shoe at any price. We are entirely sold up on this shoe and will not be able to fill any more orders. We have a few more of — which you can continue to sell at \$3.25. After these are sold we will not be able to get the leather to make this shoe at any price.

"We note our salesmen continue to sell — and ——. These shoes were called in three weeks ago and our salesmen are simply disappointing their customers, as we will not be able to fill any of these orders on the ——. Return samples of — and —.

"It is especially important that our salesmen take notice that from this time on the tan shoes under lot numbers —, — and — will not be made of calfskin, but will be made of tan side leather. Please explain to your customers whenever you sell these shoes that they will not come like sample, but they will come from this time on made of side leather.

"We have enough shoes on the floor to fill the orders that you sold up to the present time from the shoes just like the samples, but in future explain that these shoes will all be made of a different leather as stated above.

"We cannot get any more calfskins out of which to make these shoes at this price. Sell the better grades of tan calfskins at \$3.50 and \$4.00. Just as soon as we get the new samples we will send them to you under lot numbers —, — and —. If you sell any more of —, — or — to come like the samples you now have you will disappoint your customers, as we are going to fill these orders out of the side leather shoe, which is not equal in value by any means to the shoe of which you now have samples.

"The prices may seem a little strong to some of our salesmen, but if you could be in touch for a minute with the leather people you would realize that we are not anywhere near on the basis of the present leather market. Good plump calfskins now must bring the tanners from 40c. to 45c. per foot where formerly they brought 20c. per foot less than this, which means that any shoe made from calfskins, even in the misses', on the present basis of the leather market, would have to bring 50c. per pair advance over the old basis. There is undoubtedly a scarcity of material and a tremendous demand and we see no relief from the present conditions until after the European war has been settled."



# HUMAN NATURE IN THE SHOE SELLING GAME

Leaving the Boss on Friendly Footing—How Some City Retailers May Be Bothered but Others Will Not Stand for Frequent Calls — Sincerity and Straightforwardness Yield Handsome Returns—Holding Out Illusive Propositions to Help Does Not Pay

A SHOE clerk who had been employed as manager in the women's department of an eastern store, was at "sixes and sevens" with the boss, with whom he had formerly been on terms of personal friendship. Latterly, however, things got out of joint, and he decided to resign, having something better in view. For several days the attitude of each toward the other had been that of studied politeness and frigid reserve. However, when the day of parting came, and Mr. K., being of warm Hibernian extraction, was bidding good bye to the boss, the latter said:—"Now, Mr. K., we are very sorry indeed to lose you. Personally, I cannot express how I regret the step you have taken. We have always been warm friends, and I wish you the very best of success in your new relations. If, at any time, you are in need of employment, why, come around and I hope to be able to do something for you. Again, let me say that I am extremely depressed at your departure."

Then Mr. K. turned around and also told of his regard for the boss—how their daily connection had been of the pleasantest character and to this he added his grief at leaving the firm; in fact, it is said, he almost shed tears at the thought of severance.

As Mr. K. had been both berating and "knocking" the boss for some days previous, when he came out and told of what had happened and the mutual admiration and esteem which each had expressed, one of his associates spoke up: "Why did you do all that?"

Then with a fine, withering scorn, the leave-taker remarked:—"Do you suppose, sir, that any true Irish gentleman is going to allow another to out-do him in hypocrisy?"

## Let the Other Fellow Have His Views

"Yes, salesmanship is a great art. You have got to study human nature," said a widely known traveler, "there are some men whom you can bore, that is by persistency of effort and frequency of calls you can get both placing and sorting orders out of them. There are other men who will not stand for insistent visits and want you to come around at stated periods or at an appointed time. If you drop in on them oftener than that your presence would be regarded in the nature of an intrusion. You see, the salesman has a good opportunity to study human nature, and the best man is the one who has the most intimate appreciation of the qualities, likes and dislikes of his customer.

"Now our firm never makes any alterations from the sample shoe that we show. We hold a conference and decide what pattern, last, leathers or combination of color will suit the greatest number of our patrons. Once a decision is reached the house does not allow us to make alterations to please anyone. Very frequently some sapient retailer will tell us that if such a shoe had a longer vamp, a patent tip, a Spanish heel, a different kind of foxing or cut of top, it would improve it greatly, and be a very much better seller. Now, it is the part of the salesman to be pleasant and to give credit to each man for his opinion, even if he does not agree with his observations. It makes the one offering suggestions think that he is a little wiser than the house itself. If you coincide with his views, there is no doubt that ere many minutes pass he will buy the shoe as it is, if he really needs something of that style and the price appeals to him. Some people like to raise imaginary points and if they are given the credit of being right, why, half the battle is won in the matter of a sale. There are any number of

men who like to think their views are carrying weight, and the tactful traveler is the one who agrees with the retailer in any desired changes that he may moot, but, at the same time, takes blamed good care to see that the shoes are sold exactly according to sample."

## Playing the Game Squarely at Any Costs

"Yes, sir, there are tricks in all trades," declared another salesman. "Some years ago I was busy selling a certain line in which the manufacturers agreed to adhere strictly to prices. In fact, they took an affidavit to the effect that the agreement would not be violated under any consideration. Now, I believe in playing square with the customer, but of course, there are some men you cannot hold down. Even manacled or shackled, they will break loose.

"A customer I had been calling upon in a western city always gave me a placing order of about \$3,000 worth of goods. Another traveler got wise to it, and calling on Mr. J. one day, found that his business ran up during the year to several thousand dollars. He intimated that he would be glad to give him some consideration, in order to get that business, and would place a telephone in each of his two stores and also one in his residence for a whole year, out of gratitude. When I next called on Mr. J. he told me of the proposal that had been made, and I said:—"Well, of course, that is a very nice offer, but I know that this man, and his house are under the same obligation as I am, to adhere strictly to prices. If he is making this overture to you, he or his firm will take it out of you later, either in the quality of the goods, the service rendered, or some other means. He is clearly violating a pledge.

"Now, Mr. J. was of a religious turn of mind. I informed him frankly how matters stood, and that under no circumstances would our house break faith. I quoted a little Scripture to the effect that a man's sins would find him out, and that sooner or later the 'special-concession' chap would get his deserts. 'Yes,' replied my customer, 'I believe you are right. I like a man who sticks to his agreement, and you are going to have my order. I will be a party to no side issue or secret understanding.'"

"Well, next year a representative for a firm that was not in the covenant, came in and offered Mr. J. 10% off the list prices. Here I was up against it. There was no use beating about the bush, for I could not bring the same arguments to play that I had regarding the specious offer of the previous chap.

"'Yes,' I remarked to Mr. J., 'you are in business to make money, and I do not blame you for obtaining your goods as cheaply as you can, providing you get as good a quality as we are offering, which I think you will. Now, this man's firm is not bound by any bonds or documents. He has a perfect right to cut prices if he likes, and I also think his goods are up to the mark. 10% on an order of \$3,000 is \$300 a year—a snug sum and one that is worth saving.

"'Well,' commented my retail friend, you are certainly very manly in the stand that you have taken, and eminently fair to a competitor. It is not often that I hear a traveler talk in this strain. I certainly respect you for your sound observations, which are disinterested. But, of course, having been offered 10% discount, and it being perfectly legitimate on the part of the firm who made it to do so, and



although the saving would be \$300 to me on this season's business, I tell you what I am going to do. I will meet you half way. I know that you cannot and will not cut prices, but I am going to give you \$1,500 worth of business, and the other firm will get the balance. I like a man who not only stands up for his house, but has a good word for the other fellow and the other fellow's goods if he can conscientiously speak on their behalf. It shows he has an honest, open disposition."

#### The Promised Promotion Never Came

"B' gorra, that man is the wiliest, smoothest, most plausible boss that I ever met. Why, I worked for him five years, without practically any promotion or any reasonable increase in salary. I was going to leave him on two or three occasions and even had accepted another and better job. On one of these occasions Mr. T.— told me that he had always appreciated my services, and that in an organization like his, there were openings constantly presenting themselves, and it was his policy to advance men in the service as rapidly as possible. He then intimated that he had a particularly attractive position for me, which would be open in a very short time—one that would be to my liking, both in the matter of salary and work. Well, sir, he got away with this kind of talk with me and several others, until the boys began to get wise to it, and realised that he was only 'jolly' them along, so that they would not leave him. We never got that promised post higher up and as far as paying liberal salaries was concerned, that was only a figment of his imagination. It took the staff a long time to size him up, but now, all the clerks are in the know, and when they get a chance of bettering their lot they are not slow in accepting it. They prefer performance to hot air."

A rather good joke was played on the residents of a

western town on April Fool day. A packing case was left on the sidewalk in front of the store of a shoeman. It had slats on the side over which was a curtain of sacking. On the box was pasted a shipping bill of an express company and the case looked as if it had just been delivered at the door by an expressman. In bold lettering on the top were the words "Irish Bats." The practical joker had arranged everything to induce passing pedestrians to take a squint at the contents by lifting the sacking. People wondered what kind of animal was on the inside and many were curious to the point of investigation. After prying away the hay and straw at the front they discovered a few red brick bats. Of course, each one who had been "victimized" would ask his neighbor if he had seen the real live Irish Bats in front of Mr. R— shoe store. The latter, it may be explained, was taken into the confidence of the practical joker, and for several hours it was rather interesting to watch the expressions of amazement, chagrin, merriment or disgust on the countenances of the many who did not realize until it was too late that it was the first day of April.

The Ottawa Shoemakers' Association, which is composed of practically all shoe repairers in the capital city, have advanced their prices 15 per cent. The shoemakers state the increase is due to the fact of the advance in cost of leather, which has gone up practically 30% since the outbreak of the war, while the price of thread, rubber cement, nails, and other supplies is exceptionally heavy. The only things that have not advanced in value are rubber heels. It is likely that shoemakers in other cities will also have to follow suit, as present prices cannot be maintained, in view of the way the figure for all supplies has risen. They feel it is far better for them to use good leather than it is to employ inferior materials and probably in the end, lose a steady customer.

#### A SIMPLE AND INEXPENSIVE SHOW WINDOW BACKGROUND

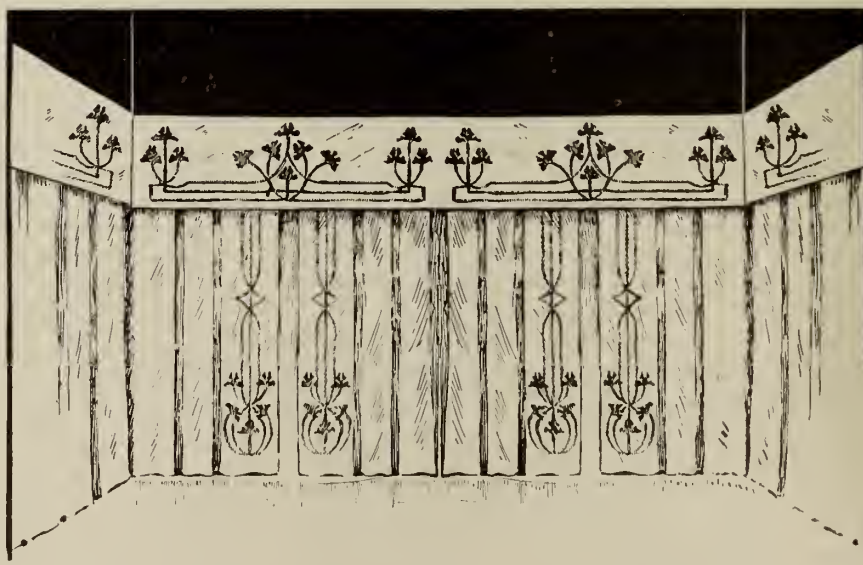
For the dealer who wants to change his window background quickly and at small cost portieres can be used with good effect.

Secure a sufficient number of pairs of the same portieres (not necessarily expensive ones) to hang around the back and two sides of the window. In choosing them it is best to select those in solid colors with a border or pattern applied on the same.

The border is preferably made about eighteen inches deep on which almost any design can be used so long as it conforms with the design on the portieres.

Make this border of framework of light lumber, cover it with muslin and paint it a plain color to match the predominating color in the portieres, or if possible, use the same kind of cloth for the border as is used in the portieres. The same design can be employed.

If difficulty arises in getting a suitable design



for this border it can be left plain and narrower, say from six to twelve inches wide.

This particular arrangement is taken from show window backgrounds and is especially adaptable in displaying shoes, housefurnishings, men's furnishings, draperies and hangings and similar lines.



# WHAT TO EXPECT AND WHAT NOT TO EXPECT

**An Interesting and Timely Booklet on "What to Expect and What Not to Expect in Footwear" Has Been Issued by the Massachusetts Retail Shoe Merchants' Association—Here are Twelve Rules Which Tell Much to Both Retailer and Wearer.**

**P**URCHASE best grades of footwear. It is economy to obtain high-grade leather and skilled workmanship, which will prove more comfortable and give better service. Save money, time and trouble by buying two or three pairs, then alternate in wearing and your boots will hold their shape better, wear longer and be more satisfactory in every way. When shoes prove lacking in service, it is obviously unjust to ask your dealer to replace same with a new pair, as it is only fair for you to pay for the wear obtained.

## Leathers

Glazed kid is the most comfortable and wears. Gun-metal or mat calf is heavier, not as easy, but adapted for rough usage. Most kinds of tan leathers lose their good looks if wet, and should be worn only in dry weather. The surface is often burned by acid polishes and friction from the cloth in the hands of the boot polisher—in fact, all leathers are damaged from these causes. Patent leathers are for dress wear. This leather is not guaranteed against cracking or peeling. The dry tanned leathers are not guaranteed.

## Footwear

Heavy for rough wear, medium weight for the street, business or office. Ladies' thin turns are for dress wear and not intended for wet weather or constant outdoor use. Cutting or defacing of uppers by wearing shoes in rough places is abuse on your part and your merchant should not be held responsible for damages of this nature.

## Fitting

Please remember that a size mark in a shoe does not indicate uniformity of size or width and you may observe a variance in the fittings, but should you insist on a fitting "too short or two narrow"—such fact ought to be plainly stamped on the linings, and you cannot in fairness claim any redress thereafter. Shoes worn out of doors or soiled on the bottoms are valueless to the dealer, and cannot be exchanged for a new pair or full credit given, as they are unsalable. Hence the necessity of exercising great care in selection and in fitting.

## Buttonholes and Eyelets

When buttonholes rip out, uppers tear, or eyelets pull away from the leathers, on account of unusual strain, or when backstays wear out from friction of the skirts of women or trousers of men it is only fair for your dealer to repair these items at a reasonable charge, and—important—your shoes should be repaired by the store at which they were purchased, as every dealer realizes that it is necessary to repair shoes properly, as "cobblers" are liable to damage the stitching of shoes.

## Upper Cracks and Sole Rips

Uppers will harden and crack from perspiration and your shoe merchant cannot be held responsible for this fault. Rips in soles or uppers can easily be repaired at small expense. Their occurrence is unavoidable. You should allow your dealer to repair same.

## Counters

To prevent counters from running over, or losing their shape, have heels repaired as soon as the first lift is worn

down. Wood heels have leather top lifts and should never be allowed to wear below the leather.

## Inner Soles and Linings

The heat from your feet, or wearing boots in wet weather will cause inner soles to become depressed in spots under the ball joints or toes, causing lumps. In such cases, your shoeman can remove these lumpy places as often as required: as the shoes are not at fault, you should not make claims for allowance owing to this condition. Linings will stretch, causing wrinkles, which can be removed by shrinking, but after the shoes are worn you should not expect new shoes on this account. The linings on the inside at the counters will wear out from perspiration and friction. Retailers are glad to repair same at moderate charges.

## Burnt Leather or Soles

When damp or wet all leathers burn from contact with the slightest heat. Don't expect your dealer to resole "burned shoes" without charge. When shoes are wet put them on shoe trees to dry, and thus preserve their shape.

When soles are defective, it is only fair adjustment for you to pay your dealer for service received.

## Fancy or Novelty Boots

All shoes made from delicate colored leather or fabrics in tops or vamps are luxuries, only intended for dress wear and not for service. You should not ask your dealer for any guarantee on these "millinery shoes," realizing that wear is a secondary consideration.

## Semi-Annual Clearance Sales

These sales are made to dispose of odd sizes and discontinued lines, and customers are requested to regard all sales as final.

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## HAD TO PAY DUTY ON FOOTWEAR

More than a hundred women of Windsor, Ont., and vicinity, who "forgot" to pay duty on fashionable footwear purchased in Detroit were stopped by sharp-eyed customs officials at Windsor ferry dock on Good Friday and compelled to contribute 37½ cents on every dollar of costs of their shoes.

As some of the footwear of the "champagne" variety costs from \$6 to \$12, the amount of duty paid by violators of customs laws ran close to several hundred dollars.

Canadian customs authorities recently issued a warning that many women of border cities were wearing shoes on which no duty had been paid, and advised a voluntary visit to the customs office. This warning, apparently, had no effect, and a second order was given to the Windsor officers. While the substance of this second order was not made public, its effects were very noticeable when each fair wearer of the fancy but costly footgear were accosted and peremptorily notified to pay duty. The admission that the wearer of the shoes lived in Canada was sufficient evidence for the officials. Those who made objection were taxed the full cost of the shoes as well as paying the tariff of 37½ per cent. In some cases ladies were without money and were allowed to go after promising to return with the cash.

### SOME SUGGESTIONS FOR CLERKS

Be loyal to your store.

Be courteous to your customer.

Don't forget your customer is King. He pays you.

If you are grouchy, forget it. The customer might judge the store by your frown.

The customer entering the store is ready to buy. What he buys will depend upon how well you size up his needs and his wishes.

You can't buy good business. It comes from good treatment and the best of service. You can't pay a customer to trade with you.

The customer is not interested in your troubles nor the troubles of the store. He is interested in what you can do to give him a satisfactory fit.

Be careful in your speech. Remember that the store is held responsible for what you say.

Be quick to greet the customer. A quick welcome bespeaks the store hospitality and may influence him to bring in the entire family.

Remember that your value to the store is based on your resourcefulness. Keep your eyes open and don't hesitate to make suggestions for betterment.

At all times try to keep the store to which you belong of a standard worthy of membership in the Indiana Retail Shoe Association.—From the Manual issued by the Association.

### SOME SUGGESTIONS FOR PROPRIETORS

Read the trade papers from cover to cover—they are chuck full of good ideas that you can adopt.

Be patriotic when it comes to your own home town—help everything that tends to help that town.

Set the example of politeness and courtesy in your store. A broad smile does not cost a cent and pays big returns.

Make your clerks a part of your business plan. They will not work up much enthusiasm unless you do.

Fall in love with your business. Court it enthusiastically and it means success.

Don't pay \$2.25 for \$3 shoes. It's a sure sign you haven't been away from home for some time.

Help organize your local shoe association. It's much easier to do business when all competitors are on friendly terms.

Urge your salesmen to talk good shoes in your store. It pays both you and your customer.

Keep your engagement when you promise to meet a traveling salesman at a certain time. His time is money as well as yours.

Get that word "guarantee" out of your selling vocabulary. It covers too much territory for the never satisfied customer.

Do not hesitate to spend \$5 a year to belong to the Indiana Retail Shoe Association. Boost it for the work it is doing and it will boost you.—From the Manual issued by the Association.

### AN ORIGINAL WINDOW DISPLAY

An unique and impressive production in the line of window decoration was recently made by Roy E. Wilson, manager for Johnston & McCormick, shoe dealers, St. Thomas, Ont. The illustration on the opposite page affords an idea of the attractiveness and character of the display. Mr. Wilson says that the idea was not entirely original, coming as it did before "tulip week" of the St. Thomas Horticultural Society, and he used this as a basis for the decoration. The color scheme was purple, white and gold. There was a whole white covering for the floor, and across the ends of the window extending from the front glass to the white uprights or pillars he had a piece of old steel fencing gilted. On top of the two pillars he arranged lights, and in the centre of the window built from beaver board a bed of tulips surrounded with earth which made the flowers look very real. Overhanging this and from the sides a lattice work was arranged with spring blooms dropping down. The shoes were arranged as simply as possible with bunches of violets scattered here and there. The footwear displayed comprised all the newest creations in high and low cuts and slippers in every fashionable color. Mr. Wilson considers that this window display sold more good merchandise than any he had ever arranged and the local papers made appreciative mention of his efforts. The whole cost of the window was \$3.90.

### AN EFFECTIVE DISPLAY OF MEN'S SHOES

An interesting and impressive window display by J. L. Chisholm, manager of the Invictus Boot Shop, Yonge street, Toronto, is revealed in the illustration opposite. Mr. Chisholm has shown himself a leader in this line of work, and his most recent effort affords a good conception of what he can accomplish. The artistic background and sides are made of fibreboard, covered with cotton batting and heliotrope sateen, ornamented with silk cord and bunches of violets. The covering for the flooring is also sateen, and interspersed among the fourteen styles of men's shoes shown in each window were violets. The background was not only particularly inviting and striking, but several tan shoes were displayed resting on violet velvet cushions. The cushions were trimmed with silk cord. The contrast between the tan and the violet was decided and brought out all the beauty and attractiveness of the nut brown tones, in both high and low cuts. The tout ensemble resulted in greatly increased business, while numerous passers-by stopped to admire the pleasing arrangement.

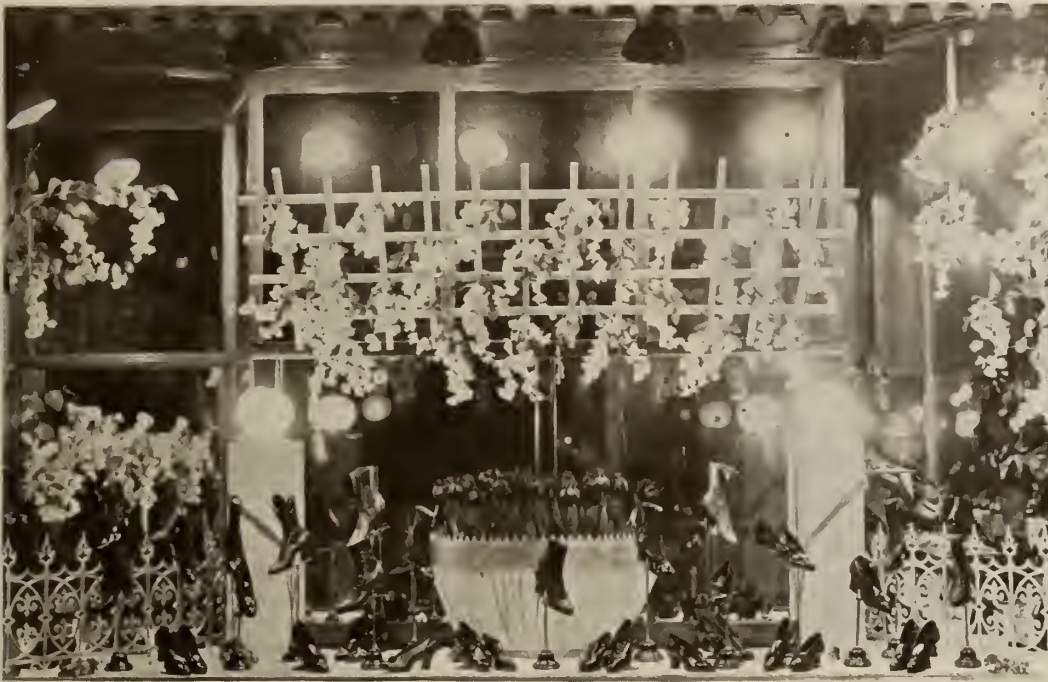
### DEATH OF VETERAN HARNESS MAKER

William Alexander Kirkpatrick passed away on May 6th at his home, 181 King street east, Toronto, aged seventy-seven. A few weeks ago, while attempting to avoid an automobile on King street, Mr. Kirkpatrick was knocked down and never regained consciousness. He came to Canada from Donegal county, Ireland, in 1858 and, with his brother, located in Thornhill, Ont., in the saddlery and harness business, and about thirty years ago settled in Toronto, following the same line. He is survived by four sons and two daughters.

### ARE ENLARGING THEIR PLANT

The Parker Shoe Company, of Preston, Ont., have let the contract to R. Gatehouse for an addition to their present premises. The new part will be of red brick, 55 x 35 feet and three storeys high. It will be in the form of a wing, extending out 55 feet toward King Street and flush with the present building. S. H. Parker, manager of the company, expects that the extension will be completed early in June. The company are now employing over one hundred hands.





*A "TULIP" window with pretty blossoms suggestive of the glad spring time installed in Johnston & McCormick's Shoe Store, St. Thomas, Ont.*



*AN effective back ground of heliotrope sateen adorned with silk cord and violets, designed by J. L. Chisholm, Invictus Boot Shop, Toronto. Tan shoes are strikingly shown resting on violet velvet cushions.*



### SEATING SHOE BUYERS IN COMFORT

Do you remember the time not many years ago when you bought your shoes and rubbers and stepped into a store and was offered a seat on a straight backed hard wood bench? says the Dry Good Reporter.

There has been a decided improvement in recent years over this old style bench equipment. First of all, the shoe dealer realized that the customers did not like to be crowded



AN ATTRACTIVE SHOE STORE FITTED WITH COMFORTABLE ADJUSTABLE CHAIRS

on a bench with several other people and that oftentimes in coming into the store the customer would be apt to walk out if they saw that all the benches were occupied, even though there might be only one person on a bench.

To overcome this it was found advantageous to use single chairs. It was further realized that the more comfortable these chairs were made, the more pleasure would there be to the customers trading in that particular store.

A type of specialized shoe seating was developed, making it possible to fasten these seats in a continuous row on the store floor and having folding seats which made it possible to more quickly sweep the floors, and through their construction effected economy in floor space, and at the same time gave each customer a generous, roomy and comfortable seat.

This type of seating is illustrated in the store interior shown on this page and a study of the illustration will make one realize at a glance that this is the type of shoe department that will appeal to the customer and will hold the customer's trade.

These seats come in a variety of different finishes and designs, some having very luxurious appointments. All footwear and general stores having shoe departments will be vitally interested in seating of this kind in an effort to keep the high class character of their equipment uniform throughout the store. Seating of this kind has a superior decorative effect and harmonizes perfectly with the up-to-date appointments.

### ANOTHER HEROIC SHOEMAN AT FRONT

The thrilling stories of individual soldiers' bravery in front of St. Eloi during the period of April 11-18 have aroused the enthusiasm of the friends of the soldiers mentioned. In the list published by the Canadian General Representative the name of a former Berlin shoemaker, Lance-Corp. Bishop, was mentioned. He carried food and water to the garrison of the crater through an intense artillery fire. Prior to enlisting with the 19th Battalion in Toronto, Sidney Bishop had no military experience. Joining as a private, he received his promotion after the battalion left Toronto. Bishop is

25 years old and was formerly employed at the Western Shoe Company, in Berlin, Ontario.

### JIMMIE SCOTT THE PEACE MAKER

(See Front Cover)

For twenty years there has been no name or face better known in the city of Quebec than that of James A. Scott, known as the "peacemaker" of the shoe and leather trades.

In this capacity he has exercised an influence that has been incalculable. In private as well as trade differences he has been the urbane but persistent advocate of the **get together** policy that has meant much to Quebec shoe prestige as well as to the pockets and feelings of individuals.

He is the one man whom both the French and English elements regard as *au fait*. His word goes when the air is rife with mistrust and suspicion. He has the happy faculty of being "all things to all men," and one language or nationality is as good as another when he starts in.

He is sometimes called, as the late Harry Griffith would say, the "pace maker," for when he gets going it takes some ability and agility to keep up with him. He can do the little hand on the shoulder act backed with the right brand of cigars or something else in the inner sanctuary that Quebec shoe men and others know so well, or he can do "highland honors" at a banquet with one foot on the table as occasion arises. He is certainly the most popular as well as one of the most useful men in the Eastern trade and has to his credit many things of which even the inner circle knows but little.

He is withal a very successful and prosperous business man and has at his fingers ends the requirements of the shoe trade both in Quebec and Montreal. He is not tied down to the "treadmill of business," out of which, by the way, he extracts more than the usual amount of fun as well as profit. He is interested in society and patriotic matters and is the heart and soul of every movement in which a glad hand or a good push means success.

As they put it in Quebec, "Jimmie Scott—santé—three cheers and a tiger!"

### PLEASING PRESENTATION OF SPRING MODELS

Two of the most attractive and nicest shoe windows in spring foot toggery ever seen in any of the smaller centres of population were recently installed by Fred. R. Foley, of the Parlor Boot Shop, Bowmanville, Ont. The design was neat and impressive and the paneled background lent interest and charm to the display. The lattice work was trailed over with flowers and foliage and the arrangement of the new spring models combined to make the showing



A BEAUTIFUL SPRING FOOTWEAR DISPLAY

striking and inviting. Mr. Foley has always specialized in bright, seasonable window decorations and in installing original backgrounds shows good taste and judgment.



# Stray Shots From Solomon

Speaking of small men the dwarfs are not all found in museums. There are not a few in business. Some of these intellectual Tom Thumbs are so exceedingly diminutive that if ten thousand of them were put in a peanut shell it would still rattle.

SMALL  
POTATOES

A good story comes from up north somewhere which illustrates that kind of closeness that is sometimes compared to the paper on the wall. A merchant doing a general store business advertised that for a certain length of time he would give a free drink with every purchase. A few days later a granger appeared in the store enquiring if that was the place where they gave free drinks with every sale. On being assured that he was in the right place and that produce would be accepted as payment, he fished out a good sized egg and asked for the worth of it in darning needles. The trade was satisfactorily arranged, and notwithstanding its proportions the proprietor invited his customer to the rear of the store to partake of liquid refreshment. On being asked his particular failing in respect to drinks the horny-fisted son of toil expressed a preference for egg-nogg, and the merchant somewhat amused broke the one egg that represented his customer's purchase money into the glass. As the soft golden mass fell to the bottom it was discovered that the egg was double-yolked. "Hold on, Mister," said the farmer, "you owe me a couple more needles. That 'ere egg hez two yokes." A traveler had by dint of much haggling secured a fairly large sized order from a customer. The price in every line was fought to a finish. Then came the question of terms, which the merchant claimed to be four months, but which the traveler, on the prices made, figured at sixty days. After a sharp battle it was settled at five off sixty days. Then the question of freight was raised by the retailer who was scandalized at the idea of his having to pay it. The order was finally marked "freight paid." After one or two more concessions had been granted the deal was considered completed. Taking his order blank and totalling up the columns the traveler said to the customer: "See here, I think we can simplify the whole thing. You pay us simply the discounts and freight on this bill and we will ship you the goods." There are some people who the more you give them the more they will squeeze.

You would hardly think to see the number of people who are on the dead run for the dollar, that the gold and silver question is a dead issue on the other side of the grave. They work for the dollar, worry for it, starve for it, steal for it, kill for it, sell themselves body and soul to possess it, and all to see it slip from their clutches as the grim reaper sweeps them from the fields of time into the garner of eternity. How riches elude us even here! Stand at the busy mart, note the throngs as they

pass, and mark the "deceitfulness of riches." Count the men who once were called successful, who drove fine turnouts and lived in "brown stone" mansions, but now wear seedy clothes and last year's hats. Fortune is a fickle goddess. A man is rich to-day and to-morrow he may be living on the community. This thought should teach us humility and increase our sympathy for the unfortunate. It should also lead us to be more careful how we gather riches. When all a man leaves behind is a fat wallet he has indeed made a sad fizzle of life. "For riches are not forever." "And as he came forth of his mother's womb, naked shall he return to go as he came, and shall take nothing of his labor which he may carry away in his hand."

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

Solomon

## TRUDEAU SERVICE TO SHOE MANUFACTURERS

### BUTTONS

You can always get a wide selection in hand finish or regular finish. Market conditions emphasize necessity of early buying.

### SAND PAPER

If you have not a good supply you should stock up at once. Prices are soaring. Our Trimate paper costs one-fifth less than others because it does 20% more work.

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A new agency we have added to our many is that for Cock of the Walk—standard wherever used. Stock carried in Montreal.

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We have ready for shipment all colors and shades. Do not let your stock run down, as that means delay in the factory and consequent loss.

### SHOE ORNAMENTS

Manufacturers who have seen our latest samples of buckles and other ornaments call them the finest range being shown. It will pay you to see them.

**G. J. TRUDEAU CO. Limited**

365 Ontario Street East  
MONTREAL



# Future of Shoe Manufacturer

**It Would Appear as if an Era of Unprecedented Prosperity is Dawning in the Dominion to Those Who are Prepared and Wide Awake Enough to Secure the Share of Profitable Trade that Awaits Them—An Appreciation of Conditions as They Are To-day and What the Close of the War Will in All Likelihood Witness in Footwear**

**T**HE average annual importation of boots and shoes into Canada previous to the war was very little short of five million dollars. While this importation may not have been wholly avoided by the manufacture in Canada of similar lines, there is no question of doubt to students of the situation that a volume of output greatly increased by a larger population or by an export trade would largely operate towards the elimination of this importation.

The manufacture of shoes in a large number of varieties was made possible in the United States not only through their greater population but also by virtue of their large export trade, and the Canadian retailer, owing to the necessity of paying out thirty-seven and one-half per cent. of the value of his purchases before seeing the goods, would undoubtedly confine his purchases to the domestic article were the Canadian manufacturer in a position to supply his demand for similar lines.

## **The Requirements for Military Purposes**

While it is true that the Canadian factories have found a not inconsiderable decrease in the demand for men's shoes, it is also a fact that this decrease has been offset in a still greater degree by the needs of the government for military purposes, and a resumption in the manufacture of these lines at the close of the war and the return to civil duty of the men now at the front can consequently be expected.

Following the Balkan war, the unsettled condition obtaining in Western Canada through the collapse of the real estate boom, and slightly similar conditions in the eastern section of the country, the outbreak of the present hostilities, the almost total cessation of immigration, coupled with the return to the United Kingdom and foreign countries of a large portion of our population and the difficulty of borrowing money abroad, created such financial restriction and shortening of credits to the general trade as made absolutely necessary a diminution in the volume of production.

## **Stocks All Over Are Now Low**

The levying of an additional tax of seven and one-half per cent. tended largely to lessen the importation of footwear and the financial conditions prevalent in the country, through their restrictions of credit, forced the average shoe dealer to liquidate his stocks, with a result that the stocks of shoes through the country were never as low.

The embargo on hides in the belligerent countries and the almost total impossibility of securing

transportation from neutral countries other than the United States has so lessened the supply of calf, kid and sheep skins that the prices of these have risen from thirty to forty per cent. The effect of this shortage has increased the demand for leather made of domestic and American hides and greatly enhanced the value of leather of all kinds.

This increase in the price of leather has made necessary a similar increase of prices for shoes from twenty to thirty per cent., and to the manufacturer it means that this volume of output has been increased just his amount without any corresponding advance in the cost of producing the same other than in the material required. In other words, it means that he has added twenty per cent. to the volume of his output without the outlay of one cent on his plant, general supervision or overhead operating costs.

Great Britain, France, Russia and Italy are absolutely depleted of stocks of boots and shoes, as the entire output of the factories in these countries have been required by the governments for military purposes.

In Canada to-day a stock of footwear is found that averages fully fifty per cent. below the average standard quantity of goods usually carried, and it is safe to say that the operation at fullest capacity of our Canadian factories would require at least three years to replace the depletion and provide for the constant every day demands of the trade.

## **What Aggressive Firms Expect**

It is a generally credited fact that the close of the war will witness a trade entente between the allied countries; and when it is considered that the stocks in these countries are practically nil, it would seem that Canada, producing footwear equal in quality and workmanship to that made across the border, will greatly enjoy through these favored treaties, an immense share in the replacing of these depleted stocks. Reports from the eastern section of the country advise that one of the most important shoe manufacturing concerns in the United States is now perfecting plans whereby it will enter the Canadian field.

Looked at from all viewpoints it would appear logical to assume that an era of unprecedented prosperity is dawning for the Canadian manufacturer, if he is wideawake and prepared to secure by expansion the share of profitable trade that awaits him. This trade is already available and will continue in a still greater measure at home and abroad.

# SHOE MANUFACTURERS' SUPPLIES

In Montreal, as well as Quebec, stocks are carried for the convenience of the trade, who can have their requirements promptly filled at all times for all supplies, including:—

## SHOE COTTONS

DRILLS—DUCKS—CANTONS

## FANCY TOPPINGS

A LARGE RANGE—ALL COLORS

## TOP FACINGS

## BOX TOE GOODS

BUCKRAMS—CANTONS, ETC.

## SEAM STAYS

COMPLETE ASSORTMENT

## CANVAS INSOLING

ETC. ETC. ETC.

*Prices and samples gladly furnished on request*

**J. A. SCOTT**  
Quebec - Montreal



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**T**HERE has been considerable change in shoemaking systems during the past 20 or 30 years, but there has been no such change in the making of shoes as there has been in the making of leather. During the past twenty and more years the whole process of tanning has been revolutionized, so to speak.

The great change has been from a bark to a chrome tannage, and notwithstanding that the latter has all but supplanted the former there are some few people who do not see how the new system has been an improvement. The latter are the older men of the trade, as a rule, and these naturally point to the old time wax calf as an example of the great value of bark tannage. Wax kip is often mentioned, too, when the superior qualities of bark are spoken of.

Now wax calf and kip were very good uppers in their time, but it is safe to say that the calf of thirty years ago had nothing on the present day product so far as wear is concerned. The best calf uppers of to-day will give the very utmost satisfaction in wear, as all who have tested these uppers are most ready to admit. The calf vamp in the ordinary shoe to-day does not dry up and crack very readily, and the proof of this is seen in many different ways. In the matter of patched vamps one cannot fail to notice that these are very scarce now. There are few such vamps in wear compared to other days.

As a general statement it can be said that the present system is superior to that of a generation ago. But while most tanners will agree to this there are many among them who realize that the use of bark may be best for certain purposes. No one can say that chrome is best for all leather as it all depends upon what the leather is to be used for. In some instances bark would beat the chrome process, a fact that many leather men are always willing to admit.

Where stretch is not wanted in a leather it is a good idea to use the bark process. There is little or no stretch to stock tanned by bark, hence it would be preferred for certain purposes. Take a belt, for instance, and stretching is a feature that nobody wants, hence it is tanned so that it is as firm as possible. The same may be said of a shoe stay and bark would be best for this, too. But the softness is not there that always comes with the chrome tanned skin.

The main idea in tanning a skin is to make it tough and give it a good finish and feel. It must have more or less oil in it, too, so that it sheds water as much as possible. Chrome helps out a lot in the latter feature and to a far greater extent than bark. Take the average system of bark tanning and it leaves the leather dry to a great extent. It is dry in its nature, as it eats up the grease where chrome does not. The latter leaves more grease and oil in the skin and this means that it gives the leather a softer "feel."

Being a softer tannage, and leaving the natural qualities of the hide or skin in the finished leather, there is less risk of water washing the tannage out in wear. Water will wash the tannage out of bark leather far more easily than out of chrome. Take white leather, for instance, and it would never give the satisfaction that it does give only for the fact that it is chrome tanned. The latter is the superior method for white leather of any kind.

There is a general idea that it takes much longer to tan by the bark process, but, at the present time, one system can be made about as quick as the other if desired. With the present system of making leather no time is lost no matter what the process is, and the rapid methods now in use will

allow bark leather to go through as quick as any. A lot of bark extract is being used at the present time, and this means quick tannage, in most leather establishments where it is used.

The length of time taken to-day, in the making of leather, all depends upon what that leather is to be used for. Never before has it been possible to take a hide, with the hair on, and make it into finished leather in such a short space of time. Never before has the system been down so fine that the quality of leather was so much of a factor. Take stock that is intended to be cut into button flies, for instance, and it goes through very rapidly. On the other hand, if it is glazed kid that is being made it receives far more attention and takes more time. Glazed kid is one of the finest leathers in the tannery.

## Mr. Weber Joins Silent Majority

The death took place in Berlin on May 7th of A. D. Weber, general manager of the Canadian Consolidated Felt Co., who had been critically ill for some weeks. Mr. Weber was a native of Waterloo township and in his forty-third year. He is survived by his wife and many friends will extend their



THE LATE A. D. WEBER, BERLIN, ONT.

sympathy. He was a man of qualities of head, hand and heart which made him well liked on all sides and his passing at an early age marks the sudden termination of a career which had been characterized by energy, progressiveness and initiative. He entered the employ of the Berlin Rubber Manufacturing 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 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 the head office in Montreal, where he had complete charge of stock, and

## The Standard Product

# MOHLENE "A"

Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

Mohlene "A" adds the quality that makes your leather a little better than the rest.

If you are not using Mohlene "A," now is a good time to start.

## Marden, Orth & Hastings Co.

ESTABLISHED 1837

### Oils, Greases, Tannins and Tanning Extracts

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## BOYS', YOUTHS' LITTLE GENTS' CHILDS'

### STANDARD SCREW SHOES

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

We also have a range of

### BAREFOOT SANDALS

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

St. Hyacinthe Soft Sole Shoe Co.

St. Hyacinthe

Limited

Quebec

ESTABLISHED  
1857

## DEPENDABLE SOLE LEATHERS

ESTABLISHED  
1857

OAK:—

"TRENT VALLEY"  
AND "LION"



Made at  
Berlin, Ont. Penetang Hastings

HEMLOCK:—

"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."

## THE BREITHAUPT LEATHER CO.

BERLIN, CANADA

LIMITED

## Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

Shultz-Goodwin  
Co. (Inc.)

BOSTON OWNERS EVERETT



devoted his attention to the weeding out of the commercially unfit. His duties included the manipulation of the merchandise, so that there should be no undue accumulation of inactive stocks at any one point and that goods travelled by the shortest route between factory and consumer. A few months ago he was advanced to the general managership of the Canadian Consolidated Felt Co. at Berlin, which position he held at the time of his death.

**Did He Get His Raise?**

The first week in January a clerk in shoe factory office approached his boss for a raise. The boss listened to the many reasons why the clerk should get his raise. When the clerk finished the boss said: "Sit down and we'll figure this thing out.

"First we'll put down the number of days in a year	365 days	
"Let's see. You sleep 8 hours a day or 1-3 of the time—we'll deduct that.....	122	"
That leaves.....	243	"
"Now you have 8 hours a day to yourself in addition to your 8 hours sleep, which makes another.....	122	"
That brings it to.....	121	"
"Then you are off duty 52 Sundays during the year, take that off.....	52	"
We now have.....	69	"
"Deduct your two weeks holidays.....	14	"
It's down to.....	55	"
"How about the legal holidays, New Year's, Christmas, etc., there are.....	12	"
That gives us.....	43	"
"Yes, and then you get off half a day Saturdays, making.....	26	"
That leaves.....	17	"
"And your lunch time makes another.....	16	"
"You work — — ? ? Get out of here—you only work one day a year.....	1	"

**Employees Hold Joyous Celebration**

The employes of the R. G. Long Company, manufacturers of gloves, mitts and moccasins, and their friends, spent a very pleasant time recently when a complimentary dance and house-warming was tendered by the company at their new factory, King street west, Toronto. The chair was occupied by R. G. Long, and during the early part of the evening a splendid concert was given by the employes of the firm and their relatives. Short addresses were delivered by Mayor Church and ex-Controller James Simpson. Refreshments were served during the evening, and dancing was indulged in until the early hours of the morning.

**The Little Touches Make the Shoe**

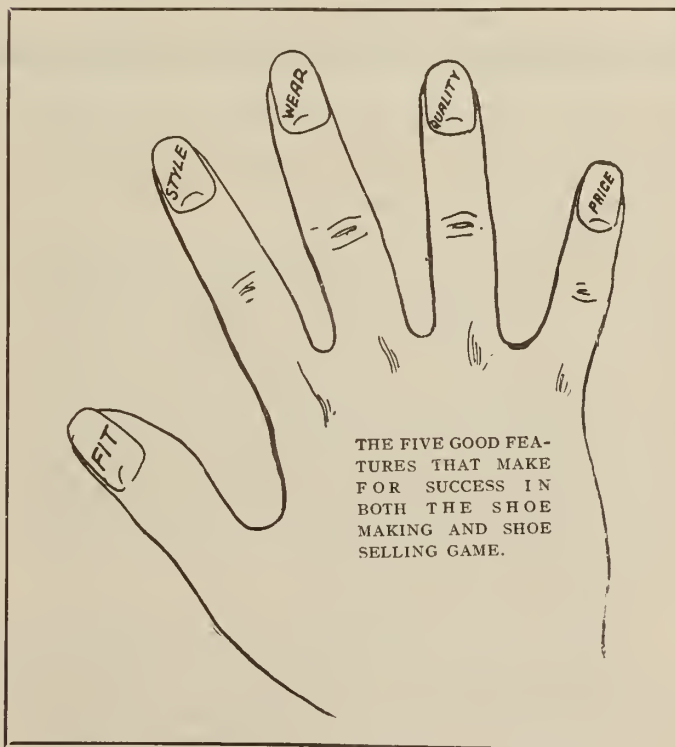
"I do not think that Canadian shoe manufacturers give enough consideration to the finish of their shoes, and, mind you, I push their goods every and any time I get a chance," remarked a leading Toronto shoeman who is a close student of styles and smooth, expert shoemaking. "There is a certain detail and daintiness of finish and treatment which American manufacturers impart to their lines that is absent on several Canadian models. Perhaps the shoe is a medium high toe; perhaps it is an English last, a broad round toe or narrow recede one, yet too many manufacturers finish their shoes in the one style. The stitching is the same, the fudging alike and the wheel effects identical and the edge trimming and soles about the same. Now, there should

be more attention given to these little points. I cannot explain in print just exactly what is meant, but here are two shoes, both on the same last and of the same upper and sole stock—the one made four months ago, and the other just a fortnight ago. I took this matter up with the factory manager and asked him to give more specialized and detailed attention to having closer trim and lighter finish effects on the edge than he had been doing. Now there was no change in patterns, but in the two samples I am showing you, why the veriest amateur in style would pick out the one with the lighter wheel effect, the closer stitching and the neater trimmed edge. It has a grace of outline and dignity of appearance that the other does not possess. I do not believe that the extra time taken to give attention to these little "touches," as we call them, would cost ten cents on each pair, yet in comparison, we can get from fifty cents to one dollar more for the graceful, airy and artistic boot than we can for the other, which lacks that little something which makes the difference. In the pair made four months ago we would say that shoemaking is a trade—in the other production you would exclaim that it is an art."

**Price Question Being Eliminated**

Shoe manufacturers are in many cases so interested in getting supplies that the question of price does not seem to enter into consideration. It is, indeed, a seller's market, and anyone with merchandise ready for delivery can practically name his own price. This is surely a startling change from the situation a year ago.

We understand that a number of leather and supply firms have dispensed with the services of some of their younger salesmen because of the present situation. They,



naturally, do not require any great salesmanship to dispose of their merchandise, and, therefore, looking at the matter from a purely financial standpoint, believe that they are saving money by dropping the late comers. Of course, this is a rule that is seldom carried out with regard to old salesmen who have been with the company for a long time, and whom they feel in duty bound to keep. Just how long this condition will continue it is hard to say, but a good many authorities in the trade consider that the crest of the wave has been reached and that soon we will be going the other



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

way. There are some indications in shoe factories, especially those making men's work and not having army orders, that business is slacking up a bit.—American Shoemaking.

#### Want Embargo Placed on Hides

It is understood that a movement is on foot among several leading Canadian tanners and shoe manufacturers to have an embargo placed on Canadian hides and that a deputation will shortly go to Ottawa to interview Sir George E. Foster, Minister of Trade and Commerce. Producers and users of leather have been interested in this movement for a long time and it is now felt that the moment for concerted action has come. American buyers have been paying extreme prices for hides in Canada and they have taken so many from the Dominion that this has had a serious effect not only upon the matter of supplies but has been a contributing factor in the extreme prices at which side leather has been quoted by Canadian tanners.

#### Pays Tribute to the New Mayor

W. Searle, of St. John, N.B., has just celebrated the thirty-third year of his arrival in that city, where he is widely known in shoe circles and where another shoeman has just been elected Mayor. In a letter to this paper he pays a tribute to Mayor R. T. Hayes, who is the president and manager of J. M. Humphrey & Co., shoe manufacturers and wholesale distributors. Mr. Searle says: "He is one of the leading men of our city and some few years ago was elected a representative of one of the wards for several terms. He filled the position with honor to himself and entire satisfaction of the people. He was chairman of the board of finances and also a member of the Board of Trade. I have known Mr. Hayes for the last thirty years, having dealings with his firm, and I have found them upright in all their relations. Mr. Hayes has always taken a deep interest not only in his own business but in municipal affairs, doing all in his power

to advance the welfare of the city and his recent election to the civic chair evidences the esteem in which he is held as a member of the community. A man of sterling worth, the citizens may look with confidence to conscientious service and progressive administration under his guidance and may he long live to enjoy the distinction, well deserved in every way, that has been conferred upon him by the ratepayers."

#### Why Not Trade School in Shoe Line?

Why should not a technical educational course be opened in Canada to train and equip workers for the shoe and leather factories? Skilled training for printers, carpenters, architects, plumbers, machinists and many other trades is provided and for years trade schools have been advocated by conscientious writers as a solution to the problem of bringing new and young men into the different trades, especially those lines that find the need of skilled help.

"What an assistance it could be made for us," writes a leading firm to the SHOE AND LEATHER JOURNAL. "We, of course, are more interested in the tanning trade and have just made a contribution for a scholarship to the Toronto Technical School.

"These contributions of the manufacturers will be earmarked and in the case of our contribution, the scholarship will be awarded for chemical research.

"I understand in the Toronto Technical School carpentering, plumbing, machine building and auto construction are successfully taught. If so, why could not the manufacture of shoes also be taught? The lack of skilled help in the shoe factories to-day is being most acutely felt; of course, this is, to a large extent, due to the thousands of men who are enlisting, but, at the same time, there is no reason why a start could not be made with the younger generation and have them learn the manufacture of shoes in a scientific way in these technical or trade schools. Some discussion in your paper from the manufacturers would be welcome."



# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**L**EATHER might at one time be dubbed "a drug on the market" but you will not find a shoe manufacturer in Canada to-day who will "scoot" out the back door when he sees a leather man coming. It is the leather man who is doing the dodging just now. . . Said a prominent leather producer the other day: "I dread going down to the office these days and I feel like jumping out the window when I hear the telephone ring. Manufacturers who, a few months ago, thought nothing of keeping us on the tenter-hooks are chasing us up now on imaginary orders. It is astonishing the persistency with which they will now get after us to 'complete a contract' that has no basis except in their imagination and their embarrassing shortage of supplies. No man on earth can tell where this thing is going to end. It is not speculation. Anybody can see if the war keeps up there is not going to be enough leather to go around. That is the situation in a nutshell. The only trouble is that in some lines there is not enough on hand and in process to meet requirements as it is."

## Hides and Skins

Hides keep creeping up in price. Steer hides are selling in Chicago for 24 cents with country buffs at 20 cents and calfskins at 35 cents. In spite of the fact that most of the selections are undesirable just now the skins are picked up as soon as they come in. South American hides not only maintain their strong position but give every evidence of added enhancement. So far there has not been any serious interference with shipments, although the shipping facilities have been more or less hampered and limited by the war.

Users of light skins have been the most seriously affected, as supplies from European countries have been practically cut off, and those from the far east have been considerably interfered with by restrictions and embargoes upon their export. Most of the light leather tanners in Canada could double or treble their output to-day if they could but get the raw stock. This and the scarcity of dyeing materials constitute a serious handicap to the industry at a time when the demand for the finished product is unprecedented.

## An American Conference

On May 8th a meeting was held at the Chamber of Commerce, Philadelphia, of the officers of the National Shoe Retailers' Association to consider the desirability of calling a conference of the shoe and leather trades to discuss the present crisis in leather and shoes and to formulate a precautionary policy or line of action calculated to avert the disaster to the trade caused by a possible leather famine. The conference will be held in Philadelphia and a dele-

gate sent to Washington to place before the government the attitude of the gathering on these matters. Retailers are beginning to feel alarmed at the outlook.

## American Market Conditions

Shoe manufacturers are daily picking up what leather they can at current prices. The shortage is principally in calfskin, although side leather is also scarce. Kid is soaring, as witness the fact that some special colored lines brought as high as 65c. and it is said that as much as 70c. was paid for a special line. Calfskin is selling from 50c. to 55c. a foot in colors with black at 30c. to 45c. Prices are changing daily. Shoe manufacturers are following absolutely the policy of selling on prevailing prices of leather and are announcing definitely that prices are subject to change without notice. They are filling orders only as they procure the stock.

## Technical Education

From time to time the tanners' section of the Board of Trade has discussed at its meetings the question of technical education and has expressed its views on the desirability of having due prominence given to research and practical work along the lines of the modern tannery industry. So far little practical encouragement has been given to the project beyond endorsement. We understand, however, that a prominent leather concern has offered a scholarship for chemical research work which will shortly be announced. This is putting the endorsement in the proper shape.

## Russian Leather Industry

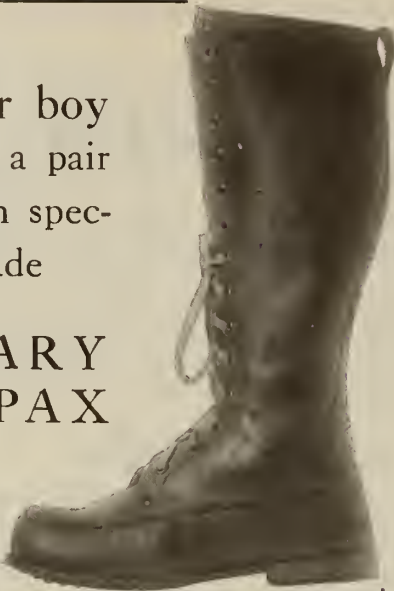
The Russian-American Journal of Commerce publishes the following from Moscow, Russia: "The Russian Society of Leather manufacturers issued an account of its activity for the first three-quarters of the last year. This account shows that the principal efforts of the Society were directed in securing the necessary quantity of tanning materials for the leather manufacturers in the various localities of the Empire. For this purpose the leather manufacturers appropriated 4,458,000 roubles and the government gave for the same purpose 2,000,000 roubles. In all the society purchased 15,409 tons of tanning materials, but only one-third of this quantity was delivered to manufacturers. At the present time this society has 203 members."

The following is from Kieff: "Strict regulations with severe penalties for their violation are promulgated in regard to the leather industry. Farmers are compelled to register the number of hides on hand with the local authorities. Any transaction in leather without the special permission of the governor are strictly forbidden."

Send your boy  
at the Front a pair  
of our own spec-  
ially made

## MILITARY SHOE PAX

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**  
Lindsay, Ont. LIMITED



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
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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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611 ST. VALIER ST.  
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F. G. CLARKE, President  
C. E. CLARKE, Vice-President and Treasurer  
Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years

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## NEW HOCKEY BOOT AND ANKLE SUPPORT

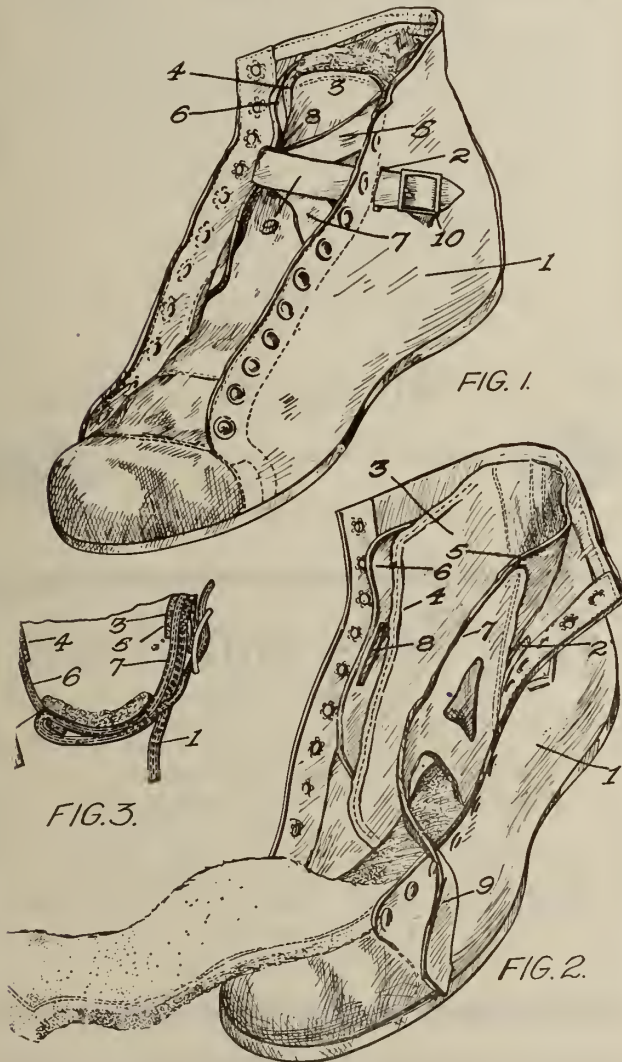
Archibald Kincaid, shoe maker and shoe retailer of Madoc, Ont., has been granted a patent on a combined hockey boot and ankle support. Mr. Kincaid states that the object of the invention which he intends to sell, is to provide means for holding the support firmly in place within the boot so as to prevent the support from wrinkling when worn with the boot, rendering the latter uncomfortable. It consists essentially of a hockey boot having a slot in one flap of the upper, an ankle support secured in the boot, reinforcing strips attached to the flap of the ankle support extending across the instep, a slot in one strip on the opposite side of the boot to the aforesaid slot, a strap extending from the opposite reinforcing strip through the slot of the ankle

No. 1 is a hockey boot provided with a slot, 2 in the upper thereof. 3 is an ankle support suitably secured within the hockey boot, the free ends or flaps, 4 and 5 of which are provided with reinforcing extension strips, 6 and 7 designed to extend over the instep of the foot. The strip 6 is provided with a slot 8, and the strip 7 with a strap 9 extending therefrom in bifurcated form. 10 is a securing buckle secured to the outside of the boot.

When fastening the ankle support in place when the shoe is on the foot of the wearer the strap 9 is first passed through the slot 8 and is then folded back upon itself, the edges of the ankle support being drawn together tight over the front of the foot. The free end of the strap is then passed through the slot 2 formed in the upper and is then secured by the buckle 10 in position.

It will be readily understood by passing a strap through the slot 8 that the edge 4 of the ankle support is held firmly in place, the reinforcing strip also serving as a stiffening to prevent the wrinkling or puckering up of the ankle support within the boot when on the foot of the wearer.

Mr. Kincaid says that hockey boots have been constructed with ankle supports therein, one side of the ankle support of which is provided with a strap extending through a slot in the boot upper. This construction, he adds, leaves one side or edge of the ankle support perfectly free within the boot. This portion of the ankle support would from constant wear become creased and puckered between the foot of the wearer and the boot and thereby render the boot very uncomfortable. The inner end of the strap being bifurcated distributes the strain equally across the front of the foot thereby giving a more even support to the ankle.



## WHITE IS A POPULAR LINE FOR SUMMER

"Yes, sir," said a well-known authority who has given considerable study to the subject of sporting shoes, "this should be a great year for this line of goods owing to the high and constantly increasing cost of leather. They are now made up so handsomely that they not only look well, but give great satisfaction in the matter of wear and comfort. The average shoeman in Canada does a business of probably fifteen thousand dollars a year and if he can do this volume on a five thousand dollar stock, he is proceeding along right lines and is not overbuying. What proportion should he spend in sporting footwear, you ask? Well, I should say that his placing business, which is usually done in the fall selling season, should be about \$100 in women's lines, \$100 in men's, \$125 in boys' and youths' and \$75 in misses' and children's. This would give him a very nice and quite a complete range. Of course, tennis foot togery comes in black, blue, tan and white, but owing to the scarcity of dyes it is safest just now to purchase white goods. As this is a white period stocks in this color should have a large call. It is a good season to avoid colors as the vegetable and acid dyes now employed are not nearly as lasting as the aniline and logwood colors which were accessible before the war.

One leading firm which makes both rubber and tennis shoes has sent out a notice to its customers to the effect that Germany has for many years been the main source of supply for all dyestuffs, and since the close of that market all manufacturers have experienced great difficulty in getting their usual requirements. Some dyes it is as yet impossible to obtain elsewhere, although this is a condition which may not prevail for any great length of time.

The notice adds:—"Meanwhile we have been doing the best we could but so far have been unable to obtain a satisfactory black dye to continue the black linings used in our various grades of cotton lined goods. Naturally it is of first importance that the dye used more particularly on light lines, should be fast and we, therefore, propose making some changes in the color."

support and back through the slot of the upper flap, and a securing buckle attached to the outside of the boot by which the free end of the strap is secured to the boot. The accompanying illustration affords a good idea of the new type of boot.

Fig. 1 is a perspective view of a hockey boot constructed in accordance with the invention showing the parts in the secured position.

Fig. 2 is a similar view to Fig. 1 showing the parts in the open position.

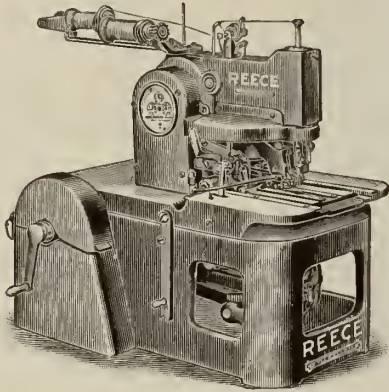
Fig. 3 is a fragmentary plan section through a hockey boot and ankle support showing the means for securing the ankle support in place.

In the drawings like letters of reference indicate corresponding parts in each figure.

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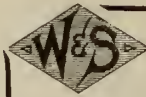
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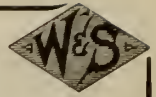
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For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

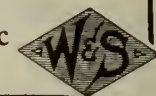
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CANVAS AND LEATHER INSOLING  
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Lachine, Province of Quebec



## Foot-Komfort Arch Support

LIGHTEST  
WEIGHT  
SUPPORT  
ON EARTH

**DEVERMILYEA'S**



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\$12.00 doz. pairs

Retails \$2.00 per pair  
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## Box Toes and Heels

OF ALL KINDS

### LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

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Never Dries Out

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The Mercantile Agency



## EPICUREAN FEAST ON LIVE LOBSTERS



S. G. AMERO, LONDON

"One of those events in life which relieve business of its monotony, throw kindred souls together and give men a new lease of existence, occurred on Friday evening last," says the St. Mary's, Ont., Journal. "A group of our business men, who are at the same time ardent curlers, at a recent Bonspiel, where they managed to bring home the 'cut-glass ware,' met a noted connoisseur of 'live lobster.'

This gentleman takes no back seat for any chef be he from Boston or San Francisco. He not only treated our curlers to a feast at that time but promised at some future date when touring through Western Ontario, to repeat the dose.

"Accordingly much interest and enthusiasm prevailed when Bob received a wire that the noted chef with many live lobsters from Baltimore would arrive. The lobsters were exhibited in Bob's store window that the envious might gaze upon them, and that no doubts might arise as to their liveness.

"At eight o'clock sharp the enthusiasts met at one of their homes where in the dainty kitchen, the cooking of our friend Teddy, of 'Billy's Bungalow' fame, was put completely in the shade.

"The feast was fine, the spirits of those enjoying it most effervescent and a glorious time was spent. After the banquet, speeches and songs were indulged in. One of the most enthusiastic of the 'silk stockings' who had recently been in London delivering one of his addresses, was prevailed upon to give an outline of it for the benefit of those present, and all agreed that it was no wonder so much of this individual's time was occupied in addressing large audiences.

"Of course, the wives and lady friends of these curlers and live-lobster fiends were curious, but all were barred from attendance. Rumor has it that several young ladies were extremely desirous of meeting the renowned chef, and Bob arranged that some should. Whether it was the capacity for cooking or not that interested the ladies, we are not sure, but one thing was proven that night beyond question, that he can cook 'live lobster' to perfection."

The visiting chef referred to, who prepared such a royal feast, and is such an expert manipulator in all culinary matters, is S. G. Amero, manager of the London, Ont., branch of the Kaufman Rubber Co., and the "Bob" who is mentioned as being one of the prime movers, and the principal guests at the St. Mary's feast, is R. M. Northgrave, shoe merchant. It may be interesting to state that the start of this conviviality and camaraderie took place in London, Ontario, last winter, when Mr. Northgrave and a few friends, were there on a curling trip, and Mr. Amero had a supper served in the warehouse for them, doing the cooking himself. He promised to give them a live lobster feed some day, and, faithful to his pledge, carried out the program in the "Stone Town" a few nights ago. Naturally the event caused some commotion, which has been well depicted and ably presented in the foregoing newspaper clipping.

## PLAY THE NOVELTY SHOE GAME

The milliner takes a hat shape and materials valued at a few dollars and makes a hat—known at this stage as a creation. The value of the hat has increased several times, according to the skill and taste of the designer. For this reason the millinery business (or art) has been more profitable than the shoe business. The shoeman has lately learnt that he too may play the millinery game, in fact at the present time he is almost forced to do so.

The shoeman in years past has set a certain margin as a legitimate profit and has tacked that on, over and above the actual cost of the shoes when delivered to him in the

store and this accounts for the narrow margins that the shoe trade has grown accustomed to.

The shoe man to-day who shows the newest creations is playing nothing more nor less than a millinery game in his shoe department and he should treat this department as such. He should get a big, wide margin of profit that will allow him to clear out odds and ends and broken sizes at the end of the selling season, or at the close of a thirty day run of any one particular style.

None of the popularity that has been accorded footwear recently means that millinery has lost its charm. It simply means that the shoe is playing a more important part in the costume of women to-day than ever before. This, of course, is accounted for by the extreme shortness of the skirt which accentuates the appearance of the foot and ankle and unless these are encased in dainty footwear, they serve to mar rather than enhance the appearance of the balance of the costume.

If the shoeman will, only come to a realization of his possibilities, he will not allow any trivial conditions to kill the novelty shoe. Instead of novelty footwear being a drag on the market, it is a blessing to the shoe man who will play them. Of course, to play the novelty shoe game and make a good profit out of it means a lot of study and extremely close attention to the demands of the trade.

To prove that the novelty footwear business is not confined to large cities, one only needs to take a trip to any live town that has some good, bright merchants. It is surprising to note the number of novelty shoes that are being worn by the women and girls in the smaller towns. As to whether or not these shoes are purchased in the city, the local shoe men alone can answer.

## ENEMY LEATHER CONDITIONS

The German trade papers are whistling to keep up their courage. They point to the cutting off from England of such supplies as German box calf and similar lines which is seriously hampering English shoe manufacturers they say. They claim that the shortage in hides and tanning materials is similarly handicapping English tanneries. On the other hand one has only to read reports of the requisitioning by the German and Austrian governments of supplies of sole and upper leather to realize how closely pressed they must be for materials to supply army footwear. Notwithstanding the fixing of prices by the authorities one can gather from the brand of some of the articles the dissatisfaction on both sides. Military people complain that they cannot get enough of the right quality of sole or upper and leather manufacturers claim that they cannot get enough stock for the regular trade. As stated in a former report the leather is put through hurriedly and is not fully tanned. Sole leather hides from outside have been cut off by the blockade and here is where the greatest pinch lies. In a recent speech in the Reichstag Herr Simon said: "Compared with peace times, the German nation paid 866 million marks too much for leather. Only one year ago the German Government decided to fix maximum prices for leather, which are 200 to 300 per cent above the prices paid in times of peace. The hide trade must deliver hides to the authorities, which causes an extra expense of one mark to one mark and a-half on a pair of soles. Energetic measures must be taken, in order that the situation for the workman does not get worse than it is to-day."



## Perfect Heel Breasts

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

## Universal Heel Breast Scourer

It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

**The Louis G. Freeman Co.**

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# MAKING SUCCESS OF BRANCH SHOE REPAIR SHOPS

How Saskatoon Man Has Developed Business and Made Good Use of Progressive Ideas—Neat Work, Prompt Performance and Good Materials Pay—Carries Stock of Men's Shoes and Believes in Frequency of Turn-over—Prices Must Go Up



F. A. Robinson, who conducts three branch shoe repair shops in Saskatoon, Sask., believes in extension of operations, and is making a success in the line, in which he has been busily engaged for nearly three years. Mr. Robinson is an old Ontario boy, and is well-known in Lindsay, Toronto, and other eastern centres. In 1906 he went to Saskatoon, where, for some years, he was engaged as manager and buyer in the footwear section of two large departmental stores.

It may be stated that, as a boy, he learned the art of St. Crispin with Wm. J. Finlay, of Cookstown, Ont., who has been in that line for forty-five years, and has referred to Mr. Robinson as one of his most distinguished "graduates." When Mr. Robinson saw a capital opportunity for going into the repair business in Saskatoon, he took advantage of it. His health had given out through too close confinement and indoor work, and he spent a year in the lumbering business. Feeling thoroughly invigorated, he thought he would make use of his early experience on the bench, and bought out a shoe repair business at 257 Second avenue S., carried on by Smith & White, and since then, he adds: "If one may measure matters up by health, happiness and earnings, I am well satisfied with my present position." Three months after starting he branched out further and acquired the business at 804 Broadway, carried on by W. A. Rice, formerly of Toronto. The latter had built up a nice steady trade, but desired to dispose of his outfit, in order to go to California, where his family resides.

The next move made by Mr. Robinson was in opening a shop at 801 Twentieth street. He now conducts all three establishments under the name of the Goodyear Shoe Repairers, and has worked up a large connection, having a 22-foot model "N" outfit, with stitcher at his main store, and complete bottom finishing shafts at his other places of business. Mr. Robinson is at the main shop himself, where all soles are stitched on for the branch shops, and considerable stitching done for other shoemakers. He has a youth to run messages, and also deliver jobs to the stores, for the Goodyear Shoe Repairers do work for several retail establishments.

In the winter time additional revenue results by grinding and concaving skates, each shop having a skate grinding machine. Mr. Robinson has recently installed a stock of men's shoes at two of his places of business. Such a line works in very well with the repair trade, and gives a closer connection and more intimate touch with a large number of patrons.

## Have Work Done When Promised

Mr. Robinson believes in the branch system of shoe repairs, in doing good work and having it completed when promised. By his strong, active system of chain stores he serves a much wider territory than he otherwise could, and as profit is made on quantity output, or largeness of turn-over, it naturally follows that three establishments, under a central management, can attain a volume that one store alone cannot expect to secure.

The proprietor believes in aggressive advertising methods, and the accompanying cut is an appropriate

one, showing what can be done to impress the public with the neat character of the work. It is a very fitting emblem for a repair shop. Mr. Robinson gets out among the trade at least once a year and visits the leading repair establishments in other cities. "I always pick up a number of pointers and suggestions, which repay me for my trips," he adds, "and I cannot speak too highly of the courtesy and kindness of the shoe repairing fraternity as a whole. I have never been given the 'cold shoulder' at any place, and have obtained many time and labor-saving hints from discussion and observations with my fellow workers in other places.

## Make a Profit on Your Work

"I cut all my own stock, buying several sides of leather at once. With reference to the recent rather sharp jump in sole stock, and more particularly in tap soles, it seems to me that unless the shoe repair man gets a corresponding increase in prices, he is going to come out at the small end of the proposition by December next. There is no good in doing work for the sake of keeping yourself active, and then losing money. Unless each job yields a profit I do not see much sense in taking it. I have never found that any per-



A BRIGHT ADVERTISING TRADE MARK

manent trade was built upon cheap work. You may think that you have pleased a customer, but when he finds that the stock is inferior, and the workmanship faulty the chances are that you never hear from him again, or in a way that does not add to your reputation as a repairer, and your peace of mind as a citizen."

## Keep Small Stock A-moving

Touching upon the shoe selling end of the business Mr. Robinson says:

"I notice that some members of the trade are carrying a stock of shoes, but some are, to my mind, too heavily loaded up. I called upon one man recently who must have had a stock of five thousand dollars, consisting principally of men's shoes, and I do not think the business that he was doing warranted him carrying over a thousand dollars' worth. He was obtaining these shoes from a distant point when he could just as well have patronized a local factory and secured what he wanted from its in-stock department. It may sound 'western,' but I really believe that on a stock of a few hundred dollars, I am doing as much business in the men's line as he is. We have one pair of a size and order by express, as required, to fill up the gaps. If a certain style does not take well, we have only a few pairs of it on hand, and can push them out quickly and not lose very much money on slow moving stuff. I think a much smaller stock, sorted up often and selling at a smaller margin of profit is preferable. We dispose of our goods pretty close, it is true, but we turn our lines over quickly."



# The DUNLOP LINE



*Held in Favor from Coast to Coast*

## DUNLOP RUBBER HEELS

“Peerless,” “Comfort,” Outing (cup-shaped)  
Whole Heel

Black, White and Tan

LIVE RUBBER  
NO JARRING

WEAR LONGER  
NO SLIPPING

Folder tells all about special proposition to dealers

## DUNLOP RUBBER SOLES

Men's and Women's Full Length,  $\frac{3}{4}$  Length and  
Cut-Out Toe

Also Taps and Soling Rubber in Sheets  
Black, White and Tan

Wear indefinitely and give maximum resiliency  
Will not crack nor dry out

## DUNLOP RUBBER CEMENTS

For Boot and Shoe Manufacturers and Dealers:

“Channel,” “Gem,” “Sole-Laying,”  
“Chrome-Folding”

Maximum Adhesion and Speedy Drying Qualities

Special Prices on Large Quantities

Put up under Special Label, if required

# DUNLOP TIRE & RUBBER GOODS CO. LIMITED

Head Office and Factories: TORONTO

Branches VICTORIA, VANCOUVER, EDMONTON, CALGARY, SASKATOON, REGINA, WINNIPEG, LONDON  
HAMILTON, TORONTO, OTTAWA, MONTREAL, ST. JOHN, HALIFAX



# GETTING THE FAMILY TRADE AND HOLDING IT

**How Leading Boot Repair Man First Got After Business by House to House Canvas, Leaving Attractive Cards, Having Reliable Mailing List and Effective Delivery Service—Telephone Calls and Their Relation to Shoe Repairs—Doing Good Work.**



"Yes," declared Richard Stephens, of the Boot Repair Works, 1088 Bathurst street, Toronto, "I believe in gathering in all the work in one's neighborhood. Here, my trade is largely a family trade. It is one on which we can depend, as much as the grocer or the butcher does on his regular lines of customers. I believe that in the case of a suburban or residential dealer, it is necessary to get out among the people and tell them about your establishment, facilities and prices. Then, when thorough oversight and good business methods are brought to bear upon a well-equipped boot repair shop, there is no reason why it should not be as successful as any other line of trade."

Mr. Stephens started in business at 1088 Bathurst street some three years ago and decided that the best way to get business was not to sit down and wait for it to come in, but to get out and hustle. He knew that there were thousands of people in the north-west portion of the city wearing shoes, and the proper way to induce them to patronize his shop was to bring to the knowledge of such residents the facilities which he possessed. He first issued a large number of neat cards on one side of which was a list of his prices, his address and telephone number, with the statement that all work was

cheerfully called for and promptly delivered, and soliciting a trial order. On the other side was a special telephone list for the doctor, dentist, druggist, dressmaker, milliner, butcher, grocer, etc. It was a handy and convenient card, such as one would keep.

Mr. Stephens first engaged a man to call at every house for many blocks. He left this card and said he would be around in a few days to call for any work that might be ready. One of the first undertakings of Mr. Stephens was to obtain a good mailing list which consists of a card index system, containing the names and street addresses of his customers, although he secured his first list from the telephone directory. He went over each day's coupons and compared them with the cards in the index file and knew exactly how many new customers had arrived in the course of the day. Another method was used for getting after all the work in the neighborhood. Each week an attractive card was printed, giving recipes for cakes, pies, etc. Only one card was issued each week. It was also stated that a man would call for repairs and give the housewife a new recipe next week. This aroused considerable interest and many people got looking for the cards, and in case they did not receive them regularly, telephoned the proprietor. This system is not followed now, but the method worked well for the first year until Mr. Stephens got well established.

Mr. Stephens states that nearly all the work at his store

○	○	○	○
Name.....	Boots	Workman	Del. Call
Address.....			Name.....
Whole Sole, Sewn.....	No.....		Address.....
Half Sole, Sewn.....	Name.....		Sewed Full Soles
Half Sole, Nailed.....	Repairs.....		Monday
Turn Sole, Sewn.....			Sewed Half Soles
Patches.....			Tuesday
Rips.....			Sewed Turn Soles
	Time..... Date.....		Wednesday
Heels { Rubber.....			Nailed Half Soles
Leather.....			Thursday
New.....			Heels Reg.
Wanted by.....		Boots	Friday
Price.....		No..... Date.....	Heels New
		Name.....	Saturday
		Address.....	Rubber Heels
		Repairs.....	Toc Pes.
			Price
Retain this Check			Patches
No.....			Price
Price.....			Rips
			Toc Caps
			Buttons
Not responsible for goods left over 30 days			Dyc Black
	Time.....		Noon
	Received by.....		Skates put on
	Workman.....		Skates sharpened
			Price
			No.
			Price
			Name
			Address

VARIOUS FORMS OF TAGS USED BY LEADING SHOE REPAIRERS

# And you will say the same

Here's a reproduction of a post-card from one of the most progressive repair shops in Toronto. It speaks for itself. On our files are many similar testimonials from repair men in various parts of Canada, who use large quantities of "Acton Oak" sole leather, with complete satisfaction to themselves and their customers.

Dec. 6 1915

TO  
BEARDMORE & CO., TORONTO

I have tested a sample lot of your "Acton Oak Sole Leather" and find *it very good indeed for sewn work of any description. Nothing could be better.*

Yours truly,

*Canada Shoe Repair*  
*107 Bleecker St*  
Name *B D Dowding*  
City or Town *Toronto*

# ACTON OAK SOLE LEATHER

always works clean and mellow, producing a beautiful bottom finish. It is free from foreign substances so often used to gain weight. Our oak tannage makes the hide fibre solid, tough, strong, water-resisting and flexible.

Our "Acton Oak" is the Super-Superior Sole Leather for machine or hand Shoe Repair Shops

Tanned in vats, not wheels—the method that insures honest, mature leather; tanned from clean fleshed hides—that gives you all the leather.

You need not hesitate to use it—every pair of shoes you sole will be an advertisement for the high quality of stock you use, and your business will benefit accordingly

Price the same as good Red Hemlock

Write now—to-day for a sample roll

## BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

TORONTO

ACTON

MONTREAL

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QUEBEC



# BEARDMORE'S STAR BRAND



## Tap Soles and Top Lifts

### Straight Cut—Rights and Lefts

They are the kind to always keep in stock. Our Right and Left Taps especially are the most economical line of shaped tap soles and top lifts that can be obtained.

They work up with a minimum of waste and labor—a fact that helps to account for the large and increasing demand we have for them.

## GUARANTEED TO OUTWEAR ALL OTHERS

If you have been using STAR BRAND SOLES and LIFTS, you will not need any further argument—YOUR EXPERIENCE will prove them to be superior to all others. But if you have NOT been using them—begin now. Learn the satisfaction that comes from using a Sole that is ALWAYS UNIFORM in HIGH QUALITY.

## BEARDMORE & CO.

TANNERS AND SOLE CUTTERS

TORONTO

ACTON

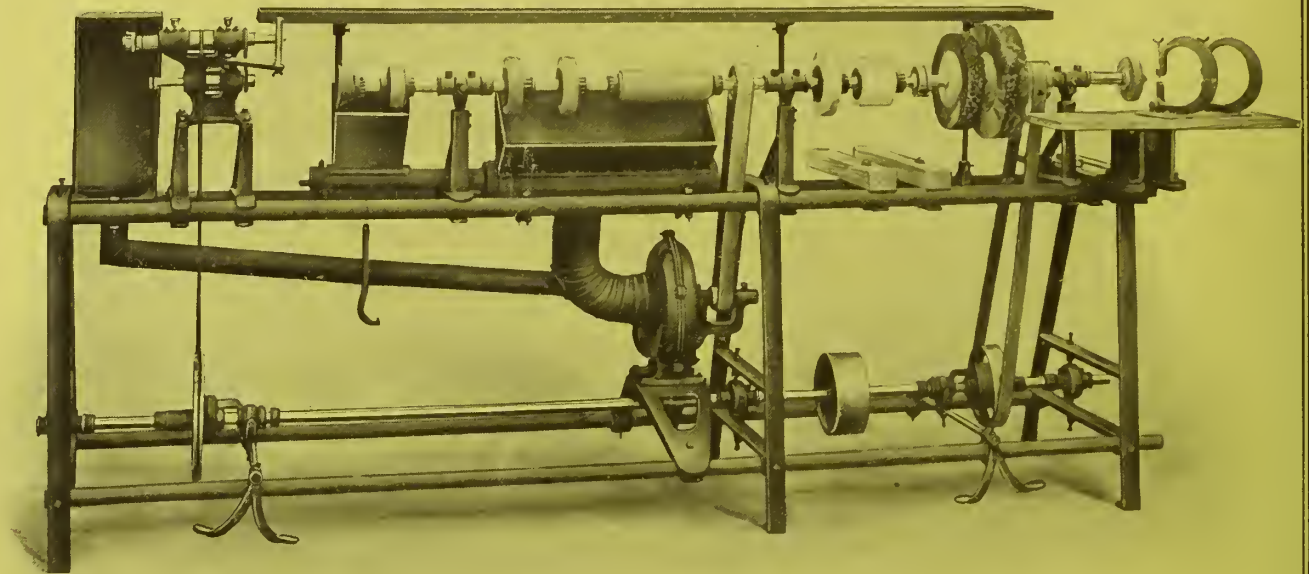
MONTREAL

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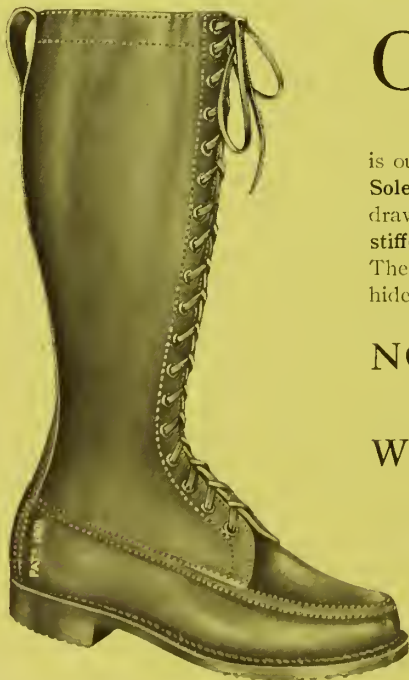
## HAVE THIS MACHINE IN YOUR SHOP

It will make your shoe repairing trade increase wonderfully. It cuts costs and increases output besides giving all work a magnificent finish, thus creating a fine impression on the public and stamping you as a really up-to-date shoe repair specialist.



**SPECIFICATIONS:**—Length, 9 feet 6 inches. Weight, 800 pounds. One Edge and Shank Trimming Machine, with Cutter. Grinding Attachment. One Heel Breaster. One Edge Scourer. One Heel Scouring Roll, convex. One Heel Scouring Roll, flat. One 9-inch Bottom Scouring Roll. One Wide Bottom Burnishing Roll. One Narrow Heel Burnishing Roll, convex. One Edge Setter. One Bristle Brush. One Yarn Brush. One Grinding Wheel. One large and efficient Blower with two connections. One Skateholder. One Skateholder Platform. Two Independent Foot Clutches. One Oak Motor Bracket and Shelf. The Counter Shaft should run 500 revolutions per minute. Price, Cash with order. \$130.00. On time, \$150.00—\$40.00 with order, balance \$15.00 a month.

This Machine is Made in Canada and Fully Guaranteed.



## Officers' Trench Boot

A large number of the officers now on the firing line, are wearing this boot. It is our No. 309 Special, made of **Special Oil Tanned Stock, No. 1, Maple Leaf Selected Sole Leather**. It has a 16-inch oil grain leg, with a full bellows tongue, oil-tanned bottom drawstring type. It has our patent heel and cannot turn over to the side. **No artificial stiffener! No rough or bulky inside seams** or added counters to become crumpled up. The shaped foot is made on a boot last with double full soles, hob-nailed. Extra Rawhide Laces, Felt and Leather Combination Insoles.

**NO NAILS! ALL HANDSEWN!**

**PRICE \$12.00 THE PAIR**

Wire, Write or Phone. We give Prompt Shipments.

**BEAL BROS. LIMITED**

52 Wellington St. East

Toronto - Canada



is called for and delivered and a very large proportion of the business comes in by telephone. Another scheme adopted by him some time ago was a monthly art calendar to each customer, about 500 being circulated. By maintaining an intimate touch with his customers, seeing that good service is given them and sending them literature at different times, the proprietor maintains a close working connection with his clients. He finds that if one member of a family is satisfied, it is generally the passport to more business from that household. Such families often make favorable mention of the work done for them to their neighbors and thus, by word of mouth, satisfied customers, etc., does the reputation of a boot repair man spread and he maintains a standing and prestige that always assures him of plenty of work and a busy shop at practically all seasons of the year.

#### The Part Played by Telephone

Mr. Stephens reports that practically all his business is by telephone. It took time and patience to establish this connection but all the efforts have been worth while. Recently he sent out a card emphasizing this feature of his service. It read: "The usefulness of the telephone was never better exemplified than in the relation to our shoe repairing. Most of our business is done over the telephone. Our customers find it most convenient to call up and give their instructions and we do the rest. We send for the boots and return them to you on your own specified time. What could be simpler? May we not add your name to our list and you will find the results most pleasing. We invite a trial order, especially if you are particular about your repairs."

Always receptive to new ideas, Mr. Stephens soon got in touch with the producers of Neolin when put on the market. He has made a specialty of putting on soles of this material, which is rapidly coming to the front as a substitute for sole leather. He does not believe that the shoe repairer should make a slave of himself by incessant labor and his place of business is now closed every night at eight o'clock, whereas he formerly kept open until nine and after. He finds that he does just as much business by shutting up early, and during May, June, July, August and September he gives himself and his staff a weekly half holiday. He has a well selected mailing list and here is a copy of a neatly printed circular in letter form which he sent out to the trade. It is well worded and appeals to the better class.

#### What Good Shoes Mean to All

Dear Sir or Madam:

In the year 1870 France lost Alsace and Lorraine partially because their soldiers were poorly shod—so we are told by historians—for no army is better than its boots.

The military authorities of the world have all profited by that costly lesson to France.

We civilians, too, stand to lose very materially in the battle of life if our footwear is defective—leaking shoes, depleted vitality, cold, pneumonia, consumption—lose! Yes, even life itself is often sacrificed for the want of a pair of soles properly put on.

We have built up a large boot repairing business by giving more for the money than can be obtained elsewhere.

Our plant is second-to-none in Canada, which enables us to turn out work expeditiously.

We very appropriately call our system the "Like Nu Way," for we can make your shoes both look like new and wear like new.

A strong feature with our method is that we run the soles clean through from toe to heel. This makes the shoes absolutely waterproof, prevents the breaking down of the arches, and eliminates any possibility of shoes squeaking. This is re-soleing and

far superior to putting on a patch of sole leather, commonly known as "half soles."

Should you prefer rubber soles and heels, as many do, and thus prevent slipping, we can please you. Remember, we call for and deliver your work. Delivery made, if desired, within a few hours.

We invite a trial order, especially if you are particular about your footwear. We guarantee to satisfy you. A 'phone call or post card will bring us.

#### Raised Prices Ten Per Cent

Recently prices, owing to the advance in leather, thread, nails, cement and other supplies have been increased about ten per cent. on both nailed and sewn work, but no objection has been made by customers who recognize that the figures for practically all necessities in life have been raised through conditions brought about by the war and over which the repair man, like others, has no control.

#### BETTER PRICES FOR SHOE REPAIRS

The Ottawa Shoemakers' Association has been formed and starts under most promising conditions. The men in the repair trade in the Capital City feel that they have not been getting a fair figure for the work that they do, in view of the constant increases in the price of leather and other requirements, and consequently the prices have been advanced about 15 per cent. The election of committees will take place at the next meeting. Practically all the members of the trade are included in the membership. The organizer is E. A. Schryburt, 641 Somerset street, who is also acting secretary-treasurer of the organization. The new price list which prevails is as follows:—

#### Price List for Best Work

Rubber Heels.....	\$0.50
Men's Sewed Soles and Heels.....	1.40
Men's Nailed Soles and Heels.....	1.15
Men's Sewed Soles only.....	1.15
Men's Nailed Soles only.....	.90
Men's Heels only.....	.40
Ladies' Sewed Soles and Heels.....	1.15
Ladies' Nailed Soles and Heels.....	.90
Ladies' Sewed Soles only.....	.90
Ladies' Nailed Soles only.....	.65
Ladies' Heels only.....	.30
Boys' Nailed Soles and Heels, 1 to 3.....	.90
Boys' Nailed Soles and Heels, 3 to 5.....	1.00
Boys' Heels only.....	.35
Youths' Nailed Soles and Heels, 10 to 1.....	.75 up
Youths' Nailed Soles and Heels, 7 to 10.....	.60 up
Girls' Nailed Soles and Heels.....	.75 up
Toe Caps repaired.....	.35
Patches, from.....	.10 up
Rips.....	.05 up
New Heels.....	.85 up
Buttons fastened on.....	.15 up
Boots dyed.....	.25 up

#### VACUUM CLEANER IN THE SHOP

A Western shoe repairer writes the SHOE AND LEATHER JOURNAL that every man, who has a power machine, has a fan or blower for drawing in the dust and scourgings, and so has quite a powerful vacuum cleaner at his disposal, if he only thought so. The proper way is to put a connection in the pipe with the tube coming out far enough for a one inch or one and a quarter inch hose. Then put a damper or shut off in the pipe so as to close off any leakage of suction and at an expense of \$1.00 or less the repairer has a good vacuum cleaner. The cost of the hose is extra, of course.

# The Shoe Repair Man

**T**HE Leather and Balata Shoe Repair Co., of which H. J. Eady is the proprietor, have removed from Richmond St. to 31 Yonge St. Arcade, Toronto, where spacious and well-lighted premises have been acquired. Mr. Eady is an ardent believer in the trade-producing qualities of printer's ink, and in advertising prices and service. Owing to the scarcity of help he has been working under disadvantages for some time past, the same as other members of the repair trade, but business on the whole has kept up very well. He uses the large windows at his disposal for showing the different kinds of finished work, half sole, full sole, three-ply Balata sole, which is waterproof, and always keeps the foot dry and comfortable. Not only are samples of the different kinds of work shown, but prices are given. Mr. Eady also has a very well-stocked department of shoe findings. In a busy down-town shop, where trade comes from practically all parts of the city, it is impossible to call for and deliver parcels, as it means ten cents additional to each job. In the past calls have been come in for work and the job probably did not amount to more than 25 cents. The result was that the cost for collection and delivery ate up all the profit, and a great deal more besides. People now generally leave their parcels and call for them at a stated time.

"The main thing is to have them ready, and use good stock, charge a fair figure and let no slovenly, badly-finished work go out of the place," declared Mr. Eady. The name and address of each customer is always taken. On the tags which are numbered consecutively appear dotted lines and space for the name and address of the customer, whole soles sewn, half sole sewn, half sole nailed, turn sole sewn, patches, rips, heels (rubber, leather or new), the date when wanted, and the price. No slip is given out to the customer at all and finished jobs are kept in compartments, under initials A, B, C, D, etc., and no confusion results. Mr. Eady does not believe in giving a check or a stub to the customer. When calling, if he gives the name and address, these are generally sufficient details for identifying the work.

## The Scarcity of Leather

Some shoe repairers have apparently felt that the scarcity of leather was making things very hard for them. Many of them have been trying to maintain their old prices, and in order to do so have bought cheaper stock. This is the greatest mistake they can make, because they are depreciating the repair business every time they give a customer poor wearing stock.

To illustrate this, on a pair of \$4.00 shoes, if a man wears these shoes four months and wears the soles through, then he has them resoled and heeled at a cost of \$2.00, using high-grade stock, and they wear six months longer after the repair job, the man's shoe cost is one dollar a month on the new shoes and something like forty-two cents a month on the repair job.

Obviously, this man made money by having his shoes repaired. But turn the matter around the other way. Assume that the repairer used cheap stock at \$1.50, and the shoes after they were resoled only wore a month. Then the man's shoe cost was one dollar a month on the new shoes and \$1.50 on the repaired shoes. In this case the man lost money by having his shoes repaired.

My point is that the repairers should turn the scarcity

of leather to their own advantage by using better leather in their repair work. The quality of their leather will be all the more conspicuous by reason of the scarcity of leather compelling the shoe manufacturers to use poorer selections in their soles.

The shortage of leather encourages economy in its use, and should be made to encourage a larger volume of shoe repairing business. All that is necessary is for the shoe repairers themselves to wake up to their own opportunities of enlarging their business by using better materials and better workmanship at whatever prices may be necessary to give them the profit to which they are entitled.

## Leave the Edge Full

Every time a shoe repairer trims the edge of the repaired shoe more than the smallest possible amount he is reducing his chances of another repair job on the same shoes.

I have noticed some repairers who seem to be in the habit of treating each shoe as if they never expected to see it again, and never wanted to. In the first place, they sew in just as far as they can, and then trim a lot off the edge, very often trimming into the old stitches. They try to slick up these rough places by filling the holes up with heel-ball or black wax, and then they wonder why they are waiting for work so much of the time.

What is the use of putting a full-sized sole on a shoe and then wasting it by trimming it down and trimming the old welt along with it? Why not give the wearer the benefit of the full wearing surface of the sole, and at the same time preserve to the last possibility the original shape of the shoe? If there is a second repair chance on this pair of shoes, it will be preserved in this way. Leave the sole full and give the wearer the full wearing surface of the sole.—**The Shoe Repairer.**

## The Importance of Finish

The finish of your repair work is just as important as any other part of it. The old-fashioned method of leaving the bottoms sanded white without any finish at all, is an advertisement that the shoes have been repaired, but it is not an advertisement for the repairer.

Many people would have shoes repaired, that do not now do so, if they could have them done so well that the fact that they had been repaired would not be conspicuous.

Some people are proud and like to have the appearance of prosperity. They live beyond their means, perhaps, and they do not care to advertise to their friends that when the first soles of their shoes wear through that they have the shoes repaired; especially are they not inclined to do this if the work that comes from the repair shop is of such a nature as to make it conspicuous that the shoes have been repaired, and in a bungling manner at that, so that the repaired boot looks to the owner and his friends like the proverbial sore toe.

Not only should the heel and forepart edges be finished up true to original shape and the original appearance of the shoe preserved so far as edge shape and finish is concerned, but the bottom should be finished also, so that when the shoes are returned to the wearer they have a finished appearance and do not stand as an advertisement that the wearer is in straitened circumstances and has to have his shoes repaired by cheap and bungling workmen.

*W. J. Eady*



# AMONG THE SHOE MEN.

Oscar Clement, representing Max Clement, Quebec, was a recent visitor to Montreal.

The Kingsbury Footwear Co., Montreal, recently withdrew all prices.

Stewart Smith, of Beamish & Smith, North Bay, spent a few days in Toronto recently on business.

The ratepayers of Elmira, Ont., voted upon a by-law last week to grant a loan of six thousand dollars to the Ideal Shoe Co. Limited, of which W. E. Metz is president and F. Nolinsky general manager and superintendent.

H. V. Gale, of Gale Bros., Quebec, was in Montreal last week on a business trip.

J. W. Brown, of Stirling, Ont., after doing business for thirty-one years in the 'one stand, has, owing to ill health, sold out to J. T. Cook & Son, who will continue in the same premises.

George A. Kent, shoe retailer, of Truro, N.S., died recently after a long illness due to a general breakdown. He was 74 years old and leaves a wife, one daughter and two sons. He was many years ago in the shoe line in Halifax. Mr. Kent was a leading Odd Fellow, in which order he had held many high positions.

A. E. Marois, of Tourigny & Marois, shoe manufacturers, Quebec, was in Montreal recently on business.

J. E. Samson, shoe manufacturer, Quebec, spent a few days in Montreal recently.

M. A. Shafer, president of the Moore-Shafer Shoe Manufacturing Co., Brockport, N.Y., is recovering from a serious illness, following an injury to one of his feet. In alighting from a train, on his return from a trip to Florida

recently, he turned his ankle. An X-ray examination revealed a split bone. Other complications set in and for a time it was feared he could not recover, but latest reports say he is out of danger.

D. D. Hawthorne, wholesale shoes, Toronto, was in Montreal and Quebec recently on business.

A. A. Strang, of Strang Bros., Winnipeg, manufacturers of shoe polish and dressing, is on an extended business trip throughout the western provinces.

John F. Clark, of Clark Bros., shoe manufacturers, St. Stephen, N.B., was in Montreal and Boston last week on business.

The Kingsbury Footwear Co., of Montreal, are installing additional machinery and will soon start making women's welts.

Ralph Locke, of Dufresne & Locke, shoe manufacturers, Maisonneuve, Que., has returned from a business trip to Boston and other New England points.

Shoe buttons advanced again May 1st. Buttons, sizes 3½ to 4, quoted some of them at 24c, are now quoted at 40c a great gross. Sand paper is very firm and likely to advance again owing to the scarcity of materials. Felt box toes are also likely to go higher because of the wool situation.

Parker, Irwin, Ltd., Montreal, have installed cutting and moulding machinery for their Carbicon goods, enabling them to supply this line for heel scouring work at considerably reduced prices.

A. C. Kimmel, of the Cobourg Felt Co., has sold his residence on Arthur Street, Elmira, Ont., to O. H. Vogt, manager of the Great West Felt Co., Elmira.



## TWO BRIGHT YOUNG LADIES WHO KNOW SHOES AND TRAVELERS

The SHOE AND LEATHER JOURNAL has the pleasure of presenting in this issue interesting snapshots of the two successful lady competitors in "guessing the travelers" contest, which was recently conducted and aroused wide concern among the trade.

The one on the left is Miss Mary Wood, who has been for some years with W. R. Baird, 433 Colborne street, Brantford. Miss Wood is an obliging and energetic sales lady who has made many friends with the public. She is

enthusiastic over her work and takes particular pains in the matter of fitting.

Miss Nina Reynolds, who captured second award, is seen on the right. She is a sales lady in the store of her father, Geo. E. Reynolds, Stirling, Ont. "I was quite surprised," she says, "to receive the second prize." Miss Reynolds evinces much interest in the shoe game, and adds that she always enjoys reading the SHOE AND LEATHER JOURNAL, and looks forward to its regular appearance.



William Parker, who has been employed by the Parker Shoe Co., of Preston, Ont., has donned the King's uniform and was presented by his fellow employes with an appreciative address accompanied by a wrist watch.

Knechtel & Co. have installed a new window front in the shoe store now occupied by them on Downie Street, Stratford, Ont. The improvement is so marked that many people stop to admire it. The double deck floors and the mirror arrangement allow for the displaying of shoes to the very best advantage.

The Perth Shoe Co. of Perth are particularly busy at present. Their different departments are running to capacity on goods for immediate delivery. Recent visitors to the factory have commented favorably on the many improvements which have been inaugurated under the direction of Mr. G. H. Ansley, which are reflected in the shoes being turned out at present. Superintendent M. J. Sheehy has just returned from a buying trip to United States where he has been securing materials and picking up ideas for new samples. One of the latest lines introduced for fall by Manager Ansley is a woman's sport last, a natty looking shoe that will appeal to wearers for walking or for any sport requiring a good shoe that is not too heavy. It will be made with both heavy and light soles, as well as rubber and Neolin.

Fred O. Porter, formerly with the Brown Shoe Co., St. Louis, and until recently foreman for the making and finishing rooms with Scott-Chamberlain, Limited, London, Ont., has taken a position as salesman with the Lionne Co., of Boston, with which concern he was connected some years ago.

K. D. Gahan, who for some time past has been in charge of the finishing room of No. 1 factory of Ames-Holden-McCready, Limited, Montreal, has been given charge of the making room in the same factory.

B. W. S. Martin, general sales manager of the John Ritchie Co., Quebec, was in Toronto last week on business.

W. R. Billings, formerly with J. J. Haines, Belleville, and latterly with the Smardon Shoe Co., Montreal, has taken a position with the Regal Shoe Co., Toronto and will call upon the trade in several of the smaller cities and towns in the Western Provinces. He leaves for the West this week, with a fine range of fall samples.

Griffith B. Clarke, of A. R. Clarke & Co., Toronto, and A. E. King, of the Dunlop Tire and Rubber Co., Toronto, have been nominated for membership on the Board of Directors by the Ontario Division of the Canadian Credit Men's Association. At the annual meeting held in Toronto last week the Association strongly endorsed the universal adoption of the daylight savings bill throughout the Dominion and urged commercial and financial houses to give the same their unequalled support.

It is predicted that the sport or walking shoe for women with a low, flat heel about an inch in height, will have a big sale for fall. These are now being shown in several of the large American cities on comfortable lasts, with tips and with six to seven inch leg. They come in tan, white buck, grey buck, black and other colors, with fancy perforations, and saddle straps across the vamp of tan, black, green and other colors as well as combinations. It is also predicted that two tone effects will be popular for fall. In high-cut kid models all shades of gray, white, ivory and champagne are having a big call.

Edward F. Keene has been appointed superintendent of the Regal Shoe Co., Toronto, and has entered upon his new duties. He has held many important positions and was for some years in the leather business at Whitman, Mass. Later he was general manager for the Fisk Shoe Co., at Hollbrook, Mass., and for the last few years has been in charge of the shoe factory of Sears, Roebuck Co., at Randolph, Mass. He is thoroughly experienced in the manufacturing and financial ends and will look after these departments while C. S. Corson will continue as general sales manager of

the company, which position he has filled ever since they started manufacturing in Toronto five years ago.

A special meeting of the shareholders of the Standard Tire and Rubber Co. was held recently in Guelph. The object was to consider the sale of the plant to an American concern. The price and terms offered were not considered satisfactory, and a resolution was passed agreeing to sell at a much higher figure and on different terms, on condition that the purchasers should agree to carry out a five-year contract which the Standard Co. have with the Canadian K. and S. Co., of Toronto.

Fred Antrobus, shoe repairer, Coleman, Alta., has enlisted with the 192nd Battalion, with which he is sergeant shoemaker. He has sold his business to A. Gentile, who has been in the shoe repair line for the past five years.

Peter A. Doig, general sales manager of the Star Shoe Co., Montreal, spent a few days in Toronto last week calling upon the trade.

J. A. Scott, Quebec, was in Montreal last week on business.

Miller Extracts, Limited, has been granted a federal charter with a capital stock of \$200,000. The new company is empowered to manufacture, buy, sell and deal in dyes, dye-stuffs, tanning and other extracts and chemicals derived from the products of the forest or from other vegetable or mineral products, and to carry on business as leather manufacturers, tanners, bleachers and dyers.

J. P. Kilgour, vice-president of Kilgour, Rimer Co., wholesale shoes, Winnipeg, was in Toronto, Montreal and Quebec recently on a business trip.

J. A. Joyce has been appointed superintendent of the Wm. A. Marsh Co.'s plant, Quebec, and has entered upon his new duties.

J. B. Douglas, shoe retailer, of Calgary, accompanied by his brother, George Douglas, of the Avenue Shoe Store, Winnipeg, were in Toronto, Montreal and London last week on business.

## NOW THE PARKER SHOE CO.



The name of the Solid Leather Shoe Co., Limited, of Preston, Ont., has been changed to the Parker Shoe Co., Limited, which has just been federally incorporated with a capital stock of \$49,000 and takes over the assets, goodwill, plant etc., of the former company. An extension is now being erected to the factory and the capacity within the past year has been doubled.

S. H. Parker as managing director of the company for the past two years and over, deserves much credit for his enterprise and aggressiveness. The Parker Shoe Co. now specialize in women's fine McKays. Mr. Parker has been at the game 35 years and is well liked by all his customers. He began his career with his brother, J. C. Parker, now of St. Albans, Vermont, when the latter ran a shoe store in Montreal, as a retail branch of James Leggatt. Later he was employed in the large warehouse for a couple of years, but returned afterwards to the retail end, when his brother became proprietor of the branch business on McGill street, which he had been conducting. S. H. Parker first traveled for the Lynn Shoe Co., of Montreal, and covered eastern Ontario. He was then with the Tetrault Shoe Mfg. Co. for about ten years, first calling upon the retail trade and afterwards supplying the wholesale. Several years ago he joined the staff of the W. A. Marsh Co., at Quebec, as salesmanager, and made frequent visits to wholesalers in Quebec, Ontario and the Maritime Provinces, with whom he established a strong connection. He became manager of the Parker Shoe Co. in December, 1913.





RUSSELL C. FOY  
RECENTLY APPOINTED CITY TRAVELER FOR  
MINISTER, MYLES SHOE CO., TORONTO

ALL  
WELL LIKED  
BY  
THEIR  
CUSTOMERS



W. J. THORN  
MANAGER OF THE SHOE SECTION OF  
J. F. CAIRNS' STORE, SASKATOON



EDMOUR BROUSSEAU  
WHO LATELY JOINED THE SELLING STAFF OF  
CORBEIL, LIMITED, MONTREAL

E. Lippert, shoe dealer, of Warton, Ont., formerly of Walkerton, has sold his business to Ashley Bros., of Warton.

Harry J. Fox, who for several years was in the employ of the J. J. Haines' Shoe House, Napanee, Ont., and for the last three years has been with the Burns Co., Limited, Oshawa, has accepted a position with the T. Eaton Co., Toronto, in the shoe department.

The shoe merchants, of Calgary, have signed a collective early closing agreement for the summer months which went into effect last week. The agreement provides for the closing of all shoe stores at 6.30 each evening, except on Saturdays and the nights preceding holidays, when the hour will be 11 p.m. The following firms have signed the agreement:—Richardsons, Limited, G. E. Locke, Nickle Boot Shop, J. B. Douglas, F. H. Baiden, Murrays Limited, Packham & Marshall, Hood & Irvine, Glass Bros., and Classic Shoe Store.

J. H. Bell, shoe retailer, Charlottetown, P.E.I., is having his store renovated.

A very brisk and thriving industry is the Humberstone shoe factory at Humberstone, Ont. This industry will turn out 85,000 pairs of sandals during the present season, and the present output is 800 pairs a day.

T. J. Mullins, of the Toronto warehouse staff of the Kaufman Rubber Co., was quietly married on May 11th to Miss Rhea Mitchell, daughter of the late Thos. J. Mitchell, of Burnt River, Ont. Mr. Mullins, who is a former resident of Halifax and Truro, N.S., has many friends in the trade who will wish him and his bride every prosperity. He was the recipient of valuable presents from the firm and traveling staff. Mr. and Mrs. Mullins have taken up their residence at 58 Shannon street, Toronto.

The F. S. Carr Rubber Co., of Canada, with a capital stock of \$200,000 has been incorporated with headquarters in Toronto. The company is empowered to manufacture, sell, trade, and deal in rubber, automobile and carriage fabrics, rubberised or other wet resisting materials and cloths.

The shoe stock of Smith & Cunningham, 133 Roncesvalles avenue, Toronto, who made an assignment a few days ago, was sold to Hubert Ashplant & Sons, London, and has been shipped to that city.

H. L. Geene, who has for many years represented the White Shoe Co., Toronto, in Eastern Ontario, has opened fine new sample rooms at 41 Queen street, Ottawa.

Harry Thompson, representing the Thompson Shoe Co., and the McCrudden Shoe Co., Montreal, was in Toronto last week calling upon the trade.

G. H. David, of Toronto, who represents the St. Henri Shoe Co., Montreal, in Eastern Ontario, has recovered from an attack of pneumonia.

John A. Walker, of Walker, Parker & Co., Toronto, is spending a few days in Boston and other shoe centres on business.

A. T. Haines, late of Ames-Holden-McCreedy staff, Toronto, has joined the force of travelers for the Miner Rubber Co., Toronto, and is covering Northwestern Ontario.

E. J. Dunbrook has gone into the shoe business in Berlin, Ont., and has a neat, well appointed store.

Huehn Bros. have bought out the business of Oscar Steiss, Heidelberg, Ont.

The general stock of C. P. Brown, Colborne, Ont., who recently made an assignment, has been sold to Fenton & Smith, of Pembroke, Ont., at sixty-nine cents on the dollar. The stock amounted to about \$21,000.

R. N. Williams, who was formerly in the shoe business on Roncesvalles avenue, Toronto, has taken a position in the footwear department of the Robert Simpson Co., Toronto.

John F. Faulds, formerly salesman with H. Ashplant & Sons, London, is now a member of the Mechanical Transport Division and is at present in England.

E. B. Paige, late of the Regal Shoe Co., Toronto, has taken a position with the Goodyear Rubber Co., Toronto, in the shoe findings department.

A new type of outing shoe is being made by the Kaufman Rubber Co., Berlin, which is becoming extremely popular for summer wear. It has an eight-inch bleached duck top, with white rubber sole and carries a solid rubber heel or low heel.

R. B. Wanless, of Coates, Burns & Wanless, London, Ont., was in Montreal and Quebec last week on business.

Jas. A. Arnott, of Orangeville, Ont., spent a few days in Toronto recently calling upon the trade.

George R. Lovell, son of James S. Lovell, a widely known shoe traveler, of Toronto, who joined the 74th Battalion, Toronto, is now at Bramshott, England. Previous to enlisting he was with the Toronto Hydro-Electric System.

### MR. OWENS STARTING IN BUSINESS

Charles L. Owens, who has been associated with the Royal Shoe Co., Limited, Toronto, for the past eighteen years and for a long time past has been general manager, has resigned and intends going into business on his own account at 94 Yonge St. in the premises now occupied by Wm. Mara. He will have associated with him J. T. Elmes, who was with the Royal Shoe Co. nine years and latterly held the position of assistant manager. Mr. Owens has been spending



CHARLES L. OWENS, TORONTO

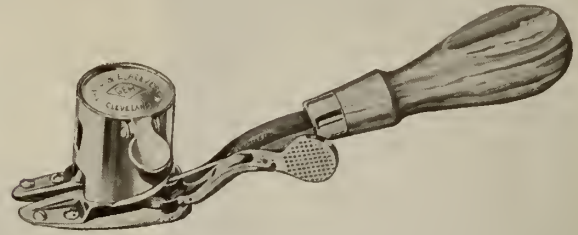
a few days in Boston, New York and other centres on a business trip. C. F. Tugman, president of the Royal Shoe Co., recently observed his twenty-second anniversary in business. The new general manager of the company is N. A. Smyth and the assistant manager, C. L. Timmins, both of whom have been on the staff of the Yonge street establishment for some time.

A provincial charter has been granted to Owens-Elmes, Limited. The capital stock is \$40,000 and the headquarters of the new concern are in Toronto. The company are empowered to buy, sell and deal in boots, shoes, findings, etc., and expect to open a handsome and well equipped shoe store in the near future at 94 Yonge street. They will handle many high-class lines.

### HANDY DEVICE FOR REMOVING BUTTONS

One of the neatest and handiest devices for removing buttons from a pair of shoes is the Gem Button Detacher. It does exceptionally quick and clean work, being safe, sure and easy. Among its other advantages is that it protects

the shoe from being torn or cut, and all the buttons are collected in the small cup, when cut off. This little machine, which is manufactured by the L. & E. Reeves Co., Cleveland,



Ohio, is made of the best materials and is fully guaranteed. The Canadian selling agents are Canadian Novelty Shoe Findings Co., 2 Trinity square, Toronto.

Doherty & Roy, leather dealers, Montreal, have dissolved partnership.

The Stag Shoe Co., wholesale shoes, Montreal, have recently registered.

H. D'Artois has resigned from the staff of J. A. Scott, Quebec and Montreal. The manufacturers' findings department will in future be handled under the supervision of W. A. Lane, who has for several years had charge of the Montreal office.

The Daily News, of Chatham, Ont., recently issued an industrial exhibition section, in which the natural advantages of the county of Kent were presented, and the announcement made that four new industries were starting Chatham plants. The industrial exhibition section contains an interesting announcement from the Chatham Shoe Co. Ltd., giving a picture of the factory and one of E. S. Hunt, the president, as well as several of the latest styles of shoes turned out by this enterprising concern, who state that they are now ready for business, and that the company in building, equipment and shoemaking ability, is one of the best in Canada. Their lines are women's welts and McKays. The travelers of the firm are now on the road with all the different up-to-the-minute lasts, colors and patterns.

The retail merchants of Quebec city have formed an association. The object is to safeguard the interests of the retail trade no matter what the line of business, and to obtain the co-operation of the manufacturers, the producers and wholesale merchants, for just and equitable prices on all lines of goods and to work together for the welfare and progress of all, as well as to establish friendly relations. The new organization starts off with much enthusiasm and a growing membership. L. F. Falardeau, who is widely known in the shoe trade, has been elected honorary vice-president, while O. N. Shink, shoe retailer, has been made secretary. Among those connected with the footwear trade, who are warm supporters of the new association, are Jos. Plamondon and J. A. Bilodeau.



BATTLESHIP GREY  
KID, COLONIAL  
PUMP—BY J. & T.  
BELL, LIMITED.



DULL KID COLONIAL  
PUMP, COVERED  
WOOD HEEL—BY  
CLARK BROS., LTD.



### SHOE PRICES KEEP GOING UP AND UP

When the late Hon. J. Israel Tarte was Minister of Public Works in Canada, he was speaking at a public meeting one night many years ago and was interrupted by a heckler who asked him why the expenditure in his department had increased so enormously. The aggressive and irrepressible French-Canadian politician, with a twinkle in his eye, significantly remarked, "So you think the sum is heavy, eh? Well, just wait until you see us next year."

The same observation might be applied to the constantly advancing shoe prices. If retailers think they are heavy now the consensus of opinion is, just wait until you see prices next year.

A member of a leading sole leather firm, who is not given to exaggeration or raising false cries, declared last week that he fully expected No. 1 oak sole stock would be a dollar a pound within a year, owing to the scarcity of hides, the shortage of herds, increase in the cost of tanning agencies and the difficulty of getting bottoms for transportation, not to speak of the labor problem and other disturbing factors occasioned by the war.

An Ontario shoe manufacturer recently obtained from a well-known Canadian firm turning out upper leather a comparative statement of the prices of box calf, country veals, matt calf, gun metal, velours and Russia calf that prevailed a year ago and those of to-day. The result astonished even him. The increases run all the way from eleven to sixteen cents a foot on every grade and are all subject to change without notice. This advance alone on upper stock would make a change of thirty-three to practically fifty cents and more on each pair of shoes, allowing three feet to a pair.

The question is now being asked by retailers of many manufacturers, "Can you not give us a shoe in calf leather that will sell for five dollars?" and the invariable answer is, "Not unless we use side leather." Shoes, which formerly sold at three forty and three fifty are now three ninety and four dollars and the end is not yet.

"See this shoe here," remarked a leading jobber the other day, "I formerly sold this men's dull calf blucher for three dollars, and not long ago the price was raised by the makers so that I had to get three twenty-five for the same. To-day I received word from the firm that they could not give me the shoe at all except in side leather and that at a figure which means that I will have to raise it to three fifty. Here is an increase of fifty cents a pair and a change from calf to side leather at that. I do not know what the next move will be."

An eastern manufacturer was up against it for calf and veal leather. He could not get a supply and determined to buy the skins himself in Boston and have them tanned at a local tannery. He had to pay spot cash for the skins, amounting to many thousands of dollars, but hesitated at sending such a large sum and thought over the proposition for several hours. In the afternoon he wired acceptance, along with the money. Back came the answer—"Lot referred to sold; we can give you another but the price will be eighteen hundred dollars higher." Thus a delay of a few hours on the purchase of calf and veal skins cost this manufacturer eighteen hundred dollars and he was glad to get the supply at any price.

One leading firm last week refused a shoe manufacturer an order for glazed kid at any figure, declaring they could not accept more business under any circumstances, and this shoe firm have bought heavily from that leather house for years.

On dull kid prices are from eight to ten cents higher than they have been for the same grade and then only very limited supplies can be obtained. But it is not in leather alone that the tanner and the shoe manufacturer are up against it good and hard. The quotations for laces, buttons, insoles, duck linings, nails, trimming of all kinds, etc., are soaring at a rate never known before.

One may well ask where and when relief will come. No man knows but there is one thing certain that the retailer who buys staple lines is well advised and exercising sound foresight to place large orders now, even at the prevailing high prices. Every indication and inquiries from every source foreshadow the fact that prices, though high now, are very mild to what they will be a few months hence. The retailer will not only have to pay more but get more from the consumer. There is no dodging or sidestepping the issue.

### NEWSY BRIEFS FROM OLD QUEBEC

The following were recently in Quebec:—Walter H. Locke, representing Geo. J. Kelly & Co., Haverhill, Mass.; L. H. Dupre, of the Independent Box Toe Co., Montreal; James Boyd, representing Nugget Polish Co., Montreal; R. E. Woodward, of F. E. Townsend & Sons, Lachine; A. Isseman, of Walpole Rubber Co., Montreal; J. E. Gaumont, of La Cie des Cuirs et Chassures, Plessisville, Que.; H. Hurtubise, of the Panther Rubber Manufacturing Co., Sherbrooke and L. S. Odell, Montreal.

The Comfort Shoe Co. are installing new machinery and working on their samples. They have been granted a provincial charter, the share capital being \$49,000.

Bertrand & Thibault have now completed their various installations and are at work on their samples.

The repairs on the establishment of Brown & Rochette, wholesale shoes, are completed and the appearance of the building is greatly improved.

M. Amelieu Beaubien, of Louis Beaubien, and L. Borne have each purchased up-to-date six-cylinder automobiles.



GETTING READY FOR CAMP BREAKFAST AT RIVIERE A PIERRE, LAKE ST. JOHN DISTRICT, QUE. PETER OUELLETTE, SHOE AND LEATHER FINDINGS, ON THE LEFT, WILBROD RICHARD, SUPPLIES, AND JOS. TANGUAY, SHOE MANUFACTURER

Jos. Blouin, shoe dealer, has bought the building where he is located on St. Valier street, and is using the bottom flat for his store.

Ed. Laforte, shoe dealer, of St. Valier street, has removed a couple of doors from his old stand and has added considerably to his stock. He now has one of the finest shoe shops in the city.

Geo. E. Amyot, corset manufacturer, has bought the building formerly occupied by the Rock Shoe Co., which was visited by a serious fire some time ago. The walls have been pulled down and a larger structure will be erected.

Leather is continually on the increase. Winter tan calf is now fifty cents a foot, box calf forty-eight cents, and there is practically no kid in the market. Calfskins procured from the butchers cost thirty-four cents a pound. Black chrome lamb costs sixteen cents a foot and is very scarce. On account of the high price of leather, it is likely that fabric tops will take its place to some extent.



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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



Murray Ray, formerly of Sault Ste. Marie, has been appointed manager of M. B. Young's shoe store, 924 Bloor street West, Toronto, and has entered upon his new duties. He succeeds John Day, who has enlisted for overseas service and is a member of the 208th Battalion.

E. J. Bliss, president of the Regal Shoe Co., and Edgar Gould, director of sales, Boston, were in Toronto recently on business. Harry Litchfield, formerly of the Toronto factory, also spent a few days in the city.

A. Levy, shoe retailer, 260 Yonge street, Toronto, has returned from a business trip to New York and Boston.

Arthur Bland, who for the past four years has been in the women's department of H. & C. Blachford, Yonge street, Toronto, has enlisted for foreign service and has joined the 129th Battalion, Dundas, Ont.

J. G. Settle, who represents the Murray Shoe Co., London, was in Toronto for several days recently showing a fine range of autumn samples.

H. H. Lightford, superintendent for J. M. Humphrey & Co., St. John, N.B., was in Boston recently on a business trip.

Wilfrid Comeau has removed his shoe repairing shop to 22 Maple avenue, Amherst, N.S.

Perth, Ont., will soon become a thriving shoe centre owing to the shoe factory being so busy. Last week no less than seven families of shoe workers were brought to the town by the Perth Shoe Co., Limited, says a local paper.

**CLASSIFIED ADVERTISEMENTS**

PHILEAS FREDERICK, Auditor, Accountant, Collector and Adjustments, Insurance, Real Estate, Loans on First Mortgages, Joint Curator with Lefavre Gagnon "for Leather Business." Apply No. 79 Des Stigmates street, Quebec. Phone 3992.



## COLONIALS

Are the Reigning Ornament.  
From our large line we have selected

*52 Different Styles*

with a wide range of prices, adapted to all shoes and tastes. Each of the fifty-two is illustrated on our lists, just out. Send for them.

*Make Over Your Last Year's Pumps*

**LYNN ORNAMENT CO.**

**219F Market St., Lynn, Mass.**



No. 5831

**COLLIS CALF** ENSURES GOOD SHOES

It is made from the best selected foreign skins of the size, weight and shape to yield the utmost



Economy in Cutting  
Dependability in Wear  
*and*

Attractiveness in Appearance

It is the result of *experience*, not *theory*, and the proof of its merit is in the fact that it is

USED IN ALL THE BEST SHOES

**COLLIS LEATHER CO. Limited**  
AURORA                      ONTARIO                      CANADA

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.

**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.

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Men's Shoes  
\$4 - - \$6

Boys' Shoes  
\$3 - - \$4

THE JAMES MUIR CO.  
MONTREAL

# If It's New We Make It!

## COLONIAL PUMP

In

White

Pearl

Ivory

Grey

Blue Kid

Tobacco and

Havana Brown

Bronze

Black Kid

Patent



Leather or Wood Louis Heels

Feather Edges. A to E Widths

*STYLE—Sells Ladies' Shoes To-Day*

We Specialize in  
Ladies' McKay  
Shoes

**CLARK  
BROS.**

Limited

St. Stephen  
N.B.



JOHN F. CLARK



JAS. F. CLARK

*Sample Room, No. 2 Trinity Square, Toronto*



TWENTY-NINTH YEAR

TORONTO, JUNE 1, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



CHARLES A. AHRENS, BERLIN, ONT.

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

## *A Regal Shoe*

*One  
of  
a  
Series  
of  
Successful  
Sellers*



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# *The Sole Agency for REGAL SHOES*

Is one of the most productive assets that any shoe merchant can have. It carries with it the assurance of a good turn-over at an excellent profit, among the better class of men, as well as the certainty of satisfactory relations between the merchant and his customers.

## *Autumn Styles Now Selling*

furnish the most striking evidence of **Regal** superiority in all the points that go to make up a good shoe. They are the same models exactly as those being sold now for fall delivery in New York and London—a guarantee of style second to none. And they are made in Canada.

*There's room in every Canadian community for an exclusive **Regal** agency. Make it your own while the opportunity remains open. Begin by writing now for full particulars of the **Regal** line and the **Regal** Sole Agency Proposition.*

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*Regal Shoe Company, Limited  
102 Atlantic Avenue, Toronto, Ont.*




# “Astoria” and “Liberty”

## The Shoes for Particular Men



There's real satisfaction in selling “Astoria” and “Liberty” Shoes. They suit the men who are difficult to please.



And they sell quickly for their style is the newest of the new. They fit with ease and comfort and wear wonderfully well. It's no wonder that more and more merchants are making “Astoria” and “Liberty” the very backbone of their men's fine shoe sections.

**Scott-Chamberlain Limited**

London - Ontario

## Pharaoh used to write his letters on a brick

and it certainly must have been tough work in Pharaoh's days for the bookkeepers when they had to make out their monthly statements. Still it was the only way they had until some bright spark discovered a better method. And then, right there, began the troubles of the discoverer, for thorny is the path of the business reformer. In days gone by, when Canada grew good timber, as close as the hair on the hide of a cow, wooden shipping cases were all right. But there's a better method now—*better and cheaper!* It's a fact! We can prove to the complete satisfaction of any manufacturer that he can actually effect the savings here indicated by using

### Martin Corrugated Fibre Board Shipping Cases

And, moreover, this line is an All-Canadian product. By using them you have all the satisfaction of knowing that Canadian capital is being employed to the certain, if indirect, benefit of this country. But the savings you can effect are our unanswerable argument—an argument that no man of the least business capacity can afford to ignore.

*We Solicit Your Enquiry*

## Martin Corrugated Paper & Box Co., Limited

Factory and Office

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Toronto

# 90%

SAVED IN  
STORAGE SPACE

# 50%

SAVED  
IN ACTUAL  
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OR MORE SAVED  
IN FREIGHT  
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CHEAPER THAN  
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No. 93

*Model*  
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No. 298

*The Shoes of Quality  
and Durability*



No. 373

*W. B. Hamilton Shoe Co.*  
*Limited.*

TORONTO.



No. 361



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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC





The most recent ideas confirmed by good taste are reflected in the Bell footwear now being shown.

This shoe is the latest in pumps and is notable for being modish, yet not extreme.

**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"



# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

**AIRD & SON** (Registered) **MONTREAL**

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

## JOBBER'S

**Fine  
McKays  
for  
Women**

**O**UR Samples are now ready, and we invite you to inspect them. They contain the latest models. Materials the best. Prices right.

*See Us in Montreal*

**Gagnon, Lachapelle & Hebert**  
Shoe Manufacturers

55 Kent Street

Montreal



# Pretty and Pleasing

*is this new Colonial---one of the classy Classic collection. Nothing in all Shoedom can excel its graceful beauty. Its popularity is phenomenal.*



*Have you made your selections yet from the CLASSIC FALL RANGE for the women's and children's sections of your store? Remember CLASSIC is the line that has supplanted foreign footwear.*



Miss Francis Neilson, Leading Lady with the Robins Players, wearing a pair of the celebrated Classic Colonials

**GETTY & SCOTT**  
LIMITED  
GALT, ONT.

YOUR CUSTOMERS LIKE  
**“NUGGET”**  
 SHOE POLISH



Our extensive advertising makes it easy for you to  
 sell it, and every tin means a  
 satisfied customer.

“Nugget” Shows You a Good Profit.

*Why Not Sell More?*

The Nugget Polish Company, Limited  
 9, 11 and 13 Davenport Road  
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# BREAKING RECORDS



*Record turnovers of boots and shoes that stood out in former years are being eclipsed monthly now, because retailers are using our service more than ever before. They are proving, to their profit, that they can get better service from James Robinson in Montreal than anywhere else.*

# Sell Drummond Shoes



\$4.50  
and  
\$5.50

**Drummond Shoe Limited**  
Drummondville, Que.

Why should you ?

The answer is easy !

Simply because it will pay you well to do so.

Our four-fifty and five-fifty welts for men are in the greatest demand.

And we specialize on Men's Welts exclusively, to retail at popular prices.

In our fall range you will see shoe values that are seldom, if ever, equalled.

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

### BIRD'S EYE RIVET SHANK SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

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Get samples and prices. Our line will surprise you

CONTINENTAL SHOE BUTTON CO., INC.  
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SPEED *SPEED* KING KING



*The Outing Shoes  
Of Quality*



A splendid line of rubber soled footwear in which every detail of manufacture is carried out with painstaking care resulting in the highest degree of quality of material, make and finish. You can sell SPEED KING OUTING SHOES with the absolute assurance of satisfaction to every customer.



Below is the list of up-to-date jobbing houses which handle INDEPENDENT LINES. Send your sorting order to any firm in the list.

Prompt delivery can be relied upon.

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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.
Brown, Rochette, Limited - - - - -	Quebec, Que.
McFarland Shoe Co. - - - - -	Calgary, Alta.
T. Long & Brother . . . . .	Collingwood



The Independent  
Rubber Co., Limited  
Merritton, Ont.

*Easy to Sell. Sure to Satisfy*  
 The  
**JUST WRIGHT**  
 Shoe



*The Just Wright*  
 MADE IN U.S.A. SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom  
 Toe.  $\frac{7}{8}$  Newark Heel. Sizes C 5 to 10 $\frac{1}{2}$ , D  
 5 to 10 $\frac{1}{2}$ .

Stock No. 208—Same in Nut Brown.  
 " " 209—Neolin Sole

*Write for In-Stock Catalog*

**E. T. WRIGHT & CO. Inc.**

St. Thomas, Ont.

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# A. DAVIS & SON, LIMITED

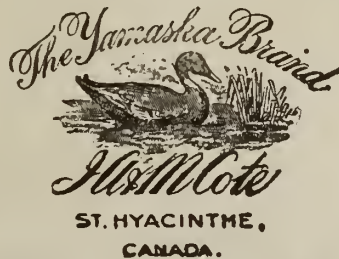
**Tanners  
of  
High  
Grade  
Side  
Upper  
Leather**



Elk, Black and Colors; Russet Oil Grains; Mennonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather; Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors' Celebrated for Uniform Quality and Superior Texture and Finish

**KINGSTON, ONTARIO**

TRIED BY THE



TEST OF TIME

For Men,  
Women

# YAMASKA

and  
Children

Here is the line you can be absolutely sure will give complete satisfaction to every customer. For more than half a century they have been before the shoe trade of Canada, and during that long period their reputation has become firmly established. The styles are all ready-selling staples, made from the best materials, with workmanship, fit and finish absolutely unexcelled.

**La Compagnie J. A. & M. Cote**  
St. Hyacinthe, Quebec

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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**NOW READY!  
ENTIRELY NEW!**

# The Human Foot

**Anatomy, Deformities and Treatment**

By DR. WM. M. SCHOLL, Chicago

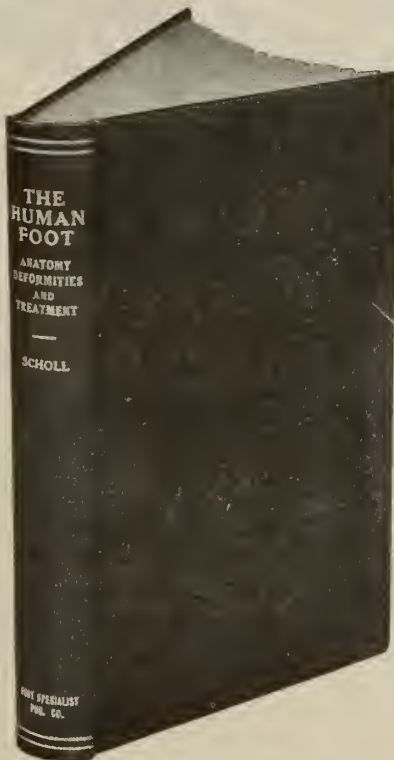
**T**HIS book has been written and published after repeated requests and demands of those in the shoe trade seeking practical information on the human foot in its normal and abnormal conditions. The book is written with a view of meeting the requirements of the layman, as the dry, technical terminology has been dispensed with.

It is written in clear, plain style that everyone can immediately comprehend. Nearly four hundred pages, over three hundred illustrations and all pertaining to the human foot.

It is a volume that should be in the hands of every shoe dealer, shoe buyer, shoe fitter, shoe salesman and shoe manufacturer.

**Partial List of Contents**

- The Bones
- The Tarsus
- Arches of the Foot
- Soft Structures of the Foot
- Muscles and Tendons of the Leg
- The Arteries of the Foot
- The Nerves of the Leg and Foot
- The Skin and Nails
- Comparative Anatomy
- Physiology
- Mechanical Consideration of the Human Foot
- Examinations
- Weakened Foot
- Flat Foot, Broken Down Arch
- Treatment of Flat-Foot.
- Metatarsalgia, Morton's Toe
- Method of Fitting Arch Supports
- Hallux Valgus and Bunion
- Painful Heel
- Hammer Toe.
- Weak Ankle—Sprained Ankle—Tubercular Ankle



**Partial List of Contents**

- Pes Cavus—Hump Foot—Hollow Claw Foot
- Knock Knee—Bow Legs—Deformities of the Knee.
- Rheumatism—Gout—Other Joint Affections
- Diseases of the Feet
- Dislocations Affecting the Feet
- Corns (Cornu, Horn)
- Callosities—Callous
- Skiagraphy
- History of Footwear
- Footwear and the Fitting of Shoes
- Hosiery
- Care of the Feet
- Method of Making Plaster of Paris Cast of the Foot

**Illustration About One-Third Actual Size**

**SPECIAL PRICE \$3.50 POSTPAID**

The first edition is nearly exhausted. Many shoe dealers have ordered copies for every salesman. It will make everyone more efficient and more capable of producing results in the shoe store. Beautifully bound in cloth, gold stamping. Special price, \$3.50. Send your order now as the supply is limited.

**The SCHOLL MFG CO., Limited**

214 King Street East, Toronto

Chicago      New York      London

**Special Trial Offer**

The Scholl Mfg. Co., Limited

Gentlemen.—Enclosed herewith \$3.50 for a copy of "The Human Foot—Anatomy, Deformities and Treatment," which you will please send, charges prepaid, on two days' approval. If I am not entirely satisfied after two days' time I will return the book and you will refund money.

Name.....  
Street.....  
City..... Province.....



SUMMER TIME  
MEANS

**FLEET FOOT**

SHOES

FOR EVERY SPORT  
AND RECREATION

Dealers who have stocked up with FLEET FOOT Outing and Sporting Shoes will find it very easy to please and satisfy their trade. Our 1916 line is, in every way, the finest and most complete assortment of Outing and Sporting Shoes ever produced in Canada.



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

## TIME FOR CALM, SANE THOUGHT

**Manufacturers and Retailers Begin to Plan for Future—Panic  
Not a Good Thing for Shoe Business—Business Settling Down**

A CONFERENCE of tanners, shoe manufacturers and dealers was held on May 25th at Philadelphia at which the leather and shoe situation was thoroughly discussed and a resolution passed requesting Congress to restrict the exportation of leather. This action has caused bitter comment and opposition on the part of prominent leather producers who take the stand that incalculable injury may be done by such a course to the export trade without realizing any appreciable results to the home industry. It is shown that the regular imports of hides into the United States very largely exceed the normal exports of leather and should the war end there would be precipitated a condition of affairs that would be disastrous to both shoe and leather interests.

This hysterical attitude of the retailer is not in the end conducive to his interests or those of the other departments of the trade. As one manufacturer points out, there has been enough leather so far to go around in staple lines, and there is no ground for alarm at present as to prospects of a general famine of leather, although, if the war keeps up it is hard to say just what may happen. In the meantime the dealer is making more money than ever, for if he pays a high price for specialties he is getting a correspondingly higher profit and people will have to wear shoes as long as their money lasts. This forcing of sales through promoting panic amongst consumers is not good business. It may make sales a little larger for the time being and thus embarrass manufacturers and boost prices, but it would be far better if the public were given to understand that there will be shoes ready for their feet right along at reasonable prices.

The wise dealer as well as the manufacturer sees the possibilities of danger that lurk in the inflated conditions that at present prevail. Should the war suddenly end there would be such a scurrying for cover as has not been witnessed in a life time. Meanwhile tanners are following a wise policy in buying only for immediate requirements. This is the only thing that has kept hides from soaring to the half dollar mark. As it is buffs have reached twenty cents at Chicago and it only needs a little excitement amongst tanners to make raw stock take to the air. A prominent manufacturer remarked the other day: "We are keeping our lines steadily at our regular margin of profit changing from day to day as we pay more for our materials. We feel this is the safest way for us and we believe that the dealer will be in pocket by being conservative as to his ordering. In fact we believe the wild insistent demand for novelties and the over-ordering on certain lines has been largely responsible for the high prices the dealer has had to pay."

It is time for a clear head and a steady hand in the shoe business.

# SHOULD ONE RETAILER STEAL ANOTHER'S HELP

Symposium of Views on the Salesmen's Problem and the Attitude Taken by Different Firms—Clerks Desire to Escape Night Work and Naturally Seek a Change—Why Some Shoe Stores Keep Open Late Against the Proprietor's Wishes

"I WOULD like to quit on Saturday night."

"But you should give us a week's notice. You know that is usual."

"Well, if I am required to give a week's notice, I will. But I certainly would prefer going on Saturday next."

"How is that?" asked the proprietor, "have you anything in view?"

"No, nothing."

The speaker had served for some years in the store and naturally Jenkins the proprietor was a little surprised at his sudden desire to cut his connection with the establishment. He, however, did not want to press the matter too far, and as it seemed the young man had evidently made up his mind to quit, he finally consented to let him go on Saturday night.

## All Pre-arranged on the Quiet

"Now, it is a peculiar thing," remarked Jenkins, "that a married man with a family should, during war time, with nothing in view, voluntarily resign, when we knew he certainly had no intention of enlisting. What does it all mean? It means that a tacit understanding, or secret arrangement has been made between my man, Dolson, and some other retailer whom I do not know at the present time. It has evidently all been patched up, and while Dolson has not been definitely engaged, still he is pretty sure where he can find a berth, at an increased salary. In the meantime, he will walk around the streets for two or three days, telling others that he has resigned, in order not to connect his new boss with having entered into any conspiracy, or underhand work of securing him. Oh, there are more ways than one by which one retailer can take the help of another retailer in the same town or city. There is a great deal of this going on now-a-days—this stealing, as it is called—and many dealers in Montreal, Toronto, Ottawa, Winnipeg and other cities, have had to pay their clerks more money, for help is at a premium at the present time. Everybody appears to be making a bid for somebody else's salesmen."

## Do No Injustice to Another

"No," declared one merchant, "we never hire a clerk from any establishment in our city, unless he has resigned or been released. We would not think of doing a fellow shoeman an injustice—neither do we have any preliminary understanding regarding a clerk resigning and then coming to us to get a job."

"I am of the same opinion," spoke up another shoeman, "I would not consider taking away another dealer's salesman, even if that salesman approached me and I wanted extra help—unless I first spoke to his employer. There should be a certain code of ethics in all such matters."

"Well, I know what it is," asserted Jasson. "When I was out at lunch to-day, I was told that both my clerks had been phoned by another shoe concern, who proffered more money. The result was I had to give them a couple of dollars extra per week, although trade is not by any means as good in the lines I handle, as it was with me a couple of years ago, and I am paying more money than ever. Of course, this matter of luring help away is a game which two can play. While Brown may steal Smith's clerk to-day by offering him a few dollars a week more, with less night work, Smith may retaliate next month. You know there is always a 'come-back.'"

"Yes, sir, I have been 'held up' for higher wages three or four times during the past few weeks," asserted another shoeman, when interviewed on the help question. "It is getting to be a very serious problem, not only to retain your men, but the increase we have to pay when business does not warrant advances. I suppose it is largely a case of supply and demand, and the demand just now is greater than the supply."

## Serious Problem to Secure Help

One shoe retailer in a leading city, advertised in a local paper for a good shoe clerk, with a good salary attached. He got one reply and that from a fellow who, under normal conditions, would be regarded as a second-rater.

Another high-class establishment in Ontario, inserted an advertisement for a clerk in the men's department.

"I had three applicants, only one of which was eligible. At another time," declared the proprietor, "I would have had thirty applicants—in fact, in times gone by I was afraid to place an ad in the papers over my own name knowing that I would be inundated with inquiries, telephone calls and seekers after a position."

"It is strange—this help problem," was the opinion of another employer, "Why, I had a young man who left me last week and went to a down town store, which closes at six o'clock, except Saturday. Mind you, I only worked this fellow three nights a week, yet he is willing to take \$4.00 less at another establishment, in order to escape the night drudgery. Of course, I do not blame any fellow in the shoe business for wanting shorter hours, and seeking to elude after six o'clock duty as much as possible, but for a young fellow to sacrifice \$4.00 a week is certainly a surprise."

## Less Salary for Shorter Hours

"Yes," added a Yonge Street shoeman, "We often have applications from outside places by persons who tell us they are willing to accept a less salary if they can only get rid of night work."

"I do not blame them," ventured a suburban dealer, "I do not like it myself, but we have to do a certain amount of it, being in a residential district. A lot of people are paid on Friday and on Monday, and naturally stroll out to spend some of their cash. We have got to corral it while it is hot, or we will not catch their trade at all. We all work too long hours for what money we get, and surely we can come to some concerted action, whereby we can close at seven o'clock, say, on three nights of the week—Tuesday, Wednesday and Thursday—whichever is the most convenient for each district. I used to keep open till 11 o'clock, but now I close at nine, and I find I do just as much business. If one kept open the whole time, like an all-night restaurant, there might be an occasional night-hawk or intoxicated individual who might conceive the idea of buying a pair of shoes, even at one or two o'clock in the morning. But look at the expense—why, an occasional pair of shoes sold would not pay for the light burned."

## Making Meeting Place of Store

"Yes," exclaimed another member of the company, "this keeping open late is certainly a funny game. It looks as if we hung around for somebody to come in and talk, and as long as anybody will talk, we are there to talk with them. That is not selling shoes—and there is no money in keeping open just for the sake of creating a rendezvous of your establishment."



# GET AFTER THE TRAVELING GOODS TRADE NOW

**It Is a Branch of the Leather Business Coming More Rapidly to the Front and the Shoeman Should Realize His Opportunity—Initial Investment Is Not Large and Not Much Space if Properly Used is Required—A Trade Bringer to the Regular Lines**

**“W**HERE are you going to spend your holidays?” This is the question being asked of every one from the head of the firm down to the messenger boy.

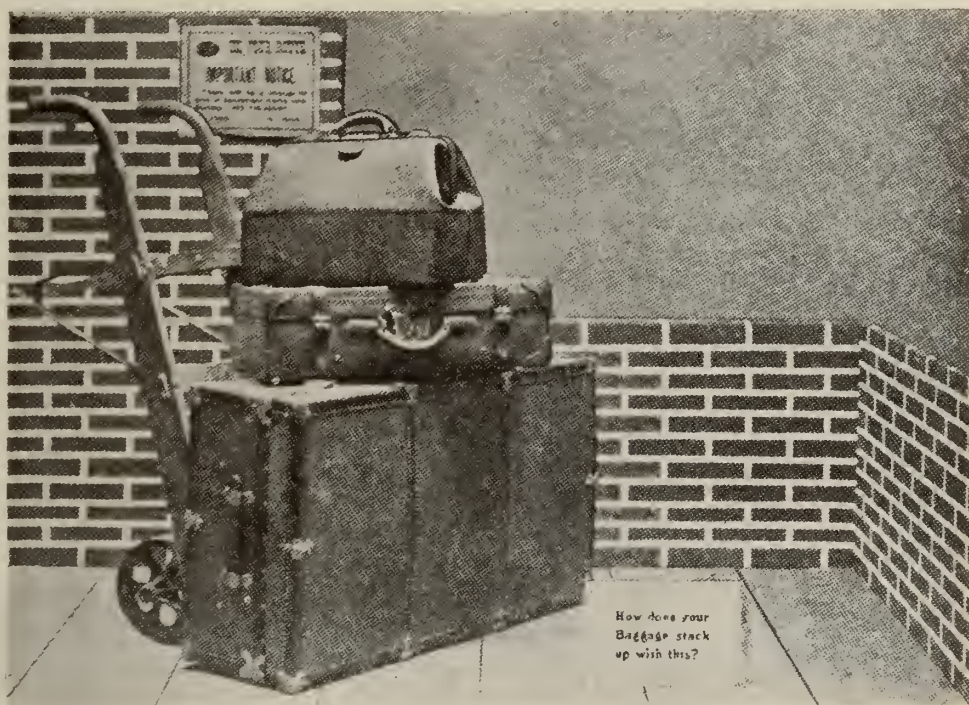
With the advent of warm weather and sunshiny days the thoughts of the average mortal naturally turn to a few days respite from duty. What members of the shoe trade are thinking—well the same notions are being entertained with reference to a “get-away” occasion by persons in all other lines of activity.

There is no branch of the leather goods business which is growing more rapidly than travelers' requisites. The June season starts hundreds of happy young couples off on their honeymoon, and the pilgrimage to various summer

Leaving out of the question for the time being the actual trade being handled by some competitor, look at the possible field of operations. In a town of from 1,000 to 6,000 population—taking these figures arbitrarily—there are dozens of business men of all classes continually traveling. Did you, as shoemen, ever stop to figure out how many suit cases, grips, or handbags these men carry while thus traveling? Who supplies this trade? Most likely some city merchant, or perhaps the mail order houses. They cannot get what they wish in their home town, and hence are forced to give their custom to strangers—often against their will.

Are you going to admit, if your neighbor saddler is in the field, that such articles fit in better with horse collars,

**A** “TRAVELING window” which made pedestrians want to leave right away on their summer vacation. The floor is made of unpainted boards, the muslin stretcher used as a background is painted to represent bricks and a railway notice is tacked on the wall to suggest a railway platform.



resorts and watering places begins. It is surprising that more shoemen, who are not cramped for space or hampered for lack of capital, do not install a traveling good department. One would think that many of them would do this for their own protection. They let the general store, the departmental establishment, the mail order house and others get in on their business in the matter of carrying boots and shoes, and here in a trunk department is a splendid profit-bringing, constantly increasing opportunity presented that the shoe merchant neglects whereby his turnover can be increased with practically no added overhead expense. The shoeman should take in every range closely allied to shoes, that will bring more people to his establishment, and possibly no lines work in better in meeting the needs of customers than do traveling goods and hosiery.

How often when one is purchasing a club bag, a trunk, a suit case, or a satchel, can the sale of a pair of shoes be made, and often the remark will be heard, “Oh, I am going away for a few days and I think I need something new for my feet.” A pair of shoes is sold and the tactful and diplomatic salesman can introduce the subject of having a neat, up-to-date traveling case.

harness, and other equine necessities than they would in a shoe store? Is not the average citizen much more likely to enter your place of business than that of the saddler? Unless he has a horse or is a farmer, the saddlery interests him little. And yet such places get nearly all the trade not handled by the city merchants or mail order houses. It is rather an adverse commentary upon the ability of the average shoeman to grasp a waiting opportunity, is it not?

## Articles for Feminine Use

Furthermore, a moment's thought will convince any shoeman that there is a large trade to be secured by interesting the feminine element of the town. From trunks to small handbags, the merchant has a great deal of scope for effort, and much room for expansion. What woman does not prefer a new trunk to the old affair she has been making answer the purpose for years? And it is comparatively easy to persuade her to purchase for shorter trips a smaller and more easily handled steamer trunk. It looks natty, is less susceptible to accident, and keeps the contents much more tidy.

Then there is the handbag question. Here is a large field for exploitation in the hands of the skilful shoeman.



Nothing pleases a woman better than to be presented with a handsome handbag. Note the opportunity assured by this phase of the problem around holiday seasons. It can be made a mine, if properly handled. And there are many leather toilet cases, purses, and different articles of such nature that can be added as conditions warrant. There is room, you see, for indefinite expansion. Why, there is even a good field among the school children for school bags.

### Retailer vs. Mail Order House

Now there is no question that much of this potential trade will be secured by mail order houses if shoe retailers do not grasp the opportunities presented. In fact, a great deal of actual business is being handled by these people as it is. Why should this be? They handle no better class of goods than can the ordinary retailer, if as good. And people have to buy blindly, taking the word of the house for everything. Even if they are protected by the "money-back-if-dissatisfied" guarantee, this will not save lost time or disappointment if the goods are unsuitable or misrepresented. Mail order houses have some great advantages that are denied smaller retailers. But they have great and more than compensating disadvantages that give retailers the whip hand if they are live enough to rise to the occasion.

Personality is a great outstanding factor in business relationships, but it doesn't operate by mail. The personal equation is a law of nature broader and deeper than any business system or locality. Your personality will turn the scale in your favor every time—if you are the man you ought to be and other factors in the problem are anything like equal. If you believe in the square deal under all circumstances, are cheery and optimistic, and know your business thoroughly, you will attract custom like a magnet. The trouble with the average merchant is that he lacks confidence both in himself and in his goods. If you can only realize the powerful lever you possess by virtue of being on the spot and bringing your personality to bear, the mail order bogey will not trouble you.

### Service Essential

The merchant who cannot score by emphasizing the superior quality of the service he can render, as compared with the mail order man, is a back number. For example, how many people have any correct idea of size when ordering a trunk? Some persons will order a 40-inch trunk from a mail order house, and when they get it, they have a small house on their hands—a regular white elephant. By investigating the matter at a retailer's, they would have found that a 30-inch or 32-inch size is large enough for nearly everyone. This is only one example out of many that could be cited. Here is where you come in, and by knowing your stock and its possibilities thoroughly, you can score knock-out blows. Feature the fact that no trouble is too great, nor any amount of time too long to spend in suiting a reasonable customer. Compare this with the "pig-in-a-poke" mail order method.

### Buy Intelligently

It seems almost an anomaly to mention this factor of success in retail merchandising, but sound caution along this line is often conspicuous by its absence. Don't allow yourself to be stampeded by any salesman against your better judgment. In launching any new feature, it is better to progress slowly but surely at first. Get the "feel" of the trade in the opening months, and expand as conditions warrant. Avoid tying up too much capital on the one hand, and not having a large enough assortment to choose from on the other. The right sort of traveling salesman will be of great assistance to you in picking the best lines. It is better to leave the other kind severely alone.

A good start, however, can probably be made with a dozen different styles of trunks ranging from about \$2 to \$5 wholesale, or a little more. Stock up with one or, at most, two sizes in each style, depending on the space at your disposal. If situated near the manufacturer or a distributing depot, one size in each style will do, ordering from catalogue for anything beyond this size. Of course, if you have the space and the capital to order more largely, well and good, but this is hardly the wise policy. Small capital and large turnover should be the motto. The same policy should be followed with suitcases, clubbags, ladies' handbags, and different accessories, whether of a toilet nature or otherwise. From \$75 to \$100 should provide a small, compact stock working on the above basis. As stated previously, it will be well to take the representative of a good reliable firm into your confidence. His experience and assistance, if unselfishly given, should be of great value to you.

### Space Required

Many objections on this score are made to the scheme of installing a leather goods department. Jones will claim that owing to the small floor space of his store, he has not a foot for trunks. Perhaps he has a high ceiling. If so, a platform can be built over the office or in the rear of the store, just high enough to hold a few trunks. Or a dry cellar can be utilized by erecting a strong skeleton frame in which to put the trunks. In Smith's long, narrow store, they may be run down the centre. There are always many ways in which unused space may be used advantageously for this purpose. If necessary, a few square feet will suffice for the trunks piled one on another, although this way is not ideal.

Suitcases, handbags and other leather goods can be kept in spare shelves, preferably with glass fronts, or in any spare corner fitted up for the purpose, provided it is dry and clean. Every shoeman will have his own problems to meet in this particular, but a little forethought will enable him to solve them satisfactorily. Owing to the diversity of store plans, it is impossible to do more than point out one or two methods of utilizing spare space as above.

### Feature Value to the Customer

Take the public into your confidence, and let them know about your new departure. Use every means of publicity you know of, only use them intelligently. White space is not worth anything alone. It's what you put into it that counts. Get up a series of good gingery ads. about your new department. Feature the value to the customer of being able to make a personal selection of the style of trunk or bag desired. Not one person in a hundred has a correct idea of size. Here is where you come in.

Feature as well the improvement in personal appearance occasioned by a natty club or handbag. Then why carry around a shabby old-fashioned affair? Show the difference in convenience and appearance between a new trunk with the latest word in sub-divisions and trays for small articles, and an old ramshackle one-compartment nuisance. An when you have aroused desire in this way, clinch the argument by giving a brief, truthful description of the article, along the same lines you would use in a personal talk. ]

### Give It Regular Attention

The public wants information, not mere general claims. Let the goods talk—and to that end be sure you yourself are thoroughly acquainted with all the talking-points of the article in question. And be specific. Talk about one thing at a time, not about the whole department. That's the only sure way to get results. Don't advertise trunks and shoes in the same ad., if there is a daily paper in your town. In a weekly sheet you may have to. At any rate, be sure that your leather goods department gets regular attention and a fair share of advertising space.



## DO YOU LISTEN TO "TALES" ABOUT OTHER FELLOWS

**Do Not Encourage Callers in the Knocking Game or Agree With Nasty, Slighting Remarks—It Does Not Win You Any Trade and is Apt to Prove a Boomerang in Effect—Too Many Customers Willing to Roast if They Are Not Checked.**

"I GOT these shoes at T——'s a few days ago and they are simply rank. Look at the fit! Did you ever see such monstrosities?"

"I bought this pair that I have on at K——'s and you bet I will never go there again. I paid six dollars for them and they are not worth half the money. I will never darken his door in the future."

"What do you think of the way that oxford has given out at the heel?—and I have only worn them a short time. That is the kind of truck your opposition sells. I do not believe he has got a decent pair in his shop."

"Look how that welt has given out and that seam ripped. Catch me handing any more of my good cash over to A——. Say, he would cheat you out of your good name and reputation if he could."

"Yes, he soaked me seven dollars for the things that I have on. He told me they would give me good service and be comfortable. I have suffered untold agony. The leather has piped and the shoes are all out of shape."

Ever hear any of your customers make slighting and sarcastic remarks like the foregoing and even worse, against one of your competitors? Of course you have. It is a favorite pastime, a source of delight with some classes of people. They think that you will agree with them in the knocking business.

This brings up the question of how do you treat your competitor? Do you silently assent to all the denunciation heaped upon his head, his stock, his staff or his service? Very probably you do and think thereby you are currying favor

*THE inviting and artistic front of the new Walk-Over Boot Shop in Montreal showing the splendid display facilities.*



### IMPOSING AND IMPRESSIVE FRONT OF MONTREAL SHOE HOUSE

There was presented in the last edition of the SHOE AND LEATHER JOURNAL excellent interior views of the admirably appointed new Walk-Over Boot Shop in Montreal and on this page there is seen a splendid illustration of the front of the establishment, which is in every way a credit to the Canadian metropolis. The front is a little over thirteen feet wide and twelve feet high, while the entrance is sixteen feet deep. The two front lights of plate glass are two feet wide and the return lights are twelve feet long or deep. Verde antique marble is used as the base of the show windows and the

entrance is terazzo, with marble mosaic border, and the trade mark of the store being set in the centre. All exposed woodwork is of solid mahogany, including the dome of the entrance. The front transom is of art glass and the transom lights over the central show case and doors are four-inch bevelled plate glass. The metal work of the exterior, which is the Easyset System, is in polished copper finish. For display purposes and up-to-date features the front, which was designed and erected complete by the H. J. St. Clair Co., Limited, of Toronto, is striking and effective.

with the caller who comes to you for that new pair of shoes. By a glance, a nod, a dry hard laugh, or some vague remark, you convey the impression that any disdainful observation or well-seasoned roast heaped upon the other fellow is well deserved.

#### Your Knock May Come Back

Why do you do it? Do you think it gains you anything? Do you imagine you are getting in right with a new patron and driving a nail in the other fellow's coffin? Do you dream that you are evening up with him and taking away his trade and undermining his business? Well do not delude yourself any longer. Perhaps the complaisant nod which you bestow on the complaining customer, or your suave acquiescence is in reality a boost for the other fellow, only you are not wise enough or prophetic enough to see it. Don't backbite, don't stigmatize, don't be mean, sarcastic or jealous of the other chap. He has probably as good a right to be in business as you have and no mortal man can satisfy every person. There are people that no shoe retailer can please, try as he may. They would find fault with the archangel Gabriel and cast slurs behind his back if they got the slightest encouragement.

Remember that the shoes which the other fellow sold were not of his own making and there are always two sides to every story. You have not heard the other side—only that of the querulous, calumnious customer who probably will slander you next when he or she gets a chance.

"I always speak a good word for the other fellow and never, even by implication, do I harm him, no matter what a customer may have to say," remarked a leading Western shoe retailer this week. "I endeavor to mind my own affairs and run my own business without having a hand in the things that pertain to the other chap. I learned a good lesson when I first started in business three years ago. A well dressed lady, belonging to one of the well-to-do families of the town, came in. She was the wife of a doctor and wanted a pair of tan lace boots, with spool heel and short vamp. "Not like the contraptions I have on," she added disdainfully. She poked out her No. 5 foot and showed me a soiled shoe with a couple of eyelets missing and a rent in the cabarette top. "I got these down at M——'s she continued "and they are too broad and hurt me at the heel. I have worn them only a little while, and you see what happened? I will never go to him again. He overcharged me in the first place and in the second place they did not fit me properly."

#### He Talked Far Too Volubly

"I agreed with her and told her she would be wise to steer clear of such an establishment in the future. Well, what did she do but go back shortly after to M—— and tell him exactly what I had said and that man has never spoken to me since. I do not blame him either. I would like to impress upon my fellow shoemen that a customer who will bear a tale will frequently carry one as well and you may be the next 'victim.' Now when a caller has a grievance I frankly tell her or him that any shoe is apt to go wrong, that little faults will crop up even in the most costly lines and that it will be well, if they feel the complaint is justified, to go back to the merchant from whom the footwear was purchased and he will no doubt make matters right. By being frank, cordial and friendly I find that I have not lost anything. An honorable course pays, and I am thought well of, not only by my customers but by my competitors.

#### Do Not be a Weather-Vane

"I do not believe in being all things to all men—a veritable weathercock veering this way and that, knocking when a knock is handed out and praising when a good word is spoken. Be a good fellow but not at the expense or integrity of the other chap. He has his trials and difficulties the same as I do. Human nature in the customer is pretty much the

same the world over and it is best to be cheerful, polite and open-minded.

"Well, you will think that I am giving you a sermon, but I find that we get on this mundane arena pretty much what we give. A middle-aged woman came into the store the other day with a most peculiar shaped foot. She showed me a pair of button shoes with cloth tops, and one of them was out of shape, but not noticeably so. 'I got these at —— and they are rotten,' she asserted with some vehemence. 'I asked them for three and a half AA and they gave me a three B. Look how that toe bulges out.'

#### Explained Few Things to Her

"I examined the footwear and told the lady that it was not possible to keep all sizes and widths in every line and we have to carry so many different styles. Knowing something about fitting shoes and finding that she had three toes about the same length I realized at once how difficult it would be to suit her on a certain last. The last was a swing one, whereas she should have been given a straight one. I did not coincide with her condemnation of the shoeman whose name she mentioned. I told her that the shoe did not fit her badly at all and that I did not think that she had ever worn a more comfortable boot. She admitted that perhaps she had not but, at the same time, took occasion to call attention to the slight bulge at one side. I informed her that would happen on any such a last and she was candid to admit that perhaps I was right; that she had not been so wofully used after all, and had perhaps been hasty in her judgment, when she learned from me that it was no easy matter to give her a shoe that would remain perfect, and she must make allowances.

#### Be a Credit to the Trade

"Now I felt better after upholding in a kind, friendly manner the establishment that she mentioned, for M—— is a credit to the shoe trade, keeps a good stock and gets a fair, reasonable profit. Perhaps one of his clerks did not give what this woman demanded or made an error in judgment and my salesmen are liable to do the same. Why should I pose as the only simon pure, infallible foot fitter in the city? We want more respect and co-operation in the trade, more kindly, thoughtful consideration and less jealousy, censure and bickering. Let hawkers run down one another's wares but shoe merchants, who want to uphold the dignity, reputation and best traditions of this business, should show that they are upright, conscientious and cordial men in every sense of the term."

#### FIRM FRIEND OF TRADE ASSOCIATIONS



Louis F. Falardeau, shoe retailer of Quebec, who was recently elected honorary vice-president of the Retail Merchants' Association of that city, which body was lately organized, is one of the most progressive business residents in the Ancient Capital. Mr. Falardeau has ever taken an interest in merchants' organizations and is a former vice-president of the Retail Merchants' Association of Canada. He has long been a public-spirited citizen, having been in the shoe game for over thirty-three years. The subject of this reference has built up a wide connection and enjoys one of the largest businesses in Quebec. Mr. Falardeau is popular with all classes and has done much to uphold the welfare of the mercantile ranks of Canada in general, and the boot and shoe trade in particular. Ever a strong advocate and believer in the benefits of getting together, he is of the opinion that men engaged in kindred lines can accomplish much by united, aggressive and harmonious action.



## IMPORTANCE OF WELL LOCATED REPAIR STAND

How the Passing People are Drawn to an Up-to-Date Establishment—Transfer Points on Car Lines are Advisable—Toronto Shoe Repairer Guarantees all His Work and Makes Use of Motorcycle for Gathering It In and Sending It Out

**P**ROBABLY one of the most influential factors in building up an active, aggressive trade in the shoe repair line is in having a well located stand where the equipment, if installed, can be seen and is in itself an advertisement. The importance of an eligible site cannot be too much emphasized, especially in the larger cities, and the same may be said with reference to the smaller towns.

In an eastern city of some fifteen thousand inhabitants an ambitious fellow recently installed a complete shoe repair shaft and stitcher. There were several hand method repair

found the situation of the shop convenient and the service satisfactory. Since then the car routes have changed somewhat but, when once a trade and connection are established, it is difficult to break them off. While there has naturally been some decline in the men's trade, owing to so many males going to the front and enlisting, Mr. Butler reports that his women's and children's business to which he has been devoting special attention, has grown. Although the help problem is acute he has not fared in this any worse than others. Many master shoemakers have also gone to the



AN INTERIOR VIEW OF THE SPACIOUS AND WELL EQUIPPED SHOP OF UNITED SHOE REPAIR CO., TORONTO,

men in the place. They promised to do all sorts of things in cutting prices and running the new chap out of town if he introduced machinery. The old way was good enough they told the people. The quick repair fellow started in, but he had established his business at one extreme end of the leading thoroughfare and did very little harm, for many persons never bothered looking him up. He decided that a "change of base," as they say in military manoeuvres, was necessary if he was to get the trade, and after a few weeks he came right down into the heart of the city. The current of patronage changed and now he has all the trade that he can attend to. People began talking about his outfit and his work and he had a display window in which he could show findings and samples of shoes "before" and "after" they had come out of his "shoe hospital."

One of the best located shops in Toronto is that of the United Shoe Repair Co., 667 Queen street west, of which D. W. Butler is manager. The width is nineteen feet. He is only seven doors west of Bathurst street and, in starting business six years ago, he distributed cards all over the city to the effect that shoes would be called for and repaired and that his stand was close to a leading transfer point—Bathurst and Queen. Persons coming down to work in the morning could leave their parcels and they would be ready for them at night when going home. The idea caught on and as there was no extra expense for customers they soon

war and there are not as many shops in the cities as there were and only the best are surviving. Thus conditions have in a measure righted themselves.

### Motorcycle for Delivery Purposes

An important innovation has just been made by the United Shoe Repair Co. and a motorcycle is now used for collecting and delivering work. It is faster than a bicycle and much more ground can be covered and, with well mapped out routes, it is expected that the service will be much improved. Mr. Butler was born in the business and learned the trade on the bench, his father being a practical shoemaker. Some years ago the proprietor was in the quick shoe repair line in Toledo, Ohio, and, after selling out, returned to Toronto and bought the business at his present stand, 667 Queen street west. He always believes in using the best of stock and purchases in large quantities, principally in backs, bends and sides. He has always carried a large supply of leather and findings and secured thereby the best possible terms. As an instance of how leather prices have gone up, he states that he has some extra large No. 1 oak soles which he bought five years ago for twenty-two cents a pound. To-day that same leather is fifty-seven cents a pound.

"No, I have not raised my prices as yet and I am not doing business at a loss either," added Mr. Butler. He has always done a large amount of work for the militia and at



the] Exhibition camp kept a man all winter who collected the boots from the soldiers and took charge of their delivery again to the Tommies. That man is now at Niagara camp looking after the footwear repairs of the boys in khaki.

In the winter of 1914-15 Mr. Butler kept seven men on the Exhibition grounds, Toronto. They were engaged under the direction of the senior ordnance officer and an inspector re-inforcing all new military boots with nails at the shanks



THE EXTERIOR OF MR. BUTLER'S SHOP, 667 QUEEN ST. W., TORONTO

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, and a leather splitting machine. He guarantees all work and during the six years that he has been doing business in Toronto, so splendidly has every job been executed, that within 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.

#### PUTTING ON RUBBER HEELS PROPERLY

A great many cobblers, or repair men, have the fault in putting on rubber heels of setting them too far back. The writer has noticed several instances of this character, and wishes to point out the unsatisfactory effect, which is an injury to the shoe repairer's business, says the Shoe Repairer and Dealer.

To begin with, every shoe repairer should know that in putting on rubber heels he should use a heel substantially the right size. He should have a sufficient supply or assortment of rubber heels to enable him to do this.

Now, taking the right sized rubber heel, it should be placed on the shoe in a natural position, so as to give a heel of the same pitch and lines as the leather heel which it replaces.

The rubber heels I noticed, and which I criticise, were set so far back that they had the effect of projecting behind the heel-seat of the shoe, and if the repairer had scoured them down to line up properly with the heel-seat at the back, he would have shortened the heel in length so that there would not have been anything like the tread surface or wearing surface to which the customer is entitled. Neither

would there be the proper support under the foot, as the long heel coming well forward under the shank gives better support than a short, peg-like heel.

Another bad effect of setting the rubber heels too far back is that when the heels are shaved or scoured on the edge, much being taken off the back edge of the heel leaves an open joint, because they have shaved into the cup of the heel. The cup of the heel being designed to conform to the shape of the heel-seat of the outsole requires a close-fitting heel with very little taken off the edge, so as to keep the edge of the heel tight all around the heel and next to the sole.

If you set the heel back and shave out the cup at the back end a large open joint will appear. Set the heel forward to its true lines and then use a good grade of rubber cement, and you will make a tight joint, give the heels a pleasing shape and satisfy the customer. These are the kind of points that the shoe repairers should consider in order to increase the volume of their business.

#### "PEDAL POSSIBILITIES FOR PROMINENT PEOPLE"

By G. B.

The Allies—"Walk-Overs," smart and easy.

Sir Sam Hughes—Plain, straight last, storm-proof.

Pres. Wilson—The "Just Write" shoe.

Jess Willard—Pug toe, upper cut from the shoulder.

Frank Moran—"Eye-Cuts," counters not too stiff.

Prohibitionists—Plain "pumps," "tap" soles.

Von Tirpitz—Cosy slippers, hemmed with navy.

Admiral Jellicoe—Bulldog effect, large eyelets, "sea" width.

The King of Bulgaria—Two-tone effect blucher, straight "foxing."

Sir Roger Casement—"Swing" last, dancing pump.

The Kaiser—Detests any "line" studded with Canadian product. Always wears a "soft upper"; at present credited with a "top" of extreme flimsy material.

The Crown Prince—"Dull kid" blucher, well "slugged" (Verdun style), a good "tanning" is at present in "pickle" for his special benefit.

"Tommy Atkins"—"Drill" lined puttee kids, "steel ornaments" fixed accordingly.

Count Zeppelin—Has little admiration for the recent showing of "fall" styles.

"Jack Canuck"—Full "grain" material, stoutly built; a little "lacing" on the side.

The Sultan of Turkey—Full "goat" slipper, at present suffering with a sore foot from "a tack" (a lasting one) left by a finisher named D. Nicholas.

King of Greece—Flexible sole, back-straped.

A Highlander writes regretting that military regulations do not allow high-cuts, although "short skirts" are "all the rage" in his regiment.

The Royal Flying Corps say that felt bals are popular, wing tips preferred, and add that even they will not be able to "reach" the altitude of shoe prices if they soar much more.

#### HE WOULD GET ARRESTED—SURE

"Upon my word," declared the wit of the party, "I have kept open so long evenings that if I got one single night off, I don't know what on earth I would do with myself. I really believe that I would cut up so I would be arrested. If we cannot have early closing, let us have a half holiday during the summer months, at any rate. Why, you would not take a mule and work him every day. He'd balk and kick. Seriously speaking, though, two of the greatest obstacles, or contentions that we have to meet with in the retail shoe business to-day, are the help problem, and the long hours. The man who can solve these satisfactorily for all shoemen, will be a veritable Moses, to lead us into the promised land of prosperity and peace."



# IS THE SHOE TRAVELER PAID SUFFICIENTLY?

**Representatives Point Out What They Have to Contend With, How Expenses are Mounting Up and Selling Difficulties Increased, Yet Commissions and Salaries Have Not Been Advanced—Comparison With Remuneration Received by Other Roadmen**

“**C**OME over to my summer home—I have a splendid place at K—, with a fine view of the sea and broad piazzas, where I enjoy life in the good old summer time.”

So spoke a traveler for a Boston shoe firm to a Canadian knight of the road, as they got discussing shoe conditions generally, the turnover for the season and the remuneration which each received. The American gentleman, when pressed for farther particulars about his resort by the ocean breezes, fully revealed its beauties and attractiveness, but in no ostentatious way, and the result was the Canadian last year spent a couple of weeks with him. He was surprised to find the number of travelers for American firms who have summer residences, many of which cost many thousands of dollars, and are more pretentious than the permanent homes of any Canadian traveler, even in the larger cities.

“Now,” declared the speaker, who is one of the oldest and best-known travelers in the Dominion, “how many shoe representatives of this country receive anything like the salaries that are paid the road men across the border or have delightful warm weather retreats when off their beats? Of course, I know that ‘far away fields look green,’ but I happen to have some inner knowledge of the condition of affairs. There is scarcely a reputable firm across the border that is not paying its representatives 6 per cent., while there are very few concerns in Canada giving more than 5 per cent. Salaries of most American travelers are double those of Canadians, and while I am not going into figures, as I do not deem it wise to parade statistics too much, I want to tell you we are not receiving nearly as much money as we should. Many shoe travelers do not make as much as woollen, hat and cap, millinery and other representatives, who do not do one-half of the business we do, and yet have more money. Do you know our income has practically been the same for years, and as we have to pay expenses out of our salary we are coming out at a smaller end of the game every year.

## How Expenses are Soaring

“Now, here are my figures for traveling during the past three years. I cover some long distances in the east, but it will show you how expenses are climbing up, but not commissions. For sample room, railway fare and baggage transportation, meals and other expenses, it cost me, in 1913, on the average \$35.00 a week; in 1914 the figure had gone up to \$41.50, and in 1915 it reached \$45.00. I am not living any better, eating any more, or engaging costlier rooms than I did two or three years ago, and one will naturally ask, why the increase? Well, every little item helps to swell it. There is the war tax on railway tickets and the war tax on letters; the doubling of the cartage charges on trunks, and the increase of 50 per cent. in hotel rates in Chatham, London, Hamilton, Stratford, Toronto, Montreal, Ottawa, etc., to what they were five years ago, and it is but natural to expect that these will go still higher when prohibition comes into effect. We are not complaining of the hotel and other charges, but we certainly think that the time has come when more liberal concessions should be accorded us, based on the business we do and the responsible positions that we hold. A traveler has to dress well and be presentable on all occasions. He has to possess a wide knowledge of shoes, an intimate acquaintance with his goods, far greater than that required in many other lines, whose representatives are more liberally paid than we are.

“Last year I sold \$135,000.00 worth of goods, and the salary which I received is considerably less than three per cent. of this amount. I know another man who sold the same amount of goods and he is getting even less than I am. There may be some men of mediocre ability and limited selling capacity with a never increasing showing in business at the end of each year. These may be content to struggle on, making \$100.00 or \$125.00 a month, but for a man who is a salesman, who has to keep keyed up to the highest pitch of enthusiasm, energy and devotion to duty for several months of the year; well, he wants to make more than a bare living. He desires to provide something for the proverbial ‘rainy day.’ Not necessarily is he looking for summer homes, costly automobiles, motor boats and other evidences of wealth, but he would like to know that his position is worth something more to him than a decent living.

## Very Few Getting Big Income

“There are many shoe salesmen in the United States making all the way from \$7,000 to \$15,000 and more a year. I would like to know the men in Canada who are corraling this amount, no matter what house they represent, what territory they have, or what special vending ability they possess. You can count the number of such fortunates on the fingers of one hand, and yet there are scores of road men in the Dominion whose sales run annually from \$100,000 up to a quarter of a million. And these chaps are not nearly as well paid as representatives in other lines.

“But there, I do not want to be talking too much. I have told you something of the increasing cost of selling, how our expenses mount higher and higher each succeeding year, and yet we receive but little more return than has prevailed for the last decade.”

“Yes,” spoke up another member of the company, “when it is seen that a traveler is making a nice income for himself, there are several firms who have different plans for reducing it—either cutting down his commission, restricting his territory, or placing him on a straight salary. Apparently they cannot stand to see him earn a large amount on his own behalf, although at the same time he is making money for the house. These firms want to get a nice profit, not only out of the shoes, but out of the signally successful traveler’s services as well. Now, do you know that I go down to the factory two or three times a year, and stay there a week or two, and all this costs money. The house has never offered to pay my expenses, when we are deciding upon the samples for the coming year.

“I mentioned this matter to the president the other day and he said—‘Why, are we not making all these alterations and putting in this and that line of lasts and patterns for your particular benefit, so that you, indirectly, get more from the sale of our goods?’

## Making Money for the Manufacturer

“‘Yes,’ I replied, ‘in a sense you are; but do you not think my services in the way of consultation and advice are worth my expenses at least? Let me tell you right here and now that if it were not for myself, and some of the other boys assisting you in doping out these samples, you would never get very far on the road to expanding business. We are the ones who sell the goods and build up your trade, and if you got out these models yourselves, according to your own ideas, I am afraid many of them would never catch on.’

“A shoe traveler requires special knowledge and aptitude for the business. He must know shoes and styles. When a

man sells hammers, mops, stoves, vacuum cleaners, repair outfits, orthopedic appliances, snow shoes, brooms, washing machines, wringers, corrugated boxes, grass cutters, grandfather's clocks, auto cycles, pianos, hammocks, garden hose, musical boxes, talking machines, electric fixtures, electric batteries, book-cases, stepladders, skates, self-adjusting sweepers, shoe findings, Victrolas, plumbing supplies, electrolysis equipments, dental floss and other such supplies, antique furniture, billiard tables, multigraphs, rubber stamps, tents and awnings, dictaphones, tomb stones, fireproof doors, gas mantles, electric signs, etc., he does not have to contend with the various trials which a shoe traveler runs up against.

"These goods are standard and not changed materially to suit customers. But shoe samples have to be changed, and we have to exercise skill, forethought and judgment. Why, we show one sample and the man says—"I would like that with a plain toe instead of a tip, a spool heel instead of a Cuban, a seven-inch top instead of an eight, and then perhaps he wants a slip sole and some alterations in the perforations, the facing or foxing, or this pattern on another last, or the bottom finish altered, or different colors, combinations, stitching, eyelets, ornaments, buttons, straps, insole, counter, etc., etc."

#### Intimate and Expert Knowledge

"Oh, the changes some retailers want are many. We have to know instinctively whether these can be made; whether certain patterns will fit certain lasts, or certain lasts certain patterns, the extra cost for changes, etc., and generally to be as versatile and alert as a vaudeville entertainer or a master of dancing. This may seem like a flippant comparison, but the qualifications, insight, aptitude and mastery of detail that a really successful shoe salesman has to possess, the appearance he has to keep up, the connection he must maintain, the hard, persistent, concentrated work he has to do, should all be taken into consideration and should receive an adequate recompense—one that will not only enable him to live well, but to put something by as an insurance protection against the future.

"How many travelers are there to-day who have been on the road for a quarter of a century who have made a competency, who, if they lost their position, their health, their prestige, or their influence, or their batting and fielding ability (to use a baseball expression), have enough to live on comfortably and pleasantly? Let those and have speak up, and if they have not, it is time that the men on the road united in an aggressive, concerted movement to demand more generous recognition, either in commission or salary, from those whose interests we serve so faithfully and wholeheartedly."

#### GIVES PRETTY BOOTS TO THE BABIES

It has been the practice of an enterprising shoe dealer in Eastern Ontario, who adopts not a few novelty methods of making his store and himself solid with his patrons, to send a pair of infant's soft soles to every new-born babe within a radius of twenty miles of his store. Does such a scheme prove profitable? Are the parents grateful? Do the mothers talk about the generosity of the dealer and his thoughtfulness, and do they tell their neighbors? Do they come in and admire the tiny foot toggery?

Well we should say that they do, and the expressions of gratitude are sincere and unaffected. Here is a unique letter recently received which indicates how the fond mother appreciates such an open-hearted act of the shoeman. It reads:—

"Dear Friend,—With pleasure I take the opportunity to write you these few lines to let you know that we received the nice present you sent to our baby. We were very thankful for the boots

and they are very pretty. Now, I would have written you before, but my dear mother has been very sick. She was ill a week before I was. I was up to see her yesterday, and washed for her. She has failed terribly. We also have a sick horse, that is not out of danger. The vet. was here last night. But for myself, I am real well, and John Wesley—that is our boy—he is very good. My mother intended coming to stay with me, but it was impossible for either of us to get away. I am thankful to say she is now able to get out. It was her heart and lungs that troubled her. I was up to see her before the baby was three weeks old. I must bring this letter to a close, as we are going up home to kill our pigs, so I thought I would finish this while waiting for the rig. I must thank you again for those little boots which you sent. Richard—that is my husband—and the baby, join me in sending their best to you."

#### ANOTHER SHOEMAN GOING OVERSEAS

Captain S. E. Vermilyea, of the 155th Battalion, C.E.F., who has enlisted for foreign service, is an enthusiastic military man, being the son of the late Major S. W. Vermilyea, of Belleville, Ont., who passed away a couple of years ago. The subject of this reference attended business college in 1906 and afterwards spent some time in the Merchants Bank of Canada, in Belleville. He next got into the shoe game and clerked in the retail store of A. W. Vermilyea & Son for a year and a half, after which he went on the road for



CAPT. S. E. VERMILYEA, BELLEVILLE, ONT.

the Belleville Shoe Co., covering the northern district. He then divided his time between selling in the store and on the road, until his father was taken ill, when he took charge of both the wholesale and retail ends of the business. In March last Captain Vermilyea enlisted for overseas with the 155th Battalion. Since he was fifteen years of age he has been soldiering in the Bugle Band and as a private in the ranks. In 1911 he took out a commission as lieutenant in the 15th Argyll Light Infantry, Belleville, and received his captaincy in command of the company in the fall of 1914. He is at present stationed in Picton, Ont., with the 155th Battalion C.E.F.





R. H. KENNEDY, MOOSE JAW, SASK.

## LIVE WHOLESALE FIRM OF WESTERN CANADA CELE- BRATES FIRST AN- NIVERSARY

Two Aggressive Brothers Who  
Are Forging to the Front and  
Establishing a Strong Con-  
nection by Splendid Service and  
High Ideals



JAMES KENNEDY, MOOSE JAW, SASK.

**T**HE wholesale firm of Kennedy Bros., Moose Jaw, Sask., which was launched just a year ago, is meeting with a large measure of success in the jobbing line. Their business slogan is "Kennedy's Good Goods with Superior Service Satisfy," and this the house lives up to in every respect.

At the outset, the brothers were specially fortunate in securing for a warehouse a splendid three-storey brick and concrete block, on River street west, with spur trackage, and located in the wholesale district, yet only one block from the retail business centre. The members of the firm, who are R. H. Kennedy and James Kennedy, have had a long and successful experience, which has well qualified them to enter the larger field. They carry a full line of dress and staple shoes, under their own brand, known as the Kennedy Shoe.

They also represent Messrs. Valentine & Martin, Waterloo, the Columbus Rubber Co., Montreal, and other progressive eastern concerns. In addition to their splendid line of footwear, the firm job staple goods, under their own brand, such as men's shirts, caps, underwear, mitts, gloves, braces, sheepskin coats, mackinaw coats, overalls, etc. Kennedy Bros. report that the business has, during the first year exceeded their most sanguine expectations, and they have built up a fine connection in the West. Trade has shown a gratifying gain each month. It is not their intention to grasp at the largest business, and they believe that growth best which is on a sound, safe and conservative basis. While the members of the firm are just now doing all the traveling themselves, it is their intention to add one or two men during the coming season.

Robert H. Kennedy and James Kennedy, who constitute the partnership of Kennedy Bros., Moose Jaw, Sask., are both of Irish extraction, the former being born in 1880, near Ballyhaise, and the latter in 1882. At twelve years of age Robert was apprenticed to the dry goods trade for four years, and at the end of his apprenticeship held positions at Ballymena, Dundalk, Portadown and Newry. Believing that larger opportunities existed in Canada, he sailed for the Dominion ten years ago, on May 24th, and, arriving in Toronto, took a position with W. A. Murray & Co., afterwards associating himself with the McLaren & Co., Limited, of St. Catharines. It was while in the Garden City that his ability brought him under the notice of one of the members of the firm of Mitchell, Hembroff & Maybee, Limited, in whose employ he went west, and remained with

that organization until it was purchased by Messrs. Maybee-Kennedy, Limited. In the new firm he occupied the position of vice-president, and was manager of the retail branch. In this capacity his intimate knowledge of the business, together with his tact and courtesy, resulted in a very large volume of trade.

James Kennedy served an apprenticeship with Messrs. A. Gray & Co., of Cavan, Ireland, and was afterwards employed in several centres. After spending two years on the road in the Emerald Isle he came to Canada six years ago, setting sail on April 1st. However, with due consideration to the date, the trip did not prove to be any April fool jaunt, for immediately upon his arrival in Winnipeg, James secured a position in the Robinson Department Store, where he remained until the fall of 1911, when he joined the staff of Mitchell, Hembroff & Maybee, Limited. In the firm of Maybee-Kennedy, Limited, James Kennedy held the office of secretary, and also acted as buyer and manager of the wholesale branch. When the brothers went into business for themselves, in May, 1915, they brought to bear upon their new enterprise thorough experience, sound judgment and trained ability, which have been recognized in a manner that they had never hoped for. Not only have the new firm become well established, but the partners feel that they are merely upon the threshold of a more extended and useful career, wider service and higher achievement.

### WHERE SHOE SHINING IS AN ART

Boot cleaning, one of the milder recreations that Saloniki offers, ranks among the national industries of Greece. To sit drinking little cups of Turkish coffee and having his boots cleaned at the same time is the Greek's ideal of a pleasant afternoon. The lustrous, as Greek shoeblacks are musically called, though usually of tender age, is a true artist and is by no means content with dull burnish.

He first meticulously scrapes your boot clean of the smallest fragment of mud, then wipes it carefully so as to have a perfectly clean background to work on. After that he applies the blacking, not by dabbing the blacking brush into the tin, but with a variety of little metal implements and sponges.

When he has brushed this to a bright polish you imagine that your shine is over, but it has really only begun, for the lustrous now goes on to bring out the high lights by smearing your boot over with a colorless cream which he brushes again to great brilliance and finishes off by two or three minutes friction with a velvet cloth.

### NEWSY BRIEFS FROM FAR EAST

The accompanying picture represents one of St. John's, N.B., most prominent and successful citizens, Edward L. Rising, sr., who is president and general manager of the firm of Waterbury and Rising, Limited, dealers in wholesale



E. L. RISING, SR., AGE 59 YEARS, HIS SON, H. W. RISING, AGED 29 YEARS, AND HIS GRANDSON, E. L. RISING, JR., AGED 2½ YEARS.

and retail footwear, who recently celebrated his fifty-ninth birthday anniversary. The picture represents three generations of the family as it contains his son, Harold W. Rising, the secretary-treasurer of the firm, and his grandson, Edward L. Rising, jr. The latter will no doubt keep up the family record in shoe circles.

At a recent meeting of Portland Methodist Church Sunday School teachers and officers in St. John, N.B., Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Company, Limited, wholesale boot and shoe dealers, was elected superintendent. Mayor Hayes served in this capacity for several years and by his untiring efforts achieved gratifying results.

Lieut. Percy J. Steel, of St. John, N.B., is in Halifax, N.S., taking a machine gun course. During his absence his senior clerk, Frank Merrill, is taking charge of his boot and shoe establishment. Mr. Merrill was recently elected president of the Knights of the Round Table of Portland Methodist Church.

David Bassin has opened up a new shoe store at the corner of Sydney and Union streets, St. John. Mr. Bassin has been in the boot business for a number of years and anticipates success in his new venture.

The McRobbie Shoe Company, St. John, N.B., are removing to new quarters in King street. The store is more commodious than their old stand and as it has an attractive front increased patronage should result.

Boot and shoe dealers in St. John report that sales in the month of April surpassed all previous records and compared favorably with the Christmas sales. This would indicate that financial conditions are exceptionally good despite depressions brought on as a result of the war. The firm of Waterbury & Rising have seven representatives on the road continuously and in addition have three of the largest retail shoe stores in the city, thus it will be seen that business conditions in this particular line are flourishing. Other wholesale and retail houses declare that their travelers are doing well and that trade conditions are gratifying.

### OPTIMISM VS. PESSIMISM

I would rather be an optimist, seeking the star that pierces the night of gloom, or looking for the silver lining to the sable cloud, than be a pessimist, searching for fuel to heap upon the smouldering fires of despair, writes H. C. Yawn, in *Manufacturers' Record*.

I would rather snatch the sunbeam and weave it into song and laughter, than take the shadow and transform it into the muttering of discontent.

I would rather take the prattle of innocent childhood, and make it the guiding star of my pilgrimage, than take the wail of the disconsolate, and make it the siren voice toward which my barque should forever sail.

I would rather take the dimple from the rosy cheek of my babyhood, and endeavor to transplant it in perennial setting upon my own brow, than take the wrinkle from the face of the hopeless, and make it a part of my own visage.

I would rather take the notes of nature's songbirds, and make them consonant with the melodies of my own soul, than take the croakings of the toad and arrange them into jarring discords that should forever greet my ear.

I would rather take the rose, painted by the hand of the Eternal Artist in tints of celestial beauty, and pin it on my breast, than take the seared leaf, blighted by the breath of the Frost King, and use it as a badge to portray my sombre feelings.

I would rather chase the rainbow, that spans the brow of evening, in quest of the fabled bag of gold, than seek surcease from sorrow, by plunging into the murky waves from London's Bridge.

I would rather watch the eagle, in his spiral course to the vaulted blue, than watch the slimy snake as he makes his crooked trail through the slush and mud.

### WIDELY KNOWN IN PRAIRIE PROVINCES

W. A. English, who recently joined the staff of the Hartt Boot and Shoe Co., of Fredericton, and is now covering Western Canada, from Moose Jaw to Vancouver, is widely known to the shoe trade in the West. He has followed this line of business for the last fifteen years, having



W. A. ENGLISH, EDMONTON, ALTA.

started in as a boy in his father's store. For the last six years he has been calling upon the trade in Alberta and Saskatchewan. His first position on the road was with the Thos. Ryan Co., wholesale shoes, traveling out of Winnipeg. After spending a year with that firm he took a position with the Ames-Holden-McCready Co., remaining with them five years and looking after the province of Alberta. Mr. English resides in Edmonton and reports that business with him, so far, has been exceptionally good, and that a feeling of splendid optimism prevails throughout the West.



# IMPORTANT CONFERENCE MAY CLEAR SITUATION

**Caution and Unity were the Watchwords at Representative Trade Gathering—  
Speculative Buying Discouraged—All Unnecessary Restriction on Importation of  
Hides and Skins Should be Removed—The Present State of Affairs Reviewed**

**T**HE Toronto Shoe Retailers' Association received a cordial invitation to send delegates to the timely conference held in the Chamber of Commerce, Philadelphia, on May 25, to consider present conditions affecting the shoe and leather trade. Owing to the short notice, it was decided not to send any representatives, but a telegram was despatched by the executive, expressing approval of the object of the conference and promising the gathering every support and encouragement in their work.

Some important business was transacted at the gathering, which consisted of representatives of the National Tanners' Association, the National Morocco Manufacturers' Association, the National Boot and Shoe Manufacturers' Association, the National Shoe Wholesalers' Association, and the National Shoe Retailers' Association. Several resolutions were carried.

The key note of the representative assembly was caution, co-operation and conservatism. The conference was marked by mutual goodwill and an earnest endeavor to meet conditions as they arise and work together for the best interests of the trade in general. It is the consensus that good will result from the gathering, and there was no disposition shown to arouse feeling or stir up strife.

Some of the resolutions carried were as follows:—

Whereas, it being the object and desire of this conference to co-operate to prevent further advances in the price of shoes and leather, and to maintain prices at the lowest possible level, be it

Therefore resolved, that in view of the scarcity of leather and other materials entering into the construction of shoes, largely due to abnormal conditions brought about by the European war, and in view of the consequent abnormal prices of all materials entering into the cost of shoes, the conference of the shoe and leather interests of the United States recommends that earnest effort be made and immediate action be taken to relieve, as far as possible, the difficulties attending the collection, release and transportation of hides and skins and other materials now held in foreign countries necessary for the manufacture of leather and shoes.

Further resolved, that we favor the modification of resolutions placing unnecessary restrictions on the importation of hides and skins.

Resolved, that in view of the present high prices of materials entering into the construction of shoes, we recommend that in pricing merchandise replacement values be taken into consideration, and that we discourage speculative buying by shoe manufacturers, shoe wholesalers and shoe retailers.

The Committee on Resolutions, with the addition of John S. Kent, B. Harrar, A. H. Geuting and Joseph Strasberger, was empowered to go to Washington to present the views of the conference to the diplomatic authorities.

## The Situation Will Be Studied

The object of the joint conference was explained by A. C. McGowin, of Philadelphia, president of the National Shoe Retailers' Association. He said that the purpose of the meeting was to devise in some fashion, if they could, a set of resolutions that would be put into pamphlet form to be sent to every distributor of shoes in the United States

with advice as to what action or position should be taken at this vital time, when no one seemed to know where we are going to stop in the advance of the price in the sale of shoes.

The joint conference of 1914, just after the war began, was of very great advantage. It steadied the situation, and it helped the retailer immensely, and naturally helped the consumer, or the wearer of shoes.

"The publicity to be gained by a meeting or conference of this sort saves many dollars to the retailer and wholesaler of shoes in the telling to his customers of the situation," added Mr. McGowin.

## With Calmness and Fortitude

Another leading member sized up the situation very well when he said: "All departments of the shoe and leather industry have gained in business and profit by reason of the war, prices are extremely high and prudence would suggest a 'setting of the brakes.' Our industry should not be permitted to degenerate into a mad scramble for more and larger sales.

"The present situation is decidedly abnormal and will no doubt remain so as long as the war continues. The pendulum has swung dangerously high. Overbuying, overtrading and overproduction are ominous terms which are forgotten when booms are raging. There are times when business needs the whip and spur, but upon other occasions there is more safety and sanity in Shakespeare's line, 'Wisely and slow, they stumble who run fast.' Our trade is not in need of stimulation to-day. Everywhere buyers are anxious for goods and high prices are accepted without question. Conditions are without precedent, hence cannot be safe.

"I do not look for a sudden recession of values in leather and shoes after the war, but there surely must come a gradual decline in the demand and price of even such staples as shoes. The best suggestion I am able to give you is that you do not attempt to anticipate and predict what the markets will be too far hence.

"The sole leather tanners' word to shoe manufacturers and retailers is to be as conservative as the peculiar circumstances permit. Do not attempt to look too far into the future. As I have tried to explain, the nature of our business forces us to buy far ahead, but we do not recommend that policy as safe and sane for those who are so fortunate as to be able to follow the markets from day to day.

## Secure the Release of Hides

At a meeting of the National Boot and Shoe Manufacturers' Association held in New York city previous to the assembly in Philadelphia, the following was adopted:—

In view of the scarcity of leather and other materials entering into the construction of shoes, largely due to the embargoes placed by belligerent countries, and to restrictive regulations upon importations of hides and skins, and in view of the consequent abnormal prices of all materials entering into the cost of shoes, the Executive Committee of the National Boot and Shoe Manufacturers' Association, at its meeting, May 24th, 1916, at the Hotel Astor, New York City, recommends that earnest effort be made and immediate action be taken to secure the release of hides and skins and other materials necessary for the manufacture of shoes now held in foreign countries; and

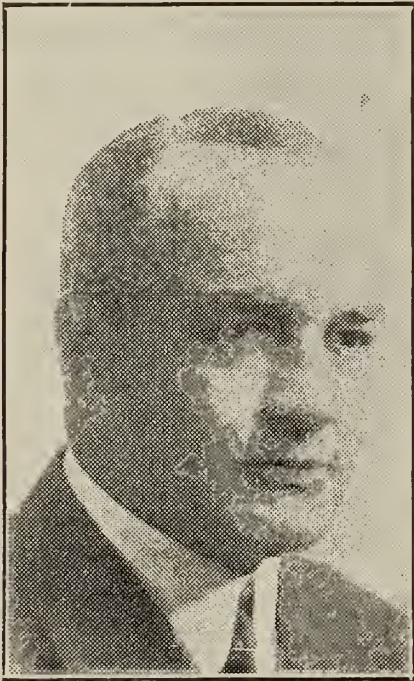


Further resolved, that we favor the modification of regulations placing unnecessary restrictions on importations of hides and skins.

Resolved, that we discourage speculative buying by shoe manufacturers, shoe wholesalers and shoe retailers; and in view of the present high prices of materials entering into the construction of shoes, we recommend that in pricing merchandise replacement, values be taken into consideration.

### SPEAKS GLOWINGLY OF WESTERN CONDITIONS

About thirty years ago James J. Kilgour went as a young man to Winnipeg to woo from dame fortune a livelihood. After serving some time in retail shoe stores he met in Frank W. Rimer, a man whom fate decreed was to be his lifelong friend. Shortly after this friendship commenced a partnership was formed between these two gentlemen and a charter applied for in 1898, bringing the present firm into existence. At that time they occupied small premises on Main street. Under the judicious guidance of the heads of the house the business made rapid strides and in March,



A. K. FERGUSON, WINNIPEG, MAN.

1899, they purchased the site on which the present buildings stand, one a six-storey warehouse, the other a three, and from a very small business this firm has made splendid progress. In 1908 Mr. Rimer died, his place on the directorate being filled by J. B. Kilgour, a brother of the president. In 1914 J. P. Kilgour, son of the president, was admitted to the firm.

On the death of F. W. Rimer the house lost its credit man, for the deceased partner handled all credits. His desk was, in 1908, filled by A. K. Ferguson, whose home town is Simcoe, Ont. Previous to taking the credit desk of this firm Mr. Ferguson was with the Bank of Hamilton for a number of years. His banking experience served him in good stead in handling credits, tempering the credit man's tendency to "take a chance" with the banker's conservatism. In 1912 he was offered the secretaryship of the Canadian Credit Men's Trust Association, Limited, for Saskatchewan, which position he accepted and organized that province for the Association. The directorate of the Association then appointed him assistant general manager of the head office, Winnipeg, which position he filled until a short time ago, when he was admitted a partner of the Kilgour-Rimer Co.,

Limited, and now holds the office of secretary-treasurer and credit manager.

Mr. Ferguson is popular with his own and all other firms, for he possesses the knack of making and holding friends. No trouble is too great for him to go to, to supply brother credit men with credit information, and he will drop everything in order to give a sister house all data he has in his possession in connection with any account. No matter how dark the clouds might roll, Mr. Ferguson always has a smile. He claims that optimism wins nine out of ten battles. Of course, he always endeavors to temper his optimism with the consistency that should govern all business dealings.

Mr. Ferguson is to be congratulated on the advancement he has made since coming to Winnipeg in 1908, when, as he stated to the SHOE AND LEATHER JOURNAL, "I did not know what a 'credit man' meant, nor what his duties were, but when you have a good strong hand at the helm and a man with the business ability of J. J. Kilgour, it is no great credit to me that I have been taken into the firm. My experience in the Bank of Hamilton and also with the Canadian Credit Men's Association, where I handled the adjustment bureau for three years, stands me in good stead in my present position.

"Regarding the outlook of Western Canada, I feel that 1916, although it will not be as 'bumper' a year as 1915, has much in store for us and the whole of Canada. It is true that the winter was severe and the spring backward, but I have confidence in the West and feel certain that 1916 will give us a crop that will only be exceeded by 1915. That crop, however, is not by any means all marketed, and my opinion is that there will be a steady flow of money right up and into the time that proceeds of the 1916 crop will be coming in. This is evidenced by the fact of the steady reduction in past due accounts which usually have to be carried till after seeding. Business was never better in my experience and you would be surprised if I would quote you the amount of money that is flowing in in a steady stream."

### GRADUATED FROM THE BENCH

(See Front Cover)

Mr. Chas. A. Ahrens began life as a harnessmaker, having served his apprenticeship at the trade and followed the good old custom of "travelling." He started in business for himself in 1879 in Berlin, but afterwards sold out to enter the carpet slipper business with his father in 1883. In 1889 the senior member of the firm having been appointed town treasurer, C. A. Ahrens took in as a partner, Mr. Fred Bornhold, and the business was enlarged to embrace the manufacture of leather slippers and shoes. In 1907 Mr. Bornhold withdrew and Mr. Ahrens became sole proprietor of a very prosperous shoe manufacturing concern. In 1911 the former premises on Queen Street were found inadequate and a new factory had to be built into which the business was moved in 1912. In 1913 it was organized as a joint stock corporation with Mr. Chas. A. Ahrens as president and managing director and Fred H. Ahrens as secretary-treasurer.

The Ahrens business is an example of the steady growth of a prosperous shoe enterprise from a little top flat proposition with a local trade to a commodious factory with business Dominion wide. Mr. Chas. A. Ahrens has put his best brain and muscle into the establishment which bears his name, but has not been side tracked even by its claims. He takes a broad interest in his day and generation and is quietly identified with ideals and enterprises that have the betterment of humanity in view. He has the rare fortune of having a son to follow him and maintain the name as well as the Ahrens ideals in the shoe trade. Our readers will be glad to see the features of one so long connected with the Canadian shoe trade.



# CONDITIONS IN THE LEATHER ARENA REVIEWED

**No Let Up in the World-Wide Demand for all Kid Leathers—One Hundred Per Cent. More for Goat Skins Than a Few Weeks Ago—All Upper Leathers are Scarce and Prices Show Decided Upward Tendency—Leather Contracts Not Valid**

**J**UST what the leather manufacturer is up against at present in the matter of supplies, prices and service is comprehensively stated by a leading firm of kid leather tanners. This concern is one of the largest on the American continent and, in writing to a Canadian customer a new price list and touching upon conditions generally, they say:—

“The adoption of the new quotations has been made absolutely necessary for the reasons that we are now paying 100 per cent., and more, advanced prices for our goatskins than we were just a few months ago. Every new lot of goatskins we receive is at higher prices, and further large increases in prices are being talked of and demanded. Also the materials and chemicals we use in tanning and finishing, dyestuffs, glycerine, oils, etc., are several hundred per cent. higher in cost than normal prices. It is the same now with freights and insurances, and to illustrate this, it is now costing us in the vicinity of 40 cents per dozen to get our goat skins from Buenos Aires to New York, and from other shipping ports in proportion. Tanning materials are about four hundred per cent. higher in price, and where we paid for glycerine in normal times 15c. to 16c., what we are now using is costing us 63c.

“There is hardly any need to refer to the labor conditions which we are now facing, as this is true everywhere and in all industries, although perhaps the situation is more acute here, and higher wages being paid than in other parts of the country, on account of the tremendous demand there is for labor in the munition and shipbuilding plants.

“Our April 26th price list barely covers the additional costs we are being obliged to pay, and which we seem to be utterly powerless to prevent and still continue to do business, and it is perfectly obvious that if we are confronted with further difficulties, still higher prices are unavoidable.

“Coupled with the difficulties in getting supplies of goatskins and materials at any price, there is the increased demand for glazed kid to cope with, and which is, as you know, many times greater than it was in normal times. If the production of glazed kid were ten times more in quantity than it now is, there would be an ample outlet for it all in this country, to say nothing about the tremendous demand there is from foreign countries.”

## What Are Contracts Worth?

The extent to which the war is affecting the shoe trade may be gauged by the fact that some shoe retailers, who have placed orders for fall delivery, have been notified by eastern firms, who, while acknowledging the receipt of the order, have stated that they would endeavour to fill same, to the best of their ability, but cannot guarantee to do so, owing to the fact that they may be unable to obtain the necessary supplies of leather. Another serious drawback is the absence of skilled help, so many competent operatives having joined the colors. “Leather contracts are not worth the paper they are written on at the present time,” declared a leading shoe manufacturer this week. “There is no way of enforcing the terms of such agreements, and what is one going to do if the skins are not to be had? Why the tanners cannot give us a supply, and I tell you the future looks mighty serious. The only man who is safe to-day is the fellow who has his stock under his own roof. Orders and covenants of all kinds are, owing to unusual circumstances, in many cases, not worth the paper they are written on. My firm is now filling orders only on the proviso that they

can get the leather to make up the goods. Many others simply refuse to quote prices, and will not guarantee any date of delivery. They will accept business only at the quotations prevailing when the shoes are shipped and providing they can get the leather.”

## Manufacture of Leather

According to a preliminary statement by the United States Bureau of the Census showing the results of the 1914 study of the manufacture of leather in the United States, there was a decrease of 19.5 per cent in the number of establishments between 1909 and 1914, but an increase of 12.1 per cent in the value of the products. The number of hides and skins of all kinds tanned during 1914 represented a decrease of 5.3 per cent, compared with 1909, and the number of cattle hides tanned showed an increase of 25 per cent in value and a decrease of 4.5 per cent in number.

Reports were received from 767 establishments having a total output valued at \$374,512,939. In 1909 there were 953 establishments with a total value of products amounting to \$334,105,561. Of the total number of establishments reported in 1914, 27 were engaged primarily in other industries, but made leather to the value of \$7,160,436, and used it in further manufacture. In 1909 there were 34 similar establishments, which made and consumed leather valued at \$6,095,106.

## More Advances Predicted

Glazed kid for shoes will go higher in price in the next three months, says a leading Philadelphia firm. Coming on the heels of an advance of 7c a foot on this leather last week, it is predicted that with the tremendous increased cost of raw skins, freight and war risk insurance manufacturers are paying, further material advances are certain on leather going over the counter in August and September.

In proof that the glazed kid situation is daily growing more acute, tanners point out that before a goatskin is started through the factory to-day, each foot carries an average cost of 5c paid for freight, insurance and war risk.

“The average price on all grades of small skins, running from 40 to 45 feet to the dozen, including freight and insurance costs to-day, is 14c per foot,” one manufacturer said. “Before the war, freight from Calcutta averaged \$7 a ton on goatskins and we are to-day paying \$110 a ton. It is reported this week that \$150 per ton was paid for a cargo out of Aden. This means that the cost of goods being put into leather for sale about August or September will be at least 14c a foot over normal prices a year ago, and, too, this does not include increased cost of chemicals or an average increase of 25% in labor cost. Glazed kid manufacturers are reluctant about buying when they know they must ask large advances in order to come out whole.”

There has been marked scarcity of glazed kid stocks for some time and the shortage will be more acute in the near future, according to another producer, because of labor troubles, which in the past ten days have seriously curtailed production in, at least, three Philadelphia plants, and the fact that most of the others are not running to capacity because of the scarcity of raw materials.

No let-up in the world-wide demand for all kid leathers is noted in the market and all manufacturers are reported as sold up to the limit. Certain grades are not to be obtained at any price.

FOR FALL

FABRICS

Black and Dark  
Colors

Men's and Women's  
Shoes

It is inevitable that cloth top shoes for men and women will be in universal demand from now on.

Leather prices are higher than ever before — but leather at any price is almost off the market.

Fabrics are the logical replacers of leather. Besides, on their own merits, they have won the feet of the people.

In no other material is there such a wide style range as in fabrics.

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**Corkscrews, Poplins, Canvas**

And Other Fabrics for Cloth Top Shoes

Some of our other lines carried in our Montreal Store, and sold exclusively to Shoe Manufacturers, are :

Top Facings  
Stay Bindings  
Kersey Cloths  
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Bindings

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**Our Backing Department**

In Montreal can handle all materials up to 58 ins. wide.  
Work done with Paste or Cement

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# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**T**HE coming fall will see the short skirt still worn. This is the decree that the Styles Committee of the National Cloak, Suit and Skirt Manufacturers' Association adopted at the recent annual convention held in Cincinnati. In connection with the short skirt it is declared that its smartness and youthful appearance make its popularity universal. All this is good news to the shoe manufacturer who can rely on the demand for high cut models continuing while the shoe retailer may safely stock 7½ and 8-inch shoes in the dull and dark tan shades.

## Bottom Polish That Meets All Needs

G. J. Trudeau Co., Limited, Montreal, have been appointed sole Canadian selling agents for the Cock of the Walk Manufacturing Co., Boston. This company have been for several years selling their bottom polish to Canadian manufacturers and their business has of late grown to such an extent that they have been compelled to appoint a representative in this country. Their agents will carry a fresh stock in Montreal at all times. Cock of the Walk, which has been on the market for many years, is made from selected Carnarba wax by a secret process, and its makers claim for it the certainty of a uniform polish that will not fade nor dry up, and will not stain or discolor delicate leather. This polish is especially adapted for ladies' fine shoes.

## Where Will the Cost End

In the opinion of Canadian shoe manufacturers shoes will go higher and higher in price. One leading firm in a recent letter to the trade, says calf leather, men's weight for shoes selling at \$5, cost 29 cents in June, 1915, and this month it costs 48 cents, and three cents more for top grades. For twenty-three other materials and parts used in shoes, prices are quoted in the same way, and the same or even a greater increase in the price in each case is shown. Kid stocks have shown a 33 per cent rise in the last few weeks, and sole leather is at the highest price ever known in trade history. Shoe accessories of every kind are from 50 to 200 per cent higher.

Shoe manufacturers report that they have increased prices from 25 to 40 per cent to the retailer since the war began. The latter must ask it from the consumer. Another reason for increasing cost, especially in ladies' shoes, is that ladies are wearing them very high up on the ankle now, thus taking very much more leather. Since the war began one manufacturer has advanced prices on a standard make of shoe as follows: \$3.10, \$3.25, \$3.50 and \$4.10, an increase of a dollar. Because of this steady upward tendency, retailers have been placing large orders so as to protect themselves against further raises. As a result, most of the shoe manufacturers have had all they could do in the last few months. At the beginning of the war business was bad, but one manufacturer said yesterday that the past year has been the busiest year he has ever had.

What fall styles and fall prices will be is impossible to state just now. At present it appears that tan calf will be a big seller. White will continue strong for tops. There is certain to be a shortage in popular calfskins, according to manufacturers, and in sole leather as well.

In spite of the shortage, more attention to shoes is being paid by the buyer than ever before, and especially in the

case of women. A buyer for a big department store said recently that the demand for novelties grows daily, even affecting the millinery trade.

"Hitherto women have always paid more for what they put on their head than for what they put on their feet," he remarked. "The position is now reversed. Women are buying \$12 shoes and \$5 hats."

## Making Use of Old Army Shoes

The question has been raised as to what becomes of the old Army boots. It is generally thought that, after being repaired once or twice, the boots are discarded, probably incinerated, with other refuse, and finally deposited on the land. It is questionable whether there is not a considerable waste in this procedure. The tanning matters can be recovered from both chrome and vegetable tanned leathers, while patents have been taken out to utilize detanned leather for glue-making, although we have not yet heard that the methods have been applied on a manufacturing scale. Where curried leathers are used, however,



GEORGE A. SLATER, MONTREAL, WHO HAS JUST BEEN ELECTED CHAIRMAN OF THE MONTREAL BRANCH OF THE CANADIAN MANUFACTURERS' ASSOCIATION

it would doubtless pay to recover the grease. We understand that the utilisation of old boots has lately received attention in scientific circles, and a shoe trade chemist in Waterfoot, Eng., has worked out a method of preparing various by-products from this waste material. We believe the scheme has been submitted to the War Office, and if it should be accepted, another step in the successful application of chemistry to industry will have been taken.

## How Far May Clerk Go in Fitting

The momentous question, "How far may a gentleman shoe salesman go in fitting a pair of high-top shoes on a woman?" was still unsettled after one perplexed salesman



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Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

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MONTREAL.

and two women customers took their case before a Cleveland magistrate.

Mrs. Charles Trebes, aged 30, accompanied by Miss Mary Coy, aged 20, was exchanging a pair of shoes in the shop of Isadore Feldheim, aged 50, when suddenly boxes, foot rules and shoes began to fill the air.

"He was insulting," said Mrs. Trebes. "It was shocking the way he behaved."

"I was merely fitting on a pair of shoes," Feldheim told Police Judge Silbert.

The judge opined there should be a sliding scale for exposure of a woman's silk hose, depending on the kind of shoes. He dismissed the case.

#### Wooden Soles Being Made in Hungary

Holland may have a competitor in its famous wooden shoes line! The Magyar Boripar says that, owing to the fact that hardly any sole leather can be obtained for civil use, several of the leading Hungarian shoe manufacturers will manufacture shoes with wooden soles. The shoe factory "Turul" at Temesvar, Hungary, has already started the manufacture of such shoes. Also other manufacturers will follow the example, and are busy buying the necessary quantities of wood.

#### Unique Shoe Co. Removing to Simcoe

With only three votes recorded against the measure the by-law to grant the sum of \$20,000 to the Unique Shoe Co., of Toronto, was recently carried by the ratepayers of Simcoe, Ont. The loan is repayable in twenty annual installments with interest at 5½ per cent, and is secured by mortgage and notes of the company, who will erect a factory to cost \$10,000.

The new home of the Unique Shoe Co. will be 40 x 150 feet, two storeys high. It will be built of brick, mill con-

struction, and there will be ample light. The building will adjoin another, 50 x 60 feet, having two storeys and basement, which is already on the site in Simcoe. The present one will be used as an office and stock room, while the new structure will be devoted to manufacturing purposes.

It is expected that the Unique Shoe Co. will begin operations in their new premises about the middle of Sep-



J. W. PHILLIPS AT A ROUND TABLE CONFERENCE

tember, and from 60 to 75 hands will be employed. The present output of the factory is 350 pairs a day, but this will be more than doubled, with the added facilities and wider expansion in Simcoe. The Unique Shoe Co. make infants', children's, girls' and misses' stitch down welts, and McKays, and lads' and youths' patent leather McKays in the finer lines, as well as ladies boudoir slippers and other specialties. This firm, established two years ago, have made rapid progress, so that more accommodation had to be secured.

Jasper W. Phillips, manager and secretary of the company, has had a wide experience in the shoe trade and is a Toronto man. His first acquaintance with leather was gained in the cutting room of the Harvey-Van Norman Shoe Co. when Thos. Sisman (now of Aurora) was the foreman of the cutting department. Mr. Phillips next took a position



with the John McPherson Co., of Hamilton, where he worked in the lasting, turn and McKay departments and then spent some years in the best shops in Rochester in widening his insight, being employed in such well known plants as E. P. Reed & Co.; Williams Hoyt & Co., and others. He spent considerable time in sole leather stock rooms, so that his experience has been well rounded. Returning to Toronto, he was superintendent and manager of the B. L. Kennedy Co.'s factory, which was wiped out at the time of the big fire, some 11 or 12 years ago. This concern made children's and misses' turns and McKays. Mr. Phillips then organized the Solid Leather Shoe Co., which was started on Duke Street, Toronto, and after two years' operation, the company sold out to Preston capitalists, who removed the industry to that progressive town, where for three years, Mr. Phillips was the manager of the concern. He then organized the Unique Shoe Co., which has been operating since 1914 at 12 West Market Street, Toronto.

#### Ideal Shoe Co. on Sound Basis

That the ratepayers of Elmira, Ont., appreciate local industries is evidenced by the fact that the by-law to grant a \$6,000 loan to the company was carried by a big majority a few days ago. New stock has also been subscribed, and the company will now confine themselves to boys', misses' and children's shoes to the wholesale trade only. F. Nolin-sky, the manager of the Ideal Shoe Co., and W. E. Metz, the superintendent, are thoroughly experienced and practical shoemen. Mr. Metz served his apprenticeship and then worked with some of the best factories in the U.S. Coming back to Canada a few years ago, he conducted a retail shoe store for a long time. He then took a situation as salesman for a couple of years, and on the formation of the Ideal Shoe Co. joined that organization. Mr. Nolin-sky started at the bench, and was later with the Berlin Felt Boot Co. for ten years. He next was engaged with the Rock Island Shoe Co., Rock Island, Ill., and the North Star Shoe Co., Davenport, Iowa, where his insight in the trade was considerably broadened and strengthened. His next position was with J. & M. Rosenfield, of Rock Island, wholesale shoe distributors, where he came in contact with all the different lines of footwear. Returning to Canada, he started manufacturing infants' felt and leather bootees, and afterwards organized the Ideal Shoe Co. Ltd. Under the direction of Messrs. Nolin-sky & Metz, it is expected that the company will have with its added capital and improved manufacturing facilities an exceptionally busy and prosperous season.

#### Splendid Season's Business Done

Speaking to the SHOE AND LEATHER JOURNAL on the business done by Jas. Robinson since the opening of the fall season, George Robinson, Montreal, expressed himself as being particularly pleased with the turnover to date. A feature in the orders placed was the return of interest in men's shoes which have been ordered in greater quantities than for months past. Mr. Robinson stated that there was no letting up in business although as a usual thing the heaviest fall placing had been done by the 20th of May. He stated that the firm had opened and was still opening new accounts in greater number every week than for some years past.

The trade are realizing more every day that prices must advance more and more. Illustrating the manner in which prices had increased, Mr. Robinson showed the writer a shoe which a year ago was sold to the trade for \$3.00. This year it started at \$3.10 and increased successively to \$3.25, \$3.35 and \$3.50. And further, this season at the advanced price, it is being sold with a side leather vamp and calf tip instead of all calf as a year ago. It was a men's gun metal welt, single sole, dull calf top. Another shoe which is a popular seller is a mahogany bal, Neolin sole. It

started at \$3.85 and went to \$3.90, \$4.00, \$4.10, \$4.30, and is due to go to \$4.50. Illustrating the advances in McKay shoes he produced a velours calf blucher, dull calf top, which has been priced successively at \$2.85, \$3.00, \$3.25 and \$3.50, a remarkable advance of 65c in a few short weeks. Another line, a white kid shoe, was bought by this firm a couple of weeks ago at a figure exactly \$1.50 less than paid to-day. He stated that quotations had advanced twice a week during the last four weeks and were still upward in tendency. Jobbers are having increasing difficulty in getting supplies from the manufacturers, one prominent maker writing the firm that they could not give a price on a dull calf top shoe, but offering to make it with dull kid top. Few manufacturers will make any definite promise as to dates of delivery.

#### Business Survey of the Antipodes

J. A. McKenzie, manager of the Victoria branch of the Canadian Consolidated Rubber Co., left recently for the Antipodes, where he will spend five months, on a survey of the Australian and New Zealand fields, looking to an expansion of the already important business done by the company there. Mr. McKenzie will spend about seven weeks in Sydney, a month at Melbourne, and a fortnight each in Adelaide, Brisbane and New Zealand. The territory will be closely studied, with a view to organizing the Commonwealth into a district agency, and the prospects will be especially sized up on behalf of the footwear department of the Canadian Consolidated Rubber Company, although the tire business will also be investigated. Mr. McKenzie was born and educated in Carberry, Man., and made his



J. A. MCKENZIE, VICTORIA, B.C.

first step in earning a living by delivering groceries. A few years later he went to Winnipeg, where, for some time he was connected with a widely-known wholesale shoe house. Ten years ago he became identified with the Canadian Rubber Co., in Vancouver, and in 1907 joined the Victoria branch of that firm, now the Canadian Consolidated Rubber Co. Besides being a keen business chap, Mr. McKenzie is an ardent golfer, and looks forward, during his leisure moments, while abroad, to some fine sport in the wide, open spaces of Australia,—the only complaint against the golf course in Victoria being the lack of range. Archie Campbell, of the Vancouver office of the Canadian Consoli-

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**Perth Felt  
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Makers of the  
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**SHOE FELTS**

"MADE IN  
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This cut illustrates an every-day scene in front of our enlarged warehouse. Wagons loaded with our well known Blackings, Dressings, Cements, etc., going to all parts of Canada. There must be a reason for this steady business!

Some of  
Our Lines

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Shoe Felts  
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Fish Glue  
Dry Paste  
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## **PARKER, IRWIN (LIMITED)**

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## Columbia Fibre Counters Outlive the Shoe

They stand up under the most adverse conditions and guarantee you from any reputation-damage on account of broken down counters. Columbia Fibre Counters defy hardest use and most abuse. Columbia Counters are good insurance.

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365-371 Ontario Street East - **MONTREAL, QUE.**



dated Rubber Co., assumes charge of the Victoria field during the absence of Mr. McKenzie.

#### London Shoemen Elect New Officers

The annual meeting of the London Retail Shoe Dealers' Association was held on Monday, May 17th, and considerable business was transacted. Reports showed the affairs of the association to be in a sound and flourishing condition.



J. E. THORNE, LONDON, ONT., THE NEWLY ELECTED PRESIDENT

A resolution was submitted and unanimously adopted to close every Wednesday afternoon at one o'clock during the months of June, July and August. The matter of wholesalers selling retailers was discussed more or less informally, but no definite action was taken, although it is probable that this question will come up again and some forward movement made, unless the practice shows some signs of diminishing.

The following officers were elected for the coming year: President, J. E. Thorne, of Thorne Bros.; first vice-president, John R. Morrison, of the Morrison Shoe Co.; second vice-president, Philip Cook, of the J. P. Cook Co.; secretary-treasurer, Wm. J. Ashplant, re-elected. It may be of interest to note that this association, which was organized five years ago, has a good record and has done creditable work in various lines, promoting harmony and unity among the trade, and taking a high stand on several matters of importance. Much credit for the work and worth of the association is due to the energetic secretary, Wm. J. Ashplant, who has proved the right man in the right place. Mr. Ashplant is not only active in association work and in shoe retailing, but he is also vice-president of the London Bowling Club. Others who don the ducks and take running shots at the kitty are Jack Morrison, Brown Bros. and Casselman Bros., all of whom are live spirits among the sporting fraternity.

Mr. Thorne, newly elected president of the London Shoe Retailers' Association, is widely known among the trade, and has been a resident of the Forest City for the past 32 years. He began his connection with the footwear game by entering the employ of Ashplant & Tanton and seven years later opened out for himself in his present premises, east corner of Market Lane, where he has been very successful. Well liked by his fellow merchants, he has always been a strong advocate of closer co-operation and progressive work along retail association lines. The retiring president of the association is N. K. Wanless, who enjoys a large measure of esteem in London business circles. He made a capable presiding officer. Another alert member of the association and a past president is Rowland Hill, who recently celebrated his sixteenth anniversary in business.

#### Has Enlisted for Overseas Duty

Wm. W. Breithaupt, second son of L. J. Breithaupt, president of the Breithaupt Leather Co., Berlin, has enlisted

for overseas service and has gone to London to take up an officers' course. Mr. Breithaupt is no novice in training. For over three years he had charge of the Berlin Boy Scouts, and during that period was one of the contingent of scouts which went to England in 1911 to attend the coronation. W. W. Breithaupt has been in the sole leather end of the Breithaupt company's business for some time, starting in the Berlin plant, where he took up work in the tan yard, getting right down to the ten hour-a-day grind, the same as his forbears did in the pioneer stages of the business. After being in the Berlin tannery for awhile, he continued his work at the Penetang branch, and later, decided to get a thorough knowledge of the Trent Valley Oak Sole Leather at Hastings, where he remained up to the time of his signing up with the colors. L. J. Breithaupt, it may be stated, also has a son-in-law in the Canadian militia, Captain Dr. John R. Perry, who is in charge of the surgical department of the Overseas hospital now situated at Hamilton.

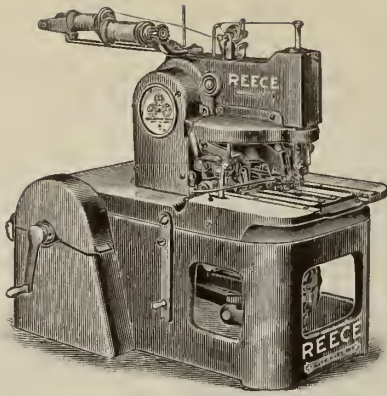
#### The Best Convention Yet

The annual meeting of the Saskatchewan Retail Merchants' Association was held in Regina on May 9 and 10. There were over 300 delegates in attendance and the gathering was the fourth one under the auspices of the Association. The citizens of Regina extended a warm welcome to the visitors, and Mr. G. A. Maybee, of Maybees, Limited, president of the Association, delivered an inspiring address. He asked that his name be not considered again as president of the Association, and during the convention a hearty vote of appreciation was tendered him for his faithful and ener-



GEO. A. MAYBEE, MOOSE JAW, SASK.

getic services, which have earned for him the title of the "Grand Old Man" in retail merchandising. He was given a new office, that of honorary president of the Association. It was decided that the next convention would be held at Moose Jaw. The social festivities constituted a pleasant feature of the gathering, and the citizens of Regina did much to make the stay of the delegates enjoyable. The proceedings were brought to a close by a banquet, held at the King's Hotel, tendered by the Regina Branch of the Association. Hon. J. A. Calder, Mayor W. D. Cowan, C. F. Rannard, president of the Manitoba Association, G. A. Maybee, honorary president of the Saskatchewan Association, and A. A. Evans, the newly elected president,



ABOVE ALL COMPARISON

## REECE Rapid Button Hole Machine LEADS THE WORLD

One of its chief excellencies is speed. Records have been established by operators on Reece Machines which have not been equalled.

Samples of Work and Terms from

### THOS. C. DOYLE, (Reg.)

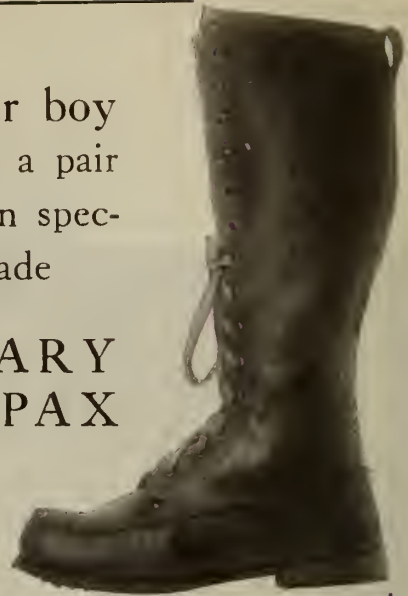
Sole Canadian Distributor

71 St. Alexander Street, Montreal

Send your boy  
at the Front a pair  
of our own spec-  
ially made

## MILITARY SHOE PAX

Absolutely  
Waterproof



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**  
Lindsay, Ont. LIMITED

## THE Robson Leather Co. LIMITED

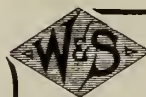
Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box  
Sides, Velours Sides, Gun  
Metal Sides, Heavy Storm  
Leather of all kinds in  
Chrome and Combination  
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52 VICTORIA SQUARE  
MONTREAL, QUE.

611 ST. VALIER ST.  
QUEBEC, QUE.



The Mark W & S of Quality



## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

## Woodward's Corking Shoe Filler

For filling Goodyear Weits. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

## F. E. Woodward & Sons

Lachine, Province of Quebec



and others spoke instructively and enthusiastically. The new officers are:—President, A. A. Evans, Outlook, Sask.; H. D. McPherson, Regina, first vice-president; F. W.



A. A. EVANS, OUTLOOK, SASK.

Smith, Weyburn, second vice-president. The secretary and treasurer, Messrs. Raymond and Hutchinson, were re-elected.

**Prospector's Boots Were Up to Sample**

An interesting case was tried recently in the York County court, Toronto, before Judge Winchester, in which fifty-one pairs of prospectors' boots, made of porpoise leather and lined with French calf skin, played an important part.

The plaintiff was J. P. McLaughlin, general merchant, of Timmins, Ont., who sought to recover from McLaren & Dallas, wholesale shoe merchants, Toronto, the sum of \$200 damages for alleged breach of contract. The boots, which had been made in England, were bought by the plaintiff in October, 1913. As the wholesale house had had the most of them in stock for quite a while, it was decided to clear them out. Originally the boots were sold at a much higher price than that charged Mr. McLaughlin, but as they were somewhat heavier than those generally used by prospectors in Canada and were, therefore, not moving freely,

they were offered Mr. McLaughlin at a lower figure. A sample boot was shown Mr. McLaughlin, who stated that he would take the whole lot. The sample was left with him and the goods were shipped by McLaren & Dallas within a few days.

According to the evidence submitted, the plaintiff sold twenty-three pairs. Two pairs, which he sent down to have replaced and which had been returned by his customers, were found to have been burned on the soles, yet no mention was made of this in the letter in which the plaintiff asked credit from the wholesale firm for the burned pairs. Other pairs were secured and sent down for which a claim was made, and, in connection with these, expert evidence was called, which showed clearly that the porpoise leather had been properly tanned and that the only fault was the leather had not enough stuffing—that it had not been oiled.

It appears, from the evidence, that the boots had been left for some two years on the upper shelves of the plaintiff's store, subjected to extreme heat and cold and had not been oiled or given the necessary care. In reviewing the evidence the court said that this was not the fault of the defendant, and added there was little wonder, under the circumstances, that the boots did not show up as well kept boots should. The experts called by the defence had declared emphatically that the boots were as good as they were represented to be, not only in regard to the quality of the leather, but also in the manufacture. One witness for the plaintiff stated that he had bought a pair of these boots on a month's credit and that inside of thirty days he had found that they were breaking out and had thrown them away. The witness admitted that he had later paid Mr. McLaughlin personally for the boots, yet had made no complaint to him about them being unsatisfactory and had continued to deal at the store since the transaction.

The judge, in rendering judgment, said that he accepted the evidence of the experts and, upon the facts, found that the plaintiff McLaughlin had knowledge of the boots, and bought them according to sample, accepted the goods delivered according to sample, admitted that they were the same kind of boots and that no misrepresentation had been made by the traveler for the defendant. The boots were still as he represented them to be and, as no defect had been shown in them, the court found that the defendant was not liable and dismissed the action of the plaintiff, with costs.

**Predicts Heavy Run on Fabrics**

Monroe Einstein, of J. Einstein, Inc., was in Montreal the latter part of May, showing with Paul Roy, the company's Canadian manager, some of the snappiest ideas in shoe fabrics that have ever been seen in Canada. Manufacturers were surprised and particularly pleased with the



PATENT BUTTON, BLACK CLOTH TOP, ON NEW LAST WITH LONG VAMP AND RECEDING TOE.



GUNMETAL CALF BAL., LONG VAMP, RECEDE TOE, MIDGET EYELETS.



MAHOGANY CALF, BAL., WING TIP, PERFORATIONS, LONG VAMP, RECEDE TOE.

BY AMES-HOLDEN-McCREADY, LIMITED

## Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT

## Foot-Komfort Arch Support

LIGHTEST  
WEIGHT  
SUPPORT  
ON EARTH

Same Old Price  
\$12.00 doz. pairs



Retails \$2.00 per pair  
Order Toe-Komfort Ointment  
**VERMILYEA MANUFACTURING CO.**  
209 8th Ave. W. Calgary, Alta.

## PASTE

**Brodie's Patent Flour Paste**

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**

LIMITED

**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

**Clarke & Clarke, Limited**

General Offices & Works  
Christie Street, Toronto

City Office & Warehouse  
63 Bay Street, Toronto

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL





CORP. ABE BENDER, WINNIPEG



PTE. ALF. BENDER, WINNIPEG



J. WESLEY HESSENAUER, BERLIN, ONT.

manner in which the samples were shown. It is always difficult to visualize a fabric in a shoe when only a swatch is shown, and to get over this difficulty Einstein's have to all intents and purposes made a shoe, to the last stitch, through mounting on a card a life-like model. In this way manufacturers not only observe the appearance of the fabric as it will appear in the shoe, but they are also offered the very latest lasts and patterns reflected by Brooklyn style creating centres. Two women's lines shown appealed particularly. A full quarter, combination, champagne fabric and Havana brown calf with a new style back strap and Louis heel, with buttons to match the fabric. Another novelty was an evening slipper with strap across the instep and another above the ankle. All colors desirable are included in the range of fabrics for both men's and women's shoes. For fall Mr. Einstein predicts a heavier run on fabrics than ever before with a preference for blacks although the darker shades of the warmer colors will be in demand. For women's some attractive figured brocades are being shown as well as a sprinkling of plaids in addition to the usual line of fabrics.

#### May Regret His Hasty Action

A rather good story is being told of a footwear merchant who received three cases of men's gunmetal shoes from an eastern firm recently. They were spring goods, but had been delayed in delivery, owing to labor troubles, the shortage of leather and other unforeseen causes. When the merchandise arrived, the retailer was so indignant that he immediately shipped it back. The shoes were all of a conservative style and perfectly safe to stock. His competitors are now having the laugh on him for his shortsightedness and hot-headedness. When the same gentleman desires similar lines to those which he indignantly returned instead of getting them at the old figure of around \$3.30 to \$3.40 per pair, he will pay \$3.90 or \$4.00, and perhaps a good deal more. It does not pay to ship goods back these days, even if they are delivered a little late. Prices are ascending so rapidly, that those who have contracts which are being filled, should regard themselves as very fortunate.

#### Popular Young Shoeman Joined the Colors

J. Wesley Hessenauer, son of Alderman J. H. Hessenauer, shoe dealer, Berlin, Ont., has enlisted with the 118th Battalion. It is interesting to note that this young man who has joined the colors and intends doing "his bit" for

the Empire, tried to enlist over a year ago, but was turned down. This time he would not take no for an answer, and is now the sole representative of the retail shoe trade in Berlin in the military ranks. Signaller J. W. Hessenauer is one of the most popular young men, and when the battalion recently left for Carling Heights, London, Ont., to train for the summer, scores were down at the station to give him a send-off. He is also a capable shoe salesman, and is now a member of the signal school of London. Recently an enjoyable house party, which ended in a recruiting meeting, took place at the residence of Alderman J. H. and Mrs. Hessenauer, Frederick Street, Berlin, and as a result, five new members decided to join the 118th Battalion. Grand Union Lodge, I.O.O.F., of which J. Wesley Hessenauer is a member, at a special meeting recently presented him with a ten dollar gold piece.

#### NEWS BRIEFS FROM WINNIPEG

W. J. Moisley, of Regina, who represents the Williams Shoe Co., spent a few days in Winnipeg recently on business.

Geo. Wheeler, manager of the findings department of Kilgour-Rimer Co., Winnipeg, has a new Cadillac runabout, in which he does his regular trips throughout the city.

Rosecrans Murphy, representing Julian & Kokenge, Cincinnati, was in Winnipeg recently, with a host of advance lines of ladies' novelty shoes, as well as several staple lines.

M. W. Murdoff, of Trenton, Ont., representing Thos. G. Plant of Boston, was in Winnipeg recently on business.

The pictures of two brothers, who have recently enlisted, are presented on this page. Alf. Bender was with the Ryan-Devlin Shoe Co. for five years. Before that he was engaged in Bad Axe, Mich. Corporal A. Bender was formerly with the T. Eaton Co., being first assistant in the men's shoe department. Previous to that he was with the Ryan-Devlin Shoe Co. He began his experience in the footwear game with Charles E. Raven, of St. Thomas, Ont. Corp. Bender is now with the 203rd Battalion known as the "Hard and Dry," under the command of Lieut. Col. Hansford.

The lease of Fred Hendren's store in the Kensington Block, Winnipeg, having expired, and being unable to secure a suitable location, he sold his stock. It is Mr. Hendren's intention to open on Portage Ave. in the near future, or as soon as an eligible site can be secured. He will carry a select and representative stock. Bert Hendren,



## BAKER'S New Bottom Polish

(COCK OF THE WALK)

It is truly what the trade mark implies. It has been making good for years in the United States and Europe, and now makes its first crow before ALL Canadian manufacturers, SOME of whom have been using it for years. Have our agent call

Cock of the Walk Manufacturing Co.  
268 State Street, Boston

G. J. TRUDEAU CO., Limited, Montreal  
Sales Agents for Canada

**DIES** For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**  
16 St. George St., Montreal

## Box Toes and Heels

OF ALL KINDS

**LOG HEELING A SPECIALTY**

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

**MONTREAL**

# L.S. ODELL

137 McGill Street  
MONTREAL

## UpperLeathers

Patent, Dongola, Box Sides, Gun Metal,  
Tongue and Wax Splits, both  
Plain and Ooze in  
Black and Tan

Shoe Cottons of all kinds

Shoe Cements

Top Facing

Box Toe Goods

Buckrams

ALL "MADE IN CANADA."

Inquiries Solicited



**GUAY'S  
Waterproof Counter  
A SPECIALTY**

Our latest Counter is waterproof dressed, preserving it against perspiration and outside moisture. It is moulded full length or released end as ordered. We guarantee it to fit any last and to outwear the shoe. We will pay cash for every pair of shoes in which our Counters wear out before the shoes.

SAMPLE AND PRICE ON APPLICATION

**EUGENE GUAY**

OVER 36 YEARS IN BUSINESS

230 St. Marguerite St., Montreal



who was manager for his brother, has in the meantime, taken a position with the Regal Shoe store, Winnipeg, being in charge of the men's department.

#### ENTERPRISING FIRM BECOMES INCORPORATED



Valentine & Martin, Limited, is the name of the firm of Valentine & Martin, shoe manufacturers, Waterloo, Ont., who last week were granted a federal charter, with a capital stock of \$200,000. The firm make men's, boys' and youths' Standard screw and pegs, and men's Goodyear welts. Mr. Valentine, senior member of the organization, is of Scotch extraction, and learned shoemaking at the bench,

after which he became acquainted with the machine method. He spent some years in Dundee and came to America in 1887, where he found employment in Lynn, Mass., making turn shoes. Twenty-six years ago, Mr. Valentine located in Toronto and engaged with the old firm of Cooper & Smith. He was later with the J. D. King Co. for some eight years in the turn department. He then went to Montreal, where he was with the Thompson Shoe Co., for some time, and afterwards journeyed to Quebec, where he organized the factory of J. B. Blouin & Son. Thirteen years ago he saw that there was a splendid opening in Ontario, for a factory producing staples. He located in Waterloo, beginning in a small scale, but from the first met with great success. In 1912 a Goodyear welt department was added, while there have been numerous extensions to the plant, which is now one of the largest in the province. Some nine years ago, J. B. Martin joined forces with Mr. Valentine, and the two have made a strong team. Their goods are sold in all parts of the Dominion, and their brands, such as the "Everwear," "Canadian Workman," "Construction," and "Valentine" shoes are recognized for their wear and worth in every section of Canada.

#### THEY FAVOR DAYLIGHT SAVING

At a well attended meeting of the Toronto Shoe Retailers' Association held in the Temple Building on May 30th, the Daylight Saving movement was discussed, and a resolution was passed, strongly endorsing the plan, which is being adopted in so many cities and towns of Ontario, and will probably go into effect in Toronto some time during June. It was felt that the movement was one in the right direction, and several speakers heartily endorsed the proposition. It is the intention in the near future to hold a conference between the wholesalers and retailers, to discuss some matters of mutual interest, and the executive was appointed to arrange a suitable date.

#### SELLING YOURSELF AND STAYING SOLD

No qualification is more important to a man going into business in the employ of others than the ability to sell himself, his time, his services.

It is a fine thing to be able to sell for others and to get a big salary for doing it, but selling must begin right at home. It must begin with selling yourself to some one before you can start to sell for them.

Just as a salesman can always get rid of any amount of goods if he does not care what the price, so he can always sell his services to some one if it makes no difference to him how much salary he is to receive. Profitable salesmanship is never as easy as mere unloading. Make yourself worth a good price and then do not hesitate to ask the price.

A young fellow once came to me and said, "You don't

want to get a cheap chauffeur, do you?" That was the last thing I wanted, a cheap chauffeur. My neck is too valuable to me. But I did happen to want a driver just at that time, and I would have been glad to hire a young chap who was willing to work at a comparatively low wage, but no "cheap" chauffeur for mine!

And there is no good employer of the sort a man wants to work for who is going to hire employes who rate themselves as cheap. It is just like selling anything else. You are not going to find prospective buyers believing the goods worth more than the seller claims for them.

The man trying to sell his services should have enough self-respect, a good enough opinion of himself, to command the respect of his prospective employer. Don't try to give the impression that you know it all, because you lack quite a lot of that, but show that you do know something. On the other hand, to get a position by over-rating yourself can end only in a downfall. You know what happens when a man sells goods on the strength of a recommendation beyond what they will stand. He gets the goods back or he gets more complaints than he can take care of, and he is pretty sure to lose a customer.

Your ability to serve the man to whom you want to hire will in a considerable degree be judged by your ability to sell yourself, to present your personality and your qualifications in a pleasing manner. Study up in advance what you are going to say and do to make your selling talk as convincing as possible.

SOME OF THE 1916 OFFERINGS IN EIGHT INCH HIGH  
OUTING FOOTWEAR—BY KAUFMAN RUBBER CO.



## MALTESE CROSS RUBBER HEELS

The resistance to wear, the *wearability* of these heels is a remarkable feature.

They outwear any leather heels, that's certain. Some say they outwear two leather heels, some say three. There's no crumbling or chipping, as in most heels—just slow, gradual wear.

This economical quality of wear, with their never-failing resiliency or springiness, makes the Maltese Cross Heels the most satisfactory on the market.

Let us send you a sample lot and see for yourself how and why you can recommend them.

Gutta Percha & Rubber, Limited  
Toronto



# SPORTING SHOES SHOULD BE FEATURED NOW

The Big Opportunity for Their Sale is During the Month of June—Some Effective Suggestions on Putting in an Outing Footwear Window—The Present Summer Will Be a Leader in Sports and the Live Dealer is the One Who Is Going to Cash in

“WHITE Shoe Week” for the sale of outing and sport shoes will be observed by the trade across the border from June 12 to 17. The idea was suggested a year ago by the Shoe Retailer and seems to have caught on, and it is predicted that the sales this season will exceed those of last summer by a great majority. There is no doubt that outing shoes—sporting footwear as it is popularly called—is gaining in favor and appreciation each season. Such shoes are now made with solid leather heels and are cut high in the leg. They possess style, dignity, comfort and flexibility, and are being presented in all shapes from the bal with the eight-inch top to the daintiest kind of a pump.

## Make a Good Display of Tennis Goods

The first thing to consider when displaying white footwear is to provide a suitable background, selecting a color that will not only show the shoes to good advantage, but one that is pleasing in every other respect. Blue, green, black, rose and purple are all good colors. However, the colors most suitable are the cool ones, such as blue, green and purple. Green is most preferable because it reflects the summer atmosphere. Thoroughly impress in your mind that in every instance a summery atmosphere must be reflected. This is a mistake made time and again by a great many merchants and display men.

The nature of the sport shoe being more or less suggestive as to its use makes it a very simple matter to do something very appropriate and out of the ordinary when it comes to ideas for displaying them amid their proper surroundings, and in connection with certain things that have a tendency to point out the uses for which these are used. In fact, the keynote of all good display work depends entirely on the ability to create and inject just such thoughts into the display.

It does not require the mind of a genius to be able to create ideas that will sell goods. The first thing to do is to stop, look, and think. Think in the right direction. Consider the nature of the merchandise. Its selling points should be carefully gone over and every detail should be taken into consideration. When this has been done, proceed with the plans for displaying them properly.

Very forceful displays can be created by introducing into them such articles as suggest the uses to which the shoes may be applied. The tennis racquets, golf sticks, etc., used in connection with pictures of outdoor scenes, done in silhouette style, combined with the use of imitation bark paper, produces a setting that is quite inexpensive, yet easy to install and of a most appropriate nature.

Accessories, such as tennis racquets, net, golf bag, sticks, etc., may all be borrowed from a local sporting goods dealer.

## Get at the Game Early

The shoe merchant who does not push sport and outing shoes during the early summer months, is overlooking some big opportunities. Take the matter of sport shoes, alone. Men and women are taking their sports more seriously than they once did; they are dressing more in harmony for the sport than used to be the custom. The result is a demand, or at least an increased desire, for golf, tennis, and outing footwear of every description.

Tennis has a very strong revival of popularity in all parts of the country. The young men and girls and the older men and women who once played the game wearing

ordinary “sneakers,” are to-day prospects for regulation tennis shoes, if their advantages are properly presented. And so it goes, through the entire field of sports and outing.

The time is ripe for a good, strong campaign showing people how they will enjoy their favorite sport much more if they wear the right kind of shoes. White Shoe Week, June 12-17, opens the door. We might make as the slogan for such a campaign, “You Can’t Do Your Best at Your Favorite Sport, Without the Right Kind of Shoes.”

This slogan could be made the subject of a good sized newspaper adv., or a series of small advs.

The shoe for each sport should be taken up and described in detail, telling the people to whom you are talking just how the shoe in question makes playing the game easier and more enjoyable. A very convincing description could be given, for instance, of how the right golf shoe might make a big difference in a man’s score.

## Strong Arguments to Present

“Champion — wears this type of shoe,” would be a strong argument to present to any golf or tennis enthusiast. Such a statement might be illustrated with a photograph, placed in a prominent place in the window, of the champion, alongside the special shoe featured.

Efforts could also be made to induce certain local organizations to adopt a special type of shoe. Capital could be made of this fact.

Window trims can feature different kinds of recreation: one week a canoe, another week a tennis court, another week a golfer. Display cards calling attention to the different kinds of sport shoes should be phrased in the language of each particular sport.

For instance, a card back of a golf shoe might read: “It’s Hard Work to Make Bogey, but This Shoe will Help.” Similarly, a tennis shoe card might read: “Even the Shoes Play a Part in Taking the Set. Be Sure Your Tennis Shoes are Right.”

“Vacation Suggestions” is another productive way of selling outing and sport footwear. In the newspaper or circular advertising give a list of the different kinds of footwear each member of the family should have for their vacation trip.

## In a Class by Themselves


Mark Twain was no different from the men and women of to-day except, perhaps, in this instance: He possessed the nerve that the masculine element usually lacks. Men have for so many years been subjected to a rigorous discipline in the matter of sombre clothes that they are afraid to assert themselves as Twain did, though under it all they love white. Witness their tossing of conventions to the wind during vacation and blossoming forth in white trousers, white sox, and white shoes.

White shoes! There is an intonation about the word white that puts it in a class by itself. It suggests many things, but most of all purity. This is a selling point worthy of consideration—particularly by the shoe retailer, whether he caters to men or women.


Having asserted that love of white is innate with all humanity, let us narrow the subject by applying the text.

The sale of men’s white shoes is, roughly speaking, a dead issue in comparison with current sales of like footery in the women’s department. This very fact makes it a worth while field for investigation.





# AMONG THE SHOE MEN.



A. L. Dupont of Dupont & Frere, shoe manufacturers, Montreal, has returned from a business trip to Winnipeg.

W. E. Woelfle, of the Woelfle Shoe Co., Berlin, Ont., was in Montreal recently on a business trip. He reports that trade is good and the factory is running overtime to keep abreast with the orders on hand.

D. C. Lambe, of Huntsville, Ont., dealer in shoes and men's furnishings, recently assigned to McLeod Tew, of Hamilton. The stock which is valued at \$2,431.35, will be sold on June 7th.

James Brown, one of the oldest merchants in Mount Forest, Ont., where he conducted a shoe business for very many years, passed away on May 26. In his earlier days Mr. Brown took a keen interest in all pertaining to the welfare of the town, serving for several years on the School Board. He always took a deep interest in church work, being a consistent Presbyterian, and served as secretary for many years. He leaves a wife, one daughter and three sons, one of whom is in France.

The contract for the erection of a new warehouse in Regina, Sask., for the Canadian Consolidated Rubber Company, has been let to the Poole Construction Company, of Regina. The cost of the building will be about \$35,000, and the site is on Broad street. The structure will consist of two storeys and a basement and is arranged to carry another three storeys when required. The material will be of re-enforced concrete and the building will be practically fireproof, being of the latest type, and well appointed in every respect for warehouse purposes.

J. Stevenson & Co., shoe retailers, Sault Ste. Marie, Ont., recently made an assignment to McLeod Tew, of Hamilton. The stock and fixtures amounting to \$12,614.93, will be sold by auction on June 7th.

Shoes that have gone up \$1 a pair since the first of the year will advance another dollar next fall. Sol Wilo, secretary of the executive committee of the National Boot and Shoe Manufacturers' Association said recently in New York. The Association met last week in Philadelphia to discuss the most serious situation that has arisen in the trade since 1896, when what is called "the leather crisis" arose. The association considered a proposal that an embargo be laid on the exportation of all finished leather until the belligerents of Europe shall have raised their embargo on the exportation of raw material to the United States.

Sydney, B.C., wants a military camp, and its business men have prepared data urging such a move on the part of the military authorities. Among those who are members of the Sydney Board of Trade, and have taken an active part in the agitation, is Robert Sloan, shoe merchant.

The new Cut-Rate Shoe Store, Calgary, has been holding a special sale.

The Perth Shoe Co., which was reorganized some time ago, has obtained a new charter, and is empowered to take over the business of the Perth Shoe Co., formerly the Winn Co. Ltd., and carry on the business of manufacturing, selling and dealing in shoes. The capital stock of the company is \$100,000.

C. L. Owens and John T. Elmes, who, for many years were associated with the Royal Shoe Co., 88 Yonge St., Toronto, as announced last issue of the SHOE AND LEATHER JOURNAL, have withdrawn their interests with that company, and will open up a handsome new shoe store at 89

Yonge Street, on August 1st, with a full representative line of the highest-grade and smartest creations in footwear.

It has been decided to enforce the Sunday closing by-law in Quebec city with respect to shoe shine parlors. Action was taken on this matter owing to a petition signed by several employees who requested to be relieved of Sunday work.

The Chatham Shoe Mfg. Co. Ltd. have begun operations in their new premises in Chatham, Ont. E. S. Hunt, in a recent interview, expressed the opinion that in a few months the company will be turning out 1,200 pairs a day. E. D. Crosse, of Rochester, N.Y., has recently joined the firm as an expert pattern man.

Among those who have recently joined the 131st Westminster Battalion, C.E.F., is Edwin H. Johnston, of Johnston's Big Shoe House, Ltd., New Westminster, B.C., who is a brother of Ald. J. J. Johnston.

Wm. H. Walker, of Halifax, has been awarded the contract for supplying 29 pairs of rubber boots at \$5.50 per pair, to the street and water committees.

A novel advertising scheme has been inaugurated by the G. & C. Shoe Outlet, 37 St. Catherine street east, Montreal, which helped to commemorate Mother's Day. Red and white carnations were given away to the many who called.

O. Chagnon & Co., shoe sealers, of St. John, Que., recently assigned to V. Lamarre.

The death took place recently in Quebec of a former well-known shoe manufacturer of that city in the person of M. H. Lachance, at one time proprietor of the Dominion Shoe Company. The deceased gentleman, who retired from business about six years ago, was much esteemed amongst the business and other members of the community. He leaves a wife, formerly Miss Hebert, and a son, Eugene, by his first marriage, and many other friends to mourn his loss.

Petitions from the shoe retailers, men's furnishing and clothing merchants, of Vancouver, B.C., each with a large number of signatures, asking the council to license all the merchants in these lines in the city, in order to enable the six o'clock closing by-law to be enforced easily, and suggesting that the license fee be made nominal, say \$5.00 a year, has been received by the Vancouver city council and referred to the finance committee.

Z. Roy, who has conducted a shoe repairing business in Cornwall, Ont., for a number of years, left recently for Quebec City, where he will go into business with his son.

D. C. McDonald, a well-known shoe traveler, died recently in Antigonish, N.S. He had covered the Maritime Provinces for the past twenty-five years and was well liked by the trade who will miss his cheery presence and welcome visits.

The by-law in favor of granting a loan of \$6,000 to the Ideal Shoe Co., Limited, was carried by the ratepayers of Elmira, Ont., by a majority of 223. The Ideal Co. will make extensive additions to their plant.

Wholesale boot and shoe merchants in the West report a healthy situation as regards the placing of business and the payment of accounts. They, however, continue to complain of the difficulty of getting supplies from the factories. It is said that the labor situation is handicapping the shoe factories greatly. A large number of expert workmen have



enlisted, and it is difficult to replace them. In the meantime there is a ready sale for practically all the western jobbers can get their hands on. Leather footwear market continues to firm up steadily, and manufacturers have withdrawn their price lists entirely. They will not, for example, accept business for next September delivery except on the understanding that the prices for such will be those in effect at that time. Consequently the jobbers are not placing orders for fall delivery as they otherwise would. Retail merchants in Western Canada have placed a satisfactory amount of fall business, but they are face to face with the great uncertainty of prices.

L. M. Ward has opened a store in the Covert Block, Canning, N.S., in which he will carry a full line of rubbers, boots and shoes, as well as dry goods and men's furnishings.

The Regal Shoe Co., of Toronto, announce that in their samples for fall they have snappy creations on six different lasts in black calf, which the retailer can sell at the popular price of \$5.00 per pair, and make a good profit. Another interesting statement by the company is that all the prices which now prevail on their various lines, will hold good to the regular agents of the company, from one end of Canada to the other, until all have been called upon. This statement is made in view of the fact that many inquiries have been received, urging haste in the matter of interviews, such parties writing in evidently under the impression that owing to the rapidly ascending cost and scarcity of leather, etc., quotations will go much higher. The company, however, will see that all their agents in the various provinces obtain fall lines at the present prevailing quotations.

The annual meeting of the Retail Merchants' Association of Manitoba, will be held in Winnipeg, June 6, 7 and 8. It is expected that the gathering will be the largest and most representative one of retail men ever convened in the province. Among the important topics, which will be discussed, will be "How to meet mail order competition"; "The

handling of bankrupt stocks"; "Do you Favor Taxing Mail Order Houses"; "Buying, Cash and Credit"; "Should we have our own Trade Journal"; "Value of Advertising in local paper"; "Co-operation between merchant and farmer," and "Consolidated Buying." C. F. Rannard, president of the Rannard Shoe, Ltd., Winnipeg, is the president.

The Imperial Shoe Company have opened a store in Regina.

The Parrott Shoe Co., of Saskatoon, have sold stock to C. D. Mitchener.

J. G. Maxwell has started in the boot and shoe business in Swift Current, Sask.

Rose Steinberg (Quality Shoe Store) has moved to Kamsack, Sask., from Winnipeg.

R. E. Jamieson, general salesmanager of the Canadian Consolidated Rubber Co., and W. A. Eden, secretary of the Dominion Rubber System, were in Toronto recently on business. The latter received the congratulations of many friends on his recent marriage to Miss Mabel S. Henderson, daughter of L. L. Henderson, 581 Lansdowne Avenue, Westmount. Mr. and Mrs. Eden have lately returned from a trip to the southern states and have taken up their residence at 518 Grosvenor Avenue, Westmount. The office associates and friends of Mr. Eden presented him with a purse of gold.

Clarence Bedford, 1 Boothroyd Avenue, a boy employed by the Blachford Shoe Mfg. Co., Toronto, was injured about the head and sustained a fracture of his right leg when he fell down the elevator shaft from the sixth story of the company's premises at 90 Sherbourne Street recently. The marvel is that he escaped so fortunately and is alive to-day to tell of his experience.

At the annual meeting of the Saskatchewan Credit Men's Trust Association, which was held in Regina on May 6 and 7, Geo. W. Macfarland, of Regina, manager of the western branch of Williams Shoe, Limited, Brampton, was

## 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

## A Store Front To Be Proud Of



WALK-OVER BOOT SHOP, MONTREAL

A Front Like This Pays For Itself Within A Year

**EASYSET**  
SYSTEM

ALL METAL

STORE FRONT CONSTRUCTION.

was used throughout and installed by us.

There's an "Easyset" Store Front for you.

Send for Catalog "S" and get full particulars.

H. J. St. Clair Co. Limited 27 Toronto Arcade  
TORONTO, ONT.

## CONDENSED ADVERTISEMENTS

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

**SUPERINTENDENT**—A fully qualified man of 25 years experience, would consider position of Superintendent or Purchasing Agent. Box 2, SHOE AND LEATHER JOURNAL, Toronto.

**PHILEAS FREDERICK**, Auditor, Accountant, Collector and Adjustments, Insurance, Real Estate, Loans on First Mortgages, Joint Curator with Lefaivre Gagnon "for Leather Business." Apply No. 79 Des Stigmates street, Quebec. Phone 3992.

elected president of the Association. Among those who delivered addresses were T. D. McGee, manager of the Thos. Ryan Co., Winnipeg, who spoke on co-operation as a factor in business.

Monroe Einstein, of J. Einstein, Inc., was in Montreal recently on business.

Recently a competition was held by the Dominion Rubber System in essay writing—the subject being "the preparation of a salesman." Miss M. M. Holland, of the head office, Montreal, won the first prize, which was a gold medal; Mr. W. G. Evans, of the Toronto branch, captured second premium, a silver medal; while the third award—a bronze medal, went to Mr. E. Maidens, of the London branch.

Acting manager W. R. Stewart, of the St. John, N.B., division of the Canadian Consolidated Rubber Co., is on an extended business trip to Newfoundland.

Charles Ahrens, shoe manufacturer, of Berlin, Ont., was in Montreal lately on business.

C. S. Sutherland, general manager of the Amherst Boot & Shoe Co., Amherst, N.S., was in Montreal recently calling upon the trade.

The marriage of Miss Florence Aileen, daughter of Dr. and Mrs. H. A. Greene, Fredericton, N.B., to James M. Palmer, secretary-treasurer of the Palmer-McLellan Shoe-pack Co., was solemnized at the home of the bride's parents, 498 King street, recently. Rev. W. P. Dunham, of St. John, assisted by the Very Rev. Dean Neales, performed the ceremony. Mr. Palmer and bride left on a wedding trip to Boston and New York.

H. E. Moles, managing director of J. & T. Bell, Limited, Montreal, has been nominated as one of the city representatives on the Montreal branch of the Canadian Manufacturers' Association.

Charles Duclos, of Montreal, representing the firm of Duclos & Payan, was in Toronto on business last week and called upon a number of members of the trade.

Robert E. Bennet, western Ontario representative of Ed. R. Lewis, leather dealer, Scott St., Toronto, has joined the ranks of the benedictines, being married in St. Mark's Church on May 31st to Miss Elizabeth Reed, 617 St. Clarens Ave., Toronto. Mr. Bennet and bride are spending a few days in Montreal, Boston and New York and many friends will join in wishing them every success and prosperity.

George A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, is on a business trip to Boston, New York and other eastern centres picking up all the latest pointers and suggestions in women's shoe styles for the coming season.

T. Sisman, shoe manufacturer, Aurora, Ont., was in Montreal recently seeing his daughter, who is a nurse, leave for overseas service.

The Woelfle Shoe Co. Ltd., Berlin, are working up until 9 o'clock each night and report business as very satis-

factory. Since the outbreak of the war about 75 per cent of their male help has enlisted, but matters are now gradually working around in good shape and the production of their lines of women's McKays has been considerably increased.

The new addition to the factory of the Parker Shoe Co., Preston, Ont., which is 40 x 60 feet and three storeys high, is rapidly nearing completion. The extension is built of brick and will result in greatly increasing the capacity of the plant.

H. W. Pearson, manager of Ames-Holden-McCready, Limited, Toronto, is spending a few days in Montreal on business.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, spent a few days in Toronto last week.

Fred P. Beemer, western Ontario representative of the Blachford Shoe Manufacturing Co., Toronto, has returned from an extended fall selling trip throughout the western provinces and reports a very successful season.

It is understood that Fairweathers, Limited, will shortly install shoe departments in their establishments in Montreal and Winnipeg and will handle several leading lines of ladies' shoes in which they will specialize.

Wm. H. Marsh, of the Wm. A. Marsh Co., Quebec, was in Toronto recently, calling upon the trade.

A permit has been granted to the Robert Simpson Co., Toronto, for the erection of an eleven storey mail order building on the west side of Mutual St., Toronto. The structure will cost \$400,000.

R. E. Jackson, representing George E. Keith & Co., is in Toronto on business having concluded a most successful trip throughout the western provinces.

Contracts are being invited for the erection of a twelve storey factory building to be erected by the T. Eaton Co. in Toronto. It is rumored when the new building is completed that the company will install a plant for the manufacture of shoes.

Geo. A. Slater, of Geo. A. Slater, Limited, has been nominated for the position of chairman of the Montreal branch of the Canadian Manufacturers' Association, which will hold their annual meeting on June 6. Lieut.-Col. W. J. Sadler, of Sadler & Haworth, leather merchants, Montreal, has been nominated as one of the Montreal city representatives.

Harold Johnson, son of Jos. Johnson, shoe retailer, 479 Parliament St., Toronto, who has been on the inspecting staff of the Canadian Army Shoes at Ottawa, has returned to Toronto and taken a position in his father's establishment.

Geo. E. Chambers, and N. E. Woodall, of the Regal Shoe Store, Yonge St., Toronto, were in Buffalo recently on a business trip.

Charles Newton, of the Robinson Department store, Winnipeg, is spending a few days on business in Toronto, Montreal, New York and other eastern centres.

L. B. Shafer, representing the Moore-Shafer Co., Brockport, N.Y., spent a few days in Toronto this week with a fine line of samples, in which a number of the latest offerings are featured.

The Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, are handling a complete range of the highest grade buckles, bows, rosettes, etc., in every style for the colonials. They are also selling a black cloth top dye which is guaranteed not to penetrate, fade or rub off.

Dr. Helen M. Beck, late of New York, who is in charge of the orthopedic department of the new Walk-Over Boot Shop in Montreal, spent a few days recently in Toronto. L. H. Wienke, of the Toronto store, is paying a visit to Detroit.

L. F. Jackson, of Toronto, has returned from an extended selling trip throughout the Maritime provinces in the interest of the Brandon Shoe Co., of Brantford, and the Blachford Shoe Mfg. Co., of Toronto.



# MR. RETAILER READ THIS AT ONCE AND MAKE DOLLARS BY DOING SO

We have without exception the finest white polish proposition in Canada to offer you—**BAR NONE**—A New Era in polishes in Canada—Hardly believable unless seen—We give you the opportunity to make money—Now it's up to you to show your wisdom.

**One of our many propositions**  
 Perfect White Cleaner for Buck, Canvas, etc., complete with brush.  
 Costs you \$1.20, Sells for \$3.00, Profit \$1.80  
 We have many other good ones.  
 Write us for particulars



Polish and Brush complete For Canvas or Buck

## Griffin Buck White and Canvas Cleaner

Cleans and whitens Nubuck, Buckskin, Suede, Canvas, Linen, Yachting, Tennis and Nappy Leather Shoes. Guaranteed not to Stiffen or Harden the Leather or Canvas.

## Griffin White Kidine

Cleans and Polishes White Kid and White Calf Shoes. The only real kid cleaner on the market. Leaves the Leather soft and equal to new.



Every Color for Kid Shoes

## Griffin Glace Kid Cream

In Blue, Black, Dark and Light Gray, Brown, Green, Red, Champagne, Ivory and White.  
 CLEANS — COLORS — POLISHES

Is to the leather what cold cream is to the skin.  
 3-oz. Bottle in Beautifully Lithographed Carton



"Natural Bronze"

## Griffin Shoe Bronze

Is the Most Natural Bronze on the Market.

## "Griffin's"

## New York High-Grade Polishes

Don't spoil your customers' expensive shoes by using poor dressings—give them "Griffin's"—tested by 80,000,000 people in the United States and Canada—Make Better Profits.



"KIDINE"

FOR EVERY LEATHER A DIFFERENT POLISH  
 WE HAVE THEM ALL

CANADIAN SHOE FINDINGS NOVELTY CO.  
 2 TRINITY SQUARE, TORONTO, CAN. (The House of Quality) L. LEVY, Mgr.

**QUEBEC****QUEBEC**

THE  
**WM. A. MARSH CO.**  
Limited

*Manufacturers of  
Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade  
Women's, Misses' and  
Children's

**McKAYS**  
for the Jobbing Trade

GOODYEAR WELTS

TURNS

**TOURIGNY & MAROIS**

(Reg.)

Makers of Shoes for

MEN	BOYS	YOUTHS
WOMEN	MISSES	CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
make 10 Days Delivery on Rush Orders

McKAYS

S.S.

**LUC ROUTIER**

Manufacturer of

Men's, Boys', Youths',  
Little Gents' Shoes in

**McKays and S.S.**

Enquiries Solicited

MEN'S  
BOYS'  
YOUTHS'  
LITTLE GENTS'

**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
Our  
Specialty  
is  
Hockey  
Boots

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
152 Notre Dame St. W.



## THE NEWS FROM QUEBEC CITY

J. E. Matheson, representing The United Awl and Needle Co., West Midway, Mass., and H. B. Parker, of Parker-Irwin, Ltd., Montreal, were in town recently.

Wm. Desbiens, formerly assistant superintendent of Wm. A. Marsh Co., has taken charge of the finishing room at Tourigny & Marois.

E. Tremblay, shoe manufacturer, suffered from a fire which occurred at his private residence. Most of the damage was caused by smoke and water.

Quebec shoe merchants are still keeping busy, and wholesalers report that collections are fairly good. There is a great demand for bronze dyes for ladies' shoes.

Jos. Tanguay has started business in his new shop on St. Dominique Street, and is busy on his samples.

M. H. Lachance, who some years ago was the proprietor of the Dominion Shoe Co., died recently. His funeral was largely attended by friends and acquaintances, among whom he was held in high esteem.

As a result of the sudden hurricane which visited Quebec lately, considerable property damage was caused in all parts of the city while E. Belanger, aged about sixty years, is lying at the point of death at the Hotel Dieu Hospital, having been swept off the roof of a tannery on De Courcelles street when the storm was at its height. Belanger, who is employed in the tannery of J. Guay & Sons, rushed to the roof of one of the sheds which is used for drying skins. The wind struck the building so fiercely that it was apparent that the roof would be carried away. The employees fled and all escaped but Belanger, who fell to the street with the tem-



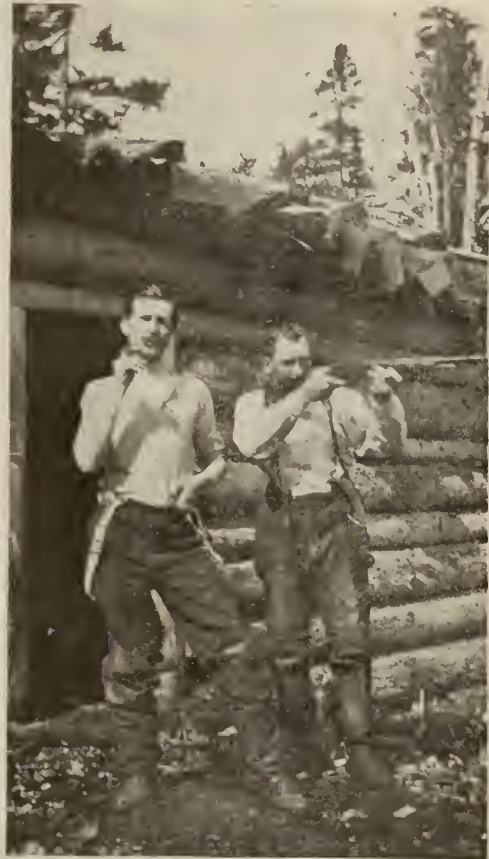
HERE IS A WINTER HUNTING SCENE AT RIVIERE A PIERRE, LAKE ST. JOHN DISTRICT, QUE. JOS. THIVIERGE, SHOE MANUFACTURER OF QUEBEC, IS SEEN ON THE LEFT, AND LUCIEN BORNE, KID LEATHER MANUFACTURER, QUE., ON THE RIGHT

porary roof which served as a protection for the skins. The drop was about fifty feet and when the man was picked up he was unconscious. He had one leg fractured and suffered grievous internal injuries from which he is not expected to recover.

The Quebec boot and shoe manufacturers are working up to full capacity and many of them are working night

and day. This is due to the phenomenal increase in orders coming in for footwear from all over the Dominion. At the beginning of the war, the merchants cut down their stocks, by decreasing their regular orders, and now that business is improving, with the probable prospect of a shortage in imported leather, orders are pouring in to a larger extent than the factories are able to cope with, and already some of the Quebec factories have had to refuse further orders.

B. W. S. Martin, of the John Ritchie Co., Quebec, who spent a few days recently in various centres in Ontario, has



ENJOYING TARGET PRACTICE BEFORE BREAKFAST AT RIVIERE A PIERRE, LAKE ST. JOHN DISTRICT, QUE. LUCIEN BORNE, KID LEATHER MANUFACTURER, QUE., ON THE LEFT, AND P. OUELLETTE, SHOE AND LEATHER FINDINGS DEALER, ON THE RIGHT.

been with the company for 25 years, and during the past five has represented them on the road. He has a son, Pte. W. J. J. Martin, who has enlisted with the 73rd Royal Highlanders, of Montreal, and is now at East Sandling, England. Private Martin, previous to joining the colors, was with the Bank of Montreal in Granby, Que.

The shoe store belonging to Mr. J. Edmond Drolet, at 363 St. John Street, Quebec, was badly gutted by fire which broke out recently. The fire originated from some unknown cause in the rear of the store and had gained considerable headway before it was discovered. A large portion of the stock which escaped the fire was damaged by smoke or water.

Philo England, of Cowansville, Que., passed away recently, in the eighty-fourth year of his age. When a young man he became apprenticed to his brother, Isreal, at Knowlton, Que., where he spent several years learning the tanning trade. He later worked at Fairfax, Vt., and Providence, R.I. With his brothers Francis and George he conducted a tannery at Fulford, for a quarter of a century.

ESTABLISHED 1857 **DEPENDABLE SOLE LEATHERS** ESTABLISHED 1857

OAK:—  
 "TRENT VALLEY"  
 AND "LION"  
 Made at  
 Berlin, Ont. Penetang Hastings



HEMLOCK:—  
 "PENETANG"  
 AND "EAGLE"  
 Our Present Specialty:  
 Army Vat-Tanned Stock, Best British—  
 "Lion Oak," for the Boys of the Lion's  
 Best "Cub."

**THE BREITHAUPT LEATHER CO.**  
 BERLIN, CANADA LIMITED



**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**



**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



Satisfaction Guaranteed  
 by factories using

**Ullathorne's**

ENGLISH-MADE  
**Shoe Thread**

Stocked by all Wholesale Dealers  
 The Original HEEL BALL Manufacturers

**Boot Laces**  
 NOW IN STOCK

Complete assortment, both Thread and Leather. Black, White, Colored. Tubular, Round, Flat, including

Very Long Lengths for Ladies' High Styles

SAMPLES ON REQUEST

**E. W. McMARTIN**  
 45 St. Alexander Street, Montreal

**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, Bristol, and Norwich.

Cable "HIDES," Leicester.





Glazed  
or  
Mat

Black  
or  
Colors

White and Fancy Colors

Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
Moderate Prices

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.**  
NEW YORK

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

# PACKARD'S

Timely "Specials" in

## Shoe Polish

### *Bronze Dressing*

Is unsurpassed for keeping the stylish  
bronze shoes looking new, retains the  
lustre and adds to the wearing quality  
of the leather.

### *KID "O"*

Cleans all colored kid or  
calf leathers. Restores the  
shoe to its original appear-  
ance.

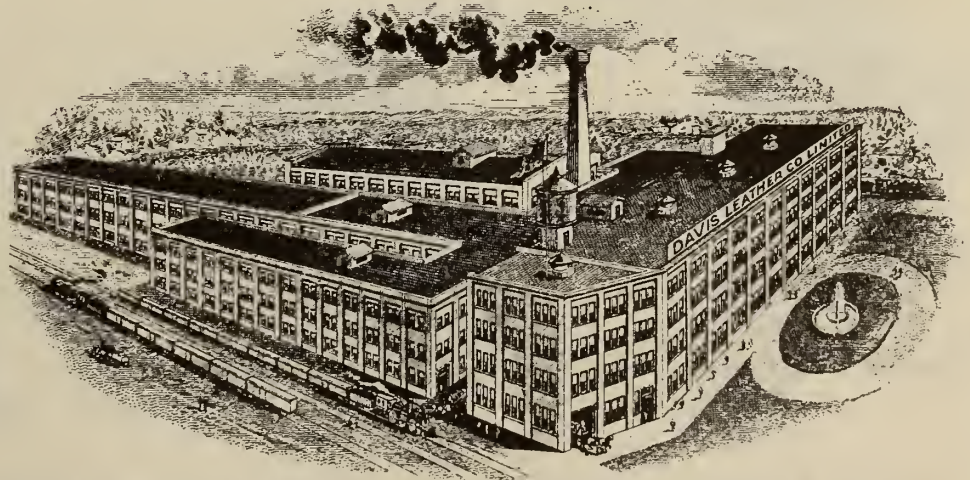
**L. H. Packard & Co.,**  
Montreal Limited

# The Largest Tanners of Calf in the British Empire

**Uniform  
in Quality**

**Economical  
in Cutting**

**Superior  
in Finish**



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**

# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**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



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



Here's a shoe that is absolutely waterproof in both sole and upper. The sole is also constructed in a manner that assures an even temperature of the foot in all weathers.

# Easy Sellers

Every year more and more Shoe Merchants discover the great advantage that comes from selling these well-known lines—"Doctors" and "The Professor" Shoes for men.

*THE  
 Professor*

PAT. N<sup>o</sup>. 119409  
 GOLD CROSS  
 SHOE



This shoe has the same qualities that distinguish the "Doctors" Shoe. But, in addition, "The Professor" is fitted with a patent, cushioned inner sole that greatly improves the ease of the foot when walking.

# Money Makers

They give you the quickest and best turnover of your capital because their merits are widely known and never fail to make a strong appeal to the man who wants real foot comfort.

Ask your jobber for Tebbutt's Shoes, and see that you get the genuine "Doctors" and "The Professor." Imitations abound, but none have the quality of the genuine article.

# The Tebbutt Shoe and Leather Co.

Three Rivers, Quebec

Limited

**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.

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# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

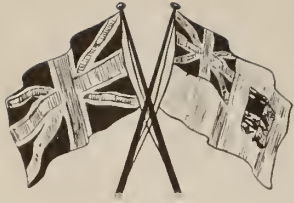
Montreal

Quebec

22 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.



# Doing Our Bit

The **Trickett Factories** have tried to bear their share of the **WAR** in **MEN** and **MONEY**

It has been hard work to keep up the **Output**, and let good men go to the front to **Fight** the Empire's battles. It has been quite as hard to keep up the supply of **Raw Materials** for

## Trickett's Slippers

We have been doing our best, and have been making a very special effort to

### Keep the Canadian Trade Supplied

If you are disappointed in any degree, do not be too **Harsh** either with the **Jobbers** or **Us**. It has been as difficult for the **Jobber** as for the **Retailer** to see ahead in this great crisis.

**Sir H. W. Trickett, Limited**  
Waterfoot, Near Manchester

*J. S. ASHWORTH, Can. Rep., Manchester Building, Toronto*





# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



A. BRANDON, BRANTFORD, ONT.

See Page 24

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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



# Ritchie Record Rising

*MEN'S WELTS*

The reputation of Ritchie Shoes for quality and value is above the ordinary.

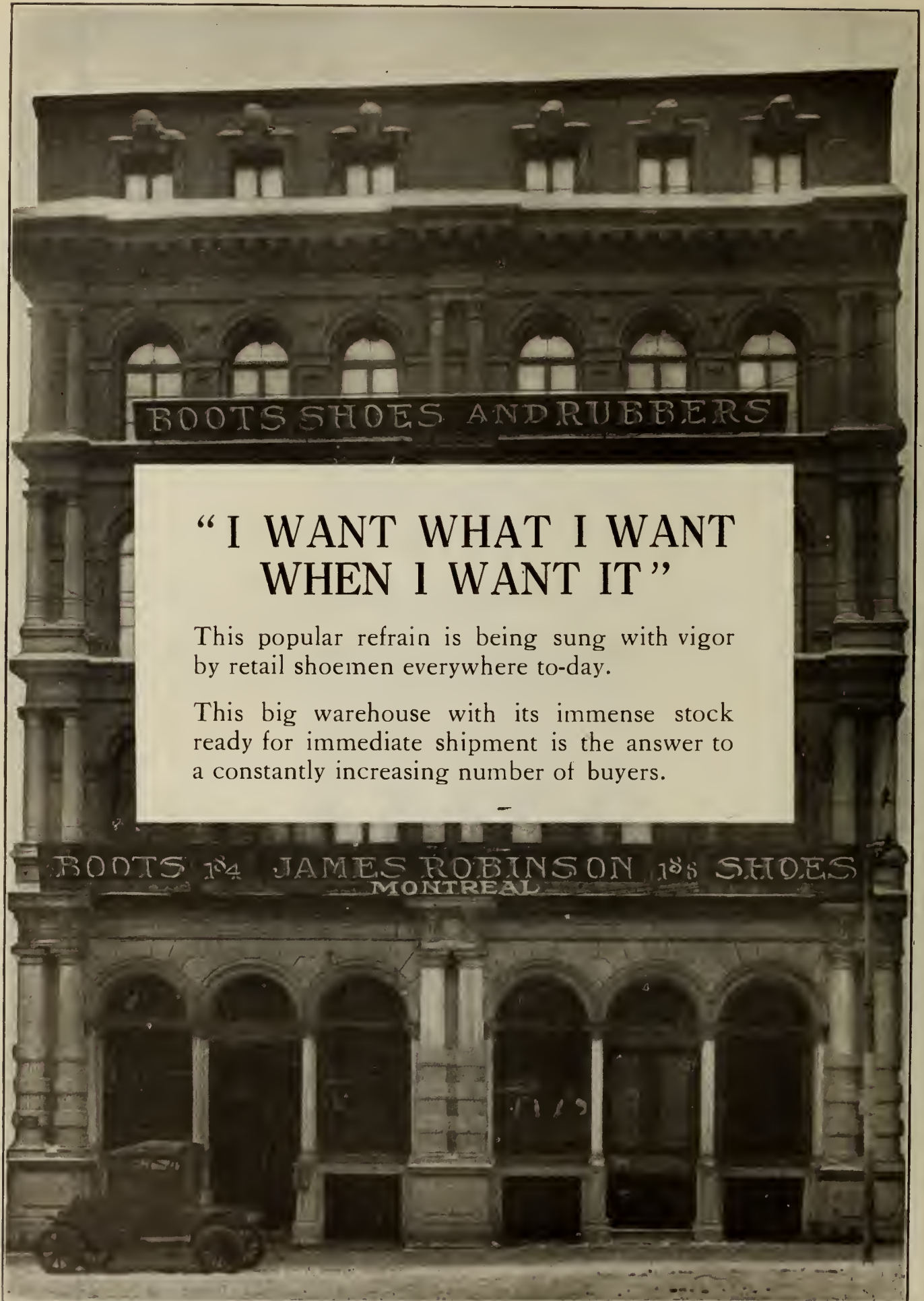
There's a hint here for you.

Stock the shoes that are never done selling—the shoes that are supremely satisfactory to you and your customers.

STOCK RITCHIE SHOES

THE  
JOHN RITCHIE CO.  
LIMITED  
QUEBEC MONTREAL

*THE  
Ritchie  
Shoe*



BOOTS SHOES AND RUBBERS

**“ I WANT WHAT I WANT  
WHEN I WANT IT ”**

This popular refrain is being sung with vigor by retail shoemen everywhere to-day.


This big warehouse with its immense stock ready for immediate shipment is the answer to a constantly increasing number of buyers.

BOOTS 184 JAMES ROBINSON 185 SHOES  
MONTREAL



# Stylish Astoria Shoes IN STOCK

For Immediate Shipment



Gun Metal Calf Bal.  
Mat Calf Top  
Single Sole  
Devon and Torpedo Lasts  
D width. Price \$3.85  
Also same style in Mahogany  
Russia Calf.  
D width' Price \$4.10



Nut Brown Russia Calf  
Whole Quarter Blucher  
Single Sole  
Devon Last  
D Width Price \$4.10

*Write To-day for Trial Case*

SCOTT-CHAMBERLAIN LIMITED

LONDON

ONTARIO

# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL-C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
SCREW  
MACHINES

DAVEY  
HORN PEGGING  
MACHINES

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

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





This model represents one of the more recent Bell creations. It has that grace and style characteristic of the Bell range, and never more marked than this year.

Retailers desiring to please discriminating lady purchasers will find this shoe a ready seller.

**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"

# SPEED KING

## SPEED KING OUTING SHOES

Are having a big run this year. From every point of the compass reports come pouring in telling of the complete satisfaction Speed King Outing Shoes are giving the merchants and their customers.

How is your stock? Don't let it run too low. Keep it well assorted and you'll find the department busy all through the season.



Any of the well-known jobbing houses on the list below can fill your sorting orders promptly.

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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

# The Independent Rubber Co.

Limited

Merritton, Ontario





# REGAL SHOES

Do you  
Handle  
the  
Regal Line?



One of our smartest  
new lines for Fall Wear



WRITE US  
REGARDING OUR  
PROPOSITION

## Holding Your Men's Trade By Merit

- ☞ The "Regal" Shoe is one of the best business boosters of the day. It is constantly winning new friends and making old ones more enthusiastic and appreciative.
- ☞ In selling "Regals" you are linked up with a proposition that not only means satisfactory profits, efficient service and frequency of turn-over, but a Canadian boot that exemplifies in style, material, shape and snap the highest expression of the art of perfect shoemaking.

**Regal Shoe Co. Limited**  
102 Atlantic Ave. Toronto

# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

**AIRD & SON** (Registered) **MONTREAL**

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

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

BIRD'S EYE RIVET SHANK  
SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you.

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.



THE SHOE CLOTH OF MANY MERITS HAVING THE LEATHER APPEARANCE \* TIES WELL \* CLEANS WELL \* WEARS WELL \* FITS WELL \* LOOKS WELL \* MAKES WELL

A  
Gitterman  
Suggestion



W

Y

C

L

O



Henry *Gitterman* & Co.

A NAME SYNONYMOUS WITH INTEGRITY AND SQUARE DEAL FOR OVER 50 YEARS

NEW YORK  
BRANCHES: BOSTON ST. LOUIS ROCHESTER TORONTO, CAN.

## THE BERLIN TRUNK & BAG CO., LIMITED

beg to announce the change  
of their firm name to

# CANADA TRUNK & BAG LIMITED

They will continue to manufacture their  
well known line of trunks and leather goods

## An Artistic Catalogue

will supplement the work of your selling staff and  
advertising, augmenting their value and producing  
results in the form of actual sales that will pay for the  
outlay many times.

Our Art Department is at your service to design  
covers and decorations.

## ACTON PUBLISHING Co.

TORONTO

LIMITED

CATALOGUE DEPARTMENT



# The Just Wright Shoe




---

Made for the men who want footwear in which smart style is cleverly combined with perfect comfort and wearing qualities beyond the common.

---

*The Just Wright*  
MADE IN CANADA  
SHOE

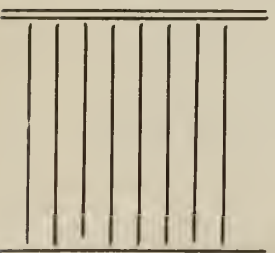
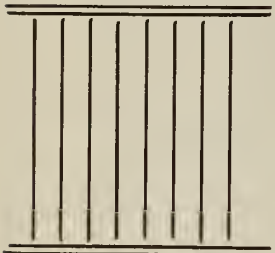
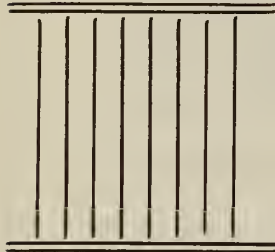
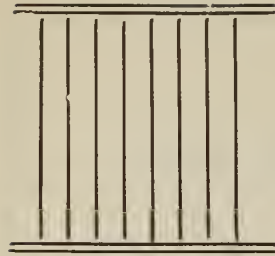
“HOBO” No. 161

Vici Blucher, Cushion Sole. E Width.  
Sizes 6-10.

In Stock at St. Thomas and Regina.

*Write For Our  
In-Stock Catalog*

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



## 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. BAINÉ  
Gen. Sec. Treasurer



# JOBBER'S

Fine  
McKays  
for  
Women

OUR Samples are now ready, and we invite you to inspect them. They contain the latest models. Materials the best. Prices right.

*See Us in Montreal*

Gagnon, Lachapelle & Hebert

Shoe Manufacturers

55 Kent Street

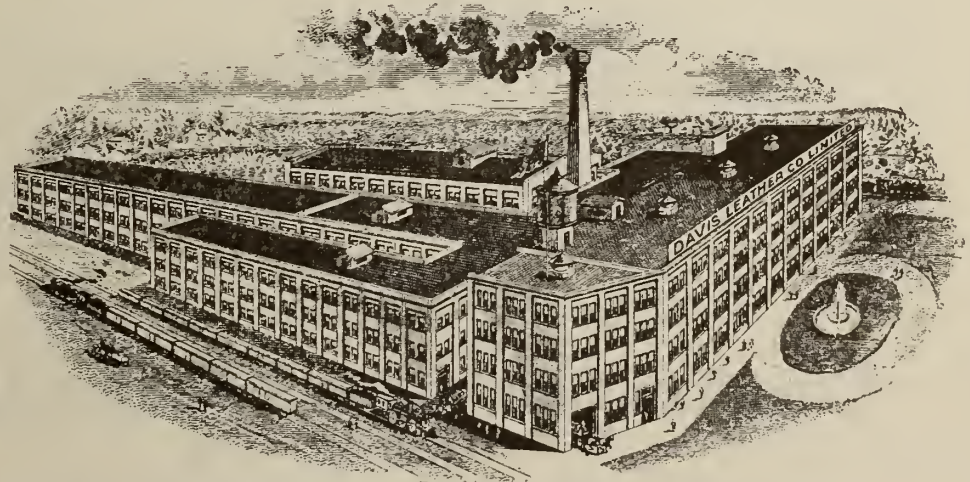
Montreal

## The Largest Tanners of Calf in the British Empire

Uniform  
in Quality

Economical  
in Cutting

Superior  
in Finish



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**



The Symbol that represents the largest manufacturing organization of rubber goods in Canada and in the British Empire.

It distinguishes the best line of rubber footwear sold in Canada.

It affords the dealer a safeguard that qualities are trustworthy and dependable.

It stands for a service that cannot be equalled within your reach.

Whatever the need in rubber footwear may be, our unequalled facilities ensure you the most satisfactory service. Our aim is to serve and please the trade.

**Canadian Consolidated Rubber Co. Limited**  
**Montreal, P.Q.**

28 "Service" Branches throughout Canada



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

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\$1.00 Per Year  
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Office of Publication: 1229 Queen St. West, Toronto  
ACTON PUBLISHING COMPANY LIMITED

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## REMARKABLE BUSINESS SITUATION

**Busiest Season Manufacturers Have Experienced in Years—Sellers Cautioning Buyers to Exercise Prudence—Leather and Shoe Producers Playing a Waiting Game—Dealers Anxious as to Prices.**

**S**AID a prominent shoe manufacturer recently: "I have been nearly forty years in the shoe business and have never seen a situation just like the present in shoes. Ordinarily we ought to be working three days a week at this time of the year, but just now it is a question of getting out the stuff fast enough. Where a dealer has been accustomed to buying sixty pairs of a certain kind of a shoe, he is demanding ninety or in some cases doubling his order. What with the lack of help and the anxiety of dealers to get goods we are at our wits end. We have been trying to supplement our own production with eastern goods and find it as impossible to get goods in Quebec as to make them here. We have enough orders ahead of us just now to keep us busy for six months to come and that without reference to the approaching sorting season for fall. I don't see why dealers should be so tremendously nervous about goods as there will be plenty of shoes and leather to go around. It is true that stocks are somewhat low and that present ordering does not warrant any feeling that retailers are overloading, but there does not seem to me to be any sense in this pushing and jostling for goods, as it is only embarrassing the shoe manufacturer and jobber and is actually bolstering up prices, as anyone can readily understand. If shoe manufacturers could go a little easier it would lessen the pressure on the leather men who find themselves in the strange position to-day of being sought after rather than seeking buyers. Just fancy, oak sole sold last week at 58c and promises, with slaughter and Spanish of the hemlock varieties, to go higher. I don't see any reason for the tremendous advances that have taken place in light leathers, particularly dongolas. I think manufacturers are partly to blame for 'boosting' costs on themselves. We are absolutely following a day-to-day policy and selling goods on a regular advance on cost. We had a concern write in the other day to have a balance of a spring order filled that was given last fall. Ordinarily this dealer would have objected if we had tried to complete this order in June, but the boot is literally 'on the other foot' just now and he is annoyed because we will not let him have these few pairs at last October's prices." The situation as given by this manufacturer is typical of conditions that prevail.

One of the foremost tanners in the province expressed the feelings of most of the leather trade when he stated to a representative of the SHOE AND LEATHER JOURNAL that his firm was playing the game "close to the cushion." Tanners have followed for some time past a policy of only producing what they could see sales ahead for. This, under existing conditions, has resulted in a shortage of certain lines of stock, and the increased demand has had the effect of enhancing values to an extent that has made a constant revision of costs necessary.

Manufacturers are wisely beginning to advise their retail customers to exercise greater conservatism in buying. It is in the interest of all concerned that the "watchful waiting" policy of the tanners should extend to the other departments of the trade or we will be up against a more serious condition of affairs than already exists.

The "boom," if such it may be called, does not seem to be confined to leather goods. The rubber trade claims that the business in tennis and sporting shoes generally is practically double that of a year ago although the season has not properly commenced.

## HOW LIVE REPAIR BRANCH HELPS SHOE STORE

**Keeps the Establishment in Touch With the Right Kind of Shoes and Enables Careful Discriminating Purchasing—It Helps to Create Satisfied Customers and Affords a Well Rounded, Complete Service—Burlington Man Who Thoroughly Knows Shoes**

“**I** LIKE the shoe repairing end of the business because it keeps me in touch with the kind of shoes that I am handling and enables me to buy the right sort. For instance, I sometimes get a certain pair to sole for the second and even the third time and if I am not handling that



H. A. GRAHAM, BURLINGTON, ONT.

make and have an opening for such a line, when the traveler calls I know something about the quality, comfort and durability of his goods before purchasing.

### Making Good Some Defects

“Again, in even the best makes, I find that the top lift comes off, a seam rips, or the welt gives way, etc., and it is up to us to fix the shoe, which we do cheerfully. This frequently turns a dissatisfied customer into a satisfied one.

“Our business is not so large that it takes up all spare time and any such moments that I have I can spend to advantage sewing on soles, trimming edges, finishing, etc. I believe in the old saying that ‘what is worth doing at all is worth doing well,’ and I like to see good shoe repairing—properly finished work that is a credit to the establishment, and am of the opinion that such work brings trade and helps to retain it. The aim of this store has always been to satisfy its patrons, as a satisfied customer is not only a pleasant one to do business with but an advertisement that even printers’ ink cannot surpass.”

### Of Great Service and Convenience

Such is the view taken by H. A. Graham, of Burlington, Ont., who has been in the retail shoe business in that town for the past ten years. Ever since he started he has operated in connection with his neat, well-kept premises an up-to-date quick repair outfit. He regards machinery as a big improvement over hand work and would not go back to the latter under any consideration. He has a Champion stitcher, finisher and edge trimmer, as well as buffers and skate grinder, fourteen feet over all in length, the equipment being run by a one-horse power motor.

Mr. Graham is a Burlington boy and, after serving his apprenticeship in that town in the shoe line, went to Hamilton, where for nine years he was on the road for John Lennox & Co., wholesale shoes. Ten years ago he entered the retail footwear business for himself in his native place

and has made a success of the venture. The slogan of his inviting and attractive store is “The Home of Good Shoes.”

So far as the repair branch alone is concerned he finds it a fair investment and working in conjunction with the store he believes that it has resulted in bringing more business to him, for he finds that the store helps the repair department and vice versa. He has a special man in charge of the repair outfit who, in cases of special rush or emergency, is able to help out in the selling end. Mr. Graham makes known the facilities of such a department by suggesting to patrons that if their shoes need attention they can receive it right on the premises, and in all his advertisements in the local paper the announcement is made that shoe repairing is done promptly, neatly and quickly.

### Shoe Store Logical Place for Repairs

The prices which he obtains for the general run of work are:—

Men’s sewn soles 85c., nailed 70c., heels 30c.  
 Women’s sewn soles 65c., nailed 50c., heels 25c.  
 Misses’ sewn soles 60c., nailed 45c., heels 20c.  
 Children’s soles, nailed, 40c., heels 15c.  
 Rubber heels 50c.  
 Rubber heels, women’s, 40c.  
 Patches 10c. up.  
 Turn soles, women’s, 75c.

Mr. Graham says that with the uncertain condition of the leather market he expects to raise the figure for repairs. He does not see why an ordinary shoe store should not do repairing as it is certainly right in the line of business carried on. No collecting or delivering of repair work is done, as all that can be properly handled comes in.

### Building Up Steady Patronage

Always stocking a good class of footwear Mr. Graham has built up a strong, steadily increasing trade. He has also demonstrated that a live repair department brings business



MR. GRAHAM'S ATTRACTIVE SHOE HOUSE, BURLINGTON, ONT.

to his establishment that he otherwise would not secure. He has always believed in good service, courteous treatment and honorable dealing and his record in both the shoe retailing and repairing line is one which proves conclusively that success can be achieved in one’s home town or any good centre by industry, application and faithful attention to detail.



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JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## THE SCARCITY OF LABOUR

**Manufacturers Struggling Against Heavy Odds—Orders Plentiful,  
Workers Unobtainable—The Use of Unskilled Help Runs Up Costs—  
Why Do Not Women's Organizations Take Up This Great Problem.**

**M**ANUFACTURERS in all lines will tell you that it is not the scarcity or high cost of materials that is occasioning them embarrassment in connection with production. It is simply impossible to get enough help to turn out the goods. Many of the factories are running less than fifty per cent of capacity for no other reason than that they cannot get adequate help. In most cases they are crippled even further by having to take unskilled and untrained workmen. One manufacturer stated recently that his manufacturing costs had increased forty per cent since last year on account of the drain for recruits upon his establishment necessitating the employment of untrained workmen. It is unfortunately the case that the best men heed their country's call, while the class that could be better spared remain at home and either provide indifferent substitutes in the factories or on the farm or dawdle away their time in pool rooms or corner stores.

With conditions as they are to-day one may well ask why the women and girls of the country have not arisen to the occasion. One has only to pick up the daily papers in our larger cities and towns to find column after column of advertisements calling for female help. Some of the appeals are almost frantic in their character and evidence the sore straits in which manufacturers find themselves for producing goods in which the skill and quickness of female workers are essential. A whitewear manufacturer recently stated that never in the history of his concern had it been so difficult to procure machine, laundry, finishing and packing operators. In fact this gentleman stated that, the present recruiting methods were robbing them of their best workers. Girls were marrying soldiers and living on the pay and patriotic allowance, and instead of working were having a gay time, attending the movies, or gadding about. The tendency seems natural as shown by an incident reported from a German town, where the police rounded up a lot of these habitues of amusement places and had their allowances cut off.

It would seem that right here is a more pressing and promising field for the operation for our women's organizations than in the recruiting leagues. Recruiting is more properly a man's job, while the pressing home of the necessity of those "staying with the baggage" doing their part ought to commend itself to the eloquent persuasiveness of some of those who now adorn platforms at recruiting rallies. In England women are taking men's places even in machine shops and tanneries. There are dozens of occupations in Canada that could be filled quite as well, if not better, by girls or women than by boys or men. A western furniture factory is using girls to-day to do packing and others to do light finishing. We firmly believe that if the women of the country realized the actual conditions of affairs they would gladly respond, but it has seemed hitherto everybody's and therefore nobody's business to point out the fact that the whole country is just now suffering for lack of recruits for its industrial army, quite as necessary to its safety as those who don the khaki.

One naturally asks what is the use of spending vast sums of money talking "thrift and production" when our industries languish for help that is lying about unused. There should be an immediate effort to register and label all industrial as well as military "slackers" and there should be a campaign upon the part of the women's organizations of the country to see that the help needed for lighter industrial vocations be forthcoming.



# TELL YOUR CUSTOMERS WHY SHOES ARE SO HIGH

**Causes Which Have Contributed to the Present Stringent Conditions—Interesting Figures That Tell a Convincing Tale—The Advances on All Materials Have Been Heavy and the Termination Does Not Yet Appear—Comprehensive Summing-Up**

“**M**Y but your shoes are awfully dear. The last pair that I got here cost me much less than you are asking now.”

“I know it,” remarked the courteous salesman, “but this is a matter over which we have no control.”

“What has caused shoes to go up so? You are asking a dollar and a half more for this pair and two dollars more for that pair than you formerly charged and I am not going in for any fancy kid colors either,” observed the fair caller.

What is the cause, for she was of an inquiring turn of mind, although no haggler about price. A woman in comfortable circumstances, without extravagant tastes and of quiet ideas, she, like many others who have about all they can do to make ends meet financially, wanted to be given some plain, intelligent reason why there has been an advance before parting with so much more money for her footwear.

To be told that any article has gone up fifty or one hundred per cent. in price, and when the merchant or salesman is asked why and gives a vague, evasive reply—“Oh, it is the war”—well, this will scarcely satisfy many persons. They are apt to go away with the idea or suspicion that the retailer or a member of his staff is “slipping one over on them,” to use a colloquial expression, and perhaps they wish they had tried some other shop.

## Being Familiar With Facts

To avoid any such apprehension and to convince customers that all retailers of shoes are in the same plight, is evidence of efficient and progressive salesmanship. It is a part of the service which every boot store should render to its patrons. It is not to be supposed that every shoeman runs an intelligence bureau or a department of public information, but he should have the facts at his command if he finds—as he frequently does—that persons do not always accept everything for granted and like to know the causes leading up to enhanced values in any article they purchase. Such a buyer feels much more satisfied and goes away with the feeling that the merchant has really been compelled to pay more and in raising the selling figure is getting only a fair profit.

Not to be able to offer the explanation when required leaves any salesman open to suspicion or lack of interest in the line in which he is engaged. It creates a bad impression in the opinion of the customer and engenders distrust. If a strong, solid connection is to be enjoyed and maintained there must be a bond of mutual confidence and sympathy between buyer and seller.

Every retailer knows today that he has to pay more for his shoes—much more than before the outbreak of the war. He has the evidence in his invoices, his statements and drafts. The reasons why have been driven home to him by the average traveler, who is well armed with the facts of what the manufacturing trade is up against, before he starts out on his tour.

Contributing causes which are readily recognized by the retail trade are perhaps not so patent or intelligent to the customer. Generally speaking all calf and kid leather shoes—fancy colors are not being spoken of—have, in men’s Goodyear welts, gone up from sixty cents to one dollar a pair, while in women’s high cut bals, in all dull leathers, the advance has been from seventy-five cents to one dollar and a quarter and even more.

How much higher prices will go next season no man can

foretell and neither can he prophesy with any degree of accuracy or knowledge.

It is well for the merchant to provide helpful and instructive information and lead persons to an intelligent appreciation of why footwear is so much more expensive to-day than it was a year ago when costs began to mount steadily and have been ascending ever since.

One could go into very elaborate and exhaustive data regarding the whole situation but such an explanation would be wearisome to the average lay purchaser. To supply sufficient particulars for the retailer to be conversant with the situation and to pass on to the public is the object of this article.

## The Climb in Percentages

In the first place it may be pointed out that everything entering into the manufacture of footgear has been advanced and many things are still augmenting in price. This includes all kinds of leather and findings, even cartons, labels and labor, the latter being all the way from twenty to thirty per cent. higher. Now the wage outlay does not mean that all operatives in a factory have received an increase in pay, although in a great many instances they have. What it does mean is that so many boot and shoe workers, the trained, skilled help, have joined the colors and are now doing their bit in the present struggle for liberty and freedom. It means that many plants are running only about fifty to sixty per cent. of their capacity, whereas they have orders on hand or in sight which would keep them running overtime. All kinds of unskilled and indifferent labor has to be pressed into service. Anyone knows that when a plant is not operating to its fullest extent and yet has a volume of business on hand that would justify such activity, the cost of production goes up proportionately. The overhead expenses remain practically unchanged, and whether in an industrial or any other sense, such a handicap is a most trying problem to overcome.

All calf leather has gone up during the past year from thirty to sixty per cent., patent leather at least thirty per cent. and over, and all colored kid, from two hundred per cent. up. Sheepskins are from eighty to one hundred per cent. higher and sole stock, both oak and hemlock, from thirty-five to fifty per cent. Insoles, heels and counters are fully twenty-five to fifty per cent. more than a year ago; linings from fifteen to twenty-five per cent.; laces from one hundred to two hundred and fifty per cent., etc., etc. Then there have been very substantial advances in thread, nails, eyelets, hooks, buttons, shanks, pull straps, cements, welt-ing, and as some auction sales bills used to read, “other articles too numerous to particularize.”

## The Cause in Brief

Why has leather gone up? Well, previous to the war, the bulk of high-class calf skins in the world came from Europe, which supply has been practically shut off owing to foreign embargoes, the absence of shipping facilities, the depleted number of merchantmen, the excessive war insurance risk, and ocean freight which costs about five times as much as it did two years ago.

Then there is the war tax of seven and a half per cent. in Canada and the increase in the cost of tanning agencies.

(Continued on page 48)



# YOU CAN MAKE MONEY OUT OF HOSIERY EVERY DAY

How It Attracts and Interests Women in the Shoe Store—Its Worth as a Business Builder and How It Harmonizes with the Colored Shoe Situation of To-day—The Best Method to Install and Manage Such a Department—Some Objections Answered

**W**HEN the rage for colored footwear was never as wide as it is to-day, when skirts are short and are going to stay abbreviated for another season, when white, grey, champagne, ivory, fawn, bronze, brown, pearl and other shades are decidedly fashionable and my lady fair must have hosiery to match—what a glorious opportunity for the ambitious shoe dealer to “cash in.”

Never will such a favorable circumstance present itself again to inaugurate a hosiery department. It is now as attractive and interesting to female patrons as a millinery parlor, a pink tea or a church wedding.

Women are paying more for their pedal toggery to-day than ever. The result is that hosiery—silk, cashmere, lisle, varying in weight and texture—never appealed with such intensity and convincing force as at the present time. For a score or more years there has been nothing more dignified, graceful or impressive created in the footwear line than the high cut colored kid shoe or the splendid two tone effects. They stand out as the acme of style, skill and art and bring the highest price ever known for ladies' foot attire.

It is natural, therefore, that the hosiery firms should make special seasonable efforts to match every hue, shade, or tint evolved by the leather or boot maker. Nowadays pretty, colored hosiery is having a reign supreme, a demand unparalleled and if it is the function of the average shoeman to cater to everything that pertains to the feet, here is his

chance to reap a rich return, considering the original investment is not heavy.

More and more shoe merchants in the leading cities and towns of Canada are handling hosiery, and it is becoming a part of all well regulated, down-to-date boot shops.

As a shoe retailer you are in the game to make all the money you can. You may have selected the footwear business as the most congenial field in which to exploit your talent, time, energy and capital. Be not slow in adopting new ideas and profitable avenues of trade.

Running a hosiery department in a shoe store is an idea which has gone far beyond the experimental stage. Have you ever given careful thought to the close connection between shoes and hosiery, and how this relationship can be taken advantage of to boost your profits? Take the case of the man who comes into your store, buys a pair of shoes, and then has to walk a block down the street to get the hose he needs. In cold print, it looks pretty much like neglected opportunity on your part, doesn't it? It would be a genuine relief to the man if he could purchase his hose at the same time and place he gets his shoes. You could make that sale and many another of a like nature, if you were prepared to supply the demand. Nor would you be dependent upon the class who purchase only when driven by necessity. For instance, a prospective shoe buyer who is being fitted, is attracted by a fine display of various styles of hose in a neat show case near by. He may not particularly need hose just then, but his interest is aroused. This gives a tactful salesman the opportunity to “get in right,” and as a result

***T**HE inviting interior of Mark Mundy's shoe store, Galt, Ont., which is well laid out, the stock neatly kept and the traveling goods shown to the best advantage. Palms and potted plants add much to the attractiveness of the store.*





he sells several pairs of hose as well as the shoes. The customer goes away pleased, and will remember that store not only when he wishes shoes but hosiery as well.

There is no denying the fact that every woman is almost irresistibly attracted by hosiery displayed in a pleasing manner. It is hard for her to pass by such a window. The value of the hosiery department in securing women's custom is slightly different than in the case of men. A man will come in to buy shoes and stay to buy hose; a woman is more likely to come in to look at hosiery and end by buying shoes as well. When you consider that once you have a woman's custom, you often have that of the whole family, you can readily see its value to your hosiery department and your business as a whole. She will surely make all purchases for the children from you, and is quite likely to buy for her husband also. Many retailers, especially in the cities, cater to the high class women's trade by keeping in stock a wide variety of all colors and qualities in women's fancy hosiery. They make a specialty of matching practically every color of gown and slipper worn; some who are near to the manufacturers going so far as to make arrangements to have hosiery dyed any special shade in two or three days at most.

Of course, this is beyond the province of the average shoe retailer, but it will give a hint as to the possibilities of your hosiery department. A reasonable range of styles and colors, in these days when colored kid and other slippers are so much worn, will greatly increase your total sales—and your profits.

Another feature which is worthy of attention, is the possibilities of this department during the holiday season. These are almost limitless. It has this additional advantage, that the stock is quickly turned over, and at a good profit. The best class of business is attracted thereby, and it is a splendid feeder to the various shoe departments proper. Women do most holiday hosiery buying, and are readily persuaded to buy shoes for themselves as well.

#### Why Backward About Going at It?

So much for the value of the hosiery department in attracting business and increasing gross sales. Many retailers who refuse to go in for hosiery will admit some of the foregoing statements, but are afraid to take the plunge owing to initial cost, inexperience, lack of room, or other assumed difficulties in the way.

As for initial cost, no department can be added to your store with so little outlay at the start as a hosiery section. Skeptical retailers by the score have demonstrated this. For example, an average pair of men's fancy shoes would probably cost, wholesale, \$3.50; for this amount a dozen or more pairs of good hose could be purchased. These figures are not absolutely exact, but are near enough for all practical purposes. Again, in hosiery, invested capital is turned over much more rapidly than in shoes, consequently your money is not tied up to the same extent. The profit on this turnover is also considerably greater than is the case with shoes. The danger of shopworn stock is also obviated.

Inexperience need not frighten any shoe dealer from installing a hosiery section. All needed information will gladly be given by the manufacturers or jobbers with whom you do business, and a little application of the hard common sense and acumen you apply to other parts of your business will pull you through with little difficulty.

Lack of room is about the weakest objection of all. When you consider that five dozen men's half-hose or three dozen women's hosiery can be placed in the space required by one pair of shoes, you can see how groundless is the fear of lack of space. Some shoe stores doing a large trade in hosiery need only one small corner to shelve all the varied lines they keep in stock. For interior display purposes one show case is usually sufficient, which takes little space.

Be sure that in buying your stock you select principally nice lines—good selling colors varying in weight and

texture. The quality must be good. From the start it should be your policy to avoid the cheapest grades. Dealers in the smaller towns who cater to country trade to a considerable extent, will need to carry a fair-sized stock of the coarser grades to go with the heavy footwear sold to many customers. The average shoe dealer, however, will find it to his advantage to sell only medium and higher-priced goods. Leave the cheaper trade to the department and specialty dry goods stores, who buy in large quantities and make price the chief feature in selling. Carry good stock, then demand a fair profit. As a shoeman, you occupy a strategic position, which can be turned to good account. In women's hosiery it is inadvisable to carry too complete a line at the outset. In the fancy grades, careful and limited buying should be the plan of procedure until you have the situation thoroughly sized up. A good range of blacks and plain colors, varying in weight and quality will make a fair beginning. You will turn over the stock often enough to be able to make any changes deemed advisable.

#### Show Hosiery on Forms

Good display is very necessary to ensure success. For this purpose, several hosiery forms should be purchased. For interior display in the average store a good sized show case could be used with profit, and both men's and women's hosiery could be tastefully arranged therein. It is always advisable to use forms when displaying hosiery. They make the goods appear much as they do when in use, thus appealing more powerfully to the eye. In displaying women's fancy hosiery, it will aid materially in selling the goods, if they are shown in conjunction with a fancy slipper of the same or harmonious color. It is hard for a woman to resist the desire to purchase when such a combination is seen.

Both the show case and the hosiery department itself should be near the front of the store in a position sure to attract the attention of people going to and from the department proper. Hosiery should be featured in the store window periodically. If the latter is tastefully trimmed in harmonious colors and the proper lighting effects secured at night, results will always follow.

The sales force should be in thorough sympathy with your plans to boost the hosiery department. Urge them to take every opportunity to tactfully urge the purchase of hosiery along with shoes. With women especially, these suggestions will surely bear fruit, if pains are taken to show the effect produced by matching hosiery and footwear. Take your salesmen into your confidence. Give them a certain percentage of all sales of hosiery made, as many stores do with their findings department. This will stimulate their interest and benefit you. If the department grows rapidly, it may be necessary to put one salesman in complete charge. In such cases, it would probably be advisable to drop the commission idea in justice to other employees. These are matters for individual adjustment.

Lastly, don't forget to give the hosiery department a fair share of the advertising space used, which can be charged up against the department. As a general rule, when advertising this line of goods, feature it separately. In this way, better results will be obtained. In fairness to the department, keep careful record of all sales made. After a proportionate share of all proper expenditure has been charged against this section of your business, you will find—if you push the sales in a vigorous manner—that you have added a considerable amount to the right side of the profit and loss account at the end of the year, to say nothing of the stimulation received by the other departments. A silent salesman or special show case can often be installed where space allows, either inside or in the entry outside the store. When placed outside, this will solve to a very large extent the problem of giving the hosiery department a fair amount of display space, especially where the dealer is short of room in the window.



# THE LARGER OPPORTUNITIES FOR SERVICE

**High Note Sounded at Annual Gathering of Manitoba Business Men—C. F. Rannard is Made President for Second Term—Several Pieces of Important Legislation Secured—The Protection of Legitimate Interests—What the Association Has Done**

**C**HARLES F. RANNARD, president and managing director of the Rannard Shoe, Limited, Winnipeg, was re-elected president at the second annual meeting of the Manitoba branch of the Retail Merchants' Association of Canada held in Winnipeg on June 6, 7 and 8.

The nominating committee's report that President Rannard had been nominated for a second term was greeted with great approval by the convention. Mr. Rannard was unwilling to accept either the work or the honors of the position for another year, and it was only the wish of the entire convention which finally prevailed upon him to agree to re-election.

Other officers elected were: Vice-president, J. A. Banfield; second vice-president, A. G. Box, hardware dealer, member of the firm of Box Bros., Souris; secretary, J. H. Curle; treasurer, T. S. Connell.

Delegates to the Dominion convention: J. A. Banfield, T. S. Connell, Horace Chevrier, C. F. Rannard and W. T. Devlin.

Mr. Rannard, whose firm conduct three large retail shoe stores in the Prairie Capital—two on Portage Avenue and one on Main St., is one of the leading shoemen of the Dominion, and is widely known to the trade. He has always taken a deep interest in all that pertains to the advancement and welfare of mercantile interests and the closer association and mutual helpfulness of business men.

Many friends will congratulate him on his re-election as presiding officer of the Retail Merchants' of Manitoba. In his address to the members he said in part:

## Association's Policy

"The policy of our Association is to secure the co-operation of every retail merchant in Manitoba of high standards, of shop-keeping, that commercial exchange may be developed, that wastage and loss by overlapping, price-cutting and suicidal competition may be reduced to a minimum, and that many abuses under which the individual merchant suffers to-day may be remedied, and larger opportunities for his service to his community created.

"Before this Association was organized there was little protection for the retail merchant. He was the target for fakir and thimble-rigger, who exploited the community and generally left between two streaks of light. The trading stamp and phoney premiums were debauching his business, his credits were uncertain and unscientific, and he was driven from pillar to post by exactions that were often unreasonable and unfair; but by working together many of these old abuses have been eliminated, wise and remedial legislation has been secured, scientific credits are coming more and more to the front, and a healthy and hearty spirit of fraternal co-operation is being evidenced more and more every day so that it seems no idle boast to say that here in the West, we are on the eve of a new era in merchandising, so that if this spirit grows as it should the retail merchant will find many excess burdens taken from his shoulders, and he will be able to distribute his goods to the ultimate consumer at the least possible cost and the highest standard of salesmanship.

## Clean Advertising

"The success of business enterprises is linked with judicious advertising. No commercial activity is more closely connected with every other commercial or industrial enterprise the world over, nor is any single line of business so interwoven in these modern times as advertising retail business. To a greater extent than is generally realized, a

business is built and successfully carried on by advertising. If it is true and correct it has a big influence in swaying your business in a right direction, but if it is false and dishonest it will act as a loadstone to your business.

"Why is it that advertising stands on a much higher plane than it did a few years ago? Because, in early days advertising was used in the promotion of almost every act of fraud, and people looked askance upon everything that was advertised, but nowadays it has acquired a new dignity and new strength. Business in Canada is facing better days. The national confidence has been quickened with the result that sincerity and honesty pay bigger dividends than ever.

"Let our motto be 'Truth in Advertising.' The greatest enemy to successful advertising and to successful business is the quack and the fakir, and the more money they contribute the greater the loss. Every time a man or woman is cheated by a bogus advertisement the pulling power of all advertising is so much weakened, because the



C. F. RANNARD, WINNIPEG, MAN.

fakir and the publisher accepting the advertisement have taught just so many more people to distrust all advertising. There will be more advertisers and they will get more and quicker results when the quacks and the fakirs are driven out of business, and during the last few months this association has been driving them out of business every day. I am sure all advertisers will agree that they ought to be driven out, as they are a detriment to all channels of better business, as well as defrauding the public out of their money.

"Our legislative committee has been able to assist, by counsel and co-operation, in securing several pieces of important legislation. We have a 'Bulk Sales Act' so framed that no man can sell his business, put the money in his pocket, and depart for fields new and pastures green, without his paying his just debts. There may be objectionable points in the legislation at present framed; if so this organization ought to be big enough and wise enough to so amend them as to meet the changing or enlarging demands of the times."



# DO YOU KNOW HOW TO CORRECT FOOT TROUBLES?

An Important Branch of Retail Shoe Business—The Proper Manner to Adjust and Fit Arch Supports so as to Secure the Best Results—Few People Who Would Not be Better for Use of Light, Springy Arch Support—Necessity of Proper Foot Toilet

By Dr. C. VERMILYEA

**T**OO much emphasis cannot be laid upon the importance of the toilet of the feet. The pedal extremities have been in the past the most neglected part of the body, but fortunately the public is waking up to the great necessity of care for these extremities, if one is to walk or stand in comfort and with grace. The easy grace and carriage of the body is to a very great extent dependent upon the perfect health of the feet. This health can only be maintained by proper care and toilet of man's best servants—the feet.

Foot soap, powders, ointments, etc., all enter into the proper toilet of the feet. The live shoe merchant who displays these items will get handsome returns both in profits and added prestige among his patrons.

Proper care in fitting arch supports is an important matter. The leather at the heel of the support should fit snugly right back to the counter while the forward end of the leather should come just back of the bones at the ball of the foot. Care must also be taken in having the front end of the metal come past the arch in the shank of the shoe, as when the metal is too short it has a tendency to break the shank. The adjustment of the plate to fit the foot is a most important matter.

The amount of elevation in the support depends upon the weakness of the muscles in the foot to be fitted. When these muscles are very weak the arch of the foot is crowded down entirely flat by the weight of the body upon it. This case requires the supports to be adjusted quite low and elevated each week until the correct elevation has been reached. The first object in adjustment is to give the wearer the greatest possible comfort and it is by gradual elevation, a little at a time, that this is accomplished most successfully. In some very bad cases it will be found that the scaphoid bone (the small, flat bone in the centre of the arch) protrudes at the inside of the foot. In this condition this bone may be felt with the finger. Sometimes the flange at the inside of the arch support will cause a soreness of the flesh at the point where the scaphoid bone presses against the flange. If this soreness is very pronounced the flange should be hammered in such a manner as to create a hollow at the point of contact. Later this hollow may be hammered back a little at a time until the wearer can stand the pressure of the flange in its original position. By this time the scaphoid bone will have been gradually forced back into place and thus an important work performed.

## Tendency to be Forced Outwards

Many cases will be found where there is a tendency for the foot to be forced outwards by the arch support. This is particularly true of a support with a high flange on the inside. This condition may be easily remedied by skiving a piece of leather and glueing it under the leather at the heel of the arch support, having the thick side at the outside of the foot. This throws the foot to the inside and against the flange of the support, thus supporting it from both sides. This pad at the heel should not come any farther forward than the shank of the shoe, or in other words, it should not come forward of the heel.

Often the wearer of an arch support will complain that it is too high at a certain point. In a great majority of these cases it will be found that the elevation of the support at other

points will equalize the weight and give better results than to lower the plate at the point complained of as being high.

Experience has exploded two old ideas in the matter of arch supports. The one is the necessity of high flanges on the metals and the other is that an arch support must be heavy to be of sufficient strength. There are exceptional cases that require exceptional arch supports, but in the main it will be found that best results are obtained by a light resilient support with a low flange that supports the arch underneath and slightly towards the inside of the foot. It is much better to provide barely sufficient support to assist the weak muscles and thus still keep them in action than it is to provide so much strength in the support that the muscles become entirely dependent upon it, thereby losing a great deal of their natural functionary powers.

## What Each Sale Should Mean

In fitting arch supports personally the writer always advises the regular use of an ointment made by him. This "Toe-Komfort" ointment is a food to the tissues and the rubbing in, using it as a massage cream, stimulates the blood action, thereby assisting nature to a very great extent in correcting the weakness and defects present in the tissues and muscles of the feet. Every sale of arch supports should carry with it the sale of a good foot ointment, foot soap and powder. In powders care should be taken to use only those of a high grade that actually contain ingredients of medicinal value.

Very few indeed are the members of the human family who have not some defect in the transverse or metatarsal arch of the foot. The arch is located inside the flesh at the ball of the foot and extends just back of the small toe to a similar position back of the great toe. The flattening down of this arch is productive of a great many ailments, including pains and aches in the forward part of the foot, callouses on the balls of the feet, turning under of the tips of the toes, aggravation of bunions trouble, elevation of the middle toe joints and resultant corns and inflamed bursal sacs, etc.

The correction of trouble in this metatarsal arch is accomplished by giving support back of the heads of the metatarsal bones. These bones are easily located by feeling the ball of the foot with the fingers. Support should not come directly under the ball but back of the small, marble-like heads of these bones. Sometimes results may be obtained by glueing a leather wedge between the metal and leather at the forward end of a pair of ordinary arch supports, but it is much preferable to use the regular metatarsal arch support made for these cases. In fact, very few people with foot trouble will be going astray in using the metatarsal arch support properly fitted.

There are very few people to-day who would not be the better for the use of a light, springy arch support. Among the lightest that the writer has seen is one which for a size four boot weighs less than two ounces. This support gives good service and should enjoy an extremely large sale owing to its great lightness of weight and resiliency.

In my next article I will take up the subject of mechanical correction of bunions and crooked toes. Should any readers desire to ask questions on anything of interest to them along the line of prevention and correction of foot ailments, shoe fitting, etc., the *SHOE AND LEATHER JOURNAL* will be pleased to receive and answer queries promptly.



# FOR WORK AND PLEASURE THEY CAME TOGETHER

**Important Conference Held by Representatives of Kaufman Rubber Co. Characterized by Much Enthusiasm and Camaraderie—Many Valuable Suggestions Received and Profitable Interchange of Views—What the Boys Did in the Way of Business**

**W**HEN good fellows get together, either for business or pleasure, there is "something doing every minute." If you do not believe it, ask the representatives of the Kaufman Rubber Co., who, during the week of June 19th, attended the conference at the company's headquarters in Berlin.

The programme was certainly a unique and interesting one, and the time was most profitably and pleasantly spent. During the day there were important conferences on trade conditions, output, the outlook for the coming season, efficient salesmanship, production, delivery, styles and other important subjects. The social features were delightful and thoroughly enjoyed. Not the least outstanding event of the programme was the presentation to A. R. Kaufman, general manager of the company, of a handsome bear rug, while W. E. Wing, sales manager, received a beautiful set of leather upholstered living room furniture. Neither of the recipients was looking for anything of this character and each was therefore doubly grateful for the unexpected evidence of esteem and goodwill.

The branch managers from all parts of Canada, who are in charge of stocks carried in the different cities throughout the Dominion and a number of local salesmen were in attend-

ance. The object of the convention was to discuss business topics and more especially "Life-Buoy" rubbers. Among the visitors were:—Frank Henderson, branch manager, Vancouver; Geo. Stockand, branch manager, Edmonton; Harley Henry, branch manager, Saskatoon; Murray McGowan, salesman, representing Winnipeg branch; S. G. Amero, branch manager, London; J. S. Townsend, branch manager, Hamilton; W. S. Wood, representative Niagara district, St. Catharines; L. B. Hutchison, branch manager, Toronto; James C. Bryant, salesman, Toronto city; J. S. Lovell, salesman, Northwestern Ontario; E. A. Chalk, salesman, Northern Ontario; E. E. Code, branch manager, Ottawa; A. D. Kippen, salesman, Ottawa; F. W. Burrill, salesman, Ottawa; John J. Duggan, branch manager, Montreal; O. J. Killam, branch manager, St. John; W. H. Semple, branch manager, Truro; Chester McLure, branch manager, Charlottetown, and J. S. Pierce, salesman, Charlottetown.

## Bit of Plesantry Now and Then

The business of the company received first consideration, and conventions were held throughout the forenoons of each day. The visitors being of a particularly congenial nature, a bit of pleasure was naturally enjoyed, arrangements



THE RECENT GATHERING OF THE KAUFMAN RUBBER COMPANY'S MANAGERS AND SALESMEN IN BERLIN

Back Row (left to right)—W. S. Wood, St. Catharines; J. S. Townsend, Hamilton; S. G. Amero, London; E. A. Chalk, Toronto; Jas. Bryant, Toronto; A. D. Kippen, Ottawa; Harley Henry, Saskatoon.

Centre Row—W. H. Semple, Truro; F. W. Burrill, Ottawa; O. J. Killam, St. John; E. E. Code, Ottawa; J. J.

Duggan, Montreal; Geo. Stockand, Edmonton; Frank Henderson, Vancouver.

Front Row (sitting)—J. S. Pierce, Charlottetown; J. S. Lovell, Toronto; W. E. Wing, Sales Manager; A. R. Kaufman, Manager; Chester McLure, Charlottetown; Murray McGowan, Winnipeg; L. B. Hutchison, Toronto.



for which were very successfully carried out by Mr. Hutchison and Mr. Amero. The latter is a prince of entertainers and was the leading spirit of the social side throughout the week. The visitors appreciated the entertainment in his charge on the evening of the opening day, and also his capable handling of the "Clam-bake" Wednesday, and the assistance rendered on the evening of the banquet.

Monday was reception day, the visitors being met at the station by automobiles as they arrived. This was naturally one of the happiest days of the week, as an opportunity was given to the salesmen from the extreme West to meet for the first time salesmen, selling the same line of goods, from the Maritime Provinces. All of the various branch managers have favored the company with previous visits, but many of the salesmen never had the opportunity of meeting their fellow-salesmen from other parts of the Dominion. This occasion was naturally one of considerable pleasure and conducive of a great amount of benefit to the company through the exchange of views among the salesmen themselves, and the valuable information that was brought out from all parts of the country at the meetings.

Tuesday morning was largely spent in an inspection of the entire plant, under the care of the manager, A. R. Kaufman, and the efficient superintendent, J. H. Roedding. The afternoon was taken up in an open discussion of all general matters, and at about four o'clock the party were the guests of the company in an automobile trip to the Cressman Woods, one of the new natural parks along the Grand River recently taken over by the Waterloo County Parks, and which is being preserved and beautified for the future. From here the outing led past the home of Homer Watson, the noted painter, through the picturesque village of Doon to Preston Springs, where a sumptuous dinner was enjoyed at the Kress House.

The forenoon of Wednesday was spent entirely in business discussions, and again on this occasion much valuable information was conveyed by the salesmen. The expression of opinions on the different lines of goods from representatives in New Brunswick and Nova Scotia, and also the opinions on the same lines from representatives in the extreme West, were exceedingly interesting, and many new ideas.

#### Clam-Bake Was Attraction

In honor of the salesmen's visit, the manager, A. R. Kaufman, declared a half holiday for the entire office staff on the Wednesday afternoon, consisting of thirty, and a monster picnic of both staff, salesmen and a number of other business friends, was held at the village of Conestogo on the Grand River, a point about eight miles from Berlin. The picnic was the sensation of the entire week, as through the kindness of Mr. Amero something out of the usual had been arranged. Only a few of those present were acquainted with what is usually termed a "Clam-bake," and naturally the others were eager to know exactly what the main feature of the afternoon had in store. Mr. Amero, however, had made due arrangements, and a large shipment of live lobsters, clams, chickens, etc., had arrived by express from Gloucester, Mass., during the morning, and had been carefully stored away on ice. It is frequently stated that anticipation is better than realization, but one questions the wisdom of this saying, in view of the surprise and enjoyment that awaited those who had the privilege of being present.

During the forenoon several heavy laden automobiles had made the trip to Conestogo with barrels, several dozen bags of charcoal, picnic tables, etc., including, of course, the delicacies from Gloucester. A large quantity of stones was first selected, about which the charcoal and an entire cord of wood was arranged and a fire commenced, which was well taken care of for a number of hours by several in attendance. After these stones had been heated to a white heat, a quantity of them was selected and placed in the barrel on a layer of sea-weed, and over which another layer of sea-weed was

placed. The entire barrel was then completely filled alternately with layers of sea-weed, chicken, lobster, clams, onions, potatoes, wieners and other articles, and sealed, and placed under ground for several hours. During these preparations the fifteen lady members of the office staff were occupied in laying out the tables and preparing numerous other delicacies.

The most interesting event occurred about six o'clock, when the barrel was unearthed and opened to the view of about sixty spectators, to the majority of whom it was something entirely new. Little time was lost in placing the entire company at the tables, and the long looked for event, which had been promised weeks before by Mr. Amero, became a realization. The afternoon was devoted to sports, including a tug of war between two teams of the representatives of the company. The baseball match was also one of the most interesting events, and it had not progressed very far before the manager decided that many of the salesmen were far better adapted to selling "Life-Buoy" rubbers than holding a glove or striking a ball.

#### Around the Festive Board

The entire day of Thursday was devoted to business, and proved of much value to the company. On the evening of this day a banquet was held in the capacious dining hall of the Walper House, at which A. R. Kaufman, manager, presided. The tables were nicely decorated, one feature being the beautiful place cards, which were designed and sketched by Mr. Wood, branch manager at St. Catharines. A paper, consisting of about twenty-five pages, containing comic reference about various salesmen, jokes, amateur verse, etc., was also distributed at this time, and the different bits of literature created an uproar of laughter throughout the entire banquet. After the sumptuous repast, which was thoroughly enjoyed by all present, an address of welcome, on behalf of the company, was given by Mr. Kaufman, after which addresses were given by each of the different branch managers, who reported, not only on general trade conditions in the different provinces, but also on little experiences they had with the trade in their territory and other matters of interest concerning the cities in which they lived. S. G. Amero, of the London branch, assisted in the programme in his usual capable manner, relating many amusing stories and presenting a few of his sleight-of-hand tricks, which were much appreciated by the company. He has proven himself on several occasions to be an entertainer of the very highest order.

Geo. Stockand, of Edmonton, presided in his capable manner. He entertained the guests with his humorous remarks and called on the various branch managers for short addresses.

After the programme, A. R. Kaufman, manager of the company, was presented with a handsome bear rug, and W. E. Wing, sales manager of the company, received a beautiful set of leather-upholstered living room furniture. The presentations were made, on behalf of the guests, by S. G. Amero, who referred to the cordial relations existing between the salesmen and the company, and requested that these gifts be received as an expression of their goodwill. The recipients, in appropriate replies, thanked the guests for their kindness, and hoped that the kindly feelings existing between the salesmen and the Company might long continue. The banquet closed after the singing of several songs and the National Anthem.

All of the branch managers report that the rubber footwear business is excellent in their respective territories, and the company's output this year will be larger than ever before. The outing shoe end of the business is one that is receiving increased attention this year. The high price of leather shoes and the present demand for white footwear are both factors in augmenting the sales of this department, which have increased tenfold during the last three years.



# TORONTO SHOE REPAIR MEN START WELL

Live Association Formed to Promote the Welfare and Progress of the Trade and Revise Schedule of Prices—Raw Materials Have Gone Up from 25 to 100 Per Cent.

**T**HE Toronto Shoe Repair Men's Association was formed at an enthusiastic gathering held on June 22nd at the shop of Chas. F. Robertson, 457 Queen street east, when there was a most representative assembly. Officers were elected, regular monthly meetings will be held, matters of mutual importance discussed, and other important questions taken up.

For some months it has been felt that the shoe repair men of Toronto should get together in their own interests, to promote harmony and unity among the members and secure an adequate return for their labors, in view of the sharp advances in raw materials of all kinds. The repair men of Ottawa some time ago formed a wide-awake association and enhanced prices by 15 per cent. It is believed that an organization of a similar kind can do much to raise the standard and promote the welfare of the trade in Toronto and a few of the leading members decided to call an impromptu meeting.

The attendance was surprisingly good and it did not take many minutes for the members to get down to business. There was but one feeling among those present and it was that the present prices were far too low and not one in the trade was making any money and was working longer hours than he should, both from a health and business standpoint. Charles Jeeves, 418 College street, presided, and Arthur Butterworth, 557 Yonge street, acted as secretary.

In opening Mr. Jeeves spoke of the necessity of organization and securing better prices for work. Not one of those present was earning more than a living and shops were kept open too late. There was no reason why the shoe repair man should have to work night and day to make ends meet.

"Everything that goes into the repairing of a shoe has advanced from twenty-five to one hundred per cent. and yet there are some trying to get along doing work at the old figure. It cannot be done," declared Mr. Jeeves, "and in order to show you how prices have ascended I have prepared a few figures and here they are. In December, 1912, side

sole leather was selling for 32 cents; backs were 45 cents; No. 10 cut soles were \$3.50 per dozen. These prices were subject to the usual five per cent. discount. To-day side sole leather is selling for 48 and 49 cents, backs 59 and 60 cents and No. 10 soles for \$4.40. The difference in the price on the side sole leather in what we were paying then and now is 16 cents. The difference is 14 cents on backs and the difference on No. 10 cut stock is 90 cents per dozen. All taps have advanced in proportion, and other kinds of leather.

"Nails were selling four years ago from 5½ to 9 cents, according to the quantity. To-day nails are selling from 13 cents per pound up to 21 cents. Iron nails were selling from 5 cents to 7 cents per pound. Now the price is 8 to 10 cents. Brass rivets which were disposed of at 35 cents per pound in 1912 are now 80 cents. Blakey's plates were selling for 25 cents per dozen cards and to-day they are 55 cents, with practically none on the market."

After several others had endorsed the remarks of Mr. Jeeves and referred to the necessity of union, better prices and shorter hours, it was decided to form an association to be known as the Toronto Shoe Repair Men's Association. The initial membership fee was placed at one dollar and every man present joined cheerfully in the move.

After discussing matters relative to getting an adequate price for their work and holding monthly meetings, appointing committees and drafting a constitution and by-laws, the following officers were elected:—

President—Chas. F. Robertson, 497 Queen street west, Toronto.

Vice-president—Chas. Jeeves, 418 College street.

Secretary—Arthur Butterworth, 457 Yonge street.

Executive committee—D. Pretty, F. J. Barry, A. Brodie, D. B. Butler, Jos. Sagar, T. J. Carter.

An effort will be made to include practically all the repair men in Toronto in the new organization, which starts off most encouragingly with live, aggressive officers, and a spirit of unity and earnestness that betokens success.

## OFFICERS OF TORONTO SHOE REPAIR MEN'S ASSOCIATION



CHAS. F. ROBERTSON, PRESIDENT



CHAS. JEEVES, VICE-PRESIDENT



A. BUTTERWORTH, SECRETARY-TREASURER

**NEW SCHEDULE OF REPAIR PRICES IN TORONTO**

At a meeting of the newly formed Toronto Shoe Repair Men's Association held on June 29th in the Canadian Foresters' Building, 22 College street, Toronto, there was a large attendance and several new members joined the organization, which will hold its next gathering in the same hall on Thursday, July 13th, when the matter of early closing will be taken up. The members, in view of the constant advances in raw materials, labor, etc., have raised the price on all lines of repair work, the increase being about ten per cent. on the average.

The new schedule has been agreed up and will go into effect at once. Cards will be printed and posted in the shops of all the members of the association. First class work will be guaranteed at the following prices and only the best of materials used:—

Men's sewed soles and heels .....	\$1.35
Men's nailed soles and heels .....	1.10
Men's half soles, sewed .....	1.10
Men's half soles, nailed.....	.85
Men's heels .....	.35
Women's sewed soles and heels .....	1.15
Women's half soles, sewed .....	.85
Women's soles and heels, nailed .....	.90
Women's half soles, nailed .....	.60
Women's heels .....	.30
Boys' nailed soles and heels, 1 to 3 .....	.75
Boys' nailed soles and heels, 3 to 5 .....	.90
Boys' heels .....	.30
Youths' heels .....	.25
New elastics .....	.75
Building new heels .....	.75 up
Youths' nailed soles and heels, 10 to 13½ ....	.75
Youths' nailed soles and heels, 7 to 10 .....	.65
Girls' nailed soles and heels .....	.75
Toe caps .....	.30
Patches .....	.10 up
Men's full soles and heels .....	2.00
Men's full soles and rubber heels .....	2.25
Men's full soles .....	1.75
Rubber heels, men's and women's .....	.50
Women's full soles and heels .....	1.75
Women's full soles .....	1.50
Women's turn soles .....	1.00
Men's turn soles .....	1.35

**HOW OTTAWA REPAIR MEN GOT TOGETHER**

E. A. Schryburt, who was the organizer of the Ottawa Shoemakers' Association and is also secretary-treasurer of



E. A. SCHRYBURT,  
OTTAWA,  
ONT.

that body, writes the SHOE AND LEATHER JOURNAL as follows on the methods adopted to accomplish the end in view:—

"Seeing that my Toronto pals want to organize them-

selves, I will give you a rough idea of how I started. First, I called a meeting, in order to raise the prices, owing to the advance that had gone into effect on leather, thread, nails, etc. The attendance at that meeting was good, but might have been better, as we had only sixty shop owners present out of ninety-five. We discussed the matter and afterwards decided on a ten per cent. increase, but, before adjourning the meeting, I called another one for the following week and made a programme and will describe how I proceeded. After having about eighty-seven of the shop owners present, I proposed a motion for a 20 per cent. raise on all repairs. Some of those present made a kick, so I suggested a 15 per cent. advance, which, after some consideration, was carried. We then elected a committee to get out cards and placed advertisements in all the local papers, so as the public would know about our association, and before adjourning we called another meeting for ten days later. At the third gathering, I got down to the fact of the necessity of an association and explained to the men what an association meant to us all, and what could be brought about through unity and harmony. A vote of those present was taken, and the sentiment was decidedly in favor of forming such a body, 75 voting in favor of my resolution. Then we elected a committee. We meet every four weeks. The following are our officers: President, J. A. Schryburt; vice-president, H. Bookman; secretary-treasurer, E. A. Schryburt; councillors—H. Victor, E. Bookman and P. Bark. These constitute all our officers. At our regular meetings which, as I say, are held every four weeks, we take up matters regarding those who do not keep up the prices and then we fine any offenders, or give them notice that if they do not stick by the figures adopted we will cancel their membership and take new ones in their places, as there are always men who are glad to link up with a good thing like our association is proving to be.

"Now, regarding the money part of the business, you, of course, know that it costs something to do all this work, as there is always a lot of incidental expenses. At the first meeting I collected fifty cents from all those in attendance. At the second meeting the same amount was levied. This made one dollar in all, which paid the expenses and the fee of entrance for all those who had attended the first two meetings. Now, all who join have to pay an entrance fee of \$5.00. All members are assessed fifty cents per month.

"It may be of interest to note the present prices obtained by the members of the Ottawa Shoe Repairers' Association, the recent increase being 15 per cent. The figures are:—

**Price List for Best Work**

Rubber Heels.....	\$0.50
Men's Sewed Soles and Heels.....	1.40
Men's Nailed Soles and Heels.....	1.15
Men's Sewed Soles only.....	1.15
Men's Nailed Soles only.....	.90
Men's Heels only.....	.40
Ladies' Sewed Soles and Heels.....	1.15
Ladies' Nailed Soles and Heels.....	.90
Ladies' Sewed Soles only.....	.90
Ladies' Nailed Soles only.....	.65
Ladies' Heels only.....	.30
Boys' Nailed Soles and Heels, 1 to 3.....	.90
Boys' Nailed Soles and Heels, 3 to 5.....	1.00
Boys' Heels only.....	.35
Youths' Nailed Soles and Heels, 10 to 1.....	.75 up
Youths' Nailed Soles and Heels, 7 to 10.....	.60 up
Girls' Nailed Soles and Heels.....	.75 up
Toe Caps repaired.....	.35
Patches, from .....	.10 up'
Rips.....	.05 up
New Heels.....	.85 up
Buttons fastened on.....	.15 up
Boots dyed.....	.25 up



### AN AGGRESSIVE MAN IN BUSINESS

A. A. Evans, who was recently elected President of the Saskatchewan branch of the Retail Merchants' Association, is a well-known resident of Outlook, Sask., where he is senior partner in the firm of Evans & Loughheed, who handle shoes, clothing, dry goods, etc., and have a branch at MacRorie, Sask. Mr. Evans has always taken an interest in association work, and has shown public spirit in the town in which he resides, being a member of the council, the board of trade



A. A. EVANS, OUTLOOK, SASK.

and other bodies. Born near Allenford, Bruce County, he learned the mercantile line at Lion's Head, and then returned to Allenford, where he was in business for himself for some years. Selling out, he went to Owen Sound and became a member of the wholesale produce firm of McDougall & Evans, Limited, in which he still retains an interest. About five years ago he took up his residence in Outlook, and has been a forceful factor in the progress of that town. A man of quiet disposition and good executive ability he has always met with success in everything to which he has turned his hand. Under his direction, the Retail Merchants' Association of Saskatchewan should have one of the most encouraging and satisfactory years in its history.

### SHOE MERCHANTS SHOULD KEEP CALM

The speculative spirit in purchasing both leather and shoes should be restrained and there is practically a lot of groundless fear prevalent regarding future supplies. It is to the interest of all that such a feeling should be allayed. Writing to the SHOE AND LEATHER JOURNAL one leading firm says:—"We quite agree with you that with prices at high water mark, it is no time for shoe retailers to speculate. A certain amount of this has taken place, but we think possibly the high water mark was reached some time ago, so that in many cases it may prove a wise purchase. By this time we believe that buying is pretty well over, excepting possibly with the jobbers. Nevertheless your good advice may be helpful to many, and undoubtedly normal purchases by the retailers would aid in steadying prices, although unfortunately, quotations in this country are practically dependent on those obtained in the United States."

Another wholesale firm says:—"We quite agree that there seems to be too much speculative spirit in the retailers' orders, and no doubt this has had a lot to do with the advance in price."

"It is more or less difficult to forecast future shoe prices owing to the war conditions," remarks a large Ontario wholesale shoe merchant. "It appears, however, that the tanners who are acting closely together in regard to prices are making the best of an opportunity and no doubt their profits would compare favorably, if made public, with steel, car, milling and other large corporations whose financial statements for the past year have recently appeared in Commercial Journal.

"In 1912 the factories were more busy than they are to-day and trade conditions then indicated that the production was hardly equal to the demand, as immigration was pouring into Canada from all quarters, the building trades, railroad construction and public works of all kinds were booming, affording employment for all comers, yet in 1913 and 1914 the shoe factories were comparatively idle, or doing only a fraction of their former trade.

"From personal observation I am of the opinion that retailers during the past five or six months have bought more than their ordinary requirements warrant, consequently I would not be surprised if trade tapers off during the balance of this year. Further, all the shoe factories in Canada are now running to capacity, which would indicate that the production of footwear will shortly exceed the actual demand, owing to the population being more or less at a standstill in Canada. These opinions may or may not forecast actual shoe conditions for the balance of the year but will at least control my actions."

### POPULAR SHOEMAN IS LIVE RECRUITER

A. E. Hogarth, who recently enlisted for overseas service with the 201st Battalion, Toronto, and is now at Camp Borden, is a young man favorably known in the shoe trade. For a considerable time he was on the warehouse and traveling staff of Blachford, Davies and Co. He began his career in the footwear game thirteen years ago, with the Burns Co., of Oshawa, starting in as messenger boy. After a period of five years he went to western Ontario, where he worked for some time in Chatham and London. Returning to Oshawa,



A. E. HOGARTH, OSHAWA, ONT.

he joined the selling force of the Burns Co. and later came to Toronto. Mr. Hogarth is an expert window trimmer, and while in Oshawa won a number of prizes for his efforts in this direction. He has lately been doing considerable active recruiting work for his battalion and, through his enthusiastic endeavors, several young men have enlisted.



# Maltese Cross Rubber Heels

**Longevity**—Long life, resistance to wear and abrasion.

**Resilience**—Springiness, ease and comfort in walking.

These are the things that you look for in a rubber heel. You don't find them often in the same heel, but when you do they make that heel better than another.

**Maltese Cross Heels** have both of these qualities in the highest degree. They are the most satisfactory heels on the market.

Let us send you a sample lot and see for yourself how and why they are better.

MADE ONLY BY

## Gutta Percha & Rubber, Limited

Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg  
Regina, Saskatoon, Calgary, Edmonton, Vancouver



# GREAT CALL FOR ALL TENNIS LINES CONTINUES

**The Present Season is the Liveliest Ever Known—Merchants Report That All Classes Are Taking to Outing Footwear—Special Window Trims Make Strong Appeal to the Public—Stock is Quickly Turned Over and the Profits are Satisfactory**

**N**OW is the time for the shoe merchant to push the sale of sporting shoes. Business in this line was never better, and July should prove an exceptionally active month in the disposition of this type of footwear. Are you well stocked up? Owing to the high cost of leather shoes, canvas and rubber productions are receiving a larger measure of attention than at any time previously. They can be bought for one-third of the cost, and will last as long as the average person cares to wear summer foot toggery, which is for one season. Formerly the sale of tennis goods was confined to persons who indulged in outdoor sports or went for a holiday in the country, or to some lake or seaside resort, but now, the shoes possess such style, attractiveness and shapeliness they are seen on the streets of all our towns and villages. Every factory which specializes in this line has had to increase its force yet cannot keep up with business.

## Borrow a Few Bats

It is well to make special window displays of tennis and outing shoes. If necessary, borrow a baseball and bat, a football, some tennis racquets and a net, a croquet set, or anything suggestive of outdoor life, and by placing the shoes in among the sporting goods, the effect of the trim is made doubly impressive. Sporting shoes do not go out of style to the same degree as leather shoes of all kinds. The profit on them is equally as satisfactory, and stock can be turned over quickly, but the thing to remember is not to load up too heavily, for naturally such shoes are seasonable and if not disposed of within the next few weeks, there is likely to be little call for them, except for indoor athletic purposes, until the warm season comes around once more.

## Do Not be Unreasonable

Examine your stock closely and see on what lines you are short. Do not expect manufacturers to fill sorting orders the same day as they are sent, but give them a little time. "It is getting to be a perfect nuisance," said one of the managers of a large branch warehouse the other day. "Retailers will send in orders for certain sizes and styles right up to five o'clock in the afternoon and expect us to deliver them the same day. This is not fair or considerate. We have to get out the goods and we have not a special messenger or conveyance leaving the warehouse every hour, the same as a street car does on a suburban line. If merchants would use a little more forethought and phone us their orders in the morning, we could get them out the same day, but to expect all business to be filled as promptly as a telephone call is answered is certainly out of the question. We have never seen anything like the rush we have here now. Why, in two days last month, we did more than in all the corresponding month of June, 1915."

The outing shoe habit is taking hold of people who go in for comfort and ease; and now that this class of footwear possesses as much attractiveness, practically speaking, as any other line, people of all ages and conditions are taking to it with increased interest and appreciation.

## The Price of Crude Rubber

It begins to look as if large buyers had rejected the New York rubber market, and have been laying in a stock directly from first hands. In fact the buyers at Para and Singapore, who represent leading American manufacturers, have bought direct in those markets such large amounts that British

brokers and importers fear the elimination of London as a distributing point. This state of affairs is quite possibly due to the action of the British Government in placing an embargo on the exportation of rubber from British ports, except under certain conditions. The consequence is a plethora of crude rubber in Great Britain and in Eastern British Colonial ports, and not enough demand to uphold the market.

## Price is Going Down

The ruling prices in the New York market show a slow but steady decline. On March 1st, first latex pale crepe was selling at 92c. By April 1st, the price had declined to 85½ to 86c. On May 1st it had dropped to 76c., while June 1st the quotation was 67c. To-day the asking price for best quality is 65c., and possibly 63c. would be accepted, a decline of nearly 33 per cent in the last three months, while predictions are rife that the decline will continue and reach 60c. or less. Fine up-river Para has shown a similar decline. In fact plantation rubber dominates the market to-day, and prices of Brazilian rubber are now governed by, instead of governing, plantation rubber quotations.

## Will It Swing Back?

However, there are many importers who believe that the price pendulum will swing the other way within a short time. Were labor, compounding materials, linings and felting correspondingly cheap footwear manufacturers could afford to continue present prices.

But with all the other factors still soaring, some of them doubling and trebling in price, the reduced cost of rubber is more than balanced by the extra expense otherwise.

We quote: Up-river fine, 65c.; island fine, 59c.; up-river coarse, 47½c.; island coarse, 29½c.; caucho ball, 50c. for upper and 48c. for lower; cameta, 34c.; centrals and Mexicans, 46 to 47c.; first latex pale crepe, 65c.; smoked sheets, 63½c.



## GERMANY LOSES THE RUBBER CONTRABAND ON DUTCH SHIP

CANNY WAY IN WHICH THE GERMANS ATTEMPTED TO GET RUBBER CONTRABAND ACROSS FROM THE UNITED STATES. FOUR THOUSAND PARCELS LIKE THE ABOVE, SUPPOSEDLY CONTAINING BREAD FOR BRITISH PRISONERS IN GERMANY AND EACH CONTAINING ONE POUND OF RUBBER, WERE TAKEN OFF A DUTCH SHIP BY THE ALERT BRITISH NAVY, AND CONFISCATED TO BRITISH USE BY THE PRIZE COURT.



## ANOTHER SHOEMAN BECOMES BENEDICT



Thomas Melville Wark, who is the manager of the United Shoe Dealers' store, Port Arthur, Ont., recently joined the ranks of the 'benedicts, being married to Miss Olive Harriet, daughter of Mr. and Mrs. F. Pyett. The ceremony was solemnized in St. Paul's Presbyterian Church, Port Arthur, on June 12th. Mr. Wark and bride spent a few days in Toronto on a visit. He began his mercantile career with the Hub Clothing Store of Port Arthur, which also handles boots and shoes. Taking an active interest in the footwear end of the business he later entered the employ of the United Shoe Dealers and has been manager for some years now. Mr. Wark is an expert window trimmer, paying special attention to displays of every kind, and some of his efforts in the decorative line have won more than local reputation.

## ON "SHOES AND EFFICIENCY"

Probably not one person out of ten gives enough thought to the choosing of footwear, says H. Addington Bruce. The rule seems to be, take what is fashionable, and be content if the shoes don't pinch too much. In footwear, that is to say, appearance usually is rated far above comfort. And, incidentally, though this is not generally appreciated, appearance usually is rated above health and efficiency.

Shoes that fit badly or are wrongly constructed always do more or less injury to the well being and working ability of the wearer. A particularly grievous offender is the high-heeled shoe so popular among women.

A German orthopedist, Doctor A. Ritschl, has recently declared, with justifiable warmth of feeling, that a high-heeled shoe is an abomination out of place in an intelligent nation. There are several reasons for his sweeping condemnation of this special type of shoe.

For one thing, a shoe with high heels is almost certain to cause a harmful strain of the foot muscles. For another, it tends to develop corns, a weakening of the great toe, and eventually flat foot. Further, the wearer of a high-heeled shoe is virtually compelled to take short, mincing steps, and to adopt a slouching attitude when walking, instead of stepping out briskly, the body erect.

This weakens the muscles of the body, interferes with the breathing, and thus interferes with the proper oxidation of the blood. The vitality of all the organs is thereby lowered, and in particular the brain fails to be adequately nourished.

Some degree of impairment of thinking power is sure to result. It is doubly sure, since wearers of high-heeled shoes find it so difficult to walk, that they do not walk enough. They prefer to be carried from place to place in street car, carriage, or automobile. As time passes, they walk less and less. Hence they suffer from lack of exercise, so necessary to mental and bodily health. They become restless and nervous, or lazy lethargic.

The same is to be said of the misguided many who, if they do not make the mistake of affecting high-heeled shoes, make the equally serious mistake of wearing pointed ones that are both too short and too narrow for their feet.

Women are not alone in making this mistake. Thousands of men make it. Foot-crowding, disturbed circulation, corns, muscular strain, a tendency to tire easily and a growing distaste for walking are the inevitable consequence.

Pointed shoes, say Fisher and Fisk, the well known authorities on personal hygiene, must be driven out of fashion. Shoes must be made to fit the foot, instead of trying to force the foot to fit the shoes.

This judgment will be endorsed by all seriously interested in national health and efficiency.

Let each one of us do his or her part. If we have not already done so, let us forthwith abandon the old harmful habit of "foolish vanity."

We need not run to the opposite extreme of wearing shoes that are needlessly ugly. But if we would keep our working power high we must subordinate the looks of our shoes to sanity of design and comfort of fit.

## SOFT SOLES GO UP IN PRICE

There has recently been an advance of 15 to 25 per cent. in infants' soft soles and moccasins. This is due to the scarcity and high prices for lambskins, dongola kid and other leathers, as well as the shortage in blue, white and pink dyes, and the exceptionally high figure prevailing for silk trimmings,

# Shoe Service

What is meant by shoe service? The proper kind such as The Empire Shoe gives means that the shoe will retain its shape, give ease to the foot, elasticity to the walk and stand all reasonable wear and tear—in short to be in every respect worthy and dependable. That's the only kind to buy.

We Do Shoe  
Repairing  
John Agnew Ltd.

W. H. Funk,  
Manager,

57 West King.  
Phone 938.

A BRIGHT THOUGHTFUL ADVT, BY BERLIN SHOE HOUSE

thread, buttons and laces. The recent advance is the first one since the war, and the only reason prices have not been increased before is that manufacturers had a large stock of supplies on hand, which has been exhausted. Now that they have to enter the market for raw materials they find they "are up against it" in many ways. Soft soles that formerly sold at \$2.40 per dozen are now \$3.00; those that were disposed of at \$3.00 are now \$3.75; those at \$4.80 are now \$5.50; those at \$5.25 are now \$6.00, and those at \$6.00 are now \$6.50. The factories are rushed with business and find it difficult to meet the orders and get sufficient help.

Acton, Ont., is making an effort to secure a shoe factory, as the citizens of that town consider the site an eligible one for such an industry, there being two tanneries located there. Acton is situated on the main line of the Grand Trunk Railway and has excellent shipping facilities. It is understood the municipality will give liberal consideration to any responsible shoe manufacturing enterprise.



### OPENING NEW STORE IN MONTREAL

It is understood that it is the intention of the Hartt Boot and Shoe Co., of Fredericton, N.B., to open an exclusive men's retail store in Montreal in September next. The premises occupied will be at 467 St. Catherine St. West, in the block between Metcalf and Peel. The location is on the north side of the street and only a few doors from Geo. G. Gales & Co.'s place of business. It is likely that the Hartt Boot and Shoe Co. will have a sample room in the same building as the retail enterprise, for the accommodation of buyers coming in from western points. The shop will be splendidly fitted up and will possess every modern convenience and comfort.

### THE WORTH OF THE JOBBER

"The jobber may be popularly blamed for the high cost of the goods on your shelves, but this is unjust," said T. D'Arcy McGee, vice president of the Canadian Credit Men's Association, in an address before the Retail Merchants of Manitoba at their recent convention in Winnipeg. "His services are indispensable. I could name a dozen things which, if they could be curtailed or eliminated, would revolutionize the cost of the goods on your shelves. Take the millions of dollars spent in fancy and attractive packages—goods put up at enormous expense so as to appeal to the public in attractive form and convenient to handle, also because we have advanced ideas along sanitary lines. We did not demand the wrapped-loaf of bread 20 years ago.

"Take the cost of advertising well known lines. They are well known because of the millions of dollars spent in making them well known. Who pays for it? Look over the advertisements in any popular magazine, and they are legion. Yet I understand that in one popular journal the advertising receipts run a quarter million dollars per issue. The matter of delivery service—in a city this is a big item. Duty on imports. The war, with its upkeep of enormous armies and all the wastage that goes with it. Then there is the fire waste. You cannot get away from the loss and waste even if you are well insured—it all filters back in the general levy. The food waste, the waste and loss in handling fruits and perishable goods, our modern requirements such as our telephones, our motor cars and motor trucks; the shifting of rural population to the city, curtailing the production on the farm and increasing the consumption in the city, shifting the balance of supply and demand; the vast amount of money put into non-productive investments during our boom period—all these things have grown upon us and we accept the conditions as a matter of course—and pay for it.

"I have given you only a few of the reasons why I think the jobber a necessary business adjunct and why we should be doing business at the old stand. The established system as we have it to-day, is more economical because the manufacturer finds it cheaper to sell through the wholesaler, with loss eliminated from his cost book and with the jobber calling on him; he has no traveling expenses to pay, while selling to the retailer he must needs employ a small army of salesmen and provide for the greater risk of losses. I think that the solution of meeting mail competition is to be found along other lines, and that your executive is capable of finding the solution."

### WHAT ASSOCIATION HAS DONE

E. M. Trowern, of Toronto, secretary of the Dominion Board, who was present at the Manitoba gathering, gave an interesting history of the formation of the Retail Merchants' Association from its inception as the Retail Jewellers' Association of Canada to its present state.

In the early days, he said, they went to Ottawa to get the duty taken off diamonds. They were troubled with unscrupulous men in the business, who thought nothing of going to New York and putting three or four thousand dollars' worth of diamonds in their socks and letting the decent fellow pay the duty. They told the government they had to make the other man pay the duty as well, or take it off.

It so happened that an election was imminent, and the government refused to consider their wants, asking: "What would the public say?" Unsuccessful, they returned to Toronto, and the speaker came to this conclusion—that they went to Ottawa with a shot gun, when they should have taken a cannon. Thereupon they struck out the word "jewellers" from their name, and made it Retail Merchants' Association of Canada.

Later on they were troubled with wholesalers selling to the consumer. That was an old gray-headed subject. They took the matter up with the wholesalers, who replied, "Oh, yes, we are all going to help you, and will stop it as soon as everybody else does." They put an end to it in Toronto, with the exception of one house. There was always one, said Mr. Trowern, and that was the fellow who gave more trouble than all the others put together. It was to get that one man that he was willing to sit up at nights and set a trap for. This man replied that he was running his own business, and wanted no interference.

The only thing they could do then, was to talk about him among the retailers, and circulate his doings among the decent men of the business community. This reached the wholesaler's ears, and he replied that if they said that about him, or put anything in a letter that was detrimental to his business, he would institute proceedings at once. Then they began to ask themselves what rights they had. Labor men could talk in the public squares and discuss questions of wages, and nobody could touch them. It was discovered that these men had secured special legislation from Ottawa to do this, so the Retail Merchants' Association went to Ottawa, and after years of hard work, secured a special charter which enabled them to say what they pleased about wholesalers or manufacturers, and send it throughout the length and breadth of the land. Since it has been recognized that they had some power, the merchants were beginning to get some of their rights. Mr. Trowern took care to point out that these rights were not secured from Provincial Parliament, but by special acts of parliament at Ottawa.

### PIONEER IN SHOE MACHINERY LINE

Jos. Schryburt, the president of the Ottawa Shoemakers' Association, has had a life-long experience in the trade. A native of Quebec City, at ten years of age he was apprenticed with the late Mr. Pilon, of Lachine. After working for different firms in Montreal, Mr. Schryburt came to Ottawa in 1885, and two years later established a business of his own, since when he has been constantly engaged in his own particular line. Up to six years ago he occupied himself mostly with the repair trade and custom boots, especially those for deformed feet. Mr. Schryburt was the first one to introduce shoe machinery in Ottawa, a distinction of which he is rather proud, and to-day, at 641 Somerset street, Ottawa, he has one of the best equipped establishments to be found anywhere. He made the first steel box toe for hockey boots used by the National Hockey Association clubs, and later, finding that the steel was too cold, he introduced a substitute in the shape of fibre toe hockey boots, which have proven to be better than the original. The fibre toe boot is very much in use to-day for hockey purposes. Mr. Schryburt is one of the deans in the shoe trade in Ottawa and has a very well established business.



### SHOEMAN HAS THREE SONS IN THE ARMY

Not many men in Canada possess the proud distinction of having three sons serving in the army, two having been at the front for some time, and the third joining but recently. Such is the worthy record of W. H. Jardine, of Toronto, eastern Ontario representative for the Blachford Shoe Manufacturing Co., with which firm he has been for the past year and a half. Previous to that he was for fourteen years with the W. B. Hamilton Shoe Co. as one of their western travelers. Mr. Jardine's two sons, Harold and Wm. H., have been in the firing line for over a year. Harold Jardine is a member of the Canadian Mounted Rifles and Wm. H.



HAROLD JARDINE ON THE LEFT AND HIS BROTHER W. H. JARDINE ON THE RIGHT.

is with the 35th Battalion. He was wounded at Ypres on April 11th and is now in the hospital at Middlesex, Claxton-on-Sea, England. When 400 Canadians were called upon to take a crater Private Jardine was wounded by an exploding shell, two shots entering his shoulder, two his back and one his hip. It was at first thought that his leg might have to be amputated, but this is not now considered necessary and he is making good progress. Harold Jardine, who is with the headquarters signal staff in Belgium, has so far escaped injury. John, the third son of Mr. Jardine, enlisted a few weeks ago with the Royal Canadian Artillery and is now at Niagara-on-the-Lake. It is interesting to note that both Harold and William Jardine, previous to joining the colors, were members of North Toronto Hockey Club, and out of the twenty-one boys in that sporting organization every one has donned the King's uniform. This is a remarkable record of devotion and loyalty.

### NO WORK, NO PAY IS NEW RULE

"I do not look for faults in an individual, for I know that none of us is perfect. We all have our shortcomings and idiosyncrasies. When my staff is low in numbers there invariably appears to be a constitutional weakness and the ailments, real or imaginary, that afflict my sales people would, proportionate to ranks, put the list of casualties at the war front out of business. Nearly every day, one of my clerks is off on some pretext or other, principally a strained back, a chronic cough, bronchial trouble, high temperature, pleurisy, headache or something of that character.

"Now, I suffer from all these myself," continued the speaker, "but I manage to come to work each morning,

simply because I have to. Frequently a member of my staff will lay off for days at a time, and send me no word, and I have to plod along as best I may. Why, a friend of mine allowed his clerk a couple of days absence last month, supposedly to go to a northern town to see his father who, he said, was ill. The absentee sent excuses for delaying his return and on investigation it was found out that he was trying out another job which had been offered him to see if he could make good. Naturally, his former employer, on learning this, fired this man instanter.

"Henceforth, no member of my staff who is off for illness is going to be paid for lost time. I know that is the way I was served when I worked in a western city. Though there were ten of us in the store on a busy Saturday, or a rush night previous to a holiday, it was the practice of two of the boys to be afflicted with some malady which, strange to say, occurred periodically at the times spoken of. The proprietor suspected that they were shamming, or imposing upon him, and shortly afterwards announced that no person who was off owing to illness would be paid for the time lost. Well sir, that proved a perfect panacea, and there were no temporary indispositions or passing pains that kept away those who had previously feigned illness. They were on the job every day, except during the two weeks holidays allowed each member of the staff. I am going to try out this scheme here, and I believe it will cure one athletic fellow and a couple of girls who have been the chief offenders in the matter of not reporting regularly for duty."

### A SPECIALIST AND AN INVENTOR

(See front cover)

A man whose name is known in the shoe arena from Victoria to Halifax is John T. Tebbutt, president of the Tebbutt Shoe and Leather Co., Three Rivers, Que. He is an inventor, not of the dreamy, long-haired, visionary stamp, but a man whose inventions are practical and useful in every sense of the word, and have given relief and comfort to scores of people who have to be on their feet for many hours a day. These patented lines include—Doctors Anti-septic, Non-Perspiro, waterproof double soled and double stitched shoe, and the Professor Gold Cross Cushion Sole shoe, with central soles of asbestos. Others that may be mentioned are a double laced hockey bal, an aluminum steel box toe hockey bal with ankle support and strangle hold strap, as well as an anti-acid shoe, made from a leather in the tanning of which no acid is used. Mr. Tebbutt is also the originator of many copyrights and trade designs. His native city is Northampton, England, which is the centre of the British boot trade. There Mr. Tebbutt got his first acquaintance with all departments of the business, and on coming to Canada in 1885 he had a wide understanding of the various operations in shoemaking. His first position was with the Ames-Holden Co., Montreal, and soon after he took charge of the factory of the late Richard Smardon, with whom he eventually went to Three Rivers. Twenty-two years ago Mr. Tebbutt severed his connection with Mr. Smardon and, with his brother, Jas. S. Tebbutt, launched the firm of Tebbutt Bros., wholesale shoe house. Six years later they acquired the plant of the Three Rivers Shoe Co. and began manufacturing. They have built a business that is in every way a credit to them both in men's and boys' lines. Mr. Tebbutt has always believed in specialization and giving the public something different, and has made known the distinctive qualities of his shoes by wide publicity, not only in the trade papers, but the daily and weekly journals of Canada. Always taking a lively interest in the progress and welfare of Three Rivers, which his factory has contributed so much to make the enterprising, thriving and industrial centre that it is to-day, Mr. Tebbutt is ever a gentleman of genial disposition, courteous manner and untiring enthusiasm. He is a progressive shoe manufacturer in the best sense of the term.





THE CONGENIAL GROUP OF "MINER MEN" ASSEMBLED AT GRANBY, QUE., IN FOURTH ANNUAL CONFERENCE

## THE MINER FORCES FOREGATHER

Fourth Annual Conclave of Branch Managers, Salesmen and Representatives of the Miner Rubber Company, Limited, Held at Granby, Que., June 26th, 27th and 28th, 1916—Business and Pleasure Combined to Make the Gathering Enjoyable as Well as Profitable—The Finest Yet

THE Miner Rubber Company, Limited, believes in "getting together" as far as its employes are concerned and has learned the important lesson that the best way to secure thorough co-operation between the administrative, producing and selling ends of a business is to thoroughly discuss the interests of each department in the presence of the others. At all events they pronounce their annual conferences held between the managers, superintendents, salesmen and representatives one of the best movements inaugurated by the management since its inception, and so successful has the latest effort proven that it has been arranged to have regular conferences at short periods at Granby with the heads of the office and factory departments, under social auspices, in order to have the co-operative idea given more regular and effective scope.

The first day of the convention this year was devoted to sight seeing and pleasure. Headquarters were provided by the company at the "Windsor," Montreal, for the guests, who then were given a two hours' drive through the city in an observation car. At 5 p.m. a private electric car was in waiting at the depot of the Montreal and Southern Counties Railway to bear the party to Granby, a distance of about fifty miles, through one of the most picturesque rural districts of Quebec.

"Granby" and "Miner" are so intimately associated that one almost conveys the idea of the other. Granbyites all admit that their town, now a thriving place of about six thousand inhabitants, was practically put on the map by the Miner interests and the old inhabitants speak with great feeling concerning what the late S. H. C. Miner did for the locality in various ways outside his own business enterprises. Mention his name and the citizens will all do it homage.

The evening at Granby was devoted to the picture show in a local theatre and a musicale held in the parlors of the Granby Hotel, the programme being impromptu and provided by the guests, who proved their versatility in ways other than selling Miner rubbers. The pace was kept up well into the wee sma' hours.

On Tuesday, June 26th, the forenoon was devoted to a practical demonstration of the production of rubber footwear. The guests were conducted through the immense Miner plant from basement to attic and were permitted the opportunity

of closely observing the making of a light shoe, an arctic and a rubber boot from start to finish. Those who thus familiarized themselves with the process of rubber shoe making for the first time, ought certainly to be better qualified to discuss the goods they sell from day to day than they were before. As the plant is thoroughly up-to-date it was an eye-opener to most of those present.

The mill, which is one of the best built and best equipped on the continent, is splendidly situated. Just now, although nearly midsummer, it is operated by water power, on account of the plentiful supply afforded by the Yamaska River this year through the prevailing weather. It possesses nevertheless a powerful steam auxiliary to take the place of the 500 horse-power water turbine system when occasion necessitates the use of the former.

Our readers are already familiar to a greater or less extent with the process of converting raw rubber and other materials into footwear so that we need barely mention what the visitors saw on their trip through the factory.

The work begins in the basement, where the crude rubber is stored, and where it is washed in huge machines and hung up or put through drying machines. The raw rubber when dry is sent to the grinding room and here passed through rollers which roll and crush it until it is in a condition for manufacture. It is next mixed with various ingredients to give it the proper consistency and strength, when it is again passed through rollers which refine and remove foreign substances. It then goes to the calenders when it is incorporated with fabric, some being made into sole and some into upper stock, the rollers pressing the sheets out to the required thickness and stamping the patterns thereon. These come from the rolls in long sheets which are cut and placed on cotton frames. The next process is the cutting up of these sheets into the various parts to make the shoe, the work being done by hand and with such deftness that one is astonished at the results.

The pieces when cut out are taken to the shoemaking department where they are built into whatever kind of shoe may be in process of manufacture at the time, the parts being cemented quickly, the shoe being passed from operator to operator until finally the work is completed.

When finished the shoes, are hung on racks which are



run into curing or vulcanizing ovens where they are subjected to 250 degrees of heat, rendering the product smooth and complete in appearance, ready to endure wear and impervious to water. The operations vary of course with the goods. The heavier lumbermen's and top boots are cured by the vacuum, sometimes called the "pressure," process, which gives more satisfactory results on this class of goods.

One is struck throughout the Miner plant with the genius for organization that characterizes the whole establishment and to the evident care taken for the comfort and convenience of the employes. As an instance of the latter a new bridge has been built across the river at the rear of the plant for the convenience of operators, saving a wide detour to their homes. After luncheon the entire staff went into conference and spent the whole afternoon planning improvements in goods, selling methods and so forth. Everybody seemed to enter into the spirit of making Miner rubber footwear the standard for quality in Canada.

The evening was devoted until nine o'clock to a cinematograph show in which was inserted occasional skits touching up the members of management and staff. Roars of laughter were frequent.

The whole was brought to a fitting conclusion by a banquet at the Windsor Hotel at which about a hundred guests sat down. After a most sumptuous repast, interspersed with songs and choruses, the guests and others present were called to order by W. H. Miner, the general manager, who presided, who called for the toast to the "King."

The next toast was "Our Guests," proposed by the chairman and responded to in a very witty and timely speech by Mr. Arthur Congdon, of Winnipeg.

The "Miner Rubber Co." was proposed by Mr. Jas. Acton, who gave some interesting reminiscences of the late founder of the company, Mr. S. H. C. Miner, whose aim was to eliminate foreign made footwear in Canada.

#### A Pleasing Incident

A pleasing event in connection with the banquet was the presenting to the chairman, to be handed to Mrs. S. H. C. Miner, the President of the Miner Rubber Co., of a handsome basket of crimson roses. Mr. R. B. Griffith of Hamilton, on behalf of the visitors, expressed their profound admiration and respect for the lady who has sought so faithfully to carry out the ideals and policy of the late founder of the business, and asked that the good-will and wishes for continued life and prosperity be extended to her on behalf of the staff, and particularly its selling force.

The Chairman and Mr. Macaulay responded for Mrs. Miner in suitable terms. Mr. Macaulay referred to the fact that it was not generally known that Mrs. Miner took

a keen personal interest in all the details of the business and was intimately familiar with its progress and development. She followed with the utmost care the various moves that were being made to keep Miner goods in the lead in rubber footwear in Canada. He was confident she would be deeply touched by the kind remembrance of those who were united with the management in promoting the success of the ambition so dear to her late husband. He only regretted that the latter had not been spared to witness what had taken place in the last few days.

The gathering broke up with cheers for the King, the Company, and the singing of "Auld Lang Syne."

#### In A "Miner" Key

Everybody pronounced the fourth Miner convention the best yet.

The Menu and Toast List was an ingenious imitation of a Miner rubber outsole tied with a scarlet ribbon, quite a souvenir in itself.

No doubt as those present were expected to put the good things heard at the Convention in their pipes and smoke them, each visitor was presented with a souvenir in the shape of a handsome ooze tobacco pouch with a silver clasp, bearing the Miner Rubber Co.'s initials.

The police of Granby were provided with gum shoes for the occasion, so that the peace of the guests could not be interfered with and so that they might show the visitors the way to the hotels after hours. Granby is some town after eight o'clock. Eh, What?

There was nearly being wan less of the party at the close of the first evening's show. It looked for a while as though the freedom of the town extended to the guests was not to be permitted to a certain Miner high official. The tall officer, in a hat four sizes too big for him, was induced by the vigorous rescue inaugurated by Charlie Mills, to let the patrol go without its victim.

Arthur Congdon is some story teller. If what he knows and what the Miner General Manager and Treasurer know about Winnipeg were put together, it would provide an evening's entertainment in itself.

Why didn't Alec. Angus respond to the S.O.S. call he got on the telephone? Ask him.

A feature of the last night was the attempt of Gauthier of Ottawa to teach Griffith to sing "O Canada," in the original French, at 2 o'clock in the morning.

Who stole the editor's night shirt?

If Ontarians could sing "O Canada" in French as well as the Quebec sang "The Maple Leaf" in English, there would be no bi-lingual question.



PICTURESQUE GRANBY, SHOWING THE EXTENSIVE PLANT OF THE MINER RUBBER COMPANY



## THE IMPORTS INTO CANADA OF BOOTS AND SHOES FOR CONSUMPTION

Years ended March 31.

CLASSIFICATION.	1913	1914	1915	1916
Boots, shoes, slippers and insoles of all kinds except rubber and leather:—				
From United Kingdom.....	\$180,250	\$209,630	\$169,231	\$72,723
Hong Kong.....	3,933	8,526	8,707	6,943
Newfoundland.....	—	—	—	—
Austria-Hungary.....	3,658	2,900	2,344	—
Azores and Madeira.....	—	—	—	1
Belgium.....	—	—	—	—
China.....	1,929	3,087	1,793	1,405
Egypt and Soudan.....	—	1	—	—
France.....	726	1,822	3,775	42
Germany.....	14,338	25,658	12,511	—
Netherlands.....	2,881	12	4	3
Japan.....	1,512	2,211	1,645	3,357
Norway.....	1,246	1,676	562	802
Spain.....	—	—	—	924
St. Pierre and Miquelon.....	—	—	1	8
Switzerland.....	281	2,036	3,698	—
Turkey.....	—	46	21	—
United States.....	40,261	60,039	61,612	32,069
Total.....	\$250,925	\$317,644	\$265,904	\$118,277
Gutta percha and India rubber, boots and shoes:—				
From United Kingdom.....	\$ 8,681	\$ 38,343	\$ 26,044	\$ 11,558
Hong Kong.....	—	—	—	—
Newfoundland.....	—	12	—	10
Austria-Hungary.....	—	3	—	—
France.....	—	—	—	—
Germany.....	15	—	—	—
Japan.....	—	—	10	—
United States.....	83,048	124,889	100,352	94,162
Total.....	\$ 91,744	\$163,247	\$126,406	\$105,730
Boots, shoes, slippers and insoles of leather, n.o.p.:—				
From United Kingdom.....	\$485,755	\$577,291	\$491,523	\$215,538
Hong Kong.....	959	1,038	539	767
Newfoundland.....	40	300	163	22
Austria-Hungary.....	2,432	368	348	—
Belgium.....	—	—	347	—
China.....	133	238	410	48
France.....	11,478	8,930	799	—
Germany.....	20,165	20,572	5,111	—
Netherlands.....	5	5	—	—
Italy.....	—	—	—	—
Japan.....	—	56	108	364
Norway.....	—	116	121	250
Portugal.....	36	60	—	—
Roumania.....	—	—	—	—
Spain.....	41	499	—	—
St. Pierre and Miquelon.....	—	1	2	—
Sweden.....	21	—	—	—
Switzerland.....	2,514	3,477	1,052	912
Turkey.....	929	—	—	—
United States.....	3,483,997	3,616,112	2,900,134	1,902,796
Total.....	\$4,008,505	\$4,229,563	3,400,657	\$2,120,697
Boots and shoes of leather, pegged or wire-fastened, with unstitched soles, close-edged:—				
From United Kingdom.....	62,867	83,474	59,692	23,932
Hong Kong.....	—	—	42	—
China.....	—	—	—	—
Germany.....	132	—	—	—
Newfoundland.....	—	—	—	1
United States.....	39,988	36,550	18,560	11,566
Total.....	\$102,987	\$120,024	\$ 78,294	\$35,499

## 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.

CANADIAN 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 will promptly bring our representative to your factory.

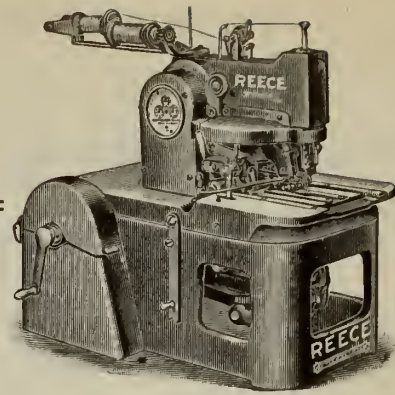
### **Canadian Columbia Counter Company**

348 Delorimier Avenue, MONTREAL, Que.

Agents:

MONTREAL—G. J. Trudeau Co., Ltd., 365-371 Ontario St. East  
SAN FRANCISCO—N. W. & A. L. Freidman, 717 Market St.  
CINCINNATI—Geo. H. Mugavin Co. - - - 117 Syeamore 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

NEW YORK OFFICE, 127 DUANE STREET



## Above All Comparison Reece Rapid Button Hole Machine LEADS THE WORLD

One of its chief excellencies is speed. Records have been established by operators on Reece machines which have not been equalled.

Samples of Work and Terms from

### THOS. C. DOYLE, (Reg.)

Sole Canadian Distributor

71 St. Alexander Street, Montreal

## Baker's New Bottom Polish *Cock of the Walk*

TRADE MARK



COCK OF THE WALK

Is especially adapted for fine shoes with light colored bottoms.

It does not stain or discolor the most delicate soles and will not fade or dry up.

### Cock of the Walk Mfg. Co. 268 State St., BOSTON, Mass., U.S.A.

CANADIAN SELLING AGENTS:

**G. J. TRUDEAU CO., Limited**  
365 Ontario St. East - MONTREAL, Can.



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**T**HE financial report presented to the shareholders of Ames-Holden-McCready, Limited, Montreal, at the annual meeting held on June 22nd, showed profits on the year's operations amounting to \$321,791.

After deducting interest on bonds, loans and reserve for bad debts and depreciation, the surplus was \$52,861.

In moving the adoption of the report the President, D. Lorne McGibbon, spoke optimistically of the future. He said that while the profits for the past year might seem small on the volume of business done, this was because of the fact that this business included a \$1,000,000 army order on which there was practically no profits. He pointed out that the first part of the year resulted in a loss, but during the latter portion the loss was made up and a profit shown.

Speaking of present prospects Mr. McGibbon said that domestic trade during the first three months of this year had increased 40 per cent. and that the outlook was very satisfactory.

Referring to the heavy increase shown in the liabilities of the company Mr. McGibbon explained that this was the result of a special bank loan of \$450,000 which was necessary to take care of the army shoe business. Besides this the company had foreseen the advance in raw materials and large quantities of goods were in stock and shown in the balance sheet at cost prices.

Inventories show an increase of from \$800,000 to \$1,000,000, added Mr. McGibbon, but these goods will be sold and when paid for liabilities will be reduced again. He said that the company had nearly two and a half million dollars worth of raw material on hand which had greatly increased in value.

Mr. McGibbon explained that the large falling off in domestic trade made it necessary to take this army shoe business at a very low figure in order to keep the plant in operation and meet overhead charges. This year domestic business had shown a big

improvement and no further army shoe orders would be taken at the old prices.

"The company, in my opinion, has turned the corner, and is now on the high road to success. It is true we have some heavy bank loans to wipe out before we consider dividends, but these will be taken care of in time and I am looking forward to dividends. Personally I have great faith in the company," concluded the President.

Four new directors were elected on the Board of Directors—Clarke S. Jennison, of New York; Hon. Wallace Nesbitt, Toronto; Hon. C. P. Beaubien and R. E. Dildine, Montreal. The board as now constituted is as follows:—D. Lorne McGibbon, president; A. L. Johnson, vice-president, Winnipeg; Herbert B. Ames, M.P., vice-president; J. C. Holden, Hon. N. Curry, Victor E. Mitchell, Fayette Brown, Sir Thomas Tait, Shirley Ogilvie, S. J. LeHurray, Clarke S. Jennison, New York; Hon. Wallace Nesbitt, Toronto; Hon. C. P. Beaubien and R. E. Dildine. N. R. Feltes is the general manager of the company.

## Too Late Now for an Embargo

Shortly after the war started two years ago, several prominent shoe manufacturers suggested that the administration should, in the interests of the American people, place an embargo on the exportation of leather and shoes, says Shoe Topics. They realized that the high prices Europe could afford to pay for its war necessities, such as leather and shoes, would be too great a temptation for those most interested and that all thoughts of the domestic demand would be overlooked. The executive committee of the National Boot and Shoe Manufacturers' Association held a meeting a short time ago to consider a proposal that an embargo be laid on the exportation of all finished leather until the belligerents of Europe shall have raised their embargo on the exportation of raw materials to the United States. It seems a little bit late in



A. L. JOHNSON, VICE-PRESIDENT



D. LORNE MCGIBBON, PRESIDENT



N. R. FELTES, GENERAL MANAGER



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>C</sup> ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

the day to be asking for an embargo on leather that has already been disposed of. We know that due to the agreed of some shoe manufacturers and the leather people generally, manufacturers are now begging for leather and paying most any price to get enough to fill orders that they now have on hand.

It seems there isn't anything to be done now but grin and bear it, although an embargo might do this much, restrain competition between American manufacturers and European manufacturers for American leather and thus prevent prices being driven to a famine point, which will be the result if something isn't done to prevent Europe taking on American leather.

#### The Trend of Shoe Styles

Last manufacturers are showing many new styles for 1917 in the line of new tips, foxings, vamps and stays, says an exchange. The manufacturers cannot get rid of their cloth top styles; the retailers will not buy them for they know that the public wants an all leather shoe. There has been a noticeable falling off in novelties for immediate delivery. This applies to both the men's and women's trade. Most shoe factories have lots more business than they can handle. Fall orders are coming in earlier than ever and many of the factories now have their floors filled with fall goods. The wing tip pattern will be used on a great many shoes, both for men and women. One wing tipped pattern was seen recently in an oxford of dark tan, also black calf, one had a white and one the regular sole. They retail at \$7.50. A sport oxford was also seen recently in a smart shop, of white buck, combined with trimmings of black, tan or pearl.

#### Making Shoes Under a Cover

Why are more shoes going through to-day under a cover than at any time in history. The white shoes

have to be covered and so do all the various shades of uppers in everything but black. In fact the black shoe is about the only one that could not be soiled in the handling all through the shop, says an exchange.

It is apparent that shoes cannot be lasted so well when a cover is used, all because the operator cannot see what he is doing, or cannot see so well. This is noticeable when one looks closely at the shoes when they are in the packing room.

The toes are wrinkled more or less in many shops, and some foremen of the treeing and packing department have an idea that a lot of toes are spoiled, so to speak. Naturally a treeing foreman does not want to see many wrinkles in shoes when they come to his department, and no one will blame him for this. The more wrinkles in a shoe the more ironing, as every wrinkle must be ironed out.

It was never intended that shoes would be made under a cover and get a good job. In fact the placing of cloth on the outside of an upper changes the whole aspect of things and not only adds to the labor but to the expense, too. Even where certain operations are paid for at a little extra price because of the cover, the arrangement is hardly satisfactory. A shoemaker likes to see the shoe he is working on, and the more of an artist he is the more he takes pride in his work. A true workman wants to see a thing grow under his hand, and in the case of a shoe he is denied this, as the shoe itself is hidden.

Not only at the lasting but all along the line there is more or less trouble on account of the cover. The operator on the welting machine can't see his upper, and this may make a whole lot of difference at times. If the shoe has a good full upper it will go through all right, but if it is a short upper it makes it bad.

Then, when the shoe comes to the forepart trimmers it may cause more or less trouble. There are plenty of shoes that have to be cleaned out around the forepart edge, and



still more that should be cleaned out more or less around the heel-seat, and the cover is in the way. If the cloth itself is rather loose and full of wrinkles it is all the more difficult to handle at the edge trimming. It is at this operation that good judgment can be passed on how a cover is put on a shoe; if it is put on so that it fits neat and tight all around, the edge trimmers will not mind it so much.

There are some shops on women's fine goods where most everything goes under a cover just now. All the white canvas, white buck, white kid, grey upper leather and all other fancy leathers and all the fancy fabric tops have to be protected with a cloth cover. And these are the shoes that the workmen cannot see; shoes that must be made in the best possible manner and shoes that most people will admit could be made much smoother if there was nothing in the way to hide the work.

It adds heavily to the cost of shoes to make them this way, as the cover must be cut, stitched, lasted, cut away in the packing room and so on. The material itself costs something and it all represents a dead loss, as the shoes themselves are no better from the wearing standpoint. They look better though, and to keep them looking at their best the covering is now considered an absolute necessity from which there is no escape at the present time. At some time in the future a way may be devised to put shoes through in a natural manner, but the inventors have not introduced such a method yet.

If a shoe "creeps" you can see it if there is no cover, but with a cover you can't see it, and this is the main difference so far as smoothness is concerned.

#### Another Factory Doing Its Bit

The town of Milton, Ont., is endeavoring to do its share towards providing the half million men that has been set as Canada's contribution towards the great world struggle that is being waged for liberty and civilization. The accompanying illustration shows the band of the 164th Battalion of the County of Halton lined up in front of the Milton Shoe Co. factory on the main street of the town. In common with other manufacturing enterprises just now the Milton Shoe Co. is having its time keeping its required quota of operators but is managing to meet the situation and serve



its customers with its popular line of machine-sewn and Standard screw specialties. Under the new management the concern is forging steadily ahead in the quality and volume of its output.

#### Canadian Day at Boston Fair is July 17th

The eighth National Shoe and Leather Fair to be held in Mechanics' Building, Boston, July 12th to 19th, will be the most successful shoe and leather exposition ever held in America. Exhibits of shoes, leather, shoe and leather machinery and supplies of all kinds used in the manufacture of shoes and leather will be shown by leading firms from vari-

ous parts of the country. There will also be exhibits from England, Scotland, France and Canada.

As the Shoe and Leather Fair has been extensively advertised all over the world, buyers are expected here from Great Britain, Holland, France, Scotland and other European countries, as well as Cuba, Central America, Brazil, Argentina, etc. There will be a large delegation from Canada headed by Frank J. Boyden, of the Slater Shoe Co., Montreal, W. P. Francis, of the John Ritchie Co., Quebec, and H. C. Carter, of the Colonial Hide Co., Montreal and Quebec. There will be also many trade members from Toronto, sev-



MECHANICS' BUILDING, BOSTON

eral points in Ontario and the Prairie Provinces. Special Pullman cars will bring the Canadians from Montreal, Quebec and Toronto. They expect to arrive on Monday, July 17th. This will be "Canadian Day" at the Shoe and Leather Fair and visitors from the Dominion will be cordially welcomed.

The programme of the Shoe and Leather Fair week is as follows:—Wednesday, July 12th, opening of the Shoe and Leather Fair at 2 p.m.; Thursday, July 13th, outing of the Boston Shoe Travelers' Association with visiting shoe merchants and buyers; Friday, July 14th, special events at the Shoe and Leather Fair building; Saturday, July 15th, Superintendents' and Foremen's Day at the Shoe and Leather Fair building. Large numbers of superintendents and foremen of shoe factories will be present to inspect the exhibits. Monday, July 17th, will be Canadian Day at the Fair. Tuesday, July 18th, automobile trip to United Shoe Machinery Company's plant at Beverly, Mass; Wednesday, July 19th, Shoe and Leather Fair closes at 10 p.m.

With the exception of the big outing on July 13th, all events through the week will centre at the Shoe and Leather Fair at Mechanics' Building.

Wm. Noll, of Foster Rubber Co., and W. M. Oakman are in charge of arrangements for the outing and expect to take a trip to Nantasket by special steamer with members and guests. Thomas F. Anderson, secretary of the New England Shoe and Leather Association, has made arrangements to keep open house for all callers from United States, Canada and abroad, at his headquarters, 166 Essex street. Visitors are welcome and all information obtainable by the Association is available for their use.

Exhibition space at the Shoe and Leather Fair is almost entirely sold out and every foot of area on the main floor will be occupied when the doors open. Among the Canadian exhibitors will be the Davis Leather Co., of Newmarket, and A. Davis & Son, Kingston, Ont.

All members of the shoe and leather trade are hospitably invited to visit Boston during the Shoe and Leather Fair week and will be cordially welcomed.

#### Declare Six Per Cent. Dividend

The Hartt Boot and Shoe Company, of Fredericton, N.B., at their annual meeting held Wednesday afternoon, June 21st, declared a dividend of six per cent. for the year on the capital stock. The old board of directors, comprising

# Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

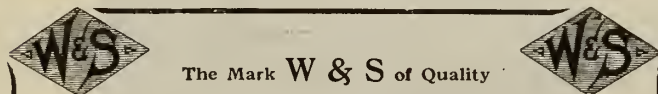
Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

OWNERS  
BOSTON EVERETT



The Mark W & S of Quality

## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-  
laying, channel, chrome-folding, gem. Like all W. & S.  
products it makes good always.

## Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made  
goods? Why go out of the country for materials when  
you can buy them cheaper and as good quality right in  
Canada?

We are the original manufacturers of Shoe Bottom Filler  
in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**

Lachine, Province of 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.

ESTABLISHED  
1857

## DEPENDABLE SOLE LEATHERS

ESTABLISHED  
1857

OAK:—  
"TRENT VALLEY"  
AND "LION"

Made at  
Berlin, Ont. Penetang Hastings



HEMLOCK:—  
"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."

**THE BRIETHAUP LEATHER CO.**  
BERLIN, CANADA LIMITED



John D. Palmer, John A. Reid, John Kilburn, Edward Moore and J. W. McCready, were re-elected. There was a good attendance at the meeting and all the shareholders spoke optimistically regarding the outlook for the ensuing year. All of the directors' reports were highly satisfactory.

The company is planning to open a large retail store in Montreal and will handle their own product of high grade men's shoes. They aim to make it one of the best shoe stores in America.

Vice-President Reid recently returned from New York, where he was looking over large retail establishments and picking up ideas with a view to introducing them in the new establishment.

#### Have Acquired Button Factory

Edward C. Hood, Columbia Counter Co., Boston, was in Montreal last week on business in connection with the Canadian Columbia Counter Co. Owing to the fact that he could not get buttons quickly enough to fill his orders, G. J. Trudeau, Managing Director of G. J. Trudeau Co., Limited, made arrangements last week for the purchase of the button factory of the S. Lewis Co. at New Bedford, Mass. The new company will be known as S. Lewis, Inc., and Mendoza Langlois, Mr. Trudeau's partner, will be President of the concern, and Mr. Trudeau a director. The Managing Director will be W. J. DeWitt, who is Vice-President and Sales Manager of the Lionne Co. in Boston. The factory has a capacity of 600 great gross a day papier mache buttons, in both hand and regular finish.

#### Speculating on Style Problem

What will be the leading style characteristics shown in women's shoes for next season is a question that is heard now and again. Last year the spring samples of some Canadian shoe manufacturers were either well under way or practically completed by the early part of July, but things are different now, when supplies of raw material, prices and labor are such determining and, in not a few instances, deterrent factors. Some factories have given no thought whatever to next season's offerings and are wholly engaged in turning out what orders they have in hand for fall, wondering where they can secure sufficient help and produce the goods on order when required.

It is predicted by one influential member of the trade that the style problem will largely resolve itself into whatever the makers can buy or secure. At any rate the new spring samples will not appear until considerably later than other years, owing to the unusual circumstances that have arisen during the past few months in the trade, with which everyone in the wholesale, retail, supply and production line is thoroughly familiar.

A recent despatch from Lynn, Mass., says that the tendency to make lasts longer and narrower, which threatened to bring about a run on needle toes, has been checked, and a reverse action has set in. The new lasts have toes a trifle shorter and rounder than those that have been in fashion for dress footwear lately. There is a tendency towards coin toes.

There also is going on refinement of lasts for growing girls, for walking, for sports and for skating. An extreme last, for boots for wear when ice skating, has a narrow toe and a heel 1 6-8 inches high. That's a staggering style for those who are familiar with broad-toe and flat-heel shoes for skating.

It is expected that the return to rounder toes will lead to a run on patent leather shoes. There seems to be a generous supply of patent leather ahead, particularly that made from cow hides. It could not be used advantageously on needle-toe shoes, because it is liable to crack when the

lasters pull it over the narrow toes. But it can be used advantageously on round-toe shoes.

If patent leather is used it is likely that cloth tops will come back into fashion. A noted tanner of calf leather is advising shoe manufacturers to substitute cloth for calf leather. He thinks that calf is getting too high in price for safety. It seems, by the way, that shoe manufacturers are listening to the advice of tanners that they go cautiously, and deliver to customers good shoes.

The demand for black shoes continues good. The colors for late fall are mahogany brown and battleship grey. More



THE U.S.M. CO'S OFFICE IN BERLIN

bucks, suedes and castors will be used than for a long time. They will be used for whole boots and for tops in combination with black or colored vamps.

The general run of boots will be 7½ inches high, a good height for wear with short skirts, most of which are between seven and eight inches from the ground. Heels for dress boots will be two inches high. Many will be of wood. Heels for walking and sport shoes will be low and broad. Lace boots continue to hold their popularity.

#### The U.S.M. Offices in Berlin

Recognizing the important and strategic position of Berlin in the shoe manufacturing line in Ontario, the United Shoe Machinery Co., of Canada in 1914 opened a well-equipped branch on King street, in that live city, views



INTERIOR VIEW OF U.S.M. CO'S OFFICE

of which are presented on this page. 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 Wm. Kilpatrick in charge. A full stock of machinery parts, findings, etc., is carried and the branch, which is a rapidly developing and progressive one, is a great convenience to

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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent



DUCLOS & PAYAN  
**FIBRE COUNTERS**

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will**  
**Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

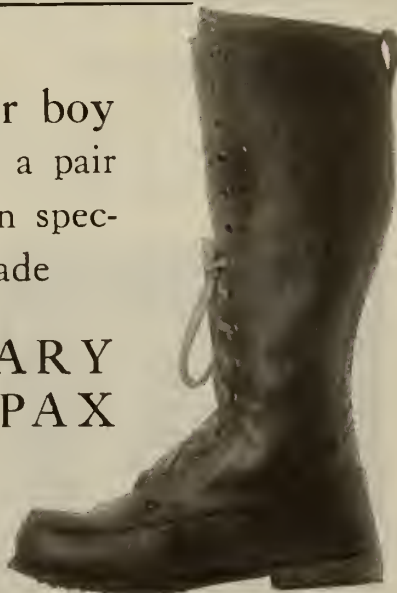
Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

Send your boy  
at the Front a pair  
of our own spec-  
ially made

**MILITARY  
SHOE PAX**

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**  
Lindsay, Ont. LIMITED

**DIES** For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**

16 St. George St., Montreal

**PASTE**

**Brodie's Patent Flour Paste**

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**  
LIMITED

**MONTREAL**



the many busy factories in that thriving section of the province.

#### Sole Leather Still Ascending

Sole leather is steadily advancing in price. Recently an increase of two cents on hemlock went into effect, and how much higher the figure will go is not known. The following are the prevailing prices, quoted by one leading firm: Hemlock—Bends, 60c.; backs, 55c.; crops, 49c.; sides, 42c. Number 1 Oak sole, which was recently advanced in price by one cent is now selling at: Bends, 62c.; backs, 55c.; crops, 50c.; sides, 43c.

#### Ask Retailers to Reduce Orders

Getty & Scott of Galt, Ont., have sent out the following notice to the trade, which explains itself:

"Our travelers have just completed their fall trip for 1916. For some time past we have realized that it would be impossible for us to make all the goods that were being sold. One of two courses seemed open to us; to take our travelers off the road before the completion of their trips, in that way disappointing many customers, or to complete the trip and total up our sales, figure the amount of goods we could make and then ask each customer to reduce his orders in the same proportion. We find an increase of

50% over the last largest fall trip. With labor conditions as they are we cannot hope for the present to more than hold our own in factory production. We are, therefore, compelled to ask you to go through the order placed with our representative and reduce it one-third. The trade will understand how deeply we regret having to take this action, but with conditions so abnormal we can see no other solution. Kindly give this your prompt attention in order that

## Box Toes and Heels

OF ALL KINDS

### LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE

The

SOLE PROPRIETOR

## Montreal Box Toe & Heel Co.

ESTABLISHED 1904

MONTREAL

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.

# CEMENT!

We Carry  
as well:

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste

Now that the warm, muggy days of summer are here, put our cement to the test and prove to your satisfaction and profit that it is all we claim it to be. Without doubt it is the finest cement on the market.

We are Selling Agents for  
**Perth Felt Co., Perth, Ont.**

Who Make the Finest Line of  
SHOE FELTS "Made in Canada"

We Carry  
as well:

Blackings  
Dressings  
and Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
AND A COMPLETE  
LINE OF  
Shoe Findings

## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL





## SOME FAMILIAR FACES IN THE ANCIENT CAPITAL



EDGAR A. SHEE, WIDELY KNOWN LEATHER SALESMAN AND DISTRIBUTOR



J. C. LECLERC, SUPT. FOR JOS. TANQUAY, SHOE MANUFACTURER



W. P. FRANCIS, VICE-PRESIDENT OF THE JOHN RITCHIE CO., QUEBEC

we may not be delayed in getting your goods into the works. Sorting trade has been so heavy with us that we are late in getting started on fall work, so that under most favorable conditions and with the orders reduced, we will be late enough in many deliveries. Again assuring you of our regret that we are unable to fill your order in full and trusting to hear from you, we are,

Yours truly,

GETTY & SCOTT, LIMITED.

#### White all the Way Through

A new line that will arouse considerable interest in manufacturing circles is that now being handled by G. J. Trudeau Co., Limited, Montreal. It is a white heel board put up in the usual way, but having the advantage of being white all the way through instead of the usual color. Mr. Trudeau expects that manufacturers who have had difficulty in regard to chipped heels and who have had complaints of the varnish wearing off the ordinary heels, will welcome this new article. It has had considerable success in the States.

#### Sets High Standard in Service

The store of the Ingledeew Shoe Co. at 666 Granville street, Vancouver, an illustration of which recently appeared in the SHOE AND LEATHER JOURNAL, is one of the finest on the Pacific Coast and has for its slogan "Vancouver's Smartest Boot Shop." It lives up to the slogan in every respect. Situated in the heart of the business district of Vancouver, with a handsome mahogany front and well lighted show-windows, it is one of the city's most attractive retail establishments.

The store has a frontage of twenty-five feet with two large display windows, ten by twelve, and an entrance (six feet wide at the front), with double doors. The front is finished in mahogany as is also the interior.

The single shelving system is used, the shelving being nine feet in height with an eight inch moulding at top and a six inch baseboard. The shelving runs full depth of the store (eighty feet) and is divided into sections containing

one hundred and twenty cartons to a section in the ladies' department and eighty-five in the men's.

The office is situated at the rear on a mezzanine floor which is nine feet above the main floor, and is ten by twelve. This is shelved on both sides and front and used as the children's department.

The floor is carpeted with an Axminster carpet in a pattern to harmonize with the mahogany fixtures. An electric vacuum cleaner is used three times a week to clean this carpet.

The lighting system is composed of six clusters of lights, each cluster containing six lights of sixty c. p. each. These clusters are hung at intervals of ten feet and are directly in the centre of the store, twelve feet above the floor. This makes a lighting system which is almost perfect.

The store is heated with hot water, the radiators being placed between the chairs down the centre of the store.

Findings are kept in wall cases, one on either side of the store at the back of the windows.

W. W. Ingledeew, the proprietor and manager, is one of the pioneers of the younger generation of Vancouver's shoemen, having been connected with the shoe business in that city for the past seventeen years.

#### GREAT HELP TO THE TRADE

*The "Shoe and Leather Journal" is certainly a great help to present day shoemen, and I do not see how any progressive store can do without it, as it is a great factor in the improvement and elevation of the trade generally. I wish you increasing usefulness and success.*

Belleville, Ont.

J. J. HAINES.

**TELL YOUR CUSTOMERS WHY SHOES ARE SO HIGH**

*(Continued from page 20)*

and dyes of all kinds. The increased cost of certain chemical agencies and extracts is all the way from twenty-five to five hundred per cent.

In sole leather the same state of affairs prevails. The average advance of all tanning materials used by firms producing bottom stock in Canada is to-day over one hundred per cent. A tremendous amount of stock has gone into army shoes, and in addition to these obstacles there are the difficulties in getting dry hides, booking space for shipment and the extremely high cost of carriage. All these have contributed to the present anxious state in regard to sole leather, which is advancing steadily.

**Why Kid is So High**

In kid leathers which have been in requisition to an extent never known before, owing to the eight and nine-inch high-cut boots for women, the situation is tense. Formerly the supply of the world came principally from Russia, India, Arabia, South America and China, while other countries produced smaller quantities. Since the war Russia has not exported any goat, sheep or cabretta, calf or Russian colt skins, while shipping facilities have been crippled from both India and Arabia.

**What a Year Has Seen**

Here are the comparative prices of the various items that enter the manufacture of a shoe, as furnished by a leading maker of men's fine welts. The period covered is the past year.

Items	June, 1915	June, 1916
Gunmetal calf.....	\$0.30	\$0.42
Box calf.....	.29	.42
Russia calf.....	.31	.45
Matt calf.....	.26	.39
Chrome side leather.....	.26	.38
Patent.....	.31	.38
Dull kid.....	.25	.44
Colored kid.....	.25	.48
Glazed kid.....	.25	.44
Sheep skins.....	.08	.11 1/4
Outsoles, oak.....	.40	.48
Outsoles, hemlock.....	.37	.45
Insoles.....	.15	.21
Heels.....	.12	.20
Counters.....	.07 1/2	.09
Box Toes.....	.04	.06 3/4
Welting.....	.07 1/2	.08
Facings.....	25% increase	
Linings.....	3% increase	
Shanks.....	10% increase	
Thread.....	\$1.10 to \$1.20	\$1.88 to \$2.44
Nails.....	5% increase	
Eyelets.....	3% increase	
Hooks.....	3% increase	
Laces.....	.65	1.72
Buttons.....	7% increase	
Pull straps.....	6% increase	
Cement.....	10% increase	
Cartons.....	1.23	1.30
Labor.....	15% to 25% increase	

**On Medium Price Lines**

Another manufacturer who makes a medium priced line of McKay and Standard screw for men submits the following.

Items	June, 1915	June, 1916
Box calf.....	\$0.28	\$0.40
Chrome side leather.....	.30	.33 1/2

Patent.....	.31	.36
Dull kid.....	.21 3/4	.30
Glazed kid.....	18 3/4.	.34 1/4
Sheep skins.....	.06	.10
Sole leather, oak.....	.36	.53
Sole leather, hemlock.....	.29	.39
Insoles.....	.12	.15
Heels.....	.12	.15
Counters.....	.08	.10
Linings, cotton.....	.13	.15
Shanks.....		
Thread.....	.94	1.26
Nails.....	48% increase	
Eyelets.....	1.38	2.10
Hooks.....	.37 1/2	.50
Laces.....	250% increase	
Buttons.....	.32	.41
Pull straps.....	10% increase	
Cement.....	10% increase	
Cartons.....	10% increase	
Labor.....	20% increase	

One old established firm who make heavy Goodyear welts and Standard screw and pegged for men submit the following.

Items	June, 1915	June, 1916
Box calf, heavy.....	\$0.26	\$0.52
Chrome side leather.....	.27	.38
Sheep skins.....	.07	.13
Outsoles, oak.....	.40	.65
Outsoles, hemlock.....	.25	.40
Insoles.....	.16	.25
Heels.....	.10	.15
Counters.....	.08	.13
Welting.....	.07	.09
Facings.....	.30	.50
Linings.....	.11	.18
Shanks, steel.....	.58	1.25
Thread.....	1.12	2.00
Nails.....	3.50	6.50
Eyelets.....	.33	.47
Hooks.....	.72	1.03
Laces.....	.58	1.50
Cement.....	.80	1.15

**The Same Story in Women's Shoes**

A well-known company specializing in the production of women's Goodyear welts supply the following as the increases during the past year on good grade lines.

Gunmetal calf.....	8c.	per foot increase
Box calf.....	7c.	" "
Russia calf.....	17c.	" "
Matt calf.....	8c.	" "
Patent leather.....	4c.	" "
Dull kid.....	11c.	" "
Colored kid.....	20c.	" "
Glazed kid.....	16c.	" "
Sheep skins, black.....	4c.	" "
Sheep skins, colored.....	6c.	" "
Outsoles, oak.....	10c.	per pair increase
Insoles, flexible.....	4c.	" "
Heels.....	2c.	" "
Counters.....	2c.	" "
Box toes.....	1c.	" "
Welting.....	1 1/4c.	" "
Linings.....	4c.	per yard increase
Shanks.....	1/2c.	per pair increase
Thread.....	From 25 to 50c.	lb.
Nails.....	About 10%	increase
Eyelets.....	"	"
Hooks.....	"	"



Laces.....	About 10% increase
Buttons.....	" "
Pull straps.....	" "
Cement.....	" "
Cartons.....	" "

**More Interesting Figures**

Here are the figures of another leading concern making high-grade women's shoes.

Items	June, 1915	June, 1916
Gunmetal calf.....	\$0.27	\$0.43
Box calf.....	.27	.43
Russia calf.....	.30	.48
Matt calf.....	.24	.40
Patent.....	.28	.36
Dull kid.....	.16	.32½
Colored kid.....	.25	.43
Glazed kid.....	.14 to .30	.28 to .50
Sheep skins.....	.07	.12 to .15
Heels.....	.10	.20
Counters.....	.5 to .8	.6 to .15
Box toes.....	.02	.2½ to .4
Welting.....	.05	.08
Linings.....	.13 to .16	.15 to .20
Thread.....	80% advance	
Laces.....	100% advance	
Cement.....	25% advance	
Labor.....	20% to 30% advance	

**Steady Gain in Hides and Skins**

A comparative report of the price of country hides and skins in Chicago of to-day with those of a year ago is interesting:—

	June, 1915	June, 1916
Heavy cows.....	17-19½	19 -19½
Bufs.....	17-19½	19½-20
Extremes.....	17-19	21½--23
Branded hides.....	16-17	18 -18½
Calf skins.....	18-22	30 -36
Kips.....	17-23	22 -26

**Jump in Bottom Stock**

The following shows the increase in sole leather:—

	June 1916	Apr. 1916	Mar. 1916	Feb. 1916	Nov. 1915	Mar. 1915	Sept. 1914	Oct. 1913	Nov. 1912	Aug. 1912
<b>Hemlock—</b>										
No. 1 Sides.....	42	40	37	35½	34½	33½	32	32	30	28
No. 2 Sides.....	41	39	36	34	33	32	31	31	29	27
No. 1 Backs.....	53	50	47	44	43	41	39	39	37	35
No. 2 Backs.....	51	48	45	42	41	38½	37	37	35½	33½
No. 1 Bends.....	60	56	52	49	48	45	43	43	41	38
No. 2 Bends.....	58	54	50	47	46	42	41	41	39	36
<b>Oak—</b>										
No. 1 Sides.....	43	42	40	38½	38	36	34	34	33	33
No. 2 Sides.....	42	41	38	36½	36	34	33	33	31½	31
No. 1 Backs.....	55	53	51	48½	48½	45½	42	42	41	41
No. 2 Backs.....	53	51	48	46	45½	42½	40½	40	38½	38½
No. 1 Bends.....	62	60	56	54	53	50	47	47	45	43
No. 2 Bends.....	60	58	52	51	49	46	45	45	42	41

Backs—35% trim; Bends—50% trim.

**Calf Skin Situation is Serious**

In reviewing the present prices for calf skins and the outlook for fall, one of the leading Canadian tanners, in a recent letter to an eastern firm, sums up the situation as follows:—

Yours of 23rd, duly to hand and in reply would say, as you know for months past we have not been booking orders ahead but at the same time we have been doing everything we could to protect and help our Canadian customers. In fact for the last five or six months we have practically refused to ship outside of Canada, with the exception of several very small lots to real good customers, and, if we had been willing to give customers outside of Canada the goods they wanted they would have taken every skin we could have produced. We think that you will ap-

prove of our position, as we must all work together for Canada first.

Then as to a further quantity which you may require later on—we expect to be in a position to take care of your wants, but the price will be whatever the figure is at that time. We cannot book anything further ahead at this price than above quoted.

The writer has just returned from a visit to New York and Boston, endeavoring to size up the situation for the balance of the year, and without doubt, raw calf skins of all kinds are higher today than they have been yet since the war began and, with the embargoes on from almost every foreign country, if the war continues until the end of the year or until next spring, it will be worse, as nobody knows where raw calf skins will come from to supply requirements. Of this you, however, may be certain any orders that we book for you, you will get the goods without any trouble. You can absolutely depend on this, as we do not take an order for anything that we are not covered with raw material to fill.

The following letter was received in reply: "We have your kind favor of the 26th, and must say that we fully approve of your position and greatly appreciate the fact that you are doing your level best to protect your Canadian customers. It is, indeed, very creditable to you to protect their interests."

The glazed kid situation is also growing more acute. Tanners point out that before a goatskin is started through the factory each foot carries an average cost of five cents paid for freight, insurance and war risk. The average price on all grades of small skins, running from 40 to 45 feet to the dozen, including freight and insurance costs to-day, is 18 cents per foot. Before the war freight from Calcutta averaged \$7 a ton on goatskins and to-day it is \$110 a ton. This means that the cost of goods being put into leather for sale about August or September will be at least 14 cents a foot over normal prices a year ago, and, too, this does not include increased cost of chemicals or an average increase of 25 per cent. in labor cost.

**HOW MODERN REPAIR SHOPS INCREASE**


The rapid increase in the number of machine shoe repair outfits seems to spell the doom of the old-time hand repairer, or cobbler, which has long been the popular name for this class of workmen.

It is true that there are a good many people who stand by the hand men yet, but their number is diminishing all the time, and it looks to be a question of only a few years more when all the individual repair shops will be gone.


It is likely that greater care is needed in repairing by machine than by hand, and this is one reason why many customers are yet left to the cobbler. The machine can spoil a shoe by cutting the welt up pretty badly, a thing that is liable to occur if the operator is not careful. The machine can run too far out on the edge, or it can run too far in. If it gets in too far it may get to the in-seam, and if it is out too far it may spoil the looks of the edge; make the edge look like a saw tooth edge in fact.

But it is, indeed, seldom that a shoe is hurt to any extent in the machine repair plant. On the other hand, the machine does a good job in most cases, else it would not be as popular as it is and becoming more so all the time.

With the complete machine equipment a pair of shoes can be tapped and heeled in very quick time, and cheaply. The cheapness of the system is what gets the trade, although repair work today cannot be done by one system very much cheaper than by the other. It can be done in far less time though, and this is an important factor in the upbuilding of the system.



# AMONG THE SHOE MEN.



Charles McGilvery, shoe dealer, of Simcoe, Ont., who has been ill for some time is improving steadily.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, Ont., spent a few days in New York and Boston recently.

J. O. Boughner, who was formerly in the shoe business in Simcoe, Ont., has once more entered the retail ranks in that town.

Central Leather Co. of New York, declared the regular one per cent. and an one per cent. extra on the common stock.

Miss Mary Bethia Hayes, daughter of Mayor R. T. Hayes, president of J. M. Humphrey & Co., Limited, of St. John, N.B., was united in marriage recently to Professor George Douglas Steel, of Prince of Wales College, Charlottetown, P.E.I. Rev. George Steel, Superintendent of Methodist Foreign Missions, officiated at the ceremony. Mr. and Mrs. Steel left on a honeymoon trip to Bras D'Or Lakes, C.B.

S. G. Amero, manager of the London, Ont., branch of the Kaufman Rubber Co., spent a few days in Toronto recently on business.

The controversy between the city officials of Fredericton, N. B., and the Palmer-McLellan Shoe-pack Company is at an end, the city council granting the company permission to go on with the work of erecting a tank for a sprinkler system being installed at the company's factory in Fredericton, N.B. The trouble arose over Mayor Mitchell taking exception to the company placing the foundations for the tank on what he claimed was the Aberdeen St. extension. After special meetings of the council the company is allowed to continue the work as originally planned.

Vooght Bros., North Sydney, N.S., have installed a pair of specially made oak settees, made by the Oxford Furniture Co., in their shoe section.

S. C. Parks, shoe retailer, 1224 Yonge street, Toronto, who is Deputy Grand Master of the Grand Lodge of Ontario, Independent Order of Oddfellows, was in Brockville, Ont., on June 21st, attending the funeral of the late Senator Daniel Derbyshire, who was a former Grand Master of the Order.

D. A. Leonard, representing the American-British-Canadian Distributors, Toronto, has returned from a successful selling trip to Winnipeg and various points west.

W. A. Law, one of the popular travelling representatives of the Kilgour-Rimer Co., wholesale shoes, Winnipeg, is receiving the congratulations of his friends on being the proud father of a bouncing eight-pound girl.

The Greb Shoe Co., Limited, has been incorporated with a capital stock of \$40,000, and headquarters in Berlin, Ont. The company is empowered to purchase the good will, assets, etc., of the Berlin Shoe Mfg. Co., Limited, and to manufacture, buy and sell boots and shoes. Charles Greb, president of the Berlin Shoe Mfg. Co.; E. Haedke, vice-president, and Erwin C. Greb, secretary-treasurer, will be identified with the new company.

James C. Bryant, of Toronto, who is on the selling staff of the Kaufman Rubber Co., Berlin, is spending his holidays, along with his wife and family, at Keswick, Ont.

The marriage took place on June 29th of Miss Mary Elletta, elder daughter of Jolliffe D. Reilly, shoe retailer of Welland, Ont., to Charles Lake Coulson, B.A., Sc., Lieutenant in the 98th Overseas Battalion.

The "Shoeman," which has been published by the Arthur L. Evans Co. Inc., Boston, for a number of years, and was one of the brightest and most progressive journals in the trade, has been merged with the "Shoe Retailer" of Boston, the amalgamation taking effect July first.

The colonial pump returns to favor this summer with new and very smart buckles of white metal, enameled in black, and cut steel. If one prefers the tongueless slipper they will surely be delighted with new white suedes, with jetted steel buckles placed high on the instep.

O. J. Killam, manager for the Kaufman Rubber Co., at St. John, N.B., spent a few days in Toronto lately, on his way home from attending the recent convention in Berlin.

William Pollard, of the office staff of C. Parsons & Son, Limited, leather and shoe findings dealers, Toronto, was married at Central Methodist Church, Toronto, on June 21st, to Miss Ella Van Every, daughter of H. W. Van Every, Dovercourt Road, Toronto. They have returned after spending a few days at western points, and are receiving the congratulations of their friends.

Ed. R. Lewis, leather dealer, Toronto, spent a few days last week in Montreal and Quebec on business.

Edwin Chapman, shoe dealer, of Ailsa Craig, Ont., has received the sad news that his son who enlisted with the first Canadian contingent, has been killed at the front. Many months ago he was wounded and later returned to trenches, only to meet death in the recent fighting.

W. T. Purvis, warehouse manager of the W. B. Hamilton Shoe Co., Toronto, who recently underwent an operation for appendicitis, is making splendid progress toward recovery.

Frank Springstead, of the Toronto traveling staff of Ames-Holden-McCready, Limited, is now calling on the trade in the larger centres of Ontario, devoting his attention exclusively to the special new line of fine goods which the firm is producing, known as the Corona range, made in both men's and women's.

The shoe findings houses of Toronto, recently sent out notices to their customers that their terms, instead of being five off, thirty days, or net, four months, have been changed to two per cent., thirty days, and net, sixty, from the date of shipment. The change has been made owing to the sudden and repeated advances in all lines of findings and leather.

Geo. Nickle, of the Nickle Boot Shop, Limited, Calgary, who is opening his second shoe store at 212 Eighth Avenue West, in that city, has been spending a few days in Toronto, Montreal, Quebec and other cities. It is expected the new store will open about August 1st.

Among the recent shoe and leather visitors to Boston, who spent several days on business in that city, were Walter Smardon, Montreal; W. M. Angus, St. John, N.B.; J. A. Reid, Fredericton, N.B.; J. S. Townsend, Hamilton; F. A. Guinivan, Toronto; S. E. Wygant, Montreal.



Private James Walter McIntyre, a former employe of Ames-Holden-McCready, Limited, wholesale boot and shoe dealers, St. John, N.B., branch, was killed in action in France on June 16th, according to an official report received by his stepfather, George N. Breen, this week. He was twenty-three years of age and a graduate of St. John High School and Kerr's Business University. After completing his course in the latter institution he was engaged on the office staff of Ames-Holden-McCready, Limited, where he remained for two years. He resigned his position to take up a course of studies for the ministry and was stationed at Pleasant Vale, Albert County, New Brunswick, as a probationer, when he joined a well known New Brunswick Battalion. The day the telegram arrived announcing his death was the thirteenth anniversary of his mother's death. He was a bright young man and won the esteem of a host of friends.

Many friends of Louis O. Breithaupt, son of L. J. Breithaupt, president of the Breithaupt Leather Co., Berlin, will sympathize with him on the sad and untimely death of his wife, which took place on June 27th. The deceased, whose maiden name was Miss Mabel Louise White, formerly resided in Milton, and was married to her bereaved husband last summer. During her residence in Berlin she made hosts of friends. The remains were interred in Mount Hope Cemetery, Berlin.

E. F. Keene, late of Randolph, Mass., who has been appointed superintendent of the Regal Shoe Co., Toronto, and has been ill for some time, has sufficiently recovered to assume his new duties upon which he has entered this week. Mr. Keene has had long practical experience in the manufacturing and financial ends of shoemaking, and comes highly recommended for his new and responsible post. Harry Litchfield, of Boston, has been spending sometime at the Regal factory, while C. S. Corson, general sales-manager, is now completing an extended selling trip throughout the larger cities of the Prairie provinces.

The Canadian Shoe Findings Novelty Company, 2 Trinity Square, Toronto, have just received a new cleaner for satins, suedes and all colors of kid shoes, silk, felt, or cloth tops, and also a Glycerine paste, that is greaseless,

for gunmetal and smooth dull finish leathers. The Company are also showing to the trade a wax polish for leather, which is satisfactory and reliable in every respect. The Company have recently been appointed selling representatives for Dr. A. Posner's Scientific Shoes for children and growing girls, and Dr. Posner's Ankle Brace Shoe. The firm report a very active demand for their splendid line of cleaners for all the new fall shades.

It is fully expected that the Chatham Shoe Co., Limited, of which E. S. Hunt is president, which went into liquidation a short time ago, will be successfully re-organized under a new name and will begin operating again in the new plant at Chatham, Ont., under favorable auspices.

Mr. Justice Kelly, Toronto, has dismissed the action of Frank Dyche Law, broker, against Thomas N. Dunn, A. H. Davidson, Archibald Orr and Gideon Grant, to recover \$5,790, alleged due for special services in organizing the Standard Tire & Rubber Co. in the course of which \$154,000 was subscribed and \$38,600 paid. Judgment is reserved as to the liability of the company on a claim for \$129.71. Justice Kelly held that the plaintiff's remuneration had been ample.

#### PLEASING DISPLAY OF OUTING SHOES

The accompanying illustration demonstrates how a striking and effective special display of outing and white shoes for both women and men can be made. The special window trim was put in by the Factory Shoe Store, St. Paul street, St. Catharines, Ont., and attracted much attention. This establishment was started four years ago and has met with an encouraging measure of success. The firm, which is composed of L. Leveys and A. Leveys (the former of whom is seen standing in the doorway), has adopted wide-awake methods of doing business, and gets up some forcible advertising. The Factory Shoe Store not only handles footwear of all kinds, but makes a specialty of dress suit cases, hand bags and umbrellas and has a well-equipped hosiery department, which is found to be a valuable adjunct. The firm announces in connection with the store that no goods are exchanged or repaired on Saturdays and that it always lives up to its advertisements.

THE  
FACTORY  
SHOE STORE  
ST. CATHARINES,  
ONT.





A. E. Doig, who has been covering the Maritime Provinces for Gutta Percha and Rubber, Limited, Toronto, has taken the management of their new Halifax branch,



F. NOLINSKY, ELMIRA, ONT., MANAGER OF THE IDEAL SHOE COMPANY

No. 143 Granville street, the opening of which was made necessary by the great increase in the company's trade in the Maritime Provinces. A complete stock of Maltese Cross rubber footwear, tennis shoes, rubber heels and mechanical goods is carried in the new branch in Halifax.

The Edmonton Shoe and Leather Company, which has a plant at Manchester sub-division, out on the extreme



W. E. METZ, ELMIRA, ONT., SUPERINTENDENT OF THE IDEAL SHOE COMPANY

southern limits of Edmonton, suffered severe damage recently. The tannery was completely burned to the ground and it was only through the strenuous efforts of the firemen that the factory itself, an adjoining building, was saved. The origin of the fire is unknown. The estimated loss is \$11,000 on the building and plant and \$2,000 on the contents.

The employes of the Nursery Shoe Co., St. Thomas, Ont., have donated 30 pairs of socks for the 91st Battalion with a request that it be turned over to "B" Company, commanded by Major A. E. Medcalf, president of the company.

C. S. Sutherland, General Manager of the Amherst Boot and Shoe Co., Amherst, N.S., was in Toronto last week on his way west to Regina and other points.

The contract for the erection of the new factory of the Unique Shoe Company of Toronto, which is removing to Simcoe, Ont., has been awarded. Work will be pushed forward rapidly. The new factory will be 40 by 150 feet and two storeys high. It will be built of brick, mill construction, and there will be ample light on every side. It is expected that the Unique Shoe Co. will begin operations in Simcoe in a couple of months.

Lieut.-Col. F. C. McCordick, tanner of St. Catharines, Ont., who is connected with the 35th Battalion, has as-



LIEUT.-COL. F. C. MCCORDICK, ST. CATHARINES, ONT.

sumed temporary command of the First Canadian Training Brigade in England during the absence of Col. A. Smart on leave.

John F. Clark, of Clark Bros., Limited, St. Stephen, N.B., and R. L. Savage, eastern representative of the firm, recently returned after spending several days in Boston, New York and other shoe centres, looking into the latest ideas in foot toggery for fall wear. Mr. Clark reports that the favorite colors for fall will be dark brown in both kid and calf leathers, while there will also be navy blues and battleship grey shades presented to the trade. Shoes will be cut from 7½ to 8 inches high, with long vamp and plain toe, and liberal sprinkling of perforations. The new seamless button, and bal with stag vamp, promise to be decided favorites, the latter predominating. A number of shoes are being shown with patent vamps and buck tops in grey, field mouse and brown, while colored kid with brown buck tops will also be worn by smart dressers. Wood Louis heels, covered with materials to match the uppers, will also be a distinguishing characteristic. Vamps are generally from 3½ to 3¾ inches in length, and it is expected that a number of cloth top boots will also be brought out. Generally the styles will be smart, pretty and impressive, with the darker tones predominating, buck tops being leaders in many models.



### RETAIL SHOE BUSINESS IS ACTIVE

The condition of the retail shoe business in all parts of the Dominion is reported as exceptionally good and the summer trade has been ahead of that of previous years. Better prices have been obtained owing to the advanced cost in all lines of footwear. The only drawback is the difficulty in getting goods from the factories, many of which are handicapped owing to the fact that scores of employes have enlisted for foreign service. Several retailers find it a source of anxiety to secure the extra assistance required on Saturdays and have had to make use of inexperienced help. Notwithstanding these difficulties there is a feeling of optimism with regard to a splendid summer trade and the demand for white shoes was never as pronounced as at the present time. Women's high cuts in colored kid are still selling well and pumps and colonials are enjoying a large measure of favoritism. The men's business has also picked up in many centres and military dress boots have been moving in all places where there are battalions being recruited.

### THEY WILL VISIT BOSTON FAIR

Several touring parties are likely to leave Montreal for the Shoe and Leather Fair in Boston, aiming to reach there for Canadian Day, July 17th. Among those who hope to go down are W. V. Matthews, who is making up a party comprising superintendents and assistants of the various Ames-Holden-McCready factories. Paul Roy, W. A. Lane, Oliver Tetrault, Bob Fraser, Euthrope and Adelaar Guay and Bert Parker.

### WHAT SHOES HAVE TO STAND

People are constantly finding fault with the shoe manufacturer for supplying a poor quality of shoes, but sometimes when we see what shoes are called upon to stand, we wonder that they do so well, says the Maritime Merchant. We were in a city store one day recently, and a strapping big woman, estimated weight about 12 stone, came in to make a purchase. She selected a pair of high white kid turn button boots, size 5½. The boots went on all right, but they would not button, so before she took them she had the buttons

moved over a bit. After she went out, we said to the merchant, "Do you think those shoes will hold their shape?" "Hold their shape nothing," said he. "What do you expect when a great big woman crowds her weight into a delicate little pair of thin soled articles like those. But that is what they are bound to do," continued he, "and perhaps the shoe merchant is the last man who ought to make complaint. No doubt the sales are larger than they would be if women were as sensible as men in the matter of shoe purchasing."

### PALATIAL AND IMPOSING NEW BOOT SHOP

The new Walk-Over Boot Shop recently opened at 786 Granville St., Vancouver, by the McRobbie Shoe Co., is one of the most artistic and inviting footwear emporiums in Western Canada. The front embodies all the good points and attractiveness of the regulation Walk-Over exteriors in the cities where these well known shoe establishments are located. The accompanying picture shows that the front of McRobbie's Walk-Over Boot Shop is very similar to that of the Walk-Over Boot Shop in Toronto, and the one in Montreal. Previous to installing the new front, Mr. McRobbie took an extended trip through the leading cities of the east, and gained many valuable suggestions which he incorporated in the interior, fittings, appointments and facilities of his new establishment. The decorations are quiet and harmonious, while the interior is exceptionally well lighted. Full length mirrors add to the handsome and impressive character of the store, and on the mezzanine floor at the rear, are located the offices of the company. The McRobbie Shoe Co., formerly did business at 301 Hastings St. West, but decided to move up town and get right into the very heart of the mercantile district. The recessed entrance is handsomely tiled and the bulkheads of the windows is of Verde antique marble, while the supports are of copper. Prism glass, which forms the transom lights, sheds a flood of sunshine into the interior, and adds much to the beauty of the front. At the recent opening, the appearance of the store and the splendid new styles presented, created a decidedly favorable impression, and the McRobbie Shoe Co. was heartily congratulated.

*THE splendid new store of the McRobbie Shoe Co., 786 Granville St., Vancouver. The latest display facilities and artistic features are presented in this attractive entrance.*





I. Weingarden, of Windsor, Ont., has opened a second store in that city.

LaRose & Cousineau, shoe manufacturers, of Montreal, recently assigned.

H. W. Stark Co., Limited, shoe retailers, Winnipeg, recently suffered a loss by fire.

The Public Benefit Shoe Co., Limited, of Toronto, has been granted a charter. The capital stock is \$40,000, and among the incorporators are R. C. Milne, W. A. Draper, A. E. Prestridge, C. S. Freeman and Frank D. Smart.

Many friends of R. Foster Scott will congratulate him on his recent marriage to Miss Jeanette Beatrice, daughter of Mr. and Mrs. John McKinley, of Galt. The interesting event took place on June 20th at the home of the bride, 7 William street, Galt, Ont.

R. R. Macaulay, of Montreal, secretary of the Miner Rubber Co., was in Toronto last week on business.

N. M. Davidson, of Berlin, assistant treasurer of the Canadian Consolidated Felt Co., was in Toronto last week on business.

John Dunbar, of Scott-Chamberlain, Limited, London, spent a few days in Toronto last week on business.

William O'Brien, at one time a shoe merchant on Dundas street, London, Ont., was found dead in bed at the home of his son-in-law, T. J. Parkinson, 289 Ridout street south, in that city on June 23rd.

The Independent Button Fastener Machine Co., Inc., of Boston, Mass., who make automatic button attaching machines, and have established a wide connection in Canada, have opened an office at 5 Wellington street east, Toronto, where a full stock of their machines, supplies and parts will be carried. There is also a service station in connection with the office and all machines sold will be kept in repair for the first year, free of charge.

H. S. Chapman, who carried on a retail shoe business for three years in Clinton, Ont., has retired and joined the 216th (Bantam) Battalion, Toronto, for overseas service.

James A. Whatley, shoemaker, Dublin street, Peterborough, who has been ill, is able to resume business.

H. D. Wing, of the United Shoe Dealers, Parry Sound, spent a few days in Toronto last week on business.

A quiet wedding took place on June 14th at Campbellford, Ont., when Miss Alice D. Weston, daughter of F. W. Weston, president of the Weston Shoe Co., was married to Geo. W. Austen, of the editorial staff of the Mail and Empire, Toronto. Mr. Austen, who is a young man highly esteemed in newspaper circles, and bride have taken up their residence at 38 Dorval road, Toronto.

F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co., of Canada, was in Toronto, Berlin, London, and other points recently, calling upon the trade.

Clayton E. Hurlbut, of the Hurlbut Co., Preston, has returned from a business visit to Rochester, New York, Boston and other shoe centres.

A meeting of the creditors of the Canadian Oak Leather Co., Limited, of Brantford and Woodstock, and also of Thornton's, Limited, dealers in hides and leather, Brantford and Woodstock, was held recently.

Geo. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, recently returned from an extended visit to the principal shoe centres of the United States, where he picked up a number of style pointers, and the latest ideas in footwear. He states that anything that is pretty and in good taste will likely prove a favorite this fall. So far there appears

to be no outstanding characteristics marking the trend in women's footwear fashions, such as the colored cloth tops of a few months ago, the Gypsy button boot later, the high-cut kid bals of the present, etc. A variety of pleasing patterns and hues will be presented and manufacturers will try out several new ideas, but these will necessarily be restricted to what they are likely to procure in the open market, in the way of stock, colors, etc.

Geo. Thorne, 161½ Church street, Toronto, has installed a 22-foot model "N" repair outfit, with stitcher, supplied by the United Shoe Machinery Co.

Wm. H. Brimblecombe, who for several years was connected with the Murray Shoe Co., of London, where he occupied a responsible post, has joined the staff of the Blachford Shoe Manufacturing Co., Toronto, as quality man. He has had valuable experience in connection with the production of fine footwear, not only in London, but in other cities, and is well qualified for the new position which he has assumed.

Wm. Kilpatrick, late of the Montreal office, United Shoe Machinery Co., is now resident representative of the company in Berlin, succeeding Geo. Bott, who has joined the motor boat patrol in connection with the British naval service.

#### LEAVING THE GATE OPEN

L. M. Young, in speaking before the convention of the Retail Merchants of Manitoba, said:—

"It is demonstrated beyond all question of doubt, that the finest medium of advertising in the world to-day is the local newspaper, as it is not only sure of getting into the homes, but into the very hearts of the people. The local merchants who do not pay proper attention to their advertising are simply leaving the gate open for the mail order house to come in and harvest their crop. For, remember, if you are not getting into the home, the mail order catalogue is very much there."

#### NEWS BRIEFS FROM ST. JOHN

Lieutenant Percy J. Steel has returned from Halifax where he took a special machine gun course.

William O'Connor of the staff of Waterbury & Rising, St. John, N.B., received a letter June 20th from his brother Frank, who is with a Canadian unit in France, having returned to the front after recuperating from sirapnel wounds received while in action. At the time of writing his brother was well, although he stated that he had gone through a terrible engagement.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, St. John, left a few days ago on an extended automobile tour through the Maritime Provinces. He combined business with pleasure and intended visiting all of the firm's customers with a view to stimulating trade. Mr. Rising left St. John and went to Digby and planned to travel along the South Shore to Halifax. From there he went through Annapolis Valley and back into New Brunswick.

PHILEAS FREDERICK, Auditor, Accountant, Collector and Adjustments, Insurance, Real Estate, Loans on First Mortgages, Joint Curator with Lefavre Gagnon "for Leather Business." Apply No. 79 Des Stigmates street, Quebec. Phone 3992.

# 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.



**ASHLAND LEATHER CO.**  
**ASHLAND, KY.**

Scoured Oak Sole Leather, Rough Belting Butts, Bends and Shoulders, Backs, Bellies, Heads.

TANNED FROM PACKER HIDES ONLY

Booth No. 148

General Sales Office:

180 North Franklin Street, Chicago, Ill.

Boston Store:

National Leather Co., 210 Purchase Street

**"MOSCO" LEATHERS**  
 EXPORT TRADE A SPECIALTY

Chrome, Vegetable and Combination Tanned

**SIDE LEATHERS**

We make a specialty of Plain Boarded and Box Finishes, also Wax, Embossed and Flexible Splits. Visit our Booth, No. 208 National Shoe and Leather Fair, Boston, July 12th to 19th.

**C. MOENCH SONS & CO.**  
 ESTABLISHED 1865

117 BEACH ST.

BOSTON, MASS.

**GOOD MOTOR TRUCK FOR SALE**

A McLaughlin delivery car in good condition, well suited for a delivery service.

Present owners no longer need this car and are prepared to sell it at a decided bargain.

**ACT QUICKLY**

Here's your chance to get a good, serviceable car at a rock-bottom price. Full particulars on application to

**BOX 126**

**SHOE & LEATHER JOURNAL  
 TORONTO**



**McKAY  
 SEWN  
 SHOES**

FOR  
 WOMEN, MISSES  
 AND CHILDREN

Shoes that have Style and Finish —at the right price for the jobbers. who are invited to see samples.

"La Duchesse" Shoe Co.

REGISTERED

"Successors to B. Vaillancourt"

92 Beaudry St., MONTREAL



Glazed  
 or  
 Mat

Black  
 or  
 Colors

White and Fancy Colors

Excellent Wearing Quality,  
 Superior Finish and, Con-  
 sidering High Grade,  
 Moderate Prices

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.  
 NEW YORK**

Canadian Branch—335 Craig St. W., Montreal  
 Factory—Wilmington, Del., U.S.A.

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 Best of all Cleaners

for all Colored Kid or Calf Leathers—  
the Cleaner that restores a shoe to its  
original appearance—is

### PACKARD'S KID "O"

Sell it and warrant it—it will please  
your customers.

### BRONZE DRESSING

—another Packard Special—is unsur-  
passed for retaining the newness and  
lustre of the stylish bronze shoes now  
so popular, and it also adds to the  
wearing quality of the leather.

These are from the big range of Shoe  
Cleaners and Polishes manufactured  
by the old house—

**L. H. PACKARD & CO.**  
MONTREAL LIMITED



### GUAY'S Waterproof Counter A SPECIALTY

Our latest Counter is waterproof dressed, preserving it  
against perspiration and outside moisture. It is moulded  
full length or released end as ordered. We guarantee it  
to fit any last and to outwear the shoe. We will pay  
cash for every pair of shoes in which our Counters wear  
out before the shoes.

SAMPLE AND PRICE ON APPLICATION

**EUGENE GUAY**  
OVER 36 YEARS IN BUSINESS  
230 St. Marguerite St., Montreal

# JOBBERS

SEE OUR

## FINE MCKAYS FOR WOMEN

Do not fail to see our new line. It is  
quite the most attractive we have shown.

**Gagnon, Lachapelle & Hebert**  
SHOE MANUFACTURERS  
55 KENT ST. MONTREAL

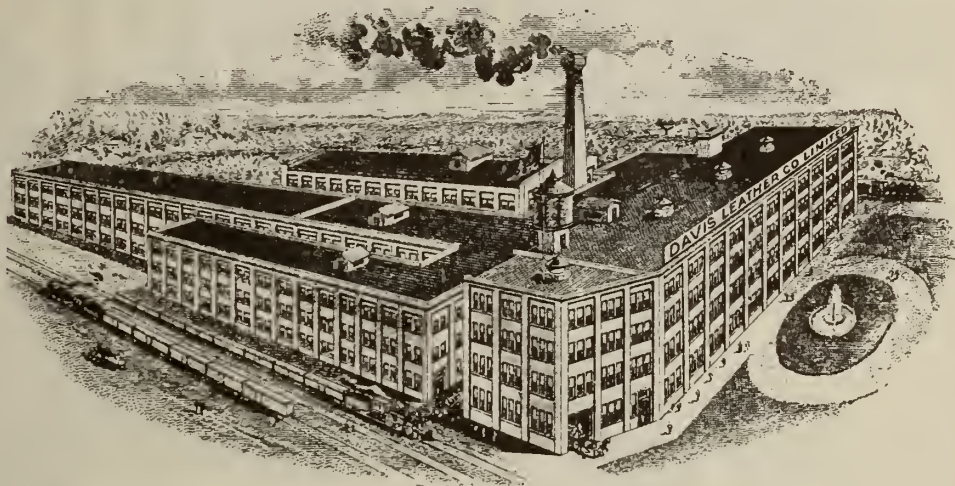


# The Largest Tanners of Calf in the British Empire

Uniform  
in Quality

Economical  
in Cutting

Superior  
in Finish



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

BIRD'S EYE RIVET SHANK  
SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you.

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.

# BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

## STAPLE AND FANCY LEATHERS

### RUSSET SIDES AND SPECIALTIES

BAG CASE TRUNK STRAP 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.

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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



## Our Warmest Thanks

Are due to our good Canadian friends for their **PATIENCE** and above all for their **LOYALTY** in standing by us in our efforts to give them their full share of

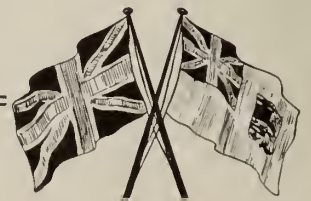
## **TRICKETT'S SLIPPERS**

For nearly a quarter of a century we have given them our **VERY BEST** in **GOODS** and **SERVICE**, with the result that our name has become a word to conjure with, not only with **SHOE MEN** but the **CONSUMER**.

The present **EXCEPTIONAL CONDITIONS** are very trying but we are endeavoring to provide that no **CUSTOMER** or **WEARER** of **TRICKETT'S** will go unsupplied. If you have been put on **WAR ALLOWANCE** for a short period do not be too hard on **US** or **YOUR JOBBER**.

**Sir H. W. TRICKETT Limited**  
Waterfoot, Near Manchester, Eng.

J. S. ASHWORTH, Can. Rep. Manchester Building, Toronto





TWENTY-NINTH YEAR

TORONTO, JULY 1, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



JOHN T. TEBBUTT, THREE RIVERS, QUE.

See Page 34

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Attune Your Ears To The Knock of Opportunity



The Knock of Opportunity is said to be the only kind of a knock known that is a boost as well. But it's only a boost to the man who hears it, and acts upon the suggestion it gives. Right now Opportunity is knocking *at your door* if your community is without an exclusive REGAL SHOE AGENCY. The absence of the agency proclaims the knock, and you will be taking steps to turn it into a business boost on yourself if you will

DROP US A LINE TO-DAY

REGAL SHOES for men are well known to the better class of masculine shoe buyers everywhere, and the merchant who becomes identified with so famous a line is in a most favorable position to gather in the cream of the trade.

REGAL SHOES make permanent customers, because they are made in the very newest styles, and their quality, make, finish and value are exceptional.



It costs nothing to investigate—to do so is to show you are wideawake to take advantage of every opportunity to extend and better your trade. Begin now by writing us about the REGAL AGENCY for your community.

## Regal Shoe Company Limited

102 Atlantic Avenue

Toronto





No. 298

*Model*  
SHOE

Noted for their  
distinctive style  
and superior  
quality



No. 93

A good line  
for your store

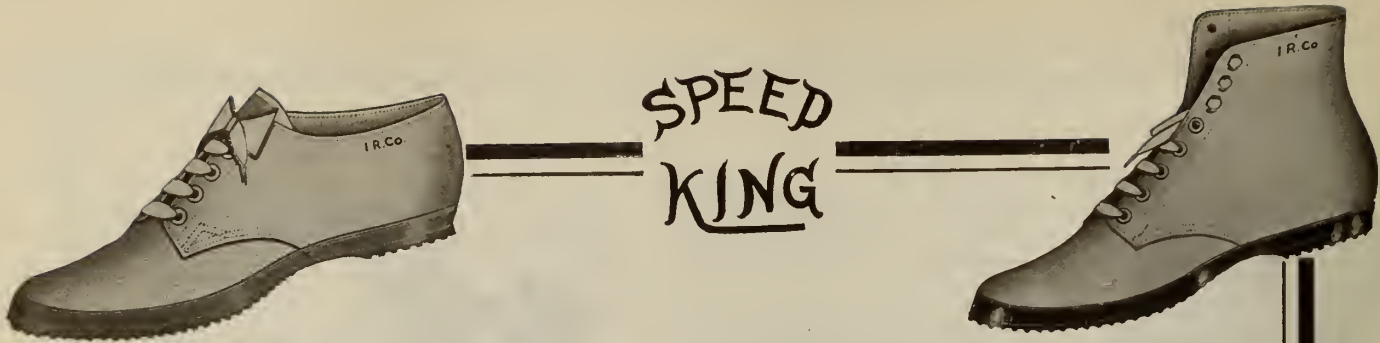


No. 373

*W. B. Hamilton Shoe Co.*  
*Limited.*  
TORONTO.



No. 361



SPEED  
KING

QUALITY SELLS THEM

# SPEED KING OUTING SHOES

AND QUALITY KEEPS THEM SOLD

The long-wearing qualities of SPEED KING Shoes make a lot of firm friends for the dealer who sells them.

Our big and rapidly increasing production is due to the maintenance of the very highest standard of quality in material and workmanship.

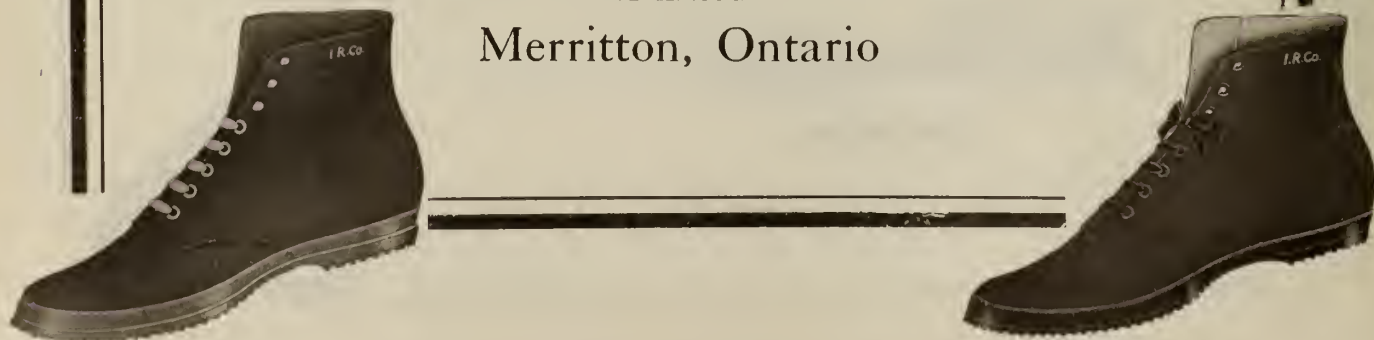
Keep your stock well assorted throughout the season by mailing "hurry-up" orders to any of the following well-known wholesale shoe houses.

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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

## The Independent Rubber Co.

Limited

Merritton, Ontario







MAKERS OF

# Women's McKays Only For the Jobbers

With our new addition we are the largest manufacturers of Women's McKay shoes in Canada, for the jobbers only.

THE PARKER SHOE CO. Limited  
PRESTON ONTARIO

# 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 COMPANY OF  
CANADA, LIMITED

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street  
QUEBEC







This model represents one of the more recent Bell creations. It has that grace and style characteristic of the Bell range, and never more marked than this year.

Retailers desiring to please discriminating lady purchasers will find this shoe a ready seller.

**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"

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are leaving our branch distributing houses to serve our customers in relation to Spring Sorting and Fall Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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



**I**T doesn't take a man long to make up his mind to *BUY* when you're showing him a *JUST WRIGHT SHOE*. Smartly distinctive style, comfortable fit and sterling value form an irresistible combination for quick sale promotion. *YOU TRY IT.*



*The Just Wright*  
SHOE

"HOBO" No. 161

Vici Blucher, Cushion Sole.

E Width. Sizes 6-10

In Stock at St. Thomas  
and Regina

**E. T. WRIGHT & CO. Inc.**

ST. THOMAS, ONT.

ROCKLAND, MASS.



# Fast-Selling Staples

for

Men, Women and Children

A line that has enjoyed a reputation for sound quality for more than fifty years

# YAMASKA

Every shoe is well made from first-class materials, and is designed for comfort and good service. Place your order now for fall delivery and get a line of staple footwear that will please your customers and enhance the good reputation of your store.

**LA COMPAGNIE J. A. & M. COTE**

St. Hyacinthe, Quebec

## A. DAVIS & SON, LIMITED

**Tanners  
of  
High  
Grade  
Side  
Upper  
Leather**



Elk, Black and Colors; Russet Oil Grains; Mennonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather; Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors.

Celebrated for Uniform Quality and Superior Texture and Finish.

**KINGSTON, ONTARIO**



# Quick Delivery Assured Of All Your Summer Rush Orders

The corner-stone of our service to the retail shoe trade consists in our carrying an assortment of up-to-date footwear, that is usually equal to sudden demands. Our stock is maintained all through the season at a high level of completeness. If you want any style of footwear in a hurry, mail, write, or 'phone our well-stocked warehouse.

Among other good lines on our shelves, and ready for instant delivery are:—

## Speed King Outing Shoes

This celebrated line of Tennis and Vacation Shoes is made at Merritton, Ont., by The Independent Rubber Co. Limited and customers who have handled these goods report "nothing but Speed King" for those who want the best.

### Barefoot Sandals

The non-rip kind for Infants, Children and Misses. A complete range of all the sizes. Stock up while the assortment is available.

### Canvas Shoes

An excellent range of White Canvas Button Boots and Colonial Pumps for Women, Misses and Children. These are by the best makers in the trade.

### Strap Shoes

A line of attractive Mary Jane Pumps, in Patent, Gunmetal, Dongola and White Canvas, with Cuban or low heels.

## SPECIAL Women's Stylish Pumps SPECIAL

PATENT with large silver buckle. WHITE CANVAS with large white enamel buckle. BRONZE KID, with large gold buckle. All have spool heels and large Colonial tab. This is, in every sense, a special line. The values are out of the common, and call for double-quick action from the shrewd shoe buyer.

## Fall Season 1916

Shoe prices all show an upward tendency. This clearly indicates the advisability of placing orders *at once* for the *full requirements* of the fall and winter season, as far as they can possibly be estimated.

Our travellers are now showing our complete range—a range that is out of the ordinary. See it and place your order *now*, while the prices are **WHERE THEY ARE.**

# McLaren & Dallas

Wholesale Distributors of Boots, Shoes and Rubbers  
30 Front St. West - Toronto



## Your Customers Appreciate Real Foot Ease

That's why it is so easy  
and profitable to sell

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

AND

THE  
*Professor*

PAT. NO. 119409  
GOLD CROSS  
SHOE

## Shoes for Men

Ask your jobber for these *by name*—be sure you get the genuine shoes, for no imitation is anywhere near their equal.

The "Doctors" Shoe is absolutely waterproof in both sole and upper, and the sole is so designed as to ensure an even temperature of the foot in all weathers.

With similar qualities as the "Doctors," the "Professor" Shoe has also a patented cushioned inner sole that adds greatly to the ease and comfort of walking.

*They look well, fit well,  
wear well and sell well.*

MADE ONLY BY THE ORIGINATORS:

The Tebbutt  
Shoe & Leather Co.  
Limited

Three Rivers - Quebec





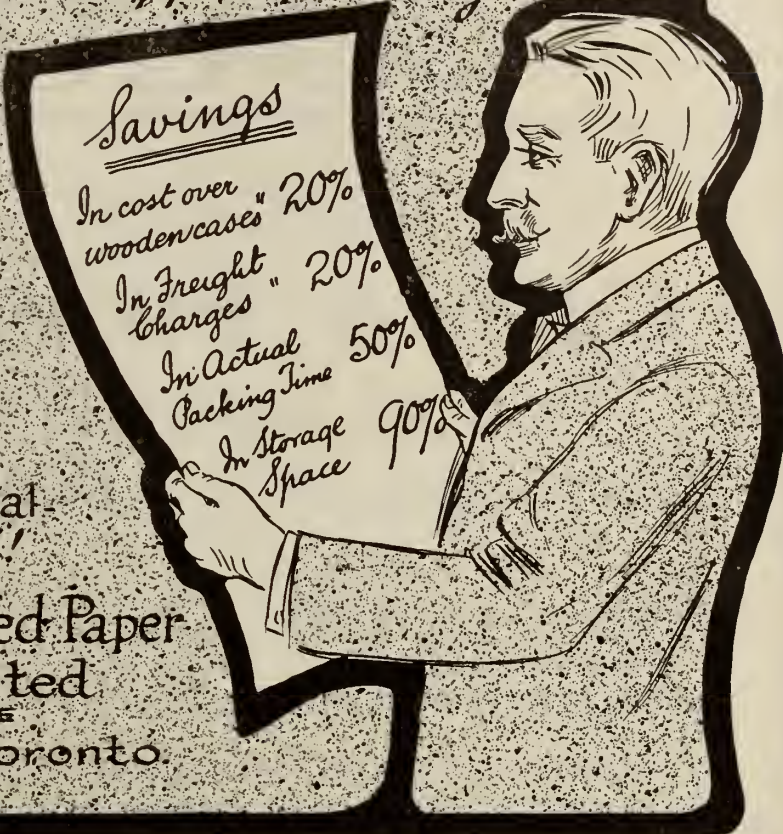
*"Martin Saves The Shippers' Money"*

Always ship  
your products in

**MARTIN**  
CORRUGATED  
FIBRE-BOARD  
**SHIPPING**  
MADE IN CANADA **CASES**

Don't be Skeptical  
**INVESTIGATE!**

Martin Corrugated Paper  
& Box Co. Limited  
FACTORY & OFFICE  
353 Pape Ave. Toronto.



Savings

- In cost over wooden cases " 20%
- In Freight charges " 20%
- In Actual Packing Time 50%
- In Storage Space 90%

# McKAYS AND TURNS

*Men's, Women's, Boys' and Youths'*

*To  
Jobbers  
Only*

In these lines AIRD Shoes have no equal on the market. "The best popular priced line of shoes made in Canada," is the tribute of a jobber who knows the field thoroughly, and the fact that we are "busy as nailers" speaks of a full appreciation of this worth-while line.

**AIRD & SON** (Registered) **MONTREAL**

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

# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**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



# FOOT TROUBLES

AND HOW TO RELIEVE THEM

*What can hit the shoe dealer and his salesman any stronger than those headlines? Every store, large and small, regardless of location, now have this question solved for them. After fifteen years of experience Dr. Scholl's method is a complete unit modified and ready for every progressive shoe dealer.*

## Difference in Feet

The reckless selling of arch supports is practically a thing of the past, thanks to the far-sightedness of the shoe trade. They realize that there is a vast difference in feet, in the sizes and shapes, dimensions, types, etc., so that it has become an established fact in their minds that to secure results in the fitting of arch supports and corrective appliances the individual foot must be considered. And so it has been brought down to two important facts.

**First—The appliances themselves must be anatomically constructed with an orthopedic object in mind.**

**Second—There must be a means of fitting and making the adjustments to the individual foot.**

Both have been accomplished and are ready for you to adapt. With Dr. Scholl's scientific appliances and devices for a purpose and a practical, established need of each and with Dr. Scholl's arch fitter and raw hide hammer, you will be able to relieve foot troubles. The entire proposition is one of service and profit. Over five thousand up-to-date shoe dealers are now using Dr. Scholl's method and are cashing in on the wonderful service. Dr. Scholl's travelers and educational demonstrators are always at the service of Scholl customers. Write to-day for full information.



**Dr. Scholl's  
Arch  
Fitter**



## The Scholl Mfg. Co. Limited

Largest Makers of Foot Comfort Specialties in the World

214 King Street East, Toronto

CHICAGO

NEW YORK

LONDON, E.C.

*N. B.—A series of educational advertisements—Subject: Foot Troubles and How to Relieve Them—will constitute a campaign covering the next several months in this publication. Look for them.*

*We invite Canadian Shoe Manufacturers, their Representatives and friends, while at the*

# *National Shoe and Leather Fair*

*Boston, July 12th-19th*

*To make their headquarters at Booth No. 194*

*Kenworthy Bros. Co.*

*110-112 Summer Street, Boston, Mass.*

CANADIAN AGENTS

*International Supply Co., Berlin, Ont.*

*H. D'Artois, Montreal, P.Q.*

OUR FAVORITE



*"First-Aid"*  
TRADE MARK  
*TO THE FEET*

A SURE WINNER

Canadian Arrowsmith Mfg. Co.  
LIMITED

NIAGARA FALLS, ONT.



# BREAKING RECORDS



*Record turnovers of boots and shoes that stood out in former years are being eclipsed monthly now, because retailers are using our service more than ever before. They are proving, to their profit, that they can get better service from James Robinson in Montreal than anywhere else.*



**FLEET FOOT**

**Shoes**

for every sport  
and recreation.



Write our nearest branch if your  
stock is not complete with Fleet Foot  
Shoes for men, women and children.



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

28 "Service" Branches Throughout  
Canada





# HOW TO DEAL WITH "KICKS," JUST AND UNJUST

**Persons Who Seek to Obtain Rebates and Exchanges From Retailers When They are Not Entitled to Consideration—Misrepresentations Regarding How Long Shoes Have Been Worn, When Bought and Even the Price Paid—What Merchants Say**

**T**HERE are grievances in all trades, troubles to overcome and difficulties to adjust. Some of these are small and others large and more perplexing to handle.

In an ordinary shoe stock there are many different lines. Live retailers have private marks whereby they can readily recognize all pairs that are carried in stock, even months after they have been disposed of. Others cannot. Some merchants are imposed upon by people demanding a refund or pointing out defects in shoes which were not bought at the store where they make complaint.

Again, in asking for a rebate or exchange on a pair that may, for some reason, have gone wrong, customers, without perhaps any intention of misrepresenting affairs, will assert that they have worn the shoes only a few days where it may have been several weeks. A few will even declare that the price paid was larger than was actually the case. It is well to guard against such imposition, wilful and otherwise, for women and even men frequently dislike a style after wearing a shoe for a short time and seek to secure another pair or obtain an allowance on various specious pretexts.

It is interesting to learn the experience and views of various representatives in the retail shoe trade on such a matter.

A. E. Matheson, of The Bootery, Victoria, B.C., says that they use their own uniform labels on all cartons and do a strictly cash business. Considerably more customers than in normal times seek to secure rebates, repairs free and misrepresent the period they have worn the shoes, the price paid, etc. In this respect women are the chief offenders. The desire to exchange shoes after making a purchase, is decreasing. In reference to the matter of refunding the purchase money to dissatisfied customers, Mr. Matheson says: "If the customer is reasonable and cannot be suited, we refund the money. We always endeavor to make an equitable adjustment if the shoes have proved defective."

## Do Not Allow any Impositions

John Affleck, proprietor of the Yale Shoe Store, Winnipeg, writes: "We do not have many customers trying to impose upon us for rebates or exchange and we adjust all complaints cheerfully, as we consider such a course a good advertisement. We, however, do not allow any impositions and find that we receive the most complaints from men. We do not find the desire to exchange shoes increasing, as boots properly fitted will please more surely than styles. We refund purchase money to dissatisfied customers and, with all complaints, like Buster Brown, we keep smiling."

Gross & Dawson, of Moncton, N.B., report that they have few complaints of any kind and what few they have come principally from women customers. They generally accept the statement of their patrons in whom they have confidence. They endeavor always to arrange matters satisfactorily in the case of complaining customers and either make an allowance, or give a fair exchange.

Farmer Bros., of Arnprior, Ont., say they never have much trouble with customers in the matter of rebates or exchanges. On most fine lines they have their own label put on the shoe either on the pull strap or inside on the lining. Purchase money, in the case of dissatisfied patrons, is cheerfully refunded and the firm endeavor to fit, suit and please all callers in the store before they go with their parcel and nearly always that is the last seen of them until they are wanting another pair of shoes.

J. A. Wiggett & Co., Sherbrooke, Que., have no private marks on the shoes they sell but they can distinguish them at all times. As the firm sell for one price only they can remember the figure on every shoe. "We seldom," they add, "have customers misrepresent the price but very frequently they stretch matters in reference to the length of time they have worn the shoes. Persons will say they have had them for four weeks only when, as a real fact, it is probably eight. Complaints are about equally divided between men and women. We refund purchase money to dissatisfied customers in case their grievance is a reasonable one. We find that the public is more unreasonable regarding footwear than any other part of their apparel."

The Vernon Shoe Store, of Vernon, B.C., observe that they have occasional complaints with parties misrepresenting the time that they have worn the shoes, the price paid, etc. The desire to exchange shoes is decreasing and if customers cannot be suited with other goods, the price is refunded by the store.

## Have Private Cost Code

Wallace Bros., Halifax, N.S., have a private cost code on all shoes handled by them and, in the case of complaints, find it is a common practice with most parties to misrepresent the length of time they have worn the goods. Women are more prone to make complaints than men. "We find that the desire to exchange shoes after they are bought is decreasing and we make a practice of carefully fitting all parties, but if a customer is dissatisfied after making a purchase we readily refund the money, as we believe that it pays every time," they conclude.

The Goodwin Shoe Co., Vancouver, B.C., say: "We have our own label on the shoes and on every pair sold we put the date in ink on the lining. Very few complaints come to hand but in case they do the patron is generally under the impression that he has had the footwear for a shorter time than is really the case. We handle men's shoes only, fit carefully and have very few exchanges. We refund the purchase price to all persons who are not satisfied just as cheerfully as we take the cash in the first instance. We run no sales and consequently have the same price for every man every day so that there is no misrepresentation, in the event of the shoes being brought back, regarding the figure that they were sold at."

## Stamped on Lining or Shank

J. T. Heath, of Orillia, Ont., thinks it is a good plan to have all shoes accepted and put in stock, either stamped on the shank or marked on the lining to identify them. Some customers seek to obtain rebates when they think the shoes have not given satisfactory wear, often from unjust causes, such as the footwear being burned, snagged, etc. "You ask, do we find parties misrepresenting matters regarding the length of time they have worn the shoes, the price paid, etc., and we may say yes. Only yesterday a man brought in a pair of ladies' five dollar patent button boots and said they had been worn for three weeks and then only on Sundays and special occasions. On investigating we found that the goods had been purchased three months ago. The desire to exchange shoes appears to be increasing. We generally refund purchase money to customers whom we cannot satisfy."

Gales & Co., Ottawa, have the stock number on the lining of all their shoes. They do not keep a record of those sold for cash but have a record of all charge sales.



They find that they have not many complaints but occasionally persons seek to procure rebates, exchanges, etc., and misrepresent matters regarding the time they have had the shoes and the price paid. The firm refund money to any customers who are not perfectly satisfied with their purchase, and do it willingly.

A. J. Gahagan, of Woodstock, Ont., states that they find persons who try to secure a rebate often misrepresent the time that they have worn the shoes, saying they have had them only a few days or weeks when it is often months. Women complain more than men about their footwear and, in case persons are not suited, money is refunded. "Our trade is mostly staple and there is very little reason to complain and when complaint is made often such grievances are justified," they declare.

#### Proper Fitting is Good Barrier

A Saskatoon firm report that they have all shoes stamped where possible "— Shoe" and give every customer a cash sales slip. The percentage of patrons who seek to obtain rebates or misrepresent the length of time that shoes have been worn, the price paid, etc., is not large and, without question, money is refunded in the event of the person not being pleased. The desire to exchange shoes is decreasing as, if attention is given to proper fitting, most people go away satisfied.

F. E. McLeod, of Lacombe, Alta., says that he has not found it necessary to have any private mark, as he holds very closely to his regular manufacturers. Whatever complaints are made on the part of the public are usually justified and since no cheap lines are handled, few grievances are heard and those made are generally genuine. "Yes, we refund money to dissatisfied persons, as we go on the principle that our customers are always right."

F. P. Carney, of Belleville, Ont., declares that he does not receive many complaints and that the number of persons who desire to exchange shoes is decreasing. "I refund," he adds, "the purchase price for goods returned in proper condition and for any good reason. On account of frequent changes in styles, particularly in women's fine shoes, I find it more difficult to please women than when styles did not change so often."

#### Makes Them Bring Slip Back

A. T. Marshall, of Stewarts, Limited, Renfrew, Ont., states a separate bill is made out for each sale, whether cash or charge, "and we insist on each customer keeping the bills. We are not troubled much with persons trying to secure rebates, free repairs or exchanges, but we do meet an occasional one who wants something for nothing. In case of people asking for a rebate, owing to the shoes not giving sufficient wear or from other cause, we ask them to return the bill showing the date of purchase, the amount paid, etc. We do not find parties wanting to exchange footwear after it has been worn except where it has proved defective. In the matter of refunding money in the case of not being satisfied, if the claim is a good one we will replace a pair of

boots free of charge. Each shoeman must have his own judgment in regard to handing back the cash. We find that there are a few people who will often want a pair of shoes altogether too fine for the wear they expect to give them. We had a case not long ago of a lady buying a pair of five-dollar patent leather light turn shoes and putting them on to go to work in a mill. Now, she had to travel two miles to her duties on cement sidewalks. I confess that I did not expect to see her using them that way, especially at first."

#### Shoemen Are Too Lenient

A leading shoe house in Hamilton say they have weeded out all lines of shoes during the twelve years that they have been in business, which do not give satisfaction and now handle only dependable ranges. They still have a few complaints in which persons returning the footwear will say they have worn the shoes only about half the length of time that they really have, and that they paid a higher price than they did. In some cases with dissatisfied customers purchase money is refunded, "but we always ask a chance to see if we cannot suit customers with some other styles. In dealing with all grievances discretion has to be used, coupled with knowledge of leather, the conditions under which the shoes have been worn, and the firm who have made the goods. Generally shoemen are too lenient in the matter of listening to the complaints of customers, but one gets to know such 'kickers' in time."

#### Believes in Goodness of Mankind

"We consider it a good policy to refund the money in case the shoes have not been soiled," writes a Calgary shoe firm. "By doing so we find that the customer who is dissatisfied will generally come back. We do not find many people trying to impose on us but, in case they return a pair, they usually think they have had the shoes a much shorter period than they really have. In stating the price they paid us for the goods they are generally correct and there is little imposition or misrepresentation on this score. It is impossible to lay down hard and fast rules in regard to dealing with and handling complaints generally. Each case must be considered on its merits. One must use good sense and judgment and never lose your temper or your patience, no matter how trying or exasperating the conditions. It does not do for the merchant and the customer to get angry at the same time, as then things are liable to be said, action taken and motives misconstrued.

"Keep cool, be pleasant and let your mind be an open one. Seek to do by others as you would be done by. Of course, there are fakirs and deadbeats in every line of business, both in front of and behind the counter, but each year there appears to be less and less of them. I am an optimist and believe that the world is growing better, that a higher sense of honor and confidence is prevailing, and although I now and then have my faith in human nature shattered and undermined, still I come up smiling.

"You will meet disagreeable, unjust and querulous people in all walks of life but the vast majority are clean-minded, fair, decent and honest. One encounters so many sunny-natured, genial, obliging, thoughtful and kind persons in business life that he can readily afford to forget the cranks, crooks and crabs. I do not think many customers will wilfully lie about the wear or condition of a shoe but are often under a wrong impression regarding the time they have had them, the service they have subjected them to, etc. It is like waiting for a street car. If one is not at hand or in sight you will hear persons say, 'Oh, I had to tarry a full quarter of an hour before a car came along,' when if they had consulted their watches they would find that not half that many minutes had elapsed. It is so easy to have our imagination play us false. But there is a lot of good in even the worst of us, which we should endeavor to bring out at all times."

#### FINDS IT A GOOD FRIEND

"I am sending you two years' subscription for the Shoe and Leather Journal. I may add that I appreciate your paper very much, and as long as I am connected with the shoe game, I want to be a reader of your paper."

Yours very truly,

J. A. Smith.

2321 Trafalgar Road, Vancouver.



# FIFTY-TWO YEARS AT IT AND STILL GOING STRONG

Handsome New Front and Extensive Interior Improvements Carried Out in the Haines Shoe House, Belleville, in Honor of the Long Business Career of the Proprietor—How Times Have Changed and Better Conditions Prevail All Over



J. J. HAINES, BELLEVILLE, ONT.

Resplendent with an attractive new front and an improved interior, in honor of his fifty-second anniversary in business, the shoe house of J. J. Haines, Belleville, Ont., has taken another step in advance. The store is practically a new one throughout. The front is a Kawneer copper one with prism glass over the windows which affords a flood of light. The work of installation was done by

P. G. Denike, of Belleville, and the front, with its recessed entrance, hardwood paneling and tiled flooring, is one of the best, neatest and most striking that could be desired.

"It is a real pleasure for people to shop in our store now," declared Mr. Haines, who this month is celebrating his fifty-second anniversary in business.

Just think of that, over half a century of continuous shoe service in the one stand and still going strong, for the walk and carriage of Mr. Haines indicate that he is good for many more years of active mercantile life.

It was June, 1864—three years before confederation—that Mr. Haines, who was then in his twenty-first year, came to Belleville and opened a retail branch for the A. & C. N. Ross Co., who made the "Penitentiary" shoe in Kingston, with convict labor. His father was a traveler for this firm for a number of years and, in order to widen operations, the Ross people decided to start branch stores. A few months later the concern sold out to Geo. Offord & Co., of Kingston, and returned to Auburn, N.Y., and Mr. Haines was given an opportunity to purchase the stock in the Belleville store.

## Develops System of Stores

To-day the Haines Shoe Houses are among the solid, progressive and most reliable institutions in the province,

being located not only in Belleville, the headquarters, but in Trenton, Napanee and Smith's Falls.

Mr. Haines, the founder, is, as already stated, still at his desk, enjoying good health and taking a cheerful outlook of affairs. He has always been an optimist, and ever looked on the pleasant side of matters. Naturally he has instituted a number of reforms in shoe retailing. Among these may be



AN INTERIOR VIEW OF THE HAINES SHOE HOUSE, BELLEVILLE

mentioned the strictly cash, strictly one-price system, the discontinuance of appropriation, the early closing movement, and the elimination of the repair branch from the retail stores. The firm have always been liberal users of printer's ink and have adopted many other modern methods of advertising until the Haines Shoe Houses are leaders in their line.

"Yes," continued Mr. Haines, "it is interesting to recall methods of over half a century ago and contrast them with

*THE impressive and handsome new front recently installed in the historic Haines Shoe House in Belleville, Ont.*





those of the present day. Retailing is now on a much higher plane and a more dignified calling than in the early sixties. Then, it was frequently the custom on the part of a patron to haggle over the price. The disposition to bicker seemed to be in everybody. If you said a shoe was \$3.00, possibly you would be offered \$2.50 and maybe \$2.75, and if you did not come down, the customer might walk out. I have known people to come back two or three times and make us an offer for a certain kind of a boot, which appealed to them very strongly, and if they purchased two or three pairs, why, they looked for a substantial reduction. It was not long, however, before we thoroughly convinced our customers that we had one price and one price alone, and we also eliminated the credit system, starting an entirely cash business about fifteen years ago.

#### Practice Got to be Farce

"Among other abuses that we have stopped is that of approbation. It continued to develop to such an extent that it finally became a farce. There was only one way to cure it, and that was to wipe it out altogether, which we did. Yes, I could give you many reminiscences of the trade. No one was thought to be a merchant half a century ago who did not put up heavy wooden shutters every night. You would think that certain stores were to be bombarded, or attacked by a mob. But the wooden shutters are a relic of the past and now we have handsome show case windows and display fixtures that tend to invite the attention and arouse the interest of the public at all times, rather than shut out the views of the store, which the old-time barriers did.

"We regarded the windows in those days as merely useful for letting in light. Now we believe them to be one of the greatest factors and forces in selling shoes, and have always endeavored to have as tasty, attractive and timely trims as it is possible to instal. I also remember, in the earlier days, the long-legged calf boots that were worn. They were regarded as the proper thing for every occasion, and in one lot we got as many as 900 or 1,000 pairs from Montreal, Brown and Childs being one of the leading makers.

#### Keeping Faith with Public

"Yes, times have certainly changed and changed for the better. Any success that I have met with in the shoe trade I attribute to keeping faith with the public, and to the hearty co-operation and support of my staff. We have always endeavored to let the people know that they could rely on what any member of our force said, or any statement made in our advertisements. Every special sale that we have conducted has always been a genuine one. We have endeavored to improve our service in every way, and to be courteous, prompt, attentive and considerate to the public.

"Fifty-two years of business life is a long time to look back over, but during the last fifteen particularly, improvements have been most marked. We always close at six o'clock, except on Saturday nights and believe that ten hours a day should be sufficient to satisfy anyone."

Another remarkable feature in connection with Mr. Haines' long career is that he has all along been doing business in the same stand. During that time the premises have been twice visited by fire and the proprietor suffered a heavy loss. But in each case the store was remodelled and the new front, just installed, makes the third radical alteration to the spacious and attractive footwear establishment."

#### WHY CHANGE OF HEEL MUST BE GRADUAL

"There is little use of any woman who has become accustomed to wearing the grotesque shoes of to-day to put on hygienic shoes without first having her feet properly straightened," asserts the father of scientific chiropody, Maurice J. Lewis, M.D., who for twenty-one years of ser-

vice as secretary of the New York State Board of Medical Examiners, gave up his position to found the New York School of Chiropody.

"I say any woman rather than any man because women are the chief offenders when it comes to wearing shoes that look well rather than those best suited to the shape of their foot," Dr. Lewis says. "A corn is merely a symptom denoting in most instances that one or more bones of the foot is out of alignment, if not actually displaced. Actual demonstrations have proved that a corn which has troubled a person for years can be entirely eradicated without the use of a knife or chemical by simply restoring the bones to their normal position. The toe must be straightened and strapped in position.

"This is a treatment that requires time, patience, skill and knowledge. Feet that are forced into shoes that have their toe point in the centre of the sole certainly will have the bones dislocated and be tortured with corns on the ends and on the tops of many of the toes. Nail folds, due to lateral pressure of the other toes, and painful ingrowing nails will be induced, while the great toe forced toward the centre of the foot will form a bunion at the joint.

"Much has been said both for and against wearing high heels. The fact of the matter is that high heels suit some feet and low heels others. The shoe should be selected that suits the foot. The trouble is that the manufacturers of shoes make every shoe with the same level and expect it to fit all arches, high or low. There is as much sense in such shoemaking as there would be in making one size of dresses and expect both large and small women to wear them. A normal arch may be one-fourth of an inch high and it is possible for it to be an inch and a half. Certainly such feet, the highest and the lowest, will suffer if forced to wear shoes of the same level.

"As the ordinary shoes take very little account of fitting the arches they create the need for artificial arch supports. The anterior transverse arch to be maintained should have a shoe sole that will fit up and into the arch. To do this the sole must be convex, not straight or concave. The flat or concave sole must eventually let the bones of the foot drop with the accompanying results of flat foot and corns. With the heel of the foot on a spool two or three inches high or a foot with high longitudinal arch encased in a heavy flat-soled shoe it is not unreasonable to expect the arches to weaken and often break down.

"A woman who has become accustomed to wearing high heels should not attempt to go at once to wearing shoes with low heels. If she does she will be troubled by a feeling as if she were falling backward and will suffer with cramps in the muscles of the calves or have pains in the soles of her feet or the joints of her toes. The reason for this is that some of her muscles have grown lax by disuse and others have stretched or contracted to fit the position forced on the foot by the high heels.

"Let a woman who has been for some time wearing high heels attempt to walk on the floor in her bare feet. You will notice that she begins by walking on her toes. The heel cord has become shortened and to put the foot flat on the floor causes pain.

"So before putting low heels on a woman who has become accustomed to wearing only high heels you must first restore the foot to normal conditions. The shortened tendons of the toes should be massaged and the toes should be forcibly fixed each day for a few minutes. The shortened heel cord should also be stretched and massaged, though care should be taken that the foot does not suffer by it. The foot should always be inverted when the heel cord is stretched, either by manual force or by suitable machinery or exercise. The heel of the shoe should gradually be lowered until finally the normal height required by the height of the arch and the shape of the foot is reached."



# HOW THE SHOE RETAILER CAN HELP THE JOBBER

Promptness in Meeting Obligations and Accepting Drafts Without Offering Flimsy Pretexts Would Keep Down Expenses and Avoid Delays and Misunderstandings  
—The Wholesale Footwear Merchant has His Troubles in Buying and Stocking

**“YES,** they think our life is a pleasant one, that because we are in the wholesale business, we make money in wholesale lots. It is peculiar the views that some people take of other people's affairs. Many a retail shoeman will admit that one of the greatest difficulties he has is buying wisely, conservatively and timely, and yet his stock amounts to only a few thousand dollars, whereas mine consists of several hundred thousand dollars,” declared a leading jobber the other day, when speaking of conditions in his business.

“Prices are going up, up, up all the time. We have to buy hundreds of pairs in various lines with increases ranging 25c. up to \$1.25, and we must carry a very heavy stock in order to meet emergency demands and to cater to our sorting trade. Some day the bottom will fall out of the present high prices—although I do not think it will be soon, and there is where our danger lies.

## Have to Exercise Caution

“We are liable to be caught with scores of thousands of dollars' worth of goods on our hands, and because of a decline in price, retailers will expect us to extend an immediate decrease, not taking into consideration the myriads of pairs that we will have on hand. So you see that the buying problem of the wholesaler is much intensified in his business to what it is in the retail line. He must have a representative and ample stock and yet take every precaution not to be loaded up when the slump comes. To preserve an even keel, as it were, and sail along under a fair breeze, without dashing on the unseen shoals of low prices, or listing with too heavy a cargo, requires a clear mind and a cool head.

“One of the worst features in connection with our business is the collection end. I would not say that we lose many dollars through bad accounts, for we watch our credits pretty closely, but we certainly have all kinds of troubles getting in the money. We will send out a statement to a retailer who has bought so many pairs—after the goods have been shipped, of course—telling him, if there is no error, to kindly accept a draft, which will be presented on such a date. Now, we do not hear from him, and the draft goes forward. He does not accept it, and back comes the document, and then we have to write inquiring about matters. This all means delay and there is the extra postage, the stamp on the draft, charge of the bank for collection, etc. We have to take up the whole matter again and the same expense is repeated.

## Poor Excuse Better Than None

“The reasons certain retailers give for not accepting the drafts are numerous and ingenious, such as being sick, out of town, did not know that you were in a hurry, was not in when the messenger called, or I have sent a couple of pairs back to you which I want you to make good. Now, very possibly these shoes have been sent after the draft has been presented, and such an excuse is flimsy, to say the least. A retailer will very frequently ask, after offering such pretexts as these, for fifteen or twenty days more in which to pay for the goods—without interest, of course—and in the meantime we are still out of our money. At the expiration of twenty days we send another draft along for collection, when it is possibly accepted and possibly not. Nearly one-half of

our customers seem to make it as difficult as possible for us to collect promptly and in accordance with our usual terms. We have written several letters where one should do, presented a draft at least twice, where once should answer, paid extra postage, extra war stamps and extra collection dues.

## Trust Should Not be One-Sided

“It is amusing to have certain of our customers say that the reason they did not accept the draft was on account of sending two or three pairs of shoes back to us, for which they want credit before they will honor the original call on their purse. This is refreshing; here we extend credit to the retailer to the extent of hundreds and hundreds of dollars, grant him so many days in which to pay his account, and yet he is not willing to trust us to make good two or three pairs—ten or twelve dollars worth at the most. The arrangement certainly seems a little unbalanced.

“Then again, certain customers will offer no excuses for not honoring drafts, and will not even answer letters. They give us all sorts of trouble—even when the statement and



Drawn by Mac Michael

FAIR ONE: "I'M AFRAID THESE LOUIS XV. HEELS ARE MUCH TOO HIGH FOR ME. PERHAPS YOU HAVE LOWER ONES—SAY ABOUT LOUIS X. WOULD DO, I THINK."

amount are correct and the goods up to the mark. I have merely outlined some of the troubles which the jobber faces to-day, and yet to hear some of the members of the trade talk about us you would think our life was one of 'beer and skittles,' to use a colloquial expression.

## Do as You Would be Done By

“I am certain that if some retail merchants stopped to consider the inconvenience and useless trouble they give to the wholesaler by thoughtlessness, delay or carelessness they would not continue the practice, but would follow the golden rule—doing by the jobber as they would wish that their private customers, who have been given credit, would do by them. A little reflection on the part of some offenders will surely arouse them to a sense of fairness and promptness in the matter of making business relations and transactions more agreeable and cheerful.”



### PICKING UP POINTERS, NO MATTER HOW BUSY

"No, I cannot come over and see your lines, I am not buying anything just now, and it is too early to place an order, declared a widely-known and old-established shoeman, when a traveler called upon him a few days ago.

"Well, I know," responded the traveler, "but I have some things which I think will be of interest to you, and although you may not give me an order, it will cost you nothing to look. We have the most representative presentations of snappy footwear that have ever been put out by our people, and I think it would well repay you to call over at my sample room if only for a short time."

"No, we are not interested in the slightest," remarked the merchant, offering some temporary excuse.

Thus does many a retailer lose an opportunity to familiarize himself with the shoe styles, market conditions, and the trend of trade generally. There may not be a great deal to learn from certain houses, but this was a firm that stands at the apex of the development of the industry in Canada, and sells the very best merchants.



PTE. GEORGE R. LOVELL, SON OF JAMES S. LOVELL, SHOE TRAVELER, TORONTO, WHO IS A MEMBER OF THE 74TH BATTALION AND IS NOW AT BRAMSHOTT, ENGLAND.

The attitude of indifference, or not buying anything, or full up, etc., has done service for many years, and often results to the detriment or disadvantage of the retailer.

"I tell you," remarked another shoeman, when discussing the incident, "I never refuse to look at a traveler's offerings, although I do not buy from one-third of those whose sample rooms I visit. But I pick up many timely pointers, establish good connections, learn much that is going on, and perhaps find the way opened up for doing business with some of these firms at a future day."

A traveler does not necessarily expect every man that enters his sample room will buy of him, any more than the canvasser for any proposition has reason to hope that all persons he calls upon will give him an order. Time may be a very valuable asset in the conduct of business, and no doubt is, but a traveler in many respects is the best friend of the retailer. He can give him suggestions and tips, information and data, that often come in very handy. The traveler should receive a friendly greeting, even if none of his lines are purchased. He likes to see the welcome sign hung out and reciprocates any kindness or consideration extended him.

Perhaps some one speaks up and says: "Oh, if I listened to the representations of the various men who call upon me,

and took time to glance over their samples, I would be neglecting my business, giving poor service to customers and losing valuable moments."

This is the interpretation which some men place upon their attention and movements, and to hear them talk you would think they are as rushed as Lord Kitchener, David Lloyd George, or even Sir Sam Hughes. It is the busy man who finds time, takes time and makes time. He opens every avenue for information and seeks to broaden his ideas, extend his acquaintances and develop his knowledge of shoes and styles. Generally he "noses around," to use a colloquial expression, to find out "who's who and what's what." He comes in contact with the best houses from which to buy, those who give the most expeditious service, the highest values and the best quality goods. He scans the horizon and peers into the future. He knows what is coming and is ready. He does not wait until everybody else stocks a thing before he places it on his shelves, and his attitude is one of preparedness—preparedness for bigger, better and broader business, larger profits and greater turn-over.

### A CAREER THAT IS WORTH WHILE

(See Front Cover)

An optimist in the most liberal interpretation of the term, a gentleman thoroughly acquainted with the operation of every machine in his factory, who has held important positions in the largest plants, both in the United States and Canada, and has made a signal success of his own business, is Mr. A. Brandon, managing director of the Brandon Shoe Co., Limited, of Brantford, Ont. He is well liked and well thought of not only by those who work under him but by his associates in the trade. For four years successively he has been elected Chairman of the Ontario Boot and Shoe Manufacturers' Association and he occupies a similar position in the Leather Manufacturers' Safety Association in connection with the operation of the Workmen's Compensation Act of the province.

His natal city is Glasgow, Scotland, where he spent some time in the shoemaking trade and, on coming to Canada as a husky, athletic youth he perfected his experience in extensive plants in Toronto, Rochester, Detroit and St. Louis. Taking charge of the shoe factory in Aylmer, Ont., some nine years ago, he organized the Brandon Shoe Co. One evening in October, 1909, the boiler in the town waterworks and lighting plant exploded, doing great damage and setting fire to the factory adjoining, which was completely consumed. Desiring a larger centre for operation Mr. Brandon then moved to Brantford, although pressed by the citizens of Aylmer to remain—a voluntary list of several thousand dollars being raised. He located in the thriving industrial city of Brantford, being offered no inducements except exemption from taxation for a term of years. The Brandon Shoe Co. surrendered its original charter and took out a new one, increasing the capital stock to \$100,000. A two-storey factory, 40 x 120 feet, was built with an output of four hundred pairs a day in men's welts. Within three years another storey was added and the building extended, making the present structure 60 x 180, with a capacity of one thousand pairs daily and the widely-known trade-marked shoes of "Brandon," "Monarch" and "Dr. Brandon" are now sold in every part of the Dominion. In 1913 Mr. Brandon inaugurated his "21-day service" in the matter of filling orders, which has proved immensely popular with the trade. Of quiet disposition, a tireless worker and splendid administrative capacity, Mr. Brandon has few hobbies, motor-ing and lawn bowling being his favorite pastimes. Although frequently pressed to enter the municipal arena, he has confined his civic activities to membership on the Collegiate Institute Board, although he takes a warm interest in every movement pertaining to the industrial advancement and welfare of the Telephone City.



# Stray Shots from Solomon

You are not the man you once were and certainly not the man you thought you would be five or ten years ago. You have lost your grip. You had a clear head for business, were as bright as a new dollar and as far-sighted in a deal as an eagle and as hopeful as a boy just fresh from school. Now you are an old "rag." You are living a day at a time and walking with a feeling of dread as to what may be before you. You have lost interest in your business, your family, your friends and, saddest of all, in yourself. Your obligations are indifferently met, your books are behind six months or more and you feel sometimes as though everything were going to the devil. And so it is. Listen! Do you think you can do any better at that game than thousands of men as good and better who have tried it? Don't you know that "None that go unto her return again, neither take they hold of the paths of life?" Can't you kick with your feet the bones of those who have traveled that same path before you? Do you not see the hell that yawns at your feet? You see it, but the awful spell is upon your soul and you are drawn irresistibly into the vortex. Make a break for liberty. At all costs cut yourself loose. Take your last chance. Get back to the "path of life."

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One reason why the millenium seems so far off at this twentieth century dawn is that most people have their hands so occupied that they cannot make even a left-handed effort to reach their less fortunate fellows.

Life has gotten to be such an eternal grab that, with both hands full, greedy getters snatch still at passing chances with their teeth. Saint and sinner seem to vie with each other in mad rush after the dollar until we can really spell creed with a "g." This feverish, ungodly thirst for gain is fast crushing out all the noble instincts of the race. Surely the whole of life is not the piling up of money or the making of a big name. The words of Solomon: "Better is a handful with quietness, than both hands full with travail and vexation of spirit," have a deeper meaning than simply illustrating the folly of individual accumulation at the expense of peace and happiness of mind. The curse of this age is the men with their hands, mouths, ears, stomachs, pockets and stockings so full of the product of their selfish getting that the widow's tears are unpitied, the orphan's plea unheard and the cry of the poor ascends to heaven against the inequality of conditions which makes possible such injustice. Woe to the man with hands so full that he cannot grip some poor sinking wretch or get in a body blow on some evil that threatens the common weal. We hardly know which is the worse, the man who sits down in a safe spot and enjoys his grafts "with quietness" while the 4.7 guns of the devil are pouring their hissing shrapnel or detonating lyddite into the quivering helpless masses around him, or the hog-eyed, pot-bellied scrub who gathers

the spoil amid the cries of the anguished and the groans of the dying and takes himself off to gloat over his success.

o o o o

He is a wise man who can say with Paul, "I have learned in whatsoever state I am therewith to be content." Now Paul did not sit down and expect to be spoon fed. There are some people who seem to take a great deal of comfort out of the promise "The Lord will provide," and they implicitly follow the injunction "take no thought for the morrow." These are the people who leave widows and orphans for which their relatives, friends and the community at large have to provide. There is a wide difference between contentment and shiftlessness. Paul was content to be wherever he found swing for his dauntless aim and his tireless energy. If you put him down in Asia or in Europe, in Jerusalem or Rome it was all the same so long as he could fulfil what he considered to be his great mission. To be content is to give oneself fully to occupying whatever sphere he is placed in. There is no happiness comparable to that which comes from the realization that we are occupying to the fullest our niche. There is a great deal of senseless striving after that which is only a disappointment and anxiety when it is attained. Says a Wise Man, "Give me neither poverty nor riches; feed me with the food that is needful for me; lest I be full, and deny Thee, and say, 'Who is the Lord?' or lest I be poor and steal and use profanely the name of my God." Being is better than getting. Learn to be content.

o o o o

There are men who would rather work a day than think a minute; and they live up to their convictions. That is why the poor are "always with us." You have only to see the way some people go about their work to understand why they never make any headway. The man who uses his head will come out ahead, whether his business be handling a shovel or managing a bank. Brains win every time, and Providence exercises little partiality in their bestowment. The trouble is not that people are without brains, but that they do not use what they have. It takes brains to shovel a ton of coal into a cellar in a quick, clean, satisfactory way, quite as much as it does to engineer a railroad. It is troublesome and often tiresome to think, but the reward is sure and satisfying. The thinker will accomplish more in a month than the plodder will in a year, if he add to his thinking industry. The wise man says "Much study is a weariness of the flesh" and it is through fear of this weariness that so many of us just amble along and trust to luck to bring things out on the right side. Let us weary the flesh a little this year. Do more studying and less floundering.

*Solomon*

QUEBEC BRANCH SALES STAFF  
*of the* CANADIAN CONSOLIDATED  
RUBBER COMPANY LIMITED



A. MORIN  
TRAVELER



E. E. DAVIGNON  
TRAVELER



J. E. BOIVIN  
MANAGER



J. E. LAPOINTE  
WAREHOUSE OVERSEER



J. I. LANGEVIN  
ACCOUNTANT



THE BEGIN BUILDING IN WHICH THE QUEBEC BRANCH OF  
CANADIAN CONSOLIDATED RUBBER CO. IS LOCATED



G. E. WIGHT  
TRAVELER



J. E. AMYOT  
TRAVELER



# Historic Quebec—Great Shoe Centre

QUEBEC, interesting historically and in many other ways, has an appeal to the sentiments of shoemen that has existed for many years. Contrary to the general opinion, Quebec is not the oldest shoe town in Canada, as shoes were manufactured in Montreal for many years before the first factory was opened in Quebec. It undoubtedly possesses the distinction of being the oldest tanning centre we have, for while that industry can be traced back a couple of hundred years, it is impossible to learn with accuracy just when the real tanning was done. Probably the North American Indians, who treated deerskin for moccasin making and other uses were the original tanners.

Anyone delving into the history of the shoe and leather industry in Quebec will be surprised at the number of names which have been identified with tanning and shoe manufacturing during several generations. There are many names too that are not any more than history to-day.

Bresse & Cote appear to have been the first to manufacture shoes on a large scale in Quebec, having opened their factory on Cote d'Abraham or Abraham Hill in 1867. They ran their factory a few months until the dissolution of partnership took place, Mr. Bresse continuing alone in a new factory on St. Paul street and Mr. Cote going to St. Hyacinthe to found the business which bears that name to-day. Mr. Bresse is the outstanding figure of early shoe manufacturing days. He built up a big business and became wealthy through it. He died rather suddenly in New York many years ago. His former partner, Mr. Cote, died a little over two years ago.

Meanwhile, a few months after Bresse & Cote began operating J. & J. Woodley commenced to manufacture. This was another concern that contributed a great deal to the early history of the

trade. In 1870 J. B. Richard commenced in what was then known as St. John suburb, soon to be followed by Binet & Laroche and Paul Couture. In 1871 the Woodley factory was turning out as many as 2,000 pairs of shoes per day, doing quite a business in the old-time prunella shoes for women, some styles retailing as low as 60c. and 70c. In 1871 O. Migner entered the field and five years later built the factory at present occupied by Lagace & Lepinay. At this time we get in touch with the first of the factories which have continued to exist. John Ritchie who had been for some years identified with the Woodley factory assumed a partnership interest in the business in 1876, and the concern was run under his name. Mr. Ritchie is the doyen of the shoe manufacturing industry in Quebec to-day and he is always looked upon as one of the most substantial men in the trade.

The Marsh factory was established by the late Wm. A. Marsh in 1880, the firm name being Marsh & Polley and their factory that at present occupied by O. Goulet. Four years later Mr. Marsh took over the business himself and occupied new premises, first renting the factory on the site of the present building, which was subsequently purchased and enlarged. In the early 90's and toward the beginning of the century many of the present day factories were started, including those of Luc Routier, Tourigny & Marois, J. M. Stobo, O. Goulet, Gale Bros., and others.

Referring to the tanners, in 1870 P. Cloutier, the father of J. A. Cloutier, who conducts the business to-day, was probably the biggest leather man in the business. Other outstanding figures were Germain, Turgeon, Poliquin, Richardson, Labreque, Rochette, Nazaire Fortier, who is still in business and began in 1873, while Lucien Borne inaugurated



ON THE LEFT IS A VIEW OF ST. VALIER ST., QUEBEC, THE HEART OF THE SHOE MANUFACTURING CENTRE, SHOWING ON THE RIGHT, MARSH, U. S. M. CO. AND RITCHIE PREMISES AND ON THE LEFT A SECTION OF TOURIGNY & MAROIS' NEW FACTORY. IN THE CENTRE VIEW IS PRESENTED COTE D' ABRAHAM, WHERE THE FIRST SHOE MANUFACTURING WAS DONE IN THE ANCIENT CAPITAL. ON THE RIGHT IS ANOTHER VIEW OF ST. VALIER ST., SHOWING U. S. M. CO., RITCHIE AND GALES ON RIGHT, LUCIEN BORNE'S SALES OFFICE ON THE LEFT WHERE AUTO IS, WITH THE TALLY-HO AND COMFORT SHOE CO.'S OFFICE UPSTAIRS.



VIEW OF THE ST. LAWRENCE RIVER AT QUEBEC, MONTMORENCY FALLS NEAR THE CITY, AND A CALECHE ON THE PLAINS OF ABRAHAM.

the present business in 1871. Most of the leather tanned in Quebec in the early days was shipped to Montreal but with the growth of the shoe manufacturing industry in their city tanners were able to build up a business with their own manufacturers.

There are twenty-three shoe factories in Quebec and the annual pay roll amounts to two million dollars. The number employed in the industry in Quebec is 4,000 and the production of shoes amounts to eight million dollars annually. St. Valier street is the heart of the shoe and leather centre of Quebec. Practically all of these industries are in St. Rochs

and St. Sauveur. St. Valier street was first a leather thoroughfare, but there are more shoe factories than tanning establishments on it to-day. The boot and shoe manufacturers of Quebec have an association of which J. S. Langlois, a lifelong shoeman, is secretary. Mr. Langlois began business as a retail shoeman in 1876, having a store on St. Joseph street. Fifteen years later he commenced manufacturing. Being in that field for many years, he has a thorough knowledge of all branches of the shoe business and an acquaintance which covers all of the trade in Quebec, so that he is an ideal man for the position he fills.

#### J. A. Scott

Surviving nearly a score of wholesale leather merchants who were familiar firms to the trade of Quebec and considered as fixtures on St. Valier



J. A. SCOTT, QUEBEC

street, J. A. Scott now occupies a warehouse twice the size of that in which the business was begun. The increased size of the warehouse is mentioned simply to indicate the expansion of his business,

which is conducted to-day on premises 130 by 40 by four stories. Mr. Scott secured his first experience with the old time firm of O. L. Richardson, established back in 1825, being with them for nine years. He was appointed agent for the Anglo-Canadian Leather Company, as it is known to-day, in 1893, and has continued to represent them. Eight years ago he extended his activities so as to supply the trade with upper leathers and shoe manufacturers' findings, and four years ago he opened a Montreal warehouse. Mr. Scott is one of the best known men in the shoe trade of the Ancient Capital, and his dealings with his customers are made very pleasant by the mutual esteem which exists.

#### Lagacé & Lépinay

This firm, established so recently as June, 1914, has only lately completed its removal to the large factory on St. Anselme street, 180 x 72 x 4 storeys, which enables them to reach an output of 12,000 pairs of shoes a week. This is a considerable increase over the original production of 600 pairs a week, attained in the St. Valcir street factory, where they had two floors at their disposal. Later they occupied the whole building. Men's, boys', youths' and little gents' McKays and Standard screws are made by the company. The two partners make an excellent team. J. P. Lagacé was for seventeen years connected with the Ritchie Company and knows shoes from the cutting room to the shipping department, while Mr. Lépinay has had wide experience along financial lines. The former looks after production and the latter attends to the office and selling ends. Their shoes are sold through jobbers exclusively.



# J. A. SCOTT

QUEBEC MONTREAL

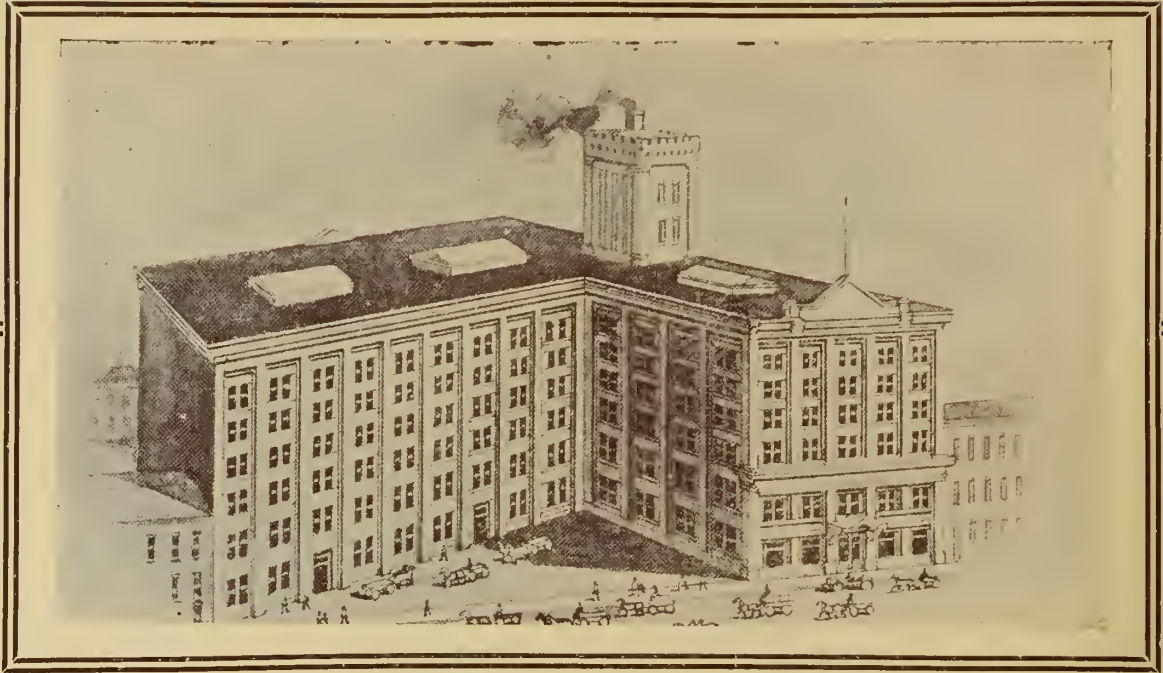
WHOLESALE

# LEATHER

AND MANUFACTURERS'

# FINDINGS





The up-to-date Factory of  
**TOURIGNY & MAROIS**

*Makers to the Jobber of*

**WELT                      McKAY                      S.S.**  
**SHOES**



A. E. MAROIS



# SAMPLE ROOM AND OFFICES



## TOURIGNY & MAROIS QUEBEC



### John Ritchie Co., Limited

John Ritchie is the doyen of the shoe manufacturers in Quebec, and it is safe to say that no firm is more widely or favorably known in Canadian shoe circles than his. Since 1876, when he founded it, Mr. Ritchie has been steadily developing the business, which is to-day one of the largest in the Dominion. Until a couple of years ago, Mr. Ritchie



JOHN RITCHIE, QUEBEC

took a very active interest in the affairs of the company but latterly, while remaining president of the company, he has turned over the executive work to W. P. Francis, vice-president and J. E. Warrington, treasurer, both of whom are continuing the policies of progress which are responsible for the success of the house. They are specializing in men's



J. E. WARRINGTON, QUEBEC

and women's Goodyear welts, and the factory has grown from a rented portion of a building to a plant covering a ground area of 25,000 square feet, with a manufacturing floor space of 54,000 square feet.

Probably no factory on the continent is more carefully laid out or more scientifically conducted.

Their capacity is 2,200 pairs a day, and the business on hand is such that they cannot turn out the goods on order within the working day.

### Tourigny & Marois

Tourigny & Marois operate one of the largest shoe factories in Canada, having in March, 1915, moved into the large, modern plant built on plans specially prepared by Mr. Marois, who has made a lifelong study of scientific methods as applied to shoe manufacturing. The new factory contains 180,000 square feet of floor space, being six storeys high, and laid out so that the work in process never doubles back. It has a capacity of 5,000 pairs a day. Always selling to the jobbers, exclusively, Mr. Marois found himself in a position to give exceptional service in the enlarged plant and since



ALFRED MAROIS, JR., QUEBEC

moving into it has been able to ship shoes ten days after receipt of order, something which had placed him in a strong position with the jobbing trade. The firm specializes on a medium line of welts, McKays and Standard screw, in goat, calf and kip. Mr. Marois left W. H. Polley in 1899, after 14 years experience, latterly as superintendent, to engage in business himself, in partnership with Paul Tourigny, M.P.P. Mr. Marois bought out his partner in 1912, since which time he has conducted the business alone. Although the growth of his own enterprise has kept him busy, yet he has had time to become associated with other enterprises. He is interested in the Victoriaville Furniture Company, the Victoriaville Clothing Company and other companies. He is vice-president of the Quebec Boot and Shoe Manufacturers' Association.

Visitors to the Tourigny & Marois factory are invariably struck by the sumptuous manner in which the offices and sample rooms are finished and furnished. The ceilings are beamed, the wood used



Glazed  
Kid

Chrome  
Sheep-  
skins



LUCIEN BORNE, Founder,



LUCIEN H. BORNE, Sales Manager

# LUCIEN BORNE

491 St. Valier Street  
Quebec

152 Notre Dame St. West  
Montreal



JOSEPH BORNE, Factory Manager

# QUEBEC KID

Full Goat Grain—Fibre and texture of  
ordinary Kid. Bright or Dull Finish.



in them and the walls being California redwood, and the other fittings are oak. Mr. Marois' private office is a dream of comfort, yet a practical workplace. There are no finer offices on the continent. Mr. Marois' son, Alfred, jr., is associated with him in the business, being in the cost department.

#### Lucien Borne

L. H. Borne, in charge of sales and the city branch of Lucien Borne, Quebec, states that at the present time Quebec is supplying more than fifty per cent. of the upper leather being cut in Canada. This is a large statement to make, but it gives one an idea of the importance of the tanning industry in this centre, one of the oldest firms engaged in the business being this one. Founded in 1871, it was a pioneer house and one of the first tanneries to employ chrome tannage for goatskins and calfskins. The tannery at Limoilou has been growing every year and the scope of the sales department has been enlarged, and it is turning out to-day 200 dozen Quebec kid, 300 dozen glazed kid, and 200 dozen chrome sheepskins each week. Quebec kid is a new line introduced but a few months ago to replace medium-priced goatskins which have practically gone off the market since the first of the year. The founder of the business is still hale and hearty, though he leaves the active management to his two sons, Joseph, in charge of manufacturing, and Lucien H., who handles sales and looks after the Quebec store.

#### Max Clement & Sons

It is over thirty years since the founding of the business of Max Clement & Fils, tanners, Quebec. The founder, Mr. Max Clement, was the father of the present sole owners, Messrs Oscar and Omer Clement. Mr. Clement, sr., was the first tanner in Quebec to split leather, using the belt knife machine, after learning how to operate it in the old time Robson & Lochrie tannery at Oshawa. Their output to-day is larger than ever before and consists chiefly of chrome tannage in kips and horsehides, in dull, gunmetal and box kip finishes. Besides a full range of samples in bark tannage is shown. The tannery is located at 224-228 St. Helene street, Quebec, in the heart of the shoe manufacturing section and branch stores are maintained at 214 Lemoine street, Montreal. Mr. Oscar Clement keeps very closely in touch with the firm's customers in all parts of Canada.

#### Lamontagne, Racine & Co.

One of the busiest factories selling supplies to the manufacturers is that of Lamontagne, Racine & Co., Quebec. The members of this firm are J. A. Lamontagne, Aurele Lamontagne and Louis Racine. The business was established in the old St. Pierre factory, which it soon outgrew, making it necessary to remove to the present commodious quarters where the most up-to-date machinery is installed and every facility given for the production of their goods expeditiously and satisfactorily. The factory



THE HANDSOME PRIVATE OFFICE OF A. E. MAROIS, QUEBEC





These two illustrations indicate the growth of our business since its establishment in 1914. Then we occupied the two upper floors of the building shown below and made 600 pairs of shoes a week. Now we occupy the above factory and can make 12,000 pairs a week.

# LAGACÉ & LÉPINAY

MANUFACTURERS FOR THE  
**J O B B E R**

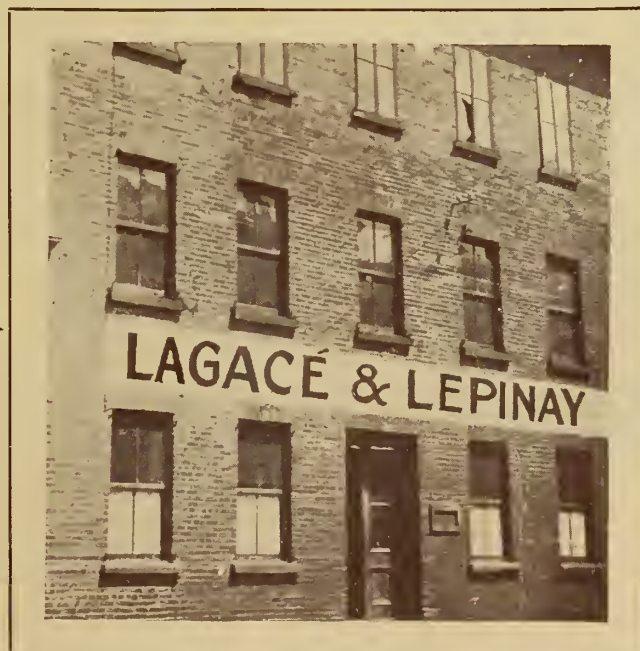
of McKAY and Standard Screw Shoes

MEN'S

BOYS'

YOUTHS'

LITTLE GENTS'





HENRI FORTIER, NAZARIE FORTIER &amp; CO.



NAZARIE FORTIER, NAZARIE FORTIER &amp; CO.



R. GIGUERE, NAZARIE FORTIER &amp; CO.

has a daily capacity of 12,000 pairs of counters and 600 sheets of insoling as well as 3,000 pairs of box toes and the business booked by the company keeps the staff busy shipping to all parts of Canada. The principals of the firm are practical men who know their business from beginning to end, so that it is not surprising that they should be able to make the class of lines most wanted by manufacturers.

#### J. E. Samson, Enrg.

Specializing on heavy staple shoes in Standard screws to sell to merchants wanting a popular-



J. E. SAMSON, QUEBEC

priced, everyday shoe, this firm has built up a strong connection with jobbers. They make a full

line of Standard screws and McKays, of course, but Mr. Samson believes in specialization, and this is the result. He makes, as well, a hockey shoe of his own patent that is widely known. Before starting this business, with J. A. Cloutier, the hide man, as a silent partner, Mr. Samson was for seven years with the old Rock Shoe Co., and before that learned the business with J. H. Laroche, Thos. Duchaine and other manufacturers who were good teachers. The firm has been remarkably successful for one established only two years and as a result doubled the factory capacity, its premises now extending through from Arago street to St. Valier street.

#### Nazaire Fortier & Company

Nazaire Fortier founded the business which bears his name in 1873 and he has been building up a reputation as a tanner ever since that time. For a great many years he worked alone, assuming all responsibilities of the business, but it grew to such an extent that in 1911 he formed a partnership with Roméo Giguère and his son Henri Fortier, under the firm name of Nazaire Fortier & Co., since which time the business has grown to the point that for over a year the tannery has been running day and night to supply Canadian trade.

Mr. Giguère has been with the firm for nearly twenty years, and looks after finances, office work and sales department, while Mr. Fortier devotes his time to the manufacturing, being assisted by his son, who is learning the business from start to finish. Chrome and combination tannage upper leathers are produced in the plant on St. Valier street, which has more than doubled its size since the business started. Two years ago the firm introduced into Canada doped split leather, and their gunmetal finish side leather is known as being one of the best made.

Mr. Fortier finds time to devote to other interests besides his business, and among other things is a director of La Banque Nationale.





OSCAR CLEMENT



OMER CLEM

# SHOE MANUFACTURERS

Your attention is called to our specialties as listed below. You will find these leathers of uniform tannage and of economical cutting value.

*Some of our lines:*

## Bark Tannage

Milwaukee Grain, Buff,  
Pebble  
Glove Grain  
Imitation Kangaroo  
Waxed and Flexible  
Splits

## Chrome Tannage

Box, Dull, Elk,  
Velours, Gunmetal  
Tan and Pale Brown  
Chrome Patent, Chrome  
Sole, Patent Sides, Glove  
Tongue Splits and Doped  
Splits; also Horsehides in  
Box, Dull and Gunmetal

*Inquiries Solicited*

## MAX CLEMENT & SONS

224-228 St. Helen Street - - QUEBEC

Montreal Store: 214 Lemoine St.



MAKERS OF  
**COUNTERS  
 BOX TOES  
 INSOLING**

FOR SHOE  
 MANUFACTURERS

Our goods always  
 give satisfaction.  
 Our prices are  
 reasonable.

Correspondence  
 invited.

**LAMONTAGNE RACINE & Co.**  
 QUEBEC

NAZAIRE FORTIER

ROMEO GIGUERE

HENRI FORTIER

**NAZAIRE FORTIER & CO.**  
 TANNERS  
 QUEBEC

**CHROME & COMBINATION TANNAGES**  
 FOR  
**UPPER LEATHERS**

INQUIRIES SOLICITED

ESTABLISHED 1873



### The William A. Marsh Co., Limited

One of the most widely known shoe factories in Canada is that of Marsh in Quebec. Its founder, the late Wm. A. Marsh, who died July 23rd, 1914,



FRED. W. MARSH, QUEBEC

was one of those sterling characters old-fashioned enough to believe that a manufacturer had obligations other than making money. He held to the



DAVID MARSH, QUEBEC

belief that a good reputation oftentimes was worth a great deal more than gold, so he made sure that Marsh shoes were made as good shoes are when honest value is given. The result is that the name

Marsh stands for a great deal in Canadian shoedom. The big Quebec factory turns out 3,000 pairs of shoes a day in men's and women's fine welts and McKays and is always busy. The distribution is secured through jobbers exclusively and no firm has a stronger connection with the wholesalers or does a more consistently large business with them. The late Mr. Marsh was fortunate in having three sons to take up his work where he left off. Fred. W., president, David and Wm. H. who are making a name for themselves as members of the progressive younger group of shoemen who have come to the fore in the last three years. They are fortunate in having the advice and co-operation of R. Stanley, for many years with the organization, and secretary-treasurer of the company.

### Pierre Blouin, Reg'd.

Although this concern is a comparatively new one, succeeding the old business of F. Blouin, for 25 years in the boot, shoe and findings line, it is making good progress. Pierre Blouin was a member



PIERRE BLOUIN, QUEBEC

of the old company and has a practical knowledge of all branches of the business and a wide connection throughout Canada, and as manufacturers of shoe findings, and dealers in upper leathers of all kinds produced by tanneries controlled by the firm they are able to give the shoe manufacturers a complete service. Mr. Blouin is still a young man and should be able to build up a big business in his chosen line.

### St. Lawrence Last Co.

A. Langlois, who is the proprietor of the St. Lawrence Last Co., Quebec, took over that plant almost a year ago and since that time has been most successful in turning out lasts to the satisfaction of a growing clientele. The business was formerly conducted as the Dominion Last Co. and

**J. E. SAMSON**

ENR'G

**20-22 Arago St.**

**QUEBEC**



*Specialists in*

**STAPLE**

**STANDARD SCREW**

**SHOES**

AND

**HOCKEY**

**BOOTS**

FOR THE

**JOBBER**

*Inquiries Solicited*

**Richard Freres**

**Leather and Shoe Findings**

**553 St. Valier St.**

**Quebec**

*Representing Leading Tanners*

*Also Wholesalers of Leather*

Manufacturers are requested to let us quote on their requirements

**PIERRE BLOUIN**

Regd.

*Manufacturers of*

**SHOE FINDINGS**

AND

**WHOLESALE LEATHER**

Corner of Colomb and Nelson Streets  
**QUEBEC**

**St. Lawrence Last Co.**

**Quebec**

We are prepared to quote prices on all Lasts and Fillers.

*Correspondence Solicited.*

**A. LANGLOIS, Proprietor**



their plant on St. Helene street is widely known to the shoe manufacturers. Mr. Langlois is putting in considerable new machinery in the course of the coming year so as to make the plant up-to-date in every respect. He is fortunate in having as foreman Fred. Fossey who has had many years' experience in the business.

**Lachance & Tanguay**

Cleophas Lachance and Jos. Tanguay, who conduct a shoe factory on Bigaouette street, Quebec,



CLEOPHAS LACHANCE, QUEBEC

have shown a steady growth since November, 1899, when they commenced business on Crown street, under the name of Brunet, Lachance & Tan-



ALF. DUPERE, QUEBEC

guay. Eleven years ago the first mentioned retired from the business. Their factory is 140 x 40 x 3 storeys high and they go in for McKays and Standard Screws in medium and fine grades. Mr. Lachance is the inventor of a number of specialties which are known to the shoe trade of the Dominion.

**Richard Freres**

Established in 1901, Richard Freres represent in Quebec district some of the best leather manufacturers in Canada. Their agencies include such firms as Beardmore & Co., Davis Leather Co., Clarke & Clarke, Duclos & Payan. Besides representing these firms they do a considerable jobbing business in leather and findings. The partners are Arthur J. Richard and Wilbrod Richard.

**Dupere & Garant**

An enterprising firm that is doing an increasingly large business is Dupere & Garant, who were established in 1910. They carry a complete line for manufacturers of such needs as bows, threads, inks, varnishes and leather board, and they have developed a considerable connection with the cobblers, through having some good agencies covering this trade. Alf. Dupere and Alf. Garant are both hustlers and as they are selling the right class of merchandise they are well received in all the factories.

**J. M. Stobo**

J. M. Stobo, who manufactures a complete line of fine and medium shoes, welts, McKays and Standard screws for the jobber, has been in business fifteen years, having commenced on his own account in 1901, at the corner of Joseph and Dorchester streets. In 1905 he removed to the present larger quarters, where he has been engaged in building an annually increasing business for 11 years. Mr. Stobo is a thorough-going shoeman, having received his train-



ALF. GARANT, QUEBEC

ing under such old timers as J. E. Woodley, Polley, Harvey & VanNorman, and others. His first position was in the cutting room, in 1884, but later he got into the storeroom, when that meant getting into the real heart of the business. From then on he went through the mill to the point where he felt competent to inaugurate his own business. His success has justified his judgment.

#### Gale Bros., Limited

This firm was established in 1905 and has met with wonderful success in the manufacture of high-grade lines of McKays for women, misses and chil-



H. V. GALE, QUEBEC

dren. They are situated in a commodious four-storey building with an area of some 12,000 square feet. Their output is 10,000 pairs a week. Gale Bros. are getting out for the present spring season a full range of ladies', sporting boots and shoes. They are also putting in a line of pump lasts. In conversation with a representative of the *SHOE AND LEATHER JOURNAL*, Mr. Herbert V. Gale said that business was never better with them. The man-

agement of the firm is in charge of Mr. Herbert V. Gale, president, Mr. B. Gale, vice-president, and they have associated with them Mr. W. L. Francis as sales manager and Mr. John V. Hatch, superintendent.

#### O. Goulet

O. Goulet is one of the veterans of Canadian shoe manufacturing, and no history of the industry in Quebec would be complete unless it gave him the credit he deserves for "sticking to his last," in the proverbial shoemaker fashion, as he has done. His connection with the shoe business dates from 1885, when he entered the employ of the late G. Bresse. But he was not long an employee, for in 1892 he became a manufacturer, having as a partner V. Garant, who remained with him for 17 years, when the partnership was dissolved. Mr. Goulet continued alone. He has been on St. Valier street all of the time except the first six years, when the factory was on Churest street. During all these years the firm has made medium grade peg, McKay, Good-year welt and Standard screw shoes for the jobbing trade.

#### Marier & Trudel

Marier & Trudel, Limited, are one of the younger firms who have made splendid progress since commencing business in 1910. They make a general line of medium-priced men's, boys', youths', little gents' and women's McKays and Standard screws. Their factory is situated on the corner of Colomb and Nelson streets, and has a capacity of over 70 cases a week. They sell to the jobbing trade only.

#### Joseph Tanguay

Joseph Tanguay, Quebec, is one of the latest Quebec shoe men to decide to become a manufacturer and has secured spacious premises of over 10,000 square feet on St. Dominique street, where he will manufacture a complete line of Standard screws and McKays, men's, boys', youths', little gents', women's and children's and infants' boots and shoes, as well as boots for all kinds of sports, and children's sandals. Mr. Tanguay has spent practically all his life in the shoe business, having been with the Slater Shoe Co., Montreal, and more recently with the Rock Shoe Co., Quebec. He has associated with him Mr. J. C. Leclerc as

## MARIER & TRUDEL

LIMITED

MANUFACTURERS OF

Medium Grade Men's, Boys', Youths', Little Gents' and Women's

### BOOTS AND SHOES

Specialties: Standard Screw, McKays, and Lock Stitch

*To the Jobbing Trade Only*

Cor. Colomb and Nelson Streets, Quebec.

## JOS. GUAY & FILS

### Chrome Tanners

OF

### Gun Metal, Box and Dull Kip

Specializing in Chrome Patent Side Leather

10 De Courcelles Street, Quebec



factory superintendent, who is also well known to the trade, having formerly been with O. Goulet.



JOS. TANQUAY, QUEBEC

It is the firm's intention to go direct to the jobbing trade.

**M. Louis Beaubien, Enrg.**

This firm, composed of Louis Beaubien and Isiae Beaubien, are located on St. Valier street, at the corner of Boulevard Langelier. They do a large



LOUIS BEAUBIEN, QUEBEC

jobbing business and have a staff of five travelers covering the provinces of Quebec and New Brunswick. A retail store was the first venture of Louis

Beaubien in the shoe business and this was established in 1886. Four years later he branched out in the wholesale line and has built up a big connection and carries a general line of footwear.

**Luc Routier**

Luc Routier, who is one of the most genial and best known shoe manufacturers in the ancient capital, took charge as proprietor of the factory which bears his name in 1903, having for many years been engaged in the shoe industry as foreman and superintendent. His factory is equipped with the latest and most up-to-date machinery for the manufacture of medium grade McKays and Standard



ISIAE BEAUBIEN, QUEBEC

screws for men, boys, youths and little gents. Mr. Routier has associated with him as sales manager H. R. List, who is fast becoming one of the prominent shoe men of Quebec city.

**Jobin Limited**

Jobin, Limited, was founded in 1889 by Jobin & Rochette. In May, 1911, Mr. Elie Jobin took over the business, and is at present the head of the firm. The factory occupies a four-storey building 100 x 80 feet. They sell their entire output to the retail trade, which consists of Goodyear welts, McKays, Standard screws and pegged shoes, also all kinds of shoes for country trade, both heavy and light, for men, women, girls, youths, boys and children. While they do business in all parts of Canada their trade has lately been mostly confined to the East.

**Duchaine Shoe**

Duchaine Shoe, Quebec, will shortly move to larger and more spacious premises situated at 29 Renaud avenue. They are district selling agents for the North British Rubber Co., Limited, Edinburgh, Scotland, as well as carrying a general line of boots and shoes.

### J. H. Larochelle & Fils

J. H. Larochelle & Fils began business in 1892. They manufacture principally heavy pegged boots. This line is well-known throughout the Dominion. They also manufacture other lines, including the Lion brand which is deservedly becoming more popular daily.

### L. Duchaine

This business was established in 1896 and produces medium grade McKays for men, women, youths and infants. The factory is a three-storey building on St. Valier street, 60 x 165 feet. Mr. Duchaine has always taken an active interest in everything pertaining to the shoe industry in Quebec City.

### Edgar Clement

Edgar Clement, tanners, have recently enlarged their plant to double its former capacity. They have now a spacious four-storey building with some 18,000 square feet. They specialize in gunmetal and black chrome sides.

### J. B. Drolet & Co.

J. B. Drolet & Co., Limited, specialize in men's and women's Goodyear welts, as well as men's, women's, boys' and youths' McKays. They go to the retail trade and have seven travelers covering Canada for them. Unicus and Long Life are two of their branded lines that they have been very successful with. J. B. Drolet, jr., is president of the firm and has associated with him J. Chouinard as vice-president and general manager.

### Jos. Guay & Fils

The foundation of the present tanning business of this firm was laid in 1860 by Messrs. Julien & Guay. When Mr. Julien died Jos. Guay, sr., continued the business, having associated with him the present head of the firm, Louis Guay, under the name of Jos. Guay & Fils. The present factory,



TANNERY OF JOS. GUAY & FILS, QUEBEC

which was built in 1909, is 40 x 120 feet and has all the up-to-date machinery necessary to produce chrome patent side leather, gunmetal box and dull kip, as well as colored leather. Their output is

about 600 sides a week. Mr. Louis Guay is president. He and his brother, Omer J. Guay, comprise the personnel of the firm.

### Edgar A. Shee

One of the live wires in the trade in the Ancient Capital is Edgar A. Shee, 611 St. Valier street. He is the sales manager and distributing agent for Quebec city and district for the Robson Leather Co., of Oshawa, Ont., and also represents the Collis Leather Co., Aurora, Ont., in Quebec city. Mr. Shee deals in hides and pelts and is a wholesaler of upper leather. The firm was established by his uncle, M. M. Lynch, in 1885, who was the representative of Barbour's Linen Threads up to the time of the formation of the combine among thread manufacturers. Mr. Shee took over the business at the death of his uncle, Mr. Lynch, in 1909, and reports matters at present as being in a flourishing condition.

### Shoeman is an Alert Officer

O. N. Shink, who has been in the retail shoe business in Quebec for the last twenty-four years and is among the most successful merchants, was



O. N. SHINK

recently elected secretary of the Retail Merchants' Association of that city. He has had a thorough experience in the trade, being for several years a leather cutter and at one time connected with the Dominion Shoe Co. as a shareholder. Later he was a foreman for five years with the Wm. A. Marsh Co., which position he left to engage in the retail shoe line. He has always been an ardent supporter of association work among the trade by whom he is well liked and well spoken of.



**NEWSY HAPPENINGS FROM OLD QUEBEC**

T. X. Mineau, representing the F. F. Dalley Co., of Canada, Limited, Montreal; W. D. Fox, of the Lion Polish Co., Toronto; H. Taylor, of G. J. Trudeau Co., Limited, Montreal; W. L. Bolster, of the Columbia Counter Co., Boston; J. E. Matheson, of United Awl and Needle Co., West Medway, Mass.; J. G. A. Pontbriaud, of Parker, Irwin, Limited, Montreal, and L. S. Odell, of Montreal, were in town recently on business.

J. E. Warrington, of the John Ritchie Co., has returned from a successful fishing trip.

Lucien Borne has returned after a short holiday trip to Lake Edward, where his time was passed in fishing and hunting. He has a new six-cylinder Studebaker car.

John Ritchie, of the John Ritchie Co., is spending the summer at Orleans, which is his usual place of recreation during the hot months.

Alfred Marois, jr., recently spent a few days in Toronto.

J. E. Samson, of J. E. Samson, Enrg., is now occupying his enlarged and improved factory.

Edgar Clement was out of town recently enjoying a short holiday.

Manufacturers in Quebec are exceptionally busy, some having orders for six months ahead. Dongola kid is exceedingly scarce, many firms having ceased to take orders for same. Sole leather has taken a jump of four cents a pound, and some tanners venture the opinion that the price of leather this coming fall will be the highest ever known.

The W. A. Marsh Co. have installed in their building a time-keeper clock. They are also doing some inside repairs, as well as a large amount of renovating and painting.

Louis Beaubien, wholesale shoe dealers, have completed the repairs to their premises by having a cement sidewalk laid around the building.

Shoe retailers in Quebec are all busy and collections are good. The outlook for summer trade is considered satisfactory.

R. Richard, Les Saules, Que., has started to make a leather board and is busy at present in the manufacture of shanks. He has made some repairs to his premises, including a floodgate, and expects to double capacity in the near future.

**RUBBER COMPANY REMOVES TO GRANBY**

The F. S. Carr Rubber Company of Canada, Limited, have removed their factory and office equipment into the

premises purchased from Walpole Rubber Co., Limited, at Granby, Que., consisting of a five-storey brick main factory building and a brick cement mixing building complete in every detail, with automatic sprinklers, firewall, doors, etc.

The F. S. Carr Rubber Company were formerly located at Tilbury, Ont., where they rapidly outgrew their space and found it necessary to seek larger quarters.

Their present line consists of the well-known Neverleek auto fabrics, of which they are the largest producers in the world and their "Victor" rubber heel, which has taken the shoe trade by storm. They are well known as proofers of Mackintosh fabrics for the trade, as well as making a complete line of rubber sheetings, hospital supplies, druggists' sundries, carriage robes and top materials, ground sheets, shoe factory supplies, to which may be added a complete line of mechanical rubber goods.

The officers of the company are as follows: Frederick S. Carr, Boston, Mass., president; W. B. Rood, Boston, Mass., vice-president; T. H. Dumper, Boston, Mass., treasurer; R. S. Cummings, Boston, Mass., secretary; J. A. Duval, Framingham, Mass., factory manager; P. G. Dunham, Granby, Que., general manager for Canada.

**CANADA TRUNK & BAG LIMITED**

This name, although a new one to the trunk and leather industry of Canada, does not represent a new company or organization. Owing to the decision of the citizens of Berlin to make a change in the title of the city the above firm has decided to change its title to one which is distinctly Canadian, and will herewith be known as Canada Trunk and Bag, Limited.

The company began to manufacture suit cases and club bags in March, 1912, beginning in the third storey of a large building situated in Berlin. Owing to the rapid increase in business it soon outgrew these small quarters, and in 1913 erected a large and commodious building, well appointed and arranged to bring the cost of manufacturing down to a minimum and make working conditions healthful and pleasant. Particular stress was laid on the fireproof construction, and that workmen should have plenty of sunlight and fresh air.

Canada Trunk and Bag, Limited, will continue along the same progressive lines, manufacturing a full range of leather goods, and a large assortment of trunks, running from the cheaper small box trunk up to and including their



WM. W. BREITHAUPT, BERLIN, ONT., WHO HAS ENLISTED FOR OVERSEAS SERVICE AND IS NOW TAKING AN OFFICER'S COURSE IN LONDON, ONT.



ON THE LEFT IS P. R. LOGAN, MANAGER OF THE SHOE DEPT. OF DAVID SPENCER, LTD., VANCOUVER; ON THE RIGHT IS W. G. FALLEN, OF GALT, WESTERN REPRESENTATIVE OF GETTY & SCOTT.



ROBERT E. BENNET, WESTERN ONTARIO REPRESENTATIVE OF ED. R. LEWIS, TORONTO, WHO RECENTLY JOINED THE RANKS OF THE BENEDEICTS

Ever-ready wardrobe trunks. The very rapid growth of the annual sales shows clearly the popularity which the goods have attained with the traveling public of the Dominion. The firm has always tried to give to the Canadian people the latest and best designs. These, with the excellent workmanship have produced baggage suitable for travelers of all kinds. This is shown clearly in the recently featured wardrobe trunk known as the Ever-ready line. At the time this trunk was first shown in Canada it was undoubtedly the only wardrobe featuring all the conveniences of an expensive trunk and still selling at a very moderate price.

The representative of the company in Western Ontario is J. A. Dickson, and in Eastern Ontario C. W. Vinson, who are both widely known. W. E. Boon, of Montreal, who is the representative in Montreal and the Maritime Provinces, is a well liked man in the trunk and leather goods trade, having spent many years in the territory which he now covers. Through the Western Provinces Canada Trunk and Bag, Limited, has Adams Bros. Harness Mfg. Co. as its representatives. They carry a full stock in Winnipeg, Saskatoon and Edmonton, thus making shipping facilities for the Western Provinces very convenient. Further west in British Columbia Messrs. Storey & Campbell handle a full stock of goods for the trade on the coast.

### AN INLAND SEA TRIP

**I**N these days when ocean travel to most people has more or less lost its attractions the tendency is to turn to substitutes for this very invigorating and stimulating process of mind and lung stretching.

Canada enjoys in the Great Lakes an almost perfect alternative for salt water voyages with the added advantages of scenery and the breaking of the monotony by occasional stops. There are all the elements—change and uncertainty of atmospheric conditions and the transition at times from sunshine to weather that will suit the most ardent lover of nature in the rough.

As a demonstration of the possibilities of these great inland seas the Canadian Press Association was recently tendered a trip by the Canadian Pacific Railway from Port McNicoll on Georgian Bay to the Twin Cities of Lake Superior—Fort William and Port Arthur—the head of the



CANADIAN LOCKS, SAULT STE. MARIE

grain and ore carrying trades of Canada. About one hundred and fifty newspaper men and their wives participated in the hospitality of the C.P.R. and thoroughly enjoyed every moment of the trip.

A special train left Toronto at 2 p.m. on Saturday,

June 3rd, and reaching Port McNicoll three hours later the party took the "Keewatin," the new palace screw steamer that plies between that port and Fort William. Promptly at six o'clock the lake journey was begun and the



C.P.R. S.S. KEEWATIN, KEEWATIN

steamer headed for Sault Ste. Marie. After a night's journey the St. Mary river was entered and the passengers enjoyed a couple of hours' sail between the Canadian and American shores to Canadian "Sault," where an immense lock provided with double gates for emergencies raises passing vessels to the level of Lake Superior. It is said that the tonnage through the St. Mary River is several times greater than that of the Suez Canal, although the latter is open all the year round as against the seven months of navigation possible with the former.

Out of the canal at the upper end the river leads out into Lake Superior, the largest body of fresh water on the globe. It affords all the changes and uncertainties of the Atlantic with sunshine, fog and storm. Fortunately or otherwise for the men of the press it showed itself in its gentler moods of sunshine and shadow, there being just enough of the latter to enhance the attractiveness of the former. After passing beyond the mouth of the upper St. Mary River the good "Keewatin" directed her course due north-west to what has for nearly three centuries been the head of lake navigation.

Fort William was originally an Indian trading post and became one of the chief centres of the Hudson Bay Co.'s operations. Recently a monument has been erected where the original trading post stood. Later Port Arthur was established and for a considerable time it outran its older rival. When the C. P. R. shops were removed to Fort William, however, the older settlement was given a fresh start and for some years the two places raced neck and neck for the ascendancy. To-day with a united population of over twenty thousand they have learned the value of mutual forbearance and friendly co-operation.

The visitors were entertained by both cities, visiting the various elevators, dry docks, etc., which make them the "hopper" of the grain trade of the great west and the headquarters of the ore business of the Great Lakes.

The party was entertained in the usual sumptuous style of the Canadian Pacific throughout and reached Toronto after a five days' trip crammed with pleasure and interest from start to finish. On the return trip a visit was made at the "Soo" to the immense pulp and paper plant located there and to the works of the Algoma Steel Co., the process of paper and steel rail making being watched with interest.

The social features of the trip were excellent, of course, everything being done by the company to ensure the comfort, convenience and pleasure of the guests. To anyone seeking an outing such as can be obtained nowhere outside an ocean liner and with the additional advantages of safety and scenery the Great Lakes trip ought to appeal most strongly.





Smart, Comfortable, Attractive  
**New English Walking Shoe**

One of our neat fall specialties,  
with wing tip, in Gunmetal,  
Mahogany Tan and White Calf,  
with Neolin Sole and Rubber Heel.

Made by

**PERTH SHOE CO., Limited**  
PERTH, ONT.

# Directory of Quality

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Gowdy's Victor grey felt box toes.

D. W. Coultas' up-to-the-minute ornaments.

Cock of the Walk bottom polish, world  
renown

Hedge Lewis Co.'s shoe buttons of uniform  
size and quality.

Lionne brush method of patent leather  
repairing.

Minnesota Mining Mfg. Co.'s sand paper of  
the highest grade.

THE ABOVE LINES ARE ALWAYS  
IN STOCK READY TO GO TO YOU

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**G. J. Trudeau Co. Limited**

365 Ontario St. East

Montreal, Quebec



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

**P**REPARATIONS are now practically complete for the Eighth National Shoe and Leather Market-Fair which will be held in the Mechanics' Building, Boston, Mass., from July 12th to 19th, under the direction of the Jacobsen Publishing Co. It is expected that a large number of Canadian shoe and leather men will be in attendance as well as many foreign buyers from all parts of the world. The exhibits will be larger and more varied than ever and the Fair will be a common meeting ground for



MANAGER W. D. BENNETT, BOSTON, MASS.

buyers and sellers in all lines connected with the trade, manufacturing, wholesale, retail and supplies. R. C. Jacobsen is the president of the Fair and W. D. Bennett manager.

In the previous exhibitions there has always been a generous representation from the Dominion who find it convenient to meet friends there both in a business and social way. One feature is being emphasized this year, and that is that the advantages of the Market-Fair in Boston, from July 12th to 19th, have been made apparent to foreign buyers in the shoe and leather industries.

The Market-Fair makes it easier for them to become better acquainted with shoes, leather, machinery and materials than by any other method. All the booths will be very attractive and buyers will meet more salesmen and see more samples during the week of the fair than would be possible through months of travel on the road. Special rates have been arranged on all the railways. The city of Boston will extend a warm welcome while the management of the institution are leaving nothing undone to ensure its success in educational, commercial and broadening features and by a representative attendance from all over the world.

## Hew to the Line in Make of Goods

"I do not believe in misrepresentation," declared a leading shoe man the other day. "If the stock which I handle is made in England, Ireland, France, the United States or Canada, I candidly tell the inquirer so, if he asks. There is no good in resorting to evasion or subterfuge of any kind. Some Canadian shoe firms, I am sorry to say,

will turn out shoes stamped with a high-sounding name, to convey the impression that the goods were manufactured across the line. I do not think this is fair to the trade. I know a friend of mine tried recently to work a certain 'kind of a scheme,' as he called it. He wanted the shoes stamped to suggest the idea that they were made over the line. He got a reply back from this manufacturing firm to the effect that with reference to the sole stamp, they could not under any circumstances stamp the shoes made by them as suggested, namely, the '————' shoes. The house added that the product was absolutely Canadian and they were proud of it and while they did not mind using a sole stamp supplied by a customer, they could do so only when such a stamp would not in any way tend to deceive the public.

"I ran across another instance," declared the speaker, "in which a certain title was used, and the name of a big city across the line added. This appeared on the end of some cartons. The firm is a Canadian one, who has built up an exceptionally large business, and there is no reason why it should seek to convey the impression that some of its goods were made across the line. Canadians should have more pride and spirit and independence, and recognize their own worth, ability and facilities to a greater extent than they really do," he concluded.

## Death of Mr. George Rumpel

A pioneer in the manufacture of felt footwear, a respected business man, an honored citizen, and a public-spirited gentleman, joined the silent majority on June 5th in the person of George Rumpel, of Berlin, Ont. The



THE LATE GEORGE RUMPEL, BERLIN, ONT.

immediate cause of his death was heart trouble and the news came as a great shock to the community. He had enjoyed good health up to a few weeks ago, and of late had shown signs of improvement, being able to attend to business mat-



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**McARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

ters. Mr. Rumpel, who was sixty-six years of age, was born in Muelhausen, Germany, and came to Canada in 1870, settling in Hamilton, Ont., where he resided for some years. About forty-two years ago he attended a Saengerfest, held in Berlin, and liked the people and the young town, and being firmly convinced that it had a bright future, he decided to locate there. His subsequent career proved to be an active, industrious and upright one. Anything that he undertook was carried out with zeal, capacity and perseverance. Beginning the making of felt footwear on a small scale, his skill and mental vigor were his chief assets in the early days.

George Rumpel was a man with convictions. He had singleness of purpose and the disposition to conquer. The Berlin Felt Co. was formed with a capital of \$100,000 and Mr. Rumpel was at that time superintendent. The concern was then employing about 100 hands and was practically the only felt shoe enterprise in the Dominion. The company was later 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.

From the parent company a number of other companies have since branched out with success. Mr. Rumpel practically withdrew from a life of constant activity when his large plant was taken over by the Canadian Consolidated Felt Co. and gave his thoughts for a while to the improvement of the felting process. Within the past few years he established a felt factory of his own and with the assistance of one of his sons, Walter, had been devoting his practical mind and experience to the manufacture of high-class felt.

The name of Rumpel is still prominently connected with felt footgear, by the establishment of a factory by another son, Oscar Rumpel, for the making of men's, boys'

women's, misses' and children's felt footgear. During his long residence in Berlin there was never a good industrial proposition before the city which did not receive the support and endorsement of Mr. Rumpel, who possessed constructive genius and executive talent to a remarkable degree.

Deceased was mayor of Berlin in 1898 and served at different times as alderman and reeve, and also as a member of the park board. He was a director of the Economical Fire Insurance Co. and the News-Record Co. In the passing of Geo. Rumpel, Berlin sustains a distinct loss, and his funeral was attended by representative men in all walks of life, interment being made in Mount Hope Cemetery. Rev. H. A. Sperling, pastor of St. Peter's Lutheran Church, paid a warm tribute to the deceased, to his useful and active career, sympathetic nature and sterling integrity. The pall bearers were L. J. Breithaupt, G. C. H. Lang, W. H. Schmalz, Carl Kranz, H. L. Janzen and H. Krug. Mr. Rumpel is survived by his wife, two sons, Oscar and Walter, and two daughters, Mrs. H. D. McKellar and Miss Hilda Rumpel, all of Berlin.

## Why Not Rise Earlier?

Writing to a Toronto paper on the daylight savings movement, A. R. Kaufman, general manager of the Kaufman Rubber Co., Berlin, says:—

"I agree that the confusion caused by changing of time in different localities should be avoided. This can naturally be done if all agree to a uniform change of one hour throughout the Dominion. It may, however, be very difficult to have this uniform change made.

"I have been wondering why some paper does not suggest making use of daylight by merely rising an hour earlier and retiring an hour earlier, but not changing the time at all. I personally can see no objection to this, even after discussing it with others. Some factory employes might at first object to the idea of starting to work at six in the morn-



ing instead of seven, but when they realize that they retire one hour earlier their objection would no doubt be withdrawn. The time for meals, etc., would be advanced one hour, but I personally can see no objection to the noon hour, for instance, being from eleven to twelve instead of from twelve

"I understand that some railways object to this changing of time on account of its interference with their timetables. The plan I have suggested would likely overcome that objection. I might also add that I personally would be willing to have some uniform plan adopted for the entire twelve months of the year instead of for only about six months. I do not think that there is any particular benefit derived in winter, but I also cannot see any objection. If the time must be changed I would suggest that the different times throughout Canada be advanced one hour permanently. This would avoid any necessity of change in spring and fall, and, as just stated, there might not be any objection to time being advanced one hour during the winter as well as the summer months. If the above suggestion appeals to you, please advocate it."

**What Canada Imports in Leather**

The following figures, which have been obtained from the Department of Trade and Commerce, Ottawa, show the imports of leather into Canada during the past three fiscal years. The statistics are interesting and are well worth preserving for future reference. It will be seen that the war has caused a great many changes in the imports from the United Kingdom, the United States and other countries.

**Imports of Leather into Canada for Consumption  
Years Ended March 31st**

Classification	1914	1915	1916
Leather and manufactures of leather, unmanufactured.			
Belting leather of all kinds—			
From United Kingdom.....	\$250,339	\$ 85,142	\$114,502
United States.....	21,528	8,844	10,534
Total.....	\$271,867	\$93,986	\$125,036
Calf, kid or goat, lamb and sheep skins, dressed, waxed or glazed—			
From United Kingdom.....	\$146,097	\$120,834	\$ 127,584
United States.....	458,622	870,157	1,083,487
Other countries.....	10,383	5,025	2,741
Total.....	\$615,102	\$996,016	\$1,213,812
Calf, kid or goat, lamb and sheep skins, tanned—			
From United Kingdom.....	\$ 5,862	\$ 4,767	\$ 3,143
United States.....	80,818	105,982	80,787
Other countries.....	729	.....	.....
Total.....	\$87,409	\$110,749	\$83,930
Glove leather, tanned or dressed, colored or uncolored, imported by glove manufacturers—			
From United Kingdom.....	\$ 12,131	\$ 19,225	\$ 4,398
United States.....	638,939	517,647	755,855
Germany.....	23,675	4,710	.....
Other countries.....	4,361	.....	.....
Total.....	\$679,106	\$541,582	\$760,253
Japanned, patent or enamelled leather and Morocco leather, and leather in imitation of Morocco leather—			
From United Kingdom.....	\$ 4,519	\$ 2,689	\$ 782
United States.....	32,217	27,574	31,423
Other countries.....	1,317	1,197	621
Total.....	\$38,053	31,460	\$32,826
Sole leather of all kinds—			
From United Kingdom.....	\$ 83,900	\$ 35,769	\$ 36,198
United States.....	31,537	54,975	85,632
Belgium.....	1,381	761	.....
Other countries.....	492	90	.....
Total.....	\$117,310	\$ 91,595	\$121,830

Classification	1914	1915	1916
Upper leather, including don-gola, cordovan, kangaroo, alligator and chamois skins, or other upper leather, n.o.p., dressed, waxed or glazed			
From United Kingdom.....	\$111,696	\$ 99,526	\$ 57,777
United States.....	370,633	291,076	237,892
Other countries.....	4,466	388	502
Total.....	\$486,795	\$390,990	\$296,171
Other leather unmanufactured—			
From United Kingdom.....	\$211,550	\$136,351	\$119,024
United States.....	514,045	436,440	463,420
Other countries.....	14,372	5,213	.....
Total.....	\$739,967	\$578,004	\$582,444
Leather manufactured:—			
Boots and shoes—			
From United Kingdom.....	\$ 660,765	\$ 551,215	\$ 239,470
United States.....	3,652,662	2,918,694	1,914,362
Other countries.....	36,160	9,042	2,364
Total.....	\$4,349,587	\$3,478,951	\$2,156,196
Harness and saddlery, including horse boots—			
From United Kingdom.....	\$ 63,598	\$ 47,535	\$ 18,368
United States.....	109,559	93,076	116,380
Other countries.....	303	246	796
Total.....	\$173,460	\$140,857	\$135,544
Leather belting—			
From United Kingdom.....	\$ 56,642	\$12,535	\$ 12,807
United States.....	122,256	59,688	102,570
Other countries.....	.....	368	.....
Total.....	\$178,898	\$72,591	\$115,377
Other leather manufac-tured—			
From United Kingdom.....	\$ 91,481	\$ 70,263	\$ 79,084
United States.....	614,386	458,704	809,524
Other countries.....	10,755	3,164	1,534
Total.....	\$716,622	\$532,131	\$890,142

**Recapitulation**

Leather and manufactures of:—			
From United Kingdom.....	\$1,698,580	\$1,185,851	\$ 813,137
United States.....	6,647,202	5,842,857	5,691,866
Other countries.....	108,394	30,204	8,558
Total.....	\$8,454,176	\$7,058,912	\$6,513,561

**Rate of Consumption Unparalleled**

A recent report received by the Trade and Commerce Department, Ottawa, tells of the activity of the shoe and leather trade in Leeds, England.

The shoe and leather trades continue to be deeply involved by the incidence of the war, which, in combination with an ever-increasing demand on the part of the general public for footwear, has kept all the branches of the industry in a particularly active state. The present rate of consumption is without a parallel, and, in view of the immediate necessities on both military and civilian accounts, the growing shortage of labor is causing great anxiety. Should the military authorities carry out their intention to further limit the certified workers in the boot and leather trades, the requirements of the public, but particularly the Army, cannot be met except by purchasing in foreign markets. The imports of American and Swiss goods have already increased considerably in consequence of the inability of English manufacturers to cope with the needs of the market, and until much of the labor is restored to the tan yard and the boot factory, the position cannot change.

All the centres engaged in civilian boot manufacture continue to work under great pressure, and many millions of pairs of boots, shoes and slippers are on order, the demand for ladies' and young children's goods being particularly heavy. The English Army Clothing Department have entered into an agreement to produce eight or nine million



# DUNLOP



SEAL OF  
QUALITY

## RUBBER HEELS

Live  
Rubber

Wear  
Longer

### THE "PEERLESS" WAY

The growth of dealer interest in the "**Peerless**" line has been no less phenomenal than the sales growth of Dunlop "**Peerless**" Heels. We receive hundreds of requests every month for the empty box rebates.

If you have never sent in the empty "**Peerless**" cartons, to receive for each the one-and-a-half cents in cash by return mail, ask one of your cobbler friends to show you what his earnings from these returned boxes represent.

All this double-earning capacity of "**Peerless**" Heels is possible because the Dunlop Line sells readily through being a Quality product, backed up with a sufficiency of advertising.

Your jobber will ship you the necessary supply of "**Peerless**" Heels. Be sure to mention the name "Dunlop" to him.

Made in all sizes—and in colors Grey, Black and Tan.

### DUNLOP SOLES ALWAYS LEAD

Rubber Soles are more and more coming into popular favor. Some people wouldn't be without them winter or summer.

Once a customer of yours knows from experience that Dunlop Rubber Soles are just as efficient, just as surpassingly good as Dunlop "**Peerless**" Heels you will find he will have no other make of rubber sole.

Freedom from cracking, most generous wear-well record, never a sign of drying out—these Dunlop features are bound to impress the user.

Manufacturers in great numbers use the Dunlop Rubber Sole in making up their stocks—another good sign of quality and consistent behavior reaping their just recognition.

Made in all sizes and in colors Grey, Black, White and Tan.

Dunlop Tire & Rubber Goods Co.,  
F. 3 Limited H. 77

## RUBBER SOLES





pairs of boots for Russia, and these have to be completed by the end of the year. It is reported that all the firms in the country which have made military footwear since the commencement of the war are to be requested to execute a portion of the order, and that in consequence civilian requirements are to be put on one side. Three million pairs of Cossack or "knee" boots are included in the arrangement. These will probably be made in the Midland centres and in London. Of the remaining five or six millions, which are of the ankle type, large quantities will be manufactured in Leeds and district. It is understood that the first three million pairs are to be delivered by the end of June.

**Athletic Shoeman Going to Front**

W. Reginald Percival, of Percival Bros., wholesale shoe dealers, Montreal, who have retired from business, has enlisted with the 66th Battery and is now in camp at Petawawa. "Reg" was formerly well known in aquatic sports, having won several championships when connected with the Britannia Cance Club. For the past two or three years he was a popular referee in hockey circles. His many friends in Montreal and St. Lambert, where he resides, recently gave him a dinner at the St. Regis Hotel and presented him with a wrist watch, a bull-dog safety razor, and



W. REGINALD PERCIVAL, MONTREAL

several other useful articles. W. Reginald Percival is another of the many shoemen of the Dominion who have joined the colors and will do their bit in the present crisis for King and Country.

**The Story of a Certain Ball Game**

Although a traveler may now and then "put one over" on the shoe retailer, still, when it comes to baseball, the latter have their revenge by 10 runs to 6. A contest, filled with thrilling sensations that would gladden the heart of any fan, was pulled off on Wednesday afternoon last, which is a half-holiday with many of the footwear merchants, at Willowvale Park, Toronto. The city representatives of the manufacturing and wholesale houses thought they could trim their customers on the diamond and were invited to "go to it." For six innings the struggle continued with pretty even honors but in the fateful seventh, when the retailers massed five runs, there was a scene of intense enthusiasm on the part of the spectators. Alf. Bawden twirled for the travelers, while Alf. Neale performed a similar service for the

dispensers of foot toggery in pair lots, and incidentally helped his supporters to win by scoring a home run. Norman Ingram was the umpire and his decisions were never questioned. Although the price of leather is high and the commodity scarce the foot fitters had no consideration for the ball and pounded out two and three baggers in a merciless manner. Here is the story, individually and collectively.

The Retailers—A. Neale, p.; B. Sproul, 2 b.; Chas. Bayford, c.f.; N. Chappelle, r.f.; J. A. Barlow, s.s.; T. Kelly, c. and r.f.; B. Cardwell, 1 b.; J. A. Queen, 3 b.; H. Johnson, c. and p.; T. A. Wilson, r.f.

Shoe Travelers—G. Nicholson, 2 b.; J. Melrose, 3 b. and l.f.; D. Bain, 1 b.; W. Young, s.s.; J. C. Bryant, l.f.; A. Parker, c.f.; P. J. Maher, r.f.; H. Saunders, c.; A. Bawden, p.; G. A. McClennan, 3 b.; W. Edwards, r.f.

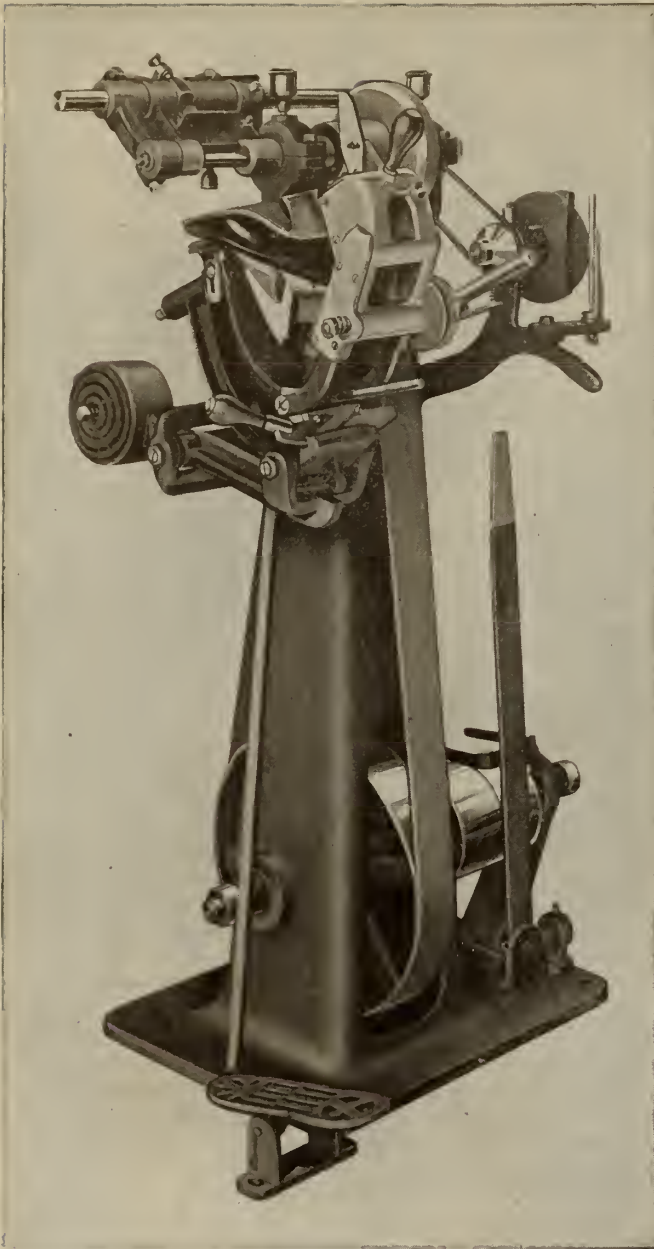
	1	2	3	4	5	6	7	8	9
Retailers.....	0	0	0	1	3	1	5	0	x—10
Travelers.....	0	1	3	0	0	0	0	1	1—6

**How Shoe Prices Are Climbing**

Are prices still going up in the shoe line? Well, they certainly are. Some manufacturers advanced figures four times during the fall selling season now coming to a close with an aggregate increase from eighty cents to upwards of one dollar per pair. "See here," remarked a leading wholesaler this week. "Look at this men's side leather shoe. On January 1st I bought this for \$2.20 and now I am asked \$2.95. Here is another line in men's gunmetal calf, which three months ago cost me \$2.45 and today the price is \$3.70, and here is another sample, formerly bought at \$2.50, which has jumped up to \$3.80. Here is a women's calf bal, McKay, for which I paid \$1.90 at the beginning of the year. It is now \$2.65; and gaze at this women's dongola kid, McKay, which a few weeks ago was purchased by me for \$1.65 and now the quotation is \$2.65. On practically all lines of footwear that I buy from the manufacturers I have to pay the factory more than I formerly sold them at. Where the ascension is going to end I cannot tell and nearly every day I receive advices, when ordering certain goods, that the figure has increased from ten cents up. But I suppose that we are all in the same boat and should be thankful to get shoes at any figure."

**Unparalleled Demand for Sporting Goods**

Some idea of the extraordinary development in tennis and sporting shoes is furnished by the following figures, supplied by one of the leading firms. In 1913 their placing and sorting orders on this line of goods amounted to \$18,000. The next year they went up to \$30,000 and last year to \$110,000, while so far this year, and the season has only just begun, the placing and sorting orders have touched the quarter million mark. These figures show that shoe dealers for the past three years have found themselves quite unprepared when the season came on and manufacturers have been severely put to it to get out the goods in time for the summer trade. They attribute some of the increase in the lines to the high cost of leather shoes but mainly to the better class of goods made, and the fact, where once they were only available in men's, boys' and youths', and a few women's, they are now made in all ranges, down to fours in children's, and are created in a style that makes them presentable for street wear. Outing shoes are seen with solid heels, solid rubber soles, leather insoles, etc., and are decidedly cool, comfortable and dressy. The result is that the rubber shoe manufacturers who two or three years ago were generally slack in operations between January and June are now able to keep their help fully occupied, which is an advantage to the whole industry. Certainly the sporting shoe returns so far exceed in volume and outlook the expectations of even the most sanguine.



## A Louis Heel Breast Trimmer that finishes the job

from edge to edge following line of sole  
requiring no hand work or rough scouring

**SAFE AND RAPID**

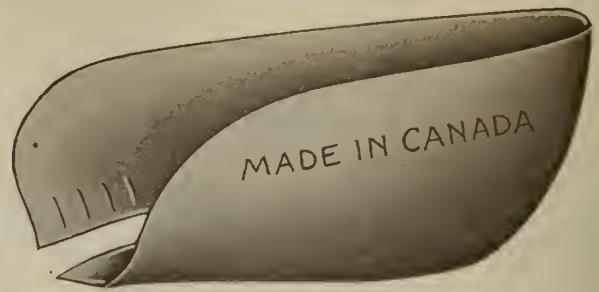
Every pair of heels like template used

Manufactured and sold by

**The Louis G. Freeman Co.**  
Cincinnati, Ohio, U.S.A.

Eastern Representatives  
Markem Machine Co., Boston, Mass.

Western Representatives  
Manufacturers' Supply Co., St. Louis, Mo.



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

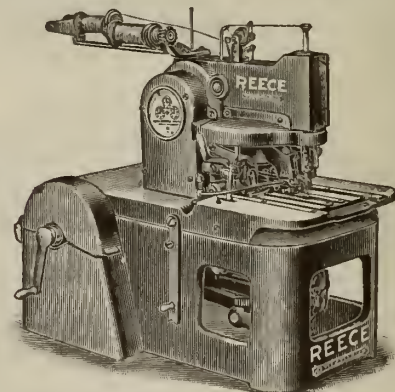
Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

SPEED

ECONOMY

## REECE Rapid Button Hole Machine LEADS THE WORLD



Samples of Work and Terms from

**THOS. C. DOYLE, (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal

QUALITY

DURABILITY



### WELL KNOWN IN RUBBER GOODS LINE

P. G. Dunham, general manager for Canada of the F. S. Carr Rubber Co., Limited, who recently removed their plant from Tilbury, Ont., to Granby, Que., has had an extended experience in the rubber world. The old homestead was in Northumberland, New Hampshire, where the subject of this reference attended school and worked at odd jobs in paper and sawmills and on railways, until 1892, when he



P. G. DUNHAM, GRANBY, QUE.

went to Boston and resided in that vicinity. There he learned the leather belting business and worked in leather shoe factories for some years. He was also engaged in the real estate line for a while. Seven years ago Mr. Dunham removed to Granby, Que., where he became manager of the Walpole Rubber Co., Limited, and after having organized their rubber heel business, acted as foreman and superintendent at Walpole, Mass. Two years ago he resigned from that company and went with the F. S. Carr Rubber Co., Limited, of Canada, who manufacture many exclusive lines.

### MR. LEWIS APPOINTED CANADIAN AGENT

Ed. R. Lewis, 21 Scott street, Toronto, has been appointed Canadian agent for Henry Gitterman & Co., 33 Spruce street, New York city, the widely known shoe fabric house. This step has been taken in order that the company may look after the wants of their numerous Canadian customers more efficiently than ever and, in the selection of Mr. Lewis, they have secured an aggressive and well liked representative who is in close touch with the shoe industry. Mr. Lewis, who has recently enlarged and completely renovated his premises will carry a full range of samples of the Gitterman lines. Gitterman & Co. have offices in Boston, St. Louis, Rochester and Haverhill in the United States and have a very extensive line of shoe fabrics, a large number of which they convert themselves and are originators of other fancy shoe fabrics. They are also large converters of white shoe cloth and have a comprehensive range of shoe bindings.

### WILL TAKE AN OUTDOOR POSITION

Earl Stewart, who has been in the retail shoe business in Owen Sound, Ont., for the past seven years, is selling out. The stock is now being disposed of rapidly. He has been advised by his physician to procure an outside position and his intention is to go on the road as that life agrees with

him. Writing the SHOE AND LEATHER JOURNAL Mr. Stewart says that he found the paper valuable and a great help to him at all times. He does not consider a retailer can keep right up to the mark unless he procures a live trade journal and reads it carefully. He can thus learn the opinions of others, some of which are likely to be of special benefit to him or point out more clearly that he is on the right track in the buying as well as in the selling branch of his business.

### GUESSING VOTE ON SHOE BY-LAW

A display of the various lines manufactured by the Unique Shoe Co., of Toronto, was shown in one of the big show windows of the H. S. Falls Co., Simcoe, Ont., for several days before the voting on the by-law. Its attractiveness no doubt assisted in creating popular sentiment favorable to the by-law. Added interest was also due to a guessing contest. The ladies were invited to guess what would be the total number of votes cast in the election, and over two hundred of them took advantage of the invitation. Each of fifteen guessing nearest won a prize of a handsome pair of slippers.

### HIGH HONOR FOR WESTERN SHOEMAN

G. W. McFarland, manager of the western branch of the Williams Shoe, Limited, at Regina, Sask., who was recently elected president of the Saskatchewan Credit Men's Trust Association, is a popular and progressive business man, who enjoys the confidence of all those with whom he comes in contact. He spent the early years of his life in the wholesale lumber business in Toronto, and later engaged in the retail mercantile line in Northern Ontario, where he was for a considerable period, prior to 1906, when he joined the staff of the Sovereign Bank as manager of their North



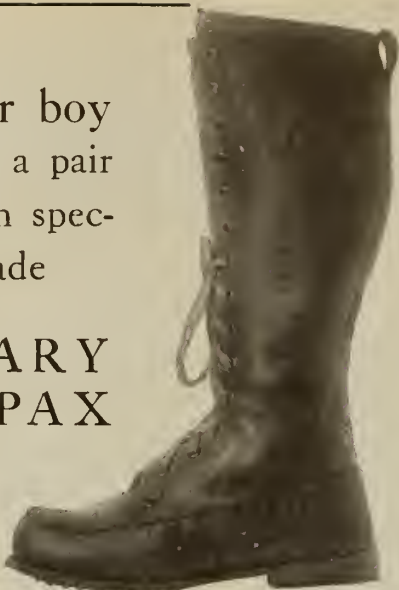
G. W. MCFARLAND

Bay branch. He continued with that institution a number of years, after it went into liquidation, having had charge of the Imperial Paper Mills at Sturgeon Falls, Ont., in their interest. In 1915 Mr. McFarland joined the Williams Shoe, Limited, and opened the western branch of the firm at Regina about a year and a half ago. A large business has been developed under his direction and the venture has proved successful in every way. A force of travelers is employed and the outlook for the coming season is fine.

Send your boy  
at the Front a pair  
of our own spec-  
ially made

## MILITARY SHOE PAX

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**  
Lindsay, Ont. LIMITED

# PACKARD'S

Timely "Specials" in

## Shoe Polish

### *Bronze Dressing*

Is unsurpassed for keeping the stylish bronze shoes looking new, retains the lustre and adds to the wearing quality of the leather.

### *KID "O"*

Cleans all colored kid or calf leathers. Restores the shoe to its original appearance.

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

## 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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent



### MET DEATH IN AERIAL COLLISION

Geo. E. Williams, a widely known shoeman of Toronto, and until recently connected with the wholesale establishment of D. D. Hawthorne & Co., but now farming near Ailsa Craig, received the sad news last week of the death of his son, Flight Sub-Lieut. Geo. K. Williams. The latter was killed in a collision with another British aeroplane, almost directly after he reached the battle front. The fatality occurred at Luxeuil, France. The home of the deceased was at 147 Gore Vale, avenue, Toronto. Previous to taking up aviation and learning to fly at the Curtis School, the deceased young man was an instructor in the drafting department of the School of Practical Science, Toronto. He was 28 years



GEO. K. WILLIAMS, TORONTO

of age, unmarried, and prominently connected with young people's work in the Wesley Methodist Church, Toronto. Many friends will learn with very deep regret of his death. Mr. Williams, sr., has two other sons serving in the army.

### HOW TO KEEP TRADE AT HOME

Any "home merchant" who isn't awake and fails to tell the people about his wares, should read this startling statement made by the manager of a big Toronto mail order house recently! "We have a bureau whose duty it is to read the country newspapers. There is not a paper of any consequence in our territory we do not get. The bureau looks over these papers and when we find a town where the merchants do not advertise in the local press, or where the advertisers do not change their advertisements regularly, we immediately flood that section with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local papers."

### WELL-KNOWN SHOEMAN COMES TO TORONTO

L. Murray Ray, who was recently appointed manager for M. B. Young, shoe retailer, 924 Bloor street west, Toronto, has had an extended experience and insight into the shoe game. He succeeds John Day, who has joined the 208th Fusiliers for overseas service. Born in Welland, Ont., at an early age he removed to Chicago where he was educated and got his first acquaintance with the footwear business.

Some fifteen years ago his father, a contractor, was engaged in the building line at Sault Ste. Marie, Ont., and the son thought he would like to try his hand at carpentering. The work did not appeal to him, however, after his connection with the shoe business, and he entered the service of W. J.



L. MURRAY RAY, TORONTO

Detweiler, shoe merchant, of the Soo, with whom he remained for fifteen years, being manager and buyer a large portion of that period. Mr. Ray has many friends in the trade and has taken up his residence on Carling avenue, Toronto.



BOYS', YOUTHS'  
LITTLE GENTS'  
CHILDS' BOX KIP

**STANDARD SCREW SHOES**

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

St. Hyacinthe Soft Sole Shoe Co.  
Limited  
St. Hyacinthe Quebec

# Narrow Fabrics

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

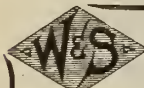
Elastic and Non-Elastic Surgical and Bandage Webs

Elastic Suspender and Garter Webs

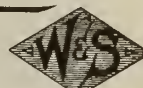
Weavers of Medium and Light Weight Fabrics up to three inches wide. Makers of Tassels, Pompoms and Novelties for Shoe Manufacturers. Our capacity of Shoe Bows is twenty thousand pairs per day.

**Shultz-Goodwin Co. (Inc.)**

BOSTON OWNERS EVERETT



The Mark W & S of Quality



## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

### Woodward's Corking Shoe Filler

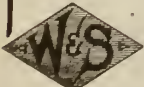
For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

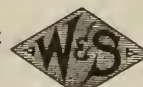
Other Lines Include:

- TOP FACINGS, ALL KINDS
- CANVAS AND LEATHER INSOLING
- OIL PAPER FOR SHOE COVERS
- PLUMPING CLOTH, etc., etc.

## F. E. Woodward & Sons



Lachine, Province of Quebec



## Box Toes and Heels

OF ALL KINDS  
LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904  
MONTREAL

## PASTE

**Brodie's Patent Flour Paste**

Never Dries Out  
Never Releases its Hold  
Always Spreads Evenly  
Kegs, Half Barrels and Barrels  
Let Us Ship You a Trial Keg

**Brodie & Harvie**  
LIMITED  
MONTREAL

ESTABLISHED 1857

**DEPENDABLE SOLE LEATHERS**

ESTABLISHED 1857

**OAK:—**  
"TRENT VALLEY"  
AND "LION"

Made at  
Berlin, Ont. Penetang Hastings

**HEMLOCK:—**  
"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—"Lion Oak," for the Boys of the Lion's Best "Cub."

**THE BREITHAUPT LEATHER CO.**  
BERLIN, CANADA LIMITED



# WHY NOT ANSWER YOUR LETTERS PROMPTLY?

**Too Much Indifference and Selfishness on the Part of Many Firms and Individuals—Inconvenience and Loss Resulting From Delayed or No Replies—Flimsy Pretexts for Not Responding that are White Falsehoods—Many Houses Are Offenders**

“**M**EAN enough to steal the coppers from a dead man’s eyes, or rob a baby of a sugar plum,” sums up the thoughtlessness and selfishness of some people, not only those in the business world, but private citizens as well. They pay no heed to any communications or obligations, business or social, unless there is some advantage to be gained, some favor to win, or monetary consideration or advancement in prospect.

For instance, the practice of some people not answering letters seems to be growing more and more pronounced, even when a stamp is enclosed for a reply. Perhaps the recipient pockets the stamp, and thinks he is three cents ahead of the game, and secretly admires his own cupidity and sympathises with the stupidity of the sender. Subsequently a postcard may be sent, calling attention to the fact that no answer has been received, but still the same long silence prevails, and no reply is forthcoming. One feels, under such circumstances, like writing:—“If you cannot favor us with the information desired, or even forward an acknowledgment of our communication, kindly return the stamp.”

## Too Narrow and Selfish

It needs something to jolt some people out of a snug, complaisant existence. The whole attitude of not answering letters—of paying no attention to them—is an evidence of indolence, indifference, narrowness, pure downright cussedness or callousness, owing to the inconvenience with which others are put to by reason of the delay or oversight, or just plain, common neglect. It would perhaps not matter much, but often some information that is hoped for, facts or data that mean much to the writer, yet are delayed or not forthcoming, hold up many important things.

Another reason many letters, business and often social, are not answered is pure procrastination on the part of the recipient. The intentions are good but the path to perpetual punishment is paved with such flagstones. The task that should be undertaken at once or on that day at any rate, is laid aside and in time forgotten, the letter either being covered up in the general litter of a desk, or table, and finally lost, or, if recovered, is so old that a sense of shame prevents a reply.

In ordinary conversation, if a business man should ask a polite and proper question of another (which he knew the latter distinctly heard, and no reply was vouchsafed) and the question was repeated, and still no reply, one would accuse the latter of grave discourtesy and lack of genuine gentlemanly qualities. The word, rebuff, rebuke, snobbish, boorish, or even a stronger term might be used. Yet what is a letter but our thoughts, questions, statements or announcements committed to paper. Letter after letter may be sent to certain men who never turn a hair and never reply; they seem to possess no sense of courtesy or consideration. If, casually, they afterwards meet the sender, they offer a flimsy excuse. “Oh, I intended to answer that, but I forgot about it.” “I thought you would come up to see me,” or “I was really too busy to attend to the matter.”

## Some Shilly-Shally Excuses

Possibly the most shallow and stupid excuse of all is “I was too busy,” or “I had not the time.” Busy people generally make or take time. Those who have the most to do, seem to possess moments when they can attend to the little acts and kindnesses, which stamp them as leaders

in their line and outstanding figures in the community. There is an old saying, “If you want anything done, ask a busy man to do it—the others have no time.” It would seem that “the others” are a growing army.

Manufacturers complain of retailers not answering their letters in reference to orders, drafts, returned goods, grievances, etc., and retailers bestow anything but complimentary reference upon manufacturers who ignore certain wishes, or dodge a direct answer to certain questions.

All this adds to the uncertainty and distrust which should not be prevalent in business where mutual confidence and co-operation should reign. Some men pride themselves on the fact that they never answer a letter. When finally compelled to do so by force of circumstances, shortage of goods, a break-down in their plant, absence of supplies, or other unforeseen circumstances, they will send a telegram or lettergram. They offer the excuse—“Oh, I positively hate to write. It goes against every grain of my nature, and every fibre of my being.” If a man can spell, and hold a pen, he might have thought enough to print a message. Even the briefest acknowledgment of certain matters is preferable to long-continued silence; a taciturnity that cannot be broken by any awakening that may be given through the mails or over the wires.

## Don’t be Lop-sided in Business

Much more might be said in this line of the utter carelessness and want of business methods evidenced by a large number of merchants, and others who do not attend to their correspondence. They accept everything as a matter of course, of right, and only acknowledge a letter when it is something to their immediate personal advantage or gain—a very one-sided arrangement.

On the other hand, many large houses in business to-day attribute a measure of their success to the fact that they always have answered every communication promptly, even the receipt of a circular, a calendar, or a marked copy of a newspaper being acknowledged, if not by letter then by means of a postcard. Such houses win a high place by their kind, considerate business methods and are referred to as firms with whom the ordinary man loves to do business.

The next time you do not answer a letter, just turn around and put yourself in the other fellow’s place. See if you cannot exercise a little of the spirit of the “Golden Rule,” and “do unto others,” in the matter of correspondence, “as you would be done by.” Perhaps you, yourself, have written a letter on an important matter and waited day after day for the receipt of the information, and after a reasonable period, marked by patience and tolerance, have sent other ones, only to learn that no response is forthcoming.

## Paid Back in Your Own Coin

You know that you were not in a pleasant state of mind, that you called the party at the other end all sorts of names and imputed every kind of motive. He is possibly paying you back in coin of the same material. The way you have discharged your epistolary obligations toward him is being returned to you ten or mayhap a hundredfold. There is nothing like a man getting a little dose of his own medicine in this world to broaden his conception of things and start sympathies that have not self as first consideration. Now, be good and answer all letters promptly and pleasantly.



# AMONG THE SHOE MEN.

C. D. Jones, shoe retailer, Hamilton, recently suffered a small loss by fire.

A. Schwartz, shoe retailer, of Montreal, recently made an assignment.

W. P. Plant, of Hastings, Ont., was in Toronto last week calling upon several members of the leather trade.

Maple Leaf Tires, Limited, of Toronto, have been incorporated with a capital stock of \$500,000.

H. S. Chapman, shoe dealer, Clinton, Ont., recently assigned to C. B. Hale.

The Lady Belle Shoe Co., of Berlin, is running to fullest capacity, the orders received for fall having exceeded the highest expectations of the company.

Gutta Percha & Rubber, Limited, Toronto, have built a new warehouse on West Lodge avenue at a cost of thirty thousand dollars.

John J. Tilt, of Toronto, Western Canada representative of the Brandon Shoe Co., Brantford, Ont., has returned home from an extended and successful selling trip throughout the Prairie Provinces.

Fred Mercer, of the firm of Hugh Mercer & Son, Markdale, Ont., was married recently to Miss Richardson, of that town. Many friends will extend their congratulations.

The annual meeting of Ames-Holden-McCreedy, Limited, Montreal, will be held on Thursday, June 22nd, for the receiving of the reports of the directors for the past year, the election of directors, etc.

J. G. McDiarmid, of Toronto, representing the Murray Shoe Co., London, returned a few days ago from a business trip throughout the Western Provinces, which was very successful.

The stock of J. Stevenson & Co., shoe dealers, Sault Ste. Marie, Ont., who recently made an assignment to McLeod Tew, amounting to nearly \$12,000, was purchased by H. Megginson, shoe retailer, of Sault Ste. Marie, at 64½ cents on the dollar.

## THE LATEST FREAK IN SUMMER SHOES

Fashion has decreed that the conventional heavy white shoe worn during the summer season shall give place to the natty linen shoe, light in weight and attractive in appear-



ance. This pair is of green linen and tips of flowered cretonne, and is the latest innovation in the sport shoe line. Its popularity is assured and it will be seen on the avenue, boardwalk and golfing green.

The book debts of the Rock Shoe Manufacturing Co., Quebec, in liquidation, amounting to the sum of \$77,991.24, were recently sold to M. J. T. Bisson, of Quebec, for three-quarters of a cent on the dollar.

R. S. Gerash, shoe retailer, of Verdun, Que., recently made an assignment.

John Matchell, of Earlton, has started in the shoe repair business at Englehart, Ont.

The warehouse of the Kallman Rubber Co., 310 West Craig street, Montreal, was broken into recently and several pairs of long rubber boots, some running shoes and rubbers stolen. Laurence Piche, 23 years of age, was arrested when seen carrying a bag containing the footwear along the street.

F. D. Snyder, who was formerly connected with the Moncton Footwear Co., Moncton, N.B., has gone to Amherst, N.S., where he has become associated with Walter Calhoun in the footwear business.

The name of the Berlin Trunk and Bag Co., Limited, Berlin, has been changed under the provisions of the Ontario Company's Act to that of the Canada Trunk and Bag Limited.

The stock of shoes and men's clothing of D. C. Lambe, Huntsville, Ont., who recently made an assignment, amounting to \$2,431.35, was purchased by Wardell Boyd & Sons, of Huntsville, at 70 cents on the dollar.

Arrangements have been completed for the annual picnic of the Canadian Consolidated Rubber Company and the Canadian Consolidated Felt Co., which will be held in Waterloo Park, Waterloo, Ont., on July 1st. It is expected that the event will be attended by thousands of persons.

J. J. Kilgour, president of the Kilgour-Rimer Co., Winnipeg, is at Lick, Indiana, on a holiday visit.

H. Sabloff, for several years in the retail business, and E. Wisenthal, who was a representative of Daoust, Lalonde & Co., have entered into partnership and will carry on a wholesale shoe business at 74 Victoria square, Montreal, under the name of the Stag Shoe Co.

The Levine Leather Co., of Toronto, has been incorporated with a capital stock of \$40,000, to buy, sell and deal in leather and leather goods. The incorporators are: Samuel Levine and Joseph Honeyford; Benjamin Spiegel, Samuel Rosen and Bell Gordon, all of Toronto.

The name of the G. V. Oberholtzer Co., Limited, Berlin, of which N. B. Detweiler is president and D. B. Detweiler vice-president, has been changed under the provisions of the Ontario Company's Act to the Hydro City Shoe Manufacturers, Limited.

J. L. Tretheway, of Toronto, who is on the traveling staff of the Brandon Shoe Co., Brantford, is spending a few weeks at his summer home at Lake Temagami.

At the annual meeting of the Manitoba retail merchants, C. F. Rannard, president of the Manitoba Board of Retail Merchants' Association, presented a magnificent trophy to the rink of retailers who won the competition last winter between wholesalers and retailers.

H. O. Andrews & Co., shoes and dry goods, Calgary, have assigned to the Trusts and Guarantee Co., Limited.

Bignell & Knox, wholesale shoe dealers, Montreal, have recently registered.

Miss Mary Valentine, daughter of James Valentine, of Valentine & Martin, Limited, shoe manufacturers, Waterloo, Ont., was chosen as May Queen by the students of the



# STOCK THESE SHOES

You can sell them Surely and Quickly  
Good Profits Satisfied Customers



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

Here's a shoe that is absolutely waterproof in both sole and upper. The sole is also constructed in a manner that assures an even temperature of the foot in all weathers.

What does the average man want *first* in footwear?

The answer comes out clear and distinct and without the least hesitation—*Comfort*.

There's no doubt about it—*Comfort* is the *first consideration* in selling men's footwear.

And then come style and value.

These well-established facts are responsible for the undiminished popularity of Tebbutt's special lines—"Doctors" and "The Professor" shoes.

In their design comfort comes first, but it doesn't interfere with neat and natty style.

You'll never see better looking shoes. And certainly none are made that are more supremely comfortable.



*THE Professor*  
PAT. N.º. 119409  
GOLD CROSS  
SHOE

This shoe has the same qualities that distinguish the "Doctors" Shoe. But, in addition, "The Professor" is fitted with a patent, cushioned inner sole that greatly improves the ease of the foot when walking.

Be sure your jobber fills your order with the original—"Doctors" and "The Professor." produced in Three Rivers, Quebec, by the Tebbutt Shoe & Leather Co. Limited.

If your jobber cannot supply you, please write us direct.

The Tebbutt Shoe & Leather Co. Limited  
Three Rivers Quebec

Ontario Ladies' College at Whitby recently. She was chosen for her womanly qualities.

T. H. Bigwood, shoe retailer, 492 Bloor St. W., Toronto, enlisted some time ago with the 208th Battalion as a sergeant in the band. His wife is continuing the business having been associated with her husband for years in the footwear line at 826 Yonge street, from which stand Mr. Bigwood moved to Bloor street west a few months ago.

A. Gemmill, who started business in 1850 on King street, near Yonge street, Toronto, and has been in that neighborhood ever since, making fine custom hand-made shoes, passed away recently. Mr. Gemmill was practically the only person left who was making a high-grade custom shoe. He moved to 196 King street west in 1913 and since the war broke out had been extremely busy with officers' boots and leggings. Mr. Gemmill's business was recently purchased by J. H. Sutton, who was his foreman for several years. Mr. Sutton, who has had over thirty years' experience, will continue the business in the same stand.

Charles E. Slater, of the Comfort Shoe Co., Limited, Quebec, Que., was in Toronto calling on the trade last week.

A new line in women's footwear which will likely be offered by some manufacturers for next season will be a five-button, five-inch top, with Louis heel and ornamental cloth quarters, surmounted by a collar or cuff of the same leather as the vamp. Artistic ideas of foxing are also noticed. Whether my lady fair will take a fancy to the low cut after the extreme high cut of the present remains to be seen.

#### A MOVE IN THE RIGHT DIRECTION

George E. Boulter, wholesale shoes, has removed from 189 Church street, Toronto, to larger and more centrally located premises at 3 Wellington street east, corner of Yonge street. The new quarters of Mr. Boulter are attractively fitted up with hardwood floors, elevator service and mission oak fixtures. The walls are done in oatmeal green and the woodwork in white enamel. Mr. Boulter, who represents the John McPherson Co. and John Lennox & Co., of Hamilton, the Perth Shoe Co., of Perth, and the Menihan Shoe Co., of Rochester, N. Y., has now some thirteen hundred



GEORGE E. BOULTER, TORONTO

square feet of floor space, with special facilities for quick delivery, being in daily touch with the factories, especially in connection with lines ready for instant shipment. Harry C. Arnold is in charge of the sample room while Wilfrid V. White is covering the Toronto city trade.

Mr. Boulter has recently been elected a director of the Perth Shoe Co., of Perth, and Norman E. Ingram will be associated with him in looking after the city interests of the company. Mr. Boulter, who is widely known to the shoe trade, is receiving the congratulations of many friends on his handsome and convenient new business home.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, Ont., was in Toronto last week calling upon the trade.

L. F. Morrice, of Madoc, Ont., who recently sold out his business in that place, has bought the shoe stock of Rudolph Miller, of Milverton, Ont., and takes possession next month.

C. A. Davies, of Blachford, Davies & Co., wholesale shoes, Toronto, has returned from a business trip to Montreal and Quebec.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, has been spending a few days at Atlantic City.

Frank Smith, representing the John Ritchie Co., Quebec, has returned from an extended and successful Fall selling trip throughout the Prairie Provinces.

W. J. Sisman, of the T. Sisman Shoe Co., Aurora, Ont., recently joined the ranks of the benedicts and is receiving the congratulations of his many friends.

H. Megginson, shoe merchant, of Sault Ste. Marie, Ont., spent a few days in Toronto last week on business.

W. E. Short, Western Canada representative of the Kingsbury Footwear Co., Montreal, returned recently from a very successful trip through the Prairie Provinces.

J. A. McLaren, of McLaren & Dallas, wholesale shoes, Toronto, is in Montreal, Quebec and Boston on a business trip.

Walter May, of Boston, who is installing the widely known May cutting system in the factory of Wm. A. Marsh Co., Quebec, was in Toronto last week on business.

Among the recent visitors to the factories in Montreal and Quebec were D. D. Hawthorne, of Toronto and Hugh White, of the White Shoe Co., Toronto.

A. L. Bartlett, shoe dealer, 596 College street, Toronto, who has for some time been conducting a branch store at 1360 Bathurst street, has sold out the latter to Mr. Walker, late of Winona, Ont.

W. G. Fallen, who represents Getty & Scott, Limited, Galt, in the provinces of Alberta and British Columbia, returned last week and reports that his trip was the most successful that he has ever had.

G. H. Ansley, manager of the Perth Shoe Co., Perth, spent a few days in Toronto last week. The company are making a fine new line of English walking balm for women with wing tip, Neolin sole and rubber heel, which come in dull calf, mahogany and white calf. The range, which is both artistic and comfortable, is taking well with the trade.

H. W. Pearson, manager of the Toronto branch of Ames- Holden-McCready, and R. W. Clarke, manager of the wholesale end in Montreal, spent a few days in Boston and other shoe centres on business last week.

Geo. A. Slater, chairman of the Montreal branch of the Canadian Manufacturers' Association, was in attendance at the recent general meeting of the organization, which was held at Hamilton.

The shoe merchants of Yonge and King Streets, Toronto, with two or three exceptions, have decided to close every Wednesday afternoon during the months of July and August.

The west end shop of Geo. G. Gales & Co., shoe retailers, 481 St. Catherine street west, Montreal, gave ten per cent. of their total sales on June 6th—tag day—to the cause of the Iverley Settlement. This depot supplies pure milk and ice to the poor mothers in the neighborhood. Messrs. Gale also kindly gave the use of their store to the ladies for headquarters on tag day.

Max Mandelker, of Jonquiere, Que., recently issued to his many customers a nicely illustrated circular containing splendid half-tone cuts of leading brands of shoes. The circular was worked out on patriotic lines and took very well. Some of the phrases and expressions aroused considerable interest, such as—"Who said I was dead? Why I am more alive than ever and more so than the Kaiser We'll-Hell-Him. I am the man who protects you against high prices." Other original references were—"Women like pretty feet; men adore



them. Let this pump do it." "If our armies were not in the way, Kaiser We'l-Hell-Him would swim here to get these boots for his barefooted army."

In the tournament of the Dominion Game Protective and Trap Shooters' Association, which was held at Cobourg last week, the second highest score in the Grand Canadian handicap was tallied by S. G. Vance, shoe dealer, of Tillsonburg. Mr. Vance was elected a member of the executive committee at the annual meet, which it was decided to hold next year at Sandwich, on the grounds of the Essex Golf and County Club.

W. S. Pettes, of Montreal, has returned from a successful trip in the interest of the Perth Shoe Co. throughout the Maritime Provinces and reports that trade is in a very satisfactory condition. He has gone on a few days' fishing outing.

J. G. Settle, representing the Murray Shoe Co., London; H. B. McGee, representing Minister Myles Shoe Co., Toronto; Wm. Lindsley, representing E. T. Wright & Co., St. Thomas, and R. L. Savage, of Toronto, representing Clark Bros., St. Stephen, N.B., were in Montreal last week calling upon the trade.

The new addition to the Parker Shoe Co., Limited, Preston, Ont., is nearing completion. The extension, which is of brick, three storeys high, 40 x 60 feet, will be used for stock room, cutting room and fitting department and will result in the output of the factory being doubled. The

Parker Shoe Co., report that, with the completion of the new wing, they will be the largest exclusive manufacturers of women's McKay shoes in the Dominion selling wholly to the jobbing trade.

T. J. Mowat, manager of the Neill shoe store, Galt, Ont., has in his possession an interesting curiosity in the shape of a gigantic hand-made shoe, size eighteen. The monster was turned out by G. W. Wentworth, Haverhill, Mass., in 1855, for a special exhibit in New York City and is, therefore, sixty-one years old. The shoe is made of cowhide, being a work blucher, with full triple sole, on a straight last and is hand-pegged. Mr. Mowat prizes the curio highly and occasionally uses it in the window for display purposes with humorous show card references such as "Come in; we can fit your feet no matter how large," or perhaps the ponderous piece of footwear will rest beside a baby's cack with the wording, "Everything in footwear, for father or the tiny toddler."

Robert Wall, of Montreal, who represents the Perth Shoe Co., Perth, Ont., has returned from a very gratifying trip in the interest of the company throughout the Western Provinces, going as far as the Coast.

John F. Clark, of Clark Bros., Limited, of St. Stephen, N.B., and R. L. Savage, of Toronto, who represents them in Ontario and Quebec provinces, are spending a few days in New York, Boston and other shoe centres picking up all the latest ideas in novelty footwear and style tendencies.

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.

## UNDERHILL STANDARD LINES

Honest Materials - Thorough Workmanship - Easy Fitting

### HIGH CLASS STAPLES



BARRIE FACTORY

## THE RETAILERS' BEST FRIENDS

BECAUSE THEY ARE

### ALWAYS DEPENDABLE

**Men's, Boys' and Youths'**

McKay Standard Screw and Pegged

**Women's, Misses' and Girls'**

Medium Priced High Class Lines

Head Office:  
AURORA, Ont.

**UNDERHILLS, LIMITED**

Factories: AURORA, Ont.  
BARRIE, Ont.

# Goodwin's Family Shoe Shop Headquarters for Classic Shoes

Classic Shoes combine economy in the fullest measure with the cream of the smartest new shoe styles. We specialize in the celebrated

## "Classic Shoes" for Women, Misses and Children



Women's Button and Lace  
Shoes, all styles  
and leathers ... \$2.95



Women's Pointed Toe  
Shoes, all styles and  
leathers, cloth and kid tops  
"button" laces, etc. \$2.75  
Children's sizes 6  
to 10 ... \$2.25

We have selected them from the numbers of good shoes on the market today because we believe they afford you the maximum of style quality, service and comfort consistent with moderate price.

We have expert sales people trained to fit you and the younger members of the family perfectly. Special attention given to the requirements of children's growing feet.

If it is inconvenient to come to the store in person, order by phone or mail.



Women's Dress and Pump  
Shoes, all styles  
and leathers ... \$2.95  
and ... \$3.95



Women's Button and Lace  
Shoes, all styles  
and leathers ... \$3.95

Men's Patent Calf, Mary Jane, ankle strap, etc. \$2.25  
Children's sizes 6 to 10 ... \$1.98

Children's White New York Kid Button Shoes, etc. \$1.50  
Children's Patent Ankle Strap and Ribbon Shoes, etc. \$1.25  
Children's sizes 4 to 7 1/2 ... \$1.75



Women's Dress and Pump  
Shoes, all styles  
and leathers ... \$1.95  
and ... \$2.95



Women's Button and Lace  
Shoes, all styles  
and leathers ... \$1.75  
and ... \$2.75

Business Hours: 8.30 to 6  
**Goodwin's**  
LIMITED  
Telephone Up. 7000.

FAMILY SHOE SHOP-STREET FLOOR

A WELL DISPLAYED AND INSTRUCTIVE ADVERTISEMENT OF  
MONTREAL FIRM

Wm. J. Fletcher died recently at his home in Orillia from a stroke of paralysis, without ever regaining consciousness. He was a shoemaker by trade and worked with his father for a number of years. Afterwards he built a small shop on William street in Orillia, where he plied his trade until his death. He was 56 years of age.

Thos. Hollowell, of Brantford, has joined the Bantam Battalion. He is a shoemaker by trade and has been appointed shoemaker sergeant of the 226th.

P. J. Losier, shoeman, of Weyburn, Sask., has moved into a new store, which has been completely overhauled and renovated. His place of business is now one of the most attractive.

The Quebec branch of the Canadian Consolidated Rubber Co. recently moved into the Begin building in that city.

From all over the country come reports of the unprecedented demand for sport shoes. Wholesalers and retailers state they did a bigger business in May than in any previous month in their history. The requisitions have simply been unprecedented, and outing footwear is growing decidedly more popular all the while. Since many shoes are built with rubber heels, they are being worn very much for street use, particularly by the younger people. Tennis goods have now much snap and character, style and fit, and come in such a variety of pleasing patterns. This no doubt accounts for the exceptionally active trade that is being done in them, and keeps the manufacturers operating to the fullest capacity. Retailers in all parts of the country have the same story regarding the popularity and unwonted demand for all lines of tennis shoes.

A direct line of steamships with a sailing every six weeks has been established by the Johnson Line between

Gothenburg, Sweden, and Chilean ports, according to B. H. Holgren, a Chilean importer, who arrived in New York on the steamship Stockholm from Gothenburg. The British blockade preventing rubber from reaching Sweden is being seriously felt in that country, according to Hans Lagerlof, of the Scandinavian-American Trading Co., who returned on the ship from an eight-week business trip to Sweden.

Claude Des Rosiers, who has been transferred from the Quebec branch to the Montreal branch of the Canadian Consolidated Rubber Co., was presented with a silver wrist watch on the occasion of his departure.

G. P. Stockton, representing C. S. Hyman Co., Limited, London, Ont., who has been confined in the hospital for a month, having undergone an operation, is now recuperating, and expects to resume his regular trips to Montreal and Quebec in a few days. Many friends will be pleased to hear of his recovery.

T. R. McKenzie, of the Vancouver branch of the Canadian Consolidated Rubber Co., lost his samples recently in a fire at Hazelton, B.C., when the sample room of the Hazelton hotel was completely destroyed.

Ralph Fraser, manager of the shoe department at James Ramsey's, Limited, Edmonton, Alta., has received news of the death of his brother at the front.

Morris Tobin was awarded \$4,000 damages against his former employers, the Elmira Felt Company, of Elmira, Ont., for personal injuries sustained while operating a shoddy picking machine. The plaintiff claimed the accident could have been avoided had the machine been properly guarded. This was denied by the defendants, who contended the plaintiff had shown negligence. The case was heard in Toronto before Justice Latchford and a jury. The plaintiff sued for \$10,000 damages.

Le Baron C. Colt, vice-president and managing director of the National India Rubber Company, Bristol, R.I., died on May 24th, as a result of an automobile accident. The late Mr. Colt, who was well known to the officers of the Dominion Rubber System, was a cousin of R. C. Colt, director and assistant secretary of the Dominion Rubber System. Although a young man, he was eminently successful as a manufacturer, and his untimely death has cut short a very promising career.

### APPRECIATES THE PRICE TABLE

We are always anxious to receive the "Shoe and Leather Journal" and you will find enclosed one dollar for another year's subscription to your valuable paper. The table of prices, which you published a few weeks ago, has been the means of putting us in a position to do a better business. We have this data posted up for ready reference and always consult it on checking merchandise.

Yours sincerely,

Vermilion, Alta. BRISSETT & YOUNGBLUT

### ALL TRADE NEWS AND VIEWS

Enclosed you will find a dollar to cover my subscription for another year. We always look forward to the semi-monthly arrival of the "Shoe and Leather Journal" as it gives us all the news of the trade and keeps us in touch with the shoe fraternity.

Pembroke, Ont. JAMES S. FRASER.



# THE NAME AND THE GAME

It is without question a fact that the **NAME** in this **CASE** and the **FAME** are justified by the **FACTS**.

## The **BEST** **EVERYDAY** **SHOE**

Is ALL that the name implies—good for any day of the week, in the **OFFICE** or **FACTORY**; in the **CHURCH** or on the **FARM**. That's the kind of a shoe that the dealer's only trouble with is to keep it in stock. There are other everyday shoes, but get **The BEST EVERYDAY SHOE**.



MADE BY

**The T. Sisman Shoe Co., Limited, Aurora, Ont.**

# Collis Leather Co., Limited

*Manufacturers of*

## **CALF LEATHERS**

In all **COLORS** and **BLACKS**

Our new Color 4 "TOBACCO BROWN" is meeting with great success. Also our new "TONEY RED," in boarded finish, is having a good run for next season's cutting in both men's and women's boots and shoes.



**ECONOMY IN CUTTING**

**DEPENDABILITY IN WEAR**

**ATTRACTIVENESS IN FINISH**

**AURORA**

**ONTARIO**

**CANADA**

**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.

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# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

22 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.

CLARK BROS.  
CREED

ATTRACTIVE Shoes appeal to the well dressed lady of to-day :

THE acme of perfection is gained only by CONCENTRATION.

WE believe that we can make better Shoes in every particular by concentrating our energies wholly on the manufacture of one grade (the best) and one kind of Shoe.

OUR Ladies' McKay Shoes carry the style and attractiveness of Models selling for twice the price.

MOST of the best retailers of Canada are buying our Lines in widths A to E.

WATCH out for something new as our men are now in New York.

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



TWENTY-NINTH YEAR

TORONTO, JULY 15, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



JOHN SINCLAIR, BARRIE, ONT.

See Page 24

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# PERTH SHOES

*For Style and Value*



The above Illustration Shows  
Our New

## *English Walking Shoe*

This is one of our Fall Specials, and is proving a big success. We make it in Gun Metal, Dark Brown, or White Calf Stocks, with 7½ or 8½ in. top, Neolin Soles and Rubber Heels, or Oak Leather Soles and Heels.

*Get ready to stock this line. Write to us for samples  
Specify what leathers.*

PERTH SHOE CO., Limited

*Perth, Ontario*



# *That Deliberate Customer—*

the man who hesitates long between this, that and the other shoe---the chap who seems to have lost forever his power of decision. Well, there's a way to make him *buy* and *buy quickly*. Show him

## *Ritchie's Men's Welts*

They will quicken the interest of the most stolid of men. They have that smart beauty of line that gives a graceful appearance to the largest and clumsiest feet. And they fit with perfect ease, being designed and proportioned with unusual care. Stock Ritchie's Shoes for Fall.

*The John Ritchie Co., Limited*

*Quebec*

*Manufacturers of*

*Montreal*

THE

RITCHIE

*THE  
Ritchie  
Shoe*

SHOE

# Speed King Outing Shoes

**SPEED  
KING**

All our selling records have gone by the board. Our wholesale selling representatives—the well-known houses listed below—report a most wonderful season for "SPEED KING." Retailers who are selling them are highly pleased with their quality, finish and value. And the season bids fair to be larger than usual. Keep your stock of the most wanted sizes up to the mark by sending hurry-up orders to any of 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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

*The*  
**INDEPENDENT  
RUBBER COMPANY**  
Limited  
Merritton - Ontario





# REGAL SHOES



## Are Real Money-Makers



In all parts of the world the reputation of REGAL SHOES is firmly established.

Their supremacy in style, quality, comfort, and value is acknowledged in such great fashion centres as New York and London, in which cities the REGAL SHOE SHOPS draw the very cream of the better-class trade in Men's Footwear.

Why not get the best trade of your town, and be thoroughly assured of retaining it, by selling REGAL SHOES?

*Only One REGAL Store Located in  
Each Community*

If there's not already a REGAL SHOE STORE in your town, write us concerning your own appointment as exclusive representative. Remember, in REGAL SHOES, you get only the BEST in STYLE and QUALITY.

*REGAL SHOES ARE MADE IN CANADA*

**Regal Shoe Company**  
102 Atlantic Ave., Toronto <sup>Limited</sup>



# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are connected with our branch distributing houses to serve our customers in relation to Sorting and Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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





A Natty "BELL" Style  
Unlocked Process

## A Shoe That Sells Itself

Will fit 40 per cent. more feet than the ordinary shoe, because it is UNLOCKED and therefore finds the CONTOUR of the FOOT. Fits normal as well as abnormal feet.

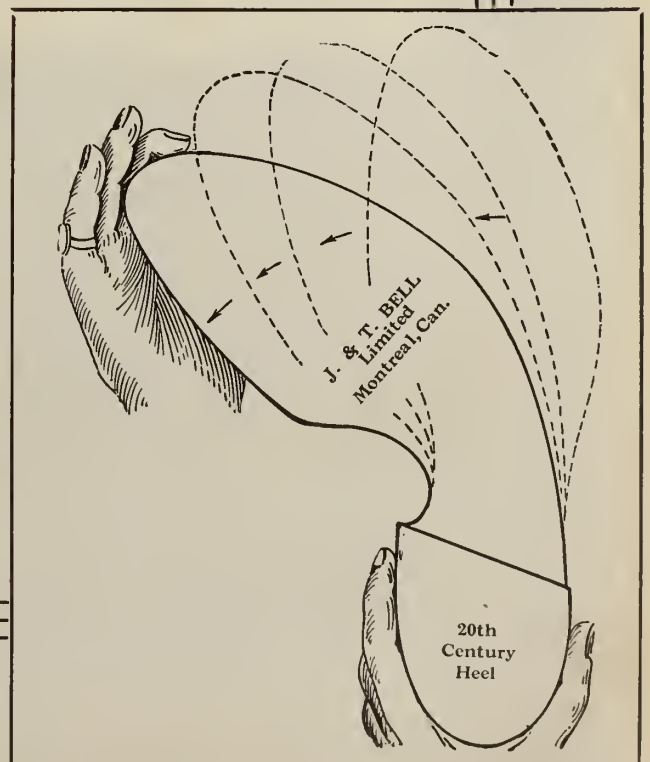
### An Absolutely New Principle

applied to modern shoemaking. The lasts are ball bearing and follow the *bottom shape* of the human foot. The upper and sole patterns are SPRUNG and cut under a NEW METHOD. This gives the arch a SPRINGY, FLEXIBLE SUPPORT that is always with the foot and does not pull away from the foot when the heel leaves the ground.

- ☞ Comforting to All Feet.
- ☞ Prevents Flat Foot and Arch Trouble.
- ☞ Means Repeat Business.
- ☞ Makes Friends.

STYLE AND COMFORT  
COMBINED

J. & T. BELL Limited  
MONTREAL, CANADA



# High Grade Calf Leathers

There is no better material made into shoes than

## COLLIS CALF LEATHERS

Made in all  
COLORS and BLACKS

Shoes made with this stock have that CHIC appearance, that added to WEAR, makes the Calf Shoe so popular.



Our No. 4 TOBACCO BROWN is having a great run ;  
also our TONEY RED in boarded finish. See these lines

Head Office and Factory: AURORA, ONT., CANADA

## Jobbers

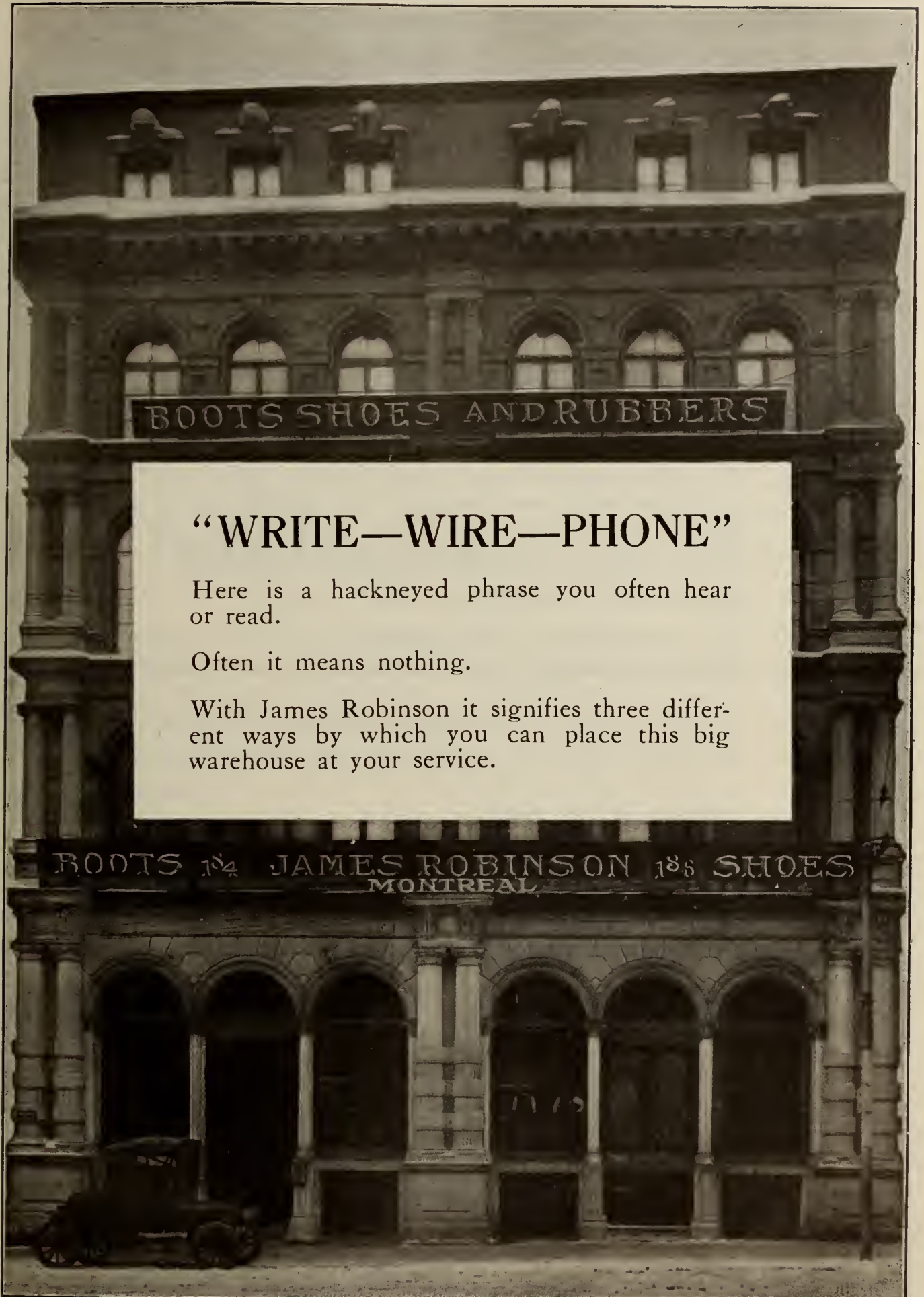
Aird's new line of samples in McKays and Turns for Men, Women, Boys and Youths are sure to interest you. We will be pleased to see you in Montreal.

## Aird & Son

Montreal *Registered*

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





## “WRITE—WIRE—PHONE”

Here is a hackneyed phrase you often hear or read.

Often it means nothing.

With James Robinson it signifies three different ways by which you can place this big warehouse at your service.

# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.





## “THE CALF OF QUALITY”

If you want shoes that are Uniform in Finish, Silky in Texture, and that give lasting satisfaction to your customers, **INSIST ON**

# DOMINION CALF

**The Best and Most Economical Calf on the Market**

The best that experience and money can produce. Specify **DOMINION CALF** in your orders and take no substitutes.

**DAVIS LEATHER CO., NEWMARKET, ONT.**  
LIMITED

**LARGEST CALF MANUFACTURERS IN THE BRITISH EMPIRE**

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

# NEW IVORINE

BIRD'S EYE RIVET SHANK  
SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

**IVORY, OCEAN PEARL & ORNAMENT BUTTONS**

Get samples and prices. Our line will surprise you.

**CONTINENTAL SHOE BUTTON CO., INC.**  
NEWARK, N.J. U.S.A.

# UNDERHILL SURE SELLERS

The Bread and Butter of the Shoe Business  
Essential to Every Well Stocked Store

## DON'T RUN SHORT

of these goods. They mean the backbone of your profits, and their absence means Sore Customers.

Keep up this  
BUSINESS INSURANCE



BARRIE FACTORY

**OUR  
SPECIALTIES**

**Men's, Boys' and Youths'** McKay Standard Screw and Pegged  
**Women's, Misses' and Girls'** Medium Priced High Class Lines

Head Office:  
AURORA, Ont.

**UNDERHILLS, LIMITED**

Factories: AURORA, Ont.  
BARRIE, Ont.

# JOBBER

SEE OUR

## FINE MCKAYS FOR WOMEN

Do not fail to look over our new line. It is the most attractive we have shown.

Gagnon, Lachapelle & Hebert

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL





*The Just Wright*  
MADE IN CANADA SHOE

“HOBO” No. 161

Vici Blucher, Cushion Sole. E Width.  
 Sizes 6-10

In Stock at St. Thomas and Regina.

The *Just*  
*Wright*  
 Shoe

*A*  
*Silent*  
*Salesman*

GETS THE EYE from the START. Looks its part—*JUST WRIGHT*. BALANCED in Style, Shoemaking and Finish.

WINS THE HEART as it slips on—Feels *JUST WRIGHT*. Fits like an OLD SHOE. Makes a friend with every sale.

*A Business*  
*Builder*

The APPEALING QUALITIES of the *JUST WRIGHT* SHOE make them quick and profitable sellers—the best to have round either in the Dog Days or any other time.

Made Only by

*E. T. WRIGHT & CO., Inc.*

*St. Thomas, Ont.*

*Rockland, Mass.*

# THESE ARE THE DAYS

when the merchant wants goods that turn over while he sleeps. Shoes that advertise themselves save dog day worries and printers' bills. The Shoe Man who carries



## The **BEST** **EVERYDAY** **SHOE**

has a sure thing. They are as good as *Cash in the Till*. The *Best Everyday Shoe* has the *leather*, it has the *shoemaking* and the *Style* of the fine shoe with the *Wear* thrown in.

GOOD FOR WEEK DAY OR SUNDAY

**The T. Sisman Shoe Co., Limited, Aurora, Ont.**

## AN ARTISTIC CATALOGUE

will supplement the work of your selling staff and advertising, augmenting their value and producing results in the form of actual sales that will pay for the outlay many times.

Our Art Department is at your service to design covers and decorations.

**ACTON PUBLISHING CO. LIMITED**

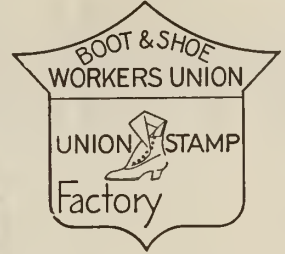
JAMES ACTON, PRES.

TORONTO

ONTARIO

CATALOGUE DEPARTMENT





# 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

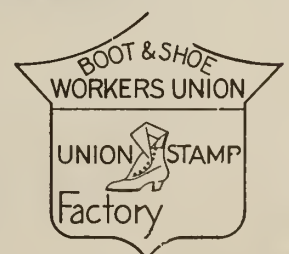
Affiliated with the American Federation of Labor

246 Summer Street

**BOSTON - MASSACHUSETTS**

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
Gen. Sec. Treasurer





## HIGH GRADE QUALITIES

When buying Dominion Rubber System Footwear you can depend upon high grade qualities. That protection is appreciated more and more by the trade throughout Canada.

### HIGH GRADE QUALITIES *the* FIRST CONSIDERATION

Dominion Rubber System qualities, combined with Dominion Rubber System value and service, make it well worth your while to buy Dominion Rubber System Footwear.

No matter what the need in Rubber Footwear may be, write to our nearest branch, or to the Head Office, where your request will receive prompt and courteous attention.

**CANADIAN CONSOLIDATED RUBBER CO.**  
MONTREAL, P.Q. **LIMITED**

28 SERVICE BRANCHES THROUGHOUT CANADA



# SHOE & LEATHER JOURNAL

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GREAT BRITAIN  
92 Market St., Manchester

## THE BUSINESS OUTLOOK

**General Business Situation Good—Prospects in the West Continue Bright—Ontario and the East Promise Well Notwithstanding Backward Summer Weather—Payments Good and Buying Better Than Usual**

**B**USINESS conditions in Canada were never better as a whole than just now. Especially is this so of the shoe trade, which is experiencing unprecedented activity for this time of year. Usually the months of July and August are such that both wholesaler and retailer simply wait until the Dog Days pass before expecting anything like normal conditions. To-day manufacturers and jobbers are facing a situation that is not only perplexing but harassing. Where factories have run half time they are now pressed for goods by dealers to an extent that, with the shortness of help, they are put in a most peculiar position. This month will, however, see the worst of this condition over, although some dealers are agitated already about spring goods.

Meanwhile, business conditions throughout the country are most reassuring. Wholesale people report collections as better by long odds than for the same period for several years. Reports from the west are particularly satisfactory, money coming forward on current account as well as in payment of old bills. The crop outlook there is good for, notwithstanding the diminished acreage owing to the war, prices will bring the results in cash fully up to ordinary years.

In Ontario there has been considerable talk about shortage of crops, and, no doubt, the acreage in many lines has been reduced. The deficiency will, however, be made good in other ways. The hay and oat crops will be good, and other produce will help to wipe out any likely deficiency in the sum total on staple lines. In Quebec and the Eastern Provinces the outlook is better, as far as crops are concerned, than in Ontario, as there has not been quite as much rain. The shortage of help has, however, militated against agricultural as well as industrial development.

The great hindrance in all lines just now is the scarcity of labor. Both farmers and manufacturers are feeling the pinch very keenly and, no doubt, many will suffer as a result. The effort to enlist the co-operation of women and school children has not been a marked success so far. There does not seem to be a full appreciation of the real situation. Here is where the authorities have failed to rise to the occasion.

■ In the shoe trade all eyes are turned towards the new samples for spring. The interest centres in prices rather than the goods. Shoe manufacturers are inclined to hold back as long as possible to allow the atmosphere to clear. The policy will be to sell subject to changes in cost of raw materials. Few shoe manufacturers are sufficiently bought ahead to be able to give definite prices for spring delivery and changes in prices will necessarily be the order of the day with respect to styles, high boots in women's and an accentuation of the modes in these as well as men's lines will be found in the new season's offerings.

# THE WAY TO SETTLE THE "KICKS" OF CUSTOMERS

The Normal Obligations of a Dealer to His Patrons—Just and Unjust Demands and How They Should Be Decided—Improper Fittings One Reason for Many Complaints—How Co-Operation and Education Will Solve All Perplexing Problems

**T**HIS is a subject which has bothered every thinking retailer. Most of us want to be fair with our customers and fair with ourselves, and at the same time make all the profit we can. Webster says a complaint is an expression of grief, censure or dissatisfaction. When a customer complains he expresses his dissatisfaction with some part of his purchase. For the purpose of analysis, I have divided complaints under two headings: namely, complaints on merchandise and complaints on store service, says F. E. Butterworth, of Regal Shoe Store, Pittsburgh.

Complaints on merchandise are those which trouble us most. There are a few complaints which we get, such as soft toe boxes, soft counters, and other defective materials which may happen to be used. Every retailer welcomes such complaints, because he knows that his customer is entitled to an adjustment, and that the manufacturer from whom he bought the shoes, if he is at all reliable, will be ready and willing to make a proper credit allowance. However, it so happens that these are only a small proportion of our complaints. Customers make many so-called unjust complaints, such as broken vamps in russet shoes, cracked vamps in black calfskin shoes caused by abusive wear, other complaints on wear, where the appearance of the shoes is sufficient proof that they have been worn for a purpose for which they were not intended. Remember, I called such complaints "so called" unjust complaints. They are unjust from the point of the maker and designer of the shoe and from our point, but not from a customer's.

When a customer makes a complaint, such as I have just described, he does it because we have educated him to do so. In the past, we have vied with one another, trying to see who could outdo his competitor in the liberality with which he adjusts complaints. I have seen the time when I would almost hand a customer the key to my store to satisfy him. We have not educated him to know that many complaints are unjust.

Next, are the complaints on store service. Store service includes every action made to serve the buying public. Store service is either good or bad, as it measures up with the standard set up by other retail stores in our locality.

## Improper Fitting Creates Dissatisfaction

The majority of complaints which I receive on store service concerns improper fitting, and the non-delivery of purchases at the time promised or within a reasonable time thereafter. Is the customer justified in making such complaint? I say yes positively. Why? We have educated the public to complain, and so have other merchants. One often sees a sign reading something like this, in public lunch places, particularly: "If we please you tell others, if we don't, tell us." Perhaps we don't have that sign in our stores, but the attitude taken by other merchants is reflected in our business, with the result that our service must be above complaint.

Complaints about improper fittings simply show how weak we really are. Members of our sales force do not know when a shoe really does fit a foot, and again they allow customers to purchase shoes which they know will not be satisfactory. Clerks have been educated to make sales at the expense of a customer's comfort and satisfaction. If one of you gentlemen were taken ill this morning, our chairman would delegate some one to call a physician. The physician's advice and instructions would be carried

out. Because he is a registered physician we have confidence in his ability. Does the average customer have anything like that confidence in a salesman? No, because frequently incompetent, inexperienced help has abused a customer's confidence.

Many complaints on store service are related to complaints on merchandise. It is acknowledged that store service and merchandise go hand-in-hand. No store is successful without a good percentage of efficiency in both branches. One is dependent upon the other. Often complaints on the wear of merchandise may be traced to something in store service which left an unfavorable impression on a customer's mind at the time the shoes were purchased. Perhaps he was not welcomed with a cheery greeting, or perhaps the salesman was a little too insistent upon his purchasing this particular pair of shoes, or perhaps he didn't have quite the right size, and made a substitution. Result—the customer was just looking for a chance to find some fault with the shoes. Again, many complaints which I am forced to settle are caused by improper fittings, either too narrow or too short. Such shoes are subjected to an additional strain which they will not stand.

## Educate Public to Make Proper Complaints Only

By this time some of you are wondering how big is Butterworth's allowance and rebate expense. Let me assure you that this item is not sufficient to prevent me from conducting my business well within the average percentage of total operating expense, as shown by the Bureau of Business Research at Harvard University. With many, however, the rebate and allowance item is becoming a formidable enemy toward the making of a profit. Because of the increase in this item, we must not jump to the conclusion that the customer is wrong. Even if we could band ourselves into a strong organization we could not refuse to adjust complaints. The Pittsburgh Railways Co., the Standard Oil Co., or any of our large corporations are glad to adjust complaints, but they endeavor to educate the public to make proper complaints.

There is a way to settle complaints on the basis that a customer is always right, and still reduce our allowance and rebate expense. It is by co-operation and education. Let us teach the public that the price which they pay for a pair of shoes not only covers actual wear, but comfort and beauty. Let us build up our sales forces to the point where the buying public will have confidence in a salesman's opinion. Let us co-operate one with the other in the settlement of complaints. Try to cut down the amount of the allowance to each customer. Do not give him a new pair when he has had two month's wear. Stick to our associations, and the result will be a satisfied buying public, and an honored and profitable shoe retailing profession.

### THE BEST INVESTED DOLLAR

You will find one dollar enclosed for my subscription to the "Shoe and Leather Journal." We consider the subscription the best invested dollar in our business and congratulate you on the steady improvement in your paper.

Ingersoll, Ont.

Yours, etc.,  
A. McDERMAND.



# KEEP AN INDEX OF YOUR CUSTOMERS' FEET

**A Business-Like Way of Keeping Close to Your Trade—Its Manifold Benefits Explained—It Saves Time on Future Fittings and Is a Guide When Buying—The Application of Scientific Principles—When You Get a New Patron, Keep Him**

**T**HE retail store should be a business-like institution. Too often it is unbusiness-like. A well-managed factory makes a business of knowing about how many orders it can handle, and who has bought its product. In other words, the management has its finger on the pulse of the productivity of the plant, knowing to within a small margin how much raw material is required, how work is distributed, the relation of sales to manufacturing, etc. A thousand and one details are taken care of each day, consequently that plant proceeds on a business basis. There is no scrimmaging around to find out facts about the business.

Scientific management can be applied with equal value to the retail shoe trade, says the "Shoe Retailer."

Keep an index of your customer's feet. One retailer accomplishes this by means of "My Book," as he calls it. In this book he jots down the name, address, number and style of the shoe sold. Of course, he gives a careful fitting in the first place.

One morning the writer found him down on his knees carefully measuring a foot, asking the customer to stand with full weight on the foot, looking at the arch and noting the tread of the old shoe. Then he began to try on shoes and after some time found a fit that suited.

"That's fine," the woman remarked, "I always dread to get a new pair of shoes. It usually takes all day to find a pair that will fit, and then I am not always satisfied after I have worn them a bit."

"We'll always keep a pair in stock for you, in your style, size and price. You can 'phone or send your order by mail any time," he assured her courteously. "When we once know a customer's size, we aim to supply him whenever he calls for a new pair of shoes."

## A Real Service for Customers

The woman beamed. Her manner and words expressed real thankfulness and it was evident that this retailer had landed a steady customer. Anyone would have appreciated the service of that shoe store, but still there was the question whether it paid. It took a long time to fit that pair of shoes.

"Does it pay?" I asked. "To take all that time to fit a pair of shoes seems giving a little over of good measure of service." With a shrewd glance, the retailer explained his reasons for such careful service.

"We are in business to make a profit, and we believe we can afford to give so much time to the fitting of shoes.

"It is true that it takes a good deal of time and patience to fit a shoe but—that applies to the first fitting. After that by glancing into my book and looking up the data, we can supply the customer in a much shorter time than we could in the old way where we made a fitting each time. We save the time of trying on a half dozen or more shoes. We also save the actual motions of getting down the various boxes. So after the first fitting all the gain is on our side.

"Then there is the practical side of my book when we come to stocking up. It keeps a check on the buying. We know pretty well just what shoes our customers will want and about when they will want them. After a while we know about how long each customer wears his shoes. We know his peculiarities of foot habits.

"We had to put in some of the brilliant topped footwear this season, because we have quite a trade from young women who are nobby dressers. But our lists showed us just how many pairs we could sell.

"It is good business sense, if I may say so. It enables

us to make more frequent turn-overs, and still not invest too much capital in stock. We make a bigger profit, because we are seldom left with a lot of stock on our hands when styles change or the season closes.

## System Keeps Customers Coming Back

"Better even than all that, though, is the fact that it keeps customers coming to the store. They stand by us. It takes an unusual bargain or cutting of prices to tempt our customers away. When you remember that every time a customer calls for shoes, and failing to find them in our store, goes to a competitor, then it is readily seen that in 90 per cent of the cases such a customer is lost. We don't intend to lose many customers in that way. It is hard enough to get customers in these days of competition, and when we get them, we intend to keep them, if thought and good service will do it.

"There are customers who live in Chicago; one man, for instance, we have supplied with shoes for the past seven years. Another customer, a woman, writes every year for her shoe supply. Here is a man who lives 500 miles away. He had chronic foot trouble until we began to take care of his shoe problem. Now he sends in his orders regularly. By means of the parcels post it is easy to fill out of town orders.

"There are advertising possibilities in this way of serving our trade. It is easy and profitable to write a personal letter to our customers, if we are featuring new styles that they will like, or putting in a new line that will be likely to meet with their approval. By this method there is no waste of stamps or time on doubtful prospects.

"But we are outgrowing the book. We are going to have a card index for each customer and keep a regular index file. It will enable us to write down additional data and keep a more complete and more readily accessible record." This retailer was enthusiastic about his plan. Do you blame him?



AN EXTERIOR VIEW OF THE SHOE STORE OF SMITH BROS., WINDSOR, N.S.



## "ONE OF THOSE REAL DAYS THE FISH DID BITE"

Party From Quebec Went Angling but Toronto Wholesale Shoe Merchant Showed Them All a Few Wrinkles—Says His Word Used to go At Par but Since Telling of His Experience on That Memorable Jaunt Things Apparently are Different

"There are days when the fish won't bite:  
It's either too calm or else it's too rough;  
It's either too warm or not warm enough;  
The wind's the wrong way or the moon's not right;  
It's either too cloudy or sun's too bright;  
It's either too wet or else it's too dry,  
Or for some other reason, you can't tell why—  
There are days when the fish won't bite.

"But there are days when the fish will bite:  
When it's not too calm and it's not too rough,  
When it's not too warm but just warm enough.  
And the big, old fellows, oh, joy, how they fight!  
Your rod's bent double and you keep your line tight.  
How they leap, how they run,  
Gee whizz, but it's fun,  
On the days when the fish will bite."

Oh, it's great to go fishing; especially if you are a fisherman and know how to describe your success with becoming modesty and sang froid.

Hugh White, of the White Shoe Co., Toronto, went down to Quebec the other day and while there fell in among some real anglers. He became seized with the idea that he too could do something in that line. Along with David Marsh of the Wm. A. Marsh Co., Walter May, of Boston, and Edgar Clement, tanner, he started in an automobile to a point some thirty miles north of the Ancient Capital. They certainly had a good time, although it rained a great part of the while but, according to the members of the party, the fishing was so fine that no one seemed to pay and special attention to the wet. The ride out was pleasant(?) and the only mishap was getting stuck in a ditch, but another motor soon hove in sight, came to the rescue of the stalled company and pulled them out. Finally they disembarked on a four-mile tramp over the rugged landscape and came to the lake.

Now, here is what Mr. White says—that they caught four hundred trout and that he landed just one hundred and fifty of them himself, which he brought home to Toronto and distributed among his friends. The sport began with a bang. Just as the party were approaching the spot, which is known only to certain shoemen and tanners and after they had rounded the hill, Mr. White asseverates that he saw a big fish lying quietly and peacefully near the shore—evidently having heard of this jobber's splendid angling proclivities. There was an old line lying along the bank apparently left there from the previous year. Mr. White picked this up and happening to have a loose hook in his pocket, attached it to the string, cast it in the water and the gamy trout was landed without even a struggle.

### Mosquitoes—Just a Few of Them

Well, to narrate in detail the accomplishments of the members of the party would be like painting a lily or gilding fine gold. Finally after the lake was depleted of all its piscatorial denizens the quartette started back to Quebec in the rain. They hit only the high spots on the return and landed in town looking like a pack of drowned rats, but still smiling. Every few minutes Mr. White's arm would give a twitch as if he had contracted St. Vitus' dance by yanking in so many fish, but he has now recovered sufficiently to guide his new Hudson super-six around the streets and suburbs of Toronto.

Mr. May seemed to be sugar-coated as the flies and

mosquitoes all made for him on the memorable outing. He didn't seem to have the knack of training them to sit on his hands or his face without biting. Apparently he did not have enough patience with them, because the moment they bit him, he would kill them instead of taking them gently aside and explaining what an impolite thing it was for them to turn their teeth upon their host. Mr. May was still scratching the sore spots vigorously when he left for Boston.

Mr. Clement seemed to be immune from all outside attacks, which fact was not comforting to Mr. May. He acted as chauffeur and certainly gave the quartette a lively ride home. Well, when Mr. White landed in Toronto he



ONE OF THE SMALLEST SPECKLED BEAUTIES CAPTURED BY MR. HUGH WHITE, TORONTO. NOTE TWO FOOT RULE RESTING ON LOWER RUSTIC BORDER.

had wired instruction ahead to have his auto with the latest submarine attachments affixed come to the depot so that he could carry home the trout that had been forwarded in a specially sealed compartment coach.

The next day there was a meeting of the board of directors of the Independent Rubber Co. at Merriton and among those present were Philip Pocock, of London, James Robinson, of Montreal, J. A. McLaren, of Toronto, R. F. Foote, of Merriton, and Mr. White, the eminent exponent of piscatorial pursuits. After the business of the session had been concluded Mr. White naturally began to tell his fellow associates something of the success of his recent expedition. As he proceeded he grew more fluent and eloquent and immediately some of the members began to heckle him in regard to weight, number, deliveries, etc., but Mr. White was undaunted. He valiantly stuck to his story about landing 150 fish, but was met with such impertinent interjections as, "Oh yes, it is a fine day," "My, but don't the crops look well," "Wonder how long this warm weather will last," etc.

Then, with fire in his eye and murder in his voice, Mr. White arose and passionately exclaimed—"Well, gentlemen, there was a time when my word at this board used to be taken at its face value but it seems that day is past. Henceforth, when I go on a fishing trip you will never hear a word from me regarding the success of my jaunt. Of course, it is very easy for men who have never achieved any distinction in that line to belittle and deride the accomplishments of one who is a meek follower of Izaak Walton. I assure you that I can substantiate every word spoken in reference to the number that I caught and the respective weights and sizes. Allow me to thank you most sincerely for your very kind and appreciative hearing and most gentlemanly and courteous words of endorsation, and now I'll say Good-day."



# BUILDING UP THE PERSONALITY OF YOUR STORE

**It Is the Impression That the Customer Receives on Entering a Store that Determines if He Shall Become a Regular Patron—If Every Attention is Given to Ensure Satisfaction with Your Purchase It is Ten to One That You Will Be Satisfied**

I must say a word or two about what seems to be the retailer's main problem to-day. That is, higher prices and the novelty situation. These may, no doubt, be looked upon as our most serious problems in the retail shoe business to-day. The first of these problems, it would seem logical to suppose, should not cause us to be greatly exercised, so long as we do the fair thing by our customers. The public is rapidly coming to realize that higher prices will necessarily prevail, until the relations of supply and demand have again returned to a normal or near-normal state.

Novelties are more or less cause for anxiety with many retail shoe merchants. But it would seem unwarranted anxiety when the matter is given logical consideration. From statistics I have been able to secure from various quarters, it is apparent that from 35 per cent to 50 per cent of the retail shoe output to-day is on novelty goods. This percentage has shown an increase of probably 15 per cent to 30 per cent since four or five years ago. The most difficulty seems to be that the retailer becomes excited when he is considering buying his novelties and therefore is apt to make some mistakes in the styles which he buys and the manner in which he buys them.

IT would seem wise, therefore, to recommend a careful analysis in each instance of the probable amount of novelties which can be sold and on that basis determine just how much capital should be invested in novelties. When this has been determined, this amount should be absolutely set aside for this purpose. I am speaking now, from the experience of two prominent New York State retailers, both of whom have reduced their novelty buying to an exact science. Each of these figures about so much for a running novelty stock, the remainder for staples, and insists upon not overbuying on either.

While leaving room for a quantity of novelties they can readily sell and buying only those which are likely to interest their particular class of trade, and with frequency offering something radically new in this department, both of these merchants are finding their novelty problem not only simple, but very profitable.

As one of these merchants expresses it: "I am careful not to overdo any particular novelty style. Women tire of the same style after a short time and are ready for something different. Therefore, I sell while there is interest and clean up gradually, adding new styles to take place of the old."

Both of these dealers find little element of speculation in this matter of buying novelties. The idea of both of them is to buy so there is certainty of cleaning up, on the assumption that it is better to buy 30 pairs less than 10 pairs more than can be sold, part of which must be practically given away and the rest remain on the shelves, a dead loss.

## The "Personality" of a Store

But the main point which I wish to convey in the few moments at my disposal is what I will term building a retail store into a definite personality.

The day is rapidly passing when men and women consider the retail shoe store simply a place where they can buy shoes. They are, it may be unconsciously, influenc-

ed in their choice, by what I choose to call the "personality" of some one store.

For an illustration to get a clear idea of what composes this personality: You have all no doubt seen what is termed a composite photograph, for example, of a group of prominent men. You have in this composite photograph one which possesses all the lines of character and expression of each individual. The mind of a customer holds some such picture, I imagine, of the store where he prefers to trade. Into this mind picture enters every detail: Attention, merchandise, service and environment.

The right kind of merchandise is the most vital consideration in the composition of this picture. It is the first consideration. In days gone by there was an accepted expression that "the American public likes to be fooled." But while this may still pertain in rare instances to-day, the vast majority of Americans want the truth, the whole truth and nothing but the truth.

## Success Built Around Confidence and Friendship

If Jones says certain favorable things about his shoes, which his customer's experience fails to corroborate, Jones has gone a long way toward the loss of a customer. The sentiment for truth in advertising and selling alike, must be faithfully observed or we will lose our hold on business growth. True business success is built around confidence and friendship. And there is no more efficient way to instill confidence and friendship, than by the right kind of advertising, truth-laden and substantiated by clean cut service.

But while honest merchandise may be of prime consideration, we must not forget that retailing possesses a social, as well as an economic side. The personal element must be reckoned with. People like to trade where there is an atmosphere of welcome, where there is time for a pleasant word, and where the desire to dispose of merchandise and "capture the coin" is not apparently the one and only thought. The two can, and must be blended successfully so that buying and selling become mutually agreeable and a true business friendship is formed.

Suppose, for instance, that Mr. Jones, the proprietor, steps casually up to Mrs. Brown who is being waited upon by John, his clerk, and addresses Mrs. Brown in some such manner as this: "Good afternoon, Mrs. Brown, is John taking good care of you? How does that shoe suit you? Does it fit comfortably?" It will readily be seen by Mrs. Brown that Mr. Jones has a personal interest in the service which she receives in his store, and it does much towards making her pleased and satisfied to trade with Mr. Jones.

We hear much about the human interest in advertising. It is a good thing, and, well executed, makes advertising more effective. I would recommend it for your advertising, but would likewise urge you strongly not to forget it in your selling, for it plays fully as important a part in selling as in advertising.

The other day I chanced to overhear a conversation between two ladies who were seated just behind me in the street car. It ran something like this: Lady No. 1: "I went into so-and-so's store the other day to get a pair of shoes. I thought at the time that they would be all right, and the clerk seemed very anxious to sell them and he assured me that the fit was perfect. So I went out. But the shoes don't fit at all and they hurt my feet terribly. I am disappointed in that store. They are always boasting in their advertising what expert fitters they have, but I don't see it."



"Lady No. 2: "I never have any such experience and I have traded with so-and-so for years. Why don't you try them?" Lady No. 1 replies: "All right, I will. Will you go with me this afternoon?"

This conversation has in it a lesson of importance with regard to service. Perhaps the dissatisfaction of Lady No. 1 was partially her own fault. The clerk might have been helplessly facing a predicament, which is sometimes the case. But I was inclined to agree with the lady in the case because of some of my own experiences in having shoes fitted. The point is: Dealer No. 1 lost a customer because his fitting service was not what it should have been, and dealer No. 2 gained a new customer through a regular one who boosted for him because her shoes were always fitted right. This one instance demonstrates the value of careful service, not only in fitting, but in all points from the showing of the shoes to the wearing of them by the customer.

### The Store Environment

There is one feature which enters largely into the personality or mind impression of the store and that is environment. To begin with, let us start from the outside—the approach, which is the display window. In the opinion of alert merchandisers the show windows form an invaluable part in their publicity. The show window will do one of two things. Either instill interest, which must eventually result in buying, or repel. There is no "happy medium." Let us picture two methods of window treatment, you have seen both, and will readily see that our conclusions are correct.

Here is a window of a shoe store in a promising location. Your first observation is besmeared glass. Your next is shiftlessly arranged merchandise and dust everywhere. What must be your ultimate conclusion with regard to that store? And it certainly goes farther than the store alone—it influences your opinion of store, merchandise, service and of the personal characteristics of employer and employe. Your conclusion is just this: That store is not out ambitiously after business; the quality of their merchandise is questionable; you conclude that you would prefer not to buy there. These and other thoughts are to be expected and it will take a long effort to break down the harm created by a shiftless window. This store you pass by without a further debate. The same thing applies to the interior. The arrangement of goods on the shelves and counters, cleanliness of the floor and furniture. The mind of the average man or woman thrives on things artistic and neat.

Further down the street you stop, impelled by something which you later decide is an attractive window. Here the glass is clean, clear and bright; nothing to indicate that dust ever existed; merchandise artistically displayed, and here and there, attractive messages pertaining to that merchandise and the service of the store. You are interested—you cannot avoid being interested; 999 times out of one thousand, if you are looking for shoes, this is the place where you choose to buy them. You feel that these people are anxious for your trade. Inside you find the same thrift and cleanliness. Every attention is given to insure satisfaction with your purchase, and it is ten to one that you will be satisfied. Let me say right here that the latter type of window is the rule rather than the exception in this city. I will not say that the first type has altogether disappeared, for I would be dodging the truth.

These suggestions are made with the idea that those of us who are giving our windows proper attention, will exert ourselves to do even better and that those of us who are not watching them closely enough will give these suggestions a trial.

### Shoe Store No Place for Shiftless Dressers

Personal appearance counts largely also in this store personality—possibly more than is generally appreciated.

It is a task for me to do business with the shiftless dresser, the man who displays little heed as to his personal "get up," even though his proposition be ever so attractive. I have reason to question this ability. He does not impress me as possessing sufficient ambition to care whether I am pleased or not. Therefore, I say if I were a retailer of shoes I would be very careful that my personal appearances should be subject to no criticism, for if I neglect it, sooner or later some customer will find my very carelessness reason for trading elsewhere.

Now perhaps the question arises in your mind, "What has all this to do with my problems of to-day?" Simply this, the more complicated become our problems the more keenly do we need to develop that side of our business which makes and holds friends, and to my mind there can be no better way than by "truthifying" (to coin an original expression) our advertising and putting the real story of our service into it—in displaying our merchandise in eye-pleasing environment—and in developing the social end of our business as energetically as we have heretofore emphasized its economic side. Let us play the game from the customer's standpoint as well as from our own, and play it fair and square.

Thus we shall form a personality in our store which will cause people to select it as their store in the same relative way as we choose our friends, because of certain traits and characteristics which seem pleasant to them.—By E. H. Cowles, advertising manager for Utz & Dunn Co., before the Rochester Retail Shoe Dealers' Association.

### MAKING THE WRAPPING PAPER WORK

A merchant who was not satisfied merely to print his business card on his wrapping paper, added the following announcement: "This wrapper is valuable—save it. To the boy bringing in the largest number by (specified date) we will give a pair of school shoes. The girl bringing in the largest number will receive a pair of walking boots free. A souvenir will be given to every boy or girl bringing in ten or more coupons. Ask your friends to help you save them."

This looks to be a particularly attractive idea, the only possible exception being that many people object to carrying a parcel looking as though it were wrapped in a bill poster. This difficulty could be easily remedied by having the message printed on a small sticker not more than a couple of inches wide, to be placed on the wrapper neatly and inconspicuously.

### HANDLING NOVELTY SHOES PROFITABLY

We have been stung on cloth tops and other novelties because we tried to merchandise them the same way we handled our staple lines. It is very much like the millinery business, which is nothing but novelties; they do not order six months ahead and in tremendously big quantities, but in smaller lots and as the styles come out; and the shoe men should bear in mind and adopt these principles to the extent that they will fit this business. If we do, we will not have so many out-of-date novelties on hand, and we will be able to make money on the things as they come out. I think that the women are going to want pretty shoes during the coming seasons just as they have during the last year, and we will have to handle them according to the demand. It is up to each man to study his business and find out exactly what he can use, then to buy accordingly. We do not want to discourage the novelty business; it has afforded the best opportunity the shoe men have ever had to make money, but we must study it closer, not buy so far ahead and only buy goods as we want them."—Edwin Hahn, before the Washington Shoe Retailers' Association.



### HIGH HONOR FOR TORONTO SHOEMAN

The new Grand Master of the Independent Order of Odd Fellows in Ontario for the coming term will be S. C. Parks, who has been a shoe merchant in Toronto for several years. He has always been an active and an energetic worker in the ranks of the society and at the forthcoming Grand Lodge meeting at Chatham, on August 9th, 10th and 11th, he will step into the highest position in the gift of the Triple Link brethren of the province. For the past year he has been Deputy Grand Master. Mr. Parks' native town is Galt. There he attended school and played about the streets. When he got down to the more serious business of making a living, he learned the trade of a machinist. Then he took a position with the Canadian General Electric Co. in Peterboro, where, after spending a year he went to Woodstock. There he met Ed. Squires, then manager of the Neill Shoe Store in that city and an old Peterboro friend. Mr.



S. C. PARKS, TORONTO

Squires asked Mr. Parks, who had Saturday afternoons off each week, to give him a hand in the store at selling shoes. This is how the subject of this reference happened to get into the footwear game. He liked the business from the start, and after a short experience was called to the headquarters of the Neill system in Peterboro, where he served four years on the staff. He next went with Gough Bros, who were then doing business in that city, having charge of their shoe department. They afterwards removed to Toronto, and Mr. Parks secured the appointment of manager of the shoe department of the Robert Simpson Co., Toronto, which he filled for four years, trebling the business in that time. His next connection with the trade was as traveler for the James McCready Co., of Montreal, covering North-western Ontario. Just eight years ago he started business for himself at 1224 Yonge street, where he has a neat, well-laid out shop, with fine display facilities.

It was in 1898 that Mr. Parks joined Olive Branch Lodge No. 88, I.O.O.F., Woodstock, and later transferred his membership to Otonabee Lodge No. 13, Peterboro. On coming to Toronto he became identified with Wilton Lodge No. 242, and his advance in the order has been rapid. After going through the chairs in Wilton Lodge, it was not long before he was appointed District Deputy Grand Master, when the whole of Toronto constituted one district. He had twenty-five lodges to visit and such has been the progress of Odd Fellowship in the Queen City that to-day there are forty-

eight lodges with six district deputy Grand Masters. In 1914 at the Grand Lodge session in Toronto he was elected Grand Warden. Last year at Stratford he took a step higher, becoming Deputy Grand Master, and next month he will be elevated to the post of Grand Master, an office which he will no doubt fill with the same devotion to duty, active interest, and thorough application that has characterized his regime in all his relations with the fraternity. To rise from the plane of a newly initiated member to the dignity of Grand Master of the province in less than a score of years is, to use a colloquial expression, "going some."

Mr. Parks is also Past Chief Patriarch of Rehoboth Encampment, No. 50, and a past Captain of Canton Toronto, No. 7, Patriarchs Militant, with the rank of Major on the general staff and assistant Inspector General of the Cantons of Ontario. Well liked throughout the order, he is also popular in the shoe trade, the members of which will congratulate him on his splendid advancement in one of the leading benevolent and most progressive organizations on the North American continent.

### MUST WATCH BUSINESS CLOSER

"I cannot see that shoes are going to be any cheaper this fall."

"Don't anticipate beyond your power of paying your bills."

"Pretty shoes are going to be with us indefinitely. I would not call them 'novelty shoes'; they are really 'pretty shoes.' Just as long as the women wear short skirts and they are going to for some time because of the fine showing they make, we will sell them. They have been the making of the shoe business, for they are what have shown us to be real merchants instead of just ordinary shoe men who do not know how to do business."

"The time is at hand when we will have to be better merchants. We will have to watch our business closer. We will have to figure day for day. We will have to watch our trade every minute. If we do all these things we will make more money this year than we ever did before in two years. If we don't, we will find that we will go 'broke' quicker than ever before. We will have to get our profits. Shoes that are right are shoes that the people want, and these will bring any price within reason that one chooses to ask for them. If we buy wrong and have wrong sizes and wrong styles, we will have shoes that are worth less than at any time in the history of the business."—J. A. Berberich, before the Washington Shoe Retailers' Association.

### LEARN TO "SIZE UP" YOUR CUSTOMER

Some of the greatest men in the world, commenced their business life in some work connected with footwear, says the Invictigram. It is said that England's little giant, David Lloyd George, was a cobbler during his early days. We know that there are notables, past and present, who have had a like start. The fact of the matter is, the shoe business in any branch, has much to offer to the young man who is ambitious, and in the retailing of shoes, opportunities are offering, which did not exist a few years ago. The shoe retailer, as a whole, has modernized his business as quickly if not more so, than other classes of retailers. To the shoe salesman, in these stores, one of the greatest helps to advancement is, a knowledge of human nature, and he who would care to make a good start on the ladder of success, must understand the peculiarities of humanity. He must be able, at a glance, to size up a customer as he enters the store. The more quickly he can do so, the better able he is to handle that customer, make the sale, and commence on the next buyer. In some of the biggest stores, the motto is: "Never let a customer remain unoccupied," and to prevent this, you will see one clerk making a round of three or four customers, leaving several styles of shoes with each.

## A MAN OF PARTS

(See Front Cover)

One of the most modest of our prominent leather men and yet one who stands in the forefront of the business to-day is Mr. John Sinclair, of Barrie, Ont., who is the executive head of the Barrie Tanning Company.

Mr. Sinclair and his brother, who are both practical men and know the trade from the hide through to the finished leather, began business for themselves in a small way in the town of Port Hope in a ramshackle place that soon proved not only inadequate but unsuited to their growing business.

In January, 1893, they moved to Barrie, after organizing a company that put up their present plant which, by the way, has had to be extended several times since they began operations.

Mr. Sinclair is one of those quiet, unobtrusive business builders who keep their mind on the race and their nose to the grindstone. He has only one hobby and that is making and selling leather, although he manages to mix in some of the local affairs of Barrie and the district.

He is appreciated by a wide circle of friends who know his worth and has been honored by his leather confreres with election to office in the Tanners' Section of the Board of Trade.

He is one of the newer generation of tanners who do not settle down in ruts but go out to see what others are doing in their line. He has been talked of several times for municipal honors in Barrie and has more than once made a reputation in addressing the council and other public bodies, but so far he follows the policy of minding his own business.

## "CONSOLIDATED" PICNIC WAS A HUMMER

The annual picnic of the employes of the factories of the Canadian Consolidated Rubber Co. and the Canadian Consolidated Felt Co., held at the West Side Park, Waterloo, Ont., on Dominion Day, was a fitting and enthusiastic celebration of the forty-ninth natal day of Canada. There were over five thousand people in attendance, and the event was the most successful and enthusiastic ever undertaken by the employes. There was a splendid programme of sports, which started in the morning and continued until late in the evening. Some thirty-two items in all were scheduled and at night there was a magnificent display of fireworks which was viewed by thousands. All the arrangements in connection with the big undertaking of the employes were well carried out and the prizes given for the different events were valuable. The frog and wheelbarrow races, the pie eating contest for boys under fourteen, the watermelon contest, the Mutt and Jeff race and other features were highly amusing.

A burlesque baseball match in which a rugby football and short bat were used resulted in the score of 14 to 12. A tug-of-war inter-company contest between the Kimmel felt factory and the Berlin felt factory vs. the Merchants Rubber Co. and the Dominion Tire factory aroused much interest. The Dominion Tire team of nine men, under Captain Findlay, won out after an exciting pull. In the relay inter-company race the Merchants Rubber team conquered.

Refreshments of all kinds were served by the Consolidated Co. at which there was an abundance of good things, including ice cream, lemonade and soft drinks. Even free street car tickets were provided the employes so that every one could attend the great outdoor fete. No detail was lacking to contribute to the comfort and enjoyment of the throng, who spent an unusually happy day.

T. H. Rieder, vice-president and general manager of the company, was on the grounds and P. Y. Smiley, general factory superintendent, was here, there and everywhere. Two excellent bands provided music.

The following were the officers of the day:—

Committee of management—C. C. Hahn (chairman), N. M. Davison (secretary), E. W. Voelker, chairman sports committee.

Chief clerk of course—E. D. Campbell. Assistant clerks of course—Course No. 1, O. Fleischauer, J. W. Kirkland; No. 2, H. Wellein, R. C. Weber; 3, W. J. Smith, J. Faber; No. 4, H. Wolfhardt, Mr. Hedrich.

Official judges—Course No. 1, A. H. Kabel (chief), H. K. Ratz, W. Merkle; No. 2, Gus Albrecht (chief), J. Koch, H. Krueger, W. McDonald, H. Wise; No. 3, W. Ostrandér (chief), George Schmidt, J. Oliver, H. Jacobi, O. Hiller; No. 4, A. Steen (chief), C. E. Whitter, F. Petch, W. S. Findlay, Mr. Eisfelt.

Official records—Herman Kraatz, Herbert Meihm, R. W. Lautenschlager.

Official starter—Leon Pequegnat.

Course curators—Wm. Koerler, H. Graber.

Course police—L. B. Albrecht, Peter Weidenheimer.

Announcer—John L. Holtz.

## TAP SOLES GO UP TWENTY-FIVE PER CENT.

The price of sole leather is still ascending and last week there was an advance of twenty-five per cent. on all kinds of tap soles and top lifts. The new quotations apply to rights and lefts and straight cut. The figure now prevailing on some of the most purchased lines are:—Men's taps, XX, six inches high, per dozen pairs, \$6.60; men's taps, XX, 5½ inches high, per dozen pairs, \$6.15; men's taps, 4½ inches high, per dozen pairs, \$3.45; women's taps, XX, 4 inches high, per dozen pairs, \$2.90; XX, 3½ inches high, per dozen pairs, \$2.50; women's taps, X special, 4 inches high, per dozen pairs, \$2.15.

There is a corresponding increase in slip soles for men and women and also for top lifts.

The new price list for sole leather that went into effect last week shows an increase from two to seven cents per pound. The advances are from two to three cents on sides, three to five cents on backs and five to seven cents on bends. The terms are two per cent. thirty days, nett sixty. The new prices are:—

	10 Sides or More One Shipment	Less than 10 sides
Spanish Sides—		
No. 1 or Best.....	50	51
No. 2 or Good.....	49	50
No. 3.....	47	48
Trimmed Backs 33⅓% trimmed—		
No. 1 or Best.....	62	63
No. 2 or Good.....	60	61
No. 3.....	57	58
Trimmed Bends 50% trimmed—		
No. 1 or Best.....	72	73
No. 2 or Good.....	70	71
No. 3.....	66	67
Oak Sides (Canadian)—		
No. 1 or Best.....	51	52
No. 2 or Good.....	50	51
Oak Backs—		
No. 1 or Best.....	64	65
No. 2 or Good.....	62	63
Oak Bends—		
No. 1 or Best.....	74	75
No. 2 or Good.....	72	73
Hemlock Roundings.....	32	....
Hemlock Shoulders.....	38	....
Hemlock Heads.....	28	....
Oak Roundings.....	35	....
Oak Shoulders.....	44	....



# WHY THE MAIL ORDER BUSINESS SUCCEEDS

Reason Why People Shop Away from Home Not Always Price—Retailers May Benefit from a Study of This Question from a Disinterested Standpoint.

By A SMALL TOWN RETAILER

**W**HY do people buy by mail? Ask that question of a hundred different persons and note the wide variety of answers you will get. Ask it of the country dealer who, perhaps, suffers the most from mail-order competition, and the chances are he will tell you that the quest for a lower price is the factor that influences most mail-order purchases. Ask the people themselves who buy through the mails and you will hear many interesting things.

That is what I have been doing. As a small-town retailer I've heard many queer explanations offered in excuse of buying by mail. The question of a supposed difference in price between the local store and the catalogue house, I will admit, is the one thing that seems to induce most people to send away for their goods, but it is by no means the only reason advanced, as will be shown when the story gets under way.

The mail-order business has such a tremendous effect on all merchandising that any new evidence on the subject is always of interest to advertisers generally.

Mail-order houses claim that the fact that they offer a great variety of merchandise to select from, that they show the latest styles and give astonishing values, are among the chief reasons for their success. But there are many other reasons why people purchase by mail that are even more significant to those who may be able to profit from the moods of the buying public.

## Makes Buying so Easy

Many persons lack self-assertiveness. They know what they want, but haven't the stamina to insist on getting it. In dealing with others they usually get the worst of it. For this reason many business men try to conduct their important deals by mail. In this way they are firm and insistent on their rights, and do not give the other fellow a chance to put one over on them. People have more confidence in themselves in their own homes or offices. They can do business much more successfully talking across their own

desks than they can over the desk of the other fellow.

These little things, insignificant and subtle as they may seem, have an enormous influence in piling up mail-order sales. One who has not dealt with the customer in the store has no conception of the number of persons who are too timid to buy what they want with ease and assurance. What a relief it is for these folks to find refuge behind the pages of a catalogue.

## Purchases Get Too Much Neighborly Attention

What a source of revenue for the mail-order houses is the bashful young man in a small town or country community who has a sweetheart! He is one of the foundation-stones of many a big catalogue success, notably in the jewelry field. To go into a local store and ask for a piece of jewelry or a set of furs or any other such tell-tale article requires more courage than the average young swain possesses. In a few hours the news would be all over town. "Have you heard that Tom Jones bought a set of fox? I bet it is for Mary Ann," is the kind of persiflage that would be put forth to the embarrassment of both the persons most intimately concerned in the purchase. Even though he may be unknown in the store, the sensitive young man hates to be suspected of having a sweetheart. To avoid suspicion he sends to the mail-order house for the article of adornment for his "girl." Should anyone be inclined to doubt the importance of this reason for purchasing by mail, just let him talk to the express agent in almost any town under 25,000!

Professional men have the mail-order habit. Many doctors, lawyers and clergymen dislike to shop. They seem to have a natural distaste for bartering for the petty things in which the storekeepers deal. Perhaps this trait is an inheritance from their professional ancestors, who had an aversion for "mere tradesmen." While the professional men who buy by mail are in the minority, their number is sufficiently large to entitle them to consideration in this article. They find it much easier and more in keeping

*A*N effective and striking display of summer footwear made by Mundy's Shoe Store, Galt, Ont. The draping, arrangement and grouping are very pleasing.





with their dignity to look up what they want in a catalogue and send a check off for it than to go to the inconvenience of going out to a store and thus probably taking an hour of their time. Of course, the people who buy through the mails to avoid the bother of shopping are not confined entirely to the professional ranks.

#### Catalogue Habit Pleasing to Some People

While many persons purchase from a catalogue because they dislike to shop, there is still another class who buy in this way because they like to shop. Let me explain this paradox. Those who live in the country haven't much opportunity to go on a shopping tour. Running through the fascinating pages of a bulky catalogue is the nearest that they can come to experiencing the same pleasure that the city-dweller finds in rummaging through many stores in quest of the elusive bargain. As is well known, the propensity of women to go into a store for the sole purpose of buying only a five-cent package of hairpins and who usually buy many other things in addition before they come out, is what makes the job of catering to the feminine buyer so attractive. The catalogue-purchaser has much the same habit. Picking up the book with the intention of selecting a half dozen towels, the person often winds up by mailing a rather lengthy order. The lure of the illustrations and the descriptions leads the reader of the catalogue to shop through its pages for hours at a time. In the meantime the order grows. In the winter time the favorite indoor sport of the farmer is the perusal of his choice assortment of catalogues. He and his family shop all through the winter. "The shopping tendency of people," said a mail-order man, "is one of the most important factors in the success of our business."

People go to the movies to be thrilled. There are those who buy by mail for the same reason. I know many persons who send off for their goods for no other reason than they like the thrill of waiting for the shipment to arrive. The suspense and expectancy give them a pleasure that is hard to describe.

In every town there are a number of impecunious families, who finally succeed in running up a bill with every merchant whom they can induce to trust them. Eventually their local credit becomes worthless. In the long run, these people almost invariably become mail-order buyers. Not being able to have their purchases charged, they won't give the merchant the satisfaction of selling them for cash. The country over there must be thousands of families in this class. In the little city in which the writer lived for years there were dozens of them.

"I am sending you this order for a peculiar reason," wrote a woman to a mail-order firm. "I am a hunch-back, and, while it is not difficult to fit me, still I find it unpleasant to buy my clothing in our local stores. The clerks do not like to wait on me, and often I hear them making slighting remarks. This is the first time I ever bought by mail, but if I find it a satisfactory method of purchasing I'll order all my clothing in this way."

That was several years ago. The trial order turned out so well that this lady has been buying from a catalogue for herself and family ever since. If you thought you knew why people purchase by mail, did you ever think of the reason given by this woman? Yet her letter explains why many thousand people prefer to buy from some distant mail-order house rather than patronize their local dealers. Not all of them are physically deformed, of course, but they are impelled, nevertheless, by motives similar to those that induced this shrinking little lady to send away for her apparel.

Strange as it may seem, many persons are too sensitive or too bashful to go into a store and buy the thing they need. They may be particular in their tastes, but too diffident to insist on getting exactly what they want, and hence come away with something that they let the clerk sell them,

but which is not satisfactory. This is one reason why farmers are so prone to buy through the mails. Of course, not all farmers are timid about asking for what they want, as anyone knows who has dealt with them. Still the fact stands out that many country people buy through the mails because they are shy about asserting themselves when in personal contact with others. This is especially true when it comes to purchasing articles with which the buyer is not familiar, or that is not bought every day, such, for instance, as a suit of clothes or a hat. It does not require any courage to go into a store to buy a quarter's worth of sugar or a can of peas, but almost any shoe clerk, for instance, will tell you that many people are embarrassed about buying a pair of shoes.

"Dealing with the bashful customer," said the proprietor of a clothing store in a small town, "is one of the problems of my business. Of course I don't mean that they are so shy that we have to go out in the street and coax them in with a piece of sugar. They come in the store and ask for what they want, but unless the clerk is both patient and tactful he is likely to sell them something that does not suit or else drive them away without buying at all. Many a lost sale is due to the clerk's inability to deal with a shy buyer. However, I would sooner lose a sale than have the customer take the first thing that is shown him, be dissatisfied, and as a result send his future orders to a mail-order house. This is something that is likely to happen very frequently unless the merchant takes precautions to guard against it."

A department store man in a somewhat larger city has had a similar experience. "We find it necessary," he said, "to make things easy for the diffident shopper. It is hard to make our clerks realize that a certain few of the customers who approach them every day are timid, and should be treated with exceptional courtesy and kindness, but nevertheless this is a service that we try to give."

Those who are not familiar with small-town conditions have no idea of the enmity that exists in many places between the farmer and the merchant. The retailer is regarded as a parasite. He is supposed to be living on his wits. If he shows any evidence of prosperity the farmer jumps to the conclusion that it is all coming out of his pocket. "I'll be gumfoozled if I'll support that fellow, with his stiff collar and gold watch-chain, any longer. My orders are going to ——— after this." While this may appear to be a joke it became a very serious matter in some sections. It is to counteract this very condition that farmers' and merchants clubs are being organized all over the Central West. Fortunately these clubs are working wonders in creating a feeling of co-operation between the country people and the business men of the town.

#### Poor Storekeeping

The dealer himself educates many persons in the advantages of mail-order buying. Poor storekeeping has driven more people to patronize the catalogue houses than any other single cause, excepting only the price argument. For example, such a little thing as the failure of many merchants to mark their goods in plain figures has turned many patrons to the people who sell by mail. A shopper is rightly suspicious of the retailer who marks his merchandise with a cipher price. Furthermore, many people are a little hesitant about asking the price of an unmarked article. They are afraid it may be more than they thought. How dealer-negligence works into the hands of the catalogue houses is such an extensive subject in itself that I have space but to barely refer to it in this article. Of course there are many reasons why people buy through the mails, other than those I've mentioned, but most of them are well known and it is not necessary to discuss them here. The purpose of this article has been to show that many factors enter into mail-order buying besides those that are commonly recognized.—Printers' Ink.



# The Prosperous Provinces

## Down by The Sea



FENETY AVE., FREDERICTON, N.B.

**W**HILE shoe manufacturers and jobbers in the Maritime Provinces may not be large in number, the quality of the shoes made in the factories of the Lower Provinces goes a long way to offset this fact, and the character of all firms engaged in the shoe industry is so high that no shocemen will gainsay the importance of the industry in the East. Readers of this paper have long been familiar with such names as Hartt, Clark, Taylor, Amherst, Higgins, Logan, Crosby, Wry, Humphrey, Palmer, and a little more detailed information regarding the establishment and development of the enterprises conducted under these names will prove interesting reading.

### FREDERICTON

Fredericton is happy in the possession of three shoe industries, the widely known Hartt Boot and Shoe Co., the old established John Palmer Co. and the progressive Palmer, McLellan Co., the first-mentioned concern making high-grade men's welts and the last two, larrigans and heavy footwear. Fredericton itself is the outgrowth of a small Acadian settlement known as St. Anne's Point, and dates back to 1768. It is a beautiful old city shaded by stately elms rarely seen in such profusion.



QUEEN ST., FREDERICTON, N.B.

Situated on the St. John River, and being the gateway to the New Brunswick hunting and fishing grounds, it is a popular tourist resort. It is the capital of the province and has many beautiful public buildings.

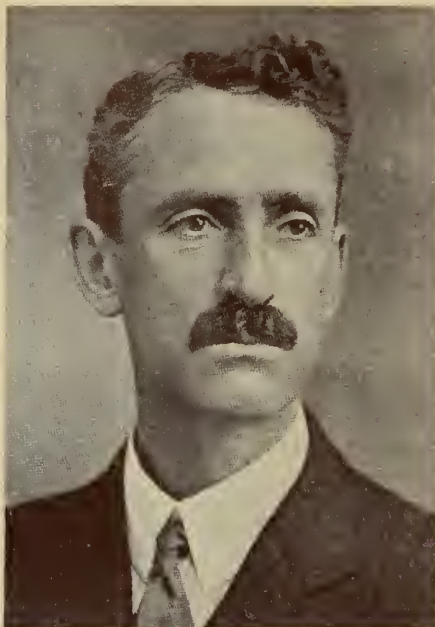
### Hartt Boot and Shoe Co., Limited

This firm was established in 1899 at which time the present factory was built. At the beginning the company endeavored to make nearly everything in shoes, their production in the first few years including men's and women's lines in welts, McKays, Standard screws. It did not take them long to realize that a brighter future seemed likely were they to specialize, and as a result they discontinued making women's shoes and shortly afterwards gave up the manufacturing of everything in men's shoes except the Goodyear welts. For the past eight or ten years the factory has not made anything except men's welts, and the development of their business is a tribute to the soundness of their judgment in deciding to specialize. The company are making a high-grade men's welt shoe of which any Canadian shoeman may be proud, because it compares with the finest made anywhere. The factory has a capacity of 1,200 pairs per day.

The business is practically owned by the president, J. D. Palmer, and the vice-president, J. A. Reid, who are the active managers of the firm, and have been since the reorganization of the business seven years ago. When Mr. Palmer became identified with the company there was a large amount of new capital put into it and he and Mr. Reid took over the controlling interest in the enterprise, and they own nearly all of the stock. Mr. Palmer is a man of large experience and is not only a practical shoeman but combines with it a broad knowledge of business gained from his wide insight. He looks after the financing and selling ends of the business while Mr. Reid looks after the factory. Mr. Reid is a lifelong shoeman, having been in the business all his life. He has a very high reputation among the shoemen throughout the country.



J. D. PALMER, FREDERICTON, N.B.



J. A. REID, FREDERICTON, N.B.



CHAS. K. PALMER, FREDERICTON, N.B.

### John Palmer & Co., Limited, Fredericton, N.B.

This business was established in 1877 by John Palmer and Edward Brown, under the firm name of Brown & Palmer, and operated the first shoepack and larrigan factory of any consequence in Canada. Mr. Brown died after a few years and John Palmer purchased his share of the business from the estate of the deceased and operated under his own name till June, 1901, when the present company was organized. Five years ago John Palmer retired, being succeeded in the management of the business by his son, Chas. K. Palmer, the present president, who has spent 27 years with the firm, learning the business from the tannery to the office. The history of the enterprise is one of constant progress, as illustrated by the expansion of sales which necessitated the erection of the present factory, 240 x 50 x 3 with boiler house 50 x 26. The premises place all departments under one roof in a modern building.



UNIVERSITY OF NEW BRUNSWICK

Production up to 2,000 pairs a day can be obtained in this plant, which employs a staff of 140 to 200. Over fifty styles of waterproof shoepacks, larrigans, moccasins and sporting boots are made under the Palmer Moose Head Brand. Their most recent introduction is a range of summer shoepacks, which have "taken on" very generally. The firm do a large business in trench boots, too. Directors of the firm are—Chas. K. Palmer, president; John Kilburn, vice-president; J. Fraser Gregory, Geo. A. Kimball, W. S. Kilburn, Wm. M. Todd is secretary-treasurer.

### Palmer-McLellan Shoepack Co., Limited

A factory 200 x 50 x 3 is required to enable this company to fill its orders for waterproof shoepacks, sporting and work boots. They have been growing steadily since the inception of the firm on May 25th, 1912, and are considering, even now, the erection of another storey on the present plant, which houses the tannery as well as the factory. The development of sales in their heavy work boot department is largely responsible for their thoughts in this direction. These boots are made chiefly for farmers, drivers and others wanting a most serviceable boot at a reasonable price. The company fills a growing demand for sporting boots, too, W. A. McLellan, who has had many years' experience in the business, is the managing director of the firm, being ably assisted by J. Howard Richards, the vice-president, and Jas. G. Palmer, the secretary-treasurer. R. W. McLellan is president.

### ST. JOHN, N.B.

Founded on a rock by the Loyalists in 1783, St. John has been growing steadily ever since, notwithstanding the fact that the city was almost completely destroyed by the great fire of 1877. It has a population of 43,000 and every citizen is a booster for his own city. It is a railway terminal, a winter port for Atlantic liners and year around port for the West Indies and liners plying between Canada





GOLD MEDAL  
Awarded 1915

**HARTT'S**  
**GOLD MEDAL**  
**Shoe**

A DISTINCTIVE SHOE—  
Such as you would expect of  
“Canada’s Best Shoemakers”

**The Hartt Boot & Shoe Co., Limited**  
Canada’s Best Shoemakers  
Fredericton - New Brunswick

and the Atlantic Coast towns of United States. Its industries are most varied, including one shoe factory and two progressive jobbing houses. The



R. T. HAYES, ST. JOHN, N.B.

St. John harbor, opening into the world famous Bay of Fundy, is deep and navigable at all seasons.

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

J. M. Humphrey & Co. are manufacturers as well as jobbers, having a factory in which they specialize more and more on the heavier welt shoes, though their output of staple Standard screw lines is maintained. As jobbers they cover all of the



THE HOME OF L. HIGGINS, MONCTON, N.B.

Maritime Provinces and Quebec, employing eight travelers. The firm constitutes a partnership between R. T. Hayes and C. P. Humphrey. They, in company with the late Frank Humphrey, who died in 1906, purchased the business from the J. M. Humphrey estate in 1894. Mr. Humphrey founded the firm in 1880. Both partners had been identified

with the former business, Mr. Hayes as manager, and are practical shoemen in every respect. They represent the Miner Rubber Company in the Maritime Provinces. Mr. Hayes has just been elected mayor of St. John.

#### MONCTON, N.B.

Moncton is the second largest city in New Brunswick and is a centre of considerable importance to the surrounding country as is evidenced by the number of wholesale houses located there. Here are the offices and workshops of the Canadian Government Railways with over 3,000 employes. It furnishes cheap power through its close proximity to the natural gas wells of Albert. Its population is 12,000.

#### L. Higgins & Co., Moncton, N.B.

Established in 1879, Mr. Higgins has the distinction of owning the only concern in Moncton which has not altered its name since organization. Mr. Higgins himself is sole proprietor of the business, which grew from a small retail establishment



RETAIL STORE, L. HIGGINS & CO., MONCTON, N.B.

to one of the largest wholesale and retail concerns in the East. In 1905 Mr. Higgins bought the Redding factory at Yarmouth and manufactured shoes there until 1910, when the factory was destroyed by fire and not rebuilt. He was interested in manufacturing, and made a nice general line of welts, McKays, Standard screws and pegs. Since 1883 the firm has been doing a wholesale shoe business and it has been steadily growing. In New Glasgow, 30 years ago, a branch retail store was established, being to-day in charge of H. H. Heckman. The Moncton retail store, one of the finest to be seen anywhere in Canada, is in charge of F. J. H. Jones. Four travelers represent the firm in the Maritime Provinces. Mr. Higgins himself is one of the most progressive business men in Canada. He is a big figure in Moncton financial circles, and a citizen





ESTABLISHED  
IN  
1877

“MOOSE HEAD”  
BRAND

*Oil Tanned Waterproof*  
**FOOTWEAR**  
*For Summer and Winter*

It's the brand with forty years' "know how" behind it—a guarantee of quality and workmanship you cannot overlook. Our range embraces over fifty styles in waterproof shoepacks, larrigans, moccasins, and sporting boots for men, women, boys and girls.

Investigate  
our  
**Trench Boots**

Write for  
our  
Catalogue

Look into  
our  
**Summer Shoepacks**

**JOHN PALMER CO.**  
Fredericton, N.B. Limited





JAMES F. CLARK, ST. STEPHEN, N.B.



JOHN F. CLARK, ST. STEPHEN, N.B.

who has done much to build up the city. He is a director in the Times Printing Co., President of Tuplin, Irving Black Foxes, Limited, and while a keen business man has been known to go for a day's fishing once in a while as witness the fact that he is president of two live clubs, the Adogawaasook Fishing Club and the Shediac River Fishing Club.

#### ST. STEPHEN, N.B.

St. Stephen, with a population of nearly 4,000, is one of the prettiest towns in Eastern Canada. It is across the river from Calais, Me. It is not the home of many industries but those which are located there are the most enterprising in the country, including as they do Clark Bros' factory, Ganong



WATER STREET, ST. STEPHEN, N.B.

Bros.' Chocolates, and the St. Croix Soap Works. It is a beautiful residential town and is surrounded by an excellent agricultural district which always contributes to the development of a town.

#### Clark Bros., Limited, St. Stephen, N.B.

Three brothers, natives of the district, constitute the partnership in this enterprising concern which is successfully specializing on the production of a women's high-grade McKay shoes. They are John F. Clark, the president; Wm. E. Clark, the vice-president, and Jas. F. Clark, treasurer. All of them are practical shoemen. John Clark spent many years in the United States, being general superintendent of the Craddock-Terry factories, Lynchburg, Va., where a volume of ten million a year is their output. Jas. F. Clark was for eight years superintendent of the same firm's women's high-grade factory, while Will Clark was identified with the Commonwealth Shoe and Leather Company in their Skowhegan factory. The progress of the firm is more remarkable, considering that they were completely burned out in 1913, nine months after they opened the establishment in St. Stephen. But they were not daunted, rebuilding at once a factory that is 152 x 50 x 3 and capable of a production of 1,200 pairs a day. John, James and Will look after finances and purchasing, sales and factory, respectively.

#### SACKVILLE, N.B.

A manufacturing town of 3,000, Sackville is also quite an educational centre, having Mount Allison University and several other establishments located there. It has a branch railway line connecting with Cape Tormentine which in the near future will be the principal railway connection between railways on the main line and those on Prince Edward Island, upon the construction of docks at Cape Tormentine and Cape Traverse which will enable the Canadian Government Railways to operate their new car ferry, capable of carrying a heavily loaded train. This will enable goods to



J. M. Humphrey & Co.

St. John, N.B.

*Manufacturers of*

***STAPLE FOOTWEAR***

*Welts---Standard Screw*

And

**Wholesale Shoe Merchants**

**Quality Footwear  
Prompt Service**

Agents for

**Miner Rubber Company, Limited**

# MR. MARITIME RETAILER—

Do you realize the necessity of protecting your future profits on shoes by anticipating your requirements?

## HIGHER PRICES

are sure to prevail and the man who will profit most is he who buys wisely NOW.

# L. HIGGINS & CO.

WHOLESALE SHOES AND RUBBERS

MONCTON

N.B.

# LOGAN'S "The Leather of Quality"

If you want something good—a little better than the ordinary

## TRY LOGAN'S

# LOGAN TANNERIES LIMITED

PICTOU, N.S.

Tannery at Lyon's Brook



be shipped without breaking bulk direct to Prince Edward Island.

**A. E. Wry-Standard, Limited, Sackville, N.B.**

Formerly two firms were manufacturing shoes in Sackville—the A. E. Wry Co. and Standard Manufacturing Co. Some time ago they amalgamated and under the management of A. E. Wry, who established the former business twenty years ago, the present company is doing a rapidly increasing business. They make a complete line of staple footwear and also do quite a large trade in larrigans, of which they manufacture over 80,000 pairs a year. In spite of the fact that the factory was demolished by fire at the beginning of the year Mr. Wry is doing business as usual, as no time was lost in putting up an even better building with all modern equipment. A. E. Wry is president and general manager of the company and G. T. Morton secretary.



A. E. WRY, SACKVILLE, N.S.

**HALIFAX, N.S.**

Halifax is a real old English city of over 45,000 population. Being regarded as an important military and naval centre, it has always been garrisoned by troops, for many years by English officers and men, and it ever has a military air about it. But this has not kept it from becoming an important commercial and financial centre. As the largest city in the East it plays an important part in all

things affecting the Maritime Provinces. It is going to be one of the most important ports in Canada on completion of the new docks and railway terminals covering an area of 200 acres, now in the course of



*By courtesy of Canadian Government Railways*

NEW OCEAN TERMINALS, HALIFAX, N.S.



C. S. SUTHERLAND, AMHERST, N.S.



T. N. CAMPBELL, AMHERST, N.S.



A. B. MACKENZIE, BRIDGETOWN, N.S.

construction. It is a beautiful city to live in, its public gardens being known on the continent as is also the Northwest Arm. The city being built on



R. D. TAYLOR, HALIFAX, N.S.

a peninsula has nice weather all the year round. Its manufacturers are numerous and their volume of business is large.

#### The Robert Taylor Co., Limited

One of the oldest shoe factories in Canada is that of the Robert Taylor Co., Limited, Halifax, which was established by the late Robert Taylor in 1867.

Mr. Taylor had been carrying on a wholesale and retail business for some years before that date, when he started making shoes by hand in the rear of his shop. Soon the reputation of the shoes grew so favorably that larger and larger premises were required and some years ago the firm occupied the present large factory, 120 x 40 x 5 storeys on Albermarle street. The founder of the business died in 1900, but Messrs. W. B. Taylor, the president, and R. D. Taylor, secretary and manager, are continuing the progressive policies of the founder in such a way as to secure a steady expansion along safe lines. Originally doing business only in the Maritime Provinces, the company to-day sell all over Canada, employing eight salesmen. The firm manufacture McKays, Standard screw and peg goods, of which lines a complete range is made, and they make a particularly fine line of children's shoes. They also do a wholesale business of increasing volume in welts and turns. As the first shoe factory to be established in the Maritime Provinces, the factory and proprietors enjoy a particularly warm spot in the hearts of all the trade of the East.

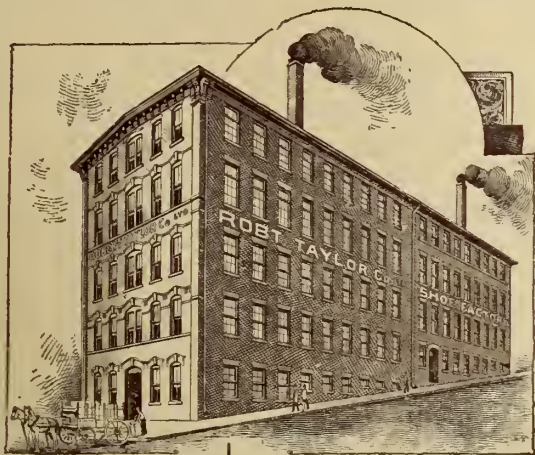
#### AMHERST, N.S.

Amherst is one of the most important manufacturing centres in Eastern Canada and is one of the few places in the world that obtains its electrical energy direct from the pit mouth. The Chignecto coal mines are only a few miles away and there power is generated and conveyed to Amherst. There are large car works, foundries and other industrial establishments as well as the factory of the Amherst Boot and Shoe Co. There is a good farming country around Amherst and annual winter fat stock shows are held there.

#### Amherst Boot & Shoe Co., Limited

The Amherst Boot & Shoe Co., Limited, of Amherst, N.S., will next year celebrate its golden jubilee. It was away back in 1867, which year marked the birthday of the Dominion of Canada, that this firm





HOME OF THE  
RED  
**T**  
SHOE

*The  
Oldest  
Shoe  
Factory  
East  
of  
Quebec*



## *A Solid Leather Shoe Brings Repeat Orders*

In these days of changing values it means a great deal to any shoeman to be able to guarantee the shoe he sells as **Solid Leather**—100% value.

Taylor's "Red T" Shoe is a Solid Leather Shoe—honest, full-wear value. It is a trade getter, a trade holder.

Have a look at the models in which we make this brand. It will pay you.

*We make a complete line of  
McKay, Standard Screw  
and Peg Shoes.*

**THE ROBERT TAYLOR CO.**  
*Limited*  
*Halifax, N.S.*

was formed and incorporated, and its record has been one of expansion and prosperity. The company may well review its career with pride and any success attained has been well deserved, for the principles which have guided and animated it, have been those which underlie the soundest and most progressive business institutions of the Dominion. Each decade has seen remarkable changes in the shoemaking industry and the Amherst Boot & Shoe Co. has kept pace with the advancement. From the outset the company set itself to perfecting the heavier grades of solid leather shoes and boots and has won its pre-eminence and present prestige by closely adhering to this purpose. It was awarded the gold medal at the Dominion Exhibition of 1906 for footwear in this class.

About four hundred lines are manufactured which comprise shoes for the farmer, the miner, the prospector, the surveyor, the engineer, the harvester, the truckman and the mechanic, as well as every day working shoes for women, misses and children, boys and youths—in fact everything required for the family in all weathers and all seasons are produced and sold in every part of the Dominion. By the application of sound business principles and with the co-operation of their customers, the volume of output has expanded until the factory, plant and warehouse of the company occupy a square 210 x 220 feet on Station street in Amherst. The sales last year reached nearly a million dollars and the output during the present year is expected to touch one and one-eighth million dollars, which is certainly a remarkable record of development and achievement.

Percy C. Black is the President of the Company, C. S. Sutherland, manager, and T. N. Campbell, secretary-treasurer. Mr. Sutherland is a frequent visitor to the shoe centres of Canada and the United States and is widely known as a capable shoeman and an astute business manager. The Amherst Boot & Shoe Co. has branches in Halifax, Charlottetown and Regina, Sask., where large stocks are carried and splendid service given.



CLOCK TOWER, HALIFAX, N.S.

## PICTOU, N.S.

Pictou is one of the oldest towns in Nova Scotia and a local port of some importance, steamers running from there to ports on the north shore of Cape Breton and to the Magdalen Islands. It has a population of 3,500, and besides having several large industries, including the Logan tanneries, is quite a summer resort.

### Logan's Tanneries, Pictou, N.S.

John Logan inaugurated this business sixty years ago when a tanner's lot was one that gave him vari-



J. P. DONALD, PICTOU, N.S.

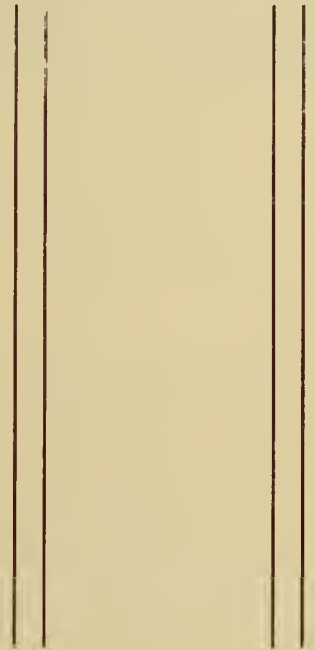
ety if not profit. His original tannery was at Lyons Brook, outside of Pictou, where the leather is made to-day, and the old gentleman had to cart all his product miles to the coast for boat shipment. Hemlock sole leather is the only line made to-day, the firm having concentrated on this article to the exclusion of all else. Two fires mark the history of the business, the present management assuming the direction of the company subsequent to the last one four years ago. James P. Donald, manager and secretary, is a practical tanner, as much so as any other man who has been forty years at it, so it is no wonder that he has developed the organization entrusted to him as it never was pushed before. Today the tannery has a capacity of 2,000 sides a week, and, when extract is available, orders continuously on hand keep it going steadily. Incidentally, it is interesting to know that Mr. Donald has three sons at the front.

### The H. H. Crosby Co. Limited, Hebron, N.S.

It was in 1859 that the business at present conducted by this firm was first established so that it may well claim to be one of the old-time shoe factories. Nevertheless, the methods employed in it are as aggressive as in the newest establish-



# AMHERST SOLID SHOES



They make good under  
all conditions.

They are money makers.  
Do you sell them?

AMHERST BOOT & SHOE CO.  
LIMITED  
AMHERST, N.S.

# A.E. Wry-Standard

Sackville, N.B. Limited

Manufacturers of a Complete Line of

## Staple Footwear

For Men, Women, Boys, Youths,  
Misses and Children

AND OF

## LARRIGANS

Established 20 Years

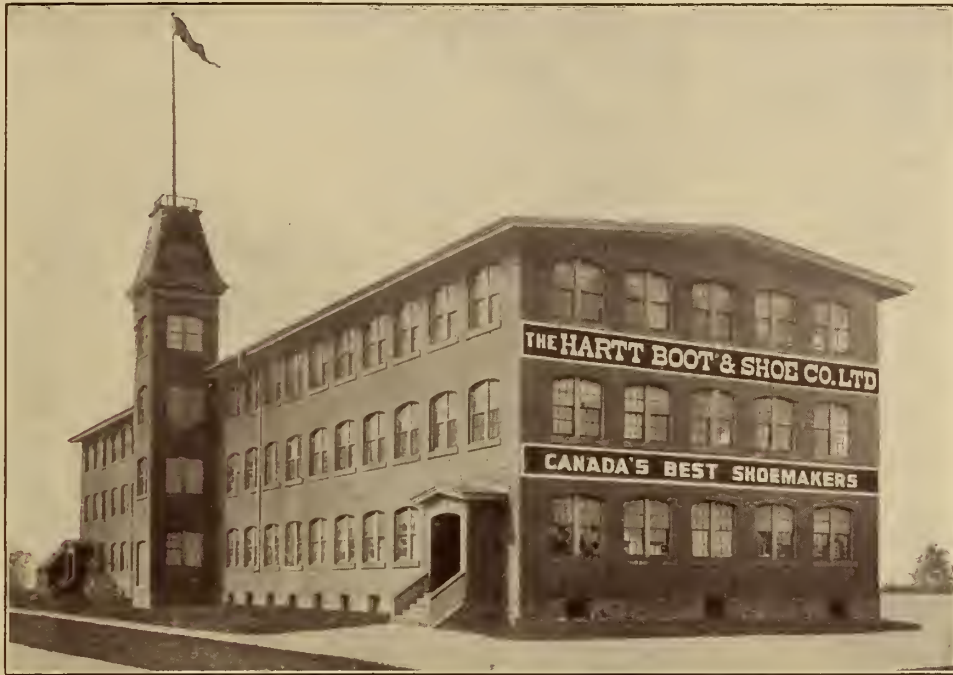


H. S. CROSBY, PRES. H. H. CROSBY, LIMITED.

ment. H. S. Crosby, of Halifax, a keen business man, is the president of the company, and takes a constant interest in the development of the business, being fortunate in having the services of his brother, K. E. Crosby, as managing director. The latter







HARTT BOOT AND SHOE COMPANY, LIMITED, FREDERICTON, N.B.

is a thorough-going shoeman. The other members of the board of directors are C. H. Cahan, K.C., G. M. Crosby and J. M. Cahan. The factory is in the form of a main building with a wing, the former 100 x 28 x 3, and the latter 110 x 35 x 2. Its capacity is 1,000 pairs a day, and the lines cover a full range of staple footwear. The firm specializes on its Young Canada School Boot on which it has made quite a name for itself. They sell throughout the Maritime Provinces, Quebec and Ontario. Mr. Crosby states that the firm has been busier than ever before in its long history. Although handicapped considerably through enlistments from the factory; increased business has made it necessary for them to put up another building 25 x 35. At the same time they installed a 50 h.p. oil-burning engine.

#### CHARLOTTETOWN, P.E.I.

Charlottetown is the capital of Prince Edward Island and the chief commercial centre and is situated on Hillsborough Bay and has a population of 12,000. It is splendidly laid out.

#### Goff & Co., Charlottetown, P.E.I.

Thirty-five years ago Mr. Goff, in partnership with L. W. Goff, his brother, and the late John Dorsey, started the shoe manufacturing firm known as Dorsey, Goff & Co. They made a popular line of men's, women's and children's heavy peg and nail lines. Mr. Dorsey died in 1886 and the two brothers conducted the business until 1907, since which time Mr. Goff has been sole owner. For years, while manufacturing, a wholesale business was being done, and the

care of this and his retail store caused Mr. Goff to give up manufacturing in 1914.

#### MacKenzie, Crowe & Co., Bridgetown, N.S.

One of Bridgetown's leading industries is that of the MacKenzie, Crowe & Co., Limited, manufacturers of shoe packs and larrigans. Shoe packs, as you may know, are what we ordinarily know as moccasins, while larrigans are a sort of moccasin with long legs. The business of this company was started in 1890 as a partnership, four or five men being employed. To-day over forty are employed and more are wanted. Fifteen have so far enlisted from among the employes of the MacKenzie, Crowe Co., and before the war made such a heavy draft on their employes they had 60. A. B. MacKenzie is the General Manager.



CITY OF ST. JOHN, N.B.

# Great Pulling Power



☐ Regular advertising in the SHOE AND LEATHER JOURNAL has great pulling power, for the simple reason that this publication reaches every month practically every well-rated footwear dealer in Canada.

☐ And the live shoe dealers have confidence in the SHOE AND LEATHER JOURNAL—confidence gained from long acquaintance with its progressive and fearless editorial policy.

☐ The SHOE AND LEATHER JOURNAL is read from cover to cover and the manufacturer who advertises regularly in its pages gets a regular hearing for his message in the most economical way possible.

## Advertising Rates On Request

ACTON PUBLISHING COMPANY, LIMITED  
 TORONTO                      JAMES ACTON, *President*                      MONTREAL



# ADVERTISING WHEN OVERSOLD

## Danger of Cutting Down or Discontinuing Advertising When Orders Run Ahead of Capacity

“**W**HAT is the use of one advertising. We have more orders now than we can take care of?” This statement is frequently made at times like the present when business is abnormally good, and is urged by concerns that have always a more or less ready market for their products.

Theoretically there would seem to be wisdom in ceasing to ask for business when a concern is unable to take care of it; and, when orders are piling up in advance, it does seem like not merely waste but folly to spend money on publicity or in soliciting more trade.

Here, however, are the opinions of men whose standing and business acumen are unquestioned and whose ideas are vindicated by the undoubted success of their establishments. They are quoted by “Printer’s Ink” in a recent issue.

### Satisfied to Plug Along

“The great fault with manufacturers and merchants,” declares H. C. Brown, of the Victor Talking Machine Company, “is the fact that they are satisfied to plug along at the same rate of speed without looking to the future. If that were the policy of the Victor Company we should worry ourselves to our graves. I want to be frank, and tell you that we would not be satisfied if we did not have orders on hand sufficient to run our plant for several years without taking another order. But we must keep this condition going, and we succeed only by the fact that we are continuing to advertise and will continue to do so as long as newspapers and magazines are published.”

Another large concern which makes a basic product that is largely sold to other manufacturers as their raw material, and whose name is withheld, says: “Twice in our history we have been seriously oversold, and the first time we yielded to pressure from customers and stopped advertising for a year. The plea was that we could not supply the demand and were only embarrassing ourselves and the trade. There was a substitute product however which began to be more and more used and, consumers who had ceased to be influenced by our advertising, allowed manufacturers to use more and more of this substitute. The result was that the shortage in the market was gradually remedied at our expense, and when we began to advertise again we had an up hill fight and many old customers had to be won back and the work we had accomplished done over again. The second time we were asked to discontinue our consumer campaign the directors, politely but firmly refused, and the campaign is going ahead today although we are probably more heavily oversold than at any time in our history.”

### Effect of Beginning and Quitting

In a letter on this subject, H. J. Winsten of “Black Cat Hosiery” fame, says: “We have had one of the most forcible examples of beginning and quitting, and so on, in advertising of any concern I know of. Ten years ago we were great advertisers of our Black Cat children’s hosiery, and as the result of Mr. Cooper’s death our entire advertising practically stood still. Surprising as it may seem to the general run of business men, we still feel the effects of advertising ten years ago, and today our best sellers are those that were advertised at that time.”

Mr. R. P. Spencer, formerly of the Federal Motor Truck Company, and now of the American Optical Co., Detroit, says: “It has been my experience, conducting various sales and advertising campaigns, that the highest point of efficiency in both the selling and manufacturing is attained when the factory is oversold. Such a condition tends to cut down factory overhead and fills the sales force with confidence resulting in increasing business.”

“We hear about a good many plants which are producing up to full capacity,” says Chas. R. Stevenson, general manager National Veneer Products Co., “but as a matter of fact I have never yet seen one. If I were to suddenly find myself in the position of being unable to fill orders I should seriously consider the possibility and advisability—of working my plant on a double shift, which would enable me to secure a tremendous reduction in my overhead expense and consequently a great increase on my net profit. If my sales were not large enough to warrant me in doing this I should make a careful study in detail of each operation, with the idea of reducing the time it required and of securing the increased production which the reduction in time of each individual operation would enable me to secure.”

### A Forceful Factor In Winning Out

H. S. Dudley of the Atlas Portland Cement Co., says: “It is not primarily an advertising question: it is a matter of finance. If the manufacturer is in a position from a financial standpoint, to increase his output rapidly, he should continue to advertise on his present basis, and perhaps increase it because when you are winning out with something you want to use that something perhaps to an even greater extent.”

“It seems to me,” says V. L. Price, “that the thing the manufacturer should stop to think about and the question he should ask himself is this: ‘Is the advertising the cause of the sales condition?’ If such be the case, in my judgment he will be taking a considerable chance if he reduces his advertising continually. In my experience, when advertising is cut down to a radical extent, it always gives the purchaser an impression that something is wrong. Then too, there is that almost impossible condition of getting back after a let-up in sales or advertising effort.”

In commenting upon this whole “oversold” question, S. C. Lambert says: “The manufacturer who is oversold might do well to consider the possibilities which that condition affords. Instead of slowing down his whole selling organization and dropping out of the public mind to the injury of his name and the weakening of his prestige, it is possible to preserve both and even enhance their value by taking the public into his confidence.

“In some cases it is wise to come out flatly with the announcement that deliveries cannot be made without delay and to ask customers to be patient. Or it is possible to emphasize the progress that is being made on a new factory or additional equipment, thus suggesting, without directly saying so, that the oversold condition is only temporary. Nothing breeds confidence like success, and if the public thinks a concern is so successful that it cannot keep up with its orders, that in itself may be turned into an asset.”

# Directory of Quality

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Gowdy's Victor grey felt box toes.

D. W. Coultas' up-to-the-minute ornaments.

Cock of the Walk bottom polish, world renowned.

Hedge Lewis Co.'s shoe buttons of uniform size and quality.

Lionne brush method of patent leather repairing.

Minnesota Mining Mfg. Co.'s sand paper of the highest grade.

THE ABOVE LINES ARE ALWAYS  
IN STOCK READY TO GO TO YOU

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## G. J. Trudeau Co. Limited

365 Ontario St. East      Montreal, Quebec



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**W**ELT shoes make up at 41.4 per cent of the total number of shoes produced over the border, so the United States census bulletin for 1914 says. The number was 6.6 per cent. greater than in 1909. It was much greater than in 1904, and very much greater than in 1894. Indeed, it is a comparatively new shoe, for welt machinery has come into common use only in recent years. The last year there has been a particularly great improvement in machinery for making welt shoes, and, since people seem to like them, there is every indication that there will be a further great increase in their production.

Shoemakers who have worked on welt shoes have gained a great deal of additional information concerning methods of making them, and they are now able, it is safe to state, to make a better welt shoe than ever before, and to do so at a less labor cost per pair. Their production has brought in to greater prominence than ever the matter of bottoming a shoe, in all details from the fitting of the stocking to the final finishing of the sole.

In the first place, the stock must be well and properly fitted, for upon the stock fitting is dependent the lasting, sewing, trimming and the finishing of the edge. Hence, in first-class factories the stock is fitted with greater care than ever.

In lasting this shoe there is a new machine, the No. 7 bed lasting machine, which has to do with the success of the stock fitting. It has a device which locks the toe of the insole into position, while the wipers wipe over the upper. This device fits right down into the shoulder of the insole, so that the wipers cannot come up over it and crush down the shoulder, and thereby lay the foundation for a lot of trouble in stitching around the toe of the machine with the inseam sewer.

The inseam sewer has been much improved the last year or so, and it will sew a better and a tighter seam than ever, and at the same time save welting. It has the new automatic device for stopping the machine and for cutting the welt. As it stops the machine automatically, it saves labor for the operator, and it also enables him to stitch at top speed all the way around the shoe. The automatic device for cutting off the welt always cuts precisely the same, and that ensures perfect fitting of the welt where it is butted, and, also, just enough of the welt to start the next shoe properly.

The outsole sewer likewise has the automatic stopping device. This saves labor, of course, and it also improves the stitching. Both the inseam and the outsole stitching machines will run at very high speed. It is said that the outsole machine will go faster than any operator can keep up with it. A fast operator of an inseam stitching machine has done 1,000 pairs of women's shoes a day.

The speed of any sewing machine, of course, depends upon the character of the work it does and upon the quality of the bottom stock. A rubber or a fibre sole may be stitched as coarse as four stitches to an inch, while a leather sole shoe may be stitched from 12 to 14 stitches to the inch, or even 16. In one shop even 30 stitches to the inch were taken, but that was much too fine. It weakened the sole, for the needle cut too many holes in it.

However, the main point is that the improved sewing machines will sew a better and a tighter seam than ever did welt-sewing machines before. They will do it, and there will be not a single thread beneath the sole of the foot

when the shoe is worn. There won't be a tack, either. The welt shoe provides the most flexible forepart and the smoothest insole that the shoe-wearing public ever has known.

Another improvement that is coming in welt shoes is that of a perfectly smooth heel seat, free from nails to irritate the heels of the feet of the wearer. This improvement will come by the insertion into the heel seat of the insole of a metal disc, which will prevent the heel nails from sticking up into the heel seat of the shoe.

When the welt shoe is perfectly smooth from heel to toe, it will be even more popular among shoe-wearing people than it is these days. The improvements in welt machines that are now coming into use will make the welt shoe more popular among shoe making people. It is fairly safe to predict that the 1919 census bulletin will show that 50 per cent of the shoes made in America will be welt shoes.

## Extra Dividend on Shoe Machinery Common

The directors of the United Shoe Machinery Co. have declared the usual quarterly dividend of 2 per cent (50c) on the common stock and an extra cash of 6 per cent (\$1.50) and 6 per cent in 7 per cent. preferred stock of the Thomas G. Plant Co. The cash dividends are payable July 5 to stockholders of record June 22.

The Plant Co. stock will be distributed on July 15 "or as soon thereafter as circumstances will permit, but the stock so distributed will not carry the right to receive any dividends declared thereon prior to October, 1916."

The usual quarterly of 1½ per cent (37½c) was declared on the preferred stock, payable July 5 to stockholders of record June 22.

The extra dividend on the common stock compares with previous extra disbursements as follows:

- 1915—10 per cent stock and \$2.50 in cash.
- 1910—10 per cent stock and \$1 in cash.
- 1909—10 per cent stock and 50 cents in cash.
- 1907—25 per cent stock.

The distribution of Thomas G. Plant Co. preferred stock is "on the basis of fifteen one-thousandths (15-1000) of a share of said preferred stock of said Thomas G. Plant Co. for each share of the common stock of the United Shoe Machinery Corporation.

With the par of Plant preferred \$100 per share and Shoe common \$25, the 6 per cent dividend in the former stock gives to Shoe common stockholders \$1.50 of Plant stock for each share held. In other words, 200 shares of Shoe common will get three shares of Plant preferred, worth, say, \$300, thus making the cash equivalent \$1.50 per share on Shoe common.

## The Artistic Baby Louis Heel

Real style in footwear always comes by a process of evolution, and it can be very well illustrated by the development in heels the past five years, says the Boot and Shoe Recorder. Within this five year period the trade has experienced the blending of the lines of the Cuban heel and the Louis heel into the type of heel commonly termed "Cuban-Louis." Then came the period when the base of the heel was flared outward into the commonly known "kidney heel." Then followed the greatest development of the Louis heel in the true lines of that heel in varying heights from one inch and one-half to two and three-quarters, side measure. This was produced in both the covered and the



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

leather forms with an art in shoemaking unparalleled heretofore. Much attention was paid to the breast of the heel, to the pitch, and to the lines of the arch. Truly the heels produced have been as artistic as good shoemaking could ever hope to perfect.

With these developments in heel building brought to a point of perfection naturally designers turn to the development of heel lines co-related with these successes. Someone a long time ago thought of the idea of translating the Louis heel into the type of footwear worn by misses and the result was the low Louis heel. There were, however, many errors in practical shoemaking and shoe fitting to be overcome. First and most important, the last which was to carry the low Louis heel needed revision, for it is not practical or possible to produce a good shoe on a heavily wooded pump last such as had been used for some years in the growing girls' type of shoe. It was found necessary to readapt the wood, to put the fitting quality into the last so as to take the heel slightly higher than the low heel and at the same time keep the balance. The heel finally produced and now termed the "Baby Louis Heel" is built on a last designed for it exclusively and we illustrate the last and show in contrast just where the wood is placed in the high Louis heel to equalize fitting values. In many cases the low Louis heel can be made more graceful than the one referred to if the underlying principles are retained and the heel lines made a trifle more graceful.

This type of heel has been tested out in many of the high-grade shoe stores the country over, and its appeal to the customer this past few months has been such as to warrant our emphasizing it as a coming style development of considerable magnitude.

#### Improvement in Finish of Kid Shoes

Improvements are being made each year in the methods used in tanning leather and notice is being made in the

improvement in the finish of kid shoes; the grain is smoother, and more silky. It also is due to improvements in finishing off the grain of the leather.

In one large factory they are finishing kid skins with ironing machines like those used in steam laundries for ironing linen. These machines have long cylinders of polished steel, which are heated by gas. The cylinders revolve over the skins, one by one, and iron them out very finely.

The tanner has had to readjust the machines, so that they will iron leather.

#### Want Russian Embargo Lifted

The members of the special committee appointed at the recent gathering of the shoe and leather trade in Philadelphia recently interviewed Secretary Lansing at Washington and presented the following case:—

1. That Russia is holding to-day approximately a three-years' accumulation of hides, practically all of which are of no value to her and cannot be used by her under present conditions.

2. That the United States is standing in great and immediate need of this volume of raw material, and is ready to pay full cash price for the same.

3. That because of this lack of raw material the price of footwear has already advanced this year one dollar a pair, not to mention a further necessary advance if the situation continues, which means, assigning but one pair per year per person, a tax on the American people of at least \$100,000,000.

4. That vessels returning from Russia are coming in ballast, indicating very clearly that ocean transportation is not a factor.

5. That the evidences of friendship so practically and abundantly manifested by the United States for Russia since the beginning of the war should incline that Govern-



ment to a reciprocity in lifting the ban on the export of the light skins at least in favor of this country, and that, with the help of the State Department and the American Ambassador at Petrograd, it would seem as if the Imperial Government of Russia must be brought to see not only the wisdom but the mutual advantages, that would accrue to two friendly nations through consenting to this course.

Mr. Lansing was urged to put forth every effort possible to secure the prompt lifting of the hide embargo by Russia.

Members of the committee appeared to be well pleased with the probable results of the conference, several of them expressing the opinion that a measure of relief at least was bound to follow the negotiations that, it is confidently expected, will be started at once.

### Some Interesting Leather Figures

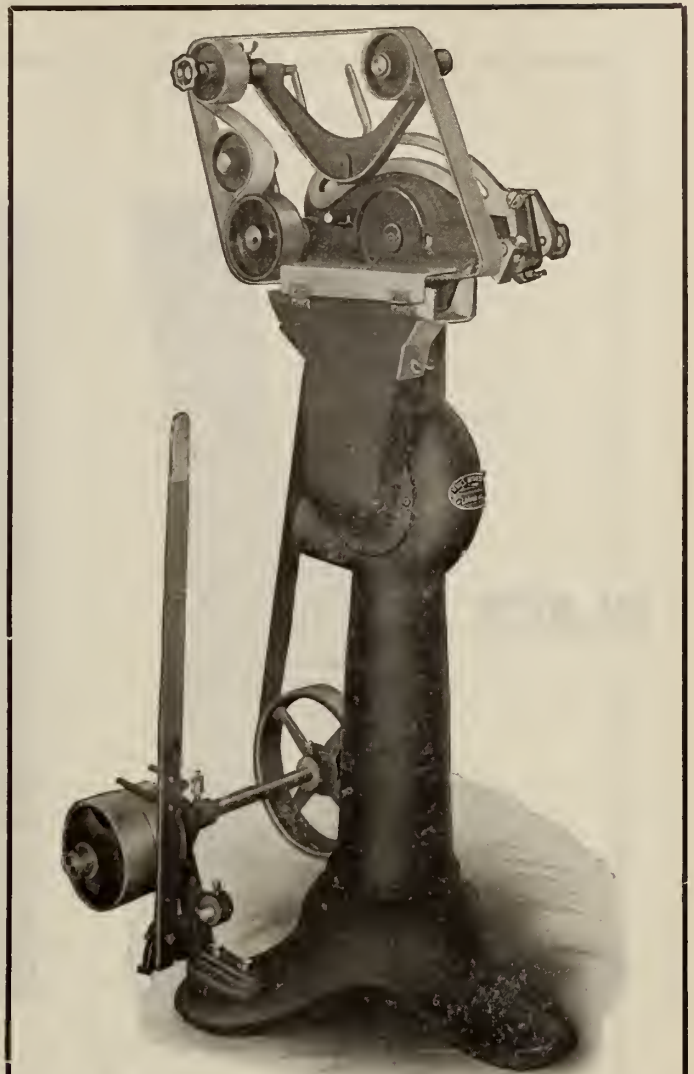
The U.S. Census Bureau's summary concerning the leather industry, including the five years between 1909 and 1914, reveals something of the same tendency which has been shown in other lines of trade and commerce, in other reports of the bureau—a reduced number of establishments, a greater output, and greater value of output. In 1909 there were 953 establishments with a total output valued at \$334,195,561. In 1914 the number of establishments reported had fallen to 767, but the value of the output of this reduced number of establishments was \$374,512,939, an increase in values during the period of \$40,000,000, stated in round numbers.

The figures are interesting in other ways. The production, tanning and manufacture of harness leather showed a sharp decline during the period, a fact to be attributed, no doubt, to the rise and spread of the automobile and the falling of the horse into relative use. Yet the decrease in this line of manufacture was but little more than half, told in percentages, of the decrease in the making of bookbinder's leathers. The decrease in harness leathers was approximately 25 per cent, and that in bookbinder's leathers about 44 per cent. Must the automobile habit also be held responsible for an abatement in the reading habit, or can the loss be charged to the growing preference for cloth-bound books?

Perhaps the most striking figures in the list are those showing the first effects of putting hides on the free list. This was done in 1909. During the period included in the comparative figures, beginning with the year hides were put on the free list, the number of hides tanned decreased 5.3 per cent. Evidently foreign hides have been taking a corner of the market, but instead of the imports reducing the price, the cost in the last year of the comparison was 4.1 per cent greater than in the first, and in spite of the removal of the tariff. The value of cattle hides tanned in 1914 was \$30,000,000 greater than the same value in 1909, although the number of such hides tanned in the latter year was nearly 1,000,000 less. In measuring these statements, we must keep in mind the falling off of the domestic supply of hides, the consequential advance in leather, all of which retarded consumption.

### What Findings Case Should Contain?

A findings department is the best paying side line a shoe repairer can invest in. To the repairer who is about to place one in his shop the following suggestions are made: Handle goods your trade will need, but do not hesitate to introduce something new. Advertise your case and keep it looking attractive and neat. A complete case should contain laces, rubber heels, heel cushions, heel grips, arches, foot soap, foot powder, foot balm, heel and sole plates, polishes, blacking and polishing pads, colored kid cleaner, shoe brushes and trees, ankle supports, bunion protectors,



## Perfect Heel Breasts

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

## Universal Heel Breast Scourer

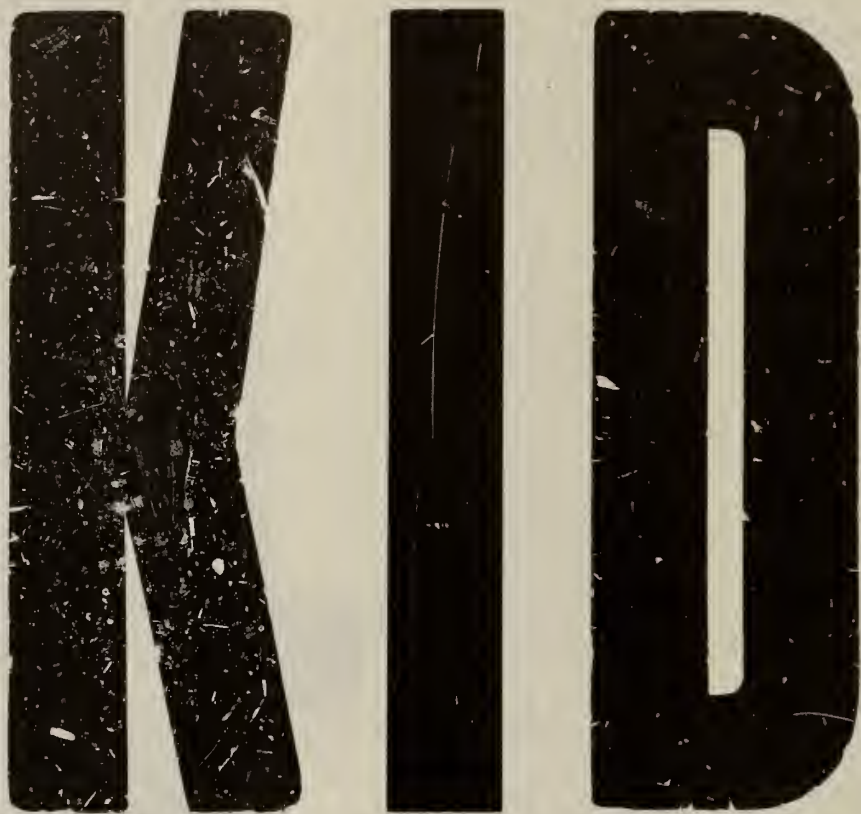
It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

**The Louis G. Freeman Co.**  
Cincinnati, Ohio, U.S.A.

**Eastern Representatives**  
Markem Machine Co., Boston, Mass.

**Western Representatives**  
Manufacturers' Supply Co., St. Louis, Mo.



**KID**

**BLACK**

**TAN**

**FANCY COLORS**

INCLUDING THE

**TWO NEW SHADES OF GREY**

*Despite the scarcity we can  
supply your requirements.*

**J. A. SCOTT**

**QUEBEC**

**MONTREAL**



corn cures and toe straighteners, bows, buckles, insoles and patent leather restorers.

### Doing Good Business in France

N. Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, has just returned from his third trip to France, having been away, on this occasion, for several months. Mr. Tetrault has been successful in establishing an excellent connection with leading retailers and department stores in Paris and other large French cities, having sold through the sales staff



N. TETRAULT, MONTREAL

he employs in France no less than nineteen shipments of Canadian shoes, men's and women's, no shipment being less than two hundred cases.

Since his first trip Mr. Tetrault has been a strong advocate of the development of trade with France. He has insured for his own firm a large future business, and believes sufficiently in the outlook to maintain a warehouse at 9 Rue Marseilles. He explained that it was difficult to do business in France at present for many reasons, freight for example, being \$35 a ton, which means 20 cents on a pair of welts. The duty on cartons is 2 cents each. There are exasperating delays in getting goods across and even more delays in getting them released from the ships, as labor is almost impossible to secure. But the man who has in stock in France, the goods for which there is call, can get his own price. All of Mr. Tetrault's shoes were on French lasts, designed after his study of the French market. He says the popular shoe in civilian circles to-day is one with a ridiculously short vamp, and a tip so short that you can hardly notice it. French manufacturers are making all military requirements of that nation. No orders are being placed in America or elsewhere. Employees in French factories are "spelled" in the army—that is no worker is constantly at his place in the factory, but each man of military age who is a shoe man, gets the chance to serve his country and to ply his trade, a few of them spending more than two or three months at one time in the factory.

### Progress of Canadian Government Railways

Those of us who have always considered the Canadian Government Railways as constituting a system connecting Montreal with the Lower Provinces, find it a little difficult to realize that to-day reference to the Canadian Government Railways must create a picture in the mind of a wonderful transcontinental line, the newer part of which is opening up a land of untold and heretofore inaccessible wealth for Canadians.

Those who are fortunate in being supplied with the literature prepared by the Canadian Government Railways obtain a comprehensive idea of the development that is constantly going on, not only in the building of new lines West, but in the improvement of existing lines through territory which has been served for many years. Two recent booklets published by the Canadian Government Railways are entitled "Notes by the Way, Lines Quebec and West," and "Notes by the Way, Lines Montreal and East." A perusal of these brochures will be most interesting to every Canadian. The booklet dealing with Western lines takes one from Quebec to Northern Ontario, past Spirit Lake where the Canadian Internment Camp is, through the "Clay Belt" and the fringe of the mining country, and on to Fort William, Port Arthur and Winnipeg. It gives one full particulars about the various towns through which one passes, and is profusely illustrated with intelligently taken photographs, the idea behind the booklet being to give a stranger to the territory covered an adequate idea of the extent of the resources and beauty of the area traversed. An extended reference is made to the company's new summer resort at Minaki, Ont., not far from Winnipeg, for which, however, a special folder, has been issued, "Notes By the Way, Lines Montreal and East" is equally interesting along similar lines, and even an old traveller in the Lower Provinces is pleased and surprised at the information given in the little work, which causes him to see new beauties and discovers for him resources and wealth in the Maritime Provinces which he did not dream existed.

Particularly interesting to the tourist and sportsman is a series of three folders, one La Baie de Chaleur, another "Abegweit" (Cradled on the Waves) and a third "Out of Door." At a time when all tourist travel abroad is stopped, the Canadian Government Railways wisely have prepared the most attractive literature they have yet issued in the hopes of interesting travellers in the beautiful Baie de Chaleur and Abegweit (Cradled on the Waves), the Indian designation for Prince Edward Island. The literature is most attractively printed, and the excellent color maps give one an excellent idea of the layout of the provinces, and their unlimited possibilities for all kinds of holiday pleasure.

The booklet entitled "Out of Door" is issued for those interested in hunting, fishing, boating and golf, and desiring accurate and detailed information regarding the open season for hunting and fishing in Quebec and the Maritime Provinces, the location of good hunting and fishing districts, and the names of guides, hotels, and other essential information. The department which names the golf courses, and describes them, will be found useful to all who are interested.

### Retail Shoe Business is Active

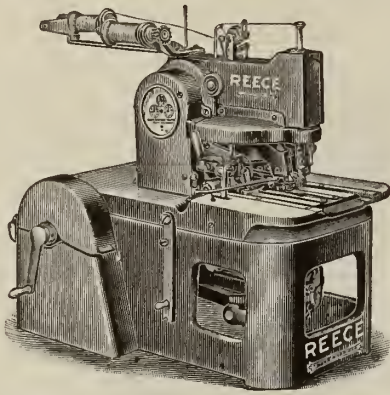
Many retailers are getting ready for their semi-annual clearing midsummer sales. The majority of shoe merchants now hold such in August, whereas the tendency was formerly to start them in July. Business in every line of the shoe trade has been good and there has been a splendid demand for all kinds of white goods and sporting shoes. A scarcity of many lines in tennis goods is reported. Generally speaking the volume of trade which the average footwear merchant has done in the past three months has been well ahead of the corresponding period of last year and the outlook for fall is promising in spite of increased prices. The people have now become pretty well educated to the fact that shoes cost from twenty-five to fifty per cent more than a year ago and are paying the higher figure with few complaints.

### How Raw Materials Go Up

Writing to the SHOE AND LEATHER JOURNAL a leading manufacturer of calfskins says:—

"With reference to cost of material entering the manufacture of leather for shoes, raw skins which we bought a

## Reece Rapid Leads the World



**A BUTTON HOLE MACHINE  
THAT WILL USE ANY THREAD**

Silk, Cotton or Mercerised Thread  
may be used.

Use the Reece and Save Thread Bills.

SAMPLES OF WORK AND TERMS FROM

**THOS. C. DOYLE (Reg.)**

Sole Canadian Distributor

71 St. Alexander Street, Montreal



## BOYS', YOUTHS' LITTLE GENTS' CHILDS' BOX KIP- STANDARD SCREW SHOES

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

**JOBBER'S INQUIRIES SOLICITED**

**St. Hyacinthe Soft Sole Shoe Co.**

St. Hyacinthe

Limited

Quebec



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

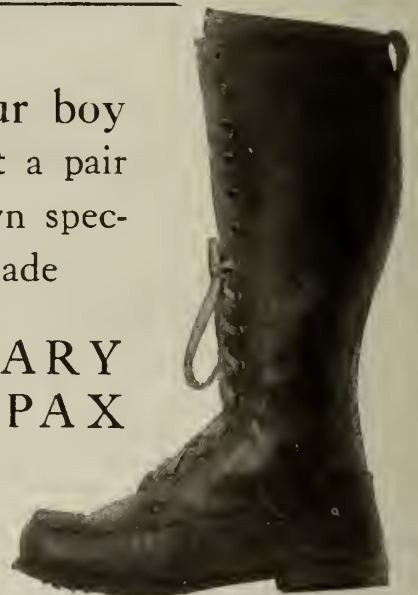
Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

Send your boy  
at the Front a pair  
of our own spec-  
ially made

## MILITARY SHOE PAX

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**

Lindsay, Ont.

LIMITED



year ago at \$2.25 a piece we are paying \$3.65 for, which is 62 per cent. increase on raw material from last season. Dye materials this time last year and the present price are advanced 250 per cent. to 750 per cent., yet the price of the finished article in leather has increased only 60 per cent., which shows that the increase of the finished article has not advanced in comparison with the raw skins and dyeing materials."

#### THE ASSOCIATION GROWS RAPIDLY

The Toronto Shoe Repair Men's Association held their regular semi-monthly meeting on July 13th, in the Foresters' Building, College St., Toronto. There was a splendid attendance and some thirty new members joined, making the membership now over sixty, although the association is not yet a month old.

The new schedule of prices has been adopted, printed and distributed. Committees were appointed to call upon shoe repairers in different districts of the city and induce every man who is in the repair line to join the association.

The next meeting will be held on Thursday night,

July 27. It is probable that in the near future the question of closing all shops at seven o'clock in the evening during the summer months may be taken up and also the Wednesday half holiday movement. Several shoe repair men already close on this afternoon and others are falling into line.

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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

## PIERRE BLOUIN

Regd.

*Manufacturers of*

**SHOE FINDINGS**

AND

**WHOLESALE LEATHER**

Corner of Colomb and Nelson Streets  
QUEBEC

## PASTE

**Brodie's Patent Flour Paste**

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**

LIMITED

**MONTREAL**

## Box Toes and Heels

OF ALL KINDS

**LOG HEELING A SPECIALTY**

We are sole makers in Canada and  
can supply lifts in all sizes from  
2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

**MONTREAL**

## W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

**Leicester, Eng.**

Cable "HIDES," Leicester.

and at Kettering, Northampton,  
Bristol, and Norwich.

THE  
**Robson Leather Co.**  
LIMITED

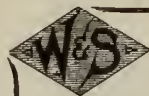
Oshawa, Ontario

TANNERS AND CURRIERS

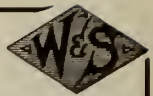
Chrome Patent Sides, Box  
Sides, Velours Sides, Gun  
Metal Sides, Heavy Storm  
Leather of all kinds in  
Chrome and Combination  
Tannages.

52 VICTORIA SQUARE  
MONTREAL, QUE.

611 ST. VALIER ST.  
QUEBEC, QUE.



The Mark W & S of Quality



**RUBBER CEMENT**

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

**Woodward's  
Corking Shoe Filler**

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**

Lachine, Province of Quebec



ESTABLISHED  
1857

**DEPENDABLE SOLE LEATHERS**

ESTABLISHED  
1857

OAK:—  
"TRENT VALLEY"  
AND "LION"

Made at  
Berlin, Ont. Penetang Hastings



HEMLOCK:—  
"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."

**THE BREITHAAPT LEATHER CO.**  
BERLIN, CANADA LIMITED

**Narrow  
Fabrics**

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT



## NEWSY BRIEFS FROM QUEBEC

G. G. Parker, of the Boston Last Co., Montreal, J. D. Woods, of Cotton Threads, Limited, Montreal, and T. D. Cobb, of John McEntyre, Limited, Montreal, were in Quebec recently.

The factories are still keeping busy and some have orders for six months ahead.

Alf. Rainville, shoe dealer, of Levis, has made a voluntary assignment.

J. E. Samson, Enrg., are now occupying the new flats that they have added to their building. They can run 125 cases a week.

Naz. Fortier & Cie, tanners, of Quebec, have painted their building and have made extensive repairs.

The new building of Brown & Rochette, wholesale shoes, at the corner of St. Valier and St. Anslme streets, is entirely finished and is now occupied by this firm, which is growing rapidly.

A. R. Kaufman, of Kaufman Rubber Co., Berlin, and Jack Duggan, of Kaufman Rubber Co., Montreal, were in town in connection with the Quebec branch.

Jos. Metivier, manager of Elie Jobin, Limited, is spending a vacation at his country home at Cacouna.

Pierre Jobin, of Elie Jobin, Limited, passed away on June 30th after two months' sickness. The funeral was largely attended. The remains were interred in St. Charles' cemetery.

Jos. Tanguay has started his new factory which has a capacity of 100 cases a week.

J. P. Lagace, of Lagace & Lepinay, was in Boston for a week on a business trip.

Alf. Garant, of Dupere & Garant, was in St. Hyacinthe and Drummondville on a business trip. He reports that business is very good and collections better than ever.

The shoe retailers are very busy, but they cannot get sufficient stock from the factories owing to the scarcity of materials. The prices of last year have risen from 75 cents to \$1.00 a pair.

## AUGUST IS TIME FOR CLEARANCES

This slogan is worthy of general adoption by local and state associations of retail shoe merchants, and the proof of organization initiative lies in action toward co-operation of the members promptly as a situation arises. This year a situation has arisen which makes it highly desirable for merchants to sustain the raw material markets whenever possible—and assuredly these markets cannot be sustained by premature clearances, which mean either profit reductions or net losses to merchants, and an increasing strain on the raw material situation through the resultant demand for stock replacement. Shoes are worth their replacement value to-day; anything short of that is potential loss, to avoid which the initiative of the Massachusetts Retail Shoe Merchants' Association should be followed, as expressed in the following resolutions of the executive committee:

It is important at this time to consider taking action on the semi-annual mid-summer mark down sales of the shoe

## USEFUL AND INTERESTING

*Enclosed please find \$1.00 to cover my subscription to the "Shoe and Leather Journal" for another year. I find the journal very useful and interesting, as it keeps folk in the smaller centres in touch with the trade everywhere in the Dominion. Wishing you continued success.*

*Yours sincerely,*  
Perth, Ont. F. B. POWELL.

**Packard's Special**  
**"WHITE'O"**

This is the line to feature during summer days when so many people are wearing white shoes—and soiling them

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

retailers of the state of Massachusetts, and we, the members of the executive committee of the M.R.S.M.A., approve and endorse the recommendations to the members of the Massachusetts Retail Shoe Merchants' Association, as follows:

We, the executive committee of the M.R.S.M.A., believe that the question of the semi-annual mid-summer markdown sales in the retail shoe stores of our members is of extreme importance to all of us this year and we have endorsed the following resolution:

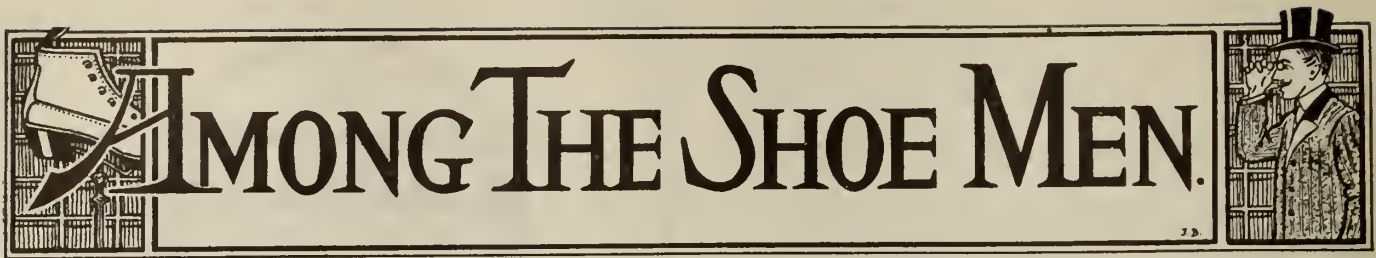
Whereas, The continued and rapid advance in the prices of all footwear purchased by shoe retailers on account of the increase in price of leather and other merchandise used in shoes and believing that the increased cost of leather will not diminish for some time to come and realizing that shoes now on our shelves are worth more now than they were when ordered, and if conditions continue, will be worth considerably more in the future, and

Whereas, It has been the custom of many shoe retailers to begin their mid-summer mark-down sales July 1st, to unload shoe stocks and realizing that it has been the habit of many customers to put off buying their footwear until the sale starts,

We believe that it is wise and important on the part of shoe merchants of the State of Massachusetts and throughout the country generally, to adopt a different policy this year, and start their mark-down sale August 1st, instead of July 1st, eliminating, as far as possible, staple and standard lines of shoes from their sales and confine them to fancy and novelty footwear only, whereby the retailer can get full profit on shoes sold, particularly during the month of July.

Be it resolved that the members of the M.R.S.M.A. postpone their mark-down sale from July 1st to August 1st, eliminating as far as possible from their sale, staple lines of shoes and not sacrificing footwear unnecessarily, thereby securing a legitimate profit on shoes sold during the month of July.





# AMONG THE SHOE MEN.

H. V. Tilley, of Charles Tilley & Son, Toronto, and wife, have returned from an extended trip to Western Canada and California.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., is on an extended motor tour of the Maritime Provinces in company with O. J. Killam, of St. John, N.B.

The firm of Waterbury & Rising, St. John, N.B., have added a qualified foot specialist to their staff in the personage of Ronald S. Edwards, who recently graduated with honors from Illinois College of Chiropody.

Another increase in the price of shoes is predicted in the Maritime Provinces as a result of the general rise in calfskins and hides.

The stock of H. S. Chapman, shoe dealer, of Clinton, who some time ago assigned, was sold at Suckling & Co.'s, Toronto, on July 5th, to H. C. Borbridge, of St. Thomas, Ont., at seventy-six cents on the dollar. The stock of rubber and leather shoes, trunks and findings amounted to \$4,869.

E. A. Chalk and family, of Toronto, are spending the summer holidays near Orillia.

H. V. Shaw, secretary-treasurer of Jackson & Savage, wholesale shoes, Montreal, and wife, spent a few days in Toronto and Niagara Falls last week on a holiday trip. While in the city Mr. Shaw called upon a number of friends in the trade.

J. J. Connor, who is western representative of McLaren & Dallas, Toronto, has returned from an extended selling trip throughout the Prairie Provinces and reports business as greatly improving in the West.

J. G. McDiarmid, of Toronto, and wife, are spending the heated term at Christie's Lake, near Perth, Ont.

Arman Charbonneau, 15 years of age, had his right hand severely crushed by being drawn under a roller while working a shoemaking machine at the Tetrault Shoe Company works, Demontigny street, east, Montreal.

The shoe retailers of Rochester, N.Y., will hold what is known as the Rochester Retail Footwear Exhibit at Powers' Hotel, in that city, on September 12th and 13th next.

The Toronto Leather Novelty Co., of Toronto, recently registered.

James F. Clark, of Clark Bros., St. Stephen, N.B., spent a few days in Montreal recently on business.

Kenneth Savage, of the staff of the Walk-Over Boot Shop, Toronto, has returned after spending his holidays in Montreal, Boston and Brockton, Mass.

A. Levy, of the Right Form Shoe Store, Yonge street, Toronto, has returned from a visit to Boston and other New England shoe centres.

W. J. Heaven, manager of the Anglo-Canadian Leather Co., Toronto, is on an extended business trip to the Maritime Provinces.

Robert Fraser, of Montreal, has returned to that city after a business trip to Toronto and Berlin.

W. A. Lane, of Montreal, manager for J. A. Scott, is receiving condolences owing to the recent death of his father.

William Northgrave, road commissioner for St. Mary's, Ont., passed away recently at the age of fifty-three years.

He had been in the service of the town for fifteen years and was an uncle of R. M. Northgrave, shoe merchant, of St. Mary's.

Owens & Elmes expect to open a handsome new shoe store at 89 Yonge street, Toronto, about the first of next month. The establishment will be one of the most attractive and splendidly fitted up of any in the Dominion.

Richards & Sons, boots and shoes, Winnipeg, have dissolved partnership; Geo. Richards continues under the same name.

R. Volhoffer, shoes and harness, Southey, Sask., has sold out.

J. P. Kilgour, vice-president of the Kilgour-Rimer Co., Winnipeg, returned recently after a business trip to the east.

George Ryan and G. C. Malcher, vice-president and sales manager of Thos. Ryan & Co., Limited, were recently in the east on a business trip.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, spent a few days in Toronto on business last week.

George Stockand, wholesale shoes, Edmonton, Alta., has returned to the West after spending some time in Berlin, Toronto, Montreal and Quebec on business.

J. B. Kilgour, proprietor of the Regal Shoe Stores in Winnipeg and Toronto, has returned to the West after a recent visit to Toronto and other points.

H. Boak, who represents J. H. Hirst, shoe and slipper manufacturer, Waterfoot, England, was in Toronto last week with a fine range of samples and called upon a number of members of the trade.

George H. Witheridge, of the staff of D. D. Hawthorne & Co., Toronto, is spending his holidays in Orangeville, Orono and other centres in Ontario.

J. S. Ashworth, of Toronto, Canadian representative of Sir H. W. Trickett, Limited, accompanied by his wife and family, spent a few days at Jackson's Point, Ont.

Wesley Allen, of the traveling staff of C. Parsons & Son, leather dealers, Toronto, and wife, are spending a holiday at Rosemount, Ont.

John Christie, of the Christie Trunk and Bag Co., Amherst, N.S., spent a few days in Toronto and other Ontario centres last week on business.

P. M. Goff, of Toronto, who has returned from a few days' fishing expedition to the Severn river, reports having had first-class luck.

D. Rowan, shoe retailer, 1627 Dundas street, Toronto, has taken in the store next door and has installed a modern and very attractive new front.

W. G. Parsons, of C. Parsons & Son, Toronto, who is a member of the St. Simon's Lawn Bowling Club, took part in the recent tournament of the Ontario Bowling Association at Niagara-on-the-Lake.

J. A. Cyr, general manager of the Rena Footwear Co., Limited, of Montreal, has been visiting Boston, Lynn, Haverhill and Brockton in the interests of the company.

H. E. Wettlaufer, of Berlin, was among the live representatives of the shoe trade who took part in the recent tournament of the Ontario Bowling Association at Niagara-on-the-Lake.

Lieut. M. J. Parsons, of the 19th Battalion, Q.O.R. machine gun corps, who went over with the second con-



tingent to France and has been in the trenches for several months, has returned to Toronto. He is a son of W. G. Parsons, Toronto.

Mr. Fred Baird of the Rannard Shoe Limited, No. 1 store, Winnipeg, who has charge of the men's shoe department, has gone on a vacation through the Eastern Canadian and American cities as far as New York. Mr. Baird has been with the Rannard Shoe Limited for several years and is visiting the Eastern style markets in order to promote the welfare of the progressive company he is with. Mr. H. A. Maher, of Ft. Dodge, Iowa, Mr. Roy Thompson of Minneapolis, Minn., and Mr. J. A. Bengé, formerly with Messrs. French, Schreiner & Urner, of St. Paul, Minn., are now with the No. 2 store of the Rannard Shoe Limited, Winnipeg. Miss J. W. Turner, formerly with Stobarts Limited, wholesale dry goods, is filling a similar position with the Rannard Shoe Limited No. 2 store.

One leading manufacturer of men's welts writes the *SHOE AND LEATHER JOURNAL*: "I might advise that the prices we give for 1916 are not the prices of leather to-day. The prices of leather to-day, I think I am safe in saying, are 6% higher than you last quoted. I might add that by the time we go out with our samples about the 1st of September, I believe the price of leather will be advanced 10% and also an extra 5% on the findings. That will be about the additional figure that shoes will be selling for next spring."

Julius Lipsky, of Montreal, was awarded \$1,886 by Mr. Justice MacLennan in a suit taken under the Workmen's Compensation Act. Lipsky was employed by the Canadian Consolidated Rubber Co., Montreal, and met with an accident which incapacitated him from work for a long period. In view of the permanent injury, the court granted him the amount mentioned.

Emile Joseph, shoemaker, 815 Bank Street, Ottawa, was arraigned before Judge Gunn in Ottawa on a charge of unlawfully having 150 pairs of government rubbers in his possession. He was found guilty and was given a suspended sentence on furnishing bonds for one year. The rubbers in question were given Joseph by Quartermaster-Sergeant Clark of the Engineers, who some time ago was convicted and given suspended sentence for obliterating the government stamp on binoculars.

A shoe manufacturing industry may be established in Winnipeg, according to an announcement made by Louis Kon, chief of the department of immigration of that city. Mr. Kon, who is co-operating with the industrial bureau, said that a prominent shoe company operating a number of large factories in St. Paul has been in communication with him, and will establish a factory in Winnipeg shortly if freight rates and leather prices are satisfactory.

An important industry has been secured for Guelph and will begin operation early in the fall. A deal has been closed whereby the Partridge Rubber Co., of Montreal, goes to Guelph. They will occupy an entire top floor of the building of the Standard Tire Co. The new firm will manufacture a variety of small rubber goods which are staples on the market. The machinery of the Standard Tire & Rubber will be used by the Partridge Rubber Co., who will employ 65 hands at the outset.

It is understood that J. A. Scott, the widely known leather merchant of Quebec, is going to the front as a major, in the battalion being raised in Quebec, under the command of Lieut.-Col. Sir William Price. Major Scott is an old military man, and during his absence, Mr. Wilson will look after the office and financial end of his business, while Messrs. Lane of Montreal and Blouin of Quebec, will look after the leather end.

The firm of Farmer Bros., Arnprior, Ont., has been dissolved, William Farmer retiring. Edwin Farmer will still carry on this old established business, which is so widely known in Eastern Ontario. He has a thorough knowledge

of the shoe game and announces that he will continue making a good line of hand made boots, including Farmer's River boots, while shoe repairing will be attended to in all its branches, by skilled workmen. A new policy is announced in connection with the house, and that is, from this out in order to give patrons the very best value, a strictly cash business will be done.

W. P. Francis, who is vice-president of the John Ritchie Co., Quebec, is highly regarded in shoe-making circles, and since coming to the Ancient Capital, a little over two years ago, has made many friends in the trade. From 1903 to 1908 he was vice-president of the N. R. Packard Co., of Boston, Mass., and upon the death of Mr. Packard in 1908 the partnership was dissolved. He then managed the Geo. H. Snow Co., and after remaining there for a couple of years, had decided to retire, but was urgently pressed to accept the management of the Emerson Shoe Co. of Rockland, Mass. There he was for some years before coming to the Ancient Capital in 1914, where he is prominently associated with the John Ritchie Co., and has demonstrated his ability, judgment and skill in the making of fine footwear. W. L. Francis, sales manager for Gale Bros., Limited, Quebec, is a son.

The shoe dealers of Calgary are closing their places of business on Wednesday afternoons at one o'clock during July and August. All the shoe shops on Eighth Ave. and First St. West agreed to the weekly half holiday with the exception of one.

A memorial service in honor of the late Corporal J. Walter McIntyre was held Sunday evening, July 9th, in the Methodist Church in Brookville, St. John county, N.B. The little edifice was crowded to its capacity and the service was one of the most impressive ever held within its walls. The entire community, regardless of Church affiliations, took advantage of the opportunity to pay a tribute to the memory of the young departed hero, who gave up his life on the battlefields of France for the honor of his King and Country. Rev. George N. Somers paid an eloquent tribute to the young soldier. Corporal McIntyre was formerly bookkeeper with the firm of Ames-Holden-McCready Co., Limited, St. John's branch.

The City Council of St. Thomas, Ont., has passed through the initial stage the proposal of the Monarch Knitting Company of Dunnville and St. Thomas to erect a \$50,000 hosiery factory in St. Thomas, and to employ 200 hands within the year, in return for a \$30,000 loan and fixed assessment for \$10,000. The company has just paid off a similar loan made in return for the location of a knitting and spinning factory here.

Mrs. Nellie Humphrey, widow of Frank Humphrey, who was a member of the firm of J. M. Humphrey & Co., wholesale shoe dealers, St. John, N.B., died a few days ago at her home in Hampton, N.B. Her husband predeceased her in 1906. Besides her daughter, Miss Ruth, and two sons, Douglas and John, she is survived by two sisters and one brother.

Among those who are attending the Shoe and Leather Market Fair in Boston are W. A. Hamilton, E. R. Lewis, D. D. Hawthorne, W. A. Moore, Wm. Edwards, jr., J. A. McLaren, Hugh White, Theodore King, J. A. Matheson, Toronto; Peter Smith, of the Muskoka Leather Co., Bracebridge; John Clark, of the Acton Tanning Co., Acton; Wm. Chamberlain, Galt, and many other representatives of the shoe and leather interests of Toronto and throughout Ontario.

Fairweathers, Limited, St. Catherine st. west, Montreal, intend installing a shoe department in their establishment. The department, which will specialize in high-class ladies' footwear, will be on the ground floor and will be superbly fitted up. Miss Little, who has been assistant buyer with John Murphy & Co., Montreal, in the shoe section, will

have charge. The very latest novelties will be carried and prices will range from six dollars up to twenty-five dollars per pair. C. L. Owens, of Toronto, who has supervised the buying, has returned from a business trip to New York, Boston and other eastern centres. He was accompanied by Robert H. Fairweather, of Toronto.

The Sherbrooke Footwear Co., Sherbrooke, Que., which is under the management of J. H. Hamilton, is very busy and is specializing on the manufacture of women's shoes, while a jobbing department has been opened up which carries all kinds of footwear.

Captain P. M. Rising, son of E. L. Rising, of the firm of Waterbury & Rising, St. John, N.B., arrived safely in England with the 104th Battalion, according to a cablegram received by his wife on July 7th. Prior to enlisting he was connected with the management of King street retail store.

Mayor R. T. Hayes, of St. John, N.B., recently received a letter from his son, Lieutenant Ralph Hayes, of a Canadian artillery unit, in France. He spoke of having gone through some severe engagements, but fortunately escaped injury. Prior to enlisting he was connected with the management of J. M. Humphrey & Co.'s shoe factory in St. John.

A. L. Dupont, shoe manufacturer, Maisonneuve, has returned from a motor trip to Boston.

F. H. DeLancy, son of F. N. DeLancy, of J. & T. Bell, Limited, Montreal, who underwent an operation for appendicitis, is progressing most favorably, having left the hospital a few days ago.

J. H. Moore, who represents the Minister, Myles Shoe Co. throughout the Maritime Provinces, has returned to Toronto after a very successful selling trip. He received the sad intelligence last week that his brother, D. L. Moore, formerly of Cornwall, but for the past five years residing in Calgary, had been killed in action at Hooge. He was a member of the 12th Mounted Rifles and went to the front with the Second Canadian Contingent.

The many friends of O. J. Killam, manager of the St. John, N.B., branch of the Kaufman Rubber Co., will sympathize with him in the loss of his only son who was about twelve years old. Death was caused by appendicitis.

J. N. Gibson, city traveler for Blachford, Davies & Co., Limited, Toronto, who has been ill for the past three weeks, is able to resume his duties.

W. W. Lindsley, of St. Catharines, Ont., who represents the firm of E. T. Wright & Co., St. Thomas, Ont., throughout the Maritime Provinces, has returned after an extended trip and reports a very satisfactory selling season.

C. S. Sutherland, of Amherst, N.S., S. H. Parker, of Preston, Ont., James Clark, of St. Stephen, N.B., F. P. Stockton, of Hymans, London, W. A. Hamilton of Toronto, W. Taylor, Halifax, J. T. Tebbutt, of Three Rivers, Que., and Mr. Turner, of Merchants Consolidated, Limited, Winnipeg, were in Montreal recently on business.

The Independent Rubber Co., of Merriton, Ont., are erecting several more dwellings in that town for their employes and are also putting up a large lodging house for the living quarters of several girls. The buildings are of a superior type and provided with all modern conveniences.

H. R. Emery, of Blachford, Davies & Co., Limited, Toronto, has been spending a few days in Ottawa and other eastern centres.

The merchants of North Toronto will hold a big picnic at Centre Island on Wednesday, July 19th, and among the interesting events will be a return baseball match between the city travelers of the shoe and findings houses and the shoe retailers of Toronto. It will be remembered that a few weeks ago the footwear dealers managed to score a signal victory over the travelers and the latter now demand satisfaction. It is expected that there will be large attendance at the picnic.

A. M. Jarvis, manager of the Murray Shoe Co., London, and J. G. McDiarmid, Western Canada representative of the firm, have returned from an extended visit to the leading shoe centres of America, looking into next season's style tendencies and picking up pointers on the outlook generally.

James D. MacKay, of Fredericton, N.B., died very suddenly at his residence, 492 George Street, a few days ago. He had been to church in the morning and was about the house during the day. The deceased was well known and highly respected. He was born at Boiestown, Northumberland county, August 26th, 1835, being the only son of the late William MacKay, of that place. In 1873 he removed to Chatham, where he resided until 1888. While a resident of Chatham he held important positions. Since 1888 he had been a resident of Fredericton except for a period of about three years during which he was manager of the Davidson lumber business at Salmon River, St. John county. In Fredericton he established the boot and shoe business still conducted under the name of MacKay & Co. He represented St. Ann's ward in the City Council for some years, and later became city auditor. He was also fisheries officer for York county, resigning the office about three years ago on account of failing strength. The late Mr. MacKay is survived by a widow, three sons and one daughter. One son is J. Walter MacKay, who conducts the shoe business of MacKay & Co., Fredericton.

The new home recently purchased by Gutta Percha and Rubber, Limited, at 143 Granville street, Halifax, N.S., is a four-storey brick structure with cut stone front and has been made thoroughly modern. A new freight elevator has been installed and the building placed in first-class shape for doing business with the quickest possible dispatch and order, being situated in one of the best wholesale sections of the city of Halifax. A. E. Doig, the manager of the Halifax branch, has been with the company for the past ten years. He started with them on February 1st, 1906, in the Montreal branch, under W. H. Galt, who was then manager and is now general sales manager. Mr. Doig, began shortly after he left school as a youth and has been with the Gutta Percha & Rubber, Limited, ever since. He was born and educated in St. John, N.B., and came to the Maritime Provinces as representative for the company on the death of Mr. Ogle, and when the Halifax branch was decided upon he was made manager.

Edgar P. Reed, "dean" of the Rochester shoe manufacturing trade, and honorary vice-president for life of the National Boot and Shoe Manufacturers' Association, also known affectionately as "Father" of that association, because it was in his brain that the idea of forming such an association originated, recently celebrated his fiftieth anniversary of entering the shoe business. Mr. Reed, who is in his eightieth year, was born February 14th, 1837, at Moriah, Essex county, N.Y.

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### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 80 cents per insertion accepted. Please remit cash with order.

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A NEW FIVE, TEN AND FIFTEEN CENT department has been opened in the store of The W. W. Cooper Co. Limited, Swift Current, Sask. Manufacturers of lines suitable for a department of this kind are requested to send catalogues.

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WANTED—SHOE SALESMEN—One for Quebec and one for Eastern Ontario, for a line of Women's McKay Shoes, can be carried with a line of men's goods. Experienced men only. Apply Box 101, SHOE AND LEATHER JOURNAL, Montreal.



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**TEBBUTT  
 SHOES  
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**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 JOBBERS SAMPLES AND AGAIN—  
 DON'T FORGET TO SPECIFY TEBBUTT BRANDS

**The Tebbutt Shoe & Leather Co., Limited**  
 THREE RIVERS, QUEBEC

# BARRIE TANNING COMPANY

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STAPLE AND FANCY **LEATHERS**

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HIDES ALL SPECIALLY SELECTED

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WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

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**UNITED SHOE MACHINERY COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



Nut Brown Calf Bal., Stag Vamp, with Perforations, Louis Heel.

**Browns will be  
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Two Tone Seamless Button, African Brown Kid Vamp and Gray Buck Top.

## The Very Latest Models in Smart Foot Toggery

### THE MOST POPULAR COLORS FOR FALL

Will be African and Tobacco Browns, Navy Blue, Battleship Gray, Bronze, White and Ivory in Kid Leathers; Nut Brown in Calf Leathers, and Gray, Fieldmouse and African Brown in Buck.

These shoes are made in full colors or two tone effects, with leather or covered wood Louis heels, and carry eight inch tops.

Our splendid range of new samples will be ready in a few days. We feature the very latest presentations in novelty footwear.

## CLARK BROS., LIMITED

Makers of McKay Specialties in All Widths

ST. STEPHEN, N.B.

Sample Room, No. 2 Trinity Square, Toronto

Representative for Ontario and Quebec, R. L. Savage  
Representative for Western Canada, Geo. H. Ferguson



# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



JOSEPH DAOUST, MONTREAL, QUE.

See Page 24

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# REGAL SHOES



The REGAL SHOE styles, made in our Canadian factory, are identical with those being sold concurrently in the Exclusive REGAL SHOE SHOPS of London, New York and other great cities.

That's why the REGALS are usually seasons ahead of others in new style features.

This fact is one of the many distinctive advantages enjoyed by merchants who sell REGAL SHOES.

Another one is that we sell to one merchant only in each locality, so that the first man to get REGAL SHOES in any locality gets the full benefit of the peerless REGAL Reputation.

If there's no REGAL SHOEMAN in your town, write us for particulars of the REGAL LINE and sole agency proposition.

## Regal Shoe Company Limited

102 Atlantic Avenue

Toronto



*"The Most Remarkable Invention of the Age."*

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# AIR-TREADS

A Combined Vacuum Heel Cushion and Ventilator  
for Men's and Women's Shoes.

PHILIP JACOBI

5 Wellington Street East, Toronto, Ont.

Sole Distributing Agents for the Province of Ontario

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## To the Trade

Distributing agents for the North-West, Quebec and Maritime Provinces will be announced in our next issue.

**Air-Treads** will be extensively advertised to the consumer in the best publicity mediums of the country, and dealers who consult their best interests and that of their customers will prepare for the demand that will arise.

Patents pending in Canada, Great Britain and the United States.

ON THE BILL BOARDS  
FROM COAST TO COAST

**“NUGGET”**  
**SHOE POLISH**



The illustration shows a baby wearing a military-style cap, peeking out from behind a white sheet that is pinned to a wooden frame. The baby is holding a round tin of 'THE NUGGET' shoe polish in their right hand and a shoe in their left hand. The background is a simple landscape with grass and a horizon line.

**“All we Military Chaps use it”**

THE NUGGET POLISH CO., LIMITED

9, 11 and 13 Davenport Road

TORONTO

ONTARIO



# These Two Brands—

## Specify them to your jobber

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.

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

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.



*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

In the PROFESSOR SHOE he gets the same comfort and appearance *plus* a patented cushioned inner sole that makes walking a pure pleasure.

*If your jobber cannot supply you, write us direct.*

**The Tebbutt Shoe & Leather Co., Limited**  
**Three Rivers, Quebec**

# SPEED KING OUTING SHOES



**SPEED  
KING**



Likely enough the hot spell has helped move your Outing Shoe stock quicker than anticipated. But there's more business to come yet before the green leaves turn yellow. A hurry-up order to any of our wholesale selling representatives for SPEED KINGS is the best move you can make.



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.
Brown, Rochette, Limited - - - - -	Quebec, Que.
McFarland Shoe Co. - - - - -	Calgary, Alta.
T. Long & Brother - - - - -	Collingwood

## The Independent Rubber Co., Limited MERRITTON - ONTARIO





A Natty "BELL" Style  
Unlocked Process

## A Shoe That Sells Itself

Will fit 40 per cent. more feet than the ordinary shoe, because it is UNLOCKED and therefore finds the CONTOUR of the FOOT. Fits normal as well as abnormal feet.

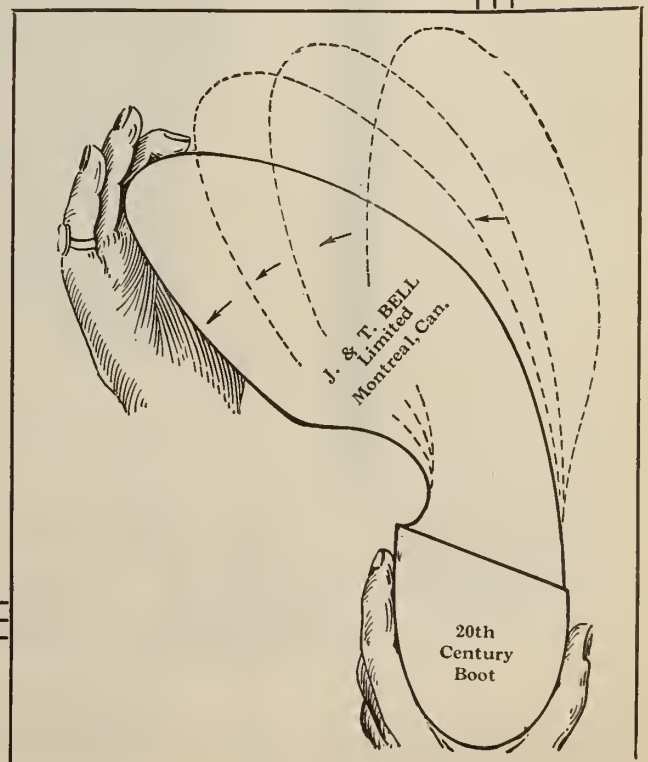
### An Absolutely New Principle

applied to modern shoemaking. The lasts are ball bearing and follow the *bottom shape* of the human foot. The upper and sole patterns are SPRUNG and cut under a NEW METHOD. This gives the arch a SPRINGY, FLEXIBLE SUPPORT that is always with the foot and does not pull away from the foot when the heel leaves the ground.

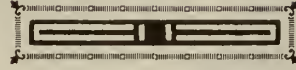
- ☞ Comforting to All Feet.
- ☞ Prevents Flat Foot and Arch Trouble.
- ☞ Means Repeat Business.
- ☞ Makes Friends.

STYLE AND COMFORT  
COMBINED

J. & T. BELL Limited  
MONTREAL, CANADA



# PROMPT DELIVERY ASSURED



*Our business has been built up on quick service to the retail shoe trade, and in spite of adverse conditions, caused by the war, we are still able to maintain our reputation for prompt delivery, because we carry a complete assortment of up-to-date footwear. There is*

## *No Necessity of Your Losing Sales*

*Our In-Stock Department is at your command. Treat it as a reserve stock of your own and order from it whenever you see your shelves getting low. Do this and you will not be missing any sales.*



# JAS. ROBINSON

## MONTREAL



# The Largest Combined Manufacturing and Shoe Jobbing House in the Province



*Model*  
SHOE

*W. B. Hamilton Shoe Co.*  
*Limited.*

*W. B. H.*  
SHOE  
ALL SOLID LEATHER

TORONTO



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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



*Looks Right Fits Right Wears Right*

# The Just Wright Shoe

*In Stock at St. Thomas and Regina*



*The Just Wright*  
TRADE MARK SHOE  
"HOBO" No. 161  
Vici Blucher, Cushion Sole. E Width.  
Sizes 6-10.  
In Stock at St. Thomas and Regina.

*Keep to the WRIGHT—It Pays in both Profits and Prestige*

## E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.

*"First Aid"*  
TRADE MARK  
TO THE FEET

TRADE  
ARROWSMITH  
MARK

TRADE  
ARROWSMITH  
MARK

The Arrowsmith line of "First Aid" Foot Specialties embraces everything worth while for the correction of human foot ailments. Install a "First Aid" Foot Relief Service Station in your store and watch your findings sales increase.

Canadian - Arrowsmith Mfg. Co.

Limited

Manufacturers of Foot Specialties

Niagara Falls, Ontario

TRADE  
ARROWSMITH  
MARK

TRADE  
ARROWSMITH  
MARK

## A. DAVIS & SON, LIMITED

**Tanners  
of  
High  
Grade  
Side  
Upper  
Leather**



Elk, Black and Colors; Russet Oil Grains; Mennonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather; Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors.

Celebrated for Uniform Quality and Superior Texture and Finish.

**KINGSTON, ONTARIO**



# Good Sellers Right Now

*Mail Us Your Order  
For Rush Delivery*



No. 9325  
Women's White Buck  
Colonial Welts  
\$3.25

No. 4165  
Misses' White Buck  
Button McKay  
\$2.25

No. 3165  
Girls' White Buck  
Button McKay  
\$1.80



**“CLASSIC”**

*“The Shoes That Have Supplanted Foreign Footwear”*

*Made only by*

**Getty & Scott, Limited**

**Galt - - - Ontario**

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are connected with our branch distributing houses to serve our customers in relation to Sorting and Placing Orders.

# AMES HOLDEN McCREADY LIMITED

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



# FOOT TROUBLES

AND HOW TO RELIEVE THEM

*Proper equipment means efficiency and efficiency is the byword of modern business. Efficiency and Service work hand in hand and the entire Scholl organization is at your command.*

Genuine results are obtained when the **right appliances** are **scientifically** fitted. Ten years of education through trained representatives, through the trade press and the remarkable efficiency gained in the use of Dr. Scholl's Arch Fitter and method of fitting have placed the sale of all foot appliances on a higher plane. This naturally removes from the market the undesirable ones, because today the shoe dealer recognizes that with the Scholl simplified method all feet can be fitted with any shoe and be made comfortable.



## How to Fit Arch Supports

This is Dr. Scholl's Arch Fitter on the new cabinet ready to place anywhere most convenient to the fitter. The cabinet is substantially built of solid oak, dull finish, with three drawers for Dr. Scholl's Foot Comfort Specialties, and inside the self-closing doors are compartments for a small assortment of arch supports. The cabinet is an ornament as well as a practical instrument of efficiency for every shoe dealer.

With Dr. Scholl's Arch Fitter all adjustments can be made accurately to produce results in relieving foot troubles. Fitting is a science and this machine was never designed to be used as a bluff, but because arch supports sold over the counter will not produce results.

If you wish to cash in on the foot trouble people that come into your store every day and get the profit and prestige that will come to you automatically from doing so, write to-day for further information.

## The Scholl Mfg. Co.

Largest Makers of Foot Comfort Specialties in the World

213 W. Schiller St.

Chicago

NEW YORK

TORONTO

LONDON, E.C.

*N.B.—Knowledge is power. Dr. Scholl's travelers and demonstrators have been carefully trained on the subject of correcting foot troubles with Dr. Scholl's appliances and method. Consult them for further information and watch this publication for the next advertisement on "Foot Troubles."*

**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.

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

# **NEW IVORINE**

**BIRD'S EYE RIVET SHANK  
SHOE BUTTON**

It is a popular price button, made in Newark, where we make also an extensive line of

**IVORY, OCEAN PEARL & ORNAMENT BUTTONS**

Get samples and prices. Our line will surprise you.

**CONTINENTAL SHOE BUTTON CO., INC.**  
NEWARK, N.J. U.S.A.



*"Martin Saves The Shippers' Money"*

Always ship  
your products in

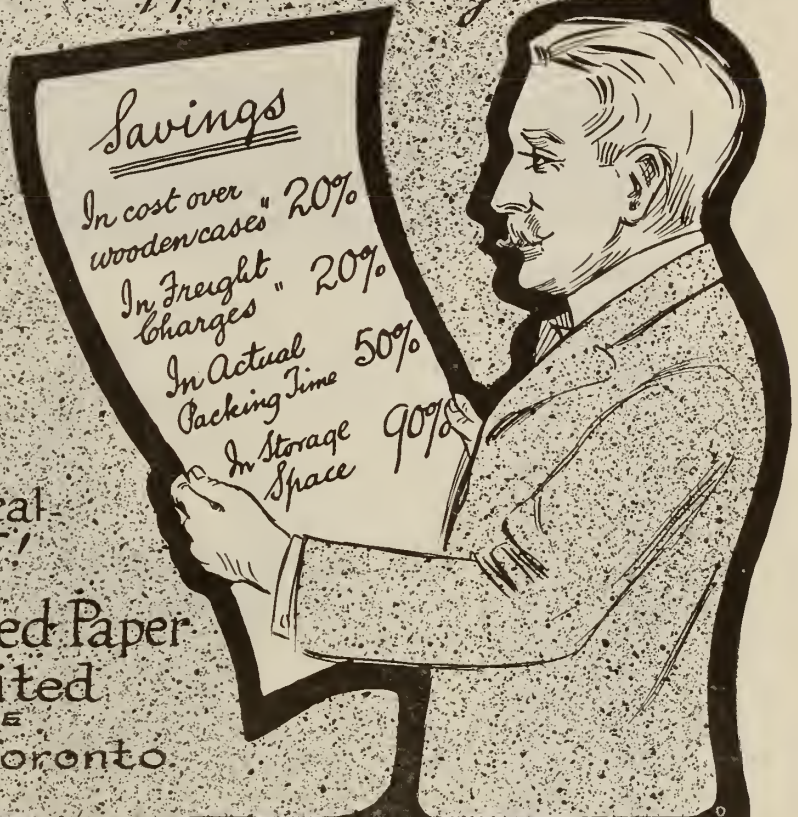
**MARTIN**  
CORRUGATED  
FIBRE-BOARD  
**SHIPPING  
CASES**  
MADE IN CANADA

Don't be Skeptical-  
**INVESTIGATE!**

Martin Corrugated Paper  
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FACTORY & OFFICE

353 Pape Ave. Toronto

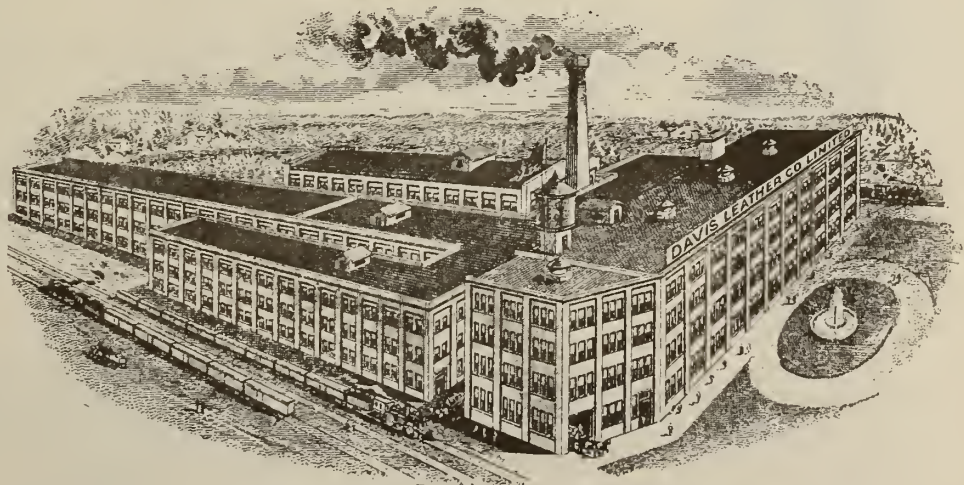


# The Largest Tanners of Calf in the British Empire

Uniform  
in Quality

Economical  
in Cutting

Superior  
in Finish



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS CALF**

**Davis Leather Co., Limited, Newmarket, Ont.**



**SERVICE and SATISFACTION**

Go hand in hand when you make your Rubber Footwear purchases from The Dominion Rubber System.

NO MATTER WHAT THE RUBBER FOOTWEAR NEED MAY BE, IT IS OUR AIM TO SERVE AND PLEASE YOU.

**Canadian Consolidated Rubber Co., Ltd.**  
Head Office: Montreal

28 "SERVICE Branches Throughout Canada"



# SHOE & LEATHER JOURNAL

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JAMES ACTON, President

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GREAT BRITAIN  
92 Market St., Manchester

## FRENZIED SHOE BUYING

**Dog Days Do Not Kill it—Argument and Ridicule Do Not Turn it From Gambling in Futures in Shoes—Manufacturers Alarmed and Inconvenienced**

**T**HE SHOE AND LEATHER JOURNAL launched a "Jack Johnson" a few weeks ago at the evil of trying to "beat the game" in shoes. Notwithstanding the many favorable comments received from manufacturers, dealers and even leather men there seems still to be sufficient gambling in footwear futures to keep the market keyed up to the hysterical point and to maintain the unhealthy, nervous tension at which shoe manufacturing has been conducted for some months past.

It is surely a strange situation when manufacturers have to ask customers to reduce their orders and advise them to put off placing their requirements for the coming season; yet this is being done today by some large concerns.

Here is a letter, by the way, from an American shoe company to a large customer in Buffalo, which a representative of the SHOE AND LEATHER JOURNAL picked up recently. It evidences the acuteness of the situation across the line, and, in an emphatic way, backs up what this Journal has been saying for the past two or three months. It says:—

"Sir,—If you are one of the many dealers that have been buying shoes at the rate of 90 miles an hour, you should now stop, look, and listen.

### Stop

"Stop long enough to reflect over your past years of shoe experience and realize that you have never made a dollar speculating in footwear; and in fact, have lost a great deal in trying to 'beat the game' by buying heavily for future needs.

### Look

"Look into the future, with a clear vision, and see that there is sure success for those who have conserved their cash and are in a position to go into the market next fall and purchase shoes that will be in strong demand—and then sell them at a good profit, and not be loaded with shoes bought early that you 'thought' were going to be good, but that will be killed by new advance styles brought out by the tanners and manufacturers next August and September. It has happened several times before, and may happen again this fall.

### Listen

"Listen to the advice of a true friend and the advice of your own conscience and good judgment, and we believe that you will follow our suggestion and adopt a hand-to-mouth policy of buying.

"There is no occasion for alarm, and all orders placed should remain in force, but don't keep on loading up with shoes that you will have to put in cold storage.

"Reserve a liberal amount of cash, with which to handle your business on the new styles that will be in vogue this fall, but as yet have not been born."

This hits the nail on the head. The feverish anxiety of dealers to keep covered with shoes is having the effect on the one hand of "boosting" footwear prices and, on the other hand, will undoubtedly result in large stocks of "cold storage" shoes in the near future. Should the war suddenly terminate there will undoubtedly be a panicky turn to affairs, for a time at least, which will mean a tumbling market, until conditions readjust themselves.

# HOW DO YOU FIGURE THE PROFITS ON SHOES

**Too Much Guesswork and Not Enough Certainty—Do You Know Your Percentage of Cost to Do Business?—Necessary to Get Higher Prices and Larger Margin Owing to the Great Advance in Costs All Along the Line—Right and Wrong Methods**

**T**HIS question was given to many members of a certain trade in Canada and the United States. If an article costs \$1.00 and you know your cost of doing business is 22 per cent. and you wish to make 10 per cent., what is the selling price?

You will hardly believe me when I tell you that fully three-quarters of the merchants answered the question wrong. The majority gave \$1.32 as the selling price, whereas the correct figure proved to be \$1.47.

A great many people reason this way. Well, my article costs a dollar, so I must add (mark the word add) to this my business cost, 22 per cent., and the 10 per cent. I wish to make.

Remember the cost price is not a thing to be added to, but is a percentage of the selling price.

The simplest non-technical way to arrive at the selling price in all cases is to add together all your percentages, deduct them from 100, and divide the remainder into your cost, the quotient being your selling price.

I will now give you some illustrations of why many fail in business because they figure their profits incorrectly.

### The Right Way

Example—

Expense of doing business is.....	25%
(Figured on gross sales, i.e., selling price.)	
It is desired to make a profit of.....	10%
(Must be figured on selling price.)	
Cost of an article.....	\$2.00
Find the selling price.	

Solution—

	Rent	Delivery charges
Expense	Light	Telephone
Selling Profit	Heat	
Price Cost	Wages	Interest on Capital invested
	Advertising	Depreciation on stock
	Insurance	Bad debts
	Freight	
	Express	Extraordinary expense

100% equals..... Selling Price

35% equals..... { Profit 10%  
Expense 25%

65% (of selling price) equals..... Cost

\$2.00 will be 65% of selling price.

Divide \$2.00 by .65 equals \$3.08.

Answer—

Selling price should be made \$3.08.

Proof—

Expense 25% of \$3.08 equals.....	\$0.77
Profit 10% of 3.08 equals.....	.31
Cost 65% of 3.08 equals.....	2.00
	<hr/>
	\$3.08

### The Wrong Way

Figuring it as 25% plus 10% or.....	\$2.70
Which is less than cost.....	\$2.00
Plus expense.....	.77
	<hr/>
	2.77

That's why they fail.

### Touch Every Part of Cost

Henry Drummond says that there were three blind men once asked to touch an elephant. One of them

felt his trunk, another his ear, and the third his tail. They each thought they had touched the elephant, whereas it was only a part.

Is this what we are doing to-day on this question of profits? Are we figuring that when we add 25 per cent. to our cost, we are making 15 per cent., because our cost of doing business is only 10 per cent. If so, we are wrong, and it is one of the vital nails which we need to hit on the head and drive it home fast.

The man who says he is doing business to-day for 10 per cent. either wants help or is telling a lie. That man around the corner from you, who thinks he is doing business on a 10 per cent. basis, is not only going down hill very fast, but he is taking you along with him, as in nine cases out of ten you will meet his price in order to retain some valued customer or for some other reason.

A firm down east went to the wall a few years ago. For about five years previous to the crash they were putting from \$3,000 to \$7,000 on the wrong side of the profit account. When the re-organization took place one would suppose they had learned a lesson. What are the facts? Last year their audited statement showed that on a bond issue of \$500,000 and a further capital of \$1,000,000, they made the large sum of \$12,000, and after deducting 6 per cent. interest on the bonds, they were \$18,000 in the hole. What was the reason? Either they were adding the princely sum of 10 per cent. to cost, or their overhead expenses were much greater than they had figured.

### How It Feels to Run Shy

Did you ever go on a holiday jaunt and think that you had prepared yourself with sufficient funds or letters of credit and have to borrow money on which to pay your return journey. Did you ever start out on an automobile tour with your tank filled to its utmost capacity, feeling sure you had enough "gas" to carry you through, only to learn that you were five miles from a supply station and were completely stalled for want of fuel? Did you ever go to a family picnic with the youngsters, thinking you had provided a plethora of provisions for the outing, only to discover that before the day was half over the last scrap had been taken from the hamper and devoured?

All these situations are predicaments which, while they may appear amusing to the reader, are anything but enjoyable, when you are "the victim," and it is the same thing in mercantile life, in the matter of figuring profits. Many a man thinks that he is making so much on each pair of shoes, and at the end of the year, that he has cleared up a profit of so many hundred or thousand dollars, but on taking stock and examining his bank account and bills payable, finds too often that the alleged profit is a minus quantity. He has lulled himself into a false sense of security, and indulged in the pleasant fiction that he was making money, when he was not, as it has proved. It is a rather rude shock to him to awaken to the fact that, on the year's operation, he is not a dollar ahead, but that he has come out "short."

### Figure Profits on Selling Price

There is altogether too much guesswork in the figuring of profits, the cost of doing business and overhead outlay. One man figures one way and one another, but like everything



else, there is a right and a wrong method of doing things. All profits should be figured on the selling price and not on the cost price. "Why?" someone asks. Well, in the first place the expense of making that sale, or leading up to its conclusion, all comes out of money received from the transaction. The selling price might be interpreted as the money received and placed in the till or cash register. Out of this there has to be deducted the outlay for help, rent, light, heat, insurance, freight, telephone, repairs, advertising, display fixtures, delivery, interest on invested capital and many other items. There fore the ratio of profit should be gauged upon the selling price.

Much has been said and written upon this subject, yet little attention has been paid to it by some merchants. In the belief that a good thing will bear repetition and perhaps help to drive home some facts that should be patent to the retailer, the SHOE AND LEATHER JOURNAL once more presents to its readers some additional data on how to figure profits. Many a man in business has fooled himself out of margins and eventually failed by calculating percentages of profits on the cost price, when everything should be figured on the selling price. There is a difference between profit on the cost price and profit on the selling price, which often spells success. Sometimes a shoe merchant will say—"Oh, I just cleaned up 25 or 30 or 33% on that transaction," referring to the cost price, but when the calcium light of selling price is turned on, it is then discovered that the profits have only been 16 1-3%, 23% and 25%.

Give some attention to the following table and, with the increasing prices for shoes, which in many instances have gone up as much as 25 to 40%, the advance in wages, owing to the scarcity of help in the shoe store and the higher cost of living and general trend of everything to maintain war values, see that you are not profit shy in the shoe game.

20	% added to cost is 16 1/3 % profit on selling price
25	% added to cost is 20 % profit on selling price
30	% added to cost is 23 % profit on selling price
33	% added to cost is 25 % profit on selling price
35	% added to cost is 26 % profit on selling price
37 1/2	% added to cost is 27 1/4 % profit on selling price
40	% added to cost is 28 1/2 % profit on selling price
45	% added to cost is 31 % profit on selling price
50	% added to cost is 33 % profit on selling price

**Not How Cheap but How Good**

People have the money and will pay the price if you have only the fortitude and strength of character to get enough for your goods. Of course, it requires more of a backbone than a wishbone, but the retailer to-day, who is making money, is the one who is not catering to the public on a "how cheap" basis, but on a "how good" basis. He talks quality, style, attractiveness, snappiness, smartness, and gets a commensurate price. He is not harping on "cheapness," "less than cost," "marked down," "turning them loose at so much," "now selling at so-and-so," and other arguments. There are always plenty of men in every town who can get the cheapest trade. Any person, by raising a shout and plastering his store front with a miscellaneous assortment of boots and shoes, so that the whole exterior is literally a leather fortification, by putting huge figures on cotton signs, distributing flaring dodgers and using flamboyant ads, can corral the cheap trade. This schooling does not require any long term of study or application. Such a man is a storekeeper and nothing more, and there is a vast difference between a storekeeper and a merchant. A merchant is one who caters to the wants of his customers on the highest and best plane. He gives value, quality and service, keeps a well assorted, up-to-date stock, buys only from reliable and progressive manufacturers, has a dignity and distinction about his premises and selling organization that proclaim the worth of the man, the efficiency of his establishment and the excellence of his goods. He creates a bond

of confidence and mutual trust between his patrons and himself. He gets a fair percentage of profit on all the lines that he handles and stands back of his record, his stock, his work and his word. He is not here to-day and away to-morrow; he does not pretend to be in business for his health, or for the sole benefit of the public. He is there, the same as as you and I, and everybody else are, in our respective spheres—to make money and make it honestly, uprightly and legitimately.

**Along Sure and Safe Road**

But this is getting away from the profits. He knows how to figure profits, he knows the cost of doing business, is able to compare the records of successive years and to put his finger on any weak point in his organization. What are the causes of failure in business? Not getting sufficient profit on goods, not figuring that profit correctly, getting overloaded with various lines and granting too much credit.

The man who is cutting prices to-day is really committing commercial suicide. No matter what price he puts on his shoes, he will meet the allegation that his figure is too stiff or that some retailer down the street is disposing of the same boot at 25 or 50 cents per pair less. There is never very much money to be made out of this class of people—they can always do so much better elsewhere, or think they can.

Let that other fellow get their trade and some day these people will find out that while they may have obtained footwear for so much less, they have got an inferior quality or the man who sold them will learn that there has been mismanagement in his business or he is unable to pay his creditors and disaster awaits him around the corner.

**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 period, 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:

$$\frac{\$100,000}{\$24,000 + \$20,000 + \$16,000 + \$28,000}$$

Or this way:  $\frac{\$50,000}{\$12,000 + \$10,000 + \$8,000 + \$14,000}$

Which in either case is 4 6-11; since

$$\frac{50,000}{4}$$

$$\frac{44,000}{4}$$

is exactly the same as

$$\frac{100,000}{4}$$

$$\frac{88,000}{4}$$

Either method of figuring the rate is entirely accurate.



ENJOYING BASEBALL GAME AT MERCHANTS' PICNIC

The above illustrations are snapshots of a baseball game between the shoe retailers and travelers of Toronto, and were taken at Centre Island. No. 1 shows a general view, with Billy Young batting, and Norman Ingram, centre, next to bat. No. 2 is a group of interested fans, prominent shoemen, including Messrs. Waller, Allen, Blachford, Shinnick, Fegan, Martin and Snider. No. 3 is a study in expression. Tom Kelly, who scored six runs for the retailers, is batting, and Dick Nicholson is catching for the "grip" artists.

It is the same old story. The shoe retailers of Toronto possess an invincible ball team and in the return game at Centre Island on July 19th, when the merchants of North Toronto held an enjoyable picnic, they defeated the city travelers by 27 to 17 in a seven innings contest. In a struggle at Willowvale Park some weeks ago the shopkeepers were also victorious over the city footwear salesmen by 10 to 6. The latter asked for an opportunity to wreak their revenge on the retailers but when the chance was afforded them the representatives of the wholesale houses did not make good. A large number of the trade attended and there was great enthusiasm, in spite of the sultry weather, when Umpire T. A. Wilson, of Bloor street west, called "play ball."

The retailers have a bunch of players that would make the Toronto Eastern League team go some to hold them. For the travelers Bain, Bawden and Young were always on the job and were largely responsible for keeping the score from getting into the three figures. Chappell, Kelly and Bayford for the shoe dealers proved themselves to be efficient at the bat, while Barlow and Rogers also made a good show-

ing. Here is the official score but it does not in any way represent the intense interest that was manifested in the fray.

Shoe Retailers

	1	2	3	4	5	6	7	R	H	E
N. Chappell, 3b.....	11	1	1	1		1	x—	6	3	0
T. Kelly, s.s.....	11	1	1	o		1	x—	5	0	0
B. Sproul, 2b.....	oo	1	1	o		o	x—	2	0	2
A. Neale, p.....	11	o			o		x—	2	1	0
C. Allen, 1b.....	1		o		o		x—	1	0	0
J. Merner, r.f.....	1	o	o		o		x—	1	0	0
A. Barlow, l.f.....	1	1	1	o		o	x—	3	0	0
C. Bayford, c.f.....	1	1	1	1		o	x—	4	0	0
F. Rogers, c.....	1	o	o	1		1	x—	3	0	0
Totals.....								27	4	2

Shoe Travelers

	1	2	3	4	5	6	7	R	H	E
Parker, c.f.....	o			o	1	1	o—	2	2	1
Bain, 1b.....	o			o	o	1	o—	1	2	0
Partridge, 3b.....	o			o	o	11	o—	2	1	3
Cronk, 2b.....		o			1	11	o—	3	2	0
Young, s.s.....		o			1	11	1—	4	3	1
Melrose, l.f.....		o			o	1		—	1	2
Nicholson, c.....			o		o	1		—	1	0
Bawden, p.....			o		1	1		—	2	1
Ingram, r.f.....			o		o	1		—	1	0
Totals.....									17	13



SOME CATCHY MODELS FOR MY LADY FAIR

Here are some of the latest offerings in ladies' foot attire. On the left is a brown kid button with saddle, foxing and covered wood heel of black kid. In the centre is a grey nubuck lace boot; invisible cyclots, black kid tip, one-piece stay and overlaid cuff and foxing. On the right is a Russia calf 7 1/2 inch button boot; vamp, foxing and cuff to match; brown cloth top; brown buttons and buttonholes.



# SHOE REPAIR MEN ARE GETTING BETTER PRICES

Following the Example of Ottawa and Toronto the Repair Men in London, St. Thomas, Peterboro and Other Cities Have Come Together—The Schedules that Prevail in the Different Centres—Sole Leather Still Ascending in Price

Owing to the high and constantly increasing cost of sole leather, tap soles and heel lifts, the scarcity of labor, the ascending rate of wages and other causes, the shoe repairers in many cities have advanced their figure on all lines of work, following the example set by Ottawa, Toronto and other places.

The following price list has been agreed upon in London, Ont.

Men's sewed soles.....	\$1.00
Men's nailed soles.....	.75
Men's heels srtaightened.....	.35
Men's rubber heels.....	.50
Boys' sewed soles.....	.50
Boys' nailed soles.....	.65
Boys' heels straightened.....	.25
Youths' soles.....	.50
Heels straightened.....	.25
Women's sewed soles.....	.75
Women's nailed soles.....	.55
Women's turned soles.....	.85
Women's heels.....	.25
Women's rubber heels.....	.40
Misses' nailed soles.....	.45
Misses' heels.....	.20
Men's new heels.....	.60
Ladies' new heels.....	.65
Ladies' toe caps.....	.35
Men's toe caps.....	.40
Infants' half soles.....	.30
Ladies' back straps.....	.35
Ladies' shoes dyed black.....	.30
Men's shoes dyed black.....	.35
Buttons.....	.20
Men's whole soles.....	1.50
Counters.....	.50

The following firms in London are charging the above prices:—Modern Shoe Repair, Famous Shoe Repair, Ward's Shoe Repair, Thorne's Shoe Repair, First-Class Shoe Repair, Advance Shoe Repair, Metropolitan Shoe Repair, XL Shoe Repair, American Shoe Repair, Rodger's Shoe Repair, London Shoe Repair, Paxman Shoe Repair, Standard Shoe Repair, Wyatt's Shoe Repair, Read Shoe Repair, Guymer's Shoe Repair, Brown's Shoe Repair, New Method Shoe Repair, Canadian Shoe Repair.

## St. Thomas Men Get More

The shoe repair men of St. Thomas, Ont., have got together and recently had the following advertisement prominently placed in the daily papers of that city:—

Leather has risen in the last seven years over 100 per cent. The best quality soles that are used by the repairers of this city have risen in that time from \$2.70 to \$6.15 per dozen, and other leathers in the same proportion. To meet this great advance the shoe repairers of the city are compelled to charge the following prices:—

Men's soles and heels, sewn.....	\$1.50
Men's soles, sewn.....	1.20
Men's soles and heels, nailed.....	1.25
Men's soles, nailed.....	.90
Ladies soles and heels, sewn.....	1.25
Ladies' soles, sewn.....	1.00
Ladies' soles and heels, nailed.....	1.00

Ladies' soles, nailed.....	.75
Men's heels.....	.40
Ladies' heels.....	.30
Boys' soles and heels, nailed, 3 to 5.....	1.00
Boys' soles and heels, nailed, 11 to 2.....	.95
Boys' soles, nailed, 3 to 5.....	.75
Boys' soles, nailed, 11 to 2.....	.65
Misses' soles and heels, nailed, 11 to 2.....	.85
Misses' soles, nailed, 11 to 2.....	.60
Girls' soles and heels, nailed, 8 to 10½.....	.75
Girls' soles, nailed, 8 to 10½.....	.50
Children's soles, nailed.....	.40c. up
Boys' heels.....	.30
Girls' heels.....	.30
Children's heels.....	.25
Men's long sole,s nailed.....	1.25
Men's long soles, sewn.....	1.75
Rubber heels (ladies' or men's).....	.50
New heels, complete.....	.85
Men's toe caps.....	.60
Ladies' toe caps.....	.50
Boys' toe caps.....	.50
Misses' toe caps.....	.50
Children's toe caps.....	.35
Pieces on sole, men's.....	20c. up
Pieces on soles, ladies.....	15c. up
Patches from.....	.15
Patches (cement).....	.25
New elastic set.....	1.00
Men's button fasteners.....	.15
Ladies' button fasteners.....	.20

## Peterborough Falls in Line

An all round increase for shoe repair work has gone into effect in Peterborough and the men there declare they should have taken action long ago. The firms who are getting higher prices for their work are:—P. J. Hickey, Geo. A. Foy, W. A. Greenslade, City Footwear Co., J. V. Calderone, John Carey, Samuel Whatley, J. W. Miller & Sons, C. E. Smith, T. I. Hill, Jas. H. Whatley, Wm. Petrie, J. D. Stenson & Sons, John Kylie.

The prices that prevail now are:—

Men's sewed soles.....	\$1.15
Men's sewed soles, through the heels.....	1.50
Men's nailed soles.....	.90
Men's heels.....	.35
Women's sewed soles.....	.75
Women's turned soles.....	.85
Women's nailed soles.....	.60
Women's heels.....	.25
Girls' sewed soles.....	.60
Girls' nailed soles.....	.55
Girls' heels.....	.25
Boys' sewed soles.....	.85
Boys' nailed soles.....	.75
Boys' heels.....	.30
Children's soles.....	.45
Children's heels.....	.25
Patches.....	.15
Hand sewn patches.....	.20
Rips.....	.10
Toe caps.....	.40

Men's rubber heels.....	.50
Women's rubber heels.....	.40

### Association Keeps on Growing

At the last meeting of the Toronto Shoe Repairers' Association there was an exceptionally large attendance. Several new members were received and the new schedule of prices, which was issued some time ago, is being strictly adhered to on all sides. The Association, although only a few weeks old, is making splendid headway, and since its members set the example of increased prices, repair men in other cities have followed suit. Walter Burnill occupied the chair owing to the absence of President Chas. F. Robertson who was away on his holidays. Mr. Burnill gave the members an inspiring talk on unity and co-operation and briefly referred to the present conditions of the trade as contrasted with those prevailing before the war. He added that the present increased prices were altogether too low and in order to make a decent living and pay one hundred



WALTER BURNILL, TORONTO, WHO SPOKE ON "CO-OPERATION"

cents on the dollar it would soon be necessary, in view of recent sharp advances in leather, for the members to raise the present figures. His remarks were received with applause.

The next meeting will be held on Thursday, August 10th, in the Foresters' Building, College street, Toronto, at which it is hoped there will be a large and representative attendance.

### What Shoe Repairer is Up Against

Editor SHOE AND LEATHER JOURNAL, Toronto:—

Dear Sir,—I notice that the shoe repairers of Toronto have formed an association with the object of getting increased prices. I wish them every success in their organization work, but I would like to know can increased prices be obtained by all when one repairer will use No. 1 oak sole, while his opposition down the street will use bellies? The result is that the man who uses bellies, cuts the repair price in half. The same thing applies to another important part of the business—in fact, the best paying part—namely, rubber heels. Some wholesalers of rubber heels are selling repairers direct, at an even lower figure than they dispose of them to the jobber. What is the result? Repairers who buy these heels are putting them on at 25 and 30 cents a pair. In this way, they are cutting their own throats. The extra business that is secured by slashing prices amounts to

nothing as patrons very frequently, if not generally, leave such establishments, owing to the inferior material used. But how can the trade stop this class of man doing business?

Another point against higher repair prices is that one store in the city last week sold 500 pairs of Goodyear welt shoes at \$1.85 a pair. The purchaser may say—"Why pay



THE SHOP OF COLLEGE SHOE REPAIR CO., TORONTO,  
CHARLES JEEVES, PROPRIETOR

\$1.50 for new soles and heels when I can get an entire new pair of boots for 35 cents more? It is certainly a hard, cold world for the shoe repairer.

Yours truly,

Winnipeg, July 27th.

ST. CRISPIN.

### A LIVE PROPOSITION

(See Front Cover)

Mr. Joseph Daoust is a demonstration of the words of the wise man—"Seest thou a man diligent in his business, he shall stand before kings." Although just turned fifty and only in the shoe business for a little over fifteen years, Mr. Daoust has made his mark not only in shoes but leather, for he represents both these departments of trade.

He began in the dry goods business and was so successful that he was manager of one of Montreal's wholesale dry goods establishments at the age of twenty-six. He had had an eye on the shoe business and in 1891 took an interest in a small jobbing business on St. Paul street with Mr. Lalonde in Montreal, still retaining his position with the dry goods house. In 1899 a factory was established in Acton Vale, Que., for the manufacture of staples and this proving at last too restricted and inconvenient a location, the business was removed in 1903 to Montreal, where it expanded rapidly. In 1905 Mr. Daoust bought out his other partners and in 1908 secured the present premises at on Victoria Sq. vacated by the Ames-Holden Company. In the following year a tannery was established in Montreal, the one at Acton Vale being closed, and since that time the equipment of both shoe factory and tannery have been so remodelled and added to that Daoust, Lalonde & Co., have now the largest and most complete facilities for the production of leather and shoes in Canada. Mr. Daoust (pronounced Dow) is a genial, whole-souled French Canadian, broad in his education and views, having traveled extensively. He is an ex-president and also treasurer of the Canadian Rubber Boot and Shoe Jobbers' Association and made his maiden speech in English at the banquet held in Toronto in 1904. He is philanthropic in his inclinations and does good work in his parish at Outremont, where he lives. He takes a little recreation in fishing occasionally but he likes fishing for business best.





ON THE LEFT IS MR. WEBB'S RANCH DWELLING NEAR POWELL RIVER, B.C., AMONG THE BIG STICKS, BUILT ENTIRELY OF "SHAKES" SPLIT FROM CEDAR LOGS. THE CENTRE SHOWS ALL ABOARD FOR THE HIGHLANDS WITH MACHINERY ON THE LIGHT RAILWAY AT THE POWELL RIVER CO'S. WHARF READY TO BE DRAWN UP THE MOUNTAINS. THE RIGHT HAND SCENE SHOWS SHOE MACHINERY BEING HAULED UP THE MOUNTAIN OVER THE LIGHT RAILWAY OPERATED BY THE POWELL RIVER CO. THE CARS ARE HAULED UP THE SLOPE BY A CABLE SIX THOUSAND FEET LONG AND RUN DOWN BY THEIR OWN WEIGHT. NOTE THE STEEP GRADE.

## HOW MR. WEBB MAKES SHOES FOR LUMBERJACKS

**A Complete Repair Outfit at Powell River, B.C., Which is "Farthest Point North" for Footwear Machinery—Novel Method of Transportation to Land It—Characteristics of the Logging Boot and the Severe Service It Constantly Has to Undergo**

**A**N installation of shoe machinery of particular interest to shoemen has just been completed in the premises of the Webb Shoe Co., Powell River, B.C.

Because it is the farthest north yet that anything of this kind has reached up the Pacific Coast, the novel transportation methods necessary to bring it to its destination, the work upon which it is to be employed and the fact that the present user is one of the best known shoemen on the Canadian Pacific coast all add to the interest of men who like to watch the doings and comings and goings in leatherdom.

The machinery, consisting in the main of a Goodyear Model N stitcher with steam generator, and a 16-foot buffing and finishing outfit, was supplied by the United Shoe Machinery Company, of Montreal and is now actively employed in the construction of miners' and loggers' shoes, which are in considerable demand in the district as well as for the regular repair trades.

Owing to the geographical location of Powell River and the attendant difficulties of transportation arising, it is characteristic of the company supplying the machinery that it was accompanied from Vancouver to Powell River by their agent for that territory, who personally shipped, traveled with and installed the outfit, seeing the first few pairs of loggers stitched and finished to the satisfaction of all concerned.

### Bustling Centre in the North

Nestling among the mountains, Powell River is a small but prosperous little town on the Pacific Coast about one hundred miles north of Vancouver, and can be reached only by the coasting steamers which form the sole means of transportation to the host of small towns, mines and logging camps along the rugged but wealthy Pacific coast of British Columbia. The origin and backbone of the town is the Powell River Pulp and Paper Company, a large concern employing upwards of a thousand hands.

In addition to the ordinary mill hands and mechanics there come the small army of lumberjacks and loggers who cut, boom and raft and generally work in supplying the large quantity of logs which a mill of this kind consumes. To these men shoes are an all important feature—so important that the writer has heard it said among them that with a good pair of shoes and a hat they can be happy. Usually, however, they wear a little more than this equipment while following their calling; but that shoes and good shoes are an all im-

portant feature to them is borne out from the distance some of these husky fellows will travel to get the work of a craftsman they fancy.

### Specialist of Long Experience

For many years—some thirteen to be exact—Mr. Webb, who is managing the Webb Shoe Co., had catered to the particular and individual demands of the B. C. lumberjack and miner in footwear matters, and had at different times owned three stores in Vancouver, being for a number of years on Water street, where he maintained a widely-known and prosperous shoe business, earning a reputation for footwear among the lumbermen that is largely the cause of his enterprise at Powell River.

Unfortunately, as business successes came to Mr. Webb his health left him until at last, after a complete physical breakdown and at the stern command of his physician, he had to seek absolute rest and change. Physically weak and broken in health Mr. Webb tried several resorts, and finally went to an old happy hunting ground of his, the big timbers on the mountains around Powell Lake, where he had often spent a vacation. Here, report has it he returned with speckled and rainbow trout aplenty, often with grouse and once or twice larger game.

So well did this locality suit the failing health of our subject that he settled and took up a government grant or ranch of fifty acres of virgin bush two miles out of Powell River and proceeded to live on it. In this he was ably seconded by his wife who came to take care of mere man's creature comfort and to give the home touch to this clearing among the big sticks.

### Built a Home in Woods

A house—nay, a home—was soon built of "shakes" or boards split from the magnificent straight grained cedars which grow in profusion around and the little clearing began to grow in size and assume the aspect of a garden. With the growing of the clearing, the humid mountain air and the hand of nature worked their charm and in less than a twelve-month Mr. Webb says he was wondering why he had ever had to seek health. Back came the old business restlessness and being alive to the possibility of the shoe business in Powell River, particularly in the making of the stout lumbermen's shoes, soon the Webb Shoe Co. was formed by local



business men, prominent among whom is Mr. Wilshire, with Mr. Webb at the wheel—of the Goodyear.

The organization, although only a small one, bids fair to be highly successful for no sooner was it known locally that the "Webb" logger was to be made again than orders began to roll in and the S.O.S. was sent the U.S.M. Company for mechanical help to assist in handling the business.

But Mr. Webb is still very mindful of the health side of the question and walks night and morning the two miles to his ranch. After scrambling, puffing after him up the mountain side and seeing him nimbly spring the four or five feet on to the trunk of a fallen forest giant, one must conclude that there is a lot to be said in favor of the bush life from the health point of view.

### The Logging Boot is Stout

A word as to the construction of these logging boots in which the Webb Shoe Co. will specialize, for the benefit of those shoemen who are interested.

The shoes—a stout article—are made of various materials, kip or calf when it can be procured, and at present of an



WEBB SHOE CO., POWELL RIVER, B.C. MR. WEBB AT THE DOOR WANTING TO KNOW "WHAT'S ON?"

oil tanned grain upper with high waterproof tongue and vary from 6 inches to 15 inches in the leg. A few are welted, but for the main part this top is lasted over a stout insole and a full length slip of good quality nailed or rivetted over the whole, a generous edge being left projecting to form the mock welt. Then the full length outsole is attached and fair-stitched to the slip on the Goodyear stitcher, sometimes two rows of heavy stitching being employed. A broad heel is attached and in most cases the whole "calked" with the sharp calks with which the log roller must be equipped to ensure a safe footing and grip as he scampers along and over the floating logs and timbers.

One essential feature in which a logger differs from any other is in the soft, extremely high toe. The man on the logs must have footwear that fits snugly all around the foot, allowing no spare length in the foot, the toe coming right to

the end of the boot. To allow the necessary play an extremely high toe is made and the extra size which cannot be allowed in length given in depth or height. Shoes built on this principle seem to stand the constant soaking and wetting and drying to which they must be subjected much better than those made other ways and are the prime favorites with the B. C. lumberjacks.

### NATURE DEMANDS SHOCK ABSORBER

"You men," said the doctor, "are certainly deserving of the success the very great automobile invention has been. But have you ever thought of the underlying principle which gave rise to the practicability and popularity of the automobile at the present time?" "Well, I will tell you. It is the word 'comfort' and the reason for the comfort of the modern automobile is the use of rubber tires. Rubber tires blazed the trail towards the goal which you pioneers strived for. The march of progress began with the use of the same principle as my rubber heels. They take up the shock. My rubber heels take up directly the shock and jar which would naturally be imparted to the spine—the storage battery and transmission base of our body. That is the fundamental reason for rubber tires and it holds true of rubber heels. They have never found a substitute for rubber and I do not think they ever will because of these facts.

"In our every day practise we physicians treat shattered nerves. People sometimes tell me it is their high strung temperament. We prescribe remedies to build up those wasted nerve centres, but we should get right down to the basic cause of these ailments. I'll tell you the heel is where nervousness and kindred diseases originate. The laws of nature are violated when we wear leather or wooden heels and the individual himself has to pay the penalty.

"We sometimes marvel at the physique of the ancient Greek. Of his lighthness and poise of body. That perfection of the human body was reached through care, the safeguarding of the body from shock. This is exemplified by the mythological character, Achilles. This Greek, you remember, was immortal, all but his heel. They at last did away with our friend Achilles, by shooting him in the only vulnerable spot on his body, the heel. The moral of this story is the same principle the mothers of to-day lay down to their children, 'Walk on the ball of your foot,' but they should first do away with the leather heel, rubber heels, on the other hand, put one on one's toes.

"I predict that within a few years the school boards of our great public school system will require pupils to wear rubber heels and so eliminate the shock. I am glad to say that several of the leading military academies have adopted this ruling. It means much to the coming generation to have them go through life physically fit without bearing that heavy load called nervousness. They will have the advantages of the modern rubber heel principle which we did not have in our early training, but which is not too late at this stage of life. The sooner we substitute rubber for leather heels the sooner we come to nature's method which is always best. The human body needs shock absorbers even more than the motor car. My professional colleagues and your family doctor will bear me out in my statements."

### THE BEST DOLLAR'S WORTH

"I read your paper every time I have a chance. I consider it the best dollar's worth I have ever had in a business way. I frequently get ideas for window trims out of the Shoe and Leather Journal."

Summerland, B.C.

A. J. BEER



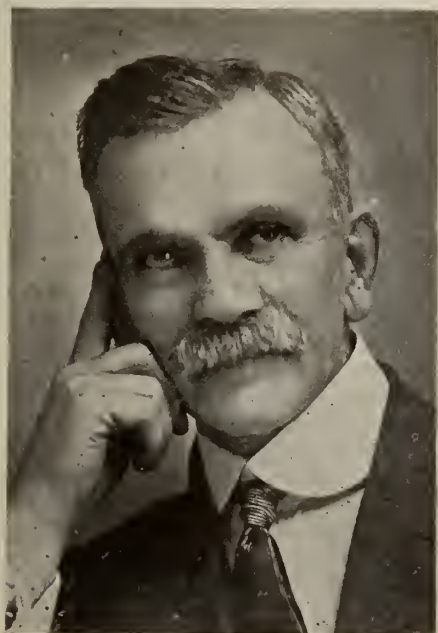
*THE historic shoe house of leading firm in Arnprior, Ontario.*



#### CHANGE IN EASTERN SHOE FIRM

A change has recently taken place in the personnel of one of the oldest shoe firms in Eastern Ontario whereby William Farmer, of the historic footwear house of Farmer Bros., Arnprior, retires from active mercantile life and the business is now being carried on by his brother, Edwin Farmer.

Both brothers have been practically brought up in a shoe store. Their father was a shoemaker in Wales and on



EDWIN FARMER, ARNPRIOR, ONT.

Arnprior ever since and the original enterprise which was established by his father in Perth is now conducted by G. B. Farmer, a cousin of Farmer Bros. The latter have been boot makers as well as boot sellers and have achieved more than a local reputation with their widely known Farmer River Boot, which has for many years been sold to the lumber firms on the Ottawa river. The firm also make custom boots for a few customers who reside in different parts of the country and write in to have their shoes made by order.

Four men are kept working on the bench—all hand work. The firm have not yet added any shoe repairing machinery but intend doing something in this line in the near future. A large repair trade has also been done for many years by skilled workmen who finish up their jobs in fine style. Edwin Farmer has a well laid out, airy, roomy store of two flats and a basement and carries a selection of the most up-to-date footwear manufactured by leading Canadian firms. He also features traveling goods, mitts, moccasins and hosiery. The business from this out will be conducted on a strictly cash basis in order to give patrons the very best value. A large and well established trade through good values, efficient service and courteous attention has been built up and the firm is among the most solid and reliable footwear houses in the province. Under the direction of Edwin Farmer the prestige and standing of the enterprise will be well maintained.

#### DEATH OF CAPTAIN BEARDMORE

Capt. C. O. Beardmore, son of the late Walter G. Beardmore, and formerly an officer of the Royal Canadian Regiment of Halifax and the Royal Grenadiers, Toronto, passed away at Philadelphia recently while on a visit to his mother. The intense heat brought on an attack of heart failure, which caused his death. Capt. Beardmore received his early education in Switzerland, and afterwards attended the University of Toronto, of which he was a graduate. He became associated with his father in the leather business, but was compelled to retire on account of ill health. He served with the Canadians in South Africa. When the present war broke out he was in England and volunteered, but was rejected on account of his health. He was widely known in Toronto, having been a member of University societies, York, Hunt and Argonaut clubs.

coming to Canada in 1856 started in business in Perth, Ont., In 1868—just forty-eight years ago—William Farmer, one of the sons, who has now retired, opened out for himself in Arnprior and was joined some fourteen years later by Edwin Farmer, the present proprietor of the business. With the exception of a year or two the latter has been in business in



We don't see how Maltese Cross Rubber Heels could be made any better. Certainly, on the two main points where heels differ most---the springiness and the resistance to wear---they are just about right.

They are in all respects the most satisfactory heels that we know of.

If you haven't been keeping them, let us send you a sample lot to test for yourself.

See if the Maltese Cross Heel isn't the kind it will pay you to sell.

## Gutta Percha & Rubber, Limited

TORONTO	HALIFAX	MONTREAL	OTTAWA
FORT WILLIAM	WINNIPEG	REGINA	SASKATOON
CALGARY	EDMONTON	VANCOUVER	



## THE RUBBER INDUSTRY EXPANSION

The rubber gatherers in jungles of the Amazon, the Orinoco and the Congo, make incisions an inch and a half long, three-eighths of an inch wide and a half inch deep in the bark of the tropical trees which sometimes attain a height of 60 feet and a circumference of 8 feet. Beneath these cuts the natives attach small cups to catch the rubber milk, which is not the sap of the tree. The average Para rubber tree yields two ounces of milk a day. By coagulation in the smoke of a wood and palm nut fire the milk yields one-third its weight of the prized rubber, the normal annual production of a tree being ten pounds of rubber, and the flow continues fairly constant for a number of years.

One of the bye-products of rubber harvesting, and one which promises extensive development, since plantations of these trees have been successful in Sumatra, Ceylon and the Straits Settlement, is the rubber seed, which yields almost half its weight of an oil closely resembling linseed oil, and adapted to the same uses.

There are many varieties of rubber producing trees, vines and shrubs, the most valuable species being that which yields the standard "para," and which grows over an area of a million square miles in Brazil alone. The world production during the year preceding the European war was 151,000 tons, her nearest competitor, the Dutch East Indies, yielding 8,000 tons. The United States in that year imported more than twice as much of the raw products as Great Britain, which stood second as buyer.—National Geographical Society, Washington.

## WHAT RUBBER HEELS DO FOR YOU

In the olden, golden days of the dime novel detective's prime, that super-Sherlock was invariably portrayed in a dozen or more chapters as stealing noiselessly on his rubber heels along some shadowy corridor or down some darkened street. Nowadays things are different. The cheap fiction sleuth has gone. Any detective who commits himself to the dangers of a shadowy corridor isn't modern. With his feet comfortably shod with easy slippers, the present-day Sherlock Holmes sits secure in his office and figures out in his brain just what the modern crook would do. If there is an arrest to be made, a six-foot man from Cork goes out and makes it.

About the only thing society has left of the melodramatic hero of old is his rubber heels. It has put that to practical purposes and it may be found to-day, making things easier for people in every walk of life, who must be or choose to be continually upon their feet. It is society's chief defence against the hard pavements and harder sidewalks.

And those who must walk through civilization have found a blessing in the soft easy spring of the rubber heel. It has a friend and ally in the salesman, whose feet are the important asset in his earning power. It has a backer in every nervous person to whom the sharp report of a hard leather heel is like a knife wound.

A business man once said that there was nothing as disconcerting to him when he was immersed in thought, as the sound of his stenographer's heels when she walked across the office floor. An explosion beneath his office window could not upset him more than his capable typist did when she walked about in the next room.

If the girl herself was nervous her emphatic walk was partly responsible for it. She didn't know it, of course, and neither did her employer. All he knew was that she got on his nerves, but to both comes the heritage from the old gum-shoe sleuth.

When man was made there was in his manufacture no provision for the wearing of heels. Society ordered him to wear them and without any questioning he put them on. And now if society's tyrant, the shoe designer, decides that

he shall wear a one-inch heel this season and a half-inch heel next season man has nothing to say. He simply wears them.

Chiropodists, the later-day scientists who have discovered in the last decade more things about the human foot than could be told in a diplomatic note of regulation size, are recommending the rubber heel as a means to give the walker the elasticity nature intended he should have.

They are daily performing operations made necessary when the process around the heel bone can no longer stand the strain of hard heel-pounding on a hard surface, causing the formation of a "spur," a very painful growth. With each operation the patient is being warned of the ill effect of the hard leather heel.

## RUBBER AFTER THE WAR

That the dearth of rubber in the Central Empires after the war will more than compensate for the cessation of war requirements is the opinion expressed by Clayton, Ridges & Co., who are endeavoring to interest Canadians in the plantation rubber market which has its headquarters in London. Statistics contained in a pamphlet entitled "Rubber Facts," issued by an Anglo-Canadian firm of rubber share brokers, show that whereas in 1905 British plantation rubber supplied only 510 tons, or less than half of one per cent. of the world's requirements, these plantations in 1915 furnished no less than 108,000 tons, or 68 per cent. of the world's production, which in this short ten-year period had increased nearly threefold owing chiefly to the advent of the automobile and its coming into general popular usage.

The bulk of this huge quantity of plantation rubber, which can be approximately valued at \$1,300 per ton, comes from these new rubber estates which are similar to the Niagara orchards and are planted about 100 trees to the acre, each tree yielding at maturity about 3 or 4 pounds per annum of latex or sap.

Low capitalization, sound management and dogged pertinacity have all contributed to these excellent results, and even now the zenith is far from having been reached—very little new planting has been done since 1912, and it is quite possible, for the reasons given above, that we shall see a world's rubber shortage during the next two or three years, corresponding with the development of the motor and motor truck industries.

## ANOTHER ISSUE OF MILLION DOLLARS

A resolution authorizing the issue of one million, five year—six per cent.—second mortgage debentures, half to be issued presently, was passed by the shareholders of Ames-Holden-McCready, Limited, at a special meeting held in Montreal last week.

D. Lorne McGibbon, president of the company, explained that the issue was for the purpose of settling for a large shipment of leather which had been delivered sooner than had been anticipated. He said that this leather had been purchased at a very attractive price and very much lower than it could be secured at the present time. When the purchase was made deliveries were to be made from time to time, but the shippers had delivered it more rapidly than was anticipated, and the company could not afford to refuse to accept the goods.

He explained also that the domestic business during the months of May and June had doubled that of the same months a year ago, to say nothing of the army business. He said that the capital they had heretofore was all right for the business they were doing, but with increased business and increased stocks more capital was needed.

Mr. McGibbon explained that they had secured a good market for the issue, the sale of \$400,000 being already assured at par.



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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.

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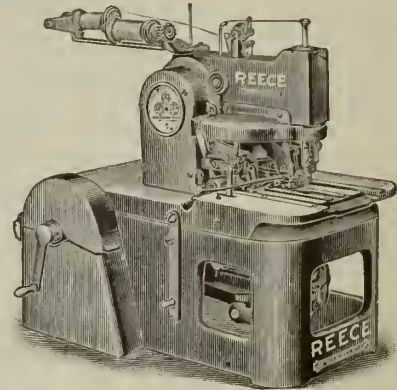
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A BUTTON HOLE MACHINE  
THAT WILL USE ANY THREAD

Silk, Cotton or Mercerised Thread  
may be used.

Use the Reece and Save Thread Bills.

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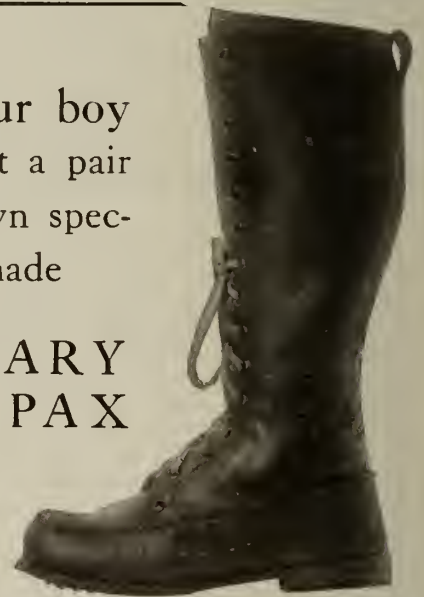
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Send your boy  
at the Front a pair  
of our own spec-  
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**MILITARY  
SHOE PAX**

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**  
Lindsay, Ont. LIMITED



# With the Shoe Manufactuurers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**W**HILE everyone connected with the shoe industry knows what a sole leather cutter is, very few, perhaps, know of the real inventor. His name was Joel C. Gleason, who had been all his life connected with the shoe industry. Mr. Gleason died the past week at his home in Marlboro, Mass., at the age of 65 years. Years ago he invented the cutter while in the employ of Henry Parsons, and it was sent out under his name. It was invented many years ago, and Mr. Gleason got the idea, he said, while watching a man in the shoe shop striking a die a blow it with a mallet. A few years ago the patent run out and since that time the United Shoe Machinery Co. has been making them, as well as Henry Parsons. Mr. Parsons was a foreman in the shoe factory for many years, and retired from active business about five years ago.

## School of Leather Making

Along with the other encouraging features of the shoe and leather trades it is pleasing to note that a large firm of leather manufacturers, the Benj. N. Moore & Sons Co., of Boston, have just started a two years' course of industrial training and leather making in their factory.

In connection with this course, which we believe should prove a fine thing both for the trade and for the young men taking advantage of it, we give below a schedule of the course:

## Two Years' Course

	Mths.	Per Wk.
Shaving.....	2	\$ 5.50
Sorting raw stock.....	3	5.00
Cellar Work—		
Coloring.....	3	6.00
Tanning.....	3	6.00
Putting out.....	2	6.50
Tacking.....	2	7.00
Trimming.....	1	7.50
Seasoning—Colors, black, etc.....	3	8.00
Rolling.....	1	8.50
Stacking.....	1	9.00
Glazing.....	2	9.50
Sorting (finishing room).....	1	10.00

They will start one boy per month only.

Those that show fitness will be given a position at the end of the second year as assistant foremen or selected workmen.

Those that show special ability will be sent outside for further education, as for example, Pratt Institute or chemical or industrial schools.

Those that show selling ability would be placed in the various offices or put out on the road.

Before starting on such a course, the applicant must be a graduate of some high school. He must have his parents' consent in writing and show that they will be interested enough to follow him in his work and see that he does his part.

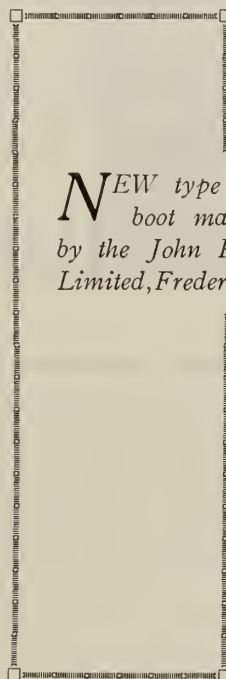
Each boy will attend what courses of instruction may be given or lectures given to the Superintendents' and Foremen's Association.

## Do Two Shoes Constitute a Pair?

To many persons buying a set of footwear the above question may appear foolish, but to those who are acquainted at all with the business, and who think about it to any extent, it will not appear so foolish.

True it is that for all the years shoes have been made the general acceptance has been that two shoes made a pair, and of course they do in the actual meaning of the word, but if we take the shoes separately and examine them from every angle we will find that while we have two shoes, we seldom have a pair. This may be a paradox, but nevertheless is perfectly true.

The condition exists to a greater extent when business is rushing, as it is at present, than when orders are hard to get, and customers are more particular, for then every operation is watched closely, and every workman has to keep



*NEW type of trench  
boot manufactured  
by the John Palmer Co.  
Limited, Fredericton, N.B.*



on the line and do his best. Now most everything gets by, for the demand is so great that "fussiness" is forgotten.

It is stated that some firms are reducing their overhead by letting out some of their high-priced foremen, and keeping inferior men on a greatly reduced salary, and instances are known where foremen are simply working by the day and not on straight time as formerly.

It is worth something to some men to be considered a boss, and it is poor policy for any firm to get rid of its valuable men for the sake of a few dollars off the payroll, but as it is a condition of present times it will have to run its course.

This is a condition that may have some influence on the quality of the product, and the consumer suffers, for the average person buying a pair of shoes does not know a welt from a McKay, and cannot detect the many little points in the shoe which go to make two shoes not a pair.

We were recently shown two shoes by a gentleman who knows nothing about the inside of a shoe factory, and asked our opinion of the goods, knowing we had had years of experience in the manufacturing line. They were oxford bals, made on a pointed last with gunmetal uppers, and at the first glance looked well, but on closer examination they were no credit to the firm whose name was stamped on the inside, and



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CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

in the shank. The retail price was \$5.00 per pair, and at that price they should have been nearer mates than they were.

We found the left vamp to be clear, soft and fine. The right vamp was a cut far removed from the other, and fat wrinkles were visible when the vamp was drawn under the finger, which was a sure sign that the sorters in the cutting room were either careless or were not properly instructed. Right here is one point that so many firms miss, and that is rushing the orders to a stunt.

Even on heavy, unlined shoes this is a bad error of judgment, and reacts upon the reputation of the firm so doing in time. The best reputation a firm can have is uniformity of product, and how many fail to maintain that reputation, though the man who buys the upper stock is always harping at the tanners for more uniformity in their leather. Some lay the blame on the cutters, but it must be remembered that the cutters are held down to figures, and in some shops one vamp lost is shouted aloud through the cutting room as though the whole business had gone wrong, so that the cutters are constantly in fear of rebuke.

To get uniform shoes they should be cut in pairs, and matched from skin to skin, but in the case of medium grades it is a good plan to cut in bulk, and have the sorters match the shoes, except in colors, which must be cut in pairs at all times. Black shoes can be cut in bulk, sorted, and matched up in pairs, and the only objection to that is that they must carry too much cut stock in the room, which brings the cost up a little. With good judgment on the part of the foreman and sorters this stock can be kept down to a very small item, and the benefits to the product far outnumber the expense. The sole leather can be more uniform, and nothing is thought of carrying rackfuls of stock in this room. Heels, counters and box toes are all about equal, so it really is the upper that has to be watched.

The pair of shoes mentioned above were well made. The workmanship was good on edges, heels, and general

appearance, though the vamping was a little irregular on one shoe, showing it had been done on a single needle machine when it should have been done on a two needle, which is another case of false economy in many firms. Trying to make one machine do the work of two never saves a cent. Every point against making this pair of shoes a pair could have been remedied and should have been long ago, but the fact that the demand is greater than the supply carries such work by, and the customer gets the wrong end of the game. The discriminating purchaser will look at all these points, but your ordinary layman does not know, and consequently after he wears a pair of shoes a short time, one of them begins to show the difference in quality that the treers and dressers have covered up for the time, and the general good appearance of the feet is ruined.

Many wearers will remark that they wear one shoe out sooner than the other, but the next pair they get may show that the opposite shoe may show the wear first, which is due to the difference in grading and workmanship.

It is admitted that feet vary, but the average feet are alike, and are made to vary by the wearing of ill-fitting shoes until they become chronic, and do vary.

With all the modern equipment, and all modern methods, the fact remains that careful supervision and skilled labor are imperative if good shoes are to be produced and uniform shoes are to result.

This is a condition which confronts manufacturers today, and changing help and supervisors frequently will not remedy the situation, but securing good help, paying good wages, and retaining the best supervisors possible to procure, will relieve the situation.—American Shoemaking.

#### Dull and Bright Finish on Kid

They are putting in a good many kid uppers in men's high-grade shoes this year, but it is noticed that some of these uppers are not finished up as brightly as they might



be when they are ready for the carton. Everything done in the line of finishing an upper is done in the treeing room, but it all depends upon where the shoes are going as to the brightness of the finish.

If men's shoes, made with a kid upper, are going to the New York trade, they will probably be finished off dull. On the other hand, if they are going to the Southern or Western trade, the shoes will be finished off very bright.

The way they handle the kid upper in some of the rooms is to clean it dry, then iron it off while it is on the tree foot, and then dress it if the shoe is going to be dressed. If it is not going to be dressed they put it on a rotary brush (a yarn brush in most cases), and give it a good brushing. This will bring it out so that the upper will show a good, natural finish. It may look dull after it goes around a little, but if they rag it up at any time they can see a marked difference in the gloss.

Shoes can be made bright or dull just as the buyer wants them, and in either finish they will look well when they are leaving the factory, and this is always the case with high-grade shoes, in which they use only the best stock.

### Buying Trimmings and Linings

It seems that the biggest part of the shoe manufacturers are buying their trimmings from outside parties at the present time. This will apply particularly to the trimmings for the inside of the shoes, and include top stays, tongues, and all that class of inside trimmings, says Shoe Topics.

Of course there is some advantage in buying the small parts from those who make a specialty of cutting them. Most shoe factories do not make their pieces fast enough to cut what they want, and they have found that it is better to sell these and buy the trimmings back from the men who prepare them. Many large shops will cut some of these small parts, but in most cases they cannot get them in sufficient quantity, so they have to buy them from outside parties.

Some of the concerns that are cutting these parts have special dies from the shoe factories so that they can cut any part wanted by any particular manufacturer's pattern. Of course there are certain parts of the trimmings that will fit any shoe and can be sold to any factory. Take tongues, for instance, or backstays, and there is no particular difference between these in the different shoes made by many manufacturers.

Those who are making a specialty of cutting trimmings, linings, or any other part, which they sell to the shoe shops, make it a point to cut all they can with dies. If they can run dies they can get over the work ever so much quicker. One would naturally suppose that most of these small parts would be cut with a die everywhere, but it is not so, for in a good many cutting rooms they will use a knife and pattern on even the smallest pieces. Naturally, if they do not have dies, they will use the pattern, but at the same time they have not developed the use of dies as much as they should in many a cutting room.

It has come to the point now where a shoe manufacturer can buy the whole lining for his shoe, all ready to put into the shoe, and firms cutting these linings have an idea that they can cut them themselves. There are quite a few firms cutting whole linings now just for shoe factories alone, and they stand ready to sell any part of the lining or the whole lining itself according as the manufacturer may want it. All the drill, or duck, or cloth lining that they may be cutting is, naturally, cut on a beam machine so that a dozen or more thicknesses can be cut at one time. In this way the cutting is done very rapidly.

### Mr. Plummer Goes to St. John

W. H. Plummer, late manager of the shoe department of the Sussex Mercantile Co., Limited, Sussex, N.B., has been appointed manager of Wiesel's Cash Shoe Store, St. John, N.B., which is his native city. He has entered upon his new

duties and will, no doubt, meet with the same measure of success in his present position that has characterized his career in the past. Mr. Plummer has been in the shoe game for nearly twenty years. He started at the foot of the ladder by running errands and sweeping floors at Mitchell's Shoe Store in St. John, N.B. In 1902 he took a position with Waterbury & Rising in their King street store, St. John,



W. H. PLUMMER, ST. JOHN, N.B.

with whom he remained five years, and in 1907 he went to Sussex, where he took charge of the shoe department of the Sussex Mercantile Co., which post he has just resigned. Mr. Plummer is a clever window dresser, a good stock-keeper and an expert buyer, and has a wide knowledge of the worth, workmanship and wear of all foot togery. From time to time he has contributed a number of interesting articles to the SHOE AND LEATHER JOURNAL.

### The New Broad Shank for Men

Those who make a note of the new styles in men's shoes will notice that the shank is wider to-day than it has ever been in recent times. In fact, the shank of to-day in the best class of work is fully as wide as ever it was in the old-time brogan. This is a peculiar feature of present-day shoemaking, and it only goes to show what different styles can be evolved even in the shank of shoes.

In some of the shops the last over which this shoe is made is called the "strand," but whether this is its name in other shops, it is a fact that it is all the style now in the five and six dollar shoes. This same wide shank last carries a narrow toe in most cases, and it would be hard to explain how it happens that the narrow toe is coming back again, especially in a shoe with such a roomy shank. The same toes are running pretty low, too, and the whole shoe seems to lay down flat on the ground. An extremely flat bottom like this, with its toe touching the ground, would seem to be a very hard shoe to keep in shape, and may not suit all classes of people.

When the shoe is all made up with the heel on it seems to set perfectly flat, and there is no turn-up at the toe whatever. Now, the effect of this would seem to be that the vamp would wrinkle across the ball when the shoes are in wear a little while. In walking the toe is forced up when the heel comes off the ground, so that it is only a question of a few days when the toe is raised to some extent, thus causing a slackness in the upper which will show in wrinkles across

## Boot Laces NOW IN STOCK

Complete assortment, both Thread and Leather. Black, White, Colored. Tubular, Round, Flat, including

Very Long Lengths for Ladies' High Styles

SAMPLES ON REQUEST

**E. W. McMARTIN**  
45 St. Alexander Street, Montreal

## Box Toes and Heels

OF ALL KINDS

LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE                      The                      SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904  
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ESTABLISHED  
1857

## DEPENDABLE SOLE LEATHERS

ESTABLISHED  
1857

OAK:—  
"TRENT VALLEY"  
AND "LION"

Made at  
Berlin, Ont.      Penetang      Hastings



HEMLOCK:—  
"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."

**THE BREITHAUP LEATHER CO.**  
BERLIN, CANADA                      LIMITED

# FELT BOX TOES

We Carry as well :

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste

We are ready now to supply you with Parker's  
Felt Box Toes. They are waterproof  
and are not affected by the heat  
or perspiration of the foot.

Samples and Demonstrations on Request

WE ARE SELLING AGENTS FOR

**PERTH FELT CO.**

PERTH, ONT.

Who Make the Finest Line of Felt Shoes  
"Made in Canada"

We Carry as well :

Blackings  
Dressings and  
Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
And a Complete  
Line of  
Shoe Findings

# PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL



the front part of the shoe. This is a thing that can hardly be avoided when a shoe is made in such a shape that it cannot retain the shape any length of time in wear.

In most shoes the toes are raised a little, at least, and these seem to fit the feet so that there is general satisfaction with the shape of the upper. But when the toe lays down the time will soon come when it will look to the wearer as though the lining of the shoe was pulled too tight over the toe in lasting. In fact, such complaints have already been made by the people who are wearing these shoes. When the vamp shows a wrinkle they suppose that the vamp was slack and the lining tight, whereas when they come to rip up the shoes it was found that the lining was lasted properly and was not pulled tighter than the rest of the shoe. Shoes were then made for these same people with no vamp lining or other lining in the forward part at all, and the wrinkles appeared just the same.

### Shoe and Leather Situation Reviewed

Now that the Eighth National Shoe and Leather Fair is over and is considered a success from all viewpoints, the situation in Boston is inclined to be a little quiet. A great volume of business is reported as having been placed during the week, and prospects of future transactions are remarkably good, says "Hide and Leather."

The chief item of interest at present is the placing of another foreign army shoe contract among the South Shore business manufacturers, and this has had a tendency to take care of any surplus leather which may have been made in anticipation of this class of trade and prices are firmer in consequence. It is believed that there is another very good sized order pending, to be placed among the South Shore manufacturers.

Shoe manufacturers are, as a rule, well supplied with orders which will keep them running to their full capacity in many instances until the first of the year. Just how much leather is owned by these manufacturers is not known, although it is believed they have large quantities.

The calf leather market continues much the same as for the last few weeks. There is a good demand for all finishes, and while it is difficult for tanners to secure raw material for future requirements, it is hoped they will be able to take care of all trade coming their way. Prices continue strong and are quoted all the way on blacks, from 40. to 55c. a foot, and some especially choice selections as high as 56c. to 57c. a foot. There are, of course, inferior grades of leather which can still be bought between the range of 30c. and 40c., according to grade, weight and tannage. Tan calf is becoming more and more popular both for the men's and women's trade. It is reported that a large quantity of this leather is to be used during the coming run and prices rule one to two cents a foot higher than for the black.

Matt calf is in good request but small supply for the manufacturer of high priced shoes, and this trade, though small, is sufficiently large to take care of the amount of leather manufactured in this finish.

It is reported that more and more side leather is being produced each month, and many manufacturers of calfskins are turning their attention this way, working in some of the better classes of hides at the present time. Black leather and finishes resembling calf continue to sell freely, prices ranging from 28c. to 36c. a foot. Heavy-weight elk leather continues in good request and small supply, prices ranging from 30c. to 38c., according to grade, weight and tannage. Satin and kangaroo are in good request but small supply. Leather which used to be sold at 14c. to 15c., is to-day reported as selling as high as 21c. to 22c., and in some instances over these figures. The supply of this class of leather is well taken care of.

Leather suitable for the use of the army shoes, heavy bark tan or combination leather, is reported as being very attractive.

### BUDGET OF BRIEFS FROM WINNIPEG

M. E. Cafferky, sales manager of the Rannard Shoe Company, Limited, No. 2 store, took a pleasure and business trip to St. Paul and Minneapolis recently.

John Affleck, president of the Yale Shoe Store, Limited, was in Grand Forks recently on a business trip.

J. B. Kilgour, proprietor of the Regal Shoe Store, Winnipeg, intends leaving for the east in a few days in search of the latest footwear novelties.

John Duffy, formerly of the Hudson Bay Co.'s shoe department, has taken a position with the Yale Shoe Store, 321 Portage avenue.

The Chicago Cut-Rate Shoe Store has started business on Portage avenue, Winnipeg.

L. Farewell, who represents the Hartt Boot and Shoe Co., Limited, has returned to the city after a very successful selling trip.

John Harness, who for the past five years has been connected with the Yale Shoe Store, has gone to Calgary,



JOHN HARNESS, WINNIPEG, MAN.

where he will look after the financial end of Geo. Nickle's two shoe establishments in that city.

S. T. Bates, lately of Regal shoe staff, is joining Struthers & Co., who are jobbers and manufacturers' agents in all lines of footwear.

Bert Harrison, of the Great West Saddlery office staff, has returned after spending an enjoyable holiday at Grand Beach, the new C.N.R. park.

George Locke, of Calgary, passed through the city recently on his return from business to the eastern shoe markets in both Canada and the United States.

H. Solotoy, city representative of Kilgour, Rimer & Co., entertained the members of the warehouse staff recently to an enjoyable party at his home. A very pleasant time was spent by all, and the occasion is one that will live long in the minds of those who had the good fortune to be present.

A meeting of the shoe repair men of the city was held recently when a new price list was drafted, involving considerable increase owing to the increasingly high cost of material, labor, etc. J. Johnston was elected temporary president; I. Abram, secretary; M. Klempnet, treasurer; W. Keckler and J. Risch, committee; It is likely that the organization will be formed on a permanent basis, and an effort made to include all the repair men in the city, as it is felt that "in union there is strength." The necessity of securing more generous prices appeals strongly to all.



**GUAY'S  
Waterproof Counter  
A SPECIALTY**

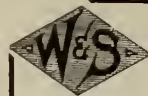
Our latest Counter is waterproof dressed, preserving it against perspiration and outside moisture. It is moulded full length or released end as ordered. We guarantee it to fit any last and to outwear the shoe. We will pay cash for every pair of shoes in which our Counters wear out before the shoes.

SAMPLE AND PRICE ON APPLICATION

**EUGENE GUAY**

OVER 36 YEARS IN BUSINESS

230 St. Marguerite St., Montreal



The Mark W & S of Quality



**RUBBER CEMENT**

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

**Woodward's  
Corking Shoe Filler**

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

- TOP FACINGS, ALL KINDS
- CANVAS AND LEATHER INSOLING
- OIL PAPER FOR SHOE COVERS
- PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**



Lachine, Province of Quebec



**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. Vallencourt"  
92 Beaudry St., MONTREAL

**DIES**

For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**

16 St. George St., Montreal

**Narrow  
Fabrics**

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT



# Stray Shots From Solomon

There are some men whose idea of independence seems to be a compound of narrowness, mulishness, selfishness and bumptiousness that is as hard as flint but as mean and cheap as mud. They stand alone and sniff at the very idea of their dependence upon other people's opinions and good will. Theirs is the splendid isolation of the clam who thinks when he shuts his dirty little shell that he has comprehended within it the earth and the fulness thereof. These people have to learn the truth of the apostolic statement as applied to every day life—"No man liveth unto himself." The man who shuts himself in forgets that the world shuts him out by the same door. The world will leave absolutely alone the man who desires nothing but his own company, so that there is no difficulty in securing "isolation." A great many people find fault with the world and the church, for that matter, for their cold, hard indifference to individual interests; but they seldom pause to ask themselves if there be no reason for such a condition in the individual himself. To the open-hearted the world is ever open-hearted. It gives a quid pro quo every time. You smile at it and you get a smile in return; turnup your nose at the world and it will as cordially despise you. If you are not getting a share of the world's appreciation look within; "sin lieth at the door" in the shape of some disregard of its golden rule. A man may stand alone for a considerable time and may even thrive in his splendid isolation; but woe to him that is alone when he falleth. Woe to the man when he lies prone upon the earth whose stiletto of cynicism or spite has stilled every trace of sympathy that may have throbbled for him in the hearts of others. Woe to the man for whom, on account of his own self-banishment from the sympathies of a living world, no hand is outstretched to steady his staggering steps or lift him from the slough of misfortune or distress.

o o o o

There is not a class in Canada that has prospered in the past three or four years as has the farmer. Yet the government has "mercifully" accepted him from the provisions of the new war tax scheme. Every other business concern and business man must bear his share of the heavy burdens and responsibilities of this greatest world war but the farmer is to be "spared." There are farmers in this country who are individually worth thousands of dollars to the tens of business men who have not up to date contributed a single five dollar bill to any of the war funds. There is a farmer in one of the best counties in Ontario who owns a hundred and fifty acres of valuable land, within a short distance of Toronto, who has so far contributed the magnificent sum of two dollars to

the Red Cross Society as his self-sacrificing contribution to this great cause. He is only one of many who have thus distinguished themselves. These men have no more right to escape their share of responsibility than others. We must not, they say, hamper the country's greatest national industry! "Fiddlesticks!" you say. Nay "politics."

o o o o

There is a disease that plays almost as much havoc with humanity as drunkenness and it is twice as hard to reach because of its respectability. You cannot judge a man's mouth by the number of gold fillings that adorn his front teeth or a woman by the pearly whiteness that is

THE BLACK MOUTH

disclosed by her rapturous smile. The dentist or a well-applied tooth-brush often keep in splendid repair a fence that encloses a hell pit of meanness and corruption as deep as perdition itself. When a man gets the black mouth his case is as hopeless almost as the leper and he ought to be driven by society into the ostracism that this moral uncleanness deserves. There are some people who have not a good word for anybody. The sneer, the innuendo and the bitter invective are ready for use at all times, and the innocent, the unfortunate and the helpless are their special prey. There is to them no such thing as goodness because they have throttled every spark of charity and knifed every noble aspiration that ever existed in their small souls. Were it not for the highly contagious nature of this disease there would be little use referring to it; but there is perhaps a chance of turning aside possible victims of the fell malady. Realizing this fact, the wise man says: "Put away from thee a forward mouth and perverse lips put far from thee." Learn to speak well of people. If you can't say anything good of a man say nothing evil. A pure, sweet mouth is more to you than the satisfaction of expressing even what you feel justified in saying. Never get the reputation of being one of those vermin of society who exist upon the life blood of other people's reputations. If you would be a murderer take a dagger or a pistol and go out and live the life of Cain, taking the consequences; but don't sneak about in society or haunt the pews of a Christian church and carry on this dastardly slaughter of human souls. To those who are tempted in the direction of loose tongues and who have as yet not developed into character assassins, we would say get the unruly member under. Nip the disease in the bud. The first time you are tempted to backbite a business competitor or a social acquaintance close your teeth or bite your tongue.

*Solomon*

## Baker's New Bottom Polish *Cock of the Walk*



Is the best that is made.

Sold in every country in the world where there is a shoe factory.

The original Cock of the Walk Bottom Polish.

MADE BY

**Cock of the Walk Mfg. Co.**  
268 State St., BOSTON, Mass., U.S.A.

CANADIAN SELLING AGENTS:

**G. J. TRUDEAU CO., Limited**  
365 Ontario St. East - MONTREAL, Can.

## 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.

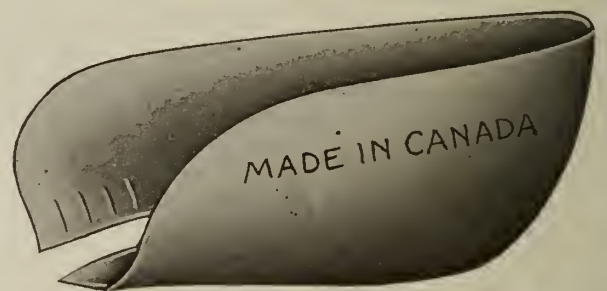
611 ST. VALIER ST.  
QUEBEC, QUE.



## Packard's Special "WHITE'O"

This is the line to feature during summer days when so many people are wearing white shoes—and soiling them

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



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that These Counters Will  
Outwear the Shoe.

We have been serving the Shoe  
Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



**JUDICIAL SALE**

Of Certain Assets of **CHATHAM SHOE CO., LIMITED**, in the matter of The Dominion Winding-Up Act, and in the matter of **CHATHAM SHOE CO., LIMITED**.

Sealed Tenders will be received addressed to "The Master-in-Ordinary, Osgoode Hall, Toronto," and marked "Tenders in the Matter of CHATHAM SHOE CO., LIMITED," up to twelve o'clock noon of the 1st day of September, 1916, for the purchase in one or more parcels of certain assets of the said Company, consisting of:—

**PARCEL No. 1**

**Real Estate—**

Being Lots Nos. 44, 45, 46, 47, 48, 49, 50, 51 and 52 on the south side of Stone Ave., in the City of Chatham, Ontario, Plan 357, and strip of land lying immediate south of above Lots and being 43 feet by 400 feet. The said block of Lots above numbered being 100 feet by 400 feet.

**Buildings—**

Erected thereon are the following buildings:—

1 3-Storey brick mill construction factory 52 x 98 with following additions—	
1 1-Storey brick, concrete floor .....	28 x 68
1 1-Storey brick engine room, concrete floor 17 x 34	
1 1-Storey brick mechanic shop, concrete floor .....	22 x 34
Also 1 metal-clad store-house .....	36 x 24
with following additions—	
1 1-Storey frame shed .....	36 x 20
1 1-Storey frame shed .....	15 x 42
Valued at .....	\$20,000.00
Power Plant, as per Inventory .....	7,107.48
Machinery and Equipment, as per Inventory..	4,153.71

\$31,261.19

Subject to 1st Mortgage in favor of City of Chatham with interest at 4% from January 1, 1916 .....

\$16,174.19

**PARCEL No. 2**

**Stock, as per Inventory—**

Raw materials and supplies .....	\$4,116.44
Shoe parts in process of manufacture	1,693.10
Shoes in process of manufacture ....	923.04
Shoes in process, finished, not in boxes	199.46
Manufactured stock .....	766.77
Unmatched samples .....	280.00

\$7,978.81

**PARCEL No. 3**

Sample Trunks .....

80.00

**PARCEL No. 4**

Office Furniture .....

664.25

**PARCEL No. 5**

Lasts and Patterns .....

3,602.00

Tenders must be for the unencumbered value of the properties, but the Liquidator, at his option, may require the Purchaser to assume all or any of the above encumbrances attaching to the parcel or parcels tendered for, in which case credit will be given on the purchase money accordingly.

All rent, taxes, insurance, water rates and similar items will be adjusted to completion of sale.

Terms of Payment: Ten per centum of the amount ten-

dered on the acceptance of the tender, and the remainder of purchase price in excess of the encumbrances within thirty days from acceptance without interest, secured to the satisfaction of the Liquidator, the difference to be paid by the assumption of the encumbrances as aforesaid if so agreed, or, if not so assumed, to be paid with the balance above mentioned.

The sale will be subject to existing tenancies, particulars of which and of encumbrances may be obtained from the Liquidator or his Solicitors.

Tenders will be opened at the Office of the Master-in-Ordinary at eleven o'clock a.m. on the 2nd day of September, 1916, and all Tenderers are requested to be then present.

All tenders must be accompanied by a marked cheque payable to the Liquidator for 10% of the whole tender, which will be returned if the tender is not accepted, and forfeited if the tender is accepted and purchase not completed by the Purchaser.

The highest or any other tender not necessarily accepted.

As to Parcel No. 1, the Purchaser shall search the title at his own expense, and the Liquidator shall not be required to furnish any abstracts or to produce any deeds, declarations or other evidence of title, except those in his possession. The Purchaser shall have ten days from date of acceptance in which to make any objections or requisitions in respect to the title, and in case the Purchaser shall within such time make any objection or requisition which the Vendor shall from any cause be unable or unwilling to remove or answer, the Liquidator may then by notice in writing rescind the sale, in which case the Purchaser shall be entitled to a return of the deposit money without interest, costs or compensation.

As to Parcels Nos. 2, 3, 4 and 5, these will be sold at a rate on the dollar, subject to shorts and longs.

The other conditions will be the standing conditions of sale of the High Court so far as applicable.

Further particulars as to the properties, inventories, encumbrances, leases, etc., may be had on application to the Liquidator or his Solicitors.

Dated at Toronto this 26th day of July, 1916.

G. T. CLARKSON, Liquidator,  
E. R. C. Clarkson & Sons,  
15 Wellington St. West,  
Toronto, Ont.

DAY, FERGUSON & MACDONALD,  
Tanner-Gates Building,  
Toronto, Ont.

His Solicitors.

**PASTE**

**Brodie's Patent Flour Paste**

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**

LIMITED

MONTREAL

**W. H. Staynes & Smith,**

**HIDE and LEATHER FACTORS**

CASH ADVANCE  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.



THE  
**WM. A. MARSH CO.**  
 Limited

*Manufacturers of  
 Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade  
 Women's, Misses' and  
 Children's

**McKAYS**  
 for the Jobbing Trade

GOODYEAR WELTS TURNS

**TOURIGNY & MAROIS**  
 (Reg.)

Makers of Shoes for

MEN            BOYS            YOUTHS  
 WOMEN        MISSES        CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
 make 10 Days Delivery on Rush Orders

McKAYS

S.S.

**LUC ROUTIER**

Manufacturer of

Men's, Boys', Youths',  
 Little Gents' Shoes in

**McKays and S.S.**

Enquiries Solicited

MEN'S  
 BOYS'  
 YOUTHS'  
 LITTLE GENTS'

**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
 Our  
 Specialty  
 is  
 Hockey  
 Boots

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
 in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
 491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
 152 Notre Dame St. W.



**HAPPENINGS IN OLD QUEBEC**

Albert Huot, formerly foreman in J. E. Samson, Reg., fitting room, is now in charge of a similar department with the W. A. Marsh Co.

J. Albert Guimont, formerly accountant at the L. Gauthier Co., is now filling a position of a similar kind with the W. A. Marsh Co.

James Adair, shoe salesman, was overcome by the heat recently and was taken to the Hotel Dieu Hospital, where he remained for two days.

The cheapest grade of colored calf L. D. which was recently selling at 41 cents, has taken a jump of three cents. H. M. "B." grade, which was selling at 48 cents, is now raised in price to 51 cents. Matt sides cannot be obtained at any price. Tanners are refusing to bind themselves for any quantity over 100 dozen. The trouble is caused by the scarcity of labor, and also of skins.

The stock of Alf. Rainville, shoe dealer, of Levis, who assigned a few days ago, will be sold on Tuesday, August 8th, in the office of Lefavre & Gagnon, of this city.

Shoe factories are keeping busy working on samples for jobbers, and also in filling their orders.

The following visitors were in the city recently:—Alf. Lambert, Montreal; Chas. Weaver, Trenton, Ont.; E. O. Weston, of F. J. Weston & Son, Toronto; J. W. Leslie, of John McPherson Co., Hamilton; D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto; J. A. McLaren, of McLaren & Dallas, Toronto; Hugh White, of the White Shoe Co., Toronto; J. B. Jardine, of J. B. Jardine & Co., Toronto, L. H. Dupre, of Independent Box Toe Co., Montreal, and W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto.

**HE LIKES THE SELLING GAME**

J. E. J. St. Laurent, who for the past four years has been on the traveling staff of the Quebec branch of the Miner Rubber Co., Limited, was born at St. Anaclet, Que., on November 16th, 1886. There he resided until he was sent to the Seminary of Rimouski to be educated. In 1903 he began to work in his father's general retail store, where he spent the next four years. Mr. St. Laurent next became a



J. E. J. ST. LAURENT, QUEBEC

telegraph operator and was with the Canadian Government Railways for two years. In 1909 he entered the service of the Maritime Nail Co., Limited, of St. John, N.B., as traveler in Eastern Quebec, and finally engaged with the Miner Rubber Co. in 1912, for part of Eastern Quebec. Mr.

St. Laurent, whose favorite sports are fishing and hunting, is a member of the Club "Etang Neigette," and is well liked by a large circle of customers.

**SUMMERING AT ROCKERY LODGE**

There are shoemen and more shoemen but only one Rufus Savage—the great scout—who owns perhaps the loveliest point on Lac Ouimet, Que. The genial Rufus is a jolly fellow and generous, too, for he placed his cottage at the disposal of John Gaston Settle, another shoeman, who in turn invited R. W. Scott, an old railway man.

They with their families started for this picturesque lake nestling in the Laurentians, six miles from Shawbridge, and upon arrival found a beautifully situated and fully equipped bungalow, "Rockery Lodge"—a typical name, as Mr. Savage has evidently been busy for years collecting rocks to build attractive grottos and winding paths. The outlook from the piazza is superb—the calm lake with a background of the dark wooded Laurentians. Here frequently one hears and often spies the timid deer quietly feeding by the lake's edge; here also birds are in abundance; here too in "Dozor's" brook, as well as the lake, speckled beauties entice the angler; here everything and everywhere makes one feel "this is the life."

**NO HOPE FOR CHEAPER SHOES**

If one is looking for any encouragement of his hope that shoes may ere long be cheaper, he need not go to R. D. Taylor, of the Robert Taylor Co., Halifax. He says that he would not be surprised to see the average man about Halifax paying \$10 for a pair of ordinary walking boots if the war continues for another year. In his opinion there is nothing less than this in prospect and all the big manufacturers are shaping their views in that direction. The cause is, of course, the shortage of leather in face of an abnormal demand. Mr. Taylor says that this gets worse all the time, and for two reasons: The producers are making less and the consumers—take the needs of Russia for instance—are wanting more. One present difficulty about production in the Dominion at present is that there are not enough hands to properly man the tanneries. One of the largest tanning firms in Canada reported to Mr. Taylor a few days ago that over fifty per cent. of their employees, practically all the young men, had been gathered in by the recruiting sergeant. "We shall not," said he, "be able to get back to our normal output so long as the war continues."

Asked whether stocks of shoes throughout the country were large, Mr. Taylor said that he had no definite advices on that point, but his impression was that they were not very heavy. While in some cases the dealers may have anticipated advances and purchased a little more liberally than usual, it is equally probable that they in turn have passed the word along to their customers with a view to increasing sales, which they have. Mr. Taylor expressed the opinion that business conditions throughout the provinces were worthy of confidence, although he had to confess that July bills are not being paid as well as he would like to see them. He is hopeful that this condition may be remedied before the end of the month.—Maritime Merchant.

**HE ADDRESSED ROTARY CLUB**

An interesting and instructive address was recently delivered before the Rotary Club of St. John, N.B., by C. Henry Smyth, manager of the Union street branch store of Waterbury & Rising, Limited. His subject was footwear and hints from the leather market, which he dealt with in an able manner. Mr. Smyth was the first boy employed by Waterbury & Rising when they began business in 1878 in St. John and has gradually worked his way up to the position that he now occupies.

# THE GREAT BOSTON SHOE AND LEATHER FAIR

The Eighth National Shoe and Leather Exhibition—Held Amid Heat and Rush—  
What is New in Shoes and Leather—Pleasure Combined With Business—Many  
Canadian Representatives Present on Canadian Day—Glad Welcome For Visitors

**T**HE Eighth National Shoe and Leather Fair was held in the Mechanics' Fair Building, Boston, Mass., July 12-19, 1916. Naturally, from the condition of the shoe and leather trades at the present juncture, there was neither the number of exhibits nor the volume of attendance that prevailed in some former exhibitions. There were comparatively few manufacturers displaying shoes.



W. D. BENNETT, BOSTON, MANAGER OF THE FAIR

The boot and shoe machinery, was of course, well represented by the product of the United Shoe Machinery Company and by other special machines. A feature of the exhibition was the shoe repair equipment outfits, shown by the various companies making these machines and appliances. A full working repair shop was shown, and this brought out considerable interest, especially on the part of retailers. Another feature of the show was the presence of a large number of sole and other leather substitutes. At least a dozen products of this kind are being shown which indicates a tendency in this direction, brought about by high prices of leather and the general scarcity of materials. On account of the extreme heat during the week the Exhibition was in progress, an agitation was started, which will probably result in the Fair being held at a more suitable time of the year.

## The Decorations Were Attractive

The decorations of the building were light blue and gold, and the effect was cool and beautiful. Flowers and potted plants added to the general interesting appearance. The samples were displayed under the most attractive and pleasant conditions, and buyers and sellers had leisure for discussion, and met to talk business to the accompaniment of music and the general hum of conversation. The only exhibit that represented the Canadian shoe and leather industries was that of the Davis Leather Co., Limited, Newmarket, and A. Davis & Son, Limited, of Kingston, Ont., who exhibited lines of calf and side leather in black and colors. Samples of shoes made from their leathers were also displayed in a very neat showcase, and attracted

a good deal of attention. The Davis booth was the headquarters for the Canadian contingent, and the energetic Boston representative, Mr. E. Everett Bird, did his best to make Canadians at home. In this he was ably assisted by Messrs. Andrew J. Davis, Elmer Davis and H. W. Davis. The tropical weather that prevailed in Boston made the Davis exhibit a favorite rendezvous for those who felt the heat. They installed a large electric fan for the occasion and numbers found this spot the coolest place, not only in the Shoe and Leather Fair, but in Boston. Very flattering comments were heard on the part of the American trade, upon the samples shown by this enterprising concern.

The United Shoe Machinery Co.'s exhibit occupied a prominent position in the centre of the hall. Nearly all these machines were operated by electricity, and many were a revelation to the trade itself, especially the button hole and embossing machines. Operators were on hand also plying their varied handiwork. The Goodyear Welting Machine and the Goodyear Stitching Machine attracted a great deal of attention as usual, and the wonderful way in which they performed their work impressed all who watched their operations.

## Auto Trip to U. S. M. Co's. Plant

One of the great attractions of the Convention was the visit of the shoemen to the plant of the United Shoe Machinery Co. at Beverly, Mass. The company arranged for the required number of automobiles to be on hand at the Exhibition Building at 9.30 on Tuesday, July 18th, and a party of 150 was soon speeding along the beautiful shore drives of Massachusetts. A welcome change of temperature was felt when the autos approached Revere Beach. In passing through Lynn, cheers were exchanged between the autoists and the various shoe factories, with an extra display of good feeling when the autos passed the Lynn office of the United Shoe Machinery Company. Upon the arrival of the visitors at the club house of the company, pictures were taken, which will be presented later on as complimentary souvenirs. An excellent luncheon was served in



MECHANICS' BUILDING, WHERE THE FAIR WAS HELD

a tent in front of the club house, and the cool winds having given all a good appetite, the repast was fully appreciated. Immediately after the luncheon, competent guides escorted the guests through the various departments of the plant, the main factory of which is about one-quarter of a mile long. The return journey was made through a number of exclusive summer resorts, and the party arrived at the



Mechanics' Building after having taken in one of the most entertaining and instructive features of the entire Fair.

Among the outings was that of some five hundred shoe and leather men, who embarked at Rowes Wharf on Thursday, July 13th, on a special steamer, to enjoy a trip around Boston Harbor, from which they viewed the busy navy



E. EVERETT BIRD, BOSTON, WHO GAVE THE CANADIAN GUESTS A ROYAL WELCOME

yard at Charlestown, the various islands in the bay and the interned German merchant vessels, held in the harbor since the beginning of the war. Dinner was served at Nantasket Beach at 2 p.m.

Among the exhibitors at the Fair were Pfister & Vogel, of Milwaukee, Wis., who showed an extensive line of calf and side leathers in the various new shades, particularly the new mahogany shade. Lotus calf in two colors is one of the best selling features of the company, and their new chrome splits for shoe topping attracted much interest. E. P. Douglas was in charge of the exhibit.

The Dupont Fabrikoid Co., of Wilmington, Del., through their agent, H. P. Mitchell, explained to shoe manufacturers the benefits to be derived from using their different substitutes for leather.

Kenworthy Bros. Co. attracted much attention to their excellent showing of many felt specialties used in shoe manufacturing. The Kenworthy brothers were in charge personally. Their new inner sole felt and white felt welting received special attention.

The Mousam Counter Co. showed horn fibre counters and a complete line of leatheroid trunks and cases used by shoe manufacturers and their salesmen. Sales manager, Wm. E. Eaton, was in charge and on Canadian Day had several Canadian flags suspended at various points in the booth. John B. Crapo, the Canadian representative, was on hand to greet many friends from Canada.

J. Einstein, Inc., of New York City, showed in a very clever way a great variety of cloth stock made up in shoe styles by the Simplex System. His extensive stock of shoe cloth was much admired by large crowds of visiting buyers.

The Reece Button-Hole Machine Co., Boston, Mass., exhibited eight of their principal machines in operation, and also the original machine invented by John Reece in 1881, from which model the various developments of the Reece Button-Hole machine up to the present superior rapid type were shown.

Marden, Orth & Hastings Co., had two very attractive booths, shared by the Robeson Process Co., manufacturers of spruce extract. Marden, Orth & Hastings were featuring powdered larch bark, total soluble solids, 90 per cent., and

"osage orange aurantine," 100 per cent. pure, in powder and paste.

### Some of the Canadians Present

Among the Canadian visitors to the Boston Shoe and Leather Fair were the following: L. J. Breithaupt and L. O. Breithaupt of the Breithaupt Leather Co., Berlin; N. M. Davison, Canadian Consolidated Felt Co., Berlin; W. A. Moore and J. A. Matheson of Beardmore & Co.; W. A. Hamilton of the W. B. Hamilton Shoe Co., Limited, J. A. McLaren of McLaren & Dallas, D. D. Hawthorne of D. D. Hawthorne & Co., James Acton, President Acton Publishing Co., all of Toronto. George Bonner of the Bonner Leather Co., Robert Fraser, Tommy Lane, H. D'Artois, D. R. Freedman, O. H. Hymmen, A. G. Mooney, G. H. Davis, G. F. Lister, Henry Whitley, J. C. Stevenson, Paul Roy, Frank De Lancy, L. F. Payan, A. Dupont, B. E. Daoust, F. J. Boyden, Slater Shoe Co., C. H. Albee, M. C. Mullarky, J. McEntyre, Howard Cobb, Ernest Whitley, from Montreal. From Quebec were W. P. Francis, John Ritchie Co., H. C. Carter, Colonial Hide Co., Fred Marois of Tourigny & Marois, W. A. Marsh, L. Routier; J. E. Samson, O. Goulet, H. Gale of Gale Bros., P. C. LaChance, T. H. Lane, W. Girouard. From St. John, E. J. Fleetwood and J. Wiesel. From Aurora, A. Bonisteel and Sydney Collis of the Collis Leather Co.; Harold Davis and Elmer Davis, Kingston; A. J. Davis, Newmarket; E. R. Lewis, Toronto; John Clark, Acton Tanning Co.; P. A. Smith, Muskoka Leather Co.; M. J. Sheehy, Perth Shoe Co., Perth.

### Visitors From Dominion at Fair


Here is a group of Canadians who were caught by the photographer at the Shoe and Leather Market Fair held recently in Boston.

In the company are noticed—Bertrand, E. Daoust, H. C. Carter, Robert Fraser, W. H. Purcell and Paul Roy, of Montreal; L. F. Payan, of St. Hyacinthe; James Acton,




J. A. Matheson and W. A. Moore, of Toronto; L. J. Breithaupt, of Berlin, Ont.; Harold W. Davis, of Kingston, Ont.; Andrew J. Davis, of Newmarket, Ont., and M. J. Sheehy, of Perth, Ont. Other members of the group are E. Everett Bird, Boston, who represents the Davis Leather Co., of Newmarket, Ont; F. S. Klebart, of Wyandotte, Mich., and A. B. Butman, of Boston.





# AMONG THE SHOE MEN.



The stock of R. A. Gerash, shoe dealer, Montreal, was sold recently.

P. J. Hickey, shoe dealer, of Peterborough, recently assigned to J. R. Corkery.

Lamonts, Limited, shoe dealers, Saskatoon, have sold out.

R. S. Thompson, shoe dealer, Wallaceburg, has assigned.

The owners of the Beehive Store, boots and shoes and dry goods, Wetaskiwin, Alta., have discontinued business.

J. J. Haines, shoe retailer, of Belleville, Ont., and wife are spending a few weeks at Gregory in the Lake Muskoka district.

Fire broke out recently in the premises of the Chatham Shoe Co., Chatham, Ont. The flames were quickly extinguished before much damage was done.

Henri Cousineau, shoe dealer, Montreal, has assigned to V. Lamarre and the assets were sold August 2nd.

Peter Codallas, former proprietor of the Montreal Shoe Shine, has sold his interest to W. Christ, and has opened up a new shop with Jim Wee in Brandon.

A. Rumford, shoe merchant, Thedford, Ont., will probably sell out his business, on account of ill health.

The assets of A. Schwartz, shoe retailer, Montreal, were recently sold.

Owing to the tremendous increase in the price of leather, local shoe repairers in St. Thomas are advancing charges. A new schedule of prices on all grades of work has been drafted.

The Toronto Leather Novelty Co. was recently registered in Toronto, Ont.,

J. A. Johnston, of the J. A. Johnston Company, wholesale shoes, Brockville, has returned from attending the Boston Shoe and Leather Fair.

The assets of LaRose & Cousineau, shoe manufacturers, Montreal, were sold on July 26th.

E. R. McBride, of Belleville, Ont., general manager of the Haines shoe houses, is spending his holidays at Presqu'île Point, near Brighton, Ont.

Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Co., St. John, N.B., has returned home after a business and pleasure trip combined to Quebec, Montreal and Valcartier.

Mr. and Mrs. R. L. Savage and family, of Rosedale, Toronto, are occupying their bungalow at Lac Ouimet, Quebec.

Word has been received in St. John, N.B., that Lieut. Harry C. Simmons, who was in command of the Travelers' Platoon of the 104th Battalion, has been promoted to the rank of Captain and adjutant of the battalion in place of Captain Hieland. Captain Simmons was connected with the traveling staff of Ames-Holden-McCready, Limited, wholesale shoes, St. John branch. The letter stated that the promotion was the result of his good work since donning khaki. The battalion is at Shorncliffe, England, and has already been reviewed by the King. The men are getting down to hard work in the expectation of soon going across to France.

Messrs. J. A. & G. E. Johnston, of the J. A. Johnston Company, wholesale shoe merchants, of Brockville, Ont., have returned from a buying trip to Montreal, Three Rivers,

and Québec. They report that prices of all kinds of shoes have advanced tremendously, and that it is impossible to get deliveries of certain leathers, at any price. Men's heavy shoes that formerly retailed at \$2.50 will have to be sold at \$4.00, men's fine shoes that used to be \$4.00 will now be \$5.00 to \$6.00. Women's shoes that used to sell for \$1.75 and \$2.00 will have to be \$3.00, with all other lines in proportion. The manufacturers claim that it is impossible to buy leather even at the advanced prices now being charged by the tanners. Dongola kid that sold for 12c. to 14c. a foot is now 38c. to 40c. Sole leather has advanced for 22c. pound to 50c. pound. The findings used in making the shoe having advanced 100 per cent. to 200 per cent. Labor of all kinds is scarce, and in many factories more than half of the most skilled operators have enlisted. The rubber factories are also held up by the shortage of labor.

Gagnon, Lachapelle & Hebert, Montreal, have installed some new machinery, including a rapid heeler, a laster and twenty sewing machines. They have enlarged their offices also and their production is running in the neighborhood of 125 cases a week.

Polyglot Rubber Trade Directory, a directory of the rubber and allied trades covering the United States and Canada, has just been issued by the India Rubber World of New York. In addition to giving the names and addresses of manufacturers of rubber goods and full particulars regarding their products it contains information concerning the great variety of compounding ingredients, fabrics and machines used in rubber manufacture. It is furnished with a polyglot key making the information available in all languages.

The Schultz-Ruck-Delf Shoe Company, general offices and main factory at Cleveland, Ohio, have recently elected new officials, vacancies being caused by the death of Mr. Delf. E. J. Schultz was elected president, George Ruck, treasurer, E. F. Buzek, vice-president and sales manager, and C. H. Boehmer, secretary. Mr. Buzek has been affiliated with the company for a large number of years—in fact since its infancy, having progressed through the various departments of the factory and having been on the road for years. His activities and his success have secured for him his new position with the company. C. H. Boehmer, an expert accountant and a man of mature judgment and keen business sense, has been connected with the company as manager of the crediting and accounting department. Many years ago he was a shoe dealer himself and his long experience in this field, plus that of an accountant, has made him a most valuable asset to the Schultz-Ruck-Delf organization.

A new and important industry has been secured for Guelph and will begin operations early in the fall. A deal was recently closed whereby the Partridge Rubber Company, of Montreal, will go to Guelph and occupy the entire top floor of the building of the Standard Tire Company. The new firm will manufacture a variety of small rubber goods which are staples on the market, and will employ 65 hands at the outset.

The death occurred recently in Uxbridge, Ont., of one of the best and most popular citizens of that town, in the person of W. H. Brownscombe, shoe merchant. Mr. Brownscombe had been in business in Uxbridge for the past eleven years, and during that period had earned a reputation for



being a scrupulously honest business man, and one who commanded the respect of every one with whom he came in contact. His death, which was very sudden, was due to heart failure, and although he had been in his usual good health, he had of late been settling up every little detail of his business, which to his closest friends, appeared as though he had heard and obeyed the call "Set thine house in order." Mr. Brownscombe was born in Port Hope, Ont., 66 years ago, and was in the boot and shoe business in that town for over thirty years, a business that was established by his father, Jas. Brownscombe, over sixty years ago. Besides his widow, who was Miss Sarah Found, of Port Hope, he is survived by four daughters, two brothers and four sisters. Mr. Brownscombe was an Odd Fellow for many years and was in possession of the highest honors from the lodge in Port Hope, of which he was a member at the time of his death. The funeral service was conducted by the Rev. H. L. Partridge, of Islington, a former pastor, and the Rev. J. J. Coulter, pastor of the Uxbridge Methodist Church. The interment took place in the family plot, Port Hope.

Lieutenant Joseph B. Patchell, of the 140th Battalion, who formerly managed Main street branch store of Waterbury & Rising, St. John, N.B., spent a few days in that city prior to leaving for Aldershot, where he will take a special infantry course.

A first-class boot and shoe store has lately been opened up in the McLeod Block, McDougall and Rice streets, Edmonton, where the proprietor, Mr. Richardson, is now conducting a very special shoe sale. Before coming to Edmonton, Mr. Richardson for the past ten years was the owner of one of the finest shoe stores in Calgary.

Unless the world develops a substitute for leather within two years America will be the next wooden shoe nation, was stated recently at the convention of the Illinois Shoe Retailers' Association. Speakers declared that the country is in the throes of a leather famine. R. W. Ranney, president of the association, warned the delegates that governmental action was necessary if leather boots and shoes were to remain within the reach of working men.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, St. John, N.B., received a letter July 25th from his brother, Captain Percy Rising, who is quartermaster of the 104th Battalion and who formerly managed Union street branch store of the firm. In his letter he gave a few details of camp life in Folkestone, England, and said they expected to move to the front in the near future. At night he said flashes of light can frequently be seen on the horizon indicating where big guns are in action. He also told of a recent raid over Folkestone and the hot reception accorded the unwelcome visitors. Captain Rising expects to spend a few days in London before departing for the trenches.

A recent despatch from Binghampton, N.Y., says:—It is announced that H. B. Endicott, of Boston, and George Johnson, of this city, owners of the largest shoe manufactory in the world, have refused a syndicate offer of \$45,000,000 for their factories. The offer included payment of \$5,000,000 cash to bind the bargain. Messrs. Endicott and Johnson declined to accept the proposition, believing the future value of their plants far in excess of the figures named. Endicott, Johnson & Co. have large shoe factories in Endicott, N.Y., and in Johnson City, N.Y., near Binghampton, where they employ about 10,000 men and women.

An interesting event took place recently in Belleville, when the boys of the 155th Battalion, which was recruited from Hastings and Prince Edward counties, came up from Barriefield camp, near Kingston, and were presented with new colors by Argyll Chapter, I.O.D.E., in the presence of thousands of spectators. The colors were displayed for several days in the window of Vermilyea's shoe store in Belleville, together with a group picture of the Battalion, and attracted much attention. In the adjoining window there

was shown a fine range of footwear, from the regular Canadian army shoe to the latest military dress boot. The display was attractively executed by W. M. Leslie, manager of the store.

A booth at the recent fair in Calgary, Alta., which was said to be well worth a visit, was that of Gutta Percha & Rubber Limited, in the Industrial Building. The goods shown included motor tires, belting of various kinds, rubber shoes of all descriptions, the celebrated Maltese Cross rubber heels, hose, etc.

Messrs. J. T. Griffith and Lewis McNaughton recently acquired sole control of the Arnprior Felt Co. in that town, having filed the highest bid therefor. It is their intention to run the factory to its fullest capacity.

D. Lorne McGibbon, the president of Ames-Holden-McCready, Limited, Montreal, announces that the entire issue of \$500,000 six per cent. five year debentures, authorized at a shareholders' meeting last week, have been disposed



AN ATTRACTIVE AND ARTISTIC WINDOW DISPLAY BY GALT, ONT., SHOE HOUSE

of at par. The new money, as already reported, is required to finance large purchases of raw materials. Par for an industrial second mortgage issue is an exceptionally good price, and the issue was disposed of in very short order.

A neat and imposing upright electric sign has been erected by McLean & Anderson, shoe retailers, St. Clair avenue, Toronto. The sign can be read for a long distance and attracts much attention.

S. H. Parker, of the Parker Shoe Co., Preston, Ont., was in Toronto this week showing a fine new range of samples in women's McKays to the wholesale trade. The Parker Shoe Co. is now occupying the new factory addition, which is 60 x 35 feet and three storeys high. The basement is used for a stock room, the next floor for cutting purposes and the top floor for fitting, while the old portion of the building is devoted exclusively to making, finishing and shipping. The capacity of the plant is now 1,000 pairs a day and business is reported by Mr. Parker to be very active.

R. B. Gravlín, of the White Shoe Co., Toronto, is spending his holidays at Beaverton, Ont.

The annual picnic of the Adams Shoe Company, Toronto, was held on Friday, July 28th, to Dundurn Park, Hamilton. There was a large attendance of the employees of the firm and their friends, who spent a thoroughly enjoyable day. An interesting program of races and sports was heartily entered into by all. A tug of war between the cutters and members of the finishing room resulted in a win for the former, while a team personally captained by Wm. N. Adams, pulled against the lasters. The latter were successful and in the concluding tussle the cutters again



came out triumphant. The picnic, which has been a lively event for several years, was the most successful ever conducted by the employees of this progressive firm.

Joseph Wiesel, of St. John, N.B., dealer in shoes and clothing, has been succeeded by J. Wiesel & Co.

Hunter Bros., dealers in footwear, men's furnishings, etc., Rossland, B.C., are opening a new store in Trail, B.C.

Geo. H. Ferguson, of Vancouver, B.C., who is the Western Canada representative for Clark Bros., Limited, St. Stephen, N.B., is spending a few days in the East, preparatory to making a special trip with new samples.

Percy R. Billings, who covers the smaller towns in the Prairie Provinces for the Regal Shoe Co., Toronto, has returned and is spending his holidays at his home in Trenton, Ont.

Hood & Irvine, shoe retailers, Eighth avenue west, Calgary, have recently moved into a new store, which is splendidly fitted up and very attractive in appearance. Their new business home is one of the largest and best laid out footwear establishments in the Prairie Provinces.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, has returned after spending a few weeks holidays at Mazengah Island, Lake Rosseau, Muskoka.

Ed. Lynch, who represents the Minister-Myles Shoe Co. in the Western Provinces, has returned to Toronto after a two months' trip and reports having had a very satisfactory season.

Fred. A. Blachford, of H. & C. Blachford, shoe retailers, Yonge street, Toronto, has been spending his holidays at Lake Rosseau, Muskoka district.

Many Canadian friends will regret to learn of the death of John H. Pearce, former general superintendent of shoe factories for the Dominion Rubber System, at New Haven, Conn., recently, after a short illness.

The general sales staff and the factory superintendents of the Dominion Rubber System met in convention last month in Montreal to discuss trade conditions in general and Dominion Rubber System products and policies in particular. R. E. Jamieson, general sales manager, presided over the gathering.

Ames-Holden-McCready, Limited, Montreal, have started the issue of a neat monthly publication known as "Shoe Facts" for distribution among the Canadian retail footwear trade. The paper is well printed and nicely illustrated and contains a number of interesting and timely articles. "Shoe Facts" is ably edited by R. E. Dildine, manager of publicity for the company, who was also recently elected a director.

N. L. Collins, buyer for Christie-Grant, Limited, Winnipeg, was in Montreal, Quebec and Toronto during the past few days on business.

J. A. Connor, of Toronto, who is division manager for

Ontario of the Canadian Consolidated Rubber Co., was successful in capturing the Shea Challenge Trophy at the London Bowling Tournament in his former home in London. As a permanent memento of the occasion the Lawn Bowling Association recently presented him with a handsome silver mounted tea service which, needless to add, is thoroughly appreciated by Mr. Connor.

P. A. Doig, of Montreal, general sales manager of the Star Shoe Co., spent a few days in Toronto this week showing a fine range of new samples to the trade.

G. T. Clarkson, liquidator, 15 Wellington street east, Toronto, is advertising for tenders for the purchase of the assets of the Chatham Shoe Co., Chatham, Ont. Bids will be received up to September 1st next. The buildings are valued at \$20,000, the power plant at \$7,107, the machinery and equipment at \$4,153. The stock of raw materials and supplies and shoes in process of manufacture are valued at \$7,978, the office furniture at \$664 and the lasts and patterns at \$3,602. The conditions of sale and terms of payment are set forth in an advertisement in another column.

Recent cable despatches from England give the pleasing information that Sir Douglas Haig, Commander-in-Chief of the British forces in France and Belgium, had mentioned Lt.-Col. Massie, of St. John, N.B., for gallant and distinguished conduct in the field. This honorable distinction, for services rendered, will prove gratifying to the numerous friends of Lt.-Col. Massie, who, previous to enlisting two years ago, was maritime manager for the Canadian Consolidated Rubber Co.

Clayton S. Corson, general sales manager of the Regal Shoe Co., Toronto, has returned from an extended and highly successful fall selling trip to the larger centres of population in the Prairie Provinces. Mr. Corson went as far West as Victoria and reports that the prospects for a bountiful harvest are bright. He found trade in the various cities which he visited particularly good for this season of the year, and the outlook for fall business is most promising. The Regal Shoe Co. is exceptionally busy at present, turning out 700 pairs a day. Extensive improvements have been made to the offices and E. L. Keene, manager of the manufacturing department, has entered upon his new duties, and is much interested in the work of production.

At the fourth annual meeting of the National Council of Canadian Credit Men's Association, Limited, held in Vancouver, B.C., last month, F. A. Todd, office manager, Quebec Division, of the Canadian Consolidated Rubber Co., attended as delegate from Quebec Province.

A large number of shoe retailers in the various towns and cities of the Dominion are now conducting their annual midsummer sales and clearing out all lines of warm weather footwear. The past season has been an exceptionally active one for all ranges of white goods and outing shoes. In fact, many firms have been completely sold out of several lines. The alert shoe merchant is now preparing to cater to the school children's trade, and capture a large portion of this business, which generally comes with a rush during the last two weeks in August. A number of advertisements by enterprising shoemen are featuring footgear for children, while special window displays are being made. Their timeliness is emphasized by appropriate showcards reminding the juveniles that vacation days are rapidly passing and good comfortable shoes are as necessary as a scribbler, a school bag or a pencil box.

The Blachford Shoe Manufacturing Co., Sherbourne street, Toronto, have removed their offices, sample rooms and shipping rooms to the second flat of the large building in which they are located. The floor space thus vacated is now divided between the cutting, stitching and finishing rooms. The congested condition in the plant has thus been removed and much needed accommodation provided. The Blachford Shoe Manufacturing Co. are now turning out

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## 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 experienced traveler, with good connection, a line of men's or women's shoes as side line, on commission, for Western Ontario, including Toronto. Apply Box 4, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

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WANTED for 1st September, a shoe traveler with connections in Nova Scotia, Cape Breton, New Brunswick and Prince Edward Island. No use to apply unless you have first-class references and connection. Address Box (X), care SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.



450 pairs of women's welts a day and specializing in high-class lines. This enterprising firm, who started two years ago, with a daily output of 125 pairs, have more than trebled production within this short time, and the future looks exceptionally bright.

Philip Jacobi, 5 Wellington street east, Toronto, have been appointed sole distributing agents for Ontario for the

Air Treads, which is a combined vacuum heel cushion and ventilator for men's and women's shoes. This important invention is being patented in Canada, Great Britain and the United States, and distribution agents will soon be appointed in the various provinces. Air-treads will be extensively advertised, and it is expected there will be a remarkable demand for this new invention.

# 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.



Satisfaction Guaranteed

by factories using

## Ullathorne's

ENGLISH-MADE

## Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

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

# Jobbers

Aird's new line of samples in McKays and Turns for Men, Women, Boys and Youths are sure to interest you. We will be pleased to see you in Montreal.

## Aird & Son

Montreal *Registered*

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

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**

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent



Glazed  
or  
Mat

Black  
or  
Colors

White and Fancy Colors

Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
Moderate Prices

CANADIAN AGENTS  
for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.**  
**NEW YORK**

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

# JOBBER

SEE OUR

## FINE MCKAYS FOR WOMEN

Do not fail to look over our new line. It  
is the most attractive we have shown.

**Gagnon, Lachapelle & Hebert**

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL



# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**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





# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.



## NO OTHER WILL DO

These are days when the Retailer is urged more than ever to take "Something Just as Good" in place of the standard articles that he and his customers know and trust. There is nothing "*just as good*" as

## TRICKETT'S SLIPPERS

That is why we are making such a tremendous effort to stand by our Canadian trade, when it would be *easier* and more profitable for us to supply the home trade, starved as it is by war conditions. We have spent *twenty years* building up our great *Canadian connection* and do not intend to go back on our friends in their *hour of need*.

If you are a regular buyer of TRICKETT'S your jobber will see that you get your share of these great TRADE WINNERS. He will do his best to keep you supplied, as we are doing our utmost to keep the wholesale trade of Canada fully "covered" with TRICKETT'S.

Write your jobber or our representative.

**Sir H. W. TRICKETT Limited**  
Waterfoot, near Manchester, England

J. S. ASHWORTH, Can. Rep., Manchester Bldg., Toronto



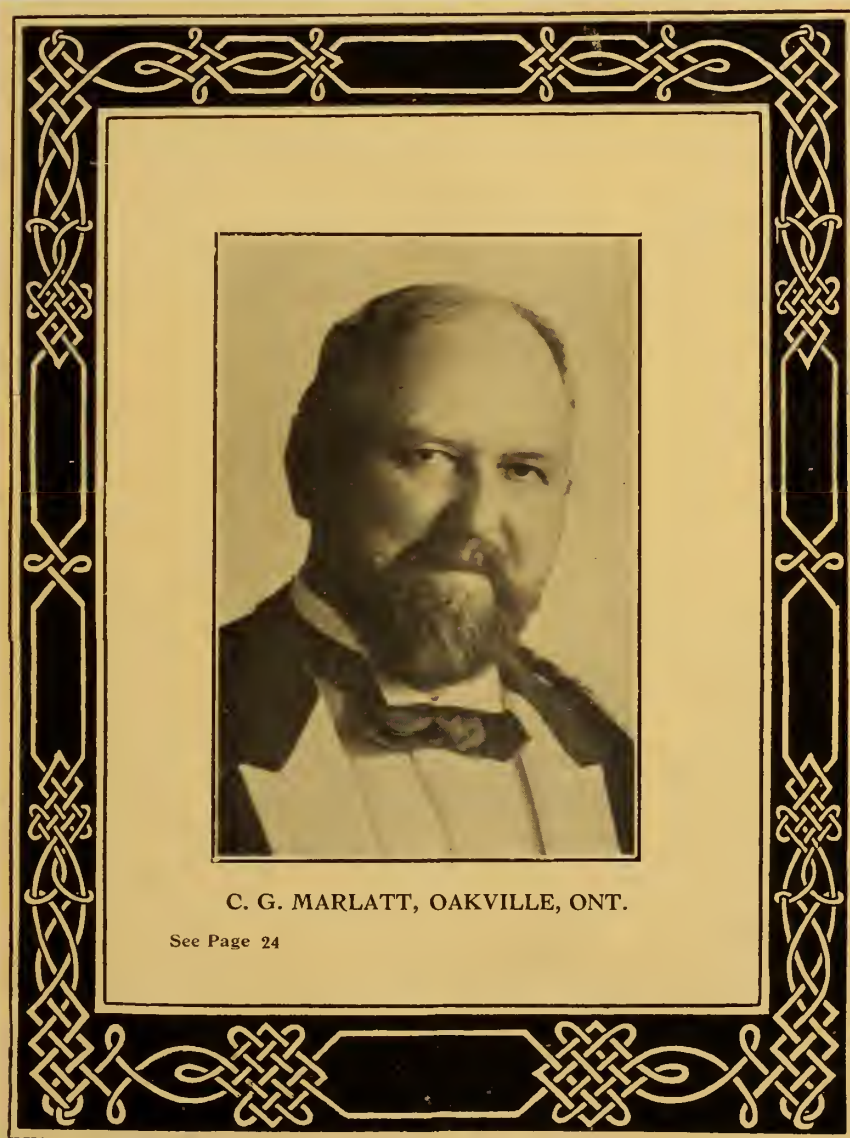


TWENTY-NINTH YEAR

TORONTO, AUGUST 15, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Canada's—

Largest Producers

Largest Stocks

Most Complete Lines

Most Efficient Service

50 travelers are connected with our branch distributing houses to serve our customers in relation to Sorting and Placing Orders.

**AMES  
HOLDEN  
McCREADY  
LIMITED**

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





*It's a fine thing to be the  
makers of*  
**Ritchie's Shoes**

Not merely because one makes a living out of it, and not merely because one has the satisfaction of seeing hundreds of factory employees making a comfortable living out of it.

Of course these things are pleasant, but it's a fine thing **mostly** because one **knows** that the wearers of **RITCHIE** Men's Welts are getting the **utmost value** for their money.

And this fact makes **you**, the dealer, satisfied with the line.

So there is satisfaction all through from the factory to the consumer, and one cannot see the end of progress under these circumstances.

Once more, then—it's a fine thing to be the makers of **RITCHIE SHOES**.

**MEN'S  
WELTS**

**The John Ritchie Co., Limited**

Quebec

Montreal

SPEED  
KING

# Speed King

## Sporting and Vacation Shoes

A complete line of samples for the coming season will be shown by the following jobbers:

The Amherst Boot and 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.
Brown, Rochette, Limited	- - - - Quebec, Que.
McFarland Shoe Co.	- - - - Calgary, Alta.
T. Long & Brother	- - - - Collingwood

*See these before placing  
your order*

**The Independent Rubber Co., Limited**  
Merritton, Ontario



# ASTORIA

*The Shoe of Distinction*

The two styles illustrated are

**IN STOCK**

**FOR IMMEDIATE DELIVERY**



Nut Brown Russia Calf  
Whole Quarter Blucher  
Single Sole  
Devon Last

D Width

Price \$4.35



Gun Metal Calf Bal.  
Mat Calf Top  
Single Sole

Devon and Torpedo Lasts

D Width

Price \$4.10

Also same style in Mahogany  
Russia Calf

D Width

Price \$4.35

These are quick-selling styles with  
a fit and quality that assure lasting  
:: satisfaction to your customers ::

**Scott-Chamberlain, Limited**

**London, Ontario**

# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL=C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
SCREW  
MACHINES

DAVEY  
HORN PEGGING  
MACHINES

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

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**UNITED SHOE MACHINERY COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

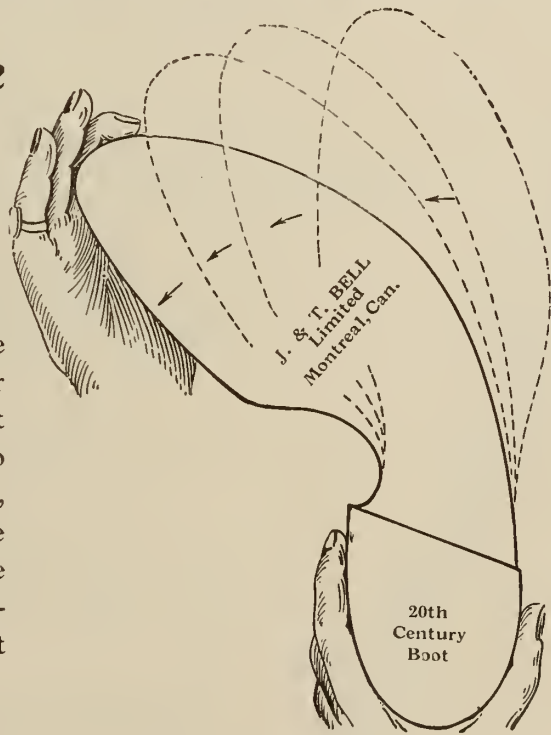


# The New Unlocked Process Makes Shoes Fit Better

There is no doubt about this, nothing experimental. It is an absolute fact that cannot be refuted. And it is due to a new and better method of shoe construction, the UNLOCKED Process, by which the shoe is allowed to find the contour of the foot. Shoes made by the Unlocked Process

## *Prevent and Relieve Flat Foot and Arch Troubles*

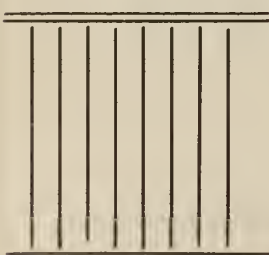
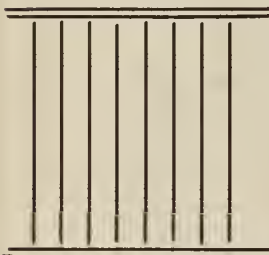
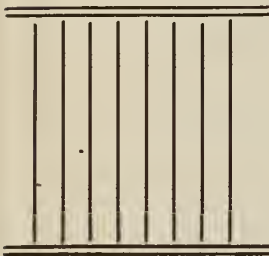
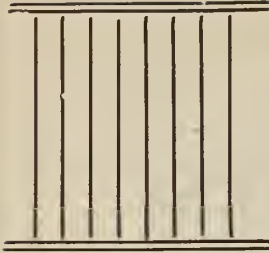
Lasts are ball-bearing and follow the bottom shape of the human foot. Upper and sole patterns are sprung and cut under a new method. The shoe also carries an upper leather bandage, which, together with the upper, encircles the body of the foot. These features give perfect foot freedom and a flexible support that mean real ease and comfort for the wearer.



## *And the Styles are the Latest*

Our new range of Unlocked Process Shoes offers you the choicest new styles.

**J. & T. BELL, LIMITED**  
MONTREAL, 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



**"Tetrauit Always has it First"**

The best bet in the  
business to-day

# *Combination Soles*

We introduced them—  
They're going strong—  
Will go even stronger.

**Tetrauit Shoe Mfg. Co.**  
Montreal

"Largest Men's  
Goodyear Welt  
Manufacturers  
in Canada—  
Bar none."

**Take Tetrauit's Tips**



The Arrowsmith line of "First Aid" Foot Specialties embraces everything worth while for the correction of human foot ailments. Install a "First Aid" Foot Relief Service Station in your store and watch your findings sales increase.

**Canadian - Arrowsmith Mfg. Co.**

Limited

Manufacturers of Foot Specialties

Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager



**THERE IS NO GUESSING**

When you buy UNDERHILL SHOES you know what you will get, and you know that the customer will have the same satisfaction when the shoes slip on his feet.



Barrie Factory

**Underhill  
Quality**

is not the product of a DAY or a YEAR. It is the result of a long period of FAITHFUL SHOEMAKING —faithfulness in ideals, materials and workmanship.

Our Specialties Men's, Boys' and Youths' McKay, Standard Screw and Pegged. Women's, Misses' and Girls' Medium Priced High Class Turns.

*If you are Looking for Shoe Satisfaction Try Underhills*

Head Office,  
Aurora, Ont.

**UNDERHILLS LIMITED**

Factories,  
Aurora, Ont.  
Barrie, Ont.



*THE wise merchant  
is he who always  
keeps a copy of our  
"In Stock" Catalog  
handy.*



*The Just Wright*  
TRADE MARK SHOE

"HOBO" No. 161

Vici Blucher, Cushion Sole. E Width.  
Sizes 6-10.

In Stock at St. Thomas and Regina.

*Keep to  
the Wright,  
it's the rule  
of the road*

The "JUST WRIGHT" Shoe

IS MADE ONLY BY

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

and

Rockland, Mass.

# High Grade Calf Leathers

There is no better material made into shoes than

## COLLIS CALF LEATHERS

Made in all  
COLORS and BLACKS

Shoes made with this stock have that CHIC appearance, that added to WEAR, makes the Calf Shoe so popular.



Our No. 4 TOBACCO BROWN is having a great run ;  
also our TONEY RED in boarded finish. See these lines

Head Office and Factory: AURORA, ONT., CANADA

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE BIRD'S EYE RIVET, SHANK SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you.

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.





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

Solid comfort, good appearance and absolutely waterproof qualities in both sole and upper. A specially made sole that ensures an even foot temperature at all seasons.

# Steady Sellers Always

because they combine good looks with the most perfect ease.

These shoes are known from Coast to Coast and have been for years past. Ask your jobber for and insist on getting the genuine, made only by

**The TEBBUTT**  
 Shoe & Leather  
 Co., Limited  
 THREE RIVERS QUEBEC



*THE*  
*Professor*

PAT. NO.  119409  
 GOLD CROSS  
 SHOE

The same comfort and appearance as in the "Doctors" plus a patented cushioned inner sole that makes walking a pure pleasure.

# THEY SELL EVERY DAY

You will never miss a sale, disappoint a customer or have a VOID in the CASH DRAWER so long as you carry a full line of

*The*  
**Best**  
 Known  
 for  
 Worth  
 and  
 Wear  
**Everyday**  
**Shoe.**

A cure for sore heads as well as sore feet. Their fit, comfort and qualities of endurance under hard stress appeal convincingly to your farmer and workingman customers. Keep The Best Everyday Staple Shoes always in stock.

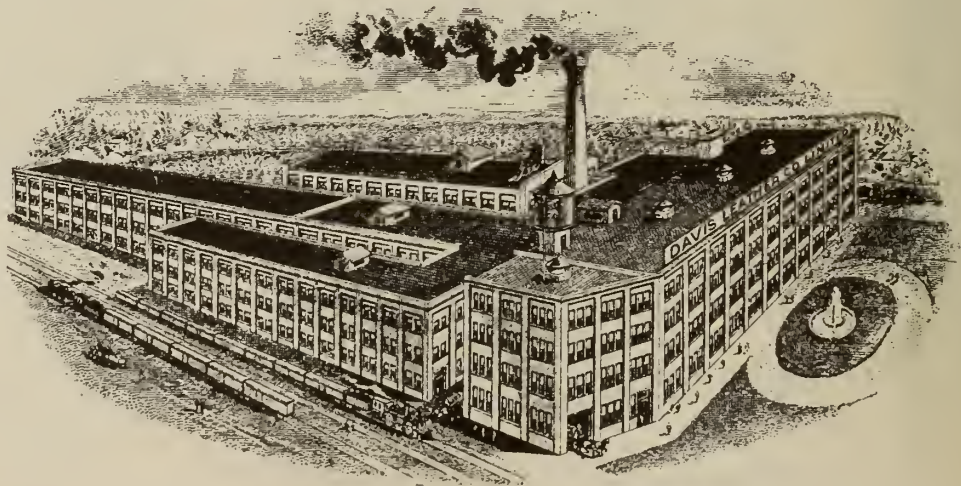


Factory, Aurora

**THE T. SISMAN SHOE CO., Limited**  
 AURORA, ONTARIO

## The Largest Tanners of Calf in the British Empire

**Uniform**  
 in Quality  
**Economical**  
 in Cutting  
**Superior**  
 in Finish



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**

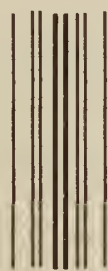


When You Need

**BOOTS**

**SHOES**

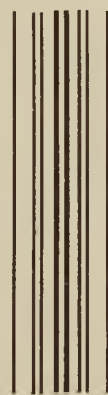
WHOLESALE



BUY FROM

**JAMES ROBINSON**

MONTREAL



FAMOUS FOR

**EFFICIENT**

**SERVICE**

# Canadian National Exhibition

Aug. 26 **TORONTO** Sept. 11

## *The Permanent Annual World's Fair*

All Canada Centred and Concentrated; Acres of Manufactures; The Pick of America's Flocks and Herds; Immense Agricultural Exhibit; Practical Farming Demonstrations.

### **"FEDERATION OF THE EMPIRE"**

Gorgeous Spectacle Symbolizing and Epitomizing Imperial Unity and Power; 1,200 Performers; 10 Massed Bands; Chorus of 60 Voices.

See the British Houses of Parliament, Westminster Abbey and the War Office.

The World at War—Scenes that Have Thrilled the Empire Re-enacted by Overseas Troops by Land, Water and in the Air.

Shells in Process of Manufacture. Mammoth Munitions Exhibit.

## *The World's Largest and Best Annual Exhibition*

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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
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.



# Jobbers

find that the Aird Shoes always live up to the samples. And they always get complete deliveries. We are proud of our record in this respect.

## Aird & Son

Montreal *Registered*

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

# JOBBERS

SEE OUR

## FINE MCKAYS FOR WOMEN

Do not fail to look over our new line. It is the most attractive we have shown.

Gagnon, Lachapelle & Hebert

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL

# Keeping Acquainted



¶ You have many customers scattered here and there throughout the Dominion, but **don't forget** that rival business houses are **always** doing their best to **get in ahead** of you.

¶ **Publicity**—constant, forceful advertising—in a publication that practically all of your customers, both actual and prospective, read, helps you retain your old customers and adds others to your list.

**Advertise Regularly in the  
SHOE AND LEATHER  
JOURNAL**

Rates will be mailed on request by the publishers—

**ACTON PUBLISHING CO., LIMITED  
TORONTO**



# REGAL SHOES



BANKER



ASTOR

*Write  
Us  
Regarding  
A  
Regal  
Agency*



ARENA



BOND STREET

**Regal Shoe Company Limited**  
102 Atlantic Avenue Toronto



# SPRING STEP

## RUBBER HEELS

THE HEEL WITH A RED PLUG



If you follow in the steps of the wide-a-wake shoe merchant, you will find that his stock is well supplied with

### *SPRING STEP RUBBER HEELS*

They wear long enough to satisfy the most exacting customer.

Write our nearest branch  
or direct to Head Office

**Canadian Consolidated Rubber Co., Limited**

Executive Office: Montreal

28 "Service" Branches Throughout Canada



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

Subscription in Advance  
\$1.00 Per Year  
Foreign, \$2.00

Office of Publication: 1229 Queen St. West, Toronto  
ACTON PUBLISHING COMPANY LIMITED  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## HOW LONG WILL IT CONTINUE?

**The All Absorbing Question—Manufacturers and Dealers Both Anxious—Leather Men Don't Seem to Worry—Tremendous War Needs Still Loom Strong—Will the Millinery Trend in Women's Shoes Hold Out?**

**H**OW soon will the war end and what will be the effect of peace on business? These are questions of the hour that call forth an amount of speculation that becomes more feverish as the indications of the successes of the Allies' cause grow apace. Nobody can answer either query. From the very beginning of hostilities the guessers have been at work, and even Lloyds have been willing to bet on the fascinating subject. All conjectures, so far, have been so wide of the mark as to be absolutely worthless and have only served to demonstrate how little even so called experts can be depended upon to foretell the future of this most baffling of the wars of history. It is safe to assume, however, that Germany has fortified all the ground between her armies and Berlin, and that unless some cataclysm occurs they will fight a rear-guard action to the gates of the city, which means months of slow, patient fighting.

As to the effects of the war on trade now and hereafter, it may be taken for granted that so long as the many industries stimulated by the production of munitions are kept moving and the money thus put in circulation continues to flow through regular channels, business will keep up pretty well the pace at which it has been moving. When the extra pressure is removed there will undoubtedly be a pause to permit the necessary readjustment, but even that will be only temporary, for with an amount of destruction of materials of all kinds and the depletion of supplies resulting from the war operations, there will remain the necessity for bringing conditions back to the status quo which will take a considerable time.

As to the shoe and leather trades, one has only to consider the tremendous consumption of materials involved in the conflict to realize that when it is all over tanners and shoe manufacturers will be kept busy enough producing leather and shoes for ordinary purposes, for with the high prices prevailing to-day there is a spirit of economy abroad that is bound to have the effect of reducing the amount of shoes both in consumers' and dealers' possession. Reports come from Great Britain that present war orders will use up every ounce of leather in sight for the next six months, and so great is the pinch that the government, through the press, is counselling the people to be as economical as possible in the use of footwear, asking them to make one pair do where they formerly used two.

The increase in the demand for high shoes for women has put the pressure on leather production in another direction, with the result that the cost of light stock has risen so far above normal as to almost double the price of shoes of this class. Notwithstanding this, the demand has not even faltered, and the chances are that this fall and winter will see more high priced shoes worn by both men and women than ever before.

One good effect that is likely to prove more or less permanent is the raising of the standard of values. Where once five or six dollars was regarded as fairly high, ten or twelve is being obtained without a murmur. This will make it easier for the retailer if not the manufacturer to secure more adequate margins on his goods when the leather market subsides.

In the meantime there is no prospect of lowering costs and fortunately no indication of the public being frightened at the prices they are being compelled to pay these stirring times for their footwear.

# QUALITIES WHICH MAKE FOR GOOD SALESMANSHIP

Human Elements That Enter the Composition of the Successful One—Keeping a Force Keyed Up to the Proper Pitch—Some Men Object to Anything That Will Take Them Out of the Beaten Path—A Good Physical Make-up Helps Considerably

**Q**UITE some time back a poet of more or less renown gave the world something to think about when he asked questions about what constitutes a State. He then made the whole thing easy by going ahead and answering himself. Even if he had not gone to that trouble, there are selling executives in the business world who say it would be a lot easier to answer his questions than to reply to similar ones on the subject of what constitutes a salesman.

There is nothing harder in the world than to keep a sales force keyed up to the proper pitch, according to a man who has directed the selling for a wholesale concern for a number of years, and the reason is that there are so many different human ingredients in its composition. Discussing his woes recently he said:

"After so many years that I am ashamed to tell you the real number. I remember distinctly a thing that happened at a circus I attended as a boy. It was an equestrian stunt in which Signor Somebody-or-Other, after having appeared before all the crowned heads of Europe, etc., attempted to gain the plaudits of the crowd by riding three horses at once. His plan was to stand with a foot on the back of each of two horses, with the third horse running free between. He got along swimmingly until the off horse, for some reason or other, began to forge ahead of his mates. The rider apparently could not hold back the disturber, with the result that he soon came down with an inglorious kerplunk on the back of the centre horse. Rather shamefacedly he stopped the act, remounted, and was off again. The same thing happened a second time, and the remounting process was repeated. Even then the off horse proved too ambitious for his mates, and the performer gave up in despair.

## Admires The Fighting Spirit

"To-day, as the head of a large sales force, I am virtually in the same position as the circus performer who tried to ride the three horses. Somebody is always forging ahead, that is, disobeying orders and corraling extra business thereby, or somebody is lagging behind. It is only with the greatest effort and expenditure of diplomacy that I have thus far been able to keep myself from coming down with the 'kerplunk' that marked the circus rider's fall.

"I am a great admirer of the fighting spirit in a man, and I maintain that without it no one can be a successful salesman. Show me a brave man and I will show you a man who can sell goods. But deliver me from the salesman who uses this fighting spirit with the proper amount of reserve in the securing of orders, but who retains all the wrath he has acquired in the meantime in order to spill it out on my head or the head of some other executive. There are plenty of such men, and there are also plenty of men who do not like to stay 'in line.'

"For instance, we used to sell all our goods on a net basis. The result was that half the force was clamoring for a change to regular, and because I did not see fit to fight to the last ditch with the heads of the business in order to get them to change their policy—the sales were increasing with leaps and bounds at the time because of the close figuring of costs and attractive prices—heaven was called upon to witness my shortcomings. When I remonstrated and showed the staff the advantage of operating the way we did, the 'kickers' came back at me and said that the buyers did not care much about the actual selling price of the goods. What the buyers wanted, they said, was to have their employers think they were 'live ones' by having the invoices show nice long datings and fat discounts.

"About a year ago the selling policy was changed under pressure from a newly elected executive, and regular terms were made the basis of selling. Then the objectors to the old system held a jubilee, but when they came back from their first trip under the new plan their attitude was changed. Almost without exception they reported that the buyers were inclined to turn down the goods offered them because the prices were higher than they used to be. Naturally, they had to be higher, for the nice healthy discounts we gave had to be figured into the costs. This incident proved to my satisfaction, more than anything else, that one of the principal ingredients of a salesman is a disposition to object to the way the business is run. I believe the credit office will bear me out in this.

## Wanted Praise for His Efforts

"A third ingredient is vanity, or rather a kind of temperament which is not wholly unlike that suffered by men in the more artistic walks of life. This element is not present in the make-up of all men, but in some of them it is so strong that they have to be figuratively patted on the back all the time in order to keep them up to the scratch. An experience I had with one man when I was first elevated to this job taught me that. This salesman was a brilliant talker and a good 'closer,' but he was inclined to be as erratic as an opera star.

"Soon after I became head of the department he made one of the best sales that has ever been put across by any one connected with the house. Not knowing his peculiarities, I wrote him a formal letter of acknowledgment after the sale I spoke of, and the effect was the same as pouring water on a blaze. His work during two or three weeks that followed was so perfunctory that I felt obliged to take the matter up with the head of the house. When I told the chief all the facts in the case he chuckled. Then he called his secretary and dictated a note to the salesman, suggesting that he run back to the city over Sunday. He got in late Saturday afternoon, and that night the chief, the salesman and myself had a 'jolly-go-bang.' It broke up in the wee small hours of Sunday morning, but when the roadman left for his territory again that night he was satisfied that I was a 'regular fellow' after all. From then on he did splendid work. His trouble was that he realized that he had done something big, and he thought he should be praised a little for it. Believe me, he can have all the praise he wants as long as he keeps turning in business.

"While all sales managers may not agree with me on this point, I am a great believer in good-looking salesmen, whether they have to sell to women buyers or men. I don't choose my men by their looks, and I have no use for the 'Willy-boy' type, but, all things being equal between a homely salesman and a good-looking one, I will take the latter every time. I know a lot of good salesmen who do only about half as much business as they should just because nature has built their faces along such irregular lines that they look almost grouchy even when they smile. Such men as that have a handicap to offset that does not trouble the good-looking salesman.

"And I don't want any fat salesmen, either, when I can get lean ones who will fill the bill. I don't question the assertion that most fat men are good-natured, but I contend that they cannot stand the gaff the way their thinner brethren can; that they tire more quickly, and that, when tired, they cannot well conceal the fact. The result is either lost or diminished business."



# THE ESSENCE OF GOOD LIVE ADVERTISING

What Great Merchant Prince Says of Value of Publicity—Give Information Regarding What You Have, a Proper Description of the Goods and Tell What the Honest Prices Are—The Typographical Appearance and Layout Help Greatly

**J**OHAN WANAMAKER is known all over the world as the pioneer of retail advertising who blazed the way followed since by successful merchants on this continent and abroad. In an open letter addressed to the delegates through the Philadelphia papers this merchant prince said amongst other things:

"When this little store closed its doors on its first day's business, away back in 1861, the sum of \$24.67 was found in the old-fashioned till under the counter; the 67 cents was left there for making change next morning and the \$24 was taken out by the founder and spent with the newspapers, which were asked simply to say that the new store was open and doing business, and had a good stock of goods useful to the people.

## Newspapers Best for Store

"Our little allowance for advertising money went to the newspapers then, as it goes, nearly altogether, to-day, because, if I ever have a monument for discovering anything, it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer is in the daily newspaper of known circulation. All others are vanity and vexation of spirit.

"Throughout fifty-five years of experience we have not been able to discover that there was any other rightful function of advertising than to do just that one thing—to inform the public that the merchant had brought in certain goods, with a proper description of them, and what the honest prices were.

## "Our Greatest Effort for Years"

"Our greatest effort for years has been to keep to this simple, serviceable form and go no further.

"What is the use of building up a tremendous, vastly expensive, unnecessary army of advertisers throughout the country, almost as big and certainly as costly as the largest army that the most enthusiastic preparedness advocates want to have the government raise to carry rifles?

"What good does it do to have a false advertising element stand between the merchant and his customers?

"Surely the people will, after a while, realize that there is an immense amount of wastage, and it must be paid for by the people who buy the goods."

## Paper That Won Gold Medal

The paper of the convention, which was awarded the Higham Gold Medal for the most constructive effort embracing the fewest words took up the theme of "readable type" so insisted upon in the Wanamaker method. It was read by Benjamin Sherbow, designer of typographical arrangement, New York. We quote that part of the paper referring more particularly to this subject as worthy of a permanent place in the ad shop of every retail advertiser, as follows:

"The man who designs advertising print should ask himself this: What must this piece of advertising do? How can I make type do its most effective work in helping the reader to a quick understanding of the advertising story; how can I make it easy and still easier for him? And if the designer attacks his job in this spirit, even though his skill is not great, I believe he will go farther toward making good

advertising than the man who is concerned merely with producing the fuss and feathers miscalled 'artistic printing.'

## Must Know Results Sought

"We must get a more sympathetic understanding of what the advertiser is trying to accomplish. Let us give our best thought to what he has written about his product or service and then plan and contrive our typography so that the reader will be able to grasp, with the least amount of time and attention, what is being said to him.

"Let us use only types of simple, vigorous design, easy-to-read and good to look at, in such sizes and with such leading as will make our print most inviting to the eye.

"Let us give more time to the study of easy-to-read arrangements of type—to those valuable aids to comprehension that make print easy to understand.

## Reference and School Books

"Look at the typography of the dictionary or any other first-class work of reference. Look at our best school books. Look at the skill and care with which they are put into type so that we may readily comprehend their text. How many of our catalogues are so well arranged? They might readily be if we gave to this business some of the time that is now used to produce pretty decoration and marvellous color schemes.

"Don't let's play tricks with type that make the reader wonder what we are up to. Don't let us willy-nilly force our type into arbitrary forms that it pleases us to admire but that add nothing of value to our purpose. Don't let us look longingly at fine old book pages and try to reproduce them to steam shovel catalogues unless they belong there. Let us rather study hard the sense of the information or argument that we are trying to convey in print, and then make the type say it so clearly, so simply and so efficiently that it will be read, understood and remembered.

## Advertising Ideas Basis

"We must keep in mind always that the starting point for the typographic arrangement of any piece of advertising is the advertising idea itself, and not some abstract effect that is to be obtained.

"Nowadays, when I am asked to design a type-style for a magazine or newspaper advertisement or for some printed matter for which no plan has yet been decided on, and for which no text has been prepared, I ask the client first of all to make clear to himself what it is that he has to say before he interests himself in the physical form his advertising message is to take. And occasionally he is frankly puzzled at my absurd notion that I should need to know very much about what the advertisement is going to say in order that I may intelligently design a type-style for it.

## Must Inform, Not Dazzle

"In advertising print, typography must serve the advertising idea. It must furnish the quickest, clearest, cleanest medium for the expression of ideas and the conveying of information. It must not seek to dazzle by a display of dexterity for its own sake. It must avoid all decided eccentricities of arrangement that obstruct the reader and hinder the clear flow of the text, because that will injure the chances of the advertisement to get itself read. As someone has said: 'When an idea will not bear a simple form of expression, it is the sign for rejecting it.'

# CHARACTER TOLD BY LOOKING AT YOUR SHOES

**Men and Women Who Are Particular About the Fit and Looks of Their Pedal Toggery Are Generally the Best Customers—Why Lighter Leathers Reinforced by First-Class Backing Material Are Becoming Popular with Well Groomed Persons**

IT is often said that a man can be known by the company he keeps, and it is equally true that character can be told by looking at the foot covering of men and women. Nearly everyone admires a well-dressed foot, and comparatively few can select their own footwear, as the desire to have their feet look like some one else's often causes them to select a shoe entirely different from what they should wear, both for style and comfort.

## Perfect Fit Is Necessary?

Unless a shoe fits the foot perfectly it is bound to go out of shape in the "breaking in" period, and a perfectly-fitted shoe does not have to be broken in. That is where the trouble of the retail shoe clerk comes to the surface. He has to please the eye and vanity of the customer, and often against his own good judgment sells them a pair of shoes which suits their fancy but does not their feet. After a short time of wear they often come back claiming the shoes do not fit them, or that they were not properly made, as they got out of shape soon after being put to use; and all kind of fault is found with the poor clerk when he is absolutely innocent. But that is one of his burdens, and the working class have many to carry, and are as unreasonable as the above.

In the present age of advertising along advertising lines the buying public are becoming wiser every day regarding the construction of shoes, for we find the sectional parts shown in an intelligent manner in many of our leading magazines, as well as in some daily papers. These cuts give everyone who can read a very good idea of the construction of shoes, so that a visit to the factory is not necessary, nor even as good, for the multiplicity of operations which a shoe has to go through before it gets to the wearing stage is too bewildering, and the average person will come away from a large plant with about as much of an idea of the process of making a shoe as we do after a visit to the big three-ring circus: we know we have seen a big show, and a whole lot of things, but we are not able to tell much about it, and will have to go several times in order to thoroughly absorb the entire thing.

## Get Idea of Construction

But by looking at the picture of the shoe as shown in the sectional cuts we get a good idea of the construction, and it is not necessary to see the machinery in motion which performs the several operations.

Thus it pays to read the advertisements about things we actually need, and the use for your advertising matter of to-day is an educator in every sense of the word; and that is why it pays to read the advertisements, as well as it pays to advertise.

## Quick to Take Up Points

Discriminating dressers are studying these things, and are quick to take up new points of manufacturing as soon as they have them put before them clearly, and grasp the benefits to be derived by themselves in purchasing goods constructed along scientific principles, which they can readily see will improve the looks as well as comfort of the shoe.

That is why shoes made from lighter leathers and reinforced with a first-class backing material are becoming so popular with the well-groomed person who wishes his feet

to be well dressed, realizing that an ill-fitting shoe will spoil the looks of a 50-dollar suit.

## What the Backing Does

Shoes made in this manner are becoming more popular every day, and are being asked for at the retail shops by all who have made a study of the matter, as they know that their feet look neater when shod in this manner, and that the shoe will not run over or get one-sided so easily, as the backing prevents the leather from stretching and also protects it from the perspiration which has such a decaying tendency in almost every case.

This process adds to the character of the shoe, and gives character to the foot and wearer, and we will find, if we study the human family carefully, that the men and women who are particular about their foot covering, and who keep them looking neat and clean, are also clean in all other departments of their characters.

## A FACTOR IN LEATHER

(See Front Cover)

CECIL G. MARLATT comes by his leather instincts naturally as the son of one of Canada's earliest and best known tanners, the late S. D. Marlatt, of Oakville. He has succeeded in putting up the Marlatt leather record several notches, for not only is the original Marlatt business at Oakville a much more pretentious and effective factor in the leather business than it was when he took the helm but the "son of his father" has become connected with other and even larger enterprises of a similar character. In addition to being president of the Marlatt & Armstrong Co., Limited, of Oakville, of which he became a partner in 1879, he is the executive head of the following corporations:—The Magnetawan Tanning and Electric Co., Limited, Burk's Falls; Tobey Limited, Collingwood; Oakville Leather Co., Limited, Oakville, Ont., and Galvin Hide Co., Limited, Hamilton, besides being a director of the Victoria Harbor Lumber Co., Limited. He knows the leather business from hide to finished product and has been honored in various leather organizations from time to time by being given prominent positions on their officery.

No one in the leather trade is better appreciated as a man than Cecil G. Marlatt. The very soul of courtesy and geniality he has made a wide circle of friends both inside the trade and out. He is sound in judgment as he is sunny in temperament and in social organizations with which he has been connected, he has been honored quite as much as in the leather trade from time to time by election to responsible positions.

He finds time, notwithstanding the pressing claims of his many business interests, to devote considerable attention to public and social duties. He has been both mayor and reeve of Oakville and has been chairman of the water and light committee of his town since 1908 as well as an active member of the Halton County Council. His hobbies are yachting and golf, to the former of which he devotes considerable spare time. He has been Commodore of the Royal Canadian Yacht Club and is intimately associated with the Inter-Lakes Yachting Association in the work of which he has taken a very lively interest. In the best and fullest sense of the word C. G. Marlatt is described by his friends not only as a man of weight but a "jolly good fellow."



# TEN DOLLARS WILL SOON BE PRICE OF SHOES

**Leading Member of the Trade in St. John Declares that the Day is Not Far Off when the Ordinary Pair Will Bring This Figure—Thinks that Forty Per Cent. Profit is the Correct One Under Present Conditions—How All Styles Have Changed**

“LET me warn you that ten dollar shoes are coming and coming fast. The five dollar boot of last year is the six and the six and a half dollar one of to-day. Some lines of shoes that we bought this spring have advanced from twenty-five to thirty per cent. I notice a number of trade journals are advocating that the retailer should get a gross profit of forty per cent. Now this may seem a large margin except to some of you business men who are making from fifty to two hundred per cent. We must all admit that it is necessary to make a fair average profit if we are to satisfy the banks and meet our obligations fully and promptly. If a shoe costs five dollars, at forty per cent profit on the cost price it means retailing that pair at seven dollars. If the figure advances to six dollars it means to the merchant not alone the one dollar increase but forty per cent on that one dollar when a sale is made to the customer. This brings the selling figure up to eight dollars and forty cents. You can readily understand how soon some of the retail shoemen will be asking you ten dollars a pair. Why should we not get it, particularly on ladies' styles. The fair sex will often pay this sum and frequently much more for a hat which will not even keep out a few drops of rain.”

## The Birth of Shoemaking Art

So spoke C. Henry Smyth, manager of the Union St. branch store of Waterbury and Rising, Limited, of St. John, N.B., in an instructive and timely address on the present shoe and leather situation before the members of the Rotary Club in that city. Mr. Smyth has devoted considerable study to the present state of affairs in the footwear world and his review and comment will doubtless be read with much interest. He has been in the shoe game since 1879, working his way up from messenger boy to manager.

In the course of his remarks Mr. Smyth said,—“We in the footwear business can look back to the third century and claim a lineage to a saint. St. George, St. Andrew and St. Patrick societies can claim their patron saint and we have ours in the first shoe maker, Saint Crispin. The lineage dates back to the third century, when olden days were not golden days any more than are the present. ‘When might was right and knights would fight,’ the man who developed brain power had to seek a sanctuary in a monastery. It was then a monarch who wore the accustomed sandal of the day stubbed his royal toe and in heated language, which probably would not bear repeating, ordered that the ground be strewn with rushes, the same as his castle yard. It was then that St. Crispin, born of an inspiration and in sympathy with the monarch, made the following request: ‘Sire, if thou wilt place thy foot upon this measure, I will in twelve hours cover the earth with leather.’ Much as the monarch doubted, the request was granted while the courtiers stood near ready to accuse the Rev. Genius of heresy. Next day the royal feet were encased in a pair of leather shoes. So the legend ascribes this poor monk as the maker of the first pair of shoes.

“Since then we have the shoe maker and the cobbler doing their missions, not alone repairing soles, but trying to save souls. We have to our credit that in 1793 A.D. the first foreign missionary to India was a Baptist cobbler by name, Wm. Carey, who also organized the first Foreign Missionary Society in England. We have to-day the cobbler doing his bit in France. Some of these men have left their

benches and families and for the English shilling have joined or enlisted in the A.M.S.C. A recent lecturer in this city who was engaged in Y.M.C.A. work back of the front stated he saw old army boots stacked ten feet high that looked fit for nothing, but were in a short while made fit by these men of the A.M.S.C. So you see in these cases, and no doubt others could be mentioned, the errands of mercy which are falling to the workers of leather.

“Since starting in the footwear business in the spring of 1879, I have seen quite a few changes in the boot and shoe business. St. John then had quite a few boot and shoe manufacturers. We had firms such as: T. G. Ralston,



C. HENRY SMYTH, ST. JOHN, N.B.

Valpeys, Vincent, McEate, Robinson & Hall, Francis & Vaughan, Peters & Sutherland, J. W. Corréil, who succeeded T. G. Ralston and J. T. Hurley, who succeeded Robinson & Hall. To-day none of these signs adorns the front of any manufacturer of boots and shoes. Quebec competition and manufacturing on a small scale tells the tale. To-day, however, in New Brunswick, we have J. M. Humphrey & Co., boot and shoe factory in this city, also the Sackville factory in Sackville and the Hartt boot and shoe factory in Fredericton, up-to-date in their surroundings and equipments, and all doing a good business. We have also a few larrigan factories.

## From Prunellas to Goodyear Welts

Styles, as you know, since '79, have changed and it would not do for a shoe of that date to be placed on a counter for sale to-day. That was the day of serges or Prunellas with a sprinkling of French and American kid for women, while splits, buffs and domestic calfs predominated for the men. Tan boots were not on the list at all and the lasts were clubs compared with the ones of to-day. Then we did

not have the Goodyear welt machine as prominent as to-day, our welt work being sewed by hand. We had not only cobblers but real shoe maker shops, which were conducted by such men as The Nobles, Barkers, Ramage, McGill, Kelly, Thourgood and others. To-day, with the exception of a very few who make shoes to order, we have only the cobblers who find it more profitable to repair than to make shoes.

"It may interest you to know that the making of Good-year welt shoes in an up-to-date factory such as that of J. & T. Bell of Montreal requires eighty-three (83) operations, and that the shoe has to be handled that many times before it is ready for the consumer. I could enumerate them but know it would be of interest only to a shoe man. I am informed by Messrs. Bell that every output of lasts for a season's run of one style costs over \$1,000.00, the sizes running from 2½ to 7 and the widths A to E. They never allow a season to go by without introducing two and sometimes four and five new styles of lasts. Thus you can understand one of the things which contributes to the added cost of footwear, for if four or five new lasts are introduced it means that many thousands of dollars in this factory alone that the consumer has to pay for. When lasts go out, they are consigned to the furnace. In all up-to-date factories, where lasts are plentiful, a shoe is not allowed to leave the last in less than three weeks. To do so, would mean an ill-fitting and ill-looking shoes. This is one of the touches which goes to make up the appearance of all up-to-date footwear.

#### The Embargo Goes on Leather

"Leather is now a munition of war. France and Russia took the lead. Russia could not run the risk of a blockade of her railways as she needed her rolling stock to transport munitions. Now England steps in with leather and other articles and she says that she wants the tonnage for other purposes. Canada, however, is not affected to any great extent by this embargo, but it may seriously hit the export of shoes from the United States, for it is estimated that the amount of goods they have sent to the United Kingdom this year will not fall short of \$50,000,000. Our cousins, however, in order to counteract this shrinkage in their trade are credited with having pushed their goods into other foreign countries. They are now feeling the pinch on account of the scarcity of leather.

"Authority says that England by reason of her supremacy of the seas, controls the leather market. She controls all the skins that come from India, Arabia, East Coast of Africa, Cape Point and many other markets. She has practically at home commandeered all leather supplies by notifying the manufacturers that they must not exact more than 2% profit on their sales, otherwise the Government will take the entire control into their own hands. While leather supplies are very scarce in other countries, she is credited with having a supply sufficient for her needs as was evident by her acceptance from Russia of an order for 9,000,000 pairs of army boots. This is going some when you consider what it takes for her own supply of army boots, for 5,000,000 men, either at the front or in training. Allowing for drill purposes a pair every two months, and for trench work a pair a month, requires 45,000,000 pairs a year; besides she uses an immense quantity of leather for belts, saddlery, harness and other equipments. Thus you can imagine the big part our Mother Country is playing in this one commodity alone. It is also estimated that there are 50,000,000 men under arms altogether operating in Europe. To supply these men for one year would require one billion pairs of boots or allowing for wastage 50,000,000 buff hides.

#### When Calf Skins Were Cheap

"To-day we in Canada are up against it for fair, as leather prices are soaring. Here in St. John raw calf skins sell for

32 cents per pound, while in larger centres better prices prevail. In my early days in the footwear business 8 cents for calf skins was a good price and when they got to 12 cents it was gilt edge.

"Before the war leather was imported from the following countries: Russia, Austria, Germany, Belgium, Holland and France, and it was from them also that the bulk of the high class skins came. We cannot, however, say that the scarcity of skins is all due to the war, for we in Canada as well as the United States are not raising the cattle that we should. An article I received shows that in 1901 there was 59% as many cattle in the U.S. as people while in 1916 there was only 38%. When you consider the different purposes leather is being put to, such as trunks, automobiles, etc., it is little wonder that there is a strong pinch being felt in the hide market. To-day on account of scarcity, manufacturers are refusing orders, as they cannot see where some kinds are coming from. I know of a small order for \$1,200.00 being refused.

#### Frivolous Styles and Combination Colors

"In the hide market, the butcher and hide men go together, for no one kills a cow just for its hide. So it sometimes means a case of wait. The usage of leather has outstripped the demand for beef. We in Canada are bankrupt for leather mainly on account of our export business, not raising enough cattle and our neighbors across the line buying up everything in sight at very high figures. In 1915 we exported 350% more than in 1913. In order to prevent shipment across the line it is understood a deputation of tanners will soon wait on Minister of Trade and Commerce, asking for an embargo on leather and hides, so as to keep the same in our own country. This may help to regulate the cost. In the face of all this shortage, we find the people demanding the frivolous styles such as high cuts and combination colors. Strange to say, this fad has reached staid Old England. We also find the fashion makers cutting ladies' skirts shorter while boots are going higher. High-leg boots mean more expensive footwear as we cannot get as many pairs from the same amount of skins as the lower cut footwear.

"Already substitutes are being introduced in shape of Neolin and Rubberhide. Both are compositions composed of leather, fibre and rubber. It has been proved by the Chicago police that Neolin wears longer than sole leather. In Austria and Germany, they are wearing wooden sole shoes in the trenches, and in Canada, if England's supplies give out, we may have to do the same. The Berlinger Tageblatt of March 7, published in Germany, states that the people are complaining on account of the best part of their shoes being made of pasteboard, in other words paper, and tells of one man who brought action in the civil court on account of his shoes lasting only a few hours. However, it seems such a state of affairs cannot be helped as an enormous amount of leather is required for use in the army, and the former supply has been cut off from Russia. There are other stumbling blocks which in time will have the tendency to add to the scarcity of leather. For instance, what are we to do when all China becomes civilized and her millions start wearing boots.

#### The Service that is Given To-day

"In conclusion, may I draw your attention to the service you are getting to-day to what you did thirty years ago—so many more styles and shapes to choose from, different lasts, more widths, shoes fitted properly to the feet, approbation which makes the store-keeper carry a heavier stock on account of certain sizes being out on approval. Shoes called for, repaired promptly and delivered, etc. All these should go to make the purchaser pleasant and happy."



# Shoemen and The Exhibition

❧
**Importance of the Exhibition as a National Institution. Great Annual Inspirational Opportunity for Busy Retail Merchants**
❧



THE MAIN ENTRANCE

This habit of mind unquestionably testifies to their modesty and breadth of vision. At the same time, the broad-minded man will be unwise to allow his appreciation of others to interfere with a fair view of the efforts of his own countrymen—men, who, like himself, are helping to bring the name of Canada to the very forefront of the nations. "Justice before Generosity" is just as good a principle as it ever was—and no better principle has ever been enunciated.

Now, consider for the moment, the colossal achievement of Canadian organization that is represented by the Canadian National Exhibition. That there have been bigger exhibitions of a similar nature, both in Europe and America, need not be denied. World's Fairs like that recently held in San Francisco, or the St. Louis Exhibition of a few years ago, were certainly gigantic attractions. At the same time, it should be recollected, when making comparisons, that these World's Fairs are isolated incidents, that have occurred at irregular times in different places. They have been, in every sense, transient. Buildings and other works erected at tremendous cost, have had to be demolished after a brief life had concluded their period of usefulness. Nothing remains of them but a memory. Truly, a spectacle of wastefulness, that is the reverse of edifying to behold.

But the Toronto Exhibition—or, to give it its full and well-deserved name—The Canadian National Exhibition—



PARLIAMENT BUILDINGS, TORONTO

CANADIANS are all too prone to overlook the records of achievement made in their own country and to see those of other countries through a sort of mental magnifying glass.

is a world's fair of a different character. It is permanent. Its buildings and other works have a continuous existence. It serves a really National purpose in the encouragement of enterprise of every legitimate kind. It stimulates the friendly competition among rival producers of almost every description of wealth. It places the results of such competition in the view of a National public, and in this way, gives a better knowledge of the myriad arts of peace to millions of people, who must otherwise continue in ignorance of them.

And it keeps up the good work from year to year.

Commencing in the year 1878 as an ordinary fall fair, it has been, through the efforts of many public-spirited citizens, developed to a point where it is the largest annual



ON THE EXHIBITION GROUNDS

industrial and agricultural exhibition in the whole world. Its grounds and buildings now cover an area of 264 acres, representing a permanent capital investment of about \$2,000,000.00.

## Come This Year

Everybody knows that a busy retail merchant is about as closely tied to his store as any man could be. But he needs a change and relaxation no less than do men not so tied to their business premises. In fact, a change and relaxation, are, for him, absolutely essential. It's a good thing for the shoe merchant to leave his store occasionally and go away for a few days, preferably to a larger city, and there see what other merchants in the same line are doing. Such a visit is enjoyable as well as educative, resultful as well as recreative.

The Canadian National Exhibition occurs at a time and place that make it almost a duty for the Canadian shoe merchant to visit its halls of wonder and delight.

Consider the dates—August 26th to September 11th—a period when summer activity is waning and the fall season not yet in swing, a time when sorting orders for fall and winter lines should be placed if delay in delivery of seasonable goods is to be certainly avoided.

And consider the place—Toronto—a city whose shoe jobbers and factories supply retailers in all parts of the Dominion, a city that is, quite apart from the great exhibition, an attraction in itself, with its metropolitan life and

*(Continued on page 35)*

W. B. Hamilton Shoe Co., Limited  
15 Front Street East, Toronto

WE invite you to call and see our "Exhibition Snaps,"  
"Jobs" and "Clearing Lines."

If we can be of service to you, use our Offices and  
Warerooms whether you need goods or not.

Anticipating the pleasure of your call.

Respectfully yours,

W. B. Hamilton Shoe Co., Limited  
Toronto

*Ed. R. Lewis*

*Extends an invitation to all Shoe and Leather Goods  
Manufacturers to call at his warehouse,  
21 Scott Street (right down town)  
during the Toronto  
Exhibition*

*DROP IN AND USE OUR PLACE FOR YOUR CONVENIENCE*

*ED. R. LEWIS  
R. E. BENNET*

*21 Scott Street,  
TORONTO*





**Blachford, Davies & Co., Limited, 60-62 Front St. West, Toronto**

Will be pleased to have any of the trade call on them while visiting the city and make their headquarters at our offices.



Main Entrance to Warehouse, Sample Rooms and Offices



General Office and Accounting Department



A corner of the Sample Room

Notwithstanding the extraordinary advance in all classes of footwear we have been fortunate in securing some special lines which we are prepared to offer at a very low figure during the exhibition.

Directly opposite the entrance to the New Union Station

**Blachford, Davies & Co., Limited, 60-62 Front St. West, Toronto**

# Griffin's Polishes Lead

and Others Imitate. Griffin's being in New York, know the styles before other firms and have time to experiment and perfect their polishes. Manufacturers of every kind of Dressing for every Leather.

## For Fall and Winter Styles Griffin's Glace Kid Cream

Cleans, Colors, Polishes. Keeps shoes like new. In Blue, Black, Dark Grey, Brown (popular for Fall), White, Ivory, etc. Price \$2.25 doz.; \$24.00 gross

**Griffin's White Kidine** The only real Kid Cleaner on the Canadian market. Also cleans White Calf Shoes. Price, \$1.75 doz. \$21.00 gross.

## Griffin's Magical Powders

Also in Liquid form, all colors. Cleans Suede, Buck, Ooze and all undressed leathers. Comes in all new Fall Shades—Chamois, Greys, Browns, White, Black, Fawn, etc. Price, doz. \$1.50. \$16.50 gross.



BEST KID CLEANER  
DISCOVERED



EVERY COLOR FOR  
KID SHOES

BUCK AND CANVAS  
CLEANER. One doz.  
\$1.25. Gross \$14.00

NATURAL BRONZE.  
One doz. \$2.25.  
Gross \$24.00

TERMS, 5% 10 DAYS. NET 30 DAYS.  
SAMPLES ON REQUEST. SPECIAL  
FACTORY PRICES. WRITE FOR PART-  
ICULARS—NOW!

SHOE PASTES, small  
size, 85c. doz., patent  
opener. Large size,  
\$1.00 doz. Tan, Black,  
Brown, Ox-Blood.

POWDER BAGS. One doz. \$1.20. Gross \$12.00. ODORLESS DYE FOR TAN SHOES. One doz. \$1.35. Best yet. PATENT CREAMS. One doz. \$2.00. CLOTH TOP DYE, for dyeing Light Cloth Tops. Will not rub off, not fade, or penetrate linings. One doz. \$3.00. Gross \$33.00. Good for Satins, etc.

ATTENTION! MR. WIDE-AWAKE SHOE RETAILER!

**GRIFFIN'S** Polishes are handled by all up-to-date shoe stores in Canada, stores that desire to give their customers the best money can buy and at reasonable prices. These are only a few of Griffin's Polishes. They advertise themselves in QUALITY FIRST; which means a satisfied customer.

IT WILL PAY YOU TO VISIT US WHEN IN TORONTO

CANADIAN SHOE FINDINGS NOVELTY CO.

2 Trinity Square, Toronto (The "House of Quality"), L. Levy, Mgr.



# Special Values During Exhibition

August 26th to September 11th, 1916

**W**E always endeavor to make it really worth while for retail shoe merchants to visit our warehouse while in Toronto for the Exhibition. And this year is no exception to the rule. In all departments—leather, felt and rubber footwear—you will find smart seasonable goods at special prices.

## Come and Make Your Selection

Our warehouse shelves are full of good values in lines that are standard quality, and well-known to the trade, among which the following may be mentioned.

### The "Imperial" Shoe

A range of Goodyear welts and McKay sewn shoes for men and women. They are made in all fine leathers on smart, up-to-date lasts.

### "Varsity" Brand

McKay sewn and Standard Screw. A medium grade, light shoe for Men's, Boys' and Youths' everyday wear.

### "Witch Elk"

A range of Hunting and Sporting boots of recognized merit, noted for hard-wearing qualities and comfortable fit.

### "Maple Leaf" Brand

Solid leather working shoes, every pair guaranteed. The line that will earn you the active goodwill of the customer who wants reliable wearing quality.

### "Little Canadian"

Misses' and Children's fine shoes. A splendidly-made shoe, specially suited for growing feet and having the most attractively neat fit and appearance.

### The "Sportsman" Boot

This famous line comes in 10, 12 and 15 inch leg. They are double-soled to heel. Goodyear Welt, full Bellows Tongue, made in **Chocolate Calf, Pearl Calf, Smoked Elk and Black Elk.**

**ELMIRA FELTS, ENGLISH SLIPPERS, THE "BIG FOUR" BRANDS OF RUBBER FOOTWEAR, "KANT KRACK," "DAINTY-MODE", "ROYAL" AND "BULL-DOG."**

Our warehouse is only about five minutes' walk, directly east along Front Street from the Union Station. We are easy to find and hard to beat for Shoe Values.

# McLAREN & DALLAS

*Wholesale Distributors of Boots, Shoes and Rubbers*

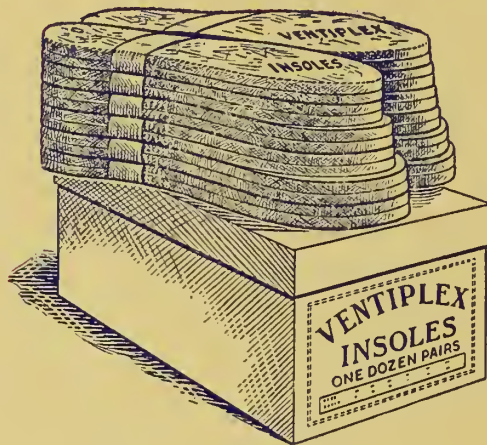
30 FRONT ST. WEST

TORONTO

If you have not placed your order for

# “VENTIPLEX INSOLES”

It would be well for  
you to do so at once



CAN SUPPLY THESE INSOLES IN TWO WIDTHS

MADE IN CANADA

## WHAT THEY ARE

Ventiplex Insoles are not felt. They are made from a specially constructed, five ply, porous fabric, consisting of wool, hair and India fibre, interlaced in such a manner as to form thousands of wicks in the countless pores with which the fabric abounds. It is a firm, strong, yet soft absorbent material, especially adapted to the manufacture of Insoles.

Enquire of your dealer for prices and samples or write direct to

**BEARDMORE & CO.,** SELLING AGENTS

TORONTO  
ACTON

MONTREAL  
AND

QUEBEC  
BRACEBRIDGE



# WHITE'S

## Great Annual Sale of Footwear

While you are in Toronto during the Exhibition Weeks, August 26th till September 11, 1916, be sure to visit our warehouse.

Many exceptional values are being offered that it will be to your advantage to avail yourself of. We are putting out a very large range of seasonable goods at specially reduced prices.

### OUR TRAVELERS WILL BE IN

the warehouse during the two weeks, so that you may deal with the man you know personally, and this also will help you to feel quite "at home."

*Make Our Warehouse Your Convenience while in City.*

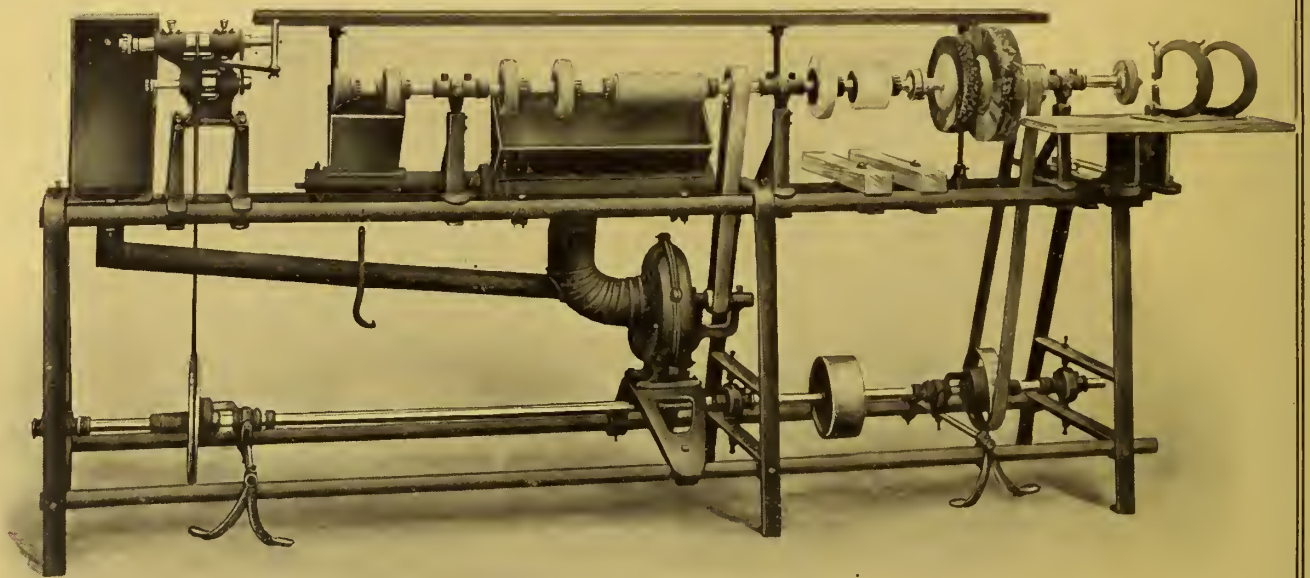
**It's only two minutes  
from the station  
to the**

## WHITE SHOE CO.

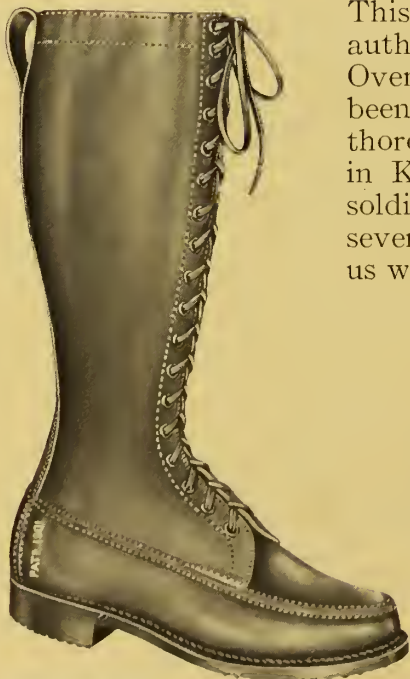
**48 York Street, Toronto**

# See This Machine At Work

While you are in Toronto for the Exhibition, come and see this great little machine do its work. We can show you this machine earning good money in several Toronto shoe repairing plants, and where they are proving entirely satisfactory and earning handsome dividends on their moderate cost. You will be interested in this, because it points the way to profit for you.



## Overseas Trench Boot



This boot is very highly commended by the highest military authorities of Canada. For the man on Overseas Service the Overseas Trench Boot is really a necessity and many have been sold by shoe dealers to people who desire to make a thoroughly useful and acceptable gift to friends and relatives in Khaki. That its superior merit is fully appreciated by soldiers at the battle-front is evidenced by the fact that several of the returned veterans have taken the trouble to tell us what comfort it has proved to them personally.

*Put Some On Display—  
They Will Sell Quickly*

**Beal Brothers, Limited**

52 Wellington St. East

**Toronto**

**Canada**

Our booth will be located under the grand stand, where we will show a complete range of our lines. We would appreciate a visit.



## SHOEMEN AND THE EXHIBITION

*(Continued from page 27)*

movement, its facilities both for pleasure and instructive sight-seeing, and for the transaction of business direct with the wholesale trade.

A magnificent programme of amusements always forms an important part of the Exhibition attractions, and this year the Grand Stand features will eclipse all records for wonder and novelty.

This will be "Federation Year" at the Canadian National Exhibition and everything has been planned to



NEW TECHNICAL SCHOOL, TORONTO

symbolize Imperial unity and power, the new bonds of Empire brotherhood welded in the crucible of war on distant battlefields. In keeping with the significance of the event, plans have been laid for a Spectacle of unusual beauty and brilliance, a superb, satisfying simile of Empire might and cohesion. Over 1,200 performers will be required and they will include soldiers, representing all parts of the British domains the world around, from the lathy, dignified Sikh and the big, black chiefs of Somaliland, to His Majesty's own Brigade of Guards. The pageant will be enacted before a 700 foot reproduction of the British Houses of Parliament, the War Office and Westminster Abbey, all constructed with a wealth and truth of detail such as to almost convince onlookers who have been there that they are back in the "Heart of the Empire."

Enumeration of the many other attractions of the Great Fair is not possible here. But you may be sure, they



MANUFACTURERS' BUILDING

are all worth seeing and will amply repay your expenditure by the recreation and inspiration they will afford.

**Realistic Fight with Aeroplanes**

An anti-aircraft gun, such as is now mounted all over England and on the battlefields in France, Belgium and elsewhere, is being sent over by the British War Office for use at the Canadian National Exhibition, and will be utilized for the purpose of making the fights between the invading

aeroplanes and the land forces stationed on Exhibition shore more realistic, the battles being staged under conditions similar to those existing in Great Britain and the war zone. The Admiralty has also been asked to approve the shipment to Toronto of a 20-foot model of the Hercules, a first class battleship built in 1911, and at present one of the most powerful in the British Navy. An effort was made to secure a submarine for exhibition on the water-front, but the Admiralty protested on the ground that every one now available is required for war purposes. Negotiations have since been opened with the United States government for the loan of one, but so far no definite answer has been received.

From the standpoint of process exhibits, the production of goods under factory conditions, the Canadian National Exhibition will be particularly interesting this year. Two different firms will produce shells, one shrapnel and the other high explosive, another firm will put in a large number of looms and manufacture linens, while still another will produce breakfast foods before the crowds. There will



CITY HALL, TORONTO

also be silk winding processes, glass cutting, aluminum spinning, gas mantle manufacture, and a working model of a powder mill in full operation.

**Will Avoid Last Year's Mistake**

A year ago all over the Province there was great disappointment among the people coming to the Exhibition the last couple of days to learn that the rates on the railroads had expired. It was too late then to have the matter rectified, but the Exhibition management took the matter up with the railroads and found that there had been a mistake in the circular sent out to their agents, the result being that on the closing days people going to Toronto had to pay full fare. This year the matter was attended to early and the Exhibition has the assurance that there will be no repetition of last year's trouble. The rates extend over the full two weeks period.

One of the features of the Federation of Empire pageant at the Canadian National Exhibition this year will be a living flag, 150x100 feet, which will be unfurled at a moment when it will seemingly put a great loyal seal on "Federation" just prophetically proclaimed from the House of Parliament, which will form part of the background for the patriotic pageant. Several of the Colonies and Overseas Dominions, which will be represented in the Federation procession have sent greetings to Dr. Orr and best wishes for the success of the Exhibition, together with official flags to be carried at the head of the contingent representing them.

# The Shoe Repair Man

IN putting on the rubber heel lift or half heel, first be sure that when you have reduced the height of the heel to the proper level to which the rubber should be attached, the leather surface is level, says the Shoe Repairer.

Leather heels are subjected to extreme pressure in what is known as the heel compressor, a pressure approximating forty-two tons to the square inch. The result of this pressure is that the lifts of the heel are apt to be considerably distorted, owing to their varying thickness and to their varying degrees of firmness.

Therefore, when you have reduced the height of the heel to the desired point, you are very apt to find that the surface is very uneven. It will do you no good to take off another lift, for the same condition will be found on the next lift.

Neither can you add a new lift of leather and get a satisfactory result, because the unevenness will cause a bad joint between the old lift and the new lift of leather.

The only thing to do is when you have reduced the heel to the proper height, take a wood rasp and level the surface so that you will have a smooth, even surface to which to attach the rubber heel lift.

Another advantage of this suggestion is that the rough surface resulting from the use of the rasp makes a fine surface on which to use rubber cement, so that you not only get a tight joint between the rubber lift and the leather heel, but you get one that is cemented and that will remain tight permanently.

## The Profits on Repairing

A recent article on how to run a retail shoe store on \$10,000 states that there is 25 per cent. profit possible on repair work. This writer says:

"Great profit can be made in the repair business if handled properly. Get your customers to bring back their shoes for repairs and charge enough to give the best class of work with high grade of leather, have it done properly and quickly, 25 per cent net profit is possible on repair work. Put in a repair outfit in your basement when your sales reach \$25,000, it will pay you, one man for machines and a cobbler can handle the proposition, and you can in time work into custom shoes at tremendous profits. Do not stock heavily on findings, polishes, boot trees, laces, etc.; a small amount must be carried. Hosiery can be added in a few lines of black and tan for men and women. A glass showcase is necessary for a hosiery department. Fancy buckles are a big money-maker, but should not be considered by the \$10,000 shoe man."

## How He Gets Business

Much might be said about the live methods of one man who has always catered to a good class of trade and emphasized the superiority of his work, the good stock used and the skilled methods employed rather than presenting the price features. He stands back of the quality of all his output as the following letter despatched recently to customers fully explains:—

The other day we repaired a pair of shoes for you. We hope the quality of our work came up to your expectations. It is our aim to fully satisfy our customers. Our responsibility does not end when you have paid for your repairs and taken them away. We do not claim perfection for our work. We will, however, stand back of every job we do

and repair free of charge any part of our work that is faulty.

We apply these same principles to our new shoe department. We are quite sure that shoes bought from us and repaired by us will give you better value in shoe service than can be obtained elsewhere.

When next in need of new shoes you are invited to inspect the style, test the wear, and enjoy the comfort of ——— or ——— boots.

In connection with his men's shoe department, which he has found a profitable adjunct, the proprietor takes the same high stand regarding comfort, service and satisfaction as the following demonstrates.

It is our desire that all shoes purchased from us shall give the best of satisfaction to our customers. With this end in view we are prepared to repair all welt, sole and upper rips free of charge.

The perfect shoe is the shoemaker's ideal, but as yet no maker has reached that desirable goal. The old adage that a stitch in time saves nine applies with greater force to shoes than to anything else we wear. In case of need do not fail to take early advantage of our free repair service.

When other repairs are needed kindly remember that ——— Shoe Repairing Works is well and favorably known throughout the city for good work. Remember also that we take a special interest in repairing our own shoes, and that you may depend upon getting the very best attention at the lowest price consistent with good work.

## Keeping Tab on the Work

No stubs or counterfoils are given customers by this shop, for these are often lost or mislaid, or the party changes his clothes or forgets to bring the stub. In short, people do not want to be bothered with a ticket system, and the less red tapeism or form there is about handling repairs the better for quick, expeditious work. This man buys his tags in lots of twenty-five thousand, numbered consecutively, both on the top and the stub. The former portion contains a dotted line for the name and address of each customer, which is always carefully taken in order to avoid confusion. There are spaces for the nature of the work to be filled in pencil in abbreviated form and lines for "time received," "when the work is to be done," and "the date." On the stub there are also lines for the name and address, the nature of the repairs, the time, the price, who received the work at the counter, the workman, etc. The full tag is attached first to the shoes and when they are taken into the repair department the stub is detached and each one is placed in a compartment drawer under the proper initial of the owner of the footwear. When John Jones calls to get his shoes the drawer is opened and the stub taken out. If he drops in earlier than the work is promised he is informed that the shoes are not ready yet, but if he calls at the time allotted or after, the work is certainly done. No delays are permitted and barring accidents every job is finished when promised. There is nothing more irritating or annoying to the customer than to find that repairs are not completed when needed and when calling for work he does not care about making useless trips.



## DISPLAYS REPAIR WORK ON OPEN WINDOW

How Busy Vancouver Shoemaker Arouses the Interest of the Passing Public— Gives Special Attention to Crippled Feet—The Latest Equipment Installed and Quick Service Rendered—Always Seeking Ideas That Will Bring More Customers

ONE of the busiest spots to be found in Canadian Pacific leatherdom, is that beehive of industry known to the residents of Vancouver and surrounding towns and to quite a few men in the trade as the World Shoe Co., 64 Hastings St. W., Vancouver, B.C.

Mr. Pierre Paris, the genial proprietor and promoter of this concern hails, as his name might be taken to indicate, from the land of the tricolor. However, he did not come from Paris but from the southern portion of France. Some nine years ago he arrived in Canada bringing with him as working capital the intimate knowledge of custom shoe making that one finds as a peculiar asset to those men who learned and mastered the footwear game in the provinces of the fleur-de-lis.

Mr. Paris plied his craft in various shops in Vancouver, and some two or three years ago opened for business in his present stand, one of the busiest spots in Vancouver's liveliest street.

Realizing the important part that modern machinery plays in the up-to-date custom and shoe repair line, Mr. Paris early installed several of the latest machines suitable to his business. Among these was a large Goodyear shoe



PIERE PARIS, OF VANCOUVER, HUGGING A LAST.

repair outfit with rapid outsole stitcher attached, a large sole leather press and several smaller machines. Subsequent business growth has induced the purchase of another of these repair outfits to augment his equipment

At the present time the World Shoe Co. is making a specialty of custom made loggers' and miners' boots.

One of Mr. Paris' hobbies is the personal care and attention given to badly crippled feet. He is skilled to a marvellous degree in concealing, as in an ordinary shoe, the various corks, supports and elevators that deformed feet necessitate. It is part of his doctrine that the necessary

corks and supports should be hidden as far as is possible. His theory is that the absence of any unsightly "appliance" undoubtedly adds much to the patron's mental and physical comfort.

The proprietor of the World Shoe Co. is thoroughly up-to-date. He is a strong advocate of display and other



ATTRACTIVE PICTURE POST CARD ISSUED BY MR. PARIS.

forms of advertising, and is always seeking to make any change that will keep his business prosperous and progressive.

Recently, in response to a new idea, the entire double front of his store was removed and replaced by a side entrance front, the window portion being provided with a large rising lower sash, much after the style of the windows used in fruit stores.

In this window two work jacks were fixed, the actual window board being used for a tool bench. Now, in favorable weather the lower half of this window is raised, with the result that this novel, semi-open air demonstration of construction and reconstruction of footwear for the masses attracts a great deal of attention and a small crowd of spectators frequently lines up.

Right on the window front board with nothing to cover them, but so placed that the public can easily pick them up and look them over, are various custom-made shoes. Some are only half finished. Rubber, leather, or neolin soles, rubber heels, etc., are also displayed and inquirers can be instantly satisfied regarding the probable cost of this or that class of work, or an estimate given even without the customer entering the shop.



# EDMONTON PLANS TO KEEP BUSINESS AT HOME

Are Showing the Actual Situation to the Home Owners of the City—Are Extending Them a Real Service—Interesting Facts Regarding this City's Buy-at-Home Campaign

**I**N the City of Edmonton, Alta., a well organized campaign has been started for the purpose of curtailing the amount of money that is being sent outside for home requirements.

The ordinary family has only one thought in mind when making up a list from a catalogue, they think they are getting the same value and service for less money. This idea is a fallacy, as there are many things to be considered when making purchases.

Say one hundred families in a town were to send fifty dollars each to a mail-order house—that is \$5,000.00. When it is gone there is that much less in circulation in the town. It takes some time before anything happens, aside from an acknowledgment of receipt of the money, that \$5,000.00 if in circulation would be sufficient to pay the wages of 250 men for a whole week, their efforts would have produced at least another \$5,000.00, that in itself should be sufficient to keep the money at home—if the people realized the truth.

Spend the \$5,000.00 in the stores of the local merchants. What then?

Part of it goes to the city treasury in the form of taxes and licenses. The local merchant is a heavy tax payer and does much to support the public institutions and helps to educate the children and create for all an opportunity to have a home.

He employs a great many people who have families to support and who are all contributing to the common good of the town in which you live; by spending your money at home you help the town along—when it is sent to other places, that person, the sender, is nothing more or less than a tax on his fellowmen and is deserving of public exposure.

## The Buy-at-Home Campaign

Each week an entire section of one of the city's papers is devoted to this question. It consists of about ten pages. Nearly every local industry and most of the merchants, wholesale and retail, advertise therein. The interest of the reader is attracted by a large size cartoon—one having a human interest touch and generally related to some common occurrence that has been the experience of every family at one time or another.

In good sized type is some logical reasoning appealing to the home sentiment of the individual. The following appeared in one of the issues of this "Buy-at-home section."

"Every part of the animal kingdom, from the elephant to the ant, has a home and each will fight for its home. The man who wouldn't, deserves to lose it to the one who will. On the convenience, comfort and beauty of your home, depends the happiness of your family. If that isn't your first thought, you have no right to a family.

"The extent to which your home represents comfort and happiness to your family and yourself depends largely on the success of your business, and the degree of the success of your business is dependent almost entirely on the prosperity of your city.

"The prosperity of your city depends absolutely upon the conduct of its inhabitants. The degree of your loyalty to your city and those who live in it measures the comfort of your home, your prosperity, and the happiness of your family.

"To still further emphasize: Every dollar you spend in your home town circulates and leaves a profit in every hand that holds it. You don't want the money you spend to go toward buying automobiles for someone in another city.

You would certainly prefer that it be used for schools to educate your children, so that they may become intelligent and successful citizens. Remember that money sent away from your home town rarely returns, and that when you send it you are deliberately sapping the life and strength of your own community. You are actually stealing from your children and your friends. When you buy away from home you are doing for some other community what you should be doing for your own. You are taking from those you care for to give to those in whom you are not interested. To patronize home industries is a duty every citizen owes to himself and those he loves.

"You may need credit some time. Money may be required for local improvements, such as schools and churches. You must get it at home—from your local merchant. Remember, that as you need him, so does he need you; that as his prosperity depends upon you, so does yours depend upon him.

Distributed among the advertising are a number of terse paragraphs with a bold heading such as:—

### A Plain Truth

"A man may patronize the mail-order houses for years, may send them in that time hundreds of dollars—and at the same time they wouldn't accommodate him for a two-cent stamp. This the plain, unvarnished truth. If you think otherwise try it for yourself and see. These out-of-town houses do not know you—do not care to know you—are not interested in you in any way—only in the money you send them. Spend your money with your own townsmen, who know you for what you really are, who appreciate your worth, your business, your assistance in building up home interests.

"Then there are a number of attractively set reading notices.

**The goods are right here where you cannot only see them but feel them—Co-operation is the key to the city's growth**

"Variety is the spice of life and we have a variety of merchandise in Edmonton that will satisfy the most exacting taste. Edmonton is a catalogue of real articles and materials. It is not printed on paper and advertised through circulars, but is right where you cannot only see but feel. One's eyesight is a great deal easier deceived than one's sense of feeling.

"It isn't as if Edmonton merchants didn't have the goods. They have. Edmonton has as fully equipped and as up-to-date stores for a city of its size as any place in the country, and one cannot help being "suited" somewhere. Perhaps the exact thing you want cannot be found at the first store; then go to the second, and to the third, if necessary. No merchant can feel hurt because you patronize another Edmonton store for what he doesn't carry, and if he's the right kind of merchant, he'll have what you want the next time. But he has the perfect right to feel that you are a town "knocker" if you buy that same article away from home when you can do as well or better in Edmonton. You want to make your living in Edmonton, don't you? Well, others want to make their living here, too. Do unto others as you would be done by.

"The man who wants one hundred cents' worth for every dollar he spends should put his money into articles manufactured at home, thereby saving all freights, commissions, or other expenses that increase the price of merchandise."



# THE HUMAN FOOT—ITS BUILD AND PURPOSE

How Certain Ailments Are Caused and May Be Relieved—Flat Foot Affects People in All Walks of Life—Many Do not Know What Their Real Trouble Is—The Basic Principles of the Arch Support—Use of a Broom Stick Gave Inventor First Inspiration

By ELMER POYER

**T**HE skeleton of the human body is a bony structure consisting of 200 separate bones (not including the ossicles of the ear). Each of these 200 bones is joined to one or more bones, with one exception, viz., the os hyoides. The skeleton may be divided into four sections: the skull (22 bones); the trunk (52 bones); the upper extremities (64 bones), and the lower extremities (62 bones).

The subject under discussion requires for its principal consideration the bones of the lower extremities; that is, from the trunk down. This includes the os inominatum, which forms the principal part of the pelvis; the femur, or thigh bone; the patella, or kneecap; the tibia and fibula, or leg bones; and the bones of the foot.

The bones of the foot are divided into three sections; the tarsal (7 bones), the metatarsal (5 bones), and the phalanges (14 bones).

The tarsal bones are those which form the heel and longitudinal arch of the foot. They are: the os calcis, or calcaneum, otherwise the heelbone. On top of this is the astragalus, or talus. In front of this is the scaphoid, or navicular, so called because of its boat-like shape. In front of this again we find the three cuneiforms, or "wedge-form." These three are located on the inner side of the foot. On the outer side, in front of the os calcis, is the cuboid (cube-like).

The metatarsal bones are those which form the transverse arch of the foot. They are the 1st, 2nd, 3rd, 4th, and 5th Metatarsals. The first three are joined to the three cuneiforms. The 4th and 5th are joined to the cuboid. Unlike most of the other bones of the body, the articulations of the Metatarsals are immovable.

## Bones which Form the Toe

The phalanges are the bones which form the toes. The phalanges are divided into three classes: proximal, medial and distal phalanges. The great toe has only two phalanges, the proximal and distal. The other toes each have three.

The above comprise the twenty-six bones of the foot. All of the bones are closely joined together, presenting a structure wonderfully adapted in strength and symmetry to its work of sustaining the superstructure and the balancing of the skeletal body frame.

In addition to the twenty-six bones of the foot, there are sometimes found small, round bones in the ball of the foot directly beneath the head of the first metatarsal. These are called Sesamoid (seed-like). They are abnormal and may become very troublesome, but can be removed very readily by a chiropodist or surgeon. Sesamoids are found only in the feet of adults.

Many of the bones, at their articular ends, are lined with a semi-elastic substance known as the cartilage, and are held together by ligaments which bind them firmly where there are no movable joints entering into the structure. This is especially the case in the tarsus of the foot, or that part back of the metatarsal bones. These ligaments are

numerous and usually take their names from the bones they connect. For example: the Calcaneo-Astragaloid, connecting the calcaneum and the astragalus; the Calcaneo-Cuboid, connecting the calcaneum and the cuboid, etc.

The ligaments are constructed of white, non-elastic fibres. They are absolutely unyielding in their tension, and those of the foot are properly the strongest in the body. They are non-elastic, as stated above, and when stretched they remain so, and the arch of the foot drops. When the arch has dropped it cannot be permanently raised through the action of the muscles of the foot or leg. The restoration of a fallen arch can be accomplished only by the reconstruction of the torn or loosened ligaments, which requires that the parts affected be kept at absolute rest. It therefore follows that a fallen arch can be restored to its normal position only by means of an absolutely rigid support which will hold the parts in their proper position until the ligaments become sufficiently strong to withstand the strain placed upon them.



ELMER POYER, NIAGARA FALLS, ONT.

## Fifty Per Cent Have Pedal Ailments

You will, no doubt, be surprised to learn that more than 50% of the people are afflicted with flat foot, either in its incipient or advanced stage. Large as this percentage may seem, it is, nevertheless, the conservative estimate of experts who have made an exhaustive study of the human foot and its ailments. Flat foot, or Pes Planis, affects people in all walks of life, especially those who are compelled to stand or walk a great deal. Many who suffer with their feet do not know what their real ailment is, and often attribute it to different causes. Rheumatism and gout are usually unjustly blamed for this suffering.

A normal foot presents a concave surface on the inner and under side. In the case of a flat foot this surface is more or less flattened out, and sometimes, in very advanced cases, the foot presents a convex surface, the arch of the foot being lower than the heel or ball. Flat Foot is painful, making walking agony instead of pleasure as it should be. It is destructive to footwear, as shoes are built for normal feet, and cannot be expected to withstand the strain put upon them by a flat foot. It takes the elasticity out of the sufferer's gait, and makes him walk with a halting, hesitating step as though trying to pick out the soft spots on the hard pavement.

It is very important in the treatment of fallen arch or flat foot, that we understand the causes which brought on this condition. Flat foot is the result of many and varied causes, of which the following are a few of the most common: Congenital weakness; continued and excessive strain; diseased conditions; accidents; debility from old age; sudden strain.

In the first of these the muscles and ligaments are naturally weak and undeveloped, and the weight of the body is too great for the ligaments to bear.

In the second we will consider people whose vocations impose upon them a great deal of standing or walking, and



those who continually support heavy weights, either in the shape of excess adipose or the bearing of heavy burdens.

Diseased conditions of the body, and the foot in particular, have a tendency to destroy the tensile strength of the ligaments. People who have accumulated an excessive amount of fat, or adipose tissue, suffer a degeneration of the fibrous structure, besides having to sustain greater weight than intended to be borne. While it is true that the ligaments of the feet are stronger than those of any other part of the body, they are not strong enough to withstand the strain we oftentimes foolishly and unnecessarily put upon them. Athletes often put a strain upon some organ, or part of the body, beyond its abilities to bear it, and the result is disastrous. A case in point is that of a man who lifted a weight of 1,200 pounds. The result of his rash act is that to-day that man is a physical wreck. In jumping or falling from a considerable height, the impact on landing on the feet is very liable to rupture some of the ligaments. Old age naturally weakens the tensile strength of the ligaments of the feet as well as the rest of the body.

The symptoms of flat foot may be considered under two headings: viz., objective and subjective. The objective symptoms are those which are apparent to the eye of the observer, such as the dragging, slouching gait, the bulging in of the shoe, disclosing the flattened or averted condition of the foot. Oftentimes, too, the symptoms are apparent in the temper of the sufferer.

#### **"Oh My Feet Are Tired—They Burn"**

The subjective symptoms are those which are not apparent, but which are the cause of making life miserable for the sufferer. Callouses are found on the ball of the foot. The most common complaint we hear to-day is this, "Oh, my feet are tired!" There will be a burning sensation, sharp pains in the heels, swelling of the ankles, pain at the bottoms of the feet and on the upper side of the instep, weariness in the calf of the leg, extending to the hips. There will be dull, aching pain, in the back and the nape of the neck. You may be incredulous if I tell you that persons with continuous headaches can often times be cured by a pair of properly fitted arch props.

When a person's shoes are found to be worn unevenly and more on the outer than the inner side, it is an indication of flat foot, for reasons as follows:

"The centre of gravity of the body will align with a point on the upper side of the instep, just a little forward of the leg and somewhat to the inner side thereof. When the foot flattens this point is thrown farther inward, and to overcome this there is a subconscious tendency to turn the foot so as to bring the point indicated farther outward, where the tuberosities of the fifth metatarsal forms a solid support from the ground upwards. This is done in the early stages of the disease and will naturally cause a wearing away of the sole and heel of the shoe on the outer side. When the shoe is further inspected it will be found that the seams at the inner side are found to be ripping, which would not occur if the foot were at its normal arch. Callosities form at the ball of the foot, because there is a tendency to assist in the holding up of the arch by the action of the muscles in the calf of the leg, drawing back the forward part of the foot.

"The tendons of these muscles pass down the leg posteriorly, and beneath the sustentaculum-tali, and when the muscles are contracted there is a lifting of the posterior portion of the foot and the weight is thrown forward and the ball of the foot receives an excessive share of it. This, in conjunction with narrow shoes, inevitably brings about the formation of callosities. It may be stated that the wearing of short shoes produces the same result, for the same reason, i. e., the retraction of the toes.

"The stinging pain in the heel is due to the tearing away of the fibres composing the ligaments from their origin in the roughened portion of the tuberosity of the Os Calcis,

or Calcaneum. The same thing applies to their insertion in the lesser bones of the Tarsus. The annular ligament becomes stretched, for as the longitudinal arch is flattened and lengthened, the transverse arch also spreads.

"The cuneiform, or wedge-shaped bones which lie snugly together when the arch is normal, have their apexes separated on the under side and the borders at the broader ends are more forcibly pressed together, causing pain from pressure. The Os Calcis, which normally occupied an inclined position, now lies almost horizontal. The scaphoid is pushed downward and the articulations are no longer normal, because there is a general dislocation of them all.

#### **Unequal Pressure Causes Irritation**

"As the foot is turned outward, or everted, the tuberosity of the fibula on its articular side will press harder against the outer side of the astragalus. The ankle joint is no longer normal; the unequal pressure produces irritation, the irritation produces eodematous swelling with concomitant pain, and the sufferer is told that he has rheumatism of the ankle. This in nine cases out of ten is an incorrect diagnosis."—Extract from "Flat Foot," by Immanuel Lundquist, M.D.

As previously stated, the only way in which a flat foot can be restored to its normal position is by the use of an absolutely rigid support which will hold the parts in their proper positions until the torn or loosened ligaments are repaired and resume their natural functions. It is not practicable to take a flat foot and raise it immediately to its normal position and keep it there, as, with such treatment, the cure would be more painful than the disease. What is necessary, therefore, is a support which, although it is absolutely rigid, can be raised from time to time. It may be necessary for the patient to wear this for some time. At first it should be quite low, and raised say once every week or so until the arch has reached its normal position. After that the support should be worn for a time to give the ligaments an opportunity to regain their lost strength.

There are many different styles on the market to-day, some of which are good, and some of which are not. This article was not written with any idea of advertising any line of arch supports and you will pardon me for mentioning a particular style of support.

#### **Used Broom Handle to Raise Arches**

Mr. James W. Arrowsmith is the pioneer inventor of arch supports. Before beginning this treatise I talked with Mr. Arrowsmith regarding his first arch support, the Arrowsmith adjustable arch prop. He was engaged at the time in orthopedic work, and was himself a sufferer from flat foot. He said that his feet became so bad that he was compelled finally to relinquish his position as it was practically impossible for him to walk the two blocks from his home to his place of business. He tried to get relief from prominent physicians and surgeons in New York City and elsewhere, without success. Finally, thrown upon his own resources, he began to experiment. One of his first experiments was that of carrying a piece of broom handle with him and standing on it every minute or so. This would raise the arch slightly and rest the foot enough to allow him to take a few steps more.

Mr. Arrowsmith worked for three years, applying many ideas, before he achieved success. The result of these three years of unceasing labor was the Arrowsmith Adjustable Arch Prop, with which every shoeman is familiar, and which has practically revolutionized the science of orthopedics.

The basic principle of the arch prop is adjustability. The slitted fingers on the inner side of the prop allow it to be raised or lowered in such a manner as to get the proper amount of pressure at any particular spot required. All credit is due to the fertile brain of the inventor, who has brought relief not only to himself, but to thousands of other sufferers.



## SOME SHOES—OH YES, THEY WERE

WE called on a business friend of ours not long ago—no, no, not to borrow money. Besides, as soon as he saw us he started in to tell us how bad times were and how hard it is to get money from the banks, says P. O'D. in "Saturday Night."

"Only the other day," he said, with the look of a hurt child in his beautiful eyes, "I dropped in on my banker to get fifty or sixty thousand to build an addition to the factory, and he had the nerve to tell me he was sorry, but—"

Horrible, wasn't it? No wonder the tired business man is tired, with the banks acting up like that and denying him those little opportunities to make twenty per cent. or so on someone else's money.

We tried to tell our friend how shocked we were to hear of this commercial Prussianism. But we doubt if our horror seemed entirely genuine. You see, we couldn't help thinking that if we were to go in to our banker—one of our bankers, that is—and ask for fifty or sixty dollars, not to speak of thousands, he wouldn't say he was sorry. He would simply ring a bell and a large colored porter would drop us out of a front window on to the street.

But we didn't intend to talk about money—depressing, isn't it, the way those financial considerations will obtrude themselves. We really set out to tell about our friends' shoes. They were the first thing that struck us as we entered his office—we speak metaphorically, of course. They were on his desk.

Our friend is not a particularly large man, but they were the biggest pair of soles we have seen in years. In fact, they looked more like a couple of those shields the French soldiers are using against liquid fire. They had no heels, and they were shaped so that a man seemed to be pigeon-toed no matter how he placed them.

When our friend emerged from behind them in order to shake us by the hand and tell us how hard up he was, we saw that they were low shoes—oxfords, that is, though built on lines not usually associated with that haunt of classic culture. Heaven only knows where all the leather came from. They reminded us of pictures we have seen of Robinson Crusoe, only these contrivances weren't held on with puckering strings.

### Burst Forth into Speech

All through the financial conversation retailed above we couldn't keep our eyes off his feet. Finally we burst into speech, though politeness dictated that we should



VARIOUS TYPES OF FOOTGEAR SEEN NOWADAYS

refrain from personalities of that sort. But then we are never polite to capitalists—it makes them haughty.

"What's the idea, Alf?" we asked, pointing to the nearest sector of one of them. "What are you trying to do—wear a couple of your old suit cases?"

"Well, what's wrong with that shoe?" he demanded in a very chilly tone, lifting it onto his knee and examining it very intently, as though he had never noticed it before.

"Oh, nothing, nothing," we hastened to explain; "it's probably a very nice shoe if you have to wear that kind.

But what happened to your feet to spread them out that way? Something run over them?—or are you getting gout?"

"Let me tell you something, my boy—"

Whenever our friend calls us his boy and leans over the desk and shakes his finger at us in that way, we know that he intends to be stern with us for our own good. That is his way of setting out to shed a little light in the dingy recesses of our intellectual cavity.

Well, he told us all about those shoes. It seems that they are a new foot-health shoe, which is going to revolutionize the whole science of footology, or whatever they call



OH! THE WORK OF LACING UP THESE HIGH CUTS

it. When people find out about those shoes, according to our friend, they will promptly pitch all their old, unscientific toe-pinching shoes out of the window and will rush down town—in their stocking feet, we presume—and buy the only shoes that really conform to the shape of the natural foot.

Our friend proved it by diagrams. He had a whole drawer full of illustrations and literature on the subject. First he showed us the perfect human foot as exemplified in babies and in African savages—those faddists always go to extremes.

"Now, there's the foot as it ought to be," he said in triumph. "There's the foot that has never been squeezed out of shape."

### The Different Kinds of Biped

We said that the babies' feet were all right, but that, personally, we had been unable to retain either the pink tootsies or the innocence of our extreme childhood. And as for the African savages, we could easily understand that their feet had never been squeezed—nothing but a pair of sliding doors or a couple of freight cars could squeeze anything so wide. They were about the size of flagstones.

"But why the dickens should anyone want feet like that?" we asked.

"Well, perhaps they are a bit big," he admitted grudgingly, "but then look at the magnificent development of the arch and the muscles. No foot troubles there, my boy."

We said that as a matter of fact they looked rather flat to us, but that in any case we wouldn't have them, no matter how well developed they were. What's the use of cultivating feet that you couldn't drag through the doorway of a limousine? No wonder African savages won't wear pants.

"The whole truth with fellows like you, my boy," said our friend sternly, "is that you are always thinking

about style and appearances. So you go to work and jam your feet into dainty little shoes, and—"

We coyly got our number tens as far under our chair as possible, and said that perhaps we did devote a little too much thought to the daintiness of our footwear. But, doggone it, the girls insisted on us looking nice, so what could we do?

"And that's the result," said our friend, displaying some rather horrible illustrations of the sort you can see hanging in any chiropodist's window. "That's what your feet look like when you take your shoes off."

### Comparisons are Not Pleasant

This was too much, reader, altogether too darn much. We said so—summoning to our aid a few gems of style we had recently heard a motorman use to an automobilist who had just run over the fender of the car. We said our feet were a darn sight better looking than his, even if he did go about in moccasins all year round.

Then he got mad. He said that rather than suffer the agony visible in every step we took he would go barefoot for the rest of his life. He said he would rather have wooden

sniff that almost shook her back-hair down. She also glared at us personally in a most unpleasant fashion. She seemed to think we had been smuggling liquor in. Then she stalked majestically out—probably to phone Alf's wife. Alf will have to fire that girl in the interest of office discipline.

We left almost immediately. Alf seemed to want us to go. We left in such a hurry we almost took our socks and shoes out to the elevator to put them on. But we won that contest—we won it by one hole less in our socks.

We are not going to buy any of those foot-health shoes. Not for ours, dear reader, so long as we can manage somehow or other to hobble about on our poor round feet. We will continue to buy unhealthy shoes that look good—for a few days, anyway, if they keep their shape so long.

Once we bought a pair of shoes with no other idea than honest comfort—only once. They were of white canvas and were built on the lines of a boat-house. They were comfortable all right, so far as the feet were concerned, but they caused such acute distress of mind that we gave up wearing them after a week or so. We never realized how many humorists we were acquainted with till we started pushing those shoes around town.

The last straw was laid on one day when we were standing on a corner waiting for a car. Two young ladies of rather pronounced style were also waiting. They wore ostrich plumes and a good deal of gum—but it didn't interfere with their speech.

"Say, Maudie, if you had them shoes," said the one with the more active piece of gum, "you could put rockers on them and they'd be great for the twins."

We didn't look around, but we knew they were talking about us. We knew it by the way they laughed. That night we asked the landlady to give the shoes to the wash-woman.

"But what do you want her to do with them?" said our landlady in the tactless manner which even the best of women display at times.

We suggested that she might put them in the window with geraniums in them—see Hints to Housekeepers in The Ladies' Home Journal.

### Buying Footwear for Looks Only

Since then we have bought shoes for good looks solely—also about a size too small. There is nothing like showing your feet the way they should go. Of course they make walking a little harder sometimes. But what's the sense of walking when your friends have motorcars?—we select friends on that basis.

Our sympathies are entirely with the girls in the matter of footwear. The little dears are quite right. Think of marrying a woman who wore commonsense shoes and low heels! That sort of woman would walk in Suffrage parades and make her husband carry a banner. She would set him to washing the dishes and would forbid smoking in the house. And if he came home after ten at night heaven only knows what she'd do—probably step on his Adam's apple.

No, no, girls, nothing like that! If you want us—(we pause for a reply. What, none? Oh, well, probably their blushes are speaking for them)—anyway, we hope you'll go on squeezing your cute little number fours into cute little number twos, as of yore.

We also trust that you will continue to wear pumps which are unhealthy, and those white kid knee-boots, which are not altogether proper. They look nice, at any rate, no matter what the moral reformers may say of them—nasty wretches!

Incidentally some low fellow suggested the other day that if boots kept getting longer and longer and skirts shorter and shorter, ladies would finally be going about in waders and a frill around the neck. That's just exactly what he said—the optimist!

## GIVE YOUR FEET A PICNIC, TOO

GIVE THEM REST, coolness and ease in Outing Footwear such as Kilgour's Regal Shoe Store makes a specialty of. Don't spoil the day with aching feet. Before you go on that picnic, outing or vacation trip, don't fail to drop in here—see our neat and varied line of Outing Footwear for ladies or gentlemen.

### Special

White Canvas Button Boots, regular \$6.50	<b>\$4.00</b>
White Buck Button Boots, regular \$6.50	<b>\$4.00</b>
White Canvas Pumps from	<b>\$2.50 to \$5.50</b>
Grey Kid Top Boots with Black Kid Vamp for outing or street wear. Neat, attractive	<b>\$12.00</b>

## KILGOUR'S

### REGAL SHOE STORE

289 PORTAGE AVE.

A SEASONABLE, INTERESTING AND WELL DISPLAYED ADVERTISEMENT OF WINNIPEG SHOE HOUSE.

legs than a pair of poor crippled props like ours. He also said that his feet weren't more than half the size of ours and were twice as handsome.

Well, you know, friend reader, there is only one way to settle a dispute of this sort, and that is to make a showing. When a couple of men start raising one another like that, there is nothing to do but lay down one's hand—or foot, as the case may be.

In about two minutes we were both prancing around that office in our bare feet, shouting and gesticulating like a couple of banana-cart men in a collision. All we needed were a few rings on our toes and jewelled anklets to make us resemble a pair of classical dancers. With gauze trousers and a frill or two, we would have passed for a section of the Russian Ballet.

### Tall Boney Girl With Glasses

Right in the midst of it Alf's stenographer came in—a tall, bony girl with glasses. Alf's wife picks his lady typists, so far as we can judge. This saves Alf a lot of trouble—a lot of trouble picking them, that is.

Well, when Alf's stenographer saw us both, she gave a





One of our new Fall Specials in  
English Walking Shoes

## Are You Carrying THE Smart Perth Lines?

Our seasonable autumn models are being received with enthusiastic favor. They come in Dark Brown, Gun Metal or White Calf leathers.

Tops—7½ or 8½ inches. Soles—Neolin or Oak leather. Heels—Rubber or Leather.

*Drop us a line for samples and specify the leathers desired. We are at your service.*

**PERTH SHOE CO., Limited**  
**PERTH, ONTARIO**

# TRUDEAU SERVICE

## to Manufacturers

### Heel Finish

Lionne White Heel Finish is giving universal satisfaction.

### Concentrated Heel Colors

Match any color leather. The newest Lionne product.

### Felt Box Toes

Gowdy's Victor Grey Felt Box Toes are the finest made.

### White Heel Board

This leather board is white all the way through.

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*We absolutely guarantee every line we sell*

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### Bottom Polish

Cock of the Walk Brand—standard the world over.

### Buttons

Every style. From our own factory.

### Sand Paper

Try our Trimite Paper. It saves money.

### Ornaments

The up-to-the-minute Coultas line.

**G. J. TRUDEAU CO., Ltd.**

365 Ontario Street West  
MONTREAL



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**T**HE second wood heel attaching machine to be installed by the U. S. M. has just been placed in operation in the factory of Clark Bros. at St. Stephen. This machine eliminates danger of the heel becoming detached when being worn. The nails are driven in at an angle to the centre. Expansion nailing takes care of the different widths. This is a new machine, the first having been installed just recently in the Getty & Scott factory at Galt.

## The Vanity Heel is Attractive

Several Canadian shoe manufacturers have been shown the new Vanity heel which appears as a decided novelty and to be meeting with a large measure of appreciation. It will be seen on a number of late fall models and also on the new spring samples now nearing completion in most factories. The heel never played a more important or striking part in the appearance of a shoe than it does to-day, and the Vanity pedestal is among the most artistic in style and finish. It is a leather or combination heel with some sort of celluloid finish that gives it the smooth glossy effect of a wood heel. It also has a top plate and bottom plate of ivoryoid. This plate is as thin as a wafer. It may be bronze, blue, green or white or any other color. It makes a pencil stripe around the top and the bottom of the heel, the like of which has never been seen before. These heels cannot come off and scour and finish as easily as all leather. They are being put on the latest model women's and girls' shoes and are attracting much attention.

## Colored Heels to Match Tops

A number of manufacturers are having good results in the employment of concentrated colors to make their

heels match the various hues in leathers. A shoeman turning out a small range of shoes in, say, ten different shades of leather, can buy half a gallon or a gallon of white color and eight or ten small bottles of concentrated colors, in various shades. Then he can mix his own colors.

## Boot Famine Feared in Britain

A possible famine in leather for civilian boots, owing to the exceptionally heavy demands for our own Army and those of the Allies, is foreshadowed by the Shoe and Leather News of London, Eng., in its current issue. In setting out the Government's requirements during the next few months, this journal says:—

"The upper leather required is a serious matter—3,200,000 feet chrome sides for the field service boot, 18,000,000 feet of memel for the Cossack boot, 2,500,000 feet of russet kips for the Italian order. These boots must be delivered by September 30th next.

"Between September 30th and November 15th they will require a further 9,000,000 feet of upper leather for the Cossack. Also they require 7,000,000 feet for ankle boots for the British Army, these boots to be delivered between October 1st and December 30th.

"Sole leather is equally a serious proposition. First is required the necessary sole leather to bottom the boots just mentioned in regard to upper leather, and 1,000 tons of bends for shipment to Russia.

"The Government have come to the conclusion that there is not nearly enough upper leather being produced in this country. The Russian Government have given them an order, and are prepared to take up to 40,000,000 feet of



THE INTERESTING AND ATTRACTIVE DISPLAY MADE BY THE UNITED SHOE MACHINERY COMPANY AT THE RECENT SHOE AND LEATHER MARKET-FAIR IN BOSTON



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

upper leather for shipment between now and the middle of November.

"These figures fairly put in the shade anything that has ever been heard of before for such a short delivery period. They mean that there may practically be no civilian leather available in a very short time, it being the Government's intention to put a 'toothcomb' through the market and take everything they can use, whether it is suitable or unsuitable."

#### The Statement Shows Surplus

The balance sheet of the Ames-Holden-McCready, Ltd., Montreal, dated April 30, at the time of the annual meeting in June, and now made public, shows accounts payable, \$532,306, bills payable \$264,981, a total of \$797,287, against cash on hand \$80,626 and accounts of bills receivable of \$906,773, a total of \$987,399. Bank loans, including a special loan of \$450,000 on the war contract stand at \$2,046,000, while the stock on hand is carried at \$2,406,642. Bonds outstanding are \$914,000, preferred and common stock \$6,000,000 and surplus \$9,038, making total liabilities \$9,766,327 against \$8,535,216 two years ago. As the report was not made public a year ago the figures as of date April 30, 1915, are not available for comparison.

The profit and loss account showed net profit of \$321,791, leaving a surplus for the year of \$52,861 after bond interest, depreciation of \$54,709 and \$45,982 applied to bad debts and reserve. The balance forward of \$30,885 brought the total at credit of profit and loss account to \$83,746, and from this \$74,707 was applied to provide for losses applicable to 1914-15 and previous years, leaving a surplus to carry on of \$9,038.

#### Is the Leather Supply Nearly Ended

Leading English and American shoe trade publications have made an analysis of the demand for leather created by the war in Europe and have estimated the approximate

amount required for the army shoes, saddlery and harness and other military equipment for the estimated fifty million men now in arms in Europe.

These shoe and leather publications are in substantial agreement that the number of cattle hides required to satisfy this demand for leather will be approximately sixty million hides per year.

To this unheard-of demand for leather for military purposes of the warring nations of Europe must be added the extra demand created by neutral nations making more or less military preparations for national defense.

These estimates do not take into account the regular commercial and civilian demand for normal purposes, and when it is considered that it is estimated there are not over five hundred million head of cattle in the entire world, it is apparent that at the present rate of using up leather, all that there is in sight would last but a very short time, even if the hide bearing animals were killed for their hides alone.

Under these circumstances the suggestion that lines of shoes be planned so as to consume the leather that is available seems somewhat inadequate. The chronic condition appears to be that as soon as a demand appears for any particular kind of leather there is an immediate shortage.

No doubt the shoe trade will continue to use all the leather that is available, but the condition of the supply and demand in the leather market, points clearly to the necessity that large volumes of shoes must be made of other materials in the very near future, and it would seem as if those who pioneer in making shoes from materials other than leather will have the advantage of the early start. That such materials are now available is well known. It is a question of educating the trade and the public to lay aside their prejudices.

Shoes made from fabrics and other materials besides leather will have one important advantage, and that is in



the matter of price. Leather shoes must continually advance in price without any increase in quality. The quality of the other shoes is apt to improve and be reliable. With leather shoes high and of poor quality, and with shoes made from other materials cheaper, more durable and more comfortable, prejudice will be swept aside, especially as the substitute materials are improved to be better adapted to shoemaking operations and to take on better finishing effects and appearance,—Superintendent and Foreman.

### Are Fabrics Coming in to Stay

The day of fabrics is at hand if one can judge the variety and quality of cloths being incorporated in the best grade of shoes. In finish, feel, appearance and texture certain fabrics now very closely resemble leather. A retail dealer who was shown a certain new brand of fabric the other day declared he did not want any white kid shoes. They were too costly for his trade and he was afraid he could not clean up on them. His astonishment was rather great when he was informed that the sample was not white leather, but a white fabric at one-third the price of white leather, and he immediately placed an order for some of the shoes. If a fabric can be woven so fine and smooth as to be mistaken for white kid, there might be a possibility that the surface might be so treated as to make it resemble some of the other popular leathers. There have been previous attempts to make fabrics resemble leather, with pretty fair success so far as looks went, but it was done by the application of some kind of a coating which would wear off and crack and peel, which made it entirely unsuitable for use in shoes.

In the case of the fabric referred to, however, there would be no such trouble, for it is the fabric itself that looks like leather, and not an outside coating of some other material. It appears that there might be some method of embossing this fabric to obtain the characteristic finish of other kinds of leather than kid, and that the adhesive backing cloth with which this fabric is always reinforced would have a tendency to make that finish permanent, so that shoes made of the fabric so finished would always look like leather shoes, while they could be made much cheaper, more uniform, and more durable.

In regard to adhesive backing cloth, in using it to reinforce light leather, it is necessary to smooth out any wrinkles there may be in the leather, in order that they may not become permanent and disfigure our shoes. If this is true of an undesirable condition like a wrinkle, why should it not have the same result in a condition which we wish to make permanent?

### What Fancy Colors Impose on All

Colored shoes have been in vogue now for a good many years, but there never was a time in the history of the trade when the colors were so variegated. Heretofore it was generally a tan shoe that was worn in the colored upper, but to-day every shade is seen, and especially in women's, says an exchange.

An upper that has been quite popular and which is being cut now to a large extent is the so-called pearl-grey kid. In some shops they are running quite a lot of it, and had quite a run of it for the past several months. Of course, this is not the only color on which they had a long run, as many other shades were made, some of which were put in the whole shoe and some of which were merely cut for the top.

With all the different colors that are being worn to-day in women's it would seem that the latter are using less and less common sense in the matter of footwear, but whether or not, it is a fact that the shoemakers of Canada have had a very difficult time in getting out all these different shoes, and especially in the better lines. It is a well-known fact that a colored shoe requires a lot of extra work, not only in the cutting department, but in every department.

In the cutting department they have to be extra watchful with colored stock, as it has to be sorted both for color and weight, and sorted several times in some cases. The colors will vary to a great extent in a bunch of skins which are supposed to be the same, and not only will a bunch of skins vary, but a single skin will vary in its colors. This makes it all the more difficult to cut these shoes, as they have to be uniform in all respects in color, weight and everything else.

All this colored stock that has been cut so much the past year or so has helped to carry up the cost of shoes beyond normal. The stock itself naturally costs more, and it costs more to make the shoes right through in every department. They are shoes, too, that very few manufacturers would care to carry ahead in stock, although here and there a manufacturer will carry ahead a few on a certain line. It may be safe enough to make stock shoes with black uppers, but when it comes to this fancy stuff no factory can do it very well, as there is likely to be a change at any moment. The only safe thing to do is to make the shoes on order, and that is just what is being done by a majority of shops.

### The Canvas Insoles in McKays

The canvas insole is still being cut to quite an extent for McKay shoes, and it seems to be cut to more of an extent in the women's shops than in the men's. This insole can be cut on the beam dinker just the same as the leather insole, and when cut on that machine, with a die, it makes a nice clean-cut edge.

The canvas insole has been used some time now, and for certain shoes it seems to be very satisfactory. It is a very flexible insole to put onto a McKay shoe, and it is greatly improved in some of the factories where they add a thickness of felt to it, which makes it all the better. This felt comes next the foot and it allows the McKay stitch to sink into the sole much better.

Felt is used in all classes of cushion insoles, but when felt is worked in connection with a canvas insole in a McKay shoe it is not put in expressly to make a cushion, but still



L. E. GAUTHIER, PRESIDENT OF THE CANADIAN FOOTWEAR CO., MONTREAL, AND PARTY OF FRIENDS AT BONNET LAKE, IN THE LAURENTIANS. MR. GAUTHIER IS SEEN IN THE BACKGROUND, LEANING AGAINST THE FLAG POLE.

**BLACK**

**KID**

**TAN**

**FANCY COLORS**

INCLUDING THE

**TWO NEW SHADES OF GREY**

*Despite the scarcity we can  
supply your requirements.*

**J. A. SCOTT**

**QUEBEC**

**MONTREAL**



it has some effect along that line. It makes the whole inside softer to the foot, and if a good, smooth sock lining is used on top of the felt, which is generally the case in a good quality McKay, the whole inside is extra smooth and in good condition to give the best satisfaction.

#### The General Situation Over the Border

A steady business is still noted in white shoes in the retail stores. Grey and champagne pumps are now being put on the bargain tables at prices considerably below the original cost of the shoe in many cities. Business in the wholesale houses is now between seasons, and consists principally of filling in lots of white canvas goods and tennis pumps, says "Shoe Topics."

In the opinion of the writer the heels of boots have not been given much attention up to this season, but now they hold quite an important place and will surely get more attention from now on.

The imitation wood heels look good in most cases, especially those with the aluminum and ivory plates. The enamel-baked aluminum heels are satisfactory, also the black celluloid heels, but these do not come in colors, much to the regret of many manufacturers.

Salesmen are now in for samples and preparations are being made for an early season. Specialty plants are getting their men out to book early orders as most of this class of stock is made up to order. Samples of the specialty as well as of the staple lines are all out.

Clearing sales are appearing with dealers but mostly on odds and ends. There seems to be more of a disposition to hold out for regular prices on staple stock than usual with leather prices strong.

Men's oxfords have sold well so that some of the large stores have only a few lots of odds and ends left over for their markdown sales. The markdown is not as great this year as in other years. This shows at least that the retailers realize the value of stock in hand and are not going to sacrifice staples to any extent.

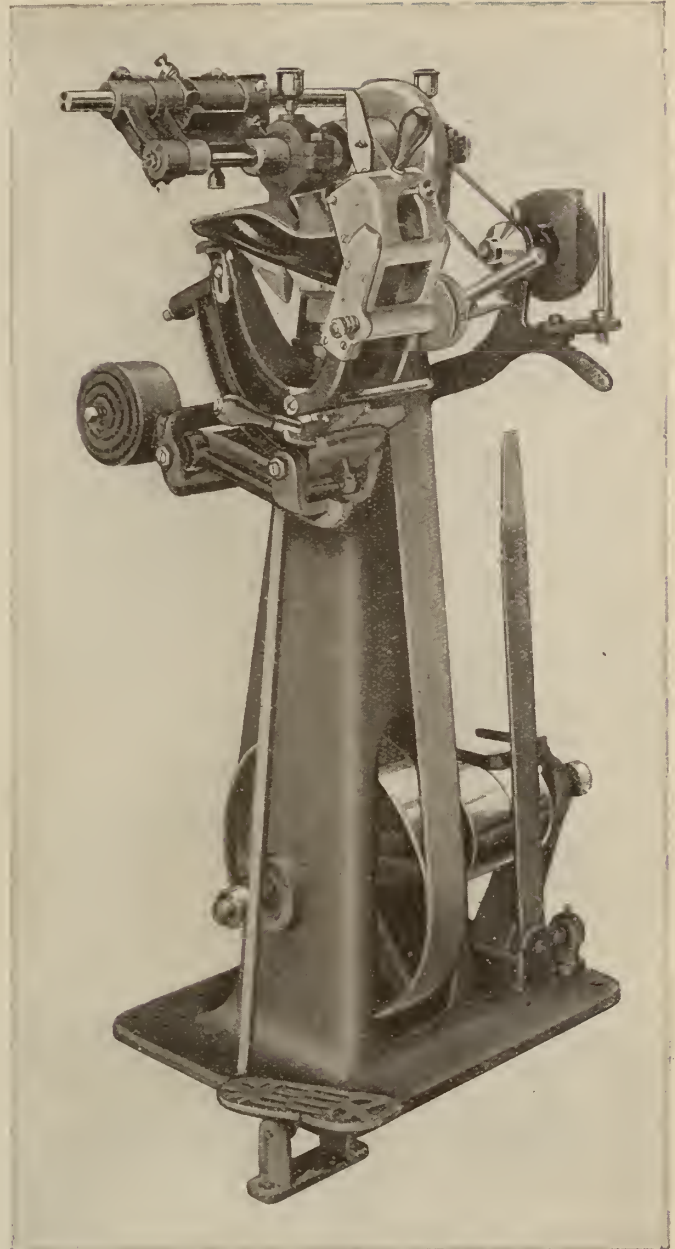
#### A Live Wire in Organization

E. A. Schryburt, of Ottawa, is an organizing genius, although only 21 years of age. He recently got together the shoe repair men of the capital city and formed an association which started off with a large membership and bright prospects. Mr. Schryburt is secretary and treasurer of the organization and certainly will leave no stone unturned to ensure its welfare and usefulness. As a result of the effective but short campaign carried on by Mr. Schryburt, prices were advanced 15 per cent. and the Ottawa Shoemakers' Association have had very few complaints from the public. Mr. Schryburt, who is a native of the Capital, entered the shoe trade with his father eight years ago, and has always worked with him. He has taken a great deal of interest in shoe machinery, and does all the repair work in the Capital for the Landis Machinery Co. The splendid organization, which has been formed in Ottawa, among the shoe repair men, shows what can be accomplished through unity and co-operation.

#### Last Extensions to Sizes and Widths

One day a shoe manufacturer went into a retail shoe store to buy a pair of shoes. He had been trading in this particular store for several years because he found a particular make of shoe there for his own wear that was to his liking. The manufacturer and the retailer were not personally acquainted, and neither had ever had any business dealings with each other. The retailer did not know that his customer was a manufacturer, and the manufacturer in turn, had usually purchased his shoes of one of the clerks.

On the occasion referred to, however, the manufacturer was buying a pair of shoes of the proprietor, the size desired being 11, 4 wide. After trying on the shoes, the manufac-



## A Louis Heel Breast Trimmer that finishes the job

from edge to edge following line of sole  
requiring no hand work or rough scouring

**SAFE AND RAPID**

**Every pair of heels like template used**

Manufactured and sold by

**The Louis G. Freeman Co.**

Cincinnati, Ohio, U.S.A.

Eastern Representatives

Markem Machine Co., Boston, Mass.

Western Representatives

Manufacturers' Supply Co., St. Louis, Mo.



**BOYS', YOUTHS'  
LITTLE GENTS'  
CHILDS' BOX KIP**

**STANDARD SCREW SHOES**

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBERS' INQUIRIES SOLICITED

**St. Hyacinthe Soft Sole Shoe Co.**  
St. Hyacinthe Limited Quebec



**Packard's Special  
"WHITE'O"**

The simplest and most effective cleaner for all white shoes. It is a profitable seller.

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

**Narrow  
Fabrics**

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic Surgical and Bandage Webs

Elastic Suspender and Garter Webs

Weavers of Medium and Light Weight Fabrics up to three inches wide. Makers of Tassels, Pompoms and Novelties for Shoe Manufacturers. Our capacity of Shoe Bows is twenty thousand pairs per day.

**Shultz-Goodwin Co. (Inc.)**  
BOSTON OWNERS EVERETT

ESTABLISHED 1857

**DEPENDABLE SOLE LEATHERS**

ESTABLISHED 1857

**OAK:—  
"TRENT VALLEY"  
AND "LION"**



Made at  
Berlin, Ont. Penetang Hastings

**HEMLOCK:—  
"PENETANG"  
AND "EAGLE"**

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's Best "Cub."

**THE BREITHAUP LEATHER CO. LIMITED  
BERLIN, CANADA**



turer thought they felt a trifle short at the toe, and then the following conversation took place:

Manufacturer. "If you could give me size 11½, 3 wide, I would get substantially the same measurements and gain a little in length."

Dealer. "The size 11½, 3 wide, would be just a half-size longer than size 11, 4 wide."

Manufacturer. "Oh, no, 11½, 3 wide, would probably be a quarter size longer than 11, 4 wide, because the 4 wide probably has a quarter size extension over the 3 wide."

Dealer. "What do you mean by extension?"

Manufacturer. "I mean that in the grading of lasts the standard size on the wider width is usually extended in length so as to enable the carrying of the style effect with the fuller measurement and give a more graceful appearance to the wider shoe. Also, for the reason that the wider the foot, the more it will extend in length, as well as in width,

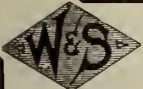


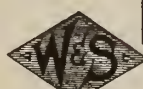
when the weight of the body is thrown upon it. This means that 3 wide usually will be about a quarter size longer than 2 wide; four wide will be a quarter size longer than 3 wide; five wide will be a quarter size longer than 4 wide. Thus, 6 wide will be a full size longer than 2 wide, in cases where the quarter size extension rule applies."

Dealer. "I have been retailing shoes practically all my life and I never heard of such a thing as last extension before."


Manufacturer. "I have been making shoes for a number of years. I have bought many thousand dollars' worth of lasts and whenever I place a new order for lasts one of the first questions the last salesman will ask me after deciding upon a new model is what the extension will be between the different widths. Sometimes the same rule is not followed on all styles of lasts. In some cases there is an extension of a half-size in length between one width and

**Box Toes and Heels**  
 OF ALL KINDS  
**LOG HEELING A SPECIALTY**  
 We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.  
 J. E. DUPRE The SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
 ESTABLISHED 1904  
 MONTREAL

**PIERRE BLOUIN**  
 Regd.  
*Manufacturers of*  
**SHOE FINDINGS**  
 AND  
**WHOLESALE LEATHER**  
 Corner of Colomb and Nelson Streets  
 QUEBEC

 The Mark W & S of Quality   
**RUBBER CEMENT**  
 Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.  
**Woodward's**  
**Corking Shoe Filler**  
 For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?  
 We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.  
 Other Lines Include:  
 TOP FACINGS, ALL KINDS  
 CANVAS AND LEATHER INSOLING  
 OIL PAPER FOR SHOE COVERS  
 PLUMPING CLOTH, etc., etc.  
**F. E. Woodward & Sons**  
 Lachine, Province of Quebec 

**Reece Rapid Button Hole Machine Leads the World**



**RARELY OUT OF REPAIR**

This being the case, it is more economical than one always being fixed and therefore not a steady worker. Get it to work for you.

SAMPLES OF WORK AND TERMS FROM  
**THOS. C. DOYLE (Reg.)**  
 Sole Canadian Distributor  
 71 St. Alexander Street, Montreal

another, while in other cases the extension is an eighth, but these are extremes. The quarter size extension is a very common rule and I am quite confident that if you could give me size 11½, 3 wide, instead of size 11, 4 wide, I would have a shoe one-quarter size longer with practically the same measurements throughout."

Dealer: "This is certainly news to me. Any way should not this knowledge be an advantage in fitting."

## PASTE

### Brodie's Patent Flour Paste

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**

LIMITED

MONTREAL

Manufacturer. "It certainly would be if used for that purpose. It is a common practice of retail shoe salesmen to work sizes and widths in the effort to make a sale from a short stock, but if they would work the sizes and widths in combination with the extension idea for the more perfect fitting of the feet of customers, they would be doing a really good thing both for the customer and their employer."

The writer wonders how many shoe dealers there are who, like the one quoted in the above dialogue, have never heard of the matter of last extension, or who do not understand the relation of last extensions to sizes and widths and the increased facilities they offer under the quarter size extension rule, for the better fitting of the feet of their customers, obtaining in this way gradations of quarter sizes in length accompanied with various combinations of size and width measurement.

One cannot always determine the extension by measuring a single pair of shoes on the size stick. It is quite possible that there may be enough difference in the curve of the heel seam, or the lasting and inseaming at the toe, or the trimming of the edge at the toe, so that the quarter-size difference between two shoes of the same size and different widths may not be conspicuously apparent, but if several pairs of the same size, but of different widths are measured, difference enough will be noted to indicate that the extension is there.

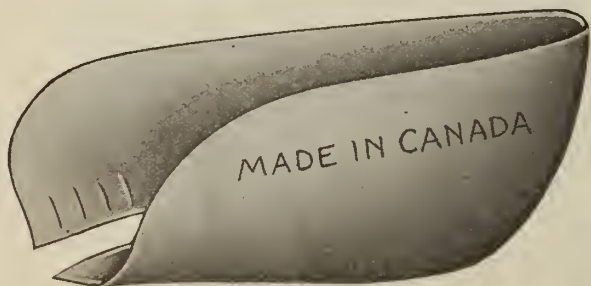
## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCE  
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES." Leicester.



### DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

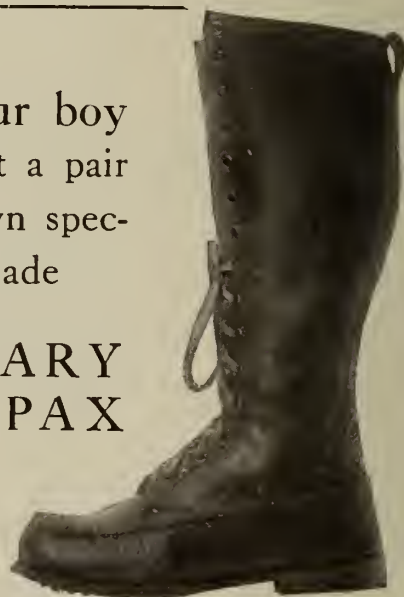
Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

Send your boy  
at the Front a pair  
of our own spec-  
ially made

### MILITARY SHOE PAX

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**

Lindsay, Ont.

LIMITED



## HIS HOBBY IS SELLING SHOES

By W. G. C.

**T**HE Morrison family is a fairly large one. Numerically, it stands on almost equal terms of frequency in the telephone book and the city directory with the Jones and the Murphys. Bearers of this ancient and honorable Scottish patronymic have been famous in all



JOHN R. MORRISON,  
LONDON, ONT.

the walks and the motor drives of life. There have been rich Morrisons and poor Morrisons—possibly. I say possibly advisedly, because the fact is not probable; all the Morrisons I ever knew had the characteristic old Scotian propensity to acquire wealth, or else they had it thrust on them in the form of bequests. Anyhow they always seemed to be on friendly terms with money. Be this as it may, the Morrison clan has had and still has and likely will continue

to have worthy representatives in every department of life, which brings us right up to our subject, Mr. John R. Morrison, of London, Ont., the first vice-president of the Retail Shoe Dealers' Association of that city.

A school teacher once complained to Johnny's mother about Johnny's standing in class; she said he was always at the foot. Whereat Johnny's mother retorted that it didn't matter anyway, as Johnny was going into the shoe business when he grew up.

This must not be construed as reflecting on the shoe business—not by several city blocks. But it only goes to show that young candidates for the shoe trade get their training very early in life. So it was with John R. He was born into the shoe business and took his schooling on the side as it were.

After scraping something more than a bowing acquaintance with the three R's in the public schools, he attended the high school and left off in that exciting part of the course where a celebrated Italian named Mr. Caesar was about to mix things up with the Helvetians. That was, say, twenty-two years ago.

About that interesting part of life therefore when young John R. was batting out flies on corner lots and parting his hair in the middle, his father started the Morrison Shoe

Co. in London. This meant that John had to quit the junior league and help his parent put up a sizable batting average in the major league selling shoes. At that he was some Ty Cobb. He got busy; so did the store, and from this state there has been no change. The store has a list of customers—clientele they call it in stores that do an auto trade—among the solid artisan class and farming community, that might well be the envy of any merchant. John R. must have been something of a hustler in the early days, for besides attending to his job in the daytime, he hustled around the store in the evenings and on Saturday afternoons, for there was no Retail Merchants' Association in those days to regulate selling hours.

After a while he grew tired handling leather and went over to a woollen house where he kept books for fourteen or fifteen years. But, aside from this lapse, and it must be admitted it is a serious one, he has stuck consistently to shoes. Ever since he helped his father sell his first bill of goods he has been a passive shoe man even when he hasn't been active on the job.

Ask John R. if he has any hobbies and he looks at you and smiles. His hobby is really selling shoes, and as the Scotsman would say, he does that to peer-fection. How do I know? I watched him. But selling shoes is not his only recreation. In between times he bowls—on the lawn—with the Thistles. And though he has never reached the responsibility of a skip the chances are that he can draw a saving one right to the "kitty" when the other rink is lying shot. Bowling, alternating with motor trips to Toronto and Port Huron, form a safety valve through which the worries of storekeeping and chasing fluctuating leather prices up and down the market column can escape.

John Morrison's middle initial is R., which stands for Reliable. If it had been S it would have stood for System. For in the Morrison store is a method of keeping track of the three floors of stock—boots, shoes, rubbers, suitcases, grips, trunks and surplus quantities—which, while simple enough, is the last word in effectiveness. Perhaps that's why it's so effective; it's simple. The same system covers sales, too, so that any moment the number of sales made during a given time or the amount of stock on hand can be ascertained. This shows that J. R. didn't lose any time when he was in the woollen business. In other words the National Cash Register has nothing on him.

**T**HIS is a smartly trimmed window of "Fleetfoot" outing shoes recently installed by the Regina Trading Co. of Regina, Sask. The special display attracted a good deal of attention, excellent taste and artistic ability being shown in the neat arrangement and setting.





# HOW LEADING SHOE MANAGER "GOT THERE"

**"The Mere Squirt of a Shoe Salesman" Was Not Afraid to Say No and Put Things Squarely Up to the Management—Had Ability to Know When He was in Wrong and Admit the Error—Make Good in Spite of the Anvil Brigade—Get Out of the Rut**

**T**HE real reason for my getting my present job, as near as I can figure it, is the fact that I admitted that I had made a mistake," said the manager of one of the big shoe departments in a Western city.

"I started selling shoes in a town of about 20,000 people. I flatter myself that I was a pretty hard worker. I suppose I might have said, when you asked me how I got the job, that hard work did it, but I don't believe I would have been telling the whole truth.

"When I applied to the department store owner he gave me a frank talk. He told me their shoe buyer was getting old and that they needed new blood in the department. They wanted a man who could train up as assistant to the buyer. The buyer, so the merchant said, had been with them for years and would continue with them as long as he lived and cared to hold the job. What they wanted was a live man to train with him.

## Salesmen in a Rut

"When I asked what was the matter with some of the salesmen already in the department the merchant told me the men were in a rut, and warned me that I must not fall into the same tactics of 'doing just what I was paid to do.'

"I accepted his statements at their face value and took the job. Incidentally, I might have taken the job anyhow, because it offered more money, and, as I said before, I had a strong suspicion that our store was going to be sold out.

"When I went to work two weeks later the Anvil Chorus rang loud and clear. After the ice was broken and I had gotten acquainted with the other salesmen in the department they began to tell me what a bunch of old skinflints the management of that store was. 'You got the same line of bull that we did, didn't you?' chirped up the man who apparently was the leader of the Knoekers' Club. 'Going to be trained up as assistant to the buyer?'

"I merely laughed but made no reply, but I made up my mind, from what I saw around, that if these men were not getting a chance at the assistant buyership it was largely because they were not willing to work for it. I made it a point to keep out of departmental cliques; and the easiest way to do that was, of course, to keep busy.

"Now, no one who has ever worked in a shoe store," he continued, "will question the statement that there is work enough to keep shoe salesmen out of mischief. When you are not selling goods you can be checking up stock, seeing what lines are short and doing the dozen and one things that ought to be done, but often are neglected.

"At the end of the first year I had made a pretty good record on sales; so I went direct to the store's owner and struck for a raise. He told me frankly that he couldn't afford it. I asked him what my sales had been. He gave me the figures frankly. Let us say that they were \$15,000. Of course, I knew myself about what the totals were, and his statements merely confirmed my own estimates.

"Now," I said to the merchant, 'suppose I were to sell \$18,000 worth of shoes this year, wouldn't I be worth an extra percentage in that case?' He admitted that if I could increase my sales to that figure they certainly could afford to pay me more money. So we agreed that if I sold shoes to the extent of the volume named I was to get a cash bonus of a certain amount. Of course, I had to make the full \$18,000 or not get a cent extra.

"Then I reminded the merchant of his statement that I was to be trained up as assistant manager. 'If I am going

to be assistant,' I said, 'don't you think it is time I was initiated into the mysteries of the job higher up?' I got an instant admission as to the justice of this, and from that time on when the buyer had any purchases to make I always accompanied him.

"Well, my bonus plan worked out all right, but there were certainly times during the year when I got the cold shivers, fearing that I would just miss the figure set and, after all the hard work, fail to get the extra money at the end of the year. It was a good thing for me, but if I had known as much at the beginning as I did at the end I probably would have made my bonus suggestion on a percentage basis and not on a fixed amount of sales.

## Opposed Manufacturer's Plan

"It was while acting in a sort of advisory capacity to the buyer that I got the opportunity which finally led to my present job. One of the big wholesale shoe houses wanted us to make a change in the way we were handling their shoes. We had been doing business with the house for years, and, of course, we had confidence in their judgment. The proposition, however, did not seem right to me. When the buyer asked me about it I opposed it. I hadn't been at the early conferences at which this proposition was taken up, but when the final show-down came the buyer called me to come along.

"We went to the hotel and met the salesmen, and the proposition, after a preliminary talk, was brought up. The buyer turned to me with a question as to my opinion, and I told him I thought the plan was entirely wrong.

"Well, sir, you should have seen that salesman go up in the air. He certainly did reach the ceiling with the fireworks. 'The idea of a young squirt of a shoe salesman being allowed to dictate store policy!' This was his line of talk, and he warmed up to his subject as he went along. I stuck to my guns, however, and the plan did not go through. Neither did it go through the next season.

## Big Enough to Admit Error

"In the meantime I had been doing a great deal of thinking. Here was a big manufacturing concern, in touch with retail concerns all over the country. Season after season they put the plan up to us and told of its success in other territories. After all, my experience was limited, and I finally figured out that I, probably, was wrong. So when the manufacturer's salesman again put up the proposition I said that I believed we had better try out the plan, and gave my reason for changing my mind. The plan worked out successfully, and the matter, so far as the salesman and I were concerned, was never referred to again.

"But evidently he had not forgotten it, for when the management of this store wanted a buyer that salesman who had referred to me a 'mere squirt of a shoe salesman' promptly sent in my name.

"There is no need to go into details as to negotiations. You can see for yourself that I got the job. I spoke to the salesman some time later, and he admitted that he had told the house that, in his opinion, a man who had the nerve to first oppose a plan that he considered bad and then had the courage to admit his mistake ought to be able to hold down a manager's job in any store satisfactorily.

"So if you want to know how I got my present job, I would say that it was: First, because I was not afraid to take my propositions to the management; and second, the ability to know when I was wrong, and admit my error."



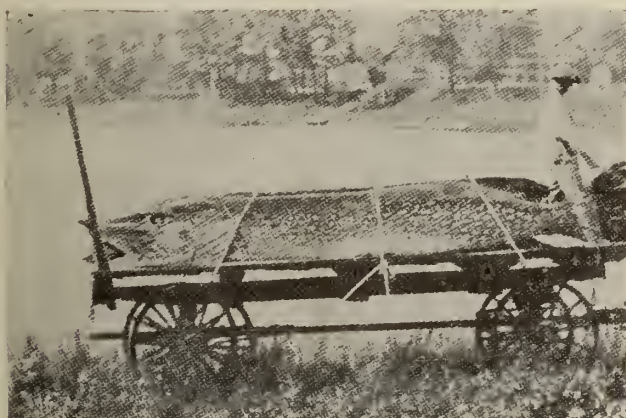
## THEY LANDED NUMEROUS MARINE MONSTERS

Messrs. Gagnon and Marois Had a Whale of a Time Catching Cod on the High Sea and Salmon in the Quiet Pool—The Former Was Pulled Out of Boat but Rescued Just in Time—The Race Grows Exciting and Who's Going to Get Pennant

**O**H the pleasure of going to the high sea to fish for cod. Imagine the infinite delight when you land nine of them, one weighing 59½ pounds, and all within a few hours.

And then, the joys of angling for salmon the next day in a famous pool, when 13 are captured, each tipping the beam from 29 to 45 pounds, anything of less weight being thrown back into the water.

The mantle of champion fisherman in the shoe and leather arena has suddenly fallen from the shoulders of Mr. Hugh White, of the White Shoe Co., Toronto, who recently scored the high water-mark in fishing achievement back among the Laurentians several miles from Quebec. Mr. White must be given full credit for his remarkable per-



ONE OF THE MEDIUM SIZE COD FISH THAT THEY CAPTURED

formance and, it was thought by the trade, that his splendid record would stand for some time.

What a hollow evanescent thing is honor. At best, it is only a fleeting mockery.

The story of the Toronto jobber's angling achievement has now been eclipsed to such an extent that it seems a mortal shame to furnish readers of the *SHOE AND LEATHER JOURNAL* with an accurate account of what two ardent admirers of Izaak Walton, one hailing from Montreal and the other from Quebec, pulled off a few days ago. If you would learn the plain unvarnished truth read again the opening paragraphs of this concise contribution to the angling history of the Dominion.

### Some Speed and Some Sport

Narcisse Gagnon, proprietor of Aird & Son, the widely known shoe manufacturing establishment in the commercial metropolis, and A. E. Marois, proprietor of Tourigny & Marois, the mammoth shoe plant of Quebec, motored down to Matane seventy miles below Rimouski a few days ago on a cod and salmon fishing expedition. As one may judge from the modest illustration on this page they did not bother their heads about catching such a small insignificant looking fish as they recently saw in the *SHOE AND LEATHER JOURNAL*, typifying one of the speckled beauties corralled by Mr. White. They not only made a prodigious catch but came back with such tanned countenances and hard

sun burn that even their most intimate friends scarcely recognized them.

Mr. Gagnon has a pretty lively time of it down by the sounding sea meeting exactly a hundred and ninety-five



NARCISSE GAGNON, MONTREAL, CHAMPION FISHERMAN OF THE SHOE AND LEATHER TRADE.

cousins not to speak of uncles and aunts and he had so many stories to tell that the time flew around all too quickly. Recently he bought a beautiful eight cylinder Cadillac car and was anxious to give it a good trial. In company with Mr. Marois he left Quebec at three o'clock one afternoon and landed at Riviere du Loup, 120 miles below the Ancient



A. E. MAROIS OF QUEBEC, ASSOCIATE CHAMPION ANGLER OF THE TRADE

Capital, at 6.45 the same afternoon, which was a pretty speedy run.

The next morning they started out at 9 o'clock and reached Rimouski at 11.50 a.m., and from there they jour-

neyed at high velocity to Matane. There they had the pleasure of going to the high sea for cod fishing, followed by a visit the next day to a salmon pool. One of the salmon was so large that it pulled Narcisse out of the boat and, had it not been for the guide securing a strangle hold on him, he might have gone down forever. As it was, he did not get wet any further up than the neck. Narcisse grew so fond of the water at the sea shore that he had to bring some home with him in case he should get dry on his way back to Montreal. He reached his factory safely, the fish following by special car.

#### Going Into Promotion Line

These two prominent shoe manufacturers, Messrs. Marois and Gagnon, while on a fishing expedition also had a big business proposition in view. It is rumored they have obtained options on certain islands in the St. Lawrence below Quebec. They are forming a company and shares will soon be placed on the market and offered to leading jobbers in the larger cities. On these fertile lands with their splendid grazing surfaces, it is the intention to raise goats and sheep for the use of their skins in the shoe trade. Tanneries may also be established and thus, to a certain extent, the present pronounced shortage in the supply of leather will be eliminated.

It may be stated that Mr. Gagnon is happy in his undisputed and newly-found angling honor. His hand grasp is heartier than ever, his smile more alluring and his demeanor as modest as can humanly be expected under the auspicious circumstances. For one man to land a fifty-nine and a half pound cod, and salmon weighing up to forty-five pound is a deed not to be classed with the tame and monotonous pastime of merely getting one hundred and fifty speckled trout. The latter showing does not rank in the same class, grade or quality. Mr. Marois is naturally proud of the ability and performance of his friend Narcisse, and pleased to have been his aide and associate on this outstanding occasion.

The accomplishment of these two gentlemen will surely stand for some time as the long distance record for fishing. If there are any other shoe or leather exponents who feel that they can outrival it—why "come on Macduff."

The summer season is growing short and the SHOE AND LEATHER JOURNAL would like to hear from several other contestants before making its final award of the pennant for the greatest fishing feat of the year 1916. Every angler in the footwear arena should get a hustle on. "Gentlemen, the time is brief."

#### BUDGET OF NEWS FROM QUEBEC

Cleo. Lachance, of Lachance & Tanguay, was in Boston on a business trip.

Wilbrod Blais, tanner, of this city, has added a new storey to his building.

E. Tremblay, shoe manufacturer, Quebec, was in Montreal recently on a business trip.

The Wm. A. Marsh Co. have installed one Reece finishing and one Reece corder machine.

J. Walter May, of the Wm. A. Marsh Co. was recently on a business trip to the United States.

Shoe manufacturers in Quebec are all busy with jobbers' samples, and are also working hard to complete their orders.

Lucien Borne, kid manufacturer, has installed a new 60 h.p. engine, which will greatly increase the capacity of the plant.

The following visitors were in the city recently:— P. A. Matton, shoe dealer, Sorel, P.Q.; J. A. Bignell, of Bignell & Knox, Montreal; A. Tetrault, of The Home Shoe,

Montreal; J. N. Ault, of A. W. Ault & Co., Ottawa; August Bowman, of John Lawrie & Sons, Chicago.

The first and last dividend in the matter of the Rock Shoe Co. Ltd. will be paid on August 22. The receipts of the stock, machinery, etc., amount to \$59,984.90, disbursement, \$54,792.66. The privilege reclamations amount to \$41,163.59 and the other reclamations amount to \$105,541.56. The creditors will receive 39c on the dollar.

The stock of Alf. Rainville, shoe dealer, of Levis, was recently sold in the office of Lefavre & Gagnon. The stock was valued at \$4,519.32 and the store fixtures at \$168.90, and were disposed of to Nazaire Fortier at 65½c on the dollar. A cash register, valued at \$700, was sold to Messrs. Blackwell & Landry of Montreal for \$225.

#### HAS SEVERED LONG ASSOCIATION

A. L. Johnson, who for the past year and a half has been general salesmanager and one of the vice-presidents of Ames-Holden-McCready, Limited, Montreal, has retired




A. L. JOHNSON, MONTREAL


from that position and it is understood that he will shortly become associated with another enterprise. Mr. Johnson is widely known to the shoe trade from coast to coast. Thirty-five years ago he landed in Winnipeg, when the flourishing Prairie capital was little more than a hamlet. He is one of the pioneer veterans of the west. In 1886, Mr. Johnson became associated with Ames-Holden Co., and was the first shoe traveller to visit Edmonton, where he went before any railroad was in operation. For twelve years he covered Manitoba, Saskatchewan and Alberta, and on retiring from the road was promoted to the management of the Winnipeg branch of the Ames-Holden Co. On the amalgamation of that concern with the James McCready Co. in 1911, he was continued in the position until February, 1915, when he came to Montreal to assume the duties of general salesmanager of the Company, from which position he has just retired. Much of the large business done by the Ames-Holden-McCready in the west is due to the foresight, energy and early work of Mr. Johnson.

R. E. Dildine has succeeded Mr. Johnson as general salesmanager of Ames-Holden-McCready. He has had charge of the advertising of the firm for some time and will still supervise the publicity department.





# AMONG THE SHOE MEN.



W. E. Wing, sales manager of the Kaufman Rubber Co., Berlin, was in Toronto last week, calling on the trade.

J. A. McLaren, of McLaren & Dallas, Toronto, spent a few days in Montreal last week on business.

J. R. Roach, for ten years with the U.S.M., has joined the selling staff of John McIntyre, Limited, Montreal.

The La Prairie Heel & Counter Co., Montreal, was recently registered.

Jos. Weizel, shoes and clothing, St. John, N.B., has been succeeded by J. Weizel & Co.

Frank Rivers, shoe repairer, was burned out during the recent serious fire at Blind River.

J. V. Budd, shoe retailer, of Toronto, recently made an assignment.

The assets of Louis Auger, shoe retailer, of Sherbrooke, Que., were sold on August 11.

Jos. Pine, quality man at Ames-Holden-McCready factory No. 2, Montreal, has resigned.

George Chambers, manager of the Regal Shoe Store, Toronto, is spending his holidays at Jackson's Point, Ont.

Alex. Inrig of the Lady Belle Shoe Co., Berlin, was in Toronto recently and reports that his firm are rushed with orders and are working to fullest capacity.

A. Lecours, of the Canadian Footwear Co., Pointe Aux Trembles, has returned from spending a holiday at Old Orchard.

J. C. Sherin, of Lakefield, Ont., was in Toronto recently calling upon the members of the shoe trade.

The employees of the Slater Shoe Co., Montreal, held their annual picnic at Lavaltrie on August 12. The event was greatly enjoyed.

E. P. Mullarkey, for several years superintendent of Wm. A. Marsh Co., Quebec, is now superintendent of the James Muir Co., Montreal.

Walter Burnill, vice-president of the Toronto Shoe Retailers' Association, and family, have been holidaying at Jackson's Point, Ont.

G. J. Scott, who represents P. Jacobi, shoe store supplies, Toronto, in Western Canada, left for the prairie provinces last week on an extended selling trip.

S. H. Bryant of the staff of Coates, Burns and Wanless, London, Ont., spent a few days recently in Toronto on a visit to his brother, J. C. Bryant. He was accompanied by his wife and family.

Alf. Winn has been appointed representative for Toronto and Eastern Ontario for Coates, Burns & Wanless, wholesale shoes, London, and has opened a sample room in the Yonge Street Arcade.

W. T. Purvis, of the W. B. Hamilton Shoe Co., Toronto, who underwent an operation a few weeks ago for appendicitis, is once more attending to his duties, and is being congratulated on his complete recovery.

Harry Dallas, of Toronto, was in Montreal and Quebec recently on a business trip and calling upon the trade.

O. M. Brooks has completed a most successful selling and installing trip on behalf of the U. S. M. Goodyear shoe repairing department. He went through to the Pacific Coast.

Donnell, Carman and Mudge, Inc., have bought the business of A. F. Clapp & Co., sheep skin tanners, Boston, Mass. Mr. Donnell spent a few days in Toronto last week with Ed. R. Lewis, leather merchant, who will continue to

act as Canadian representative of the firm for whom he has worked up a large trade.

A. B. Harris, of Deloraine, Man., has purchased the shoe stock of P. J. Hickey, 174 Hunter St., Peterboro, Ont., who recently made an assignment. The stock was sold at 63½ cents on the inventory value.

Edward Cook, secretary of the Toronto Shoe Retailers' Association, returned last week after a holiday motor tour through New York State. He was accompanied by Mrs. Cook.

J. Stebelsburg's shoe store at Tenth Avenue and Granville Street, Vancouver, was visited by burglars on Saturday night, the thieves getting away with about \$45 worth of shoes, leather and other goods.

Dufresne & Galipeau, widely known as Montreal jobbers, are now manufacturing a staple line of peg shoes. Dave Lemay, formerly with the Farmers' Shoe Co., is superintendent.

J. L. Chisholm, manager of the Invictus Boot Shop, Toronto, and Morley Chisholm, manager for A. Chisholm, West Toronto, have returned after spending an enjoyable holiday, camping at Bobcaygeon.

Among the recent visitors calling on the shoe trade in Montreal, were J. S. Townsend of Hamilton, R. B. Griffith, Hamilton; C. A. Davies, of Blachford, Davies Co., Toronto, and R. H. Greene, of Gutta Percha & Rubber, Limited, Toronto.

Ten-day sales were held, beginning Saturday, August 12, at the main store of the McCall Shoe Co. Ltd., 666 Queen St. W., Toronto, and also at the three branch stores of the company. These stores are now in the hands of G. W. Groves & Co., merchandise brokers.

The Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, extend a hearty invitation to all out-of-town shoe retailers to visit them during the progress of the Canadian National Exhibition, Aug. 26-Sept. 11. They have in stock a complete line of fall novelties, buckles, laces and polishes.

A general meeting of the Vancouver Shoemakers' Association was held recently at 625 Pender Street west, at which the president, Mr. George H. Morris, filled the chair. After the usual business some interesting discussions took place. At the close of the meeting twenty-six new members were enrolled.

C. F. Veitch, who is in charge of the footwear department of the Toronto warehouse of the Canadian Consolidated Rubber Co., is able to attend to his duties again after several months illness. Mr. Veitch has greatly improved and his many friends in the trade are pleased to see him again at his desk.

F. W. Wadsworth, secretary-treasurer of L. H. Packard & Co., Limited, who died recently, was with that company for over thirty years. He had been ill for over a year. His son, Gordon F. Wadsworth, has been western traveler for the same company for a quarter of a century. J. W. Strike succeeds Mr. Wadsworth as secretary-treasurer.

J. G. Watson, shoe retailer, of Montreal, was unable, owing to ill health, to attend the annual meeting of the Dominion Board of the Retail Merchants' Association of Canada, held recently in Winnipeg. It was the first time in the life of the organization that Mr. Watson was not able to be present, and a resolution of regret was sent by the



delegates. It was moved by C. A. Maybee, of Moose Jaw, past president of the Saskatchewan Provincial Association.

A pretty wedding took place recently in St. Saviour's Church, Waterloo, Ont., when Vera Sterling, second daughter of Dr. and Mrs. W. J. Sterling, Waterloo, was wedded to Milton Detweiler, Lieutenant in the 118th Overseas Battalion, son of D. B. Detweiler, vice-president of the G. V. Oherholtzer Co., shoe manufacturers of Berlin, Ont.

A. W. Donovan, president of the E. T. Wright Co., Inc., of Rockland, Mass., spent a day or two last week in the Canadian factory in St. Thomas, Ont., with his brother, E. E. Donovan, the manager. He reports the shoe manufacturing business as booming in the United States as well as in Canada. The only drawback is the scarcity of leather, due to the war shutting off supplies, principally from Russia.

A leading Winnipeg jobber remarked recently that he did not expect to see any decline in prices till six or nine months after the close of the war. Shipments from eastern factories are coming forward in good volume to jobbers who made early purchases, but late buyers are having difficulty in obtaining supplies for fall and winter requirements. Collections continue very satisfactory.

The shoe repair men of Oshawa, Ont., like those in all other towns, have been having a hard time lately trying to keep their prices down in view of the soaring cost of leather. They have decided that they cannot stick to the old prices as the value of the leather has advanced and they must raise their prices accordingly. The repairers had a notice inserted in the Oshawa newspapers advising the public of an increase in the figures for all lines of work.

Fred A. Todd, of the Canadian Consolidated Rubber Co., Montreal, has been elected vice-president of the Montreal branch of the Canadian Credit Men's Association. N. R. Feltes, of Ames-Holden-McCready Limited, and D. S. Benvie, of James Robinson, who is a past president, have been elected on the board of governors of the Association for the coming year.

H. W. Parsons, of the Nugget Polish Co., Toronto, has returned after attending the Calgary and Edmonton fairs, where the firm had splendid exhibits. Mr. Parsons leaves this week for Sherbrooke, Quebec, and Halifax, where he will have charge of the Nugget displays. John Harris, manager of the company, and L. R. Howard will supervise the usual attractive booths at Toronto and Ottawa expositions, while F. B. Bollard will visit the Western Fair at London, where the company have taken space.

Considerable damage was done, mostly by water, when fire broke out in C. S. Hyman Co.'s tannery, London, Ont., recently. Smoke in large quantities was being emitted from the fourth storey of the building when the firemen arrived. The blaze started in the loft, where hundreds of sides of leather were being dried. The building is heated by steam and the temperature of necessity is kept high. The fire was confined to the top storey of the building, this floor being enveloped in smoke when the firemen arrived. The electric wires had become disconnected and the work of the brigade was doubly difficult because of the darkness.

Styles of shoes, especially for women, will be of the "common stock variety, instead of the excessive high-top kind" next season, according to statements of manufacturers made recently in Chicago at the convention of the Illinois Shoe Dealers' Association. The colors will be dull grays and champagne, due to the shortage in dyestuffs. The prediction was also made that there would be an increase of from 20 to 40 per cent. in the price of shoes the coming winter, on account of the war, which has shut off the supply of dyestuffs and imported leather.

The Guardian of Charlottetown, P.E.I., in a recent issue, says: Mr. L. B. Hutchison, manager of the Kaufman Rubber Co. Ltd., Toronto, has been making a tour of the Eastern States and Maritime Provinces. Mr. Hutchison, better known as Hutch, spent a few days in Charlottetown.

Besides being interested in the matter of rubber footwear, he has also considerable investment in the Silver Fox industry of Prince Edward Island. This being his first visit to the Island, he was most anxious to see some fox farms, and after being shown through several of the largest ranches on the island, he expressed himself as entirely satisfied with his investment. Mr. Hutchison, after seeing parts of our island, was delighted with Charlottetown and the surrounding country. He was particularly pleased with the conditions of the roads in our province and spoke in most favorable terms with reference to the hotel accommodation. We hope to have an annual visit from Mr. Hutchison and the acquaintances that he made while in Charlottetown will surely give him a royal welcome when he comes again."

The annual picnic and excursion of the Maple Leaf factory of the Canadian Consolidated Rubber Co. was held last month to Grimsby Beach. The steamer Turbinia left Port Colborne, with a crowd of about six or seven hundred employees and their friends, and fine weather prevailed throughout the day. There were spirited races and games, for which valuable prizes were contributed by the company and officials, as well as the merchants of Port Dalhousie and St. Catharines. There was a lively tug of war between the English and Scotch which resulted in a win for the former, and the cutting and shoe room nine was successful in a baseball game against the rest of the factory. The Port Dalhousie band provided admirable music, and the various attractions at Grimsby were thoroughly appreciated. M. Lippert, superintendent of the factory, was chairman of the committee of arrangements; D. N. Boettger was chairman of the sports committee and A. H. Wellein, secretary.

Speakers at the convention of the Illinois shoe dealers uttered the prophecy that unless the world develops a substitute for leather within two years "the United States will be the next wooden shoe nation." What will happen should this vision be realized is told by The New York Sun as follows: "Make everybody wear wooden shoes and the porch climber would join the roc and dodo, or else the Y.M.C.A. The efficiency expert, able no longer to slip noiselessly about your business, would be more occupationless than Othello. The pussyfooter could annoy us no more with his sickening stealth. Men would come home earlier of nights, soberly clanking oak upon pine as they mounted the front steps. Clog dancing would be restored to its proper place in the arts. All the world would click a xylophonic tune. Mahogany shoes, made from old pianos, would take us out on Sunday. The ladies could have their number 3's enamelled in pink."

P. A. Doig, sales manager of the Star Shoe Co., Montreal, recently spent a few days in Toronto calling upon the trade. The new samples of the firm are more attractive and representative than ever. There is a fine showing in white canvas and sea island duck goods for spring, with high cut tops, in both bals and buttons. Made from the same materials, Mary Janes and Colonials with self bows and white and silver buckles are decidedly neat and tasty. Some of the high boots for misses and growing girls have scroll cut tops. White lines, for which it is expected there will be a strong demand next season, are turned out from babies to growing girls'. A new offering is a gem cushion welt with a patent innersole. These are made in all sizes from infants' to growing girls'. Two new lasts have been added this season, one being an orthopedic last and the other a coin shape toe for misses and growing girls. In the highest class models many are seen in both button and lace in box calf, glazed kid, chocolate and black, with white lamb facings. The company are also turning out a pleasing range for little gents with copper toes, while in glazed and chocolate kid there is witnessed Romeos with elastic goring and plain vamp or seam down the front. These appear to be taking well. All fantastic effects and showy combinations have been eschewed and in the staple lines and in quieter contrasts the showing is a comprehensive and inviting one.



Harry Lewis, manager for P. Jacobi, Toronto, has returned after spending a pleasant holiday at Lake of Bays.

Geo. E. Boulter, 3 Wellington street east, Toronto, has returned from spending his holidays in New York State.

F. R. MacMillan, head of the MacMillan Department Store, Saskatoon, was in Toronto recently, calling upon several members of the shoe trade.

A. J. Cook, shoe retailer, 2042 Queen street east, Toronto, has assigned to Charles Bonnick.

Walter Yates, city traveller for McLaren & Dallas, Toronto, has returned after spending his holidays at Janetville, Ont.

W. W. Veitch, of the Harvard Shoe Store, Winnipeg, was in Toronto, Montreal and other cities recently on a business trip.

Mr. McCallum of the traveling staff, Winnipeg branch of Ames-Holden-McCready Co., was in Toronto and Montreal lately on a visit.

Howard C. Blachford, president of the Toronto Shoe Retailers' Association, is spending a vacation at Mazengah Island, Lake Rosseau, Muskoka.

P. W. Day, formerly with S. B. Foote & Co., Montreal, has been appointed sales manager of the F. S. Carr Rubber Co. of Canada, and has entered upon his new duties.

J. Malouf, 357 Third avenue south, Saskatoon, has closed his shoemaking shop and taken a position as foreman of shop No. 1 of the Goodyear Shoe Repairers, of which F. A. Robinson is proprietor.

Harry McKean of Toronto, who, until the last season represented the Blachford Shoe Mfg. Co., Toronto, in the Maritime provinces, has rejoined the staff and will cover Toronto and northern Ontario for the firm.

Peter Richardson and wife, of Calgary, were in Toronto, Montreal, Quebec and other eastern shoe centres recently. Mr. Richardson has lately opened up a new store in Edmonton.

Harry Thompson of the Thompson Shoe Co., Montreal, spent a few days in Toronto recently. The Thompson Shoe Co. have just begun the manufacture of felt slippers at 36 St. Genevieve street, and are turning out 200 pairs a day in various styles.

The annual picnic of the employees of Chas. A. Ahrens, Limited, Berlin, Ont., was held at Riverside Park, Bridgeport, on August 5th. The event was a most successful and enjoyable one. It was largely attended by the men and the members of their families. A splendid program of sports

was run off and much enthusiasm was aroused in the different events, which numbered thirteen in all. The good things supplied at the refreshment end of the picnic were all that could be desired.

W. H. Jardine, who has been on the travelling staff of the Blachford Shoe Mfg. Co., Toronto, for some time, covering eastern Ontario, has taken an important position in the shoe branch of the mail order department of the Robt. Simpson Co., Limited, Toronto.

The Anglo-Canadian Leather Co., whose tanneries are at Bracebridge and Huntsville, have a very fine band at their plant in the latter town. A concert was recently given by the musicians at the Huntsville dock and a splendid program rendered.

Chas. Hagen will establish a new shoe store at 30 Queen street south, Berlin, Ont. He was identified with the shoe business for many years before his removal to the west. His new shop will embrace all the latest features and be equipped in first-class style. A wide range of high grade shoes will be carried.

S. A. Bell of Toronto, who for several years represented Geo. A. Slater, Limited, west of Port Arthur, has become identified with the Blachford Shoe Mfg. Co. of Toronto, and will cover eastern Ontario and the province of Quebec. Mr. Bell has a good record as a salesman and is widely known to the shoe trade.

#### CAPTURED FIRST PRIZE IN WINDOW DISPLAY

The accompanying attractive, neatly arranged window, was one that captured first prize for the province of Saskatchewan in the competition conducted by Geo. A. Slater, Limited, Montreal, during the Easter Season. The window was designed and decorated by R. C. A. Lawson, son of John T. Lawson, shoe merchant, 1847 Scarth street, Regina, Sask. The latter has been in the shoe business in the capital city of Saskatchewan for the past six years, and has met with a large measure of success. Some months ago his store was removed from 1723 to 1847 Scarth street, where he has attractive and well-laid out premises. Mr. Lawson has always been an ardent exponent of original and timely window displays, and attributes much of his trade to the efforts made in this direction. His son, R. C. A. Lawson, gives personal attention to all special trims during the course of the year.

*THE pulling power of beautifully dressed footwear windows.*



J. J. Connor, western representative for McLaren & Dallas, Toronto, left last week on an extended trip throughout the Prairie Provinces. E. J. Kew, sample room salesman of the same firm, is spending his holidays at Port Colborne, Ont.

The shoe stock of R. S. Thompson, Wallaceburg, Ont., who recently made an assignment, was sold a few days ago at Suckling & Co.'s, to Wm. Hockin, shoe retailer, of Wallaceburg. The stock amounted to \$3,342.00 and the price paid was 77½c. on the dollar.

F. G. Clarke, of Clarke & Clarke, leather manufacturers, Toronto, accompanied by his wife and son, Leighton, have gone on a trip to England. Mr. Clarke's elder son, Norman, who is a member of the 5th University Co. Princess Patricias, is engaged in active service in France.

S. T. Duclos, of Duclos & Payan, St. Hyacinthe, was elected alderman for ward two in that city a week ago to-day by a majority of 85, the largest ever obtained in that ward. It was a by-election caused by the resignation of Magloire Cote, who for the past six years has been the alderman for that ward, but has now resigned owing to ill-health.

S. Grimason, who is manager and buyer for the shoe department of R. H. Williams & Sons, Regina, Sask., was in Toronto and Montreal recently on a buying expedition. He reports business in the shoe line in the Capital city of Saskatchewan as being brisk, his department showing a very gratifying gain over that of last year.

Good progress is being made on the new buildings of the Unique Shoe Co. of Toronto, which are being erected in Simcoe, Ont. The foundation is completed and the brick work is under way. One structure for the making of black shoes will be 40x130 feet, while the other, which will specialize in white footwear, will be 50x60. Both edifices will be two storeys high and connected. J. W. Phillips, manager of the company, states that they expect to begin manufacturing in their new premises in Simcoe early in October and will have a capacity of 1,000 pairs a day.

Embracing many new features and the latest appointments, the new shoe store of Owens-Elmes, Limited, was opened for business at 89 Yonge street, Toronto, last week. C. L. Owens and J. T. Elmes were for many years con-

nected with the management of the Royal Shoe Store, Toronto, and in branching out for themselves, have secured agencies for many leading lines of footwear. The firm have one of the most attractive and artistic shops to be found anywhere and the formal opening was attended by a very large number of patrons. The store is 120 feet deep by 23 wide, the wall fixtures are of mahogany, the fitting chairs and settees, ornamental pillar lamps and stands are all of Belgian grey oak, trimmed with cane. The single shelf, uniform carton system prevails throughout, and the labels are in grey and white, with script trademark signature of the firm.

H. H. Lightford, who until recently was manager of J. M. Humphrey & Co.'s boot and shoe factory in St. John, N.B., has accepted a position with Sears, Roebuck Co., of Chicago, as travelling superintendent of eight of their largest districts. Mr. Lightford came to St. John about two years ago from the States and succeeded E. A. Reading as manager of Humphrey's factory. Since that time he has proven himself to be a competent manager, a good business man and a conscientious worker. While the company keenly regret his loss they willingly accepted his resignation in order that he might avail himself of such a golden opportunity of advancement. Prior to his departure for his new field of labor a few days ago his employes made him the recipient of a slight remembrance of the esteem in which he was held by them. Mr. Reading, who has been engaged with the Robert Taylor Co. of Halifax, N.S., has accepted an offer to return as manager for J. M. Humphrey & Co.

#### A WINNER IN MANY LINES

J. A. Connor, of Toronto, who is division manager for Ontario for the Canadian Consolidated Rubber Co., will soon have to build an extension to his home in order to



J. A. CONNOR, TORONTO

### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

#### WANTED

SHOE TRAVELER, to handle line of women's fine shoes, exclusively. Only those having experience and ability to command large business need apply. Write stating qualifications and giving references to, Box 104, SHOE AND LEATHER JOURNAL, 13 Coristine Building, Montreal.

WANTED—By experienced traveler, with good connection, a line of men's or women's shoes as side line, on commission, for Western Ontario, including Toronto. Apply Box 4, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SHOE TRAVELER—Eighteen years' experience, wants a line of women's or men's McKays and welts, to carry in eastern Ontario. Splendid connection and good salesman. Box 6, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

shelter the trophies that are coming his way. At the Canadian Whist Congress, held in Toronto in April last, Mr. Connor and Mr. W. J. Ashplant, of London, won the International pairs Championship, and each gentleman was presented with a handsome full jewelled gold watch, bearing the emblem of the league. Recently Mr. Connor was successful in capturing the Shea Challenge trophy, at the London Lawn Bowling Tournament, London, which city is his former home. As a permanent memento of that occasion, the Lawn Bowling Association presented Mr. Connor with a valuable silver mounted tea service, a picture of which is presented in this column. It shows the genial rubber man carrying off the silverware with becoming modesty and warm appreciation.



D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, is spending a few days in Boston and other New England points on a business and holiday trip.

S. Cleland, shoe retailer, 1162 Yonge St., Toronto, has considerably enlarged his store and made other improvements to his establishment.

Miss Maud Whittle, daughter of Robert Whittle, who is on the staff of Ames-Holden-McCready, Limited, Toronto, died a few days ago as the result of severe burns when a coal oil stove near which she was preparing breakfast exploded. The explosion ignited her dress and before she could extinguish the fire which broke out, her clothes were a mass of flames. She rushed down stairs and fell unconscious, and before many minutes, expired. Miss Whittle was twenty-five years old.

Miss K. F. Thornton of the staff of D. D. Hawthorne & Co., Toronto, is spending her holidays at Metapedia and other Quebec points.

Clayton S. Corson, sales manager of the Regal Shoe Co., Toronto, has returned from spending a few days in Boston, Mass.

R. H. Partridge, city traveler for Ames-Holden-McCready, Limited, Toronto, wife and family have returned after spending two weeks holidays in Kingston, Ont.

J. C. Budreo, shoe retailer, 1344 Queen Street W., Toronto, has returned after enjoying a couple of weeks at Stony Lake points.

Recently at their store at the corner of Notre Dame and Inspector Sts., Montreal, the board of directors of the Singer Fite-Rite Shoe Co. Limited met and declared a dividend of 9 p.c. Max Singer was re-elected president and managing director. The directors were a happy crowd, being well pleased with the results of a hard year. The total sales were in excess of \$125,000. The new year is being started with a \$40,000 stock, and contracts given for another \$100,000 at old prices. The Singer Fite-Rite Shoe Co. Limited have a branch at Panet and St. Catherine east, and intend opening new branches soon in Montreal.

Alfred Hand, of Ames-Holden-McCready, Toronto, and wife have returned after spending a few days holidays in Buffalo and other points.

At the recent Grand Lodge meeting of the Independent Order of Odd Fellows for Ontario held in Chatham, Ont., S. C. Parks, shoe retailer, of Yonge Street, Toronto, who has ably filled the office of deputy Grand Master for the past year, was elected Grand Master, and is now receiving the congratulations of many friends on his elevation to the exalted position. W. J. Bartlett, of Brampton, another shoeman, who is a member of Golden Star Lodge, No. 101, was appointed Grand Herald; E. C. Garbutt, who is in the shoe business in Picton, Ont., was re-elected Grand Treasurer of the Grand Encampment of Ontario; Fred Evanson, shoe retailer, of Prescott, who was one of the representatives from the Grand Lodge of Ontario to the Sovereign Grand Lodge and attended the session last year in San Francisco, was also among the delegates to the recent Grand Lodge meeting in Chatham. Several other members of the shoe and leather trade were also at the recent session.

The majority of retailers are now holding August clearing sales of left-over summer footwear in which oxfords and white goods are being featured. The trade during the past season has been exceptionally strong in sporting shoes of all kinds and the factories and wholesalers have been unable to supply the demand. Shoe merchants are looking forward to an active fall business and to a particularly good school children's trade. Wholesalers report that collections are very fair and that sorting is keeping up remarkably well for August. A large aggregation of visitors from Ontario and western points are expected to come to Toronto during Exhibition week, August 26 to Sept 11th. The wholesalers are making extensive preparations for the merchants from outside towns and villages and will have many snaps to offer

in various lines. The number of retailers visiting Toronto every year during Exhibition is growing larger. They all take advantage of the occasion to pay their respects to the Fair and do considerable buying.

W. F. Smith, of the travelling staff of Ames-Holden-McCready, Limited, Toronto, has returned after spending his holidays at Muskoka Points and F. W. Knibbs, also a member of the travelling force, is back from a pleasant vacation at Atlantic City.

#### WHEN YOU HAVE AN ENCLOSURE

"I wish you would draw attention to one fault that many retailers have," said a member of a shoe findings house, the other day, "we very frequently receive out-of-town orders for polishes, laces, brushes, rubber heels, in-soles, tap soles, etc., with the request that they be sent over to another wholesale house to be forwarded as an enclosure. Now the great fault lies with the man who gives such an order, that he does not notify the person or firm to whom we are to send the goods, that there is an enclosure coming. The latter, not being aware of another parcel arriving, often forwards the goods before our reaches his establishment, and then we are blamed by the dealer for neglect of duty, oversight, etc. If all persons ordering an enclosure of goods to be sent to another firm, would notify the latter, they would know what to expect, and there would be less trouble and misunderstanding, not to speak of delay and disappointment. When a shoe dealer wants a parcel sent from one wholesale house to another to go out with certain goods, either by freight or express, he should notify the management of the house to which the enclosure is to be sent, and they would then know what to expect."

#### ELIMINATE STAPLE LINES FROM SALES

The Retail Merchants' Association of Massachusetts recently passed the following resolution, which speaks for itself:

"Whereas, the continued and rapid advance in the prices of all footwear purchased by shoe retailers on account of the increase in the price of leather and other merchandise used in shoes, and believing that the increased cost of leather will not diminish for some time to come and realizing that shoes now on our shelves are worth more now than they were when ordered, and if conditions continue, will be worth considerably more in the future, and whereas, it has been the custom of many customers to put off buying their footwear until the sales start,

"We believe that it is wise and important on the part of shoe merchants of the state of Massachusetts and throughout the country generally, to adopt a different policy this year, and start their mark-down sale a month later, eliminating, as far as possible, staple and standard lines of shoes from their sales and confining them to fancy and novelty footwear only, whereby the retailer can get full profit on shoes sold."

#### WELL PLEASED WITH JOURNAL

Enclosed you will find my subscription for another year. I am well pleased with the information which I receive by being a constant reader of your valuable paper. It is bright, newsy and instructive.

Yours respectfully,

Madoc, Ont.

A. KINCAID.

# 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.

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# 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 COMPANY OF  
CANADA, LIMITED

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street  
QUEBEC



# Ready Right Now

Our new models in Ladies' Fine McKay Shoes in which are included the very smartest and latest ideas in footwear styles.

8 inch Tops  
Full Colors  
Two-tone Effects  
Louis Heels  
(Either Leather or Covered Wood)



Nut Brown Calf Bal., Stag Vamp, with Perforations, Louis Heel



Two Tone Seamless Button, African Brown Kid Vamp and Grey Buck Top

Just run over this list of popular shades—and remember we are showing samples of each one—NOW!

## KID LEATHERS :

African and Tobacco Browns; Navy Blue; Battleship Grey; Bronze; White; Ivory.

## CALF LEATHERS :

Nut Brown and Dull Black.

## BUCK :

Grey; Fieldmouse; African Brown.

*These Are In All The Widths*

# CLARK BROS., LIMITED

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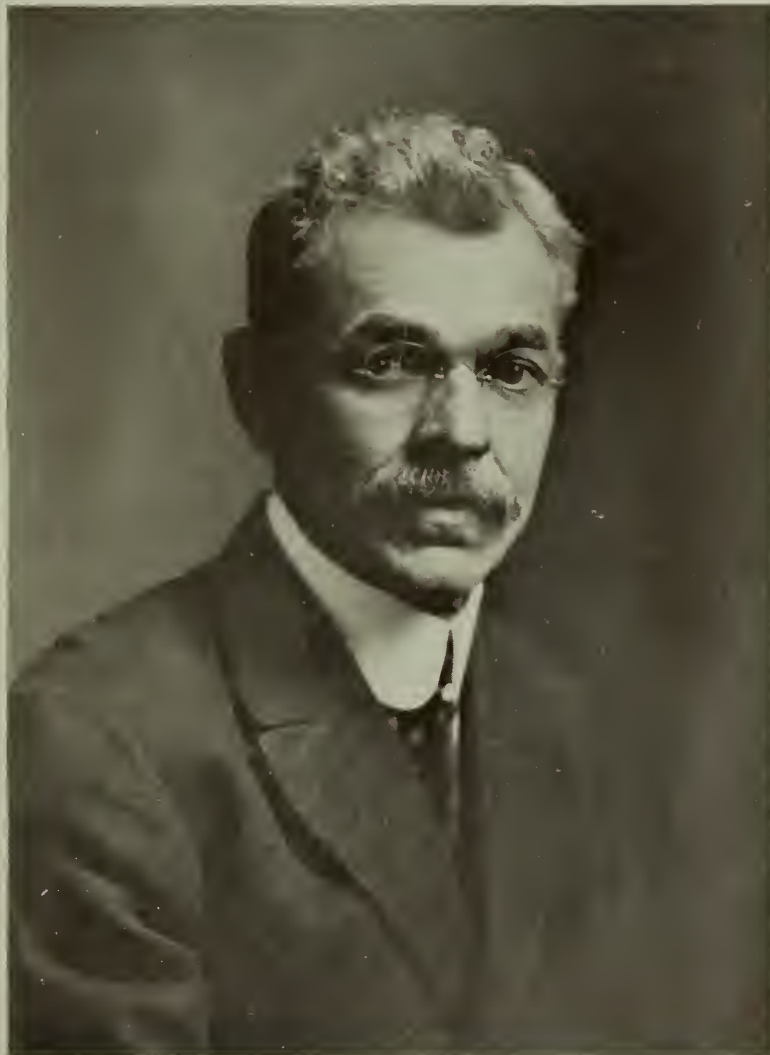


TWENTY-NINTH YEAR

TORONTO, SEPTEMBER 1, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



R. F. FOOTE, MERRITTON, ONT.

See Page 26

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO



*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

Solid comfort, good appearance and absolutely waterproof qualities in both sole and upper. A specially made sole that ensures an even foot temperature at all seasons.

The same comfort and appearance as in the "Doctors" plus a patented cushioned inner sole that makes walking a pure pleasure.

*Now*

is the time you are considering your Spring placing orders. And we want to remind you that Tebbutt's make the original "Doctors" and "The Professor" Shoes. A large army of Shoe Dealers will

*Buy them for Spring*

as they've been in the habit of doing for years past—for they are proved profit makers. Your jobber handles these famous lines, and it will certainly pay you to ask him for samples.

**The Tebbutt Shoe and Leather Co.**

Limited

**Three Rivers**

**Quebec**





The Shoe That Assures  
Sales and Satisfaction



**"CLUB" No. 206**

Gun Metal Bal. New City  
Pattern. Custom Toe.  $\frac{7}{8}$  in.  
Newark Heel. Sizes C 5 to  
10 $\frac{1}{2}$ , D 5 to 10 $\frac{1}{2}$ .

Stock No. 208.  
Same in Nut Brown.

*The Just Wright*  
TRADE MARK SHOE

**The "JUST WRIGHT" Shoe**

MADE ONLY BY

**E. T. Wright & Co. Inc.**

St. Thomas, Ont.  
Rockland, Mass.

# 1916-1917

## Placing Season Now Here

*Don't make the mistake of  
underestimating the demand for*

## Speed King Sporting and Vacation Shoes

The season just closing has certainly set a new high record for output in our factories. And, even at that, some merchants who were over-cautious in their placing orders were understocked during the busiest days of the season.

Speed King Sporting and Vacation Shoes are no speculation—they have come to stay and you'll see the demand get bigger and bigger every summer, for no shoe is so easy and dressy for outing wear.

**SPEED**

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The Amherst Boot and Shoe Co., Limited	Amherst, N.S.
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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.
Brown, Rochette, Limited	- - - - Quebec, Que.
McFarland Shoe Co.	- - - - Calgary, Alta.
T. Long & Brother	- - - - Collingwood

**The Independent Rubber Co., Limited**  
Merritton, Ontario



**READ AND REFLECT!**

# AERO-PEDS

## AIR-TREADS

*Patents Pending in Canada, Great Britain and U.S.A.*

### What! and Why! Are Aero-Peds?

**A**ERO-PEDS is a cushion formed to place inside the shoe at the heel, and is composed of a series of resilient air cells, each cell provided with its individual air vent. In conjunction these cells contain two cubic inches of air when inflated and form a pneumatic cushion that absorbs the shock or jar felt when walking.

Aero-Peds, in their function, ventilate and force a circulation of air around the foot and throughout the shoe when walking.

The weight of the body on the feet when walking alternates from heel to ball. This pressure, coming in contact with Aero-Peds at the heel, causes the air cells to expel the air they contain. Two cubic inches of air are consequently forced from the boot at the top and eyelet holes. In its reflex action the pressure of weight being transferred to the ball allows Aero-Peds to expand; a vacuum being formed of an equal amount of fresh air drawn into the boot from the same openings.

Aero-Peds ventilate the shoe, lessen perspiration and form a pneumatic cushion that completely absorbs the shock and jar when walking.

Aero-Peds will be extensively advertised to the consumer in the best publicity mediums of the country. Dealers will consult their own interest and that of their customers by preparing to satisfy the demand that will be created.

Order a sample dozen from your jobber.

Aero-Peds are distributed by

**PHILIP JACOBI, 5 Wellington St. E., Toronto**  
**L. H. PACKARD CO., Limited, Montreal, Que.**



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For Every Department  
FROM  
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SYSTEMS

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MODEL-C  
IDEAL CLICKING  
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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 COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

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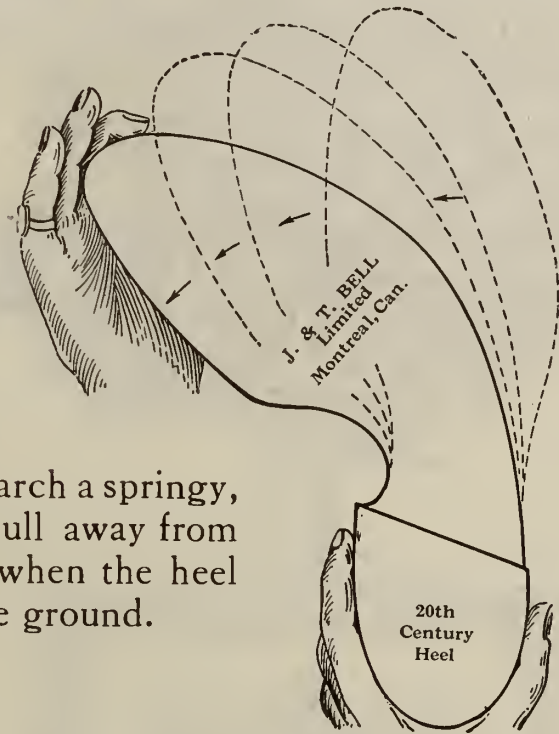
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## *A Big Improvement In Shoemaking*

Shoes made by this process fit 40 per cent. more feet than any other make of shoe on the market, because they are Unlocked and find the actual contour of the feet. The ball-bearing lasts follow the bottom shape of the human foot. Upper and sole patterns are sprung and cut under a new method, giving the arch a springy, flexible support that does not pull away from the foot when the heel leaves the ground.



A Natty "BELL" Style  
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## Foot Troubles Vanish

in the majority of cases when Unlocked Process shoes are worn. This can be demonstrated right in your store and on the feet of your most skeptical customer. Ease and comfort will convince conclusively.

Our Unlocked Process Shoes are made in a big variety of modest new styles.

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MONTREAL, CANADA

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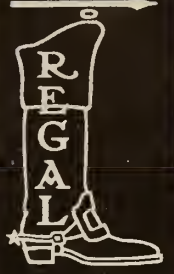
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THE SHOE AND LEATHER JOURNAL

ACTON PUBLISHING COMPANY, LIMITED





# REGAL SHOES



*We desire to take this opportunity to thank our numerous selling agents and customers throughout the Dominion, for their generous patronage and appreciation during the past season, and to express the hope that the same cordial relations and pleasant business intercourse may prevail during the coming season.*

*We might also announce that our new Spring samples are now in course of preparation and will embody all the latest and newest effects to be found in men's fine footwear—smart, artistic creations that will continue to make the REGAL "the most popular shoe in the world."*

The Regal Shoe Co., Limited

102 Atlantic Avenue - - - Toronto

# “YAMASKA BRAND”

FOOTWEAR FOR

## Men, Boys and Youths

Our line is primarily a staple line—one made to suit the constant, steady demand for shoes of sensible shape, that will impart comfort and give good wear.

*“Safe as the Bank of England”*



When you invest in a stock of YAMASKA BRAND you never risk the loss of a single copper. No line of footwear in the world is more certain of sure and steady sales. By stocking this line you will have quality, value and variety.

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## Aird & Son

Montreal *Registered*

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



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**SHERBROOKE FOOTWEAR CO.**  
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Puritan Three Row Vamper	National Wax Thread, one needle
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Markem Machine Co. Marker	(For Heavy Work)
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**SHERBROOKE FOOTWEAR COMPANY, Sherbrooke, Que.**

*"First-Aid"*  
TRADE MARK  
TO THE FEET



Our business is increasing every month. Quality and Service are responsible for our success.

Get your order in now for your Fall stock of Arch Supports and other Foot Specialties.

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Manufacturers of Foot Specialties

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Our travelers are leaving the branch distributing houses to serve customers in relation to Spring Placing and Fall Sorting Orders.

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LIMITED**

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We can still furnish

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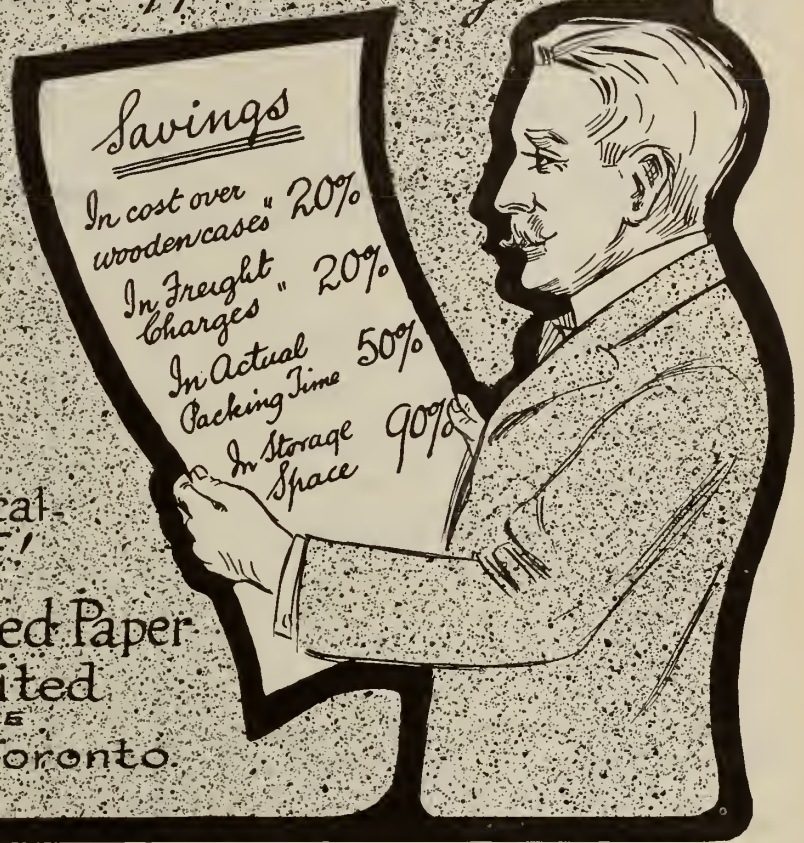
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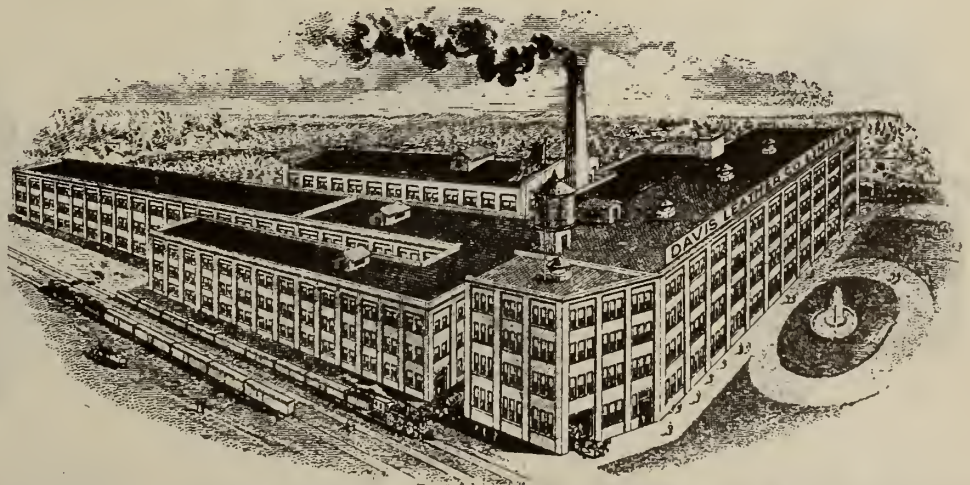
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**INVESTIGATE!**

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Uniform  
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**Davis Leather Co., Limited, Newmarket, Ont.**



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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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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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# SPRING MODELS 1917



You can count on seeing something new in our line nearly every time you see our salesman.

But for our "supreme effort," so to speak, no other occasion enables us to offer such a variety of new and attractive models as the Spring Season.

Be on the lookout for our representatives with 1917 models.

**JAMES ROBINSON**  
MONTREAL



1917

**FLEET FOOT**

**SHOES**

One of our salesmen is on his way to your store with a full line of Fleet Foot samples for 1917. It will pay you to wait for him before placing your order for Summer Shoes. Don't make the mistake of buying the wrong shoes for next season, for you will not know what is correct until you see the Fleet Foot line. It's the most remarkable line of White Summer Footwear ever produced by a single manufacturer. When you see this line you will realize the importance of stocking it so as to be ready to meet the big demand next season.

WAIT FOR "FLEET FOOT"

**Canadian Consolidated Rubber Co., Limited**

**Montreal, P.Q.**

*28 "Service" Branches Throughout Canada*



# SHOE & LEATHER JOURNAL

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GREAT BRITAIN  
92 Market St., Manchester

## OPENING OF FALL BUSINESS

**Plenty of Money Circulating—People Have the Mind to Spend  
—Footwear Commanding a Front Position—General Conditions  
More Normal in Materials—Labor Situation Still Acute**

SEPTEMBER is supposed to be the first month of the fall season in retailing, although it often is very little different from August in the character of its attendant weather. The vacation season is over and the schools re-open, which means that the summer shoe is largely superseded by more substantial foot coverings and children have to be reshod to meet the requirements of the wear and tear of playground and schoolroom.

Indications point to a good business for the current month. Dealers say that shoe trade is opening well. It is claimed by most shoe handlers that the past summer has been the most active in their line in nearly a generation. Now that autumn is on, in name at least, there is a little uncertainty noticeable as to the purchase of styles that have prevailed during the past spring and summer. In the larger cities and towns, nevertheless, there is apparently no cessation as yet of the demand for white and colored footwear in leather, although canvas goods have disappeared largely from the spotlight in both men's and women's.

Manufacturers who have been out with spring samples report a steadier feeling amongst the retail trade generally. There has been a noticeable subsidence of the eagerness and even feverishness that has characterized the buying for some months past. Both on sorting and placing orders there is a tendency to go slow and more particularly with the latter. Those who expected a rush have been disappointed and although there is a tendency on the part of large buyers to fully anticipate these requirements there has so far been no appreciable tendency towards overbuying. Retailers seem to be weighing carefully not only the trend of prices but the style movement and are not as inclined as earlier in the year to gamble on foot fashions. The high shoe of moderate proportions seems to be taken for granted and with the exception of a few innovations as to buckles, buttons and such like adornment there will be no marked departure from the favorite styles of 1916.

Notwithstanding the hide market is more listless and inactive than for some months past leather men are standing pat. The steady demand for prime stock at home and abroad is keeping supplies well cleaned up and as they are based on the high prices already paid for hides and skins there is no reason, tanners say, why they should materially alter when hide prices drop half a cent. It looks as though at present the war was going to be maintained in unusual activity throughout the winter which means that the pressure upon leather and shoe supplies of all kinds is going to be even greater in the next six months than ever.

The immediate future does not, therefore, hold out any hope of any mitigation of the severe conditions under which the shoe and leather trades have been working for nearly a year.

# SHOE PRICES GO HIGHER THAN EVER FOR SPRING

**The Figure for Leather and Scarcity of Help Complicate the Situation—Manufacturers to be on Safe Side are Accepting Orders Only on Such Lines as They are Fully Covered—Numerous Complaints Heard from Retailers Over the Excessive Cost**

**“H**OW about prices?” is the absorbing question with retail shoemen in connection with the spring models which are now nearly completed by all Canadian firms and will be presented for the consideration of the trade during the next few weeks.

The scarcity of leather, particularly colored kid and calf, the uncertainty of sufficient supplies and the shortage in help have delayed the preparation and completion of samples to an abnormally late period. Prices will be fully ten per cent. higher on most lines than last season. Manufacturers do not guarantee prices for any length of time and changes in quotations are likely to take place over night. The majority of firms will only accept orders for what leather they have in hand. They cannot count on getting supplies of this and that kind of material the same as they could a year or two ago and, with each revision of figures, up go the costs. The majority of firms do not wish to be in the position of asking customers to reduce orders after they have been booked and travelers will accept business only on such stock and colors as their houses have in their possession. Last year owing to the uncertainty of everything connected with the shoe trade prices were elevated by some concerns three or four times. If the retailer has to pay from ninety cents to two dollars and even more per pair for the same line of men's and women's shoes, of equal quality, to what he had a year ago, he has the consolation that “misery likes company” and that all his competitors are in the same boat.

## Ever on the Upward Grade

“Look at these samples of tobacco brown and Havana brown calf,” said a leading leather salesman to a certain manufacturer the other day. Now these are men's weight and our price to-day is from forty-eight cents to fifty-three cents. A year ago we were selling the same lines at twenty-four and twenty-five cents. I then made the prediction to you that prices would be doubled for spring and you see that my forecast has come true. I want to make another prophecy and that is if the war continues another six months, the figure for these lines will touch seventy-five cents per foot.

Shoe manufacturers are informing their travelers that they took some orders at the increased cost last year on which the firms lost money. Some concerns who thought they were fully protected dropped as much as fifty cents a pair and they say that they do not intend to be caught in the same predicament this season. They believed they could get supplies from certain leather manufacturers who had always filled their contracts in the past without a murmur or delay of any kind but, when they asked for deliveries in order to make up goods for which their travelers had already booked business, they found that they were up against it. Leather contracts are not enforceable under any circumstances during the present upheaval and if tanners cannot get the raw stock how can they deliver the finished product? It is predicted by one manufacturer that dull kid will cost the shoemaker as much before the present season ends as colored kid did last year and another firm writes that they are now paying one dollar per foot for white and colored kid laid down at their door.

## The Public Will Have to Pay

There is no possibility of prices receding and even when faced with the fact, that if they delay ordering they will have to pay more, some retailers are not worrying. One man

remarked—“I have all the goods I want now and a large proportion of those that I have ordered have not been delivered. If they arrive I will be well covered for I placed very heavy orders last spring. I saw this thing coming and made preparations for it. When I have to buy again I will pay whatever figure is prevailing at the time. The public will have to whack up for it and that is all there is to it.”

Of course, there is a great deal of complaint heard from buyers regarding the unheard-of prices. They naturally want to see costs kept down, but the majority thoroughly understand the underlying conditions. They recognize that it is no more pleasure for the makers to raise prices than it is to boost them in the retail store. When a lady customer comes in and serenely asks why she has to pay two dollars more for a shoe of the same make and style than she did last year, it requires some tact and ability to satisfy or convince her. Otherwise she might be inclined to think that the retailer was trying to “put one over on her.” She imagines perhaps that the dealer is endeavoring to “do her.” The dealer in turn is apt to pass on the “compliment” and to be of the opinion that the manufacturer is trying to get the best of him. There is this difference, however, and that is the retailer from his wider acquaintance with conditions which prevail is predisposed to be more reasonable and to take a philosophic view of the question with his broader knowledge of the trade.

The day of the five dollar popular priced shoe is going and now comes the six, seven and eight dollar boot, of no better grade or material. “I am willing to pay the higher prices if I get good stock,” remarked a well-known buyer this week. “I do not want my goods made down to a price, for that means the stuff is not in them. Certain men may think they can gauge the cost of a shoe, but can they? In the ordinary shoe I am told by inserting inferior insoles, box toes, counters, lining and trimmings, equipment which for the most part does not show, there may be effected by the manufacturer a saving of from forty to sixty-five cents a pair and yet the shoe to all outward appearances will be as good as one which is honest and solid all through.

## Cannot Fill Orders on Books

There is not a shoe manufacturer in Canada to-day but who has orders for hundreds, yes, thousands, more pairs than he can turn out; first, because he cannot secure the help, and secondly, because he cannot get the leather. He is working along under very trying circumstances and doing the best he can to give deliveries, although there are many grievances. Scores of orders have had to be cancelled simply owing to the inability of the producers to meet the business on their books.

The same man believes there is no use in “grouching” about matters. Many of them know in their own retail business what they are up against in the matter of having to increase the salaries of sales people, and being unable to fill the places of those who have left for higher remuneration. If their employes number hundreds, as they do in many factories, how much more intensified is the help problem, particularly with one factory bidding against another for operatives in the different departments.



# PALATIAL NEW SHOE STORE OPENS ITS DOORS

The New Footwear Establishment of Owens-Elmes is Complete in Appointments and Superb in Arrangements—Fitting Furniture of Belgian Grey Oak and Mural Fixtures and Show Cases Are of Mahogany—High Grade Lines Will Be Handled

THE latest addition to the handsome array of shoe stores on Toronto's main retail artery, is the artistic, inviting establishment of Owens-Elmes, Limited, 89 Yonge St.

The opening of this palatial footwear home marks the launching out for themselves, of two young men, C. L. Owens and J. T. Elmes, both of whom were for a number of years associated with the Royal Shoe Co. as manager and assistant manager. Mr. Owens is one of the brightest young men in the footwear business, and has had a large experience in buying—his connection with the best recognized manufacturers having secured for his firm, the agency of the smartest, and most distinctive lines, in both women's and men's high-grade shoes.

The new store is 120 feet deep by 23 wide. The front portion, to the depth of 85 feet, is used for the men's and women's department, and separated by an ornamental

Inside these stands, on which rest potted plants, are shelves for laces, polishes, and other findings, that are in quick demand.

Directly at the entrance of the store, and also in a prominent position in front of the slipper department, are



THE IMPOSING AND IMPRESSIVE FRONT OF NEW SHOE FIRM IN TORONTO

mahogany archway is the cosy slipper department, and at the rear of this is the well-fitted up office of the company. The fixtures are of mahogany, being 7 feet 9 inches high, and above the shelving is a grey and blue frieze. The ornate ceiling is done in grey, and the carton labels are grey, with the name of the firm in white script letters, the effect being very pretty.

## The Pretty Decorative Plan

The fitting chairs, settees and foot stools are of Belgian grey oak, trimmed with cane, and of Jacobean design. Down the centre there are pedestal lamps of Belgian grey oak, trimmed with cane, and shadow cloth. There are also neat jardiniere stands of the same type of construction.



C. L. OWENS, TORONTO

large, complete mahogany showcases, with brass pedestals. On the left of the interior is a cheval plate glass mirror, and surrounding it are 35 small drawers set in mahogany frame work in which are kept hosiery and tailor-made gaiters. This arrangement is Mr. Owens' special design, being neat and compact. The flooring is of maple, and runners of a special weave are laid in front of the fitting chairs and



J. T. ELMES, TORONTO

settees. The entrance door is of oak with bronze kick plate, and the floor neatly tiled in blue and white, with the monogram "O.E."

The front is of the most modern type, with splendid showcase windows. The flooring is of oak, and the back-

ground and sides of Belgian grey. Surmounting the wooden portion of the background, there are fifty bevel casement windows. At the front there are three acorn frosted lights, with 11,500 watts in each. The interior artificial illumination is furnished by two rows of brass electroliers, the light being thrown over the fitting stools, so that every facility is afforded for the best service in this respect.

Over the ground floor windows there is a bay, display window, on the second floor. This is dressed at the same time as the main windows. Both the lower and upper

*Owens-Elmes*  
LIMITED

THE TRADE MARK OF THE FIRM

windows are protected from the rays of the sun by imposing awnings, of special design, the color tones being copper and white, with curtain of plain white.

Off the slipper room is a ladies' lavatory, fitted up with all modern accessories, and at the left is a shoe shine parlor, which, being very convenient, is at the same time quite private. The office at the rear is well equipped. The whole character of the interior, its quiet, chaste decorations, its beautiful color scheme, its display of foliage and flowers, subdued lighting effect, and unique modern fixtures make the Owens-Elmes Shoe Store one of the smartest and best. Only the highest grade boots are handled, prices ranging from \$5 to \$25, and the business done so far has exceeded the most sanguine expectations.

It is the intention of Owens-Elmes to develop a large mail order connection and a fine beginning has been made in this direction. While price cards are used on a number of lines of footwear shown in the windows, it is noticeable that the tickets are very small and neat—quite different from the usual type. All shoes are shown in pairs with very few in the window.

The house also invite their patrons to come in and have their shoes shined with the compliments of the firm. Many other features will be embraced in the appointments and service of the store in the near future.

#### PLAYING THE SHOE GAME WELL

It is no easy matter to build up and hold a retail shoe business. Competition is keen, expenses are high and profits are none too big. Yet there are department managers who make it go, year in and year out. Their success is attributable to a number of things: shrewd buying, skillful merchandising, live advertising ideas, good management. The last-named includes the employment of ambitious, energetic, intelligent salesmen or saleswomen.

There is no general rule or description that covers the abilities of the best type of shoe salesmen. They vary greatly. But there are everyday instances that point out wherein merit consists.

There is a salesman in a shoe department in the Central West who has never actually lost a sale—that is, in the sense of failing to sell every customer who falls to his lot.

Yet, it sounds extravagant and improbable; but it is true. There is a great chess-player who has never lost a game. There are billiard players who have never lost a game. Read the history of indoor and outdoor sports if you are skeptical.

This salesman does not sell shoes exactly like a sports-

man plays, but his idea is the same—to keep up the average by selling two every time he loses one. His sales do not mount up vastly in volume, but they make money for the store.

Here is an instance of how he works:

Early last spring a regular customer came in for some lightweight shoes. It fell to the salesman in question to wait on her. He could not find a shoe in stock to fit her. She wanted a fancy lace shoe for street wear. He asked her for her telephone number and her address, telling her he would be glad to let her know the moment the kind of shoe she wanted arrived at the store.

It never arrived—at least, not exactly the shoe she wanted—and, anyway, she supplied herself elsewhere, as she had to have the shoes at once.

The average salesman would have forgotten the matter. Not this one. He is not average.

When the summer stocks were full and it was time to push out shoes, the salesman consulted a little notebook, vest pocket size. He turned to J and read a notation: "Likes a lightweight, short vamp, medium heel. Walks much and plays golf. Size 5-B."

One afternoon when business was slack the salesman called up Mrs. J—. He had no difficulty in re-establishing the incident in her mind, and he described briefly some new lots that were just being unpacked. He described the last, leather and design, and ended with the assurance that there was a full line of sizes, including "5-B, short vamp."

The customer not only took the 'phone call in the spirit in which it was intended, but she was impressed with the store's courtesy and thorough-going service. She called the next day and bought three pairs of shoes. The store is still even on this salesman's work. He lost one sale last spring and made three two months later. If there is more than one big lesson in this, well and good. But there is one anyway. Does it apply in your shop?

#### THE SELF-SERVICE SYSTEM

Variations of the cafeteria idea are springing up all over the country, says the Boot and Shoe Recorder. A development of the self-service plan is illustrated in this store. Price is frankly the sole attraction; the customer makes his selection and fits himself. Selling expense is reduced to a minimum, while there can be no come-back on complaints.



One company may operate several of these stores in a city. Floor area is reduced to a minimum, and where it is impracticable to keep stock in sight, a push button signal arrangement will have the size and kind desired delivered down a slide direct to the customer from the stock room above.



# ANALYZING A STORE'S COST OF DOING BUSINESS

What the Gross Profit Should Be—Various Other Items Considered in Well Regulated Store—How Different Appropriations Should Be Made—Women's Shoes Because of Greater Buying and Stock Problem Should Yield More Than Men's Lines

Gentlemen:—What should the percentage of profit be in a store doing \$40,000, with expenses as follows:

Rent.....	\$1,020.00	Incidentals, Est.....	\$ 500.00
Light and Power.....	240.00	Clerk Hire.....	3,176.00
Heat.....	180.00	Office Hire.....	780.00
Advertising.....	250.00	Salary of Head.....	2,400.00
Insurance.....	185.00		
Telephone.....	51.00		\$8,782.00

Kindly criticise any department where the expense is excessive.

What per cent on sales should be paid as salary, when each clerk does a portion of the stock keeping, and general store works.

An early reply will be of interest and assistance.

**B**ASED on the general theory that a retailer is entitled to at least 8 per cent net on his volume of business, a 30 per cent gross profit would yield that return in addition to the fairly substantial salary included in the expense account. Your total expense is \$8,782.00, which figures 21.9 per cent. Therefore, a gross profit of 30 per cent, or \$12,000, would leave an earning margin of 8.1 per cent, or \$3,218.

## Average Gross Profit Should Be 30 P. C.

To realize 30 per cent gross profit, you should add 43 per cent to the cost of your goods. It would be impractical, however, to establish this as an arbitrary rule for all departments. A shoe costing \$2.85 usually retails at \$4.00. This yields a margin of \$1.15, or nearly 29 per cent. To earn a literal 30 per cent profit on this shoe you should sell it at \$4.07, which seems to be an impractical selling price for footwear.

On the other hand, a shoe costing \$3.30 should retail at \$5.00. This trade yields a gross profit of \$1.70, or 34 per cent. Thus, the margin would vary on each particular line, but the average or total gross profit, on the total volume, should be at least 30 per cent.

Your gross profit, by departments, would probably show a similar variation. Women's shoes, because of the greater buying and stock problem, should yield a higher margin than the men's lines. The figures below show what might be an average condition on a \$40,000 volume.

Department	Sales	Gross Profit	Per Cent
Men's.....	\$15,000	\$4,200	28
Women's.....	15,000	4,800	32
Children's.....	5,000	1,500	30
Miscellaneous.....	5,000	1,500	30
<b>Total.....</b>	<b>\$40,000</b>	<b>\$12,000</b>	<b>—</b>

You have an exceptionally well regulated expense account. You are spending a little more in the combined labor and salary account than the average store, but you are able to do that because of some unusually low expense items in other departments. Your rent figures are considerably under the average, even for cities of your size. We hope you have a good long lease at your present figure.

You are a little conservative on advertising, and can well afford to increase this appropriation to one per cent. Advertising of the right sort creates volume, and a greater volume would give you a still greater area over which to spread your expense. If you should spend \$500 in advertising this year, and thereby increase your sales \$5,000, you would have a \$45,000 volume and an expense of \$9,282. This, in percentage, would be 20.7, leaving an additional margin for net profit of over one per cent.

Two usual items are missing from your expense list—freight and express—which you may possibly add to the cost of your merchandise; also depreciation, which may be included in the miscellaneous item. If not handled as suggested, you should record them as "any other expense." Taxes should also be included, and you should depreciate your fixtures at 10 per cent of their value each year, if you are not already doing it.

## Some Overhead Items Omitted

It is difficult to separate the expense for straight selling and other store duties, such as stock handling, clerical work, etc. Your pay roll, outside of the salary item, is nearly \$4,000, or 10 per cent. The recent investigation of retail shoe store expenses by Harvard University showed that the percentage of expense for salesforce figures anywhere from 5 per cent to 10.3 per cent. A model group of stores showed 8 per cent and the most efficient group 7 per cent. Your figure is over this average, but you can afford to have it there, because in total amount your selling expense is under the average.

## Sales Expense Per Clerk

Conditions vary so much that it is impossible to determine a definite "quota" for each sales person. In cities there are examples of a single clerk selling as high as \$16,000, but \$10,000 is more nearly a fair average quota. If, in your own case, you employed four regular clerks. A selling \$12,000, B \$10,000, C \$8,000 and D \$6,000, with a \$4,000 margin for the extra men, a 9 per cent commission would pay A \$1,080, B \$900, C \$720 and D \$540. The extent and value of the extra work done by each would affect the amount he was worth to the store.

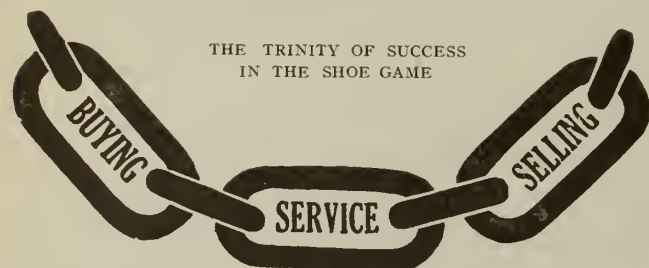
As a general rule, the straight commission system, except in the matter of ordinary "P. M's." in addition to fixed salaries, is a rather dangerous plan to adopt.—The Shoe Retailer.

# GET PEOPLE TO SHOP DURING QUIET PERIODS

**Shoe Merchant Should Point Out in Both Advertising and Store Cards How Much Better Patrons Can Be Served—Proper Fitting, Personal Attention, Wider Selection and Ample Time—Educate Your Patrons to Come in the Forenoon to do Buying**

ONE of the big problems in the retail shoe business to-day is that of getting trade to flow smoothly instead of in the spasmodic manner so common to most stores.

Go into the average shoe store of an evening that it is open or on a Saturday afternoon and you will generally find more customers on hand than can be properly handled. This means that many customers will not be properly fitted, not to mention the fact that many people will go away unsold. The unfortunate part is that such stores have many quiet periods during the week when customers are



conspicuous by their absence, but when purchasers could be given the highest class of service because the salesman would have plenty of time to devote to them—if they only could be induced to shop at such times.

To regulate the flow of customers so that the slack periods may be filled up and the usual rush periods toned down is something that most shoe men have wished for but very few have made any effort to attain, and this in the face of the fact that the advantages to the customer of shopping at times when the salesmen are not rushed gives the dealer a most forceful argument in a campaign towards this end. It is probably the fact that it would require time to educate people to shop at these favorable periods as well as a little work and money for publicity purposes that has deterred many otherwise aggressive business men from inaugurating a campaign towards this end, but the advantages, financial and otherwise, to be derived from a movement in this direction, are such as to make it well worth while.

## Advantages Are Self-Evident

As to the likelihood of educating people to shop in the mornings and at other desirable times, the advantages are so self-evident, that presented in an intelligent manner, and pounded away at sufficiently, they should certainly create many converts to the practice. The success that has been attained by many of our department stores in inducing people to shop at favorable hours should be a source of inspiration and encouragement to the shoe dealer, who probably more than any other class of retailer finds his biggest business crowded into short rush hours with long intervening periods of comparative quietude.

Of course, the large department stores in the big cities are better fitted to conduct such a campaign than the average shoe merchant because of the larger funds for publicity purposes at their disposal but quite a few of the smaller stores, especially in Western Canada, have done good work along this line by use of fairly small space in the local papers presenting the advantages in a crisp, intelligent manner. It requires some advertising to achieve the desired end, but as was pointed out before, it is worth it. The reduction in the cost of extra help to take care of trade during rush periods in many stores would soon pay for the cost of such a "shop during the quiet hours" campaign, while the general

publicity that such advertising would give to the store should also be borne in mind.

Show cards used in the store would be a valuable help in such a campaign, catching as they would, the attention of regular customers. For instance, suppose a customer is waiting to be served at a time when the store is full of customers and her eye falls on a show card pointing out the advantages of morning shopping, don't you think that she will be likely to resolve then and there to do her shoe buying henceforth in the morning. Signs in the window bearing such inscriptions as "Buy those shoes to-day when we have plenty of time to serve you," "Don't put off your shopping till a busy period" should catch the attention of and influence many people who are thinking of buying a pair of shoes and are giving your stock in the window the "once over."

## The Persuading of the People

The arguments that you should present to customers in such a campaign are simple—that it is advantageous to them to select their shoes at a time when the clerks can give them their best attention and when they themselves have plenty of time to make a careful selection. Arguments along the same line as those used by merchants in all lines of business to induce people to do their Christmas shopping early, can be used. An appeal to the public to help equalize the work of the store and thus avoid an overstrain on clerks at busy periods will be given consideration by many people.

There is no denying that there is much need of some educational work by shoe dealers to induce more customers to shop during the quiet periods and thus relieve the rush hours and a campaign toward such an end should be productive of good results.

Sample of ad that may be used to induce people to shop in the morning:

### SHOP WHEN YOU CAN BE BEST SERVED

We want to give our customers the best possible service.

We want them to have an opportunity of selecting the shoe that best pleases their fancy—we want to properly fit every person who buys shoes at our store.

### DURING THE MORNING

and early afternoon we are not rushed and you will find it an excellent time to do your shopping. Clerks have plenty of time at their disposal to show you our full range of lines and to fit you properly and you can take your time in making a selection. Buying in the morning is

### APPRECIATED BY THE CLERKS

because it relieves them of the tremendous strain under which they have to work when all the business of the day is crowded into a few hours.

JAMES JOHNSTON.

Main St.

'Phone 11.



# WORE SHOES OVER SUNDAY AND GOT MONEY BACK

The Way Some Customers Will Invent a Lie and Stick To It Through Thick and Thin in Order to Get Ahead of the Shoe Man—How Far Should Retailer Go in Refunding Purchase Price When He Knows that He is Being Imposed Upon

“WHO stepped on this box toe. It is a wonder the weight of the individual did not crush your foot? “No one stepped on my corns, sir.”

“Do you mean to tell me that toe got broken in this fashion without any one tramping on your shoe?”

“That is what I mean to say. The shoe is clearly at fault.”

“Why I can see the mark of the nails of the heel that came down on your boot.

“Excuse me, you cannot. That box toe must have been made of paste board to sink in like that.”

“Well, if you say that the shoe was not broken down through any fault of yours or by no one stepping on it, why I will accept your word. Here is an exchange slip. Go to that department and return the shoes,” declared the manager of the footwear section of a large department store in a leading Canadian city the other day.

## The Customer is Always Right

The manager knew that he was being imposed upon but since he assumed the position he has pinned his faith to high principles. Such is his credence in human nature as a general rule, that he has adopted the motto of “the customer being always right.”

The caller, a middle aged man, well dressed and rather stockily built, went over to the exchange counter and when he got there said that he wanted the money back. He had bought the shoes at a bargain table for three dollars and twenty-five cents. They were one of few pairs of gun metal bals left over from a regular five dollar line. He had secured a snap, worn the boots over Sunday, then deliberately disfigured them at the toe and had the audacity to demand his money back. This being refused, he again went to the manager of the department who pointed out in a polite manner that he thought the store was doing all that was required when it was willing to replace the pair he had brought back with a new pair.

“I cannot find anything here to suit me,” was the brazen response, “and I demand that you return the cash.” The attitude of the customer was both insistent and impudent.

The manager once more pointed out that he was willing to allow him to select another pair, but the caller demurred and defiantly said that he was going to get his money back or know the reason why.

## Got His Money by a Fluke

“Now see here,” declared B—the manager, “I have taken your word for it that the shoes were faulty but you certainly are not going to get a refund of three dollars and twenty-five cents. You have accomplished your object. You got these shoes on Friday, wore them on Saturday and Sunday and now return them to us. You are not content to accept another pair. The trouble is we are using you too well. You do not appreciate generous treatment and let me tell you plainly that we will not be imposed upon.”

“I’m going to get my money back and don’t you forget it,” vehemently asserted the purchaser. “Who is over your head here? Whom shall I see?”

The manager replied that Mr. W—and Mr. C—were the chief executives of the place and up another storey the caller went. By grossly misstating facts and misrepresenting affairs he induced one of the superiors to give him an order to get the purchase money. Not satisfied with his success he had to come down stairs again to the shoe

department and “rub it in,” so to speak, in order to let the manager know that he had won out. He smiled sarcastically and then pretended to one of the clerks that he wanted to buy a pair of shoes but, at the same time, he did not make a purchase. His action was only a bluff.

## They Delight in Deception

This incident brings up the question how far is a shoe manager justified in returning money to a class of persons such as the one referred to, for there are a few deliberately dishonest residents in every community who will lie about the length of time the shoes are worn, the conditions of purchase, usage, price, etc. They buy a pair of shoes for a special occasion and will either wantonly injure them or make up an excuse that they do not fit or have failed to give satisfaction.

Perhaps they have suddenly changed their mind or grown tired of the purchase, the last, the color of the leather, style of fastening, etc., and they expect the shoeman to refund the money. They will not accept a new pair in return. If they do not get the cash back they raise an awful hue and cry. They will not listen to reason, an offer of fair dealing or exchange, and threaten, if they do not have their way, that they will never trade at the store again. They will do a lot of knocking and never allow a member of their family to enter the place, will tell all their friends and relatives what an unscrupulous and unreliable shop you conduct and so on.

## The Ruses Some Customers Adopt

Many persons who seek to obtain their money will be content with having anything that goes wrong remedied, or will accept another pair in exchange or candidly admit that they have had a certain amount of wear out of the shoes. They are willing to allow a certain figure for the service given, but some are obstinate and selfish, browbeating and overbearing and will swear that black is white and vice versa in order to gain their end.

They will buy patent leather and no reputable shoe merchant will ever guarantee such leather from cracking, chipping or peeling. Retailers have notices displayed to that effect and even put slips in the carton telling the customer that under no circumstances can they warrant shiny leathers. Women and even men will come in later and demand their money back when the leather starts to craze. What is a shoeman running a family store going to do about it? Customers will have the nerve and effrontery to say that they never saw such an announcement and that the clerk told them they would wear all right. They want to know what kind of shoes the dealer is handling anyway when they go bad so soon.

The store that adopts the altruistic attitude or sublime idea that “the customer is always right” must expect to be deluded not a few times in the course of a year. Such a policy is too broad and considerate. It encourages fraud and deception.

“Why if I started to hand the money back to every one who bought a pair of shoes here I would very soon be looked upon as an easy mark” remarked one leading dealer. “I would be encouraging fickle-mindedness, artifice and misrepresentation—placing a premium on positive dishonesty in numerous cases,” he continued. “I endeavor to adjust all complaints on their merits and to see that each patron gets good value. Beyond this, I will not go.”

### A RUBBER FOOTWEAR MAN

(See Front Cover)

The presiding genius of one of the newest and most modernly equipped rubber shoe plants of Canada is Mr. R. F. Foote, of the Independent Rubber Co., Merritton, Ont.

Mr. Foote is a shoeman from start to finish and a rubber expert that knows his business from tree to finishing room. Although somewhat Yankeeized to a considerable extent by a considerable sojourn in the United States he is an Englishman by birth and a thorough Britisher in heart and life.

He has followed the rubber shoe business from early youth and has held important positions in some of the largest rubber plants on this continent. He took charge of the Maple Leaf Mill at Port Dalhousie when it was reorganized and when later the Independent Rubber Company was started he superintended its equipment with the result that this company has one of the most complete plants of the kind to be found anywhere.

Mr. Foote is noted for his geniality and the absolute absence of anything like self assertion, and his quiet, direct business style has won him many friends both inside the corporation he handles and without. "All wool and a yard wide" is how a man characterized him in a recent conversation when Mr. Foote's name came up. The JOURNAL joins his many friends in wishing R. F. continued success and prosperity for his company and good health and happiness to himself and his family, for he is a family man.

### HANDSOME NEW SHOE SHOP FOR MEN

The new men's footwear shop which is being opened by the Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., at 467 St. Catherine street west, Montreal, in the block between Metcalfe and Peel streets, is being fitted up in splendid style. The manager of the store will be Ernest Hanlon, who has been in the employ of the Hartt Boot and Shoe Co. for many years. Practically all Mr. Hanlon's life has been spent in the shoe business. He is a most capable man,



ERNEST HANLON, FREDERICTON, N.B.

having had retail experience as well as a wide and comprehensive insight in the factory. Mr. Hanlon has been representing the Hartt Boot and Shoe Co. on the road for the past two or three years, his territory having been northern New Brunswick and a portion of Quebec province. He is being succeeded by J. B. Walker, who has been in the service of

the company for the past eight years and is a well-qualified shoeman. The new Hartt boot shop in Montreal, when completed, will be a thoroughly modern and up-to-date emporium for men's fine footwear. The company intend to sell only their own lines and will naturally cater to the highest class of trade—one in keeping with the established prestige and exceptional quality characteristic of all Hartt shoes. It is probable that the new shop will be opened some time during the latter part of this month.

### HAS BEEN GIVEN LARGER TERRITORY

L. B. Shafer, son of M. A. Shafer, president of the Moore-Shafer Shoe Co., Brockport, N.Y., who covers Canada in the interests of his firm, and is widely and favorably known among the trade, has just received a well merited promotion, being



L. B. SHAFER, BROCKPORT, N.Y.

appointed to look after Nebraska and Colorado, in addition to his present territory. The latter embraces parts of Iowa, Wyoming and Canada. Mr. Shafer will have two able assistants, so that no customers of his in the Dominion will be overlooked. Energetic, genial and capable, his many friends will congratulate him on climbing a notch higher in the scale of responsibility and service. Mr. Shafer has been on the road for five years.

### KEEPING SHOES ON THE MOVE

If I were a shoe dealer, writes a contributor to "System," I would show my shoes walking in my window. I would have a special device made that would lift a pair of dummy feet and set them down again. This might be operated electrically.

I would have a number of these devices placed on an endless chain in my window. A different style of shoe would go on each pair of feet. I would drop my window curtain to within a few inches of the shoe, and reaching from the lower edge of the curtain to the shoe tops, I would show the bottom part of trouser legs and skirts. A price tag might be attached.

Motion in a window almost always attracts attention. Passersby would stop and wonder who was walking all day long in my window. Meantime, they would see my shoes, and the prices.



# WHAT PRICE ARE YOU PUTTING ON SHOES NOW ?

**Stop to Consider If You Are Getting Replacement Values—Now is the Time to Reap Some Return if You Have a Stock Well Bought—Don't Sacrifice Standard Conservative Lines—They Are Worth the Money You Have Been Getting and More**

**H**ERE is a reading notice of a shoeman which appeared in a Western Ontario weekly:

"Great August Clearing Sale of all Lines of Footwear—White Goods, Outing Shoes, Oxfords, Pumps, Working Shoes, Walking Shoes, Dress Shoes, House Shoes, etc., 20% discount on all goods, fabric or leather. Buy now and stock up for the next year. Leather is going up all the while. You will save money by getting several pairs now."

Probably this retailer thought that he was making a catchy bid for extra trade, during the warm weather. If he really lived up to the statement of his seductively worded advertisement he would be losing money in disposing of standard or staple lines at 20% discount. If he were not offering the 20% discount, then he must be classed as a hot weather fabricator. What sense, rhyme, or reason is there in any retailer sacrificing stock, which may have been bought at the lower figures of the past, when such goods, owing to the recent rapid raise in prices, are to-day worth anywhere from 50 to 75% more than was originally paid.

This is his opportunity to "cash in" and make a little money. He should raise his prices accordingly, and if he is clearing out any salable lines, he certainly should take into consideration the replacing cost. Say that a dealer has a man's all-calf Bal, with receding toe on an English last, which he bought a year and a half ago for \$3.20, or perhaps \$3.40. To-day he cannot secure that same shoe for less than \$4.50, and, in many instances, it will perhaps contain side leather, and be inferior in its other component parts. Why should a dealer sell men's calf shoes, because he happens to have had them in stock, at \$5.00, when there is always a steady demand for them? He should by all means get \$6.00, or \$6.50, because he cannot replace them within a dollar or a dollar and a half of what he paid a few months ago.

## Don't Let Conceit Blind You

To clear them out at regular prices (not to speak of a discount) is simple folly. It is a short cut road to a loss, and puts one in mind of the old story of the negro, who was offered fifty cents for sawing a cord of wood. He was a big-feeling fellow, a dignified member of the colored race, and happening to see another coon passing, he proffered him seventy-five cents to saw the wood. The offer was accepted and the colored gentleman looked on while his unfortunate brother worked diligently.

After the pile had been converted into billets, some one approached the pretentious and proud Sambo with the inquiry:—"Where do you make any money on this transaction? You get fifty cents for sawing the wood, and then pay another fellow seventy-five cents for doing the job."

"Oh, Sah," was the happy response, "you forget dat it am with a quatah to be boss."

Perhaps by a parity of reasoning, the dealer who is holding a clearing sale of men's and women's shoes, or even selling them at regular prices, thinks that it is a great thing to have the name of selling good shoes cheap, but he will find out to his sorrow, that he is rather behind financially, through his benign practice. It would be just as short-sighted a policy for a shoe merchant, who happened to buy a home for, say \$5,000, and being offered \$6,000 for it, to think that he was making \$1,000 clear, if on the purchase of another

house, he had to give this profit away to the other chap, and a few hundreds more besides, for the same class of dwelling. He would be that far behind the game.

## Think of the Replacement Values

Leather shoes bought at present prices, providing they are the conservative type, are worth their value, and very much more, as a dealer will find out, when being called upon by the shoe salesman with spring samples. He will find that there has been another substantial raise and there is no telling where this will end.

The SHOE AND LEATHER JOURNAL has gone so extensively into the price problem in past issues, that it seems a matter of supererogation to repeat warnings, or give instruction. There is one thing to be said, and that is, the day of the five dollar calf leather shoe, in either men's or women's Goodyear welts, has passed. The war has brought with it many changes and it is doubtful if the popular five dollar line will ever again prevail.

The evolution of prices affords an interesting study. Fifteen years ago, \$3.50 was what the average man wanted to pay for a pair of shoes. Then the price went up to \$4.00, and of late years to \$5.00. And now \$6.00 obtains a very ordinary boot and will be looked upon in a few months as almost a bargain figure. To see shoes advance to seven, eight and nine dollars would not be surprising, in view of the shortage of labor, constantly increasing cost of leather, the scarcity of hides and skins, and the advances in all other materials that enter into the make up of a boot.

## Some Things to Think About

Many authorities who have devoted special research and brought mature judgment to bear upon this question, declare that the ten dollar shoe is coming fast. Mr. C. Henry Smyth, of St. John, N.B., who recently addressed the Rotary Club in that city, is a shoeman who has been thirty-five years in the game, and given it a great deal of close observation. In his remarks, published in the last issue of the SHOE AND LEATHER JOURNAL, he makes the following terse and pertinent statement:—

"Let me warn you that ten dollar shoes are coming and coming fast. The five dollar boot of last year is the six and the six and a half dollar one of to-day. Some lines of shoes that we bought this spring have advanced from twenty-five to thirty per cent. I notice a number of trade journals are advocating that the retailer should get a gross profit of forty per cent. Now this may seem a large margin except to some of you business men who are making from fifty to two hundred per cent. We must all admit that it is necessary to make a fair average profit if we are to satisfy the banks and meet our obligations fully and promptly. If a shoe costs five dollars, at forty per cent profit on the cost price it means retailing that pair at seven dollars. If the figure advances to six dollars it means to the merchant not alone the one dollar increase but forty per cent on that one dollar when a sale is made to the customer. This brings the selling figure up to eight dollars and forty cents. You can readily understand how soon some of the retail shoemen will be asking you ten dollars a pair. Why should

we not get it, particularly on ladies' styles. The fair sex will often pay this sum and frequently much more for a hat which will not even keep out a few drops of rain."

Another evolution of the trade is that, since colored kid and high cut shoes are in such vogue, women are to-day paying more for their shoes than men—whereas, up to a few months ago, the price of women's footwear was looked upon by the average purchaser as being considerably cheaper than men's shoes. In fact, \$4.00 or \$4.50 was counted a liberal figure for the ordinary woman to pay, and if she went as high as six, she was supposed to be getting the acme of fashion, the perfection of finish, and the daintiest of models. Now, \$6.00 will obtain for "My Ladye Faire" a very ordinary walking or button boot of conservative type, and all calf leather. But if she requires something with a few ornate touches, extra height, or two toned effect, she will pay for a welt, anywhere from \$7.00 up to \$15.00. In the cities, particularly, it is interesting to note that these prices are being paid by women (who are generally economical in their expenditure, and have not too much money to scatter)—without any complaint. They realize that the day of higher values is here, and if they are to be artistically and attractively shod, they have to pay practically double what they did before.

#### Cash in on Your Foresight

Of course, any shoeman who has novelty stuff or "perishable goods," should by all means clear them out. This applies very largely to women's and misses' lines, but on conservative, all-the-year-round sellers, he should be adding from 25 to 40% to what he has been asking in the past. He has a right to make money out of any fortunate purchase that he may have made, and if he does not "cash in" on present values, or get what the real estate man calls "the unearned increment" he is "penny-wise and pound-foolish."

Various merchants' associations have impressed upon the members the fact that the increased cost of leather will not likely diminish, and that shoes on the shelves are worth considerably more in the future, and therefore it is not wise or reasonable to clear them out at mark-down figures. It is all right to have a clearing sale of millinery foot toggery on the first few pairs of which the shrewd retailer has made a long profit, and can therefore afford to clean out the balance, even at cost. But on staple, conservative shoes—bread and butter earners—a different course must be followed. These must be considered in a class by themselves. They are like diamonds or government bonds—worth full value, and the man who has a stock of nice saleable goods on hand, is to be envied.

#### Has the Stock—Will Get Profit

The writer ran across one the other day. He is a far-seeing, calculating chap, who puts two and two together, and draws his own conclusions. "How much stock do you think I have here?" he remarked. "Oh, perhaps \$15,000 worth," replied a traveller. "Well, sir," he answered, "that is what I usually carry in normal times, but let me tell you, down cellar and in the store room at the back of my premises, I have nearly \$40,000 worth of footgear, and every line, with the exception of a few seasonable novelties, is worth to-day from 20 to 40% more than I can get corresponding values at the present time. But, believe me, I am not going to continue selling at present prices. I have advanced all my lines on the basis of present quotations, and intend to make a little money in the shoe game. A fellow in any other vocation who takes a chance, the same as I have, and finds things coming his way, generally reaps some benefit. I do not see why the shoeman, who happens to find himself favorably circumstanced, owing to good buying, unerring foresight, and correct judgment, should not receive some reward for his efforts. I am not in business for my health

and am not taking long chances without reaping a corresponding reward now that the trade wind is veering in my direction."

#### AN ENTHUSIAST IN LODGE WORK

W. J. Bartlett, of Brampton, Ont., who was recently appointed Grand Herald at the meeting of the Grand Lodge Independent Order of Odd Fellows, held in Chatham, is a Triple Link man in more senses than being a member of the order, for he is a shoeman, a poultry fancier, and an angler. This is a trinity hard to beat. It was in 1903 that Mr. Bartlett, who is a member of the firm of W. H. Bartlett & Son, shoe retailers, Brampton, joined Golden Star Lodge, No. 101, in that town. He took an interest in the order from the day of his initiation. It was not long before he began filling the offices, working his way through, until he became Noble Grand. He is now one of the trustees of the lodge and has represented Golden Star on several occasions at District



W. J. BARTLETT, BRAMPTON, ONT.

and Grand Lodge meetings. Mr. Bartlett looks on the Odd Fellows very much as the average man regards a bank. You can get a little more out than you put in—if you attend regularly and take an interest in the work and welfare of the order. Mr. Bartlett has also taken a prominent part in lodge team work, in which Golden Star has been particularly efficient, winning the banner last spring offered by the district in the exemplification of the first degree.

As a shoeman the subject of this reference learned the trade with his father, his present partner in business. He spent seven years on the bench in custom shoemaking and an equal number of years in factory work in the plants of the Williams Shoe Co., John McPherson, and Getty & Scott, Limited. After getting into the retail part of the game, Mr. Bartlett found that his factory experience helped him out greatly in buying. He has been associated as junior partner with his father for over twelve years, and reports business as much better than last year. Though prices are high, W. H. Bartlett & Son find that the general public are willing and ready to pay more for footwear.

Like many other bootmen, Mr. Bartlett has a hobby. He is a poultry fancier, breeding the famous Barred Rock, and has always taken his share of the blue and red ribbons at the exhibitions. He recently spent an enjoyable holiday at Buckhorn, near Peterborough, among the black bass. It was the same old fishing story, the big ones got away.



# HOW TO RELIEVE FOOT AILMENTS IN SHOE STORE

More Trouble Comes from Fitting Shoes Too Short Than from Any Other Cause  
—Close Fit Around the Waist and Instep of Foot with Plenty of Room for Toes is  
Desirable—How to Treat Bunions, Hammer and Crooked Toes and Other Defects

By DR. C. VERMILYEA

**I**N nearly every case of bunion the great toe has been pushed over against its neighbor. Many times it is overlapping or underlapping the second toe. The enlarged joint is generally covered with a callous and may or may not be painful and sore. This callous should be removed by the application of a good foot ointment and by soaking in hot water.

To correct the bunion the great toe must be straightened. In a great many cases this may be accomplished mechanically by the use of a device strapped on the toe and along the foot. Several of these mechanical devices are on the market, some of them to be worn only at night and some others may be worn continuously. Care must be taken to avoid using any device that will tend to force the second toe away from the great toe. On the contrary the second toe should be encouraged to straighten out along with the first toe in order that it may become a support to the first toe after the patient ceases to wear the correcting appliances.

## Exercise the Toes Freely

In selling bunion toe straighteners it is advisable to recommend that the customer take an exercise of the toes twice a day for ten minutes or more. This exercise consists of voluntary muscular movements of the toes in all directions. Difficulty may be at first experienced in voluntarily moving the great toe outwards, but this will be accomplished, even in bad cases, after a few days of effort. The daily massaging of the muscles of the entire foot with a proper foot ointment will also aid greatly in correcting crooked toes as this limbers the muscles and stimulates the blood action, thus allowing Nature to perform her functions and help along the good work.

Most cases of crooked toes will be found to carry with them a misplacement of the bones at the ball of the foot. This may be corrected by the use of properly fitted metatarsal arch supports. These supports have a bulge or elevation at the forward part of the metal and this elevation gradually forces the bones of the transverse arch (located crosswise of the foot at the ball) back into position, thus allowing the ligaments to lengthen to their proper position and permit the toes to lie straight.

Hammer toes and toes that turn up or under are a result of falling of the metatarsal or transverse arch of the foot. The bones of this arch in going down, causing a pulling on the ligaments which turns the toes up or under as the case may be. The effect of this action may easily be demonstrated by taking the foot of a person with toes turned up or under, and placing the finger at the bottom of ball of the foot and pressing firmly upwards. It will be seen that this pressure immediately causes a straightening action in the toes. This same action will result when a metatarsal arch support is fitted. Do not, in fitting this arch support, have the bulge come too far forward. The weight should be carried back of the heads of the metatarsal bones as explained in a previous article. This support is often also a great help in removing the pain from ingrowing nails as it allows the toes to lie down straight and thus removes a good deal of the shoe pressure.

## Good Fitting Is Essential

Too much emphasis cannot be laid upon the proper fitting of shoes in these as well as in all other cases of foot

ailments. A close fit around the waist and instep of the foot with plenty of room for the toes is most essential. This keeps the metatarsal shafts from spreading and increasing the irritation. It is, perhaps, safe to say that more foot ailments come from fitting short wide shoes in place of long narrow ones, than from any other one habit.

Extremely pointed shoes also carry their share of blame for crooked toes and corns, and of course all shoe men know



DR. C. VERMILYEA, CALGARY, ALTA.

the effect of extreme heels. The evils of the high heel, however, may to a great extent be overcome by properly fitting shoes as to width and length and last.

## FANCY SKINS FOR SHOE TOPS

Following centuries of enmity, dating from the day of that historic meeting in the Garden of Eden, daughters of Eve have finally made peace with the serpent and his progeny. Just to prove that hard feelings over the well known incident involving an innocent apple are no longer harbored, some of them are going to wear snakeskin uppers in their fall shoes this year. Further than this, they are going to submit to the shoe designers' dictates to the effect that among the other skins to enter novelty footwear for the coming season shall be lizard, goat, calf, frog, colt, pig, alligator, and the finest grades of deerskins. Sharkskin shoes are by no means remote possibilities at the moment. Even designers, however, cannot make women accept foot coverings from mouse-skins—should this material by any chance prove practicable—but a compromise has been reached with that ancient foe of the fair sex in that one of the popular fall shades will be fieldmouse.



# Classic

## Spring Styles Now Ready

For the Spring placing season, we have completed a range of Shoe Styles that is in a class by itself.

It sets a new standard for Canadian Shoe Production, and easily excels any of our previous high records.

Soft, flexible, mellow, featherweight appearance that appeals to the refined taste of the women's high class trade which is found only in our new process of producing fine footwear, the edges of these shoes are as fine as a nickel, the heels are slender and show the finger marks of refined, artistic shoemaking. All the practical and saleable novelties are illustrated in this famous line. The best efforts of our artists are emphasized in every department of our lines. The shoemaking is equal to the best Brooklyn hand-made shoes. Our prices will astonish you when compared with other values. Our increased capacity is accountable for producing these moderate values. We may be late showing you samples as we were deluged with business last season, but wait for our representative as we will be in a position to ship your orders on time this season.

*Watch For The Classic Salesman*



**GETTY & SCOTT**  
LIMITED



GALT - - ONTARIO



# Classic Shoes

## For Women and Children

The women of Canada want Canadian-made Shoes.

And they want them for their children.

But, of course, they want style and quality equal to any imported.

And they get exactly what they want in CLASSIC SHOES.

Sell CLASSIC SHOES in your Women's and Children's departments and you will have a line that really meets a nationwide demand.



**GETTY & SCOTT**  
LIMITED

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# Maltese Cross Rubber Heels

---

The most comfortable to wear

---

The hardest to wear out

---

Just right in every way and the most satisfactory Rubber Heels on the market. Send for a sample lot for proof of it.

MADE IN CANADA BY

**Gutta Percha & Rubber, Limited**

TORONTO      HALIFAX      MONTREAL      OTTAWA  
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CALGARY      EDMONTON      VANCOUVER



## IN THE RUBBER SHOE ARENA

**B**USINESS has slackened off considerably in the past month, although until a week or so ago retailers were busy handing out summer footwear. The season has been a record one for both retailer and manufacturer and the chances are that the business in rubber shoes for summer has come to stay. At all events manufacturers are planning for a full season in tennis goods next season. The results so far have been eminently satisfactory; in fact dealers claim that profits are not cut as much on this kind of goods and they are not as troublesome a product to handle. The ordinary rubber business comes in rushes while the summer lines have a steady sale.

### Good for Manufacturers

The boom in this class of rubber footwear has most assuredly been a boon to manufacturers. The great trouble with the rubber shoe factory is the keeping busy of its staff and equipment. In the manufacture of rubbers for ordinary use, the demand comes practically all at once and the force is kept employed at high speed for only a certain period of the year. The production of tennis and sporting goods calls for employment at a different season and will equalize conditions all round. It ought to make for greater efficiency and therefore better goods and lower prices in the end. Manufacturers are now getting in shape their ideas for the coming spring and summer and the expectation of a good season's trade may be found in the increasing number of samples shown as well as in variety of designs. It is expected that colors other than white will boom largely while combinations of rubber and leather will be more plentiful.

### Sole Leather Substitutes

The ever increasing use of rubber and combinations thereof as substitutes for sole leather is becoming more marked as time passes and sole stock continues to climb. There are fully a dozen lines on the market and each month witnesses other candidates for popularity in the realm of "human understanding." While it will undoubtedly be difficult to manufacture a product that will give the wear and other qualities of good sole leather some shoe manufacturers claim that some of the soles already in the market stand up well to the severe tests to which they have been put. There is no reason why the genius of modern production should not succeed in placing footwear beyond the necessity for depending upon the precarious supply of skins for foot covering.

### Rubber Market

The crude rubber market is at present somewhat easier. The scramble for stock earlier in the year resulted in such efforts with regard to supplies that the market has been well covered in all lines in the last few months. The shipping of eastern rubber by way of the Pacific has minimized the risk of seizure and with the greater freedom of traffic between North and South America there has been little cause for complaint as to shipments. Para rubber is at present maintaining its ascendancy over the cultivated grades and is quoted 65 to 66 cents with latex pale crepe at 58 to 58½c. Scrap rubber is quiet.

### Getting Profit on Outing Shoes

"Yes, it is a great pleasure being in the shoe business," remarked a leading merchant this week, "providing you are not up against some professional cutthroat artist, in the

matter of price and misrepresentations. In a community where there are men who try to uphold the best traditions of the trade and make a fair living profit, selling shoes is nice work. It is an attractive, pleasant occupation, one that requires the exercise of skill, tact, courtesy, intelligence and close study, if one is to make a success of the endeavor, but it is awful to be up against such an unjust human proposition as I was, previous to moving to my present location, eleven months ago. There was a fellow a few doors from me, who always had a 'sale.' He pretended to be in the trade for the benefit of his customers, and not for himself, and I guess that he must have lived on bread and water himself, starved his family and given them little comfort or pleasure, judging by some of the prices which he secured. He is still eking out a bare existence, but it will not be long ere he joins the great majority, who have gone down the financial road to the jumping off place.

"For instance, he used to buy boys' black tennis bals for 65c, placing order, and on sorting he would pay 70c. Then he made a practice of selling the shoe for 73c—exactly 8c more than the original cost price—whereas I get 90c for the same article. Then again, this shouting, price-defying, flamboyant shoe dealer (although one hates to call him by such a dignified name), would buy men's tennis bals at 75c and 80c sorting price, which he would sell at 82c. I have always obtained \$1.00 and \$1.10 for the same style of bal and I consider, that in view of the expense of doing business, paying 100c on the dollar, living respectably and keeping one's head above water, the prices I have been charging are not one whit too large. I am glad that I am now in a community where all shoe dealers work together happily and harmoniously. There is none of this underhand, two-faced, giving-for-nothing style of chap. We all get a fair profit on our goods and live up to the standard we have set."

### The Varied Uses of Rubber

Rubber is a commercial product which is used aside from automobile tires to reinforce suspenders and impart elasticity to the human neck. It grows on trees, but it is not so easy to harvest as the coconut or the open-faced prune. The rubber tree does better in a climate which is hot enough to blister the paint on an ice house, and this gives rise to the supposition that hades is not only paved with good resolutions, but other kinds of verdure. So much rubber is used in witnessing the flight of an airship that the price has gone up and a new set of automobile tires starts a gaping wound in the incomes of the plain people. If it were not for rubber, the window trimmer, the star gazer and the town gossip would have to learn a new trade. There would also be a shortage in the supply of street loafers on a wet day. There are several substitutes for rubber, such as chewing gum, slippery elm and harnessmakers' wax, which give the matinee girl the languid air of the contemplative Jersey. Some restaurants use a very ingenious brand of rubber with which to pad griddle cakes and build a waterproof over an omelet, thus making life one long, sweet song for the stomach specialists. A popular delicacy is the rubberized round steak, which is harder to swallow than campaign bunk. The kind of rubber used in making suspenders is derived mainly from decrepit gum shoes, and is liable to go back on a man without any warning whatever. There are many other uses of rubber which are too numerous to mention.

# THE GREATEST WHITE SHOE SEASON EVER KNOWN

All Grades from the Ten Dollar Beauty Pump to the One Dollar Service Oxford Sold Well—Vast Improvements in Lasts, Patterns, Materials and Methods—White is Real Staple Color for Good Old Summer Time—Bright Outlook for next season

**S**ALES of white shoes this year ran into scores of millions of pairs. The rubber companies, who make sneaker pumps and like white shoes, can account for approximately 10,000,000 pairs of white shoes. Maine shoe firms, who make a specialty of white footwear, can account for another 10,000,000 pairs. Then there are the makers of regular shoes, in the old established shoe centres, who can account for a number of million pairs more, says the "Boot and Shoe Recorder."

It's likely that only a census of white shoes will show the exact number of pairs of such shoes sold this year. But that never will be taken. However, while it is uncertain how many white shoes were sold this year, it is certain that sales of white shoes were the largest in the history of the shoe trade. This being so, shoe merchants must have found profitable investments in white footwear.

A review of Summer sales indicates that shoe merchants in big cities of the country made good clean-ups of their stocks of white footwear. Inquiry among manufacturers and wholesalers of white footwear indicates that many retail shoe merchants not only sold out their first stocks of white shoes, but came to market, in July, for additional supplies of white footwear. In all cities, and at all summer resorts, white shoes were commonly worn. They were of all grades from the \$10 beauty pump to the \$1 service oxford.

## A National White Shoe Week

White shoe weeks, with their programs of special sales of white footwear, were a marked success in a number of cities. Next year, it would be excellent, if associations of shoe merchants joined in a general program for promoting sales of white footwear. A nation-wide white shoe week offers inviting possibilities to shoe men, not merely in the matter of increasing sales of shoes, but in calling the attention of the public to the development of footwear.

White shoes are here to stay. Shoe men should make the best of them. White shoes satisfy a public necessity. They are a pleasure to the public, too. They are cool and comfortable for summer. They are bright and cheerful to wear, at all times of the year. They are serviceable, and they may be made as stylish and as expensive as the finest trade desires. Or they may be made as inexpensive as the low price trade requires.

They can be kept clean easily. That's an important factor in their favor. They may be quickly whitened with a sponge and a whitening compound. Many women, who never would think of blacking their own shoes, will whiten them at home. It saves money. It also saves a trip to the bootblacks. That may seem a trifling detail. But the shoe trade, like most everything else in the world, is largely a matter of detail.

## The Basis of Popularity

White shoes are wanted chiefly for the summer time. They are worn with white suits, such suits being the common suits of summer time. White shoes may also be worn with suits of other color. White boots have already been bought for fall and winter. White skating boots, of white buck and of white kid leather, have been ordered by shoe merchants who are located in cities that have ice skating rinks. White shoes, of course, always are proper for party wear, by women, misses and children. Mark Twain tried to make white a popular color among men. But he was ahead of his time in this respect.

A very important reason for the record breaking sales of white footwear is the improvements that have been made in manufacturing them. Take any white shoe of to-day, and compare it with a white canvas oxford, such as was popular ten years or so ago, when the white shoe craze spread over the country. One shoe is a gem of the art of shoemaking. The other looks like a bat. The manufacturers have improved the white shoe in every respect. The last is better shaped. The patterns fit.

And the materials put into the shoe, and the finish of the shoe, are as far ahead of the 1906 shoe as a 1916 auto is ahead of a 1906 car. The upper stock is much better. There have been great improvements in white leather the last few years. The bottom stock is better, too. Leather soles are sorted these days, especially for white footwear. The white soles perfect the white shoe, being white in color and light in weight, which is the sort of bottom stock a white shoe should properly have. The rubber soles, too, are a vast improvement over rubber soles of ten years ago, and the same is true of fibre soles. White canvas itself has been improved. Not only is there better material with which to make white canvas shoes, but there is more of it. Besides, methods of making white shoes have been vastly improved, particularly in the factories, large and small, that have been fitted up especially to make white shoes.

With such betterments as these taking place in the making of white shoes, and in the quality of the finished shoes, it would seem that there are splendid opportunities for shoe merchants to develop the merchandising of white footwear. It is hardly probable that retail stores will ever sell white shoes exclusively, just as some factories make white shoes exclusively. Yet it is probable that every regular retail merchant of the future will make a specialty of white shoes, and will join in the observance of white shoe week, and will try to sell every customer, man, woman and child, a pair.


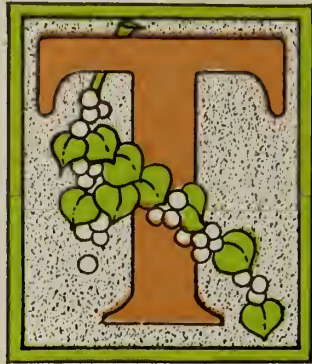
## ELECTRIC SIGNS ARE POPULAR

Electric signs are being installed by many merchants throughout the Dominion, and in every progressive town and city the brilliant announcements of enterprising shoe dealers are seen. A very attractive electric sign was recently erected for McLean & Anderson, shoe dealers, St. Clair Avenue, Toronto. The sign is 13 feet in height by 4 in. width, and the word "SHOES" can be plainly read at a distance of nearly a mile. The sign is illuminated by twelve inch lens letters, which magnify the light as it comes from the lamps inside. The sign cost about \$125.00, is made from all metal surfaces complete with hanging arms and instructions for working. This appears to be the electric age, whether in the home, the shop or the factory. The sign was erected by the Macey Sign Service, 155-7 West Richmond St., Toronto. Of the benefits of electric advertising there can be no doubt, for, at least, a score of shoemen in Toronto have these illuminations. They claim an electric sign adds to the value of a location by brightening up the surroundings, and shows that a retailer is in business to stay. He is looked upon as "a bright-eyed enthusiast for better business." It is also contended that clerks take a greater pride in their store, and are encouraged to give more efficient service, in keeping with such a high-class front.









 L S M C


THE business significance of the term "Service" has been greatly expanded within the past few years. Merchants and manufacturers especially have heard and used it, and they have helped to add new shades of meaning to it. One way to broaden a language is to add more words; another is to increase the carrying capacity of the words we already have. After reaching freely into every language of importance, ancient and modern, it would appear that the English has words enough: but no limit can ever be set to the growth of the ideas which a word may express.

"Service" has been used until it is almost over-used, until our perception of its great scope of meaning has been blurred, and possibly our sense of its great foundation value somewhat dulled. The word expresses not one thing, but many things; the range between the petty thought expressed by a fussy diner who complains of the "service" and that of world-service, in its genuine and common-sense meaning, is almost world wide. The first is individual, technical, insignificant and unimportant. The second is broad, inclusive and general; but it expresses something which very few men ever achieve directly; the opportunities are rare—and the men still more so! Between these two extremes there lies a field of meanings, both general and special, with which the average man is more nearly concerned.


 Service



The logo consists of the letters "USMC" in a stylized, white, serif font, centered within a dark, textured banner that has decorative scrollwork at its ends. The banner is set against a background of green leaves and white berries.


USMC

There may be service to the nation; service to a community; service to a trade or industry; service to the consumer, as such. All these are general meanings. But in business there are shades of technical and special meaning, which have received new emphasis within the present generation. There is, for example, the service of the "public service corporation," such as a telephone company which sells you nothing tangible or portable, sells you only "service"; that is, it does things for you.

Merchants and manufacturers know still another significance which combines both the commodity and the doing. The merchant sells goods to a customer and sends them home for him. The auto maker sells a car to a customer—and keeps it in order for him. And it will be noted that no "talking point" is more emphasized by auto makers than just this one of their "service" to customers. Its value is manifest. Its appeal is exceedingly strong. It backs up and completes the primary service rendered through the perfecting of the article itself.

**The basic idea is to secure to the customer the HIGHEST USEFULNESS of the ingenious and powerful array of devices and machinery which he has purchased.** It brings the producer and the user into full and effective co-operation.

That is precisely the idea which the United Shoe Machinery Company has long used in its development, not alone in the single and restricted sense of making possible swift and economical repair, but in every phase and department of its manifold work. **The Highest usefulness to the entire shoe trade,** and through that

The word "Service" is written in a white, cursive script font, centered within a dark, circular emblem. The emblem is surrounded by a decorative border of green leaves and white berries, with larger leafy flourishes extending outwards.

Service



USMC



## Where U.S.M. Company Efficiency

A FACTORY built for the purpose of making equipment for other factories, ought to be in itself a model. Judged by all features, the great central plant of the United Shoe Machinery Company, at Beverly, Massachusetts, sets the highest standard of the times in efficiency and perfection. Its size and scope is manifest in lineal floor measure, that runs

Service





## in Material Service Takes Form

to miles; window glass and roofing, that runs to acres. In a word, it is one of the most remarkable industrial plants to be found in the United States. Anyone interested in shoes is made welcome there. Its location is of convenient access from Boston, less than half an hour by train, on the famous Massachusetts "North Shore."








USMC

to the consumer, has been the governing ideal. That is to say, the best "service" in every sense of the word, technical, special and general.

Although its service in the way of quick supply of parts and expert repairs has been developed to a high degree, this is not by any means the most important or fundamental thing the company does in the achievement of the ideal of highest usefulness, through service. Parts are supplied, to be sure, with the aid of numerous branch houses; and well-qualified experts are always ready for instant action, to repair, to install, to instruct, in connection with any and all of the company's numerous machines for the making of shoes. But there are departments which go deeper than this, in the way of fundamental and comprehensive service.


Thus, suppose a man desires to start the manufacture of shoes; an experienced and amply equipped planning department will learn from him the kind and class of shoes he intends to make, and how many per day, whether children's shoes, women's shoes or men's shoes; fine shoes or heavy working shoes; a hundred pairs a day, or many thousand pairs a day; the range of price and quality he intends to cover; the location, whether in large or small town or city.

Having this data, this department will not only advise him, but will draw exact plans for him indicating how large a building he will need; the best proportion as to width and length and height between floors, and number of floors, this depending somewhat on the price of ground; the best material considering locality, with reference to cost and fire risk, etc.; the number of each



Service



The logo consists of the letters 'USMC' in a stylized, white, serif font, set against a dark, textured background. This is enclosed within a decorative banner that has a scalloped top and bottom edge and is adorned with green leaves and white berries. The banner is positioned at the top center of the page's decorative border.


USMC

kind of the many machines which make up a complete factory equipment, for the given number, class and quality of shoes intended; the exact floor space required for each machine, and the entire layout of placing the machines so as to have the work proceed from one process to another, clear through from cutting to packing, with the best economy of motion; the best types of racks, bins, and all the accessories and appliances, down to the air-circulating systems, the heating and power, the lights—in short, every detail that has been worked out by long experience from the foundation walls up to the roof—and the roof itself!

Suppose the manufacturer is already established, but wants to enlarge; the addition of equipment to what he already has is calculated with the same precision and completeness. Or suppose he is moving from an old plant into a new and larger one; again there is a perfect balance between his needs and the suggestions received.

The shoe manufacturer who is equipped with the United machinery is thus the beneficiary of the company's best experience not only from the beginning and all through his course of business, but, **even before he begins**. He has a plant which cannot be surpassed for the economical production of shoes. He is in a position to pass on in turn to his customer, the shoe dealer, the advantages of a system of machinery which has done a generous portion of the work of making the Goodyear welt shoe a world's standard in footwear.

Back of all this lies the inventive power which has devised the United machines, and the wonderful development of productive facilities for making them, as em-

The word 'Service' is written in a white, cursive script font on a dark, circular background. The circle is surrounded by a decorative arrangement of green leaves and white berries, which is part of a larger decorative border at the bottom of the page.

Service





 USMC

bodied in the great plant of the company at Beverly, and an economically admirable system of furnishing the leading machines and of caring for them, the total cost per pair of shoes being but a few cents.

In all this there is a sum total of "service" to the entire shoe trade of no mean proportions. The only thing in a shoe today which has not gone up largely in price is the machinery cost!

The dealer in shoes, as well as the manufacturer, can say truthfully of a United product, "These shoes are made by the world's best method of manufacture, with the world's best and most economical machinery."

That there is a tremendous service here to the consumer is manifest. It is also a national service—a world service. Those who are busy with work of the United do not trouble themselves much about that; they trust it to take care of itself. They KNOW that work well done—in other words, good service—is the soundest, strongest, surest foundation any man or any concern can possibly have. They are interested in having not only shoe manufacturers but shoe merchants and shoe wearers informed as to what their work is; its scope, its methods, its perfection of detail, its strength of co-operation with the entire shoe trade, its continual search for betterment, its perpetual study of how it may the better SERVE, in the turning out of this great common necessity of civilized life, the modern shoe. They feel confident that better acquaintance will lead to appreciation of that work, in its exemplification of what enlightened modern thought has come to recognize as the real purpose and ideal of all business, which is precisely and specifically "Service" in all its phases of meaning.


 Service



# Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

**L**EATHER business has not been quite as brisk during the past few weeks on account of the fact that it is between seasons and although shoe manufacturers have been nosing about for stock they do not feel the pressure of necessity as when operations are in full blast. From the way sorting orders are coming in, however, and the indications for an early opening of spring trade some of them are already anxious and are feeling the market. Nevertheless the feeling prevails that the feverishness which has characterized the market for the past few months has more or less abated and there will be more sense and reason in the situation from this time on. At the same time tanners are holding firmly at present figures and as supplies are limited there is no immediate prospect of easement.

**American Conditions.**—In a report of the leather markets at Boston, Hide and Leather says:

More inquiry is reported by dealers in upper leather and all indications point toward activity early in September. While the domestic business was quiet during July and August the foreign demand was sufficient to keep down accumulations of leather.

Side upper leather tanners report trade increasing especially on fine side leather used as a substitute for calf. This leather is reported to be sold ahead. Prices are firm at 35c. per foot and the volume of business booked ahead precludes any drop, any change will mean more, rather than less.

In calf leather, blacks move slowly, tanners are finishing their best skins in colors. The foreign demand for these colors is good and that trade is paying prices above domestic buyers' views.

In glazed kid the foreign demand is brisk, taking the entire output of many large tanneries in Philadelphia and Wilmington. The domestic trade is reviving and if present conditions show no changes, kid leather will go higher.

Sheep leather is sold up to bare floors and as very little raw stock is coming in, stocks of finished leather cannot as yet be duplicated.

Split leather in wax finish has taken a boom the past week. Many large cable orders from abroad have been received.

Local sole leather tanners report that new sales for domestic consumption are only of moderate volume but that they are having a very good demand for most standard lines for export in sides, backs and bends. This keeps current tannery receipts well in hand and prices thus far very well sustained.

**English Conditions.**—The production of army shoes both for the British and Allies continues to tax the English trade to its utmost.

At the half-yearly meeting of the Manchester Chamber of Commerce, Mr. R. B. Stoker reviewed the position of various trades. Dealing with leather he said: "The abnormal demand for leather brought about by the war is using up hides quicker than they are grown. The government now controls the price of hides from beasts slaughtered in Great Britain, and this has steadied the price of leather. It is interesting to learn that 64,000,000 hides are required annually for military purposes alone. Manufacturers are now employed on boots for Russia; 3,000,000 pairs were ready for delivery by the end of June, and a further 6,000,000 pairs will be ready by the end of September, and when it is borne in mind that the Cossack high-legged boot takes 7 feet to

8 feet of leather for the upper, it will readily be seen what an enormous quantity of leather is required. The sizes required are from 9½ to 15. It is estimated that men in the field, in reserve, on lines of communication, on garrison duty, and training at home will make a total of 50,000,000 men under arms in Europe. The military estimate is four pairs of boots per man per annum, making a total of 200,000,000 pairs per annum to supply present armies. As 1,000,000 pairs of boots require 5,000,000 feet of upper leather, or 190,000 hides, and soles require 33,000 hides, or 223,000 hides for every million pairs of boots, it follows that for the grand total requirements for the 200,000,000 pairs of boots per annum, 44, 600,000 hides will be called for. These boots are soled once before being cast aside, which accounts for further 6,600,000 hides. Harness, saddlery, leggings, bandoliers, bags, etc., take 12,800,000 hides. The grand total shows an annual consumption, therefore, of 64,000,000 hides for military purposes alone.

**Hide Conditions.**—The hide market is somewhat quieter and prices have fallen off half a cent. Hide and Leather says:

There seems an impression that there is going to be a brisk demand for hides, which will soon materialize. No one seems to be looking for much lower hide prices this fall. Rather the reverse. The foreign dry and wet salted market keeps firm with some large lines of South Americans taken this week by Europe which makes just so many less to come to America to compete with domestics. The packers are making hides very fast owing to the big slaughter at all centres and a liberal run of range cattle is expected in these markets the latter days of this month. The hide market is closing pretty much unchanged with the undertone if anything on the easy side.

Heavy native packer steers are quoted at Chicago at 26c., with country buffs at 19½c. The listless condition of the country hide market seems to promise slacker prices, but dealers are looking forward to increased demand this month to stiffen the market.

**Some Troubles of Tanners.**—Writing to a leading paper, a Philadelphia tanner says:

For the past year or more glazed kid manufacturers have been voluntarily advancing the wages of tannery workers in all departments. This constant advancing has been going on until at last it has reached a point where it must stop. Let me give some wage figures. Men and boys who two years ago earned \$8 are now getting \$12; those who then got \$14 are now receiving \$20 to \$25; those who earned \$15 to \$16 are now getting \$25 to \$30.

There is much unrest just now among the kid factories, and the next demand from the workers will be, we are informed, an 8-hour day.

Matters have now reached a point where the manufacturers must, in sheer self-defense, band themselves together and stoutly refuse further concessions.

The mandate of the workers, as expressed by their executive committee, is as follows:

"No one shall be employed in any capacity in a tannery unless he first comes before this body, representing the men, who will decide whether or not he may go to work."

Thus, were this to prevail, the time honored right to employ and discharge would by one sweep be taken away from the entire industry.

I do not think that the kid manufacturers will forego this necessary right.

## To the Manufacturers and Retail Trade

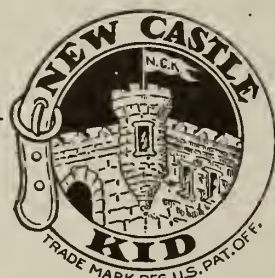
I buy all kinds of surplus and bankrupt shoe stocks in any quantities and pay spot cash.

Do not keep goods on your shelves. They will not earn money there for you.

Get in touch with me at once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor



Glazed  
or  
Mat

Black  
or  
Colors

White and Fancy Colors

Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
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CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.**  
NEW YORK

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

### MAJOR WILKINSON HOME FROM FRONT

Major Geo. H. Wilkinson, one of the most popular militia officers of Windsor, Ont., has returned home from the front. He was wounded in the last Ypres battle and expects to return to the trenches in France within two months. This is the second time since he left Canada with the first contingent, that Major Wilkinson has been given leave of



MAJOR GEO. H. WILKINSON, WINDSOR, ONT.

absence from the front, on account of wounds. Major Wilkinson has been in the shoe business in Windsor, Ont., for many years, and is not only a well liked military man who has been doing his bit for king and country, but in footwear circles, he is well thought of and highly esteemed. His many friends are glad to see him around again and trust that his health may be sufficiently robust to allow him to return to the front—which he confidently expects to do.

### WELL QUALIFIED FOR NEW POSITION

R. E. Dildine, who has just been appointed general sales manager for Ames-Holden-McCready, Limited, Montreal, has had an extended business and selling experience, which qualifies him in every way for his new and responsible position. He began in the retail end, spending some six years in a grocery, a department store and a shoe house. Subsequently he entered the newspaper arena and served in various reportorial and editorial capacities, going from that into trade journalism with the Dry Goods Reporter of Chicago. There he spent some time in both the writing and advertising end of the field. Mr. Dildine further broadened his insight by filling the post of manager of publicity for different concerns, the most prominent of which was Endicott, Johnson & Co., the largest shoe manufacturers in the United States. With them he remained six years, during the latter portion of which he was also chief director of sales. Going to New York, Mr. Dildine became editor of the shoe section of the Dry Goods Economist, where he remained until 1914, and then he joined the editorial staff of Printers' Ink. In February last he became publicity manager for Ames-Holden-McCready, Limited, from which he has just been promoted to be general manager of the sales department.

### HAS ENTERED UPON NEW DUTIES

E. W. Day, recently appointed sales manager of the F. S. Carr Rubber Co. of Granby, brings with him to this new position a valuable experience extending over several years, which will be particularly helpful to him. His work in New York and other American centres, before coming to Montreal, has given him wide knowledge of manufacturing costs, and this, coupled with practical selling work, should enable him to make an excellent showing with Victor Cushion heels, and allied products.



# MORE SHOE REPAIR ASSOCIATIONS FORMED

The Increasing Cost of Raw Material Sends Up the Prices—How the Members of Trade Are Getting Together in Various Towns and Cities to Better Conditions and Elevate the Industry—Trade-Mark May Be Adopted By Some Associations

**O**WING to the constantly increasing cost of sole leather, cut soles, etc., the prices for shoe repairing have recently been raised in St. Catharines, Ont. The advance in leather in the last six months has been over 100 per cent. and the best quality soles that are used by the repairers of the St. Catharines Association have risen from \$2.70 to \$6.15 per dozen. To meet this advance, the repair men of St. Kitts, who raised their prices in April last, have again been forced to boost them. During the summer months the repair shops closed Wednesday afternoon. On week days the closing hour is now 6.30 p.m. and on Saturdays 5.00 p.m. throughout the year.

The following are the members of the St. Catharines Shoemakers' Association:—Wm. Legg & Son, W. Inglis, J. Shaw, H. Katzman, H. Sparkes, Fred. Pople, W. McCause, A. Malpass, W. F. Smith, A. E. Orrell, B. Sloane, C. Marrack.

Men's whole soles, sewn.....	from	\$1.75
Men's whole soles, nailed.....	"	1.50
Men's half soles, sewn.....	"	1.20
Men's half soles, nailed.....	"	.90
Men's rubber boots, soles and insoles.....	"	1.85
Men's Top-piece heel.....	"	.40
Women's half soles, turned.....		1.10
Women's half soles, sewn.....		.90
Women's half soles, nailed.....		.65
Women's heels.....	from	.25
Youths' from 3½ to 5—Soles, 65c.; heels, 30c.....		.95
Boys' from 1 to 3—Soles, 60c.; heels, 30c.....		.90
Girls' and misses' according to size		
Men's, building new heels, 1 inch.....	from	.70
Men's rubber heels.....	"	.50
Women's building new heels, from 1 inch.....	"	.55
Women's rubber heels.....	"	.45
Men's, dyed.....	"	.35
Women's, dyed.....	"	.30
Toecaps—Men's, 40c.; women's and boys', 35c.; girls', 30c.		

## Repair Prices in Welland

The Welland, Ont., Shoe Repair Men's Association, of which K. G. Haynes, G. Arthur, J. Levisky, A. Fitzpatrick, W. D. Cuthbert and S. Martelli are members, have adopted the following schedule of prices:—

Men's sewed soles and heels.....	\$1.35
Men's nailed soles and heels.....	1.10
Men's half soles, sewed.....	1.00
Men's half soles, nailed.....	.75
Men's heels, leather.....	.35
Men's full soles and heels, sewed.....	2.00
Men's full soles and rubber heels, sewed.....	2.15
Men's full soles, sewn.....	1.65
Men's rubber heels.....	.50
Men's nailed soles and rubber heels.....	1.25
Women's sewed soles and heels.....	1.10
Women's half soles, sewn.....	.85
Women's soles and heels, nailed.....	.85
Women's half soles, nailed.....	.60
Women's heels.....	.25
Women's full soles and heels, sewn.....	1.75
Women's full soles, sewn.....	1.50
Women's turn soles.....	1.00
Women's rubber heels.....	.40
Women's soles and rubber heels, nailed.....	1.00

Boys' nailed soles and heels, 1 to 3.....	.85
Boys' nailed soles and heels, 4 to 5½.....	.90
Boys' heels.....	.30
Youths' heels.....	.25
Building new heels.....	.60 up
Youths' nailed soles and heels, 10 to 13½.....	.70
Youths' nailed soles and heels, 7 to 9.....	.60
Girls' nailed soles and heels, 12 to 2½.....	.75
Toe caps—Children's and Girls', 30c.; boys' and ladies', 35c.; Men's, 40c. up	
Patches.....	.10 up
Rips.....	.05 up
Buttons fastened on.....	.15 up
Shoes dyed.....	.35 up
Men's rubber boots, full soles and heels.....	1.50

## Shoe Repair Prices in the West

The following price list has been adopted by the shoe repairers of Winnipeg:—

Men's full soles, sewn .....	\$2.00
" Half soles, sewn .....	1.15
" Rubber heels .....	.50
" Leather heels .....	.40
" Half soles, nailed .....	1.00
Ladies' Half soles, sewn .....	.85
" Half soles, nailed .....	.65
" Rubber heels .....	.50
" Leather heels .....	.25
Patches, cement .....	.25
" machine .....	2 for .25
Boys' Half soles, nailed .....	.75
Misses' Half soles, nailed .....	.50
Heels of leather 25c. a pair, no job under 10c.	
Heel seats 15c. pair, toe caps for children 35c. pair.	
Boys' 50c., men's 75c. pair.	

## He Travels with an Awl

"Be a shoemaker and see the world," is the sound advice of Harold Stepan of New York city. He is a Spaniard, only twenty-one years old. For five years he has accomplished two very difficult and incompatible things—self-support and an extensive exploration of the Western Hemisphere, "from Greenland to Antigua"—almost. He is one of those rare persons who indulge their wanderlust without becoming derelicts. He is always a producer—the direct descendant of a long and dignified line of journeyman cobblers.

"If you want to be foot-loose," he says, with a soft accent and a radiant white smile, "be a shoe-maker."

"As soon as I get my second citizen papers I go. It's too hot on land these days."

Shoemaking, he thinks, is the most profitable and pleasant trade there is. Even in New York, where people don't have shoes made to order, where repairing is the only demand made upon his skill, his average earnings are \$5 a day. And Saturdays—he made a graceful foreign gesture—

"Saturday I work all night, until nine o'clock in the morning."

That is the one inconvenience that the world gives a shoemaker. Everybody wants their shoes trim and bright for Sunday.

For one reason, young Stepan would rather work in Latin countries, especially among the French and Spanish, where people from all classes have shoes made to order. There shoemaking has all the dignity of a creative art. After he has spent many years learning the craft, people recognize him as a designer and a craftsman, and pay him accordingly, as much as ten or twelve dollars a pair. Peasants come to him for great tough boots, hand-sewn with thick leather thongs, that last not only a lifetime, but



IF YOU WANT TO BE FOOTLOOSE BE  
A SHOEMAKER

“even unto the third and fourth generation.” And in the cities actresses and dancers and fine ladies give him orders for thin, pliant, lustrous dancing shoes.

“But wherever I go I get work,” he says. “Everywhere there are shoes to be mended. I am in good fortune because people like me. One lady asked me why I am always smiling, and I told her. You see, when I was born my mother smiled. Ever since I have been smiling.”

#### Association May Have Trade Mark

There are now over 80 shoe repairers identified with the membership of the Toronto Shoe Repairers' Association, and, considering that the organization is only two months old, this is certainly remarkable progress. At the last meeting the by-laws and constitution were further discussed, and are now in good shape to be printed. The members are also talking of adopting a trademark and having the name of the Association registered. The trademark will be printed on all the cards and literature of the Association. Another revised price list will shortly be issued and become the property of all the members. S. Burnett, of the Toronto Shoe Repairing Co., has been appointed assistant to Arthur Butterworth, secretary and treasurer. The Association will hold its next regular meeting in the Foresters' Building on Thursday evening, September 7th, when further progress will be made and many important questions taken up.

It is possible that some kind of a neat sign will be gotten out and placed in the windows of the members, in order that the public may know the men who are endeavoring to uphold the worth and welfare of the trade and place it on a better basis, so far as prices and working conditions are concerned, than it has been for some years.

#### Are You an “Aloofer?”

Yes, there are always certain men in every organization that will not have anything to do with it. They hold aloof and declare that they will not countenance any “union”—that they are not extortioners or tyrants—that they are satisfied with

a reasonable profit and that every man who belongs to the association is there to overcharge the public or to obtain some distinct advantage, generally of a selfish or grasping character. Of course you have heard many men talk like this. They will not join any society, any lodge, any church, or any band, social, educational or charitable. They can't see any good in this, or any benefit in that. They prefer to do everything all by their “lonesome.” Possibly it is a wise thing, in a way, for it takes all kinds of people to make a world. The more such cantankerous chaps eschew associations, the better for the associations, for they would be knockers or kickers of the most pronounced type.

In regard to shoe repairing, while the members of the trade have come together in various cities, there are a certain few who will hang out, men who adopt a very knowing look and superior attitude, saying, “Well, let the others do as they please—I prefer to run my own business, make my own prices and manage my own shop. I do not want anybody else butting in, telling me how to do things, or what I shall charge. I am quite competent to take care of this end of affairs myself.”

You all know this style of individual. You can find one in every block or two, and generally, he is a small man in the trade—one who is merely marking time, who does so much work this week and is content if next week's receipts equal the last week. He does not branch out—his business does not grow; he is satisfied with eking out a bare existence, and can see no farther than the front door, and three meals a day. “Yes, we still have some of these men, who are cutting prices,” remarked a leading shoe repairer the other day, “a great many of them are foreigners and I hope they will keep right on cutting, for there is a sure end to that sort of thing these days, with the rapidly advancing prices for leather and the high cost of labor.”

#### Another Shoeman Joins Colors

A. E. White, who had charge of shop No. 2 for the Goodyear Shoe Repairers, Saskatoon, is one of the many followers of St. Crispin who has enlisted for foreign service. Mr. White is a shoemaker of the first rank and has the touch



A. E. WHITE, SASKATOON,

of an artist first and last in all his work. He was born at Cheltenham, England, and is now with the 96th Highlanders at Camp Hughes, Man. Of a quiet, even retiring disposition, Mr. White made many friends during his two years' residence in Saskatoon.



# FOOT TROUBLES

AND HOW TO RELIEVE THEM

*The greatest service you can render to your trade is the giving of foot comfort—relieving foot troubles and making all shoes feel easy and comfortable. Such a service not only costs you nothing, but actually brings you a handsome profit in addition to building up your patronage*



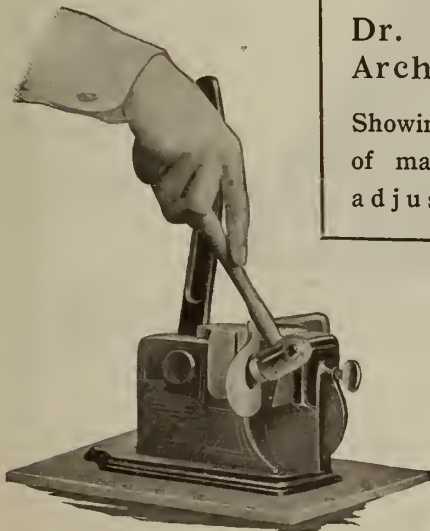
Dr. Scholl's Foot-Eazer (Left Foot)



The Correct Way to Fit Dr. Scholl's Foot-Eazer—  
From Metatarso-Phalangeal Joint Flush with Heel

## Dr. Scholl's Arch Fitter

Showing method  
of making heel  
adjustment.



## Dr. Scholl's Foot-Eazer

This tremendously popular, scientifically constructed appliance is the key to that sort of service. It is not intended only for people with foot troubles but can be worn by anyone with ease and comfort to the feet. In cases of foot ailments it gives instant and permanent relief and comfort. It supports the fallen arch of the foot and thereby removes the cause of nearly all foot ailments.

It prevents the elongation of the foot and the crowding forward of the toes into the tip of the shoe, thereby taking the pressure off of the sore or painful corns, cramped toes, bunions, etc.

It is light, springy, easy to wear. Does not break down the shank of the shoe but spans the body's weight from heel to ball of the foot—not depending upon the shoe shank for support.

Dr. Scholl's Foot-Eazer, to be most successful, should be accurately fitted. It must be adjusted to the contour of the foot in a position of rest. Its heel must come flush with the heel of the foot. The forward end—the tip of the leather—should come just to the metatarso-phalangeal joint. The distance between these two points determines the size of Foot-Eazer required—regardless of the size of the shoe worn. (Arch supports should not be selected according to shoe sizes.)

Dr. Scholl's Arch Fitter is a necessary adjunct to the shoe man's equipment. With it the Foot-Eazer can be quickly and easily fitted, thereby again giving that unequalled service.

## THE SCHOLL MFG. CO. LIMITED

Largest Makers of Foot Comfort  
Specialties in the World.

214 King St. East TORONTO

CHICAGO NEW YORK LONDON, E.C.

*N.B.—This is the third of the series—"Foot Troubles and How to Relieve Them"—intended as a help to shoe salesmen and dealers who wish to increase their business and earning capacity. Watch for the next advertisement.* 1003





# GOOD FRONT ADDS PRESTIGE AND MAKES SALES

**Businesses Are Made or Marred by Character of Store Front—Some Suggestions that Will Help the Dealer in Considering His Own Store Front—A Number of Retailers Have Adopted the Idea of Double Decked Windows for Displays**

**T**HE value of putting up a good front is recognized in every line of endeavor. Appearances count for much, and nowhere is this more true than in the shoe business. This is very strongly demonstrated in our large cities where businesses are made or marred by just the matter of the store front. I know of a store that carries a full assortment of goods in its line, gives good service and even has a very good interior, but has been unable to attain any degree of success for the simple reason that the front is poor. It is unattractive and forbidding, giving the public a bad impression and making it impossible to arrange window displays that sell goods.

Every dealer will be able to bring to mind cases where stores are greatly handicapped by poor fronts. And it is quite often the case that a merchant is able to pick flaws in the store fronts of other dealers, but does not recognize those in his own. A dealer gets so used to seeing his own store that he is unable to see its faults. You may be such a man yourself for you are only human. Therefore, when you come down to your store to-morrow, try to view it through the eyes of an outsider—a critical outsider. You may find that it falls down badly in its mission of attracting the public and making sales and requires a complete overhauling, at least, if you look at it in a critical manner, you cannot help finding some features that might be improved.

## **New Store Fronts that Pay for Themselves**

There are hundreds of cases where a new front in an old building, or an alteration of some kind, has paid for itself in a very short time. If you are deciding to alter your store front, or if you are building a new store, give a good deal of attention to the matter. Decide on the type of front that is best suited to your locality and to your particular line of business. There is no set design that will produce the best sales results, but there are undoubtedly certain types that tower far above others in the matter of creating trade. Some comment on the various types may prove of interest.

Unless the store stands in from the sidewalk or the sidewalk is particularly wide, or the window very deep, it is generally agreed that the window floor should be in a raised position, so as to bring the shoes on display more within the line of vision of the person looking in the window. Dealers have added a good deal to the selling power of the window merely by the alteration of the floor, so as to have the display so that it will be better brought to the attention of passing customers. The height of the window floor sometimes has to be raised to suit the class of goods on display. For this purpose some dealers have removable floors of different heights that can be changed when desired.

## **Double-decked Windows**

Quite a few dealers have adopted the idea of a double-decked display window, with the main display floor raised up to a considerable height and a supplementary display space below. Most dealers using this style of window, that the writer has questioned on the matter, express great satisfaction with them. One man stated that when goods are taken from the main display that they are arranged in the lower section. He says that many people will see the shoes on display, are interested but not quite decided to buy. A second view might be the means of making a sale, and if they have been taken from the main display floor, they are still to be seen in the lower section. He considers this one of the greatest values of the double-decked window.

Where there is the space, a front with a wide, inviting entrance and deep, inclining windows, is often found to possess a high sales value, as the displays are so arranged that they are visible to people as they approach the store.

The entrance or vestibule should always be made plenty wide enough, so as to make it easy for people to enter the store. If possible, make it easier to go in than to go by, and by all means make it more attractive to do so.

## **A FEW "DONT'S" FOR "BUSY" SHOE SALESMEN**

Don't work hard—work was only invented for the lower animals and slaves—it is, strictly speaking, out of style—its vogue has gone.

Don't try to please cranky customers—they might come back and buy something in future.

Don't kick if things don't seem to come your way—just wait—your time will come.

Don't associate with salespeople who know more than you do—it might enable you to learn something worth while. What's the use?

Don't try to be on time—the boss won't appreciate it anyway, and it might mean waiting on an extra customer or two.

Don't try to fit a customer's foot perfectly—if you do, they will only come back and ask for you, and this would mean a lot of bother. Let them tell their troubles to a chiropodist.

Don't sympathize with the firm—they're rich and haven't a worry in the world.

Don't give out any information to other employees—you must monopolize all knowledge—besides, it might lead to your advancement, and that would mean greater responsibility for you. Duck it!

Don't show the style shoe the customer calls for. Tantalize her by offering just the opposite. She may get peeved and walk out. This hint is a worksaver.

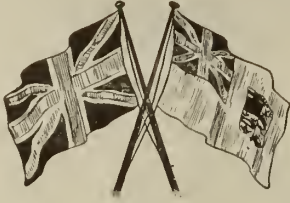
Don't try to adjust complaints amicably. Give the customer who brings back shoes a real argument. This will lend a bit of excitement to a dull day.

Don't bother to draw a customer's foot. Just guess at it. She won't know the difference anyway. Service? Bah!

Don't worry, especially about your health. Keep any old hours and do just as you please. Specialists tell us that health is much a matter of the mind; so let's forget it!

Don't look for work, neither wish for it. Why wait on more than one customer at a time? Let 'em wait—they will get good and tired. Then you will be able to hand them any old thing.

Don't be backward. Come right out strong; and if the customer makes a remark about your poor service, retaliate by calling her attention later on to the fact that she has flat feet, or that one of her feet is larger than the other, or one of several similar remarks now in vogue in the better shops.



## Britain Awakes

**T**HIRTY-FIVE years ago, when Britain was threatened, "Ouida," the celebrated novelist, wrote the following lines, which seem almost prophetic. "Ouida," whose real name was Louise de la Remée, was French by birth, which makes the tribute all the more striking.

*"Great England put her armor by, and stretched*

*Her stately limbs to slumber in the sun.  
The nations, seeing then how long she slept,  
Communed together, and in whispers said:  
'Lo! She is old and tired; let us steal  
The crown from off her brows. She will not  
know.'*

*And Goneril and Regan, over seas,  
Mocking her, cried: 'Her time is past. Her  
blood*

*Is sluggish, and her rusted sword from out  
Her scabbard she will draw no more.' And so  
Thus gibing, flung with cruel hands the seeds  
Of discord and of hate amidst her sons.*

*But from the East there came a blast too loud,  
As from the West there came a taunt too much;  
And she, awaking, raised her head, and saw  
Around her all the faithless friends, and all  
Her sisters and her children jeering her,  
And crying 'She is old' and meting out  
Her lands among themselves, and parcelling  
Her honor. Then, swift as lightning flashes  
From blue skies, her glance of scorn fell on them,  
And they crouched, like wolves that are o'er-  
mastered.*

*England stretched out her hand and touched  
the world—*

*England arose, and spake, and calmly said:  
'Nay! I am mistress still!'*"



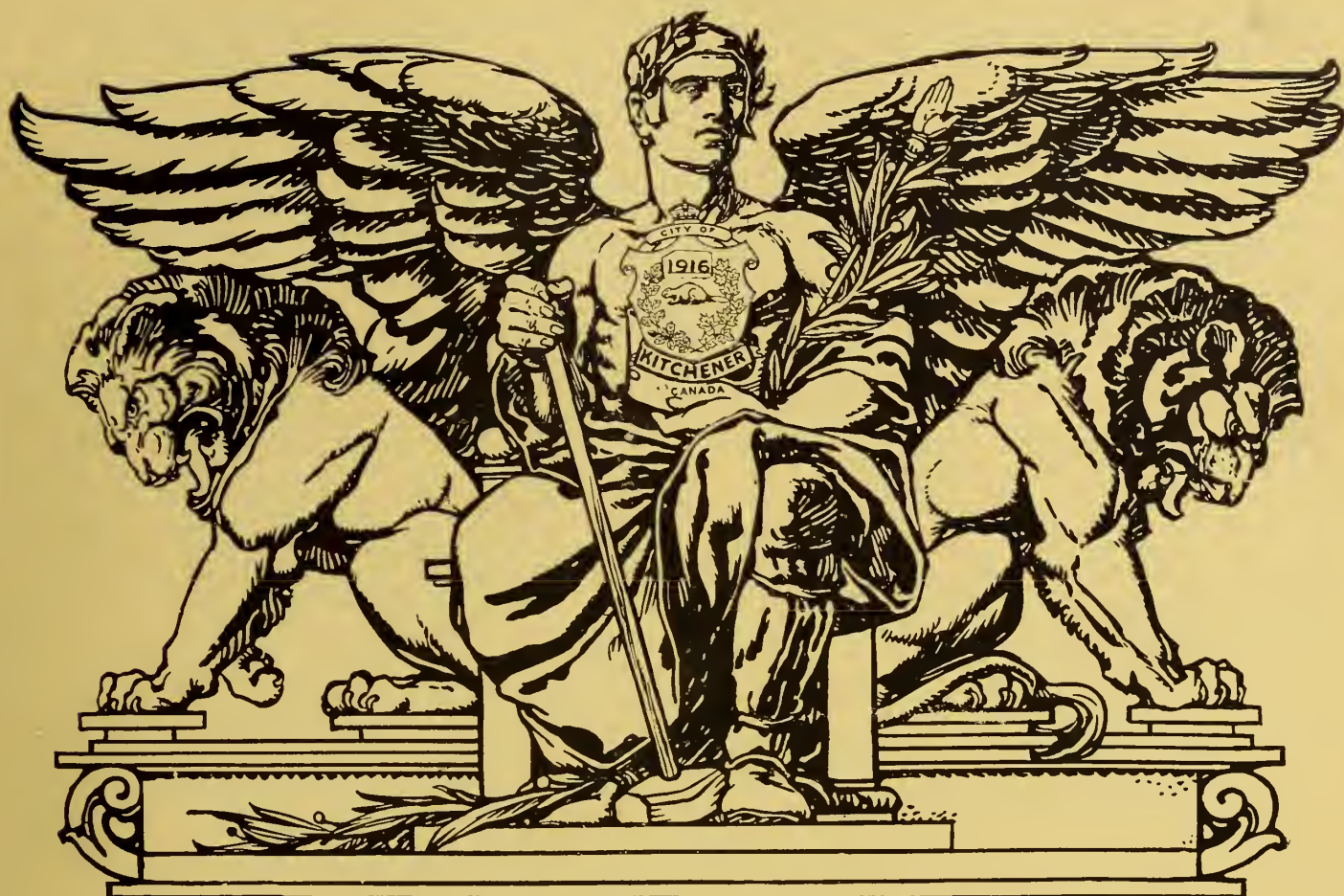
### WHY KITCHENER?

*The name of Kitchener will not go down in history as that of a great fighter. There have been more brilliant tacticians and more masterful commanders in connection with Britain's military achievements.*

*Kitchener was a business man even more than a soldier, an organizer rather than a fighter. His course in Egypt, in Soudan, in India, in South Africa and the present campaign in Europe gave ample evidence of this. His well laid plans are now bearing fruit in the greatest war of all ages.*

*The taking of his name by Berlin is a fitting tribute to greatness that stands no chance now of ever being dimmed by future events.*





# Kitchener, Ontario

## Canada's Newest City Re-Named The Passing of Old Berlin

THE City of Berlin, Ontario, has ever been noted for the astuteness of its business men. On this account it will be no surprise to other Canadians to learn that these astute business men, after deliberating upon the move from every point of view, have decided to give their city a new name, for the events of the past two years have created a decided prejudice against the old one. To many people this prejudice will seem most irrational. But, rational or irrational, there it was; and in their business-like way, the citizens decided to remove it so that the progress of their city might not be hampered.

The new name chosen is Kitchener.

This name has been selected from a list of some hundreds that have been suggested, the selection having rested with a committee who were empowered to award a prize of \$250 to the person, either in Berlin or outside of it, whose suggestion for a name was finally accepted.

Naturally enough, the passing of the old name will not be regarded without some feelings of regret by many of those who, by their votes, have helped to bring the change into effect. These will be found very largely among the older generation of citizens who have seen their city develop from

an insignificant village into one of the most important communities in the whole Dominion.

Their city has become endeared to them by long association with its activities. Memories of its early days are always with them. They have themselves borne a very important share in the building up of its fame. To them its name cannot be associated with anything but peace and prosperity. They have planned for it and worked for it, devoting many an hour from their own most pressing personal affairs to its advancement. Upon its streets sound the echo of the footsteps of old friends, now departed, who, in the days gone by, helped to establish the name of Berlin in the good estimation of their fellow-countrymen.

Of those who voted for the change, banishing their own feelings of sentiment for the sake of the public good, many bear the names of families which have been closely identified for more than a hundred years with the history of Waterloo County.

It was in the later years of the eighteenth century that the forests which once covered the present site of the county of Waterloo began to disappear before the axe of settlers from Pennsylvania. These, for the most part were the



# THE BUSIEST BUSINESS HIVE IN CANADA



## VIEWS IN AND ABOUT KITCHENER, ONT.

"Pennsylvania Dutch" who, with a strong liking for British institutions, and a consuming hatred of militarism, combined an enormous capacity for hard work.

To parody a celebrated sentence describing the exploits of an ancient emperor—"They came; they worked; they prospered."

In the course of years, as one generation succeeded another and the population increased, villages began to form in various parts of the settlement, one of which was (doubtless out of compliment to a nation at that time in close alliance with Britain) called Berlin. Later, in the year 1852, Berlin was selected by the Legislature of Upper Canada to be the seat of the newly established county of Waterloo.

It is a matter of public record that the site upon which the county buildings were erected was a gift to the County Council from one Frederick Gaukel—a striking instance of the public spirit for which the people of this city have long been noted.

From this time onward, with the advent of the railways and the general introduction of power driven machinery, the village of Berlin began to form into an industrial community.

At its incorporation as a full-fledged city, in the year 1912, who could have foreseen that, within a few years, any necessity could possibly arise that would render a change of name advisable? In truth, such a thing was never dreamed of. But the dwellers of any community, while they may retain a just pride in their own municipal organization, must remember that their community is only one of the many hundreds of communities that form the Dominion of Canada, and that

occasions arise when, for the good of the whole country, local pride must give way.

And such an occasion has come for Berlin. Through no fault of her own or of any of her responsible citizens, the name chosen for her by the sturdy old pioneers of a century ago, has become distasteful to the great majority of Canadians.

So a change was due, and a change has been effected.

What was called Berlin is now called Kitchener.

The name Kitchener is singularly appropriate from every point of view. Kitchener of Khartoum will go down in history as the greatest of Britain's generals, not from a fighting standpoint, for it may be said that he claimed no particular distinction as a man of war, but as a great Empire organizer and builder. To him we owe, to a large extent, the prestige not only of British arms, but British ideals, in Egypt, South Africa, India and everywhere that his wonderful genius for organization, resourcefulness and courage of action have been brought to bear. There is no doubt that the present united plan of action resulting in the present European situation to-day may be traced to the same far-seeing planning that brought the end of the South African war, and peace and security to Egypt and India. There is thus a fitting correspondence in the name that has been chosen to represent one of the busiest and most aggressive business centres of the Dominion.

And under this name the city will continue to progress, for in the indomitable enterprise of its business men it possesses an impetus for advancement that no common obstacle can impede.

Here's luck to Kitchener!



A BIRD'S EYE VIEW OF THE CITY OF KITCHENER, ONT.





Below is a photographic illustration of our new building, which is thoroughly equipped with new and modern machinery for the manufacture of Ladies' High Grade McKay Footwear.



Our salesmen are now showing new samples of Lady Belle shoes, which have gained popularity for style and quality. Include a liberal assorting of Lady Belle shoes in your Spring placing order, and you will be assured of the right merchandise for a good Spring selling season.

## The Lady Belle Shoe Company, Limited

*Makers of*

*Ladies' Fine McKay Shoes*

**Kitchener**

**Ontario**

*GRACIA SHOES*  
*IN WOMEN'S FINE McKAYS*



*SOLID LEATHER, IN AN ATTRACTIVE ARRAY OF SMART STYLES.  
 EASY-FITTING, FLEXIBLE, SQUEAKLESS. SEE THE SAMPLES.*

KITCHENER, ONT.

W. E. WOELFLE SHOE CO., LIMITED

**The Berlin Shoe Mfg. Company**  
**Limited**

Beg to announce the change of  
 their firm name to

**Greb Shoe Company**  
**Limited**

They will continue to specialize in

**Men's High-Class Standard Screw Shoes**



“K” of “K”

“K” of “K”

**W**E are glad to announce that the change in name is in direct sympathy with our wishes.

By adopting the name of one of Britain's greatest men as the name of our city, we acknowledge the honor and respect that is due him and which the new name will assist in perpetuating.



Although the name of the city has been changed, “Life-Buoys” will continue to contain the same *Superior Quality* that has been responsible for their large demand in the past.

**The Kaufman Rubber Co.**  
Kitchener, Ontario Limited

“K” of “K”

“K” of “K”

# THE VISION OF SHOEMAN NOW FULLY REALIZED

**Mr. D. B. Detweiler is the Man who Nursed the Hydro-Electric Until It was Able to Walk—History of the Power Development Movement and Expansion in Kitchener Which May Well be Termed the Hydro City—The Progress of Power Facilities**

**H**YDRO City Shoe Manufacturers, Limited, is the new name of the G. V. Oberholtzer Co., Kitchener, Ont. The new title is made coincident with the change of name of the city, but there is no change in the personnel or management of the firm, which is widely known to the trade, and has established a strong connection in all parts of the Dominion. N. B. Detweiler is the president and treasurer of the company, and D. B. Detweiler the vice-president. The fore-fathers of these gentlemen immigrated to the State of Pennsylvania from Switzerland some three centuries ago. Their grandparents were born in the State of Pennsylvania, as well as their parents, who came to Canada in 1823 and 1828, respectively, settling in Waterloo county, where they died. Messrs. N. B. and D. B. Detweiler were born in Waterloo, where they have ever since resided, both taking an active and public-spirited interest in the progress of Kitchener, and serving in various municipal capacities. N. B. Detweiler became associated with Mr. Oberholtzer in the management of the business in 1897, and he with his friends acquired the stock of the company in 1901. The quality of the goods of the firm has steadily improved and each year the sales have shown a gratifying gain. B. D. Detweiler has always taken an active and aggressive interest in the great waterways of Canada and has written a great deal on the subject of ocean navigation, via the St. Lawrence and Welland Canal route. He was also the man who "nursed the hydro-electric until it was able to walk," and was styled by Ald. Mills, of Kitchener, as the originator of the hydro-electric system, getting a vision of Niagara power about the year 1902.

The Hydro City Shoe Manufacturers are having information printed on their letter heads, giving some interesting facts regarding Kitchener, the Hydro City, which will be read with appreciation at the present time.

## "Kitchener," the Hydro City—Why?

"In years to come this place will be known as the Hydro City."—Sir James P. Whitney, late premier of Ontario, in his speech at the banquet following the inauguration of the Hydro-Electric Power Commission's system in this city—October 3rd, 1910.

"Although an inland city, we, by science, were the first to grasp Niagara power through Sir Adam Beck's unique, municipal co-operative system, the most complete and greatest in the world."

Here is a succinct history of the development of the Hydro idea in this busy manufacturing centre. The first

organization meeting of municipalities to secure Niagara power was held on June 9th, 1902, and on February 17th of the following year, at a largely attended meeting, including the mayors of 18 municipalities, the government was requested to appoint a Provincial Power Commission. It was on October 3rd, 1910, that the Hydro-Electric Power Commission system was inaugurated in Kitchener, twelve municipalities being under contract for the Commission covering 8,000 horse power. So rapid was the development that in June of the present year the Niagara system included over 100 municipalities and the load exceeds 100,000 horse power. Thirty more municipalities will connect up in the near future and eight other systems are supplying over 50 municipalities. In many places rates have been reduced 75 per cent. and over, and this is regarded only as the beginning of greater things. One thousand farmers are being served, and this number will be increased many times in a comparatively short period. The Niagara system consists of approximately 433 miles of high tension (110,000 volts) transmission line. Kitchener supplies a power rate of 24 hours for \$21, the distance from Niagara being 90 miles, and Windsor, 240 miles distant, has recently been connected electrically.

## New Shoe Company is Progressing

The Lady Belle Shoe Co., Limited, Kitchener, Ont., makers of ladies' fine McKay shoes, have been rushed from the day that their plant opened on February 15th last, and are now employing about fifty hands. The company have received some very encouraging letters from customers, expressing satisfaction at the way the goods have turned out. There is usually some defect in manufacturing for the first season, but the Lady Belle Shoe Co. have had practically nothing returned to them, which speaks volumes for the workmanship, fit and finish of their lines.

The members of the firm are A. A. Armbrust and Alexander Inrig. The name Armbrust has been identified with the shoe trade of Kitchener for a good many years. The father of A. A. Armbrust was a member of the Armbrust-Oberholtzer Co. and the subject of this reference was with the Oberholtzer Co. for fourteen years, being their western Ontario representative for six years. He was also one of the organizers of the Woelfle Shoe Co., being secretary-treasurer of that firm, and in the fall of 1915, in association with Mr. Inrig, organized the Lady Belle Shoe Company.

(Continued on page 59)

ESTABLISHED 1857	<b>DEPENDABLE SOLE LEATHERS</b>		ESTABLISHED 1857
<b>OAK:—</b> "TRENT VALLEY" AND "LION"		<b>HEMLOCK:—</b> "PENETANG" AND "EAGLE"	
Made at Berlin, Ont.	Penetang	Hastings	
<b>THE BREITHAAPT LEATHER CO. LIMITED</b> KITCHENER, CANADA			

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."



N. B. Detweiler, Pres. and Treas.

D. B. Detweiler, Vice-Pres.

# Hydro City Shoe Manufacturers Limited

(Formerly G. V. Oberholtzer, Limited)

**Kitchener - - Ontario**

**W**ITH the change in name of Ontario's HYDRO CITY, the birthplace of the Hydro Idea, it has seemed opportune to change the firm name as above, although we had practically decided upon this course a considerable time ago.

Although the name of OBERHOLTZER is one of the OLDEST and most REPUTABLE in the shoe trade of Canada, the fact that the founder of the firm has now been deceased many years and that there has since been no one of the name connected with the business during that period, made the change more or less desirable.

There is absolutely no change in the personnel or conduct of the business, and certainly no change in the old policy of the firm to give the trade the BEST GOODS that experience, money and a well equipped plant can produce.

Our LINES FOR SPRING will manifest the same progressiveness of ideas, thoroughness of workmanship and attractiveness of appearance that have won for its goods the confidence and support of the trade in the past. Do not buy till you have seen our range of

## HYDRO CITY SHOES

# Hydro City Shoe Manufacturers Limited

**Kitchener - - Ontario**

# CANADA TRUNK & BAG

FORMERLY  
THE BERLIN TRUNK & BAG CO., LIMITED



No. 700—40", \$15.50  
No. 705—44", 18.50

## "EVERREADY" Wardrobe Trunks

They contain the most accessible automatic one-motion garment rack yet invented. Unbreakable, fitted with the simplest and most reliable follower on the market.

Wardrobe trunk convenience has been a luxury enjoyable only to few until the introduction of this eminently practical trunk so easily within the reach of everyone.

Let our representative show you our complete line of General Purpose Trunks, Suit Cases and Travelling Bags.



**CANADA TRUNK & BAG, LIMITED**  
KITCHENER, ONTARIO



**NEW COMPANY IS PROGRESSIVE***(Continued from page 56)*

Mr. Inrig has also had a wide insight into the shoe line, beginning his career with Cooper & Smith in Toronto in 1892. He has also been connected with firms in Toronto,



A. A. ARMBRUST, KITCHENER, ONT.

Montreal and Preston, and went to Kitchener in 1906 at the time of the organization of the Western Shoe Co. At the inception of the Welfe Shoe Co. he acted in the capacity



ALEX. INRIG, KITCHENER, ONT.

of superintendent and remained with that company until the fall of 1915, when, with Mr. Armbrust, the Lady Belle Shoe Co. was launched.

**Are Doing Record Business**

The Greb Shoe Co., Limited, Kitchener, Ont., are specializing on men's Standard screw shoes and making

what is known as the Greb shoe. The business of the company was incorporated in 1910 as the Berlin Shoe Mfg. Co., Limited. For some years they sold only to the wholesale trade and later on, under the name of the McKellar Shoe Co., commenced going direct to the retail. When the present proprietors took over the business in March last year, the latter name was discontinued. The officers of the Greb Shoe Co. are Charles Greb, president, and Erwin C. Greb, secretary and manager, both of whom have been connected with the industry since its inception. Under the present management the business so far this year has more than trebled any corresponding period since operations were begun. The outlook for the shoe trade in Kitchener which possesses the distinction of having more boot and shoe factories than any other city of similar proportion in the Dominion is very bright.

**Mr. Brooks Assumes New Position**

Oliver M. Brooks, who has been appointed traveling salesman of the United Shoe Machinery Company in western Ontario, being connected with the Kitchener office, succeeds George F. Hennessey, who has just been made resident manager. Mr. Brooks has entered upon his new duties and has



OLIVER M. BROOKS, KITCHENER, ONT.

met with a cordial welcome. A thoroughly practical man, he can make a shoe by hand from the ground up, having served a long, hard apprenticeship. Although at the time he thought it all work and little play, yet he is glad that he completed the course. Mr. Brooks has been an extensive traveler and knows every portion of Canada intimately. Previous to coming to Kitchener he was with the United Shoe Machinery Co. in Montreal, and for some time past has been giving special attention to the repair trade and machinery end of the business. In the interest of the company, he made a series of trips in 1915 which took in practically every town of over 3,000 population in the Dominion, including those in British Columbia and Prince Edward Island. This year he has completed an 8,000 mile journey to the Pacific coast and Prairie Provinces, which took a little over four months. Mr. Brooks says he is looking forward with interest to a closer association with the shoemakers of Western Ontario, and the intimate knowledge of the different branches of the specialized industry, which he hopes to obtain by a closer contact with them.



## To Play the Game Well

Each year adds to our list shoe manufacturers who are playing the game for all its worth, and playing it safely.

Here's one :

"A shoe factory making men's welts 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.

### *Canadian* **Columbia Counter Company**

348 Delorimier Avenue  
MONTREAL, QUE.

#### AGENTS

MONTREAL—G. J. Trudeau Co., Ltd., 365-371 Ontario St. 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-Korndorfer 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

## Baker's New Bottom Polish *Cock-of-the-Walk*



Is a "World Beater"

Made with the finest materials from the old original Baker Formula, by a new process, that puts it in a class by itself.

MADE BY

**Cock of the Walk Mfg. Co.**

78 Portland St., BOSTON, Mass., U.S.A.

© CANADIAN SELLING AGENTS:

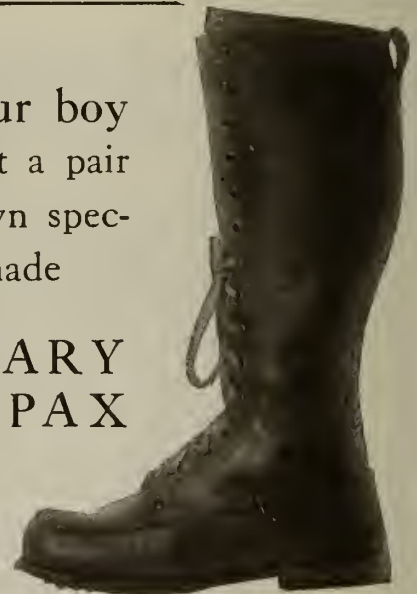
**G. J. TRUDEAU CO., Limited**

365 Ontario St. East - MONTREAL, Can.

Send your boy  
at the Front a pair  
of our own spec-  
ially made

**MILITARY  
SHOE PAX**

**Absolutely  
Waterproof**



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

These will insure him  
dry feet at all times.

MADE BY

**The R. M. Beal Leather Co.**

Lindsay, Ont.

LIMITED



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**A** DECREE of importance to shoe manufacturers using the so-called universal clincher machines put out by the Champion Shoe Machinery Co., of St. Louis, through the Universal Shoe Machinery Co., was entered August 7 in the United States District Court for the District of Maine in a suit brought by the United Shoe Machinery Co. against the Farmington Shoe Mfg. Co. of Farmington, N.H., alleging infringement of the United Co.'s patent to Casgrain, No. 864,951 by use of universal clincher machines. In this suit the Champion Shoe Machinery Co., as the manufacturer of the alleged infringing machines, intervened and was made a party defendant with the Farmington Shoe Mfg. Co. This decree is in accordance with a decision handed down by Judge Hale, July 1, in which Judge Hale, after a careful review of the evidence, held claim 4 of the Casgrain patent in suit valid and infringed and directed that a decree for an injunction and an accounting of profits and damages with costs issue against both defendants.

Another suit brought against the Federal Shoe Co. of Lowell by United Shoe Machinery Co. for infringement of the same patent re universal clincher machines is pending.

## Will Millinery Shoes Continue Popular?

I was asked the question: "How long will women continue to wear millinery shoes?"

Now this is a hard question to answer, but from our own view of the matter it looks as though this class of footwear was only in its infancy, for we can readily see where every week brings out something a little more elaborate.

How many times have our fair ladies tried at many shoe stores to get shoes and pumps to match their new gowns, only to return home without them, but now one of our large progressive concerns has on the market a fabric, which, when on the foot, cannot be told from white leather and which can be colored any color. These colors may be obtained at any drug store and are commonly used in every home. Thus this new cloth opens up a new field for the retailer, who can now sell shoes to be colored the same as the milliner sells hats to be trimmed at home.

As to the call for millinery shoes, why, women are only just beginning to find out how a pretty shoe gives a more dressy appearance than a swell trimmed hat. Ever notice a stylish woman wearing shoes with the heels run over and which might need a little dressing? Of course you have, and you have thought now if she had a pair of smart shoes on what a difference it would make.

Now again there are times when a woman with a stylish pair of shoes on would be wearing a last year's hat which might be a little faded and not quite the latest style, but you would not think but what she was perfectly dressed. Why? Because a well-dressed foot is the first thing for a woman to look after and when she has that she need not worry so much about her other clothes as long as they are whole and clean, which goes to show that women should dress their feet first in order to get the most stylish appearance.—Shoe Topics.

## Mr. Hennessey Takes Step Higher

Geo. F. Hennessey, who for the past four years has been traveling representative for the United Shoe Machinery Company, in Ontario, has taken permanent charge of the office in Kitchener. Mr. Hennessey came to Toronto from Montreal in 1912, taking up the duties of S. G. Amero,

who had become connected with the Kaufman Rubber Co. After being associated with the Toronto branch, Mr. Hennessey was transferred to Kitchener at the opening of the office of the Company in that city. He is very popular with shoe manufacturers and shoe repairers, and is a gentleman who wears well, and not only makes, but retains



GEO. F. HENNESSEY, KITCHENER, ONT.

friends. His successor is Oliver M. Brooks, late of the Montreal office, who is now on the road. L. W. Hanson is manager of both the Toronto and Kitchener offices of the United Shoe Machinery Co., with Mr. Hennessey as resident manager in the latter city.

## Forcing the Use of Poor Soles

There was never a time when manufacturers had such difficulty in getting proper bottom stock for their shoes. Probably they could get enough such stock for their work if they could afford to pay for it, but the price of cut soles has gone so high at the present time that it is impossible to buy and use good quality soles except in the best shoes, and as a result of this, inferior soles are now used to a much greater extent than before, and especially in certain grades of shoes that sell at a medium and low price, says an exchange.

Many of these soles are branded to a more or less extent, and there are others that do not carry brands, but are wrinkled so that they are all out of shape when they come from the cut sole man. Some of these badly wrinkled soles are of rather poor quality and are really not fit for outsoles, but they are used in the low cost work. They will be used for a long time yet, or until better soles can be obtained at a reasonable cost.

Where a sole comes all wrinkled up and all out of shape it has to be put in temper before it can be worked. A good way to handle such a sole is to wet it up in fairly good shape and let it stand over night. The next morning it can be rolled out, and it will roll out flat, and that is the only way that it ever can be made flat enough to be made into a McKay or any other shoe.

Take a light union sole, very badly wrinkled, and you are liable to crack the grain if you undertake to roll it while



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

it is dry. These are the soles that are now being worked into many shoes, and even if they are of poor quality they will cost something like twenty-two cents a pair at the lowest, while the next grade above will cost twenty-four cents, and there will not be so very much difference between them.

I am speaking now of women's outsoles which generally come under the head of shoulder soles and scratched soles, and which come along at from twenty-two to twenty-six cents per pair. These are soles that many manufacturers are putting into women's shoes, and it is safe to say that they will not give expected satisfaction in wear. Still, the price of the shoes will not warrant a more expensive sole, such as a semi-fine sole, for instance, which would cost 32 cents per pair, much less the fine soles, which would cost at least two cents a pair more than the semi-fine.

In some shops, where so-called semi-fine and fine soles are seen sorted for women's work, it is pretty difficult to recognize any difference between them. As already said, the fine sole will cost more than the semi-fine, and while it generally pays to get the best, still there are some of the semi-fine that are quite as good as the others, so far as the wearing qualities are concerned. A so-called semi-fine outsole is thrown out on account of some slight imperfection, in most cases, and which imperfection, while it may somewhat mar the looks, will not interfere with its wearing qualities, so that one will give about as much service as the other.

#### Waterproof White Sole Leather

From the very nature of a waterproof material it would seem that all efforts to waterproof white leather and retain its snow-like whiteness would be out of the question. Yet white leather has been satisfactorily waterproofed and is now appearing on the market and has been used most successfully in shoe factories. The writer recently saw some of this leather and was surprised at its clean appearance

and its intense whiteness. It had just as strong waterproof qualities as could be given to any sole leather. This waterproof white leather trims cleanly and takes a very good edge. It is also said to be more durable than white leather that has not been waterproofed. It will be a further boon to white shoes.—Superintendent and Foreman.

#### Small Year for Low Cuts

The production of pumps, oxfords, and other low cut shoes in Lynn shops this year is the smallest for many a year. Some shops had no low cut season at all, but kept on making boots right through the spring and summer run. The few manufacturers who did make low cuts had a very short season on them. Boots seemed to be wanted this summer by women as much as they are wanted in the winter.

#### Exhibits That Interested Shoemen

The Canadian National Exhibition, Toronto, which has become possibly the most widely known Canadian institution of the day, attracted thousands of visitors from every province of the Dominion, and from across the border. The special features of the Fair were thoroughly appreciated, particularly the Federation of the Empire spectacle, which was a masterpiece of pageantry and stagecraft. This year the pretty booths were also a revelation and a delight to the vast company of daily visitors. In the shoe and leather arena, while the exhibits were perhaps not as numerous as in other years, they nevertheless attracted a great deal of favorable comment.

In the Manufacturers' Building the Anglo-Canadian Leather Company occupied their usual space and made several very agreeable changes in their display, which was in charge of S. L. Lawther. The exhibit of "Maple Leaf" hemlock and oak leather, tap soles, heels and counters, as well as the various materials used in the conversion of the



raw hides into the finished product, afforded an interesting study.

The Minister-Myles Shoe Co. were again in evidence, their fine display being under supervision of J. W. Cottrell. All the new spring styles in both men's and women's shoes were presented, along with skins of the various leathers, used in the turning out of the fine footwear made by this firm. Several new creations in colored kid and two-tone effects were much admired.

A. R. Clarke & Co. had a well arranged display of gloves and mitts, and the various kinds of leather, from which they are manufactured. They also showed different lines of warm, comfortable garments made by this firm, who clothe a man from head to toe. The "A.R.C." brand of patent leather was featured.

The Walk-Over Shoe Store, Yonge street, Toronto, had an artistic and varied display of the beautiful new fall styles carried by this firm, in both men's and women's high-class footwear. The booth was attractively dressed by L. H. Wienke, window artist, while Dr. G. L. Conquergood had a complete chiropody department fitted up with all the latest appliances, and many visitors were consulting him for relief from foot troubles.

Under the grandstand Beal Bros. made an attractive display of oil tan moccasins, sporting and military boots, shoe uppers and other lines of findings, which were seen to advantage in a large glass showcase.

The Dunlop Tire and Rubber Co., in the Process Building, had an extensive exhibit of mechanical goods, and a very interesting presentation of their popular rubber heels.

Gutta Percha & Rubber, Limited, also made a creditable showing of military rubbers, lumbermen's rubber boots, leather tops, plain overs, croquets, tennis and sporting shoes and other offerings in the rubber footwear line. The Maltese Cross trade mark was a prominent adjunct.

Nugget Polish Co. occupied a new enlarged booth, showing to advantage the various polishes made by this widely known concern. A demonstration of the merits of the Nugget preparations was also given and the usual souvenirs to the kiddies were a source of delight. John Harris, Canadian manager, L. R. Howard and F. B. Bollard were in charge.

Chas. Tilley & Son, had a well-arranged and well-balanced display of the various polishes, creams and pastes manufactured by this firm, together with a representative line of findings. H. Turner was in charge.

The Scholl Mfg. Co. demonstrated the benefit and comfort of their well-known arch supports for the relief of foot suffering. The wide range of orthopedic appliances and other lines manufactured by this firm were on view and much

interest was aroused in the display which surpassed any previous effort of the company.

Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, made an imposing showing under the grandstand of different widely known lines of polishes. A large amount of advertising matter was distributed, each bill being numbered. Every person holding the 100th number was entitled to a box of Griffin's sterling paste, free of charge.

**A Flexible Wooden Sole**

Barna S. Kohlener, a Hungarian captain of cavalry, whose military usefulness was ended when he lost an arm, has devoted himself since his incapacitation to inventing a



F. E. HOLLAND, CITY SALESMAN, GOODYEAR TIRE AND RUBBER CO., TORONTO, AND C. M. IREDALE, SALES MANAGER OF THE CANADA LAST CO., TORONTO, SEEKING TO ESCAPE THE RECENT WARM WEATHER

wooden-soled shoe that shall have the virtue of flexibility, and announces that he has solved this problem, the hardest that has confronted wooden-soled shoe enthusiasts.

His invention is a sole that, instead of being made of one solid piece of wood, is constructed of a number of layers joined together by heavy oils or fats that thicken and grip the pieces of wood together. After countless experiments, Capt. Kohlener declares that wooden soles constructed in this manner have the elasticity of leather soles, and in addition can be made of old and worn material worked over.

**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** | **RICHARD YOUNG CO.**  
 We are Headquarters for all Finishes, Grades and Kinds  
**Sheepskins Skivers "Ryc" Matt Kid** | **36 and 38 Spruce Street - NEW YORK, U. S. A.**  
 Branch: 54 South Street, BOSTON, MASS.

# FELT BOX TOES

We Carry as well:

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste

We are ready now to supply you with Parker's Felt Box Toes. They are waterproof and are not affected by the heat or perspiration of the foot.

Samples and Demonstrations on Request

WE ARE SELLING AGENTS FOR

**PERTH FELT CO.**

PERTH, ONT.

Who Make the Finest Line of Felt Shoes  
"Made in Canada"

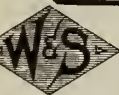
We Carry as well:

Blackings  
Dressings and  
Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
And a Complete  
Line of  
Shoe Findings

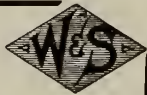
## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

**MONTREAL**



The Mark W & S of Quality



### RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

### Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**

Lachine, Province of Quebec



### DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for Canadians from Canadian Made Fibre.

We stand behind our guarantee that These Counters Will Outwear the Shoe.

We have been serving the Shoe Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



# INDEPENDENT RUBBER COMPANY'S PICNIC

The Annual Event a Great Success—Large Representation of Workers and Friends—Directors and Visitors Well Represented

**T**HE annual picnic and re-union of the Independent Rubber Co., Toronto, was held at Victoria Park, Niagara Falls, Ont., on Saturday, August 19th. Some 200 employes and their friends filled the electric cars provided by the company for the occasion and left Merritton at 9.15 a.m. for the Falls under the chaperonage of Manager Foote and Mrs. Foote. "Uncle Chris," the perennial genial presiding genius of this annual fete, was of course on hand doing the usual credit to his four score years and two. Mr. and Mrs. P. Pocock, of London, ran down for the occasion in their automobile and joined the party at Merritton

At the Falls a coterie of directors and friends from Toronto, including President Jas. Robinson, Messrs. J. A. McLaren, H. White, Mrs. White, Jas. Acton and members of Mr. White's family joined the picnic party at luncheon.

An extensive programme of sports was provided for the occasion, including foot races, jumping, tug-of-war, etc., into which the company entered with great zest, the events being warmly contested throughout. The event of the day, however, was the baseball match between the shoe-making department and the rest of the factory which was so keenly fought out that an extra innings had to be arranged to secure a decision. The game was won by the shoemakers on a score of 18 to 16. The day was extremely warm and by the time the ball game was over the players looked as if they had been in the factory mill pond. Although the playing was good and the score close, there was the utmost good feeling throughout. The prizes which were valuable and practical were distributed at the close by the committee, of which C. S. Hunter was chairman and J. Anderson, secretary.

No more beautiful place in Canada could be found for such a reunion, the picnic grounds being in full sight of both the American and Canadian Falls and the grounds which are under the care of the provincial government were looking their best. The only drawback was that the attractions on both sides of the boundary were such that the party scattered before a group picture could be taken of the members. Snaps were however secured by the SHOE AND LEATHER JOURNAL of the directors and visitors.

It was a great pleasure to the employes and guests to have with them again Mr. Jas. Robinson, president of the company, who looked once more like himself and was as usual brimful of good stories and reminiscences.

Manager Foote handles a picnic like he handles everything else. There was not a hitch in the whole proceedings from start to finish, the party arriving home safely about eight o'clock, tired but happy.

"Uncle Chris" who is too well known now to need an introduction, to the rubber shoe trade at any rate, is one of the youngest old men of his day. Considerably past the eighty mark, his eye is undimmed and his mental vigor unabated. He is able to hold his own in bridge, fishing, conversation or any other occupation calling for alertness of mind and quickness of eye. His reminiscences of the Falls that cover half a century of his life are a never failing source of interest to those who have only occasionally seen this natural wonder.

The directors' luncheon at the Clifton House was a social function that afforded the directors, their wives and their friends present an opportunity for the exchange of those personal amenities that characterize particularly the men who are at the head of this great enterprise.

## Those Who Captured Prizes

The following were the winners in the different events for which valuable prizes were donated, all the contests being spiritedly entered into:—

Baseball match—Won by the Shoe Room Department. 100 yards race—1st, Harry Bowman; 2nd, Wm. Bowman; 3rd, Art Heaton. Young ladies' race (50 yards)—1st, M. Lefebvre; 2nd, Doris Smith; 3rd, Etta McPherson. Boys' race (100 yards), 16 years and under—1st, Wm. Taylor; 2nd, Wm. Scott; 3rd, Chas. Hill; 4th, Frank Wade. Married men's race (100 yards)—1st, Wm. Bowman; 2nd, J. Stewart; 3rd, Jim Reid; 4th, A. Heaton. Married ladies' race (50 yards)—1st, Mrs. Reid; 2nd, Mrs. Kaupp; 3rd, Mrs. Leeson; 4th, Mrs. Cameron. Girls' race (75 yards), 16 years and under—1st, M. Brennan; 2nd, D. Smith; 3rd, I. Cudney; 4th, K. Lucking. 200 yards race—1st, F. Bow-



INDEPENDENT CO'S. DIRECTORS

"UNCLE CHRIS."

SOME OF THE VISITORS

# Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT



**You can have this Waterproof  
Counter moulded full length  
or released end**

We guarantee it to fit any last, and we will pay  
cash for any pair of shoes which our Counters  
do not outwear.

MANUFACTURERS SEND FOR SAMPLE

**EUGENE GUAY - 230 St. Marguerite St. - MONTREAL**

## PASTE

**Brodie's Patent Flour Paste**

Never Dries Out

Never Releases its Hold

Always Spreads Evenly

Kegs, Half Barrels and Barrels

Let Us Ship You a Trial Keg

**Brodie & Harvie**

LIMITED

**MONTREAL**

## Box Toes and Heels

OF ALL KINDS

**LOG HEELING A SPECIALTY**

We are sole makers in Canada and  
can supply lifts in all sizes from  
2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE

The

SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

**MONTREAL**

## Packard Salesmen Soon to Go Out

We would call your attention to  
an unusually attractive range of

**Hard Sole  
Boots and Shoes**

McKay sewn, for misses, boys  
and youths.

Our men will carry samples of a com-  
plete line of shoe store supplies, window  
fixtures, etc.

WATCH FOR THEM

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

**MONTREAL**



man; 2nd, W. Bowman; 3rd, H. O'Flaherty. Girls' race (50 yards), 12 years—1st, M. Hurtubise; 2nd, M. Brophy; 3rd, F. Sexton. Fat men's race (100 yards)—1st, Jos. Burnett; 2nd, Chas. Brooker; 3rd, Thos. Sexton. Three-legged race (100 yards)—1st, R. Downes and A. Gray; 2nd, H. O'Flaherty and Smuhuyzen; 3rd, Wm. Taylor and W. Scott. Ladies' coat race—1st, Mrs. Leeson; 2nd, M. Lefevbre; 3rd, Mrs. Reid. Boys' race (75 yards), 12 years and under—1st, H. Gilroy; 2nd, Wm. Orr; 3rd, J. Letford; 4th, M. Erophy. Hopping race (75 yards)—1st, Jas. Scott; 2nd, R. Downes; 3rd, H. O'Flaherty. Girls' race (50 yards), 6 years and under—1st, Ina Gilroy; 2nd, Irene Elson; 3rd, Dorothy Harwick. Boys' race (50 yards), 6 years and under—1st, H. Nixon; 2nd, E. Heaton; 3rd, E. Stevens. Old men's race (75 yards), 50 years and over—1st, M. Brophy; 2nd, T. Wedsworth; 3rd, Jno. Dcig. Ladies' race (50 yards), 40 years and over—1st, Mrs. Bradley; 2nd, Mrs. Lefevbre; 3rd, Mrs. Willis. Shoe race—1st, Wm. McRae; 2nd, Wm. Taylor; 3rd, H. Hurson. Ball throwing contest—1st, A. Heaton; 2nd, Jas. Brunnetto; 3rd, A. Overholt. Standing hop, step and jump—1st, J. Reid; 2nd, J. Stewart; 3rd, H. Hurson. Running high jump—1st, J. Stewart; 2nd, B. Downes; 3rd, J. Reid. Hopping race, ladies' (75 yards)—1st, Mrs. Kaupp; 2nd, Ina Cudney; 3rd, M. Lefevbre. Ladies' consolation race (75 yards)—1st, Mrs. Delong; 2nd, Mrs. Overholt; 3rd, Miss Ryan. Men's consolation race (100 yards)—1st, Fred Foote; 2nd, J. Bennett; 3rd, W. Kaupp. Men's aggregate prize—W. Bowman. Ladies' aggregate prize—M. Lefevbre.

**THE "RETURN SHOES" EVIL**

Women who have always sought long wear in foot-gear endurance and most about style—that is, are daily falling into line with those who think least about wear as far as selection is concerned. Tan calf and black kid have been displaced by the "ice cream" shoes on women who formerly would not buy patent leather in view of the stores' frank announcement that they did not guarantee patent leather at any price, says the "Dry Goods Economist."

The reports of many stores in various centers as to numerous complaints and dissatisfaction regarding the wear of the present "perishables" is a natural outcome of the change referred to.

Probably no department of retailing suffered more than shoes from the abuse of the privilege of returning goods when

such abuse was at its height, and no department, therefore, has benefited more by the general movement against the evil. Unless the merchants stand behind their shoe departments during the present season and protect them as much as possible against unjust demands, the greatest summer the shoe trade has ever seen will not be what it should be in the way of profits.

The demand for patent leather shoes has gone steadily ahead, in spite of the fact that almost nobody expects any redress in case of dissatisfaction with the leather. People who want patent leather shoes evidently forget about durability. They want a handsome pair of "patents," and they are willing to pay a good price for them.

It is the same with most of the women who buy the "ice cream" shoes of the present summer. They buy them just as they have always bought patent leather. They hope to get reasonable wear out of their shoes, but they buy them primarily from a fashion motive. A skilfully offered suggestion from the salesman, to the effect that the fancy styles are "not guaranteed," will not stay the demand any more than it has hampered the sale of patent leather shoes. And such a suggestion to customers who are changing from the more substantial shoes to the light "glove" styles will save the department manager later on from a lot of ineffective explaining and, in many cases, from the cost—or loss—of an extra pair of shoes.

"What to Expect and What Not to Expect in Footwear, and the Reasons," is the title of a folder issued by the Massachusetts Retail Shoe Merchants' Association, Inc., and distributed by E. W. Burt & Co., Inc. This folder contains technical information of value to every shoe salesman.

**THREE WELL-LIKED TRAVELLING SALESMAN**

Here are three representatives of the Hydro City Shoe Manufacturers, Limited, Kitchener, Ont., formerly the G. V. Oberholtzer Company. J. Lauffer looks after the interests of the firm in Manitoba and Saskatchewan, and A. Foster in Ontario east and north of Kitchener. Both these gentlemen have been in the service of the company for the last twenty-three years, and are well and widely known to the trade. Frank M. Smith is the traveler seen in the centre. He represents the Hydro City Shoe Manufacturers and the Lady Belle Shoe Company in Western Ontario. All these gentlemen are now calling upon the trade with snappy new samples for the coming season.

THEY ARE NOW OUT ON  
SPRING SELLING TRIP



J. LAUFFER



F. M. SMITH



A. FOSTER

**NEWSY BRIEFS FROM WINNIPEG**

W. Brown, of the staff of the Ryan-Devlin Shoe Co., is spending his holidays in Toronto and other eastern centres.

Bert Hendron, late of the Regal shoe store, has taken a position on the road with the Thomas Ryan Co., wholesale shoes.

W. Patterson, of the staff of Kilgour, Rimer & Co., who has been confined to the house, is able to be around again.

G. J. Scott, western representative for P. Jacobi, shoe store supplies, Toronto, was in Winnipeg recently on his way west.

Business in retail line is very good and it would appear as if bronze shoes would have the call for fall among the fair sex. Dark tan and mahogany seem to be selling well in the men's line with a preference for the English last and medium toe.

**BUDGET OF NOTES FROM ST. JOHN**

A. V. Wright, of Moose Jaw, Sask., who was formerly employed with McRobbie Shoe Company, Limited, and Percy Steel in St. John, N.B., and went west a few years ago, arrived in the city a few days ago and was warmly welcomed by many friends and acquaintances. He is wearing the King's uniform and is attached to the 128th Battalion, which he will join in Halifax.

E. A. Redding has arrived in St. John to take over the management of J. M. Humphrey & Company's boot and shoe factory, succeeding H. H. Lightford, who accepted a position with a large shoe and leather concern in the States. Mr. Redding had been employed with the Robert Taylor Company in Halifax.

Elmore Davis and wife, of Kingston, Ontario, passed

through the city a few days ago en route to his home, after having toured the Maritime Provinces, combining business and pleasure.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, returned August 25th from a camping trip along the St. John River.

E. L. Rising, president of the firm of Waterbury & Rising, was on a trip to various points in Ontario on business.

Percy Steel, boot and shoe dealer in St. John, N.B., received a letter recently from his brother Private William A. Steel, who is convalescent from an injury sustained on June 2nd. Private Steel left Montreal with the 42nd Highlanders and proceeded to the front with that unit. On June 2nd he was struck on the ankle with a piece of flying shrapnel and the bone was broken. He was sent back to a base hospital where he remained for a few days and was then sent to England. Although his ankle is still badly swollen he has been attached to the 92nd reserve battalion, at his own request, and expects to return to the front in a few weeks.

**GIVES THE CURIOUS NO SATISFACTION**

"Some times I have a stranger come in and ask me what size or width such a shoe is. I know they have got it somewhere else and think the size or width has been misrepresented in order to effect a sale. Now I never give such parties any satisfaction. I state that each shoe manufacturer has his own code of markings and as I do not handle the line it would be impossible for me to tell without having the code at my disposal. If the caller is persistent, not to say nery, I have a card and show them exactly what I mean. I inform them that in some markings the first figure represents the size, in others it represents the width and in others a subtraction has to be made; that no two firms adopt the same designations. Then I give them some examples knowing that one not acquainted with the business can never comprehend such a system of hieroglyphics. I have enough worries over my own business without paying attention to the complaints or suspicions of some other fellow's customers," said a leading Montreal retailer.

**DIES** For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**  
16 St. George St., Montreal

I SPECIALIZE ON SHOE STAMPS & DIES

**STEEL STAMPS & DIES**  
DESIGNS ON REQUEST

**W.D. ARMSTRONG**  
230 CRAIG ST. W. {PHONE 675 MAIN} MONTREAL

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**



**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



# AMONG THE SHOE MEN.

W. E. Woelfle, of the W. E. Woelfle Shoe Co., Kitchener, Ont., was in Toronto and Montreal last week on business.

Richard O'Roque, superintendent of John McCarthy & Sons, sheep skin tanners, Salem, Mass., and Thos. Dunney, superintendent of Peabody, Mass., plant of Pfister & Vogel, spent a few days in Toronto last week on business.

The James Muir Co., shoe manufacturers, Montreal, are this season adding a popular priced line of women's Goodyear welts and fine McKays, in addition to their regular range of men's welts, by which they expect to increase their output considerably. They report business very good, and are looking forward to a most successful season.

C. L. Van Geel, sales manager of the Tillsonburg Shoe Co., Ltd., was in Toronto last week on business.

Jos. A. Hamel passed away recently at the residence of his son in Brantford. He had been ailing for some weeks, and was sixty-eight years of age, being born in Quebec. Mr. Hamel was employed for many years as a shoemaker in the factory of Getty & Scott, Galt, Ont.

Samuel G. Amero, manager of the London, Ont., branch of the Kaufman Rubber Co. has joined the ranks of the Benedicts. On August 17, at St. Patrick's Church, McCaul Street, Toronto, he was wedded to Miss Agnes Gertrude Morgan, of Toronto, formerly of Lynn, Mass. The ceremony was witnessed by a number of relatives and friends of the uniting parties. Mr. Amero and bride, after a visit to Gloucester, Lynn and other New England centres, will take up their residence in London. Many friends will extend congratulations to Mr. Amero, who is widely known to the shoe trade through his long connection with the Toronto office of the United Shoe Machinery Co., and during the last few years, with the Kaufman Rubber Co.

J. A. Pine has recently resigned his position as quality man of the Ames-Holden-McCready factory No. 2, Montreal.

Harry E. Litchfield, for the past 12 years connected with the Regal Shoe Co. and holding positions of responsibility, has resigned. Mr. Litchfield, who is well known in Toronto, having held an important post in the Canadian Regal Shoe factory for some time, entered the employ of the company as paymaster.

"Here's the limit." A "lady" went into a prominent shoe store the other day in Toronto in quest of footwear. After giving the clerk a "pleasant" half hour she decided on a pair of grey suede boots. Imagine the chagrin of the clerk when she tendered "in exchange" a pair of shoes from a certain big store, requesting the clerk to return them for the equivalent refund.

The employees of Getty & Scott, Limited, of Galt, Ont., recently held their annual outing to Niagara Falls, Ont. The excursion, which was under the auspices of the Benefit Society, was attended by over 500 persons and was successful and enjoyable in every way.

David Marsh, of the Wm. A. Marsh Co., Quebec, was in Hamilton, London and Toronto last week on business.

William Avison has resigned his position as foreman of lasting department at Getty & Scott's factory, Galt, Ont., and is succeeded by Chas. Holmes, of Lynn, Mass.

Wilfrid Argue, shoe dealer, 235 Broadview Avenue, has opened a new shoe store at 1382 Bathurst St., between Alcina and Helena Avenues. The store, which was built

by Mr. Argue, is a neat, attractive one, and a credit to the business establishments in that part of Toronto.

The Huck Glove Co. Ltd., with a capital stock of \$50,000 and head offices in Kitchener, has been granted a charter. The company is empowered to manufacture and deal in gloves, mitts, etc.

Th. Meyer, manufacturer of stitch down sandals, and play outing shoes, Montreal, was in Toronto last week calling upon the trade.

It is understood that the Canadian Consolidated Felt Co., of which T. H. Rieder is president, will erect a large addition to the Kimmel Felt Factory, on Margaret Avenue, Kitchener, Ont. Contracts have been let for the work and the present floor space will be increased by nearly one acre.

Jos. Patterson, of St. Mary's, Ont., who lately moved into a new store in that town, which he has splendidly fitted up, spent a few days in Toronto last week, calling upon the trade. Mr. Patterson has been in the shoe and traveling goods business for the past eleven years.

## ENTERS UPON NEW DUTIES

F. O. Woods, who has been connected with the Regal Shoe Store, Winnipeg, for the past two years, has gone to Saskatoon, where he has taken a position in the shoe section of the J. F. Cairns department store. Mr. Woods was born in Pictou, N.S., and worked there eight years, where he laid



F. O. WOODS, WINNIPEG, MAN.

a good foundation in the shoe game. Coming to Winnipeg, he was for three years with the Moyer Shoe, Limited. Mr. Woods recently returned from Pictou, N.S., where he was attending the funeral of his father. A young man who has given close study to styles, values and fitting, many friends will wish him every success in his new position.



There is no doubt that shoe manufacturers in Canada are in better shape now than they have been for years past. A large leather firm in the United States who is selling in that country and has kept a record of the methods of payment reports a much larger number of accounts being paid within thirty days than ever before. The percentage of bills paid from over thirty to over ninety days is also much smaller now than for the past four years.—The Weekly Bulletin.

E. E. Bird, of Boston, representative for the Davis Leather Co. and A. Davis & Son, is spending a few days in Newmarket, Toronto and Kingston.

In its fiscal year just ended, American Hide and Leather admits a balance of profits of 12 per cent. for \$13,000,000 preferred. But this is after an interest sinking fund and depreciation item of \$1,465,125, an increase of \$409,417, or 55 per cent. over the previous year. This \$409,417 is equal to an additional 3.1 per cent. on the preferred. In other words, the fair statement is that American Hide earned 15.7 per cent. on its preferred stock in the last year. Practically every cent of the \$409,417 increase in interest and depreciation seems to have gone into purchase of bonds.

Russell C. Foy, city traveller for Minister, Myles Shoe Co., Toronto, has returned, after spending his holidays at Presqu'île, Ont.

The annual excursion of the employees of J. Leckie & Co., shoe manufacturers, Vancouver, was held recently to Bowen Island. It was the occasion of the fourth annual outing given by the company to their staff in all departments, and was attended by over three hundred persons. An interesting program of sports and games was run off, and the events were keenly contested. The picnic was unanimously voted the most successful ever held.

S. T. Duclos, of Duclos & Payan, leather manufacturers, St. Hyacinthe, was elected alderman for ward two in that city recently by a majority of 85, the largest ever obtained in that ward.

J. A. Crawford, who conducted a shoe repairing business in Brockville, died recently at an advanced age. He came originally from Belleville.

M. J. Ramsay, shoe retailer, Walkerton, Ont., was in Toronto last week on business.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, Ont., was among the many recent Exhibition visitors to Toronto.

C. F. Schuszler, who is on the traveling staff of the Regal Shoe Co., of Toronto, has returned from spending a pleasant holiday at his old home at Springfield, Ohio.

E. J. Hill, Lethbridge, Alta., head of the department store in that city which bears his name, is spending a few days in Toronto.

The new samples of Jackson & Savage, Montreal, are now being shown to the trade, which is being covered in north-western Ontario by A. T. Hanes, in south-western Ontario by S. G. Best, by Geo. D. Lloyd in Toronto, and the north, and L. J. Iles in Eastern Ontario. Four new lasts have been added in the men's line, being of the medium recede toe and full round toe type. There are a number of offerings in mahogany and tobacco brown, together with a few cloth tops. Some samples have rubber soles and heels, and the models are plain, conservative and decidedly neat in appearance. A splendid range of shapely shoes for boys in both welts and McKays is also shown, in all leathers, and on right-up-to-the-minute lasts. There is also a nice line for girls and misses. One exceptionally strong feature this year is the presentation of white goods for men, women, misses and children, in all styles, both low and high cut. These come in poplin, sea island duck and canvas, being smart and trim.

Lamontagne Limited, Montreal, manufacturers of harness, trunks and bags, have opened a branch store at 52

Crown street, Quebec. Eugene Mercil, who has had a wide experience in the leather goods trade, has been appointed manager. The firm made a very creditable display in the Industrial Palace, at the recent Quebec exposition.

T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Company, Limited, Montreal has been elected to the board of directors of Ames-Holden-McCready, Limited. His election fills the vacancy left by the recent resignation of A. L. Johnson.

E. W. Day has been appointed sales manager of the F. S. Carr Rubber Company of Canada at Granby. Mr. Dunham, the general manager, reports unusually active demand for rubber heels.

W. G. Fallen, one of the western representatives of Getty & Scott, Galt, Ont., attended the Imperial Shrine session in Buffalo and also the Great Priory gathering in Hamilton recently.

Mr. and Mrs. Chas. Bonnick, of Toronto, left this week on an extended trip through the West. They will go as far as Banff and will visit their son at Red Deer, Alta.

A. L. Johnson, late general sales manager, Ames-Holden-McCready, Limited, was in Toronto last week on his way to Winnipeg. It is understood that Mr. Johnson is making arrangements to go into the wholesale shoe business in Montreal.

George Rupert Lovell, son of James S. Lovell, of Toronto, the widely known shoe traveler, who crossed the seas with the 74th Battalion C.E.F., and afterwards became a member of the 52nd Battalion, B.E.F., entered No. 13 General Hospital, Bologne, France, on August 15th, suffering from concussion.

E. Larose, sales manager of the Canadian Footwear Co., Montreal, has returned from a holiday trip to New England points.

Bert Parker, of Parker-Irwin, Limited, Montreal, has returned from a business visit through the Maritime Provinces, calling upon the shoe factories.

G. L. Waldon, one of the western representatives of Getty & Scott, Galt, Ont., was married in London, July 15th. He spent his honeymoon in Detroit, Chicago, St. Paul and Minneapolis, and also a few days in Atlantic City. Mr. Waldon will reside in Galt, where he will look after the interests of his customers when off the road.

Harry Adams, of Montreal, will carry the Canadian Footwear Company's lines in the Western Provinces during the coming season in addition to the range of the Slater Shoe Co. He left last week on an extended trip to the Coast.

W. A. Lane, manager of the Montreal office of J. A. Scott has gone to Quebec in the interests of the upper leather department of the firm, during the absence of Mr. Scott at the front.

T. L. Guinivan, of the Walk-Over Boot Shop, Yonge street, Toronto, has returned from spending his holidays in Boston and other New England points.

H. Grey Hodges and wife, of Chatham, Ont., were in Galt recently on their way to Toronto Fair. While in Galt they visited Getty & Scott on a buying trip.

The Woelfle Shoe Co., Limited, Kitchener, Ont., report business exceptionally good. In spite of the scarcity of help due to the large number of enlistments from their factory they have enjoyed remarkably good success and are in a position to give their customers fine service during the ensuing season. Their new spring samples are right up to the minute, being the most representative and attractive they have ever produced.

Jas. B. Grant, formerly of the Slater Shoe Co., Montreal, will cover the territory from Port Arthur to Moose Jaw for Scott-Chamberlain, Limited, of London, Ont., for the coming season.

Jas. Dillon, of Dillon & Moore, shoe retailers, St. Catharines, Ont., was in Toronto last week on business.



At a recent lawn bowling tournament at Exeter, Ont., second prize in the trophy event was captured by a rink of bowlers from Seaforth, skipped by Walter Willis, shoe dealer, of that town. Mr. Willis, who lost in the final, was runner up last year. He won the Seaforth tourney, and was also runner up at Stratford last year, which makes him the runner up on three occasions. He is an ardent and skilled bowler, and it was only by the hardest kind of luck that he was defeated in the Exeter finals.

The shoe stock of George Stanyon, Unionville, Ont., has been sold.

Frank Fishman, dealer in shoes and clothing, Welland, Ont., recently assigned to N. L. Martin.

R. M. W. McLaren, secretary and managing director of D. K. McLaren, Limited, manufacturer of leather belting, etc., Montreal, died suddenly at his home in Westmount, Que., on August 20. He was the youngest son of the late D. K. McLaren, being connected with the firm from its inception. The deceased was well known in manufacturing circles and leaves a wife and two children, a brother, W. F. McLaren, being president of D. K. McLaren, Limited.

M. Venerando has bought out the shoe repair shop of John Sutherland, 163 Simcoe St., Peterborough, Ont.

The Chicago Cut Price Shoe Co., of Winkler, Man., has opened a shoe store in that town. The business is controlled by W. W. Veitch.

J. B. Douglas, boots and shoes, Calgary, have changed the name of their business to The Douglas Shoe Store, Limited.

Jacob Wirth, dealer in boots and shoes, Neudorf, Sask., has sold out to Wirth & Saltzman.

Adam Sippel, shoe retailer of Kitchener, Ont., and wife, spent a few days in Toronto last week. Mr. Sippel, who has been ill for some months, is gradually regaining his strength, and hopes in the course of a few weeks to be able to attend to business, which has been looked after in his absence by his son, who has been associated with him in the store for some years.

C. L. Owens, of Owens-Elmes, Limited, shoe retailers, Toronto, spent a few days in New York recently on business.

An interesting and well arranged display of Neolin soles and Wingfoot rubber heels was made recently in the window of the Regal shoe store, Toronto. Several of the latest styles and lasts in men's shoes, made by the Regal Shoe Co., Toronto, all having Neolin soles and Wingfoot rubber heels, were shown to advantage, while cards bearing samples of the sole stock and heels were exhibited among the fine collection of footwear which was attractively arranged by J. F. Dorman.

Stanley H. Packard, purchasing agent for Ames-Holden-McCready, Limited, Montreal, was in Boston recently on a business trip.

W. J. Ashplant, of H. Ashplant & Sons, London, Ont., was in Toronto last week calling upon the trade.

Alex. Ross, manager of the shoe department for Thomas C. Watkins, Limited, Hamilton, was among the visitors to Toronto during the Exhibition.

The second annual picnic of the office and warehouse staff of the Canadian Consolidated Rubber Co., Toronto, was held to Centre Island on August 19th. There was an interesting programme of games and sports and a baseball match between the shoe and mechanical departments, the former winning. J. A. Connor, Ontario manager of the company, pitched a couple of innings for the mechanical department. His efforts were altogether too "mechanical" and he was taken out of the box and relegated to a less dangerous position in the field. There were nearly a hundred in attendance and all were entertained to an excellent dinner by the company.

The placing season for tennis and sporting shoes opens on September 5th and the new price lists have been issued to the trade. Due to the advance in the price of duck and

other materials an increase of five to ten cents a pair prevails on most lines. Owing to the Exhibitions in Toronto, London and Ottawa, it is not likely that the representatives of the various firms will call upon the trade until about the middle of the month.

J. S. Lovell, who represents Corbeil, Limited, of Montreal, in Ontario, was showing a fine range of new spring samples in Toronto last week. Three new lasts of the recede, moderate toe have been added and a number of the offerings have rubber soles and heels and Neolin soles. The firm are making a specialty of their Landover welts for men and boys while their Leader brand is right up to the mark. The company are also stocking various lines of staples. There is a liberal showing in tobacco brown, mahogany and nut brown calf in both bals and bluchers with straight and wing tips. The boys' range is replete on neat foot-form lasts and the showing in white canvas for women's, misses' and children's in both high and low cuts is an attractive one.

W. C. Myers, of Toronto, who represents the La Parisienne Shoe Co., of Montreal in Northern and Western Ontario and the Western Provinces, was showing models of new spring lines in Toronto during Exhibition week. The range



THE JOSTLING CROWD IN FRONT OF THE SHOE STORE OF GEORGE C. LOCKE & CO., CALGARY, ALTA., DURING A RECENT SALE

embraces welts, turns and McKays in all the leading shades, tops being from seven and half to eight inches. Tobacco brown, mahognay, dark grey, white and other colors are featured on plain, receding toes and Louis heels. A number of combination colors are seen. Calf leather shoes are right to the front, a few having cloth tops. The line of turns in dull and glazed kid is exceptionally inviting, while a leader is the plain pump with imitation collar and feather edge. Several new lasts are represented. In white goods, kid, calf and duck, there is a pleasing offering. The high cut bal with seventeen and nineteen eyelets appears to be a favorite in all the darker shades while the two-tone effect is not overlooked.

P. M. Goff and S. M. Clapp, of Toronto, have gone on a fishing expedition to the Port Severn River and expect to land the largest catch of the season, having engaged several flatcars to bring home the marine monsters.

Robert Wall, who represents the Perth Shoe Co., Perth, Ont., in the Western Provinces, left last week on an extended selling trip with a fine line of spring samples, embracing all the latest ideas in styles.



J. W. Deegan, of North Bay, spent a few days in Toronto last week calling upon the trade.

R. H. Greene, secretary and manager of the footwear department of Gutta Percha and Rubber, Limited, Toronto, is on an extended business trip to the company's branches throughout Western Canada, going as far as the Coast.

Howard Duffield, of the John McPherson Co., Hamilton, was in Montreal and Quebec last week on business.

Elmer Poyer, of the Canadian-Arrowsmith Manufacturing Co., Niagara Falls, Ont., spent a few days in Montreal last week. He reports business at the factory as being exceptionally brisk and looks forward to an active fall trade.

The John Palmer Co., of Fredericton, N.B., are unusually busy in the shoepack line at the present time, domestic trade being ahead of last year. The firm are somewhat short handed, a considerable number of their employes having enlisted for overseas service. The trench boot department of the company is exceptionally busy on special orders, going direct to the consumer—a good many of the boots going to the trenches, England and to the training camps in Canada.

G. H. Ansley, manager of the Perth Shoe Co., Perth, Ont., spent a few days in Toronto last week on business.

W. J. Badcock, shoe repairer, has removed to larger and more commodious premises at 102 10th street northwest, Calgary.

### NEW HEEL PAD CIRCULATES AIR

A new invention has just been placed upon the market which is meeting with a warm reception, not only on the part of the retail shoe trade, but of those who are using it. Known as "Aero-Peds," they are being manufactured in Toronto at the present time and introduced to the trade by leading findings houses. Aero-Peds are cushion forms to place inside the shoe at the heel. They are composed of a series of resilient air cells, each cell being provided with its individual



air vent. This forces a circulation inside and through the shoe, keeping the foot cool and comfortable. The resilient air cells contain two cubic inches of air when inflated and form a pneumatic cushion that absorbs the shock or jar felt when walking. The weight of the body on the foot, when walking, alternates from heel to ball, and this pressure, coming in contact with Aero-Peds at the heel, causes the cells to expel the air they contain. Aero-Peds are the result of years of study and experiment, and are regarded as a decided advance in making life's walk nice and comfortable. Aero-Peds are transferable, and in addition to having a nice cushion effect will wear well and afford foot sufferers every ease and satisfaction.

C. H. Reilly, shoe retailer, of Welland, Ont., spent a few days in Toronto last week.

John R. Miller, shoemaker, of Wapella, Sask., has opened a shoe store in connection with his business.

John P. Wilson, of Midland, Ont., was in Toronto lately calling upon the trade.

Mr. Shewan, of Nation & Shewan, Limited, Brandon, Man., was in Montreal and Toronto recently on business.

A recent despatch from London, England, says:—Of great interest to Canadian leather dealers is the announcement through the press bureau that certain classes of Canadian leather will be required for Government purposes under the Defence of the Realm Act. They include Canadian oak sides best and seconds, in the following weights: Fourteen, sixteen, eighteen and twenty pounds; bends, seven, eight, nine and ten pounds. Butts are included and will be calculated as two bends. Returns of such stocks in Britain compulsory. It is expected that the Canadian Government will issue a similar announcement.

A maker of women's shoes is making up a new line of boots for winter wear. They have soles of a new white leather, that is slip-proof and waterproof. It is light in weight and flexible, too. The uppers are of black calf, tan calf or white leather. The shoes are either for street wear or for skating wear.

A deal has been closed whereby the Partridge Rubber Company will take over the business of the Standard Tire and Rubber Company, Guelph, carry out the contracts, etc., and besides this will transfer the Montreal business to Guelph. The Montreal factory has been engaged in the manufacture of all sorts of small druggists' rubber goods, and have some excellent contracts on hand. The Montreal hands will be brought to Guelph.

F. P. Stockton, of the C. S. Hyman Co., London, Ont., spent a few days in Montreal last week, calling upon the trade.

R. B. Van Dine, shoe dealer, Fredericton, is putting in a new store front, which will add much to the appearance of his well kept shop.

Albert A. Schnurr, for many years engaged in the shoe and grocery line at Linwood, passed away at the hospital in Kitchener, Ont., after a brief illness. Deceased is survived by his aged father, two brothers and three sisters.

Robert D. Ayling, who represents Church & Co., of Northampton, England, and has sample rooms in the Canadian Building, Victoria street, Toronto, has returned from spending his holidays at Lake Erie points. Mr. Ayling has just received some high-class samples from his firm who specialize in an exclusive men's trade and devote particular attention to women's high-grade welts. Several new lasts are seen this season, straight and of the orthopedic type. Scotch brogues, high and low cut, with wing tips and perforations on tip, foxing and lace stay, are right to the forefront. These come in dark brown and black leathers, with full double soles. Another interesting shoe is a man's patent button, with antelope top, while other offerings are seen in tan and black kid, and kangaroo, in bal and blucher. Ladies' and gentlemen's riding boots of tan and black calf, with hand closed seams and hand welted are superior productions in every way. A nice line of women's shoes is seen in a plain tan willow calf bal, eight inches in height and brogues in both high cut and oxford styles, with straight moderate toe. A splendid showing is also made in military leggings and tailor-made gaiters. Church & Co. report that, while they are well covered with leather for a season or two, they are apprehensive of future supplies, after their present stock is exhausted.

R. L. Savage, of Toronto, who represents Clark Bros., Limited, has returned from a business trip to Montreal and St. Stephen, N.B., and is now showing a splendid range of snappy new models to the trade.



E. D. Pretty has taken a position with the Goodyear Tire and Rubber Co., Toronto, and is covering Western Ontario in the interests of Neolin, which he reports is taking well with the shoemaking trade. Mr. Pretty has had an extended experience as a shoe worker and is meeting with unusual success on the road.

W. Howarth, shoe retailer, 952 Gerrard east, Toronto, has sold out to A. E. Cudmore, who was in business a few years ago at that stand. Mr. Howarth has opened a new store at 772 Yonge street, near the corner of Bloor, in the premises formerly occupied by the uptown branch of the Royal Shoe Co.

George H. Ferguson, of Vancouver, who represents Clark Bros., Limited, in the Western Provinces, spent a few days recently in St. Stephen and left last week for Winnipeg.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, was in Toronto lately on business.

M. L. Savage, Calgary, who represents the Tetrault Shoe Mfg. Co., and J. A. & M. Cote in the West, was in Montreal last week on business and before returning to the Prairie Provinces is spending a few days in Ayer, Mass.

H. S. Campbell, shoe retailer, Fredericton, N.B., was in Montreal on business last week.

James Stewart, catcher of the St. Stephen, N.B., nine, has won his Special Prize, donated by the Amherst Boot and Shoe Co., of Amherst, N.S., for the most runs made in the first round. Mr. Stewart had seven tallies to his credit. Every year since the league first opened, through the instrumentality of W. G. Miller, manager of the Amherst Boot and Shoe Co., Retail, the league players have had something to compete for.

The Perfection Tire and Motor Co., Limited, manufacturers of automobile tires and mechanical rubber goods, will erect a factory in Niagara Falls, Ont., providing the rate-payers ratify a by-law which will be presented to them in three weeks.

George H. Taylor, of Toronto, who represents the Kingsbury Footwear Co., spent a few days in Montreal recently.

Jas. Lawther, of Toronto, who represents the Hartt Boot & Shoe Co., is spending a few days in Fredericton, N.B.

Orders for 26,000,000 pairs of shoes for the British, Serbian, French, Russian, Italian and Belgian armies have been received by British manufacturers since the outbreak of the war. One-fourth of the total, or more than 100,000 pairs a week, have been alone supplied by the workmen of Northampton, the chief seat of the English shoe manufacture, an hour's ride northwest of London. The manufacturers of this place are turning out a second instalment of 3,000,000 pairs of footwear for the Russians this time, boots known as the Cossacks. Owing partly to their pre-occupation with army contracts, partly to depletion of their staffs of male operatives, and partly to restrictions imposed by the Government on the disposal by tanners and merchants of leather suitable for army purposes, boot and shoe manufacturers are finding considerable difficulty in supplying the demands.

The great trouble with the counters that go over on the side has not so much to do with the quality of the counter as the height of the heel itself, says Lynn Telegram. Any extremely high heel would have a tendency to throw a counter

over just the same as a low, broad heel would have a tendency to hold it up. Take some of these very high heels, and the top-lift is about as large as a 25-cent piece; in some cases not so large, and there is almost nothing for a woman to step on or stand on, and it is almost impossible for a woman to have a straight heel under such conditions. With an extremely small top-lift a heel is bound to tip one way of the other and sooner or later the whole shoe is bound to go over on the side. As soon as a heel begins to wear off the counter is bound to go, so that it is actually necessary to get these high heels straightened up at once if the shoes are to continue in wear. Even where the heel-seat is broad enough for the heel of the foot it is necessary to keep the heels straight and this is especially true of all those high heels that are worn so much at the present time.

#### SHOEMAN WHO HAS PUBLIC SPIRIT

E. C. Garbutt, shoe retailer, of Picton, Ont., who was re-elected Grand Treasurer of Grand Encampment of Ontario, I.O.O.F., held recently at Chatham, Ont., is widely known both in Triple Link circles and in footwear ranks. He has had thirty-three years' experience in the shoe game,



E. C. GARBUTT, PICTON, ONT.

and a remarkable instance is that he has been under the same roof for that period, having been employed by the late J. C. North for twenty-nine years, the last nineteen of which he participated in the profits earned by the firm. For the past four years Mr. Garbutt has been running the business himself.

In regard to his connection with the Independent Order of Odd Fellows, the subject of this sketch joined Bay of Quinte Lodge, No. 143, in 1880, and passed through the several chairs. He is also identified with Picton Encampment No. 72, having the honor and rank of P. C. P., and also D. D. G. P. Mr. Garbutt also enjoys the distinction of being Past Grand Patriarch and Past Grand Representative of the Grand Encampment of Ontario, and as already stated, now holds the position of Grand Treasurer. A Past Master of Prince Edward Lodge, No. 18, A.F. & A.M., Mr. Garbutt is also Past Preceptor of St. George Preceptory, Picton, and a member of Prince Edward Chapter, R.A.M.

Mr. Garbutt is another of the many shoemen who take an interest in the welfare and progress of the town in which they reside, and for the past fifteen years has been a member of the Board of Education.

**WHOLESALE SHOE MANUFACTURERS**—A practical, experienced shoeman and salesman, with some twenty years' retail experience, is opening a sample room and desires to represent manufacturers of all lines of footwear. Those carrying stock lines preferred. Might consider road position. Will get business. Best recommendations. What have you to offer? Box 8, SHOE AND LEATHER JOURNAL, Toronto.



# BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

## STAPLE AND FANCY LEATHERS

### RUSSET SIDES AND SPECIALTIES

BAG

CASE

TRUNK

STRAP

*LEATHERS*

BRIDLE

COLLAR

SPLITS

BOOKBINDERS

FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

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

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

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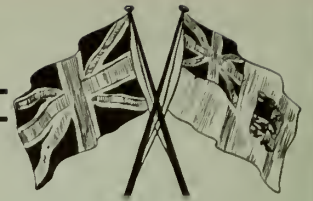
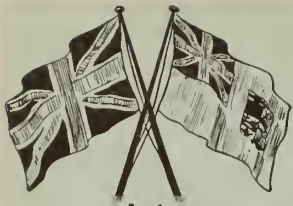
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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



# Preparedness

The WISE RETAILER will see to it that his BREAD and BUTTER is sure in the coming period of Fall and Winter needs in Footwear. The "One Thing Needful" in the Shoe Store, particularly in the next six months, will be

## TRICKETT'S SLIPPERS

See to it that your customers are insured against suffering, mental and physical, through having to go through the Winter with COLD FEET. Just now, if ever, Britons need to keep COOL HEADS and WARM FEET. DO YOUR BIT.

Your jobber will serve you with TRICKETT'S. Take no substitutes.

**Sir H. W. TRICKETT Limited**

Waterfoot, near Manchester, England

J. S. ASHWORTH, Can. Rep., Manchester Bldg., Toronto





# THE SHOE & LEATHER JOURNAL

Twenty-ninth Year. Toronto, September Fifteenth, Nineteen Hundred and Sixteen



Vol. 29. Spring and Summer Styles, Nineteen Hundred and Seventeen No. 18

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# COMFORT SHOES

That's a name that could be worthily added to already well-established names of these shoes

*Doctors*  
ANTI-SEPTIC SHOE  
PAT 1906 1909  
NON PERSPIRO



Here's a shoe that is absolutely waterproof in both sole and upper. The sole is also constructed in a manner that assures an even temperature of the foot in all weathers.

*THE Professor*  
PAT. N<sup>o</sup>. 119409  
GOLD CROSS SHOE



This shoe has the same qualities that distinguish the "Doctors" Shoe. But, in addition, the "Professor" is fitted with a patent, cushioned inner sole that greatly improves the ease of the foot when walking.

There is just that mark of "Something Different" about these shoes that gives them distinctiveness and sets them apart from the general and common run of men's footwear.

First comes COMFORT; then MANUFACTURE; next is STYLE, followed by FINISH, all culminating in one of the BEST SHOE VALUES in the trade to-day.

Surely the above are the qualifications of a good seller and, as these shoes have now become well known, the demand for them is growing constantly. Specify by name to your jobber when ordering and should he not keep them write us direct.

The Tebbutt Shoe & Leather Co. Limited  
Three Rivers  
Quebec



# Ritchie Record Rising

*MEN'S WELTS*

Another addition to our already large plant is necessary to keep up with the demand for Ritchie Shoes.

We are now equipping to make a pair every twelve seconds.

Stock the shoes that are never done selling—shoes that give such satisfaction to you and your customers.

STOCK RITCHIE SHOES

THE  
JOHN RITCHIE CO.  
LIMITED  
QUEBEC MONTREAL

*THE  
Ritchie  
Shoe*



## Two of Our Smart Models

---

### FOR 1917

---

One is a growing girls' shoe that has wonderful selling possibilities. It is on a sensible yet stylish last, and its price is reasonable.

The other is a snappy model, Napoleon cut, that is the acme of style for women. Discriminating ladies will appreciate it. These are but two of the finest range of shoes you would want to see.

Samples are now in our salesmen's hands.

WATCH FOR THEM

# Canadian Footwear Company

Limited

Factory:

*Pointe aux Trembles*

Sales Room: 44 St. Antoine St.

and

*Montreal*





---

---

**S**IX representative new lasts are shown in the samples of HARTT salesmen now on the way to your store.

In our Spring 1917 Range we submit the latest and finest achievements of HARTT master shoemakers.

You will be interested in these newest HARTT models.

---

---

**THE HARTT BOOT & SHOE CO.**  
*Canada's Best Shoemakers* LIMITED  
FREDERICTON, N.B.

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.





Bell Shoes for Spring, 1917, give concrete expression to the most recent ideas of the leading last and pattern makers, and constitute an excellent range of exclusive footwear.

Our salesmen are showing samples.

**J. & T. BELL, LIMITED**  
MONTREAL, CANADA

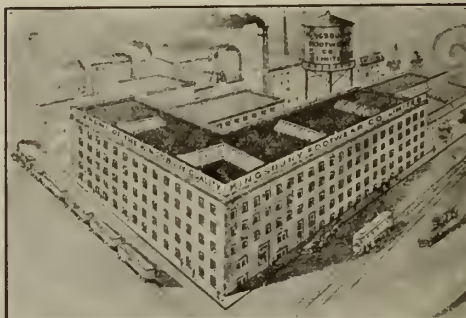
Makers of High-Grade Footwear  
and

Sole Makers of the Dr. A. Reed Cushion Shoe  
"The Easiest Shoe on Earth"

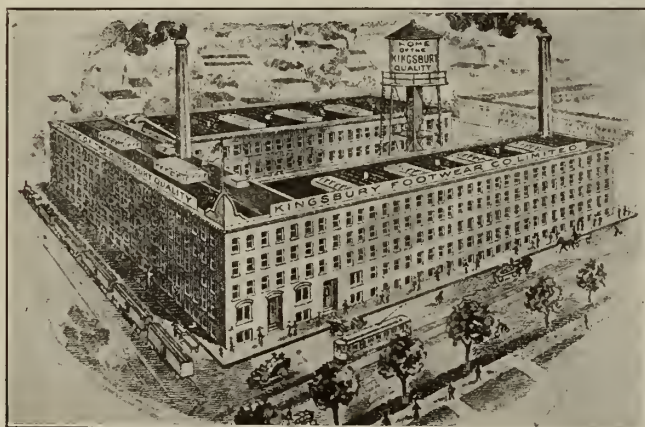
# GROWING!



KINGSBURY FACTORY, 1905  
Daily Output 1,500 Pairs



KINGSBURY FACTORY, 1908  
Daily Output 4,000 Pairs



KINGSBURY FACTORY, 1911  
Daily Output 6,000 Pairs

**Kingsbury Footwear  
Company Limited**  
Specialists in Ladies' Footwear  
Montreal



KINGSBURY FACTORY, 1916. Daily Output 10,000 Pairs



# SPRING 1917!

"KINGSBURY"

**Kingsbury Footwear  
Company Limited**  
Specialists in Ladies' Footwear  
Montreal

"America's Pride"

"Canada's Pride"

- ¶ Seven of the finest salesmen we know are now calling on the trade, and never has our sales force been more enthusiastic.
- ¶ The reason for their enthusiasm will be apparent to you when you see our samples.
- ¶ The set for 1917 is the most extensive and attractive we have ever shown.
- ¶ It embodies the latest ideas in lasts and patterns (five new lasts) and contains a number of novelties.
- ¶ Be sure to make an appointment with our salesman.

# Canada's—



Largest Producers  
3 Big Factories

Largest Stocks  
6 Distributing Houses

Most Complete Lines  
For Men, Women and Children

Our travelers are leaving the branch distributing houses to serve customers in relation to Spring Placing and Fall Sorting Orders.

**AMES  
HOLDEN  
McCREADY  
LIMITED**

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





WHEN  
**QUALITY**  
 COUNTS MOST



In making a sale, there's no line so certain  
 of success as

# YAMASKA BRAND

## SHOES

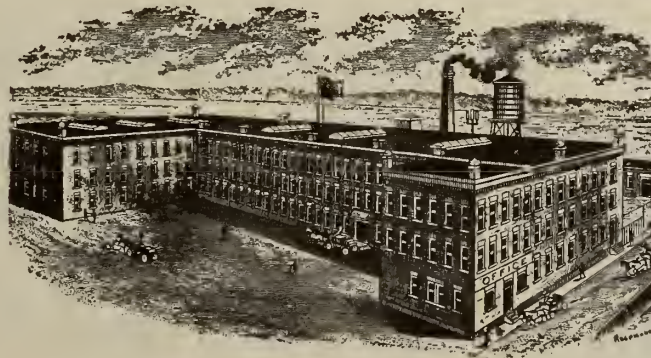
FOR MEN, WOMEN AND CHILDREN

In this famous line **QUALITY** is the first consideration. This has always been so. We do not profess to follow the extreme fashions, but are content with neat, salable styles that are not in advance of the general demand.

### YAMASKA BRAND SHOES

Are made principally for people who prefer footwear that not only **LOOKS** nice but will **WEAR** well, and that can be bought at a moderate price. Our spring range will command your attention and be sure of your approval if you will see the samples when the salesman calls.

☐  
 The  
 Home  
 of  
 Good  
 Quality  
 ☐

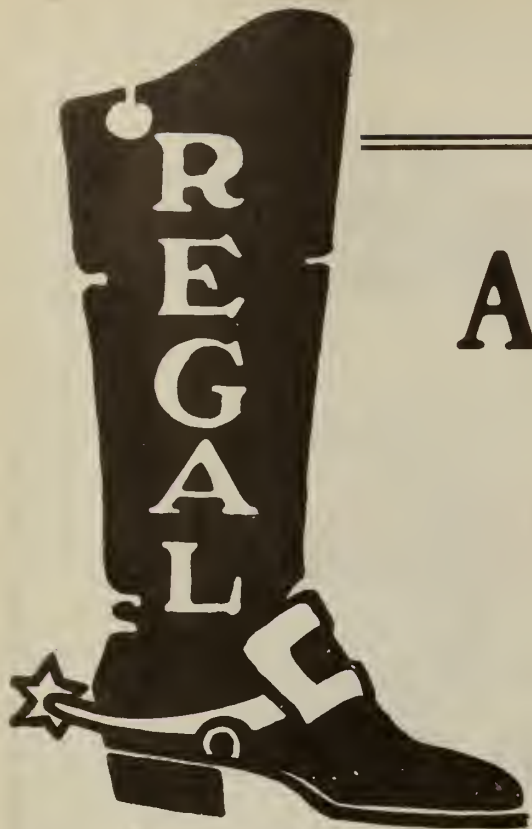


☐  
 Where  
 Yamaska  
 Brand  
 Shoes  
 Are Made  
 ☐

# J. A. & M. COTE

ST. HYACINTHE

QUEBEC



## Announcement!

¶ *Our new Spring samples are now in course of construction and will be completed shortly.*

¶ *We would suggest that all Regal agents and prospective agents, withhold placing their orders for Spring until they have looked through the new Regal line.*

¶ *Last season was a good one for our agents and ourselves but this coming season is going to be better than ever.*

*“There’s money in Regal Shoes.”*

**Regal Shoe Company Limited**

**102 Atlantic Avenue**

**Toronto**





No. R983—8 inch lace welt. French American kid vamp, light welt, blue Vanity heel. AA.....4 to 7 A to D.....2½ to 7

**\$4.50**

Ready Oct. 1st.



No. R982—8 inch Mahogany Russia calf welt, perforated vamp and imitation tip and lace stay, new English walking last. AA.....4 to 8 A to D.....2½ to 8

**\$4.25** Now Ready

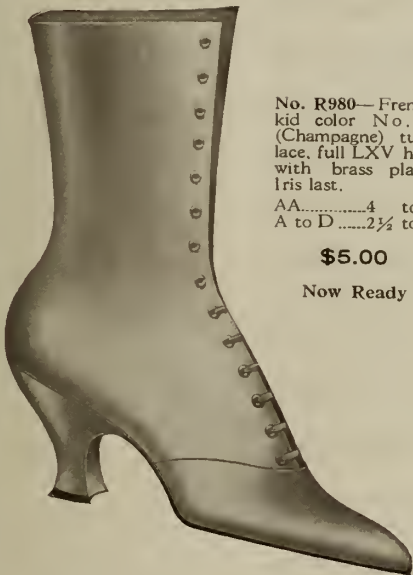


No. R972—High grade kid, high cut welt, new French leather Louis heel, Iris last.

AA to D.....2½ to 7

**\$3.60**

Now Ready



No. R980—French kid color No. 6 (Champagne) turn lace, full LXV heel with brass plate, Iris last.

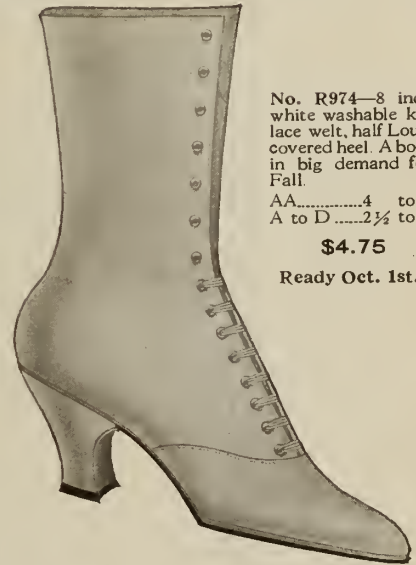
AA.....4 to 7 A to D.....2½ to 7

**\$5.00**

Now Ready

No. 985—Same as No. 982 only in black Russia calf vamp, kid top and imitation straight tip.

**\$3.75** Ready Oct. 1st.



No. R974—8 inch white washable kid lace welt, half Louis covered heel. A boot in big demand for Fall.

AA.....4 to 7 A to D.....2½ to 7

**\$4.75**

Ready Oct. 1st.

# IN STOCK

Early Fall Styles Ready for Delivery October First

Brighten up your stock with a few of these lines

## Stock Terms

4% 10 DAYS  
3% 30 DAYS  
NET 60 DAYS



No. R979—French kid color No. 53 (Cafe au Lait) light welt lace, new 103 last.

AA.....4 to 7 A to D.....2½ to 7

**\$4.50**

Ready Oct. 1st.



No. 984—Gun metal polish boot, 8 in. high, vamp perforated, also imitation tip. Medium welt sole, high Cuban heel, Iris last.

AA to D.....2½ to 7

**\$3.15**

Ready Oct. 1st.

**Moore-Shafer Shoe Mfg. Co.**

Brockport, New York  
(30 Minutes from Rochester)



## Spring Offerings

---

By studying the shoe demands for Spring our travellers are now able to show you some of the niftiest creations in footwear it has ever been our good fortune and pleasure to offer. We have been unusually careful in the selection of 1917 models, choosing from the standpoint of Style, Manufacture, Quality and Service.

It will be all to your good to see them.

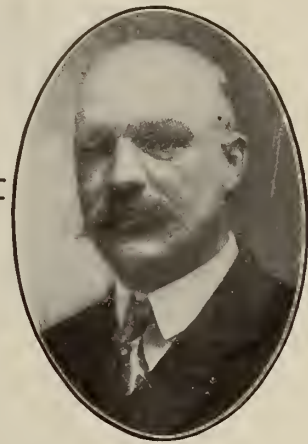
**JAMES ROBINSON**  
Montreal



# James Robinson

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The name that has stood for years behind the unqualifiedly Best Shoe Service obtainable. And this Robinson service is made possible only by our close personal touch with, and understanding of, the Shoe Dealer's needs, courteous and square-deal treatment, and our Immense Stock to draw from.

**JAMES ROBINSON**  
Montreal

# SPRING 1917

Frank W. Slater's  
"STRIDER SHOES"

The  
"EAGLE SHOES"

In no former season has our line shown so many improvements calculated to increase the selling merit and wearing service of our shoes.

Four new lasts have brought the range right up to the minute in style requirements.



One of the  
New Ones



These shoes are not for the come-day go-day trade. They are the solid satisfaction givers that bring your customers back with the smile of contentment. Our welts are not only profit makers for you—they are trade builders as well.

Full fitting Lasts and cushion sole lines are particularly strong features of this new range.

THE EAGLE SHOE COMPANY  
MONTREAL



# SPRING 1917

## LA LORRAINE McKAYS FOR WOMEN

We are in the McKay "Swim" Mr. Retailer, make no mistake about that. If you are after what is new and natty, look for it in this Spring's range.



One of the  
New Ones

Four new Lasts and all new patterns representing the last word in strictly high grade McKay shoes. These lines have "life" and snap—more too, they possess that distinctive touch that means profit to you and satisfaction to your customer.

Our Boys are out.

THE EAGLE SHOE COMPANY  
MONTREAL

WHAT

YOU

WANT

THAT'S  
TETRAULT  
SERVICE

WHEN

YOU

WANT IT

**TETRAULT SHOE MFG. CO.**

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

**MONTREAL**

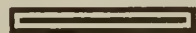


# TWO SAFE BETS

for Spring 1917

# COLORS

African Brown—Mahogany



# FIBRE SOLES

Tetrault introduced them  
and they've made good

## TETRAULT SHOE MFG. CO.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

### MONTREAL

# Astoria Flex-Sole Shoes



*Most women* step out like *thoroughbreds*--- because they insist on very flexible soled shoes.

*Most men* slouch along like *cart horses*--- because they are compelled to wear heavy, stiff soled shoes.

**BUT**---never again for the *men*---

---because we have now constructed a shoe that will carry an 8, 9 or 10 gauge outsole that is as easy and pliable as the finest women's shoe, and which will be a boon to thousands of men who now suffer from the lack of just such a shoe.

The above illustration reflects the idea perfectly. We are registering this shoe under the name of FLEX-SOLE, and it carries the same strong guarantee as all other ASTORIA and LIBERTY shoes.

This is a long and *pliable* step in shoemaking art, which will be appreciated by dealer and wearer alike.

See our Spring samples and get the salesman to tell you the story.

## Scott-Chamberlain, Limited

### Astoria and Liberty Shoes

LONDON

ONTARIO



# Spring 1917

NUBUCK *will be a Popular Leather in Men's Low Shoes for Next Spring*



THE above cut represents a White Nubuck Lace Oxford with Havana Brown Calf Foxing, Facing and Cap, White Fibre Sole, White Welt, and White Rubber Heel. This combination is exceptionally handsome, and will be a seller. **BUY THIS SHOE.**

Also the same effects in Light and Dark Grey, Tan and Dark Brown Nubucks, Leather or Fibre Soles.

See our new lasts — LONDON, AVENUE and ROADSTER.

Salesmen now on their territories.

---

**SCOTT-CHAMBERLAIN *Limited***  
*Astoria and Liberty Shoemakers*      LONDON, ONTARIO

# 1916-1917

## Placing Season Now Here

*Don't make the mistake of  
underestimating the demand for*

## Speed King Sporting and Vacation Shoes

The season just closing has certainly set a new high record for output in our factories. And, even at that, some merchants who were over-cautious in their placing orders were understocked during the busiest days of the season.

Speed King Sporting and Vacation Shoes are no speculation—they have come to stay and you'll see the demand get bigger and bigger every summer, for no shoe is so easy and dressy for outing wear.

**SPEED**

### **KING** Selling Representatives

The Amherst Boot and 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.
Brown, Rochette, Limited	- - - - - Quebec, Que.
McFarland Shoe Co.	- - - - - Calgary, Alta.
T. Long & Brother	- - - - - Collingwood

**The Independent Rubber Co., Limited**  
Merritton, Ontario



# Spring Announcement



**W**HILE our samples may be a little late, owing to the Fall shipments holding us back, we will be in good shape to handle your coming requirements. Our unprecedented offerings for Spring 1917 far excel anything in the past.

The travelers will shortly be on the road with our new lines, presenting unparalleled values for the coming season.

**WAIT FOR THEM!**

Strict attention to detail of design and manufacture, carefully combined with artistic finish, stand out the

**Beresford  
and  
Minister Myles  
For Men**

**Vassar  
and  
Altro  
For Women**

Pre-eminently in the Front Rank of High-Class Shoemaking

---

**Minister Myles Shoe Co. Limited  
Toronto, Ont.**

# ALWAYS TO THE FRONT!



LIMITED.

Fill in your requirements with these High Class offerings.

**STRICTLY UP-TO-DATE**



590—Woman's patent bal., whole foxed, ivory kid, 8 in. top, 2½-6. \$5.00  
 592—Woman's patent bal., whole foxed, battleship grey, 8 in. top, 2½-6. \$5.00  
 591—Woman's patent bal., whole foxed, tobacco brown, 8 in top, 2½-6. \$5.00



588—Woman's tobacco brown willow calf bal., wh. foxed, 8 in. top, 2½-7. \$5.00  
 587—Woman's tobacco brown kid bal., wh. foxed, 8 in. top, 2½-7. \$5.00  
 589—Woman's battleship grey bal., wh. foxed, 8 in. top, 2½-6. \$5.00  
 594—Woman's all ivory kid bal., wh. foxed, 8 in. top, 2½-6. \$5.00  
 595—Woman's all white kid bal., wh. foxed, 8 in. top, 2½-6. \$5.00  
 596—Woman's all vici bal., wh. foxed, 8 in. top, 2½-7. \$5.00



582—Woman's kid bal., wh. foxed, 8 in. top, 2½-6. \$3.35  
 584—Woman's G.M. bal., wh. foxed, 8 in. top, 2½-6. \$3.50  
 586—Woman's patent bal., wh. foxed, 8 in. top, 2½-6. \$3.50  
 597—Woman's tobacco brown kid bal., wh. foxed, 8 in. top, 2½-6. \$5.00



581—Woman's dong. bal., wh. foxed, 8 in. top, 2½-7. \$3.35  
 583—Woman's G.M. bal., wh. foxed, 8 in. top, 2½-7. \$3.50  
 585—Woman's patent bal., wh. foxed, 8 in. top, 2½-7. \$3.50  
 4094—Woman's vel. calf bal., 8 in. top, 2½-7. \$3.50  
 4093—Woman's dong. bal., 8 in. top, 2½-7. \$3.60  
 4092—Woman's patent bal., 8 in. top, 2½-7. \$3.60



4047—Woman's patent butt., 9 in. top, 2½-7. \$3.15  
 4048—Woman's patent bal., 9 in. top, 2½-7. \$3.15  
 4051—Woman's G.M. butt., 9 in. top, 2½-7. \$3.15  
 4052—Woman's G.M. bal., 9 in. top, 2½-7. \$3.15



593—Woman's tobacco brown kid bal., wh. foxed ivory, 8 in top, 2½-6. \$5.00

Phone, Wire or Write, our expense. All enquiries will receive prompt attention  
**BLACHFORD, DAVIES & CO. Limited, 62 Front St. West, Toronto**





# At the Head of the Line

After another year's test of the wearing and selling qualities of

## “MONARCH,” “BRANDON” AND “DR. BRANDON” CUSHION SOLE SHOES

They have proven beyond all doubt their superior wearing worth. Dressy in design, fine in finish, masterfully made, they have secured and retain that top place with the buyers of shoes, from which they cannot be dislodged. The advantage is all yours to handle them.

### The quality that is built into these lines

has been one potential factor in their popularity and immense sale. Possessing a range to meet almost every requirement the various types of men's feet demand, places you in a position to render an unusual shoe-service. The plainer and more common-sense shapes have been adhered to, as these are most called for by the public.

**PROMPT SERVICE** is an outstanding feature in our Order Department. Phone, wire or write and test it.

As it is impossible for our representatives to see all of our customers early in the season, we would kindly ask you to wait and see the Brandon Samples before placing your orders. It will be to your advantage.

*“Where quality counts we win”*

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

## That Shoe Dealers Should Write Us



For  
Spring



asking that we make sure our travellers should not miss them with the Spring Samples, is a strong proof of the real trade advantage of CLASSIC SHOES. In fact, it speaks volumes for the commercial standing of these well-established lines.

When shrewd dealers, who have handled these goods, season after season, fear they miss seeing the Spring Samples, it demonstrates that CLASSIC SHOES give that satisfactory service to customers, that results in a continued profit-producing business for the dealer, and has made the shoes a standard, yes, even a classic in fine footwear.

The  
Classic  
Welts



Shoes of Quality for  
Women and Children

**GETTY & SCOTT LIMITED**  
GALT - ONTARIO



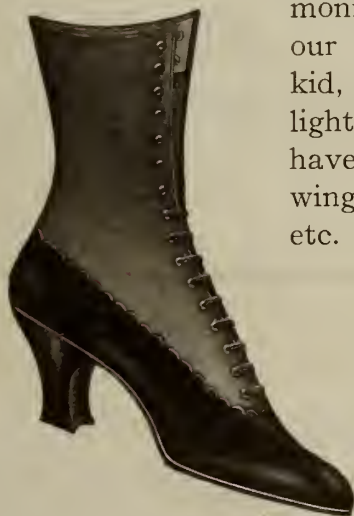
# This Season's Samples

represent the best efforts and achievements of the style-smith's craft. The vogue dominating Spring's demands will be featured in lasts with pointed recede toes, high heels—some as high as 2½ inches—in Louis and Grecian designs. The chief characteristic is an adherence to the feather-weight type, with extremely light edges, that lend an airy and stagey effect. The flexibility of the soles rivals that of a cosy slipper that a woman may roll up and slip into her hand bag.



Now  
Ready

The leading shades for Spring will be greys, browns and two-tone effects in grey and bronze, and these and harmonizing shades will predominate in our Spring lines, in addition to black kid, patents with black cloth tops, and light kid calf with dull kid tops. Nor have we overlooked novelty whites, wing tops and perforations, collar tops, etc. All high grade.



**A Perfect Blending  
of Style and Quality**

**GETTY & SCOTT LIMITED**  
**GALT - ONTARIO**

# Artistic Fall Boots in Stock

FOR EARLY FALL SELLING



No. 9201. Wos. Gun Metal, Full Quarter, 8 inch Bal., 1 7/8 Leather Louis Heel, Welt, D Width, Sizes 2 to 7. \$4.50

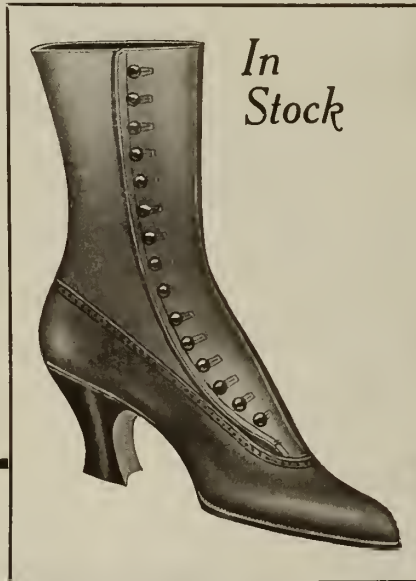


No. 9203. Wos. Gun Metal, 3/4 Fox, 8 inch Bal., 1 7/8 Leather Louis Heel, D Width, Welt, Sizes 2 to 7. \$4.50

**Classic**



**Classic**



No. 9202. Wos. Gun Metal, 3/4 Fox, 8 inch 14 Button, 1 7/8 Leather Louis Heel, Welt, D Width, Sizes 2 to 7. \$4.50

**Classic**



**Every Time**

you sell milady a "Classic" Shoe your sense of pride and satisfaction is vastly increased.

**Remember**

that an investment in "Classic" Shoes pays excellent dividends in profits as well as in the added pleasure of doing business.

# GETTY & SCOTT, LIMITED

Galt, Ontario



A Sure



Thing

You Can Make no Mistake when You Order Your  
Full Requirements in

# SISMAN LINES

They are Like

## GOVERNMENT BONDS

Only the Value is Sure to Increase

---

### THE BEST EVERYDAY SHOE

Is all that the name implies—*Best for the  
Wearer—Best for Dealer—A Sure Thing  
in Time of Doubt.*

Our New Samples are thoroughly re-  
modelled to please the eye, fit the foot  
and suit the pocket.

**The T. Sisman Shoe Co.**  
Aurora, Ontario Limited

TWENTY-FIFTH  
ANNIVERSARY

*of the makers of*

**“PARIS”**

Men's Welts  
Women's McKays

**“PATRICIA”**

High Grade Women's  
Welts and Turns

**“METROPOLITAN”**

Men's Welt  
Women's McKay **SHOES**

This Anniversary occurs at the opening of the season of

**SPRING 1917**

and we are celebrating it by showing the finest line of samples we have ever produced.

Under the above brands you will be shown these shoes.

No matter what trade you cater to you will find several lines in our range that will appeal to you.

Our twelve salesmen are now out. Watch for them.

**DAOUST, LALONDE & CO.**

LIMITED

49 VICTORIA SQ.

MONTREAL

AND BRANCH

**THE METROPOLITAN SHOE CO.**

91 ST. PAUL ST. EAST

MONTREAL



# A Reproduction

Of one of the pages  
of our In-Stock  
Catalogue

**T**HIS catalogue is a great worry saver. With it you may sort up every week, making it possible for you to do more business with a smaller investment and resulting in larger profits.

No extra charge for single pairs.

Send for complete catalogue.

=====  
*The Just Wright*  
MADE FROM SHOES  
 =====



Stock No. 502

Grizzly Bear Last

Gun Metal Straight Foxed Blucher,  
 ½ Double Sole, Sizes C and D,  
 5 to 10½.

*All In Stock Shoes are Unbranded but will be Branded  
 "Just Wright" if you desire.*

=====  
 IN STOCK STYLES  
 =====

Page 9

## E. T. WRIGHT & CO. INC.

St. Thomas, Ont.

Rockland, Mass.



**FLEET FOOT**

## For Every Member of the Family

**O**UR 1917 Fleet Foot line is the most complete line of Summer Shoes manufactured. It includes a shoe for every purpose—for every use—for every person. No matter whether your customer works or plays—is man, woman or child—you will have in stock the very shoe required—if you join the Fleet Foot Dealers.

See the Fleet Foot samples and judge for yourself. Wait for our salesman who is on his way to your store.

IT WILL PAY TO WAIT

**Canadian Consolidated Rubber Co., Limited**

**Montreal, P.Q.**

*28 "Service" Branches Throughout Canada*



# SHOE & LEATHER JOURNAL

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## THE COMING SPRING AND SUMMER SEASON

**Looking Ahead—Manufacturers Show Faith by Their Works—Expect a Good, Healthy Season—Will Start Earlier Than Last Year—Styles More Assured—The Atmosphere Clearer as to Materials and Prices**

**T**HE lady on this month's SHOE AND LEATHER JOURNAL cover is Spring's "First Robin." Paris has sent forth the mandate that skirts are to be longer—down to the ankles if you please—and down they must go. The full effect upon the shoe trade is somewhat difficult to determine so far in advance, but shoemen do not seem to be doing much worrying. The lady shows beneath her trim ankle the contour of the white pump, which is to be the pièce de resistance in footwear next year, so that the SHOE AND LEATHER JOURNAL cover practically tells the whole story.

Manufacturers claim that in spite of the peculiar conditions of last June and July, their sales for the past six months have gone very little above normal. As a result they have lost some of the "jumpiness" that they showed early in the summer, and are more inclined to sit down and look the situation squarely in the face. The result is that in the past few weeks there has been the first decided lull in the leather market that has occurred for the best part of a year. Both in this respect and the necessity for calmly calculating what the future has in store, in the way of demand for footwear, they are better off than they have been for a considerable time.

Notwithstanding the lull and the disposition on all sides to "gang a steadier gait," there is no indication upon the immediate horizon of the ushering in of the day of cheaper leather or shoes. Thoughtful consideration of the limited supply of raw stock, and the tremendous demands that are being made upon the capacity of our leather producing establishments for present and future use, will lead anybody to realize that counting upon a weakening condition in leather is leaning upon a fragile reed. Manufacturers are basing their prices to-day upon what they are able to procure stock for, and there can be no doubt but that they will have to stick to the hand-to-mouth policy they have had to follow for the past year, and make all quotations subject to change without notice.

The retailer has not so difficult a proposition before him as a year ago. Conditions are more stable. He is in a better position to gauge the future and can feel safe in anticipating to a moderate extent his requirements for the coming season. Good retailing will this year be exemplified more than ever by good buying. As outlined in our "Fashion Hints," there are very few radical changes in the better class of shoes. It is comparatively safe to order fairly liberally of fine and medium lines, and the advice given by a prominent American shoeman at a convention some time ago is more apropos now than when it was uttered—"Go slow on Novelties." The bread and butter of the trade are the lines which eighty to ninety per cent. of the people buy, week in and week out. Loss comes principally by over-stocking with fashion freaks that are like "the chaff which the wind driveth away."

The JOURNAL's advice to its readers, from a careful review of the situation, is to buy early of such lines as are regular sellers, avoiding extreme styles. Pick out a few of the more sensible novelties and then, later on, feel your way with regard to the rest.

One thing seems to be certain—the coming season will be a "WHITE" one, for the fad has struck men's as well as women's lines.

# COMBINATION OF COLORS—VARIETY OF DESIGNS

Contrasting Shades and Artistic Decorative Effects are Marked Characteristics of New Spring Styles in Women's Foot Toggery—Very Few Changes in Lasts, Height or Heels—More Variety and Dash Seen in Men's Lines, Particularly in Oxfords

**A** RIOT of colors, a blending of hues and a harmonizing of effects on a scale never previously attempted are leading characteristics of the new models for spring and summer which are now being presented to the retail trade in the Dominion.

Kid is still the leading leather in feminine footgear and it comes in several new shades, but colored calf is a claimant



**T**O B A C C O brown  
bal, perforated  
wing tip, recede  
toe, on Duke last—By  
James Muir Co.

for honors. The high-cut bal with the long, pointed recede toe is being featured, although some button boots are shown, but not in large numbers. Smart, classy footwear in the darker shades appears to be in the lead but the lighter tones are liberally displayed.

White will, of course, retain its well established popularity and more models than ever are being offered in white kid, calf, buck and suede, not to speak of the numerous fabrics in white such as reignskin, corkscrew, cravanette, poplin, sea island duck and canvas.

The wing tip, both perforated and imitation, is witnessed on a number of models. As for height, the shoe for my lady faire runs from seven and a half to eight and a half inches. The leather Louis heel as high as two and a half inches is noticed on certain lines, although Cuban and peg pedestals are not overlooked by any means.

There seems to be no limit to the ability of designers of shoes of the better kind to turn out novelties in women's footwear for spring.

## More Variety and Color for Men

In the popular-priced men's styles there is more variety and combination of color than has been seen for some time.



**T**O B A C C O brown  
bal, long low toe,  
heel slightly flang-  
ed—By John Ritchie  
Co.

A little more "pep" is put into the productions, and two-tone effects, new colors, elaborate perforations and wing tips are being featured. It is thought that the effect of the novelty shoes, which have held such high favor in women's lines, may be extended to the men's and, although few new leath-

ers are seen, there are some entirely new toppings, such as pigskin, pencil calf, cordo calf, morocco grain, dark cherry calf, pebble grain calf, etc. There is a tendency toward narrower toes and broader shanks.

The majority of models have low heels from 6-8 to 9-3, with close edges, while blind eyelets continue their popularity. There is one thing outstanding, and that is the stag vamp, and the dark shades of tan leather. There seems to be an opinion that African brown, tobacco brown, cherry calf, mahogany brown and all the other members of the "brown" family are going to sell particularly well. More firms are using rubber and fibre soles, as these have been found to give splendid satisfaction and retailers are taking hold of them with more confidence.

On the whole, there is little change in lasts. The moderate recede toe is now being universally accepted. The high toe and the medium high toe die hard, but are gradually disappearing. Some of the highest class firms are, of course, not presenting the novelty lines and the other striking leather combinations in men's shoes. They have gone so far as to have medium perforations and scallops on the tips, foxing and lace stay, but models shown by other firms are fantastic enough to please the most fashionably dressed young man. Striking contrasts in colors are seen very largely in sport shoes

**L**I G H T grey nubuck  
with Havana brown  
calf foxing, facing  
and saddle, Avenue last  
—By Scott-Chamber-  
lain.



and oxfords. There are combinations of pearl grey and brown, black and brown, tan and brown, white and cherry, battleship grey and dark brown, black calf with pigskin toppings, and other contrasting shades. Circular foxing is also seen on a large number of the models, along with white and colored stitching. In low cuts, new patterns with extended vamps, stag vamps, two-tone effects, overlap eyelet stays, etc., are offered for the consideration of the "lords of creation."

## Gingering Up Men's Trade

The object of the dash in color, which has been introduced into men's shoes, is to tone them up and make them appeal so strongly to the young man, that more than one pair a season will be bought. The men's trade has not been what it should be, owing to the conservative character of the lasts and patterns, the tendency of both youth and old age to economize during the present period of European strife, and the fact that so many buyers of smart footwear are now serving their country. It is hoped by the trade that the new effects, tones and combinations of shades will cause men's shoes to move more freely. In some models there is a tendency toward the eccentric and freakish, but it is not thought that this will appeal to wearers of high-class shoes. Such persons do not object to attractive color combinations, or the spice of originality in production, but they do not want to go around with their feet rendered ostentatious by a style



*Canadian Shoe and Leather Captains*

CHAS. A. BLACHFORD



GEO. A. BLACHFORD

## A PROGRESSIVE PAIR

**P**ROBABLY the youngest house in the shoe manufacturing line in Canada, but nevertheless, amongst the most progressive and aggressive, is the Blachford Shoe Manufacturing Co., Limited, of Toronto. The firm consists of Chas. A. and George A. Blachford, both of whom have shoe blood in their veins for at least two generations.

George A. Blachford is a son of Mr. H. P. Blachford, of H. & C. Blachford, for practically half a century leaders of the retail shoe trade of Toronto. George A. took to shoes as naturally as a duck to water, and in his pursuit of the best inside knowledge of the art of modern shoemaking, he went to Lynn, Mass., when quite a youngster, and was drilled in the game, in factories such as that of A. E. Little & Co. (Sorosis Shoe), and Faunce & Spinney. He was connected later in Canada with the Minister-Myles Shoe Co. and the Murray Shoe Co., where he did good work before embarking in the present enterprise. He takes charge of the manufacturing end of the firm's business, and Blachford Shoes speak for his ability and skill in the designing and production of modern footwear.

Chas. A. Blachford, who has charge of the office and sales departments of this live establishment, is a son of Mr. A. W. Blachford, for many years a partner in W. B. Hamilton, Son & Co., and later with Blachford, Davies & Co., and who is one of the best known and most respected members of the shoe trade of Canada. Charles A. Blachford had seven years' training in connection with the office and warehouse end of the Blachford-Davies business, and in this way came into intimate personal touch with the retail shoe trade and its requirements.

His thorough business training, added to his courteous, gentlemanly spirit, has won him a high place in the esteem of both wholesale and retail trades. He is all business, and while affable and agreeable to an extreme, devotes his entire thought to the cementing of the relationship between the company and its customers, which is built upon the principle outlined in the phrase, used with regard to Blachford shoes, "Your Inevitable Choice." It is a good choice.

Both Blachfords claim they are too busy and too young yet for hobbies, so they "stiek to their last."



so loud that one can almost hear the shoes coming down the street.

In a few samples the shanks are broader than they have been for some time. These carry a narrow toe in most cases



**N**EW colonial pattern with wing tip effect—By Ames-Holden-McCreedy, Limited.

and it seems hard to explain how the narrow toe is in vogue, especially in shoes that have roomy shanks.

The bal is still the favorite dress shoe for men of taste and good judgment. It appeals to the average conservative individual as the neatest and most appropriate. Of course, a large number of bluchers are shown, but they are generally in the more medium priced lines.

#### Two-Tone Effects for Women

To describe women's shoe styles is like painting a picture of the rainbow or depicting on canvas the beauties of the autumnal tinted leaves. There is color everywhere, and of every hue, and under every name. Solid color creations, two-color creations and everything that tends to create mode is the big asset.

Another noticeable feature besides the very artistic colors is the light, dainty, airy effect of the models that are being shown now to the retail merchant by enthusiastic travelers. The soles are light, many of them having feather edges; shanks are slim and heels neatly breasted and trimmed. Plain pointed toes, with vamps, three inches to three and a half, are strong features of the line in novelty colored kid



**M**AROON kid, heart vamp bal, ivory kid top with maroon collar—By Blachford Shoe Manufacturing Company.

shoes for "Miladi." On some models the wing tip is shown, but by far the largest proportion of samples have the unadorned, elongated forepart.

Heels are about the same altitude as last season and the leather Louis still reigns supreme. The beauty, style, color combinations, inlay work and shoemaking cleverness in the

new samples are some things that have never been previously achieved. Perforations of every kind and fancy patterns with artistic trimmings that serve to accentuate the two-color effects are replete in every range.

Grey of various shades, brown of the darker hues and blues are strongly featured along with lighter colors, such as ivory, champagne, white, buff, fawn, dove and pearl grey, sand, bronze, etc. Then there are green, red and purple in color combinations. Whatever contrast is used, there is generally a lighter shade for the top and a darker one for the vamp and foxing. In fact, color harmonizing has been carried to such an extent that every combination, not absolutely shocking or revolting, has been evolved.

#### Some Very Striking Contrasts

Many shoes have tops of one color and vamps, foxing, lace stays and collars of another hue. There are scalloped, circular and curved foxing and various other decorative designs. Black and white is proving a very pleasing combination and is seen with the stag vamp, the brogue vamp and with heart-shaped throat, wing tips and ornate foxing. One of the leading showings of the season is a full semi-lace wave vamp, which has a rounding effect at the throat, while the



**P**ARADISE button boot, scalloped seamless vamp—By Blachford Shoe Manufacturing Company.

vamp is high toward the forepart, finished up with a slightly inverted curve at the heel. Tobacco brown is having a large call, wholly and in combinations with tan and ivory kid, and it is anticipated that deep grey, black and mahogany brown should prove good sellers for the conservative buyer.

It is impossible to name the colors that appear in grey, to which there are no less than nine names given, varying according to the shade, and the idea of the manufacturer, while in brown there are some seven shades. In blue, no less than ten, from midnight blue to sky blue. In green there are at least half a dozen names given, from bottle green to apple or Nile green. So, not only in the shoes themselves, but in the names, color is everything. But when it comes to two-tone effects, and the lighter colors, the average shoe merchant, who is catering to the medium class trade, will likely go slow on the rather dazzling models, and confine his purchases to the quieter tones and more solid colors, like tobacco or African brown, battleship grey and dull and glazed kid.

The lace bal is still the favorite shoe. Some attempts have been made to introduce the button, but the tall tops with their dash and snap, their pleasing appearance and graceful decorations, have won a place that will not cause them to be easily superseded.

In women's footwear it is interesting to note that colored suede and colored buck are being featured on many

of the highest class shoes, but kid is still the prime favorite in the matter of leathers, on account of its glove fitting qualities. The conservative buyer should purchase straight cut tops only, for they are safer than the Wave, the Lang-

**H**AVANA brown kid, scalloped vamp and collar, with new Vanity heel, showing aluminum insets at base and top—By J. & T. Bell, Limited.



try, the Trooper, the Hussar, the Crescent and other cuts, a few of which are seen.

Plain effects will be noticed in pumps, with very small ornaments—and the quiet elegance of patent leather will continue in popularity. They will carry the Louis heel and possess perfect fitting qualities. Some new designs are seen in Oxfords, and more new patterns will later be presented for the consideration of the trade.

#### Walking Boots With Low Heels

In the walking and sport shoe line the low heel, wing tip, saddle strap, collar and cuff effects in white and tan, black and white, two shades of brown, green, ivory, cherry, etc., are seen. The athletic boot or English walking shoe, or whatever name it may be called, has attained a measure of popularity and should prove a good seller.

Everything points to the fact that next season will be the greatest white line that was ever ushered in. White kid and white calf, white buck, suede and all fabric materials in white, will predominate in many comfortable models.

Buck is used considerably for tops in many smart styles, particularly in fawn, tan and brown, as well as mustard, pearl and ivory.

The Vanity heel is also observed on women's styles. The heel never played a more important or striking part in the appearance of a shoe than it does to-day, and the Vanity pedestal is among the most artistic in style and finish. It is a leather or combination heel with some sort of celluloid finish that gives it the smooth, glossy effect of a wood heel. It also has a top plate and bottom plate of ivoryoid. This plate is as thin as a wafer. It may be bronze, blue, green or white or any other color, and makes a pencil stripe around the top and the bottom of the heel.

#### A Summary of the Changes

Reviewing the styles generally it is stated that women's oxfords may return to popular demand next season and that there will be many novelties in color combinations and materials. Summing up the trend of styles generally one leading manufacturer who has visited all the producing centres gives the following comprehensive statement:—

In women's lines the changes in the lasts are few, if any, and the chief alterations are in the patterns which are caused by the styles of heels as adapted to the use of the shoe. For outdoor and athletic service the low heel requires certain patterns; while the dress boot can have high heels and be different in many ways from the other type.

"Color combinations and decorative effects are observed; contrasts of material and colors in the vamp and upper afford fields for distinctive styles. Two-tone effects are being secured by using kid vamps of brown or grey with toppings of suede, buck or nubuck of lighter shades. White tops to black patent or gun metal vamps are presented, and the tendency seems to be toward the patent-leather goods. The use of cloth toppings varies; in some lines it is very slow, while staple black boots, the tops of which are black cloth, are everywhere accepted and in good demand.

"In men's lines the brown boot in dark shades is taking a place as a desirable boot, but its price is advancing, and since calf-leather is in demand far exceeding the supply, side leather will be used more and more. If the particular customer requires real calf leather in his boots he may face the high price, and must face it if he would possess the boots.

"So long as cowhide is substituted for calf skin, the use of other substitutes in the sole and other parts of the boot is perfectly consistent; and if rubber can be substituted for sole-leather, composition material can be substituted for rubber."

#### Whites—Novelty—Brown

Here is the way one student of styles views the trend in footwear fashions and perhaps he is not far astray:—

"Two-tone effects will be strong. Browns are coming actively and are very nice in the two-tone effects. A new mahogany shade should be a winner. A patent vamp with white calf top of washable leather ought to be a splendid number. The demand for the pearl grey will not be as strong as it has been, and darker shades of grey will be the most popular. Ivory kid is now called for. A navy blue vamp with ivory top will be good. The call for white shoes this late in the season is an indication that white shoes will be more in requisition than ever. The 8 and 8½ inch boots will be the biggest sellers."

#### Prices Were Never so High

Prices rule much higher than last season and the advances have caused many retailers to rub their eyes or disbelieve their ears. With prices galloping from fifty cents up to two dollars a pair more than last season there is little



**M**AHOGANY brown bal with perforated vamp and lace stay, leather Louis heel—By Getty & Scott, Limited.

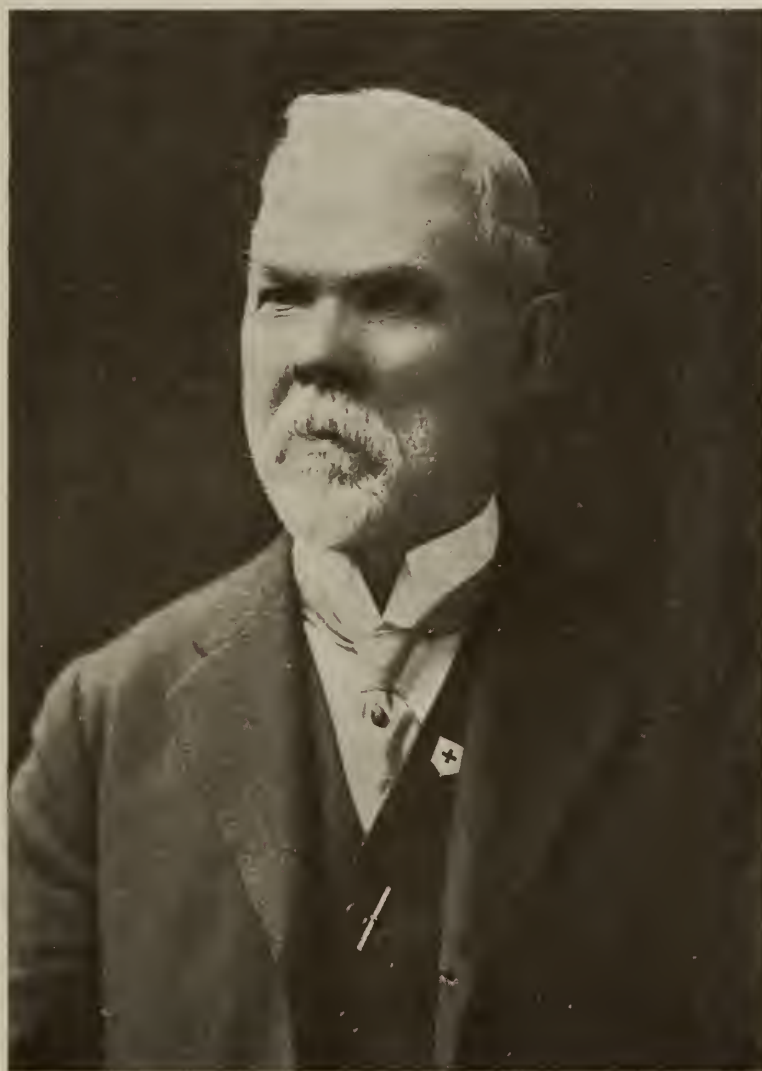
wonder that some amazement or chagrin is expressed on the part of the merchant, "but they buy all the same," after getting over the shock.

It is absolutely useless to object to the higher figures. There is no avenue of securing the goods desired at a less sum elsewhere and the only alternative is to pass the aviating

(Continued on page 57)



CANADIAN SHOE AND LEATHER CAPTAINS



WM. CRAIG, TORONTO

See Page 55

# How Being Himself Won Trade

Advertising is Common Sense and Honesty—Several Methods that Have Won Trade—Can't Copy City Store Advertising—A Store Paper that Helped the Reader—Merchants' Association that Brought Record-breaking Sales in July Without Bargain Appeal

By GUS RICE

**I** REMEMBER well when I called on the editor of the weekly paper in my home town in 1892 and asked what a half-page space would cost for one year. I had opened my store and wanted to do business. The editor nearly fell out of his chair in sheer surprise. We finally made a contract for half a page, which included permission to use some front page space free.

A boy and I looked after the business of my store in those days. The boy did the sweeping and dusting and I the buying, selling, advertising writing and office work. In spare time, I helped the boy keep the store clean.

The boy is now a successful man and I am still doing the buying—but for four stores.

I am also writing my own advertising matter, doing part of the selling and working out selling ideas and systems. I am still the handy man about the place, except that now I have a combination bookkeeper and stenographer and an assistant to help me do the buying, manage the four stores and help me do the selling here in the original store, with the assistance of two other young men.

## He Manages Four Stores

Managing four stores, keeping in close touch with all the important details, offers some problems, but the situation also has some advantages in addition to the natural advantage of having the profits from four stores in place of one.

An idea or selling plan that will work in one will often work in all, especially when they are all in medium-sized towns, in the same general section, as my stores are. It is often possible to switch stocks from one to another, supplying needed sizes, or moving goods at regular prices in one store which, for some reason, failed to go in one of the others.

I want to tell in this article, principally, how I handle the advertising for the four stores and keep in touch with local conditions all the time.

## Common Sense and Honesty

I have heard it said that advertising is an art. I hold it is not. It is a combination of common sense and honesty. It takes common sense to choose the proper language and to know when and to whom to say it, and honesty to win the confidence of the reader.

The artistic word-painter may be able to catch the imagination of the reader and hold it for a short

time but I believe a lasting impression can be made only by a real heart-to-heart talk, couched in plain matter-of-fact language, concise and right to the point.

I believe such an advertisement not only draws, but it holds the attention of the public. I do not aim for the result of today. I must make a lasting impression upon the mind of my reader. By suggestion, I aim to train his mind to think of Rice when he thinks of neckwear, for example, and to lead him unconsciously to my store when he wants to buy a collar, because he feels that here he will find what he wishes and that my clerks will look after his wants better than others.

## Simplicity and Truth Needed

The merchant who can train his help to cooperate with him to obtain such a result is fortunate and the advertising writer who is able to make his suggestions stick in the mind of the reader is an engraver of human hearts—a master workman.

Flowery word-pictures will never get such lasting results, because they do not touch the heart.

I hold that an appeal to the dollar is no appeal, because the dollar is only a medium of exchange and looks the same on one counter as on another. I realize that my customer of today may be drawn toward my competitor tomorrow. I cannot afford to take the chance of losing him. I must appeal to his sense of fitness. I must impress him with the thought that my store service is honest and capable, and that we are doing all possible to please him. By showing him certain little attentions when making his purchases, I must make him feel that no one knows his tastes quite as well, nor can take care of his wants quite as satisfactorily as we can.

To do all this and do it right, I have always felt, a man must be intimately acquainted with the people to whom he is talking. The man a thousand miles away with his stereotyped phrases cannot be of use to me. He cannot obtain the result I require. He must come in actual contact with my people to be able to reach their hearts.

## Merchant Must be Himself

Business in the city, a few miles away, for example, is done in a different way. Many and many a dollar is being thrown away annually by country merchants copying advertisements which they see in the great metropolitan dailies and which are



absolutely unfit for their requirements. It is well to read such copy and study it carefully and pattern after it when it can be of use. I have obtained many a good suggestion this way. The danger is in not knowing where to draw the line.

The secret is to put yourself into the place of your reader and make up your mind before an advertisement goes into print, whether such and such a phrase will appeal to your reader or will repel him, or will be of such little interest that he will never give it a second thought.

Study advertising and study human nature as it is displayed by your own neighbors, and do your own talking to them in your own way, even though you do employ a regular advertising writer. Make your own personality felt, because a man's business can never be larger than he is himself.

#### **Sent Him a "Summons"**

Some years ago I heard of a farmer who had several boys who had never been in my store. I wrote him several personal letters, took pains to have some of his friends tell him about my store, etc., all without avail. I gave this man a great deal of thought. I wanted his business and I finally made up my mind to employ drastic measures. I wrote him a letter which sounded as if it had come from some official at court. I told him that he must be in my store on a certain day. Several weeks passed before he came, but when he did, he excused himself for being late. He had been busy in the harvest field. He and all his family are today among my best customers.

Some time ago, I wrote a number of articles signed as "Jimmy the Booster." He touched somewhat upon local matters, asking people to help him boost. He mentioned, in every talk, that Rice had hired him and that he could be found at Rice's store. He always found room to make some kind of remark about a certain pair of boots at Rice's which he had bought or about which some one else had told him. Even now people mention Jimmy. One man told me he had bought a pair of shoes from "Jimmy the Booster." I had pointed out my bookkeeper to him as Jimmy. He wanted Jimmy to be a person, and I was a little too modest to pose in the leading role myself!

#### **How He Uses Birth Returns**

There is another plan which has brought me business. I obtain from the Board of Health in every town where we do business a list of the boys born during the month and send each baby a personal letter, telling how glad I am to make his acquaintance. I wish him a long life and prosperity and take pleasure in presenting him with his first pair of shoes, which I forward with this letter. I tell him I hope he will buy (or see to it that his parents buy) his first shoes from me. I ask the boy to tell his father we are also well prepared to please grown people.

Perhaps you will notice in this connection that in all my advertising, whatever I do for the other fellow, I never let him lose sight of the fact it is Rice who is advertising. I talk about Rice and what he can do for the people who need clothing and how glad he will be for the opportunity to do it. It is

always apparent to the people what my motive is.

Last year I issued a store paper occasionally, "The Rice Booster," and this was a good thing. People were interested in it, though it talked a lot about my store.

#### **Store Paper Was Helpful**

But in addition to shop talk, it carried some information which farmers found useful, as well as a good deal of miscellaneous matter of interest to all people. For example, there was a little item about clover bloat, and others along the same general line, intended to help farmers. Again, there was an article seeking the answer to the question, "Is Friday an Unlucky Day?" I tried to get into the paper just enough matter of this kind to keep people interested and keep them reading what I wanted to say about Rice's stores.

This paper, of course, would hardly have been possible except for the fact that I have four stores. This gave it a better circulation for the effort and expense put into it.

About a year ago, we formed a Business Men's Association with a membership of eighteen merchants. We have done some mighty good work during the year. We had tried for many years to get together in the right way; had commercial clubs and what not, but never could get results. The interests seemed to clash. This time, the merchants decided to try it alone, and they elected me president.

#### **Local Newspapers Helped**

I realized it meant more hard work than expenditure of money. In a small town people are not in the habit of spending much cash. We exercised our gray matter some to devise ways to wake things up. I called upon the editors of our two weekly papers and showed them it would be to their benefit to help boom the town. They were glad to do their part and have given us one or two columns of front page space every week.

The first move was a "dollar day" for the last Saturday of the month. The papers pushed it on their own account. The merchants all bought space liberally and advertised some mighty good values. The association had several thousand circulars printed and had them distributed by automobiles in the surrounding territory. Some of us used personal letters and others, circulars, in addition to our regular newspaper space. The day was a success.

The next special effort we called a "red arrow" sale. Every member displayed a red arrow in his window. I ran one clear across the street pointing to my doors. We again had the association advertise the event in the country and in surrounding towns. The newspapers helped—the day was a greater success.

#### **Auction Sales a Success**

The next month, we started free auction sales. We provided free auctioneers and told people from far and near that we would sell for them, free, anything they might have to sell—that we would provide the buyers, and we invited them by letter, circular and newspaper advertising to come and

see the crowd. The people came in droves. It was a gala day—and the biggest success of all.

Business simply boomed. We could not wait on the people. I suggested that we let well enough alone and continue the auction sales and dollar days—make them permanent—and that we have, every sixth month, a get-together day, the purpose of which should be to invite the people to town to get better acquainted with the merchants—a day on which the merchants could show the people their appreciation of their patronage of the past six months.

The last Saturday in July, we had our second get-together day and it was a wonderful success. The merchants themselves were surprised that it was possible to get such a crowd together and sell so much goods in one day. We were swamped. The streets were literally packed with people, and the stores did a land office business—and in July, and no cut prices either!

#### Everyone in the Movies

We had 1,000 feet of moving picture film taken and invited everybody to be in the picture; we had all kinds of old-fashioned games on the streets, and had a regular old-fashioned barbecue.

It took two large oxen to feed the crowd. We had an industrial parade more than a mile long, a parade of children as long, and possibly a mile of other

people. Everybody wanted to be in the picture, which meant another big day when we got ready, the last Saturday in August, to show the picture.

The day cost only about \$300, of which we got back nearly \$200 for admissions to see the picture here and in surrounding towns.

The free auction days are still going on. We would not give them up, because the crowds are coming and are just as large as ever.

#### Are Making Credit Rating List

We are now working on a rating list. Every man in the surrounding country is being rated as a protection against men who do not pay and to help honest, worthy people obtain credit when they need it. We feel this step will be of great benefit all around.

We had been bothered a great deal, like other towns, with itinerant merchants, box-car peddlers, etc. We felt the time had come to call a halt, and we went before the town board and insisted it pass an ordinance to do away with this evil. We prevailed upon them to pass an ordinance and have had no more such trouble.

This move, while it helped the merchants, was good for the people of the community, too. But, after all, what is good for the merchant—what is really good for him permanently—ought to be and usually is good for the people he serves.—Associated Advertising.



*THE attractive and well laid out new shoe store of Joseph Patterson, St. Mary's, Ont., which was fitted up from his own design, see page 72.*









## SOME BRIGHT SELLING HINTS FOR OCTOBER

Timely Suggestions in Window Displays and Decorations—Thanksgiving Day, October 9th, Affords Splendid Advertising Opportunity—Making Use of the Variegated Foliage of Nature—The Traditions of Hallowe'en and How to Arouse Interest

The wonderful strides made in advertising during the last few years has created new demands in all departments of merchandising—but irrespective of the modern methods that have been introduced, it is really surprising how very many merchants fail to recognise what a potential factor a well dressed window is in selling of footwear. True, very many appreciate the selling value of windows, but should there be any doubters let them go to the large department stores and hear the department managers clamor for windows. These men know by experience the selling value of windows.

Then why not devote some time to your windows—systematically too. Not a splurge this week and nothing doing for the next two or three. Each week change the window at least twice, and better still, three times. It is not a case of whether you have time to do it, it is a case of can you afford not to do it.

Always be seasonable with your window trims. Take advantage of local conditions, situations and circumstances. Each month will furnish something peculiar to itself that will work in nicely in the way of schemes for trimming.

October is rich in window suggestion. Out-of-doors the brighter colors are fading, while the woodlands are turning to rich golden yellows and the softer sepian shades and pleasing browns. So yellow and browns should dominate your color schemes for store and window decoration.

There should be little need for special sales during the month. Money begins to circulate freely. Farm products are pretty well marketed and buying becomes easier.

### Take Advantage of Thanksgiving

Early in the month Thanksgiving offers a splendid advertising opportunity. For one week previous to it arrange a "Harvest Home Week." Dress the window on Monday, Oct. 2nd, with various grains made into sheaves not more than three or four inches in diameter. These will trim your corners and centre back. Grapes on the vine can be festooned in the back. Other fruits and vegetables, in groups of six or seven, can be arranged attractively on the bottom and on fixtures. Have them washed scrupulously clean. Be careful not to over do it so as to detract from the shoe lines you are displaying. These should be a shoe decoration, not a farm exhibit. If you can have any specials to use as leaders during the week, they will attract business. Advertise this "Harvest Home Week" in the paper, emphasising the values you have to offer and head your advertisement with "Harvest Home Week" at so-and-so's store. You will find this will be sufficiently different to attract attention to your store and that is good advertising.

### Autumn Leaves as Decorations

A pretty trim can be arranged to follow the "Harvest Home Week" with the introduction of autumn leaves. Branches, with the beautifully variegated foliage cut the proper lengths, can be artistically arranged on the background of the window. A sprinkling—giving the effect of fallen leaves—may be dropped here and there on the bottom. A little care and patience in the arranging of your lines in this seasonable bit of trimming will produce a very effective window.

Then will come Hallowe'en. Take every advantage of an opportunity. If there is anything people are talking about

work it into your advertising. Dress a Hallowe'en window. The colors are yellow and black. If your windows are large enough put a life size figure in, dressed in peak cap and the other regulation witch attire. Hang a pot on a tripod of sticks. With red and yellow paper and electric lights represent a fire underneath. At night leave the window dark, except this light under the pot. Other emblems are cats, owls, moons, stars, etc., all of which may be purchased at your stationer's or cut out of black and yellow paper.

Should a figure not be obtainable cut a witch riding a broom, out of a black card and suspend it in the window with black thread. Turn an electric fan on sufficiently to keep it in motion. Arrange this window a week ahead of the date. Advertise Hallowe'en values, emphasising party slippers, pumps and light shoes for indoor wear.

A little attention to your displays and decorations will work wonders in bringing more trade simply because people will take notice of your up-to-dateness.

### SIT TIGHT AND TAKE YOUR PROFITS

There is great need of hard common sense in considering the profit situation. This year many retail shoe dealers have realized greater profits than they ever hoped to make. In most instances trade was brisk, customers were easily satisfied and, to the hardworking retailer, it began to look as if the shoe millennium was coming.

The temptation always presents itself to the dealer to cut prices and get the credit of selling goods cheap. When profits are ample the tendency is to share them with customers. It is not necessary to explain further; everyone will understand the incentive to cut prices when the margins of profit are ample, but the important consideration at this time is that we are living in extraordinary times when ordinary rules fail.

Prudent business men are proceeding on the assumption that profits must be large at the present time to counter-balance the inevitable slump in prices which will follow the end of the war.

Another consideration is that styles change so quickly, and novelties follow each other so rapidly that there is always danger of the dealer being left with stocks on hand which can only be closed out at a loss.

There is a gaining and a losing tack in merchandising as in sailing. Big profits are likely to induce extravagance if it is not well understood that the long profit periods should be averaged with the losses that may come later on.

Retailers might well take a leaf out of the book of the big contractors of war materials. They realize the danger of making great profit showings and resort to expedients to equalize the big gains of today with the small returns that may follow. In taking account of stock they charge everything to expense and do not add the betterments to their inventories. They charge off fixtures and questionable stocks to profit and loss. In this way the books do not show such fabulous profits that the balance sheet puts the members of the firm into a fool's paradise.

Keep up your prices, make all the profit possible, but remember that times will change and the profits of today may be needed to tide you over future conditions.—The Shoe Retailer.

**WELL LIKED IN SHOE TRADE**

S. A. Bell, who has joined the traveling staff of the Blachford Shoe Mfg. Co., Toronto, and will cover eastern Ontario and the province of Quebec, has had a wide experience in



S. A. BELL, TORONTO

the shoe game. His native town is Trenton, where he attended both the public and high schools, and afterwards spent three years in the Jarvis Collegiate Institute, Toronto. His first position was in a shoe shop in Trenton, where he spent two years, going to Montreal in 1903. He was engaged for several years with W. H. Stewart, on St. Catherine street west, and later with his brother, Malcolm Stewart, on St. James street. Six years ago Mr. Bell joined the traveling staff of George A. Slater. Limited, covering Quebec, for the first year, and during the last five ably looked after the interests of the firm in Manitoba and Southern Saskatchewan. Mr. Bell has always been a hard worker, a genial friend and a capable salesman, a trinity of qualities that is difficult to excel.

**NEWS HAPPENINGS FROM ST. JOHN**

John Cummings was in St. John last week. He represents the Breithaupt Leather Company, of Kitchener, Ont.

C. Hazen McGee, representing the Murray Shoe Co., of London, Ont., was in St. John lately. Mr. McGee was formerly mayor of St. George, N.B.

Travelers with spring shoe samples are arriving in the city and in addition to new lines they are introducing prices which are fairly staggering local retailers.

J. A. Campbell, who is representing the Kingsbury Footwear Co., Montreal, was in St. John, recently on his way east. Mr. Campbell formerly resided in St. John and during his short stay renewed acquaintances.

Frank W. Merrill, head clerk in Percy Steel's shoe store, St. John, N.B., was on a tour recently through the Eastern States visiting different shoe centres with a view to getting some new ideas for use in his department.

Friends in this city are pleased to learn that Douglas McRobbie, of Vancouver, formerly of St. John, has been appointed Canadian traveler for the Walkover Shoe Company of America. He is a son of John H. McRobbie, of the McRobbie Shoe Company, of this city. About four years ago

he left St. John and went to Vancouver, where he became associated with his brother in the shoe business. His wife is visiting her mother in Riverside, N.B.

Word was received in the city a few days ago of the safe arrival in England of A. V. Wright, of Moose Jaw, Sask., who left Canada with the 128th Battalion. He was formerly employed with McRobbie Shoe Company and Percy Steel, of this city.

Charles R. Wallace, who was formerly employed in Percy Steel's boot and shoe store, and is at present in France with a Canadian unit, writes to a friend in this city that he is well. He said he had gone through some terrible experiences, but had fortunately escaped with his life. Private Wallace left St. John in 1914 with an artillery unit and has since been doing his bit for King and Country.

**LIVE SHOEMAN AND EXPERT BOWLER**

Walter G. Willis, of Seaforth, Ont., is an adept in two lines—selling shoes and bowling on the lawn. An expert skip, the chances are that he can draw a saving one right up to the kitty, when the other rink is lying shot. As President of the Seaforth Bowling Club, Mr. Willis took part recently in a tournament at Exeter and was the runner up in the finals. This year he won the Seaforth tournament. When he is not carrying off the silverware in a competition it is owing to the hardest kind of luck, for he generally manages to land in the finals or semi-finals. In any other position he would be lost. In his early days, while attending the Collegiate Institute in his native town of Seaforth, Mr. Willis was a member of the famous "Hurons" football team, winners of the Canadian championship, 1890-91. He left school the latter year to assist his father, the late Robt. Willis, in the shoe game, and was taken into partnership eleven years later, the firm being known as R. Willis & Son. This partnership continued until 1907, when Mr. Willis, sr., took over



WALTER G. WILLIS, SEAFORTH, ONT.

the business of his eldest son, W. H. Willis, up street, while Walter G. Willis bought out his father's interest and became the sole owner in the old stand. For the past nine years he has conducted a successful business with an annually increasing turnover. Mr. Willis believes in newspaper advertising and gives it close supervision. He carries a six-inch double column announcement, which is changed every week.





GEORGE H. MORRIS, PRESIDENT



CHAS. CULLEY, VICE-PRESIDENT



A. C. CORNELL, SECRETARY-TREASURER

**VANCOUVER REPAIR MEN USE NEWSPAPERS WITH GOOD EFFECT**

**T**HE Vancouver Shoemakers' Association, which was recently organized, is an aggressive body, and meeting with splendid success in keeping up the interest of the trade and securing remunerative prices on all classes of work.

The officers for the coming year are Geo. H. Morris, president; Chas. Culley, sr., vice-president; A. C. Cornell, secretary-treasurer. The committee are—T. H. Biglin, J. Long, D. J. McDonald, J. Mecredy and J. T. Brown.

Meetings are held on the second and fourth Thursdays in each month. It is likely that when the association is on a solid working basis monthly gatherings will be sufficient. Over 50 per cent. of the shoemakers in Vancouver belong to the organization, and to get all in line is the object of the officers.

In order to convince the public that the shoemakers should get a higher price for their work, the association inserted advertisements in the Vancouver papers, which read:—"Public notice is hereby given that, owing to the continued advance in the cost of leather and all other material used by shoemakers and the shoe repairers in Vancouver, the trade have been compelled to raise their prices accordingly."

The association believe that this will help those who have not yet joined to obtain the revised prices in an easier manner, and have the effect of causing the remainder of "the boys" to become enrolled as members.

A. C. Cornell, secretary-treasurer of the Vancouver Shoemakers' Association, has his office at 620 16th avenue east, and states that, judging by the manner in which the association has already conducted its business, everything points in the direction of having lots to say and do in the future for the weal and welfare of the trade.

The following is the revised price list which went into effect recently:—

Men's full soles and heels, leather or rubber.....	\$2.75
Men's half soles and heels, sewn, leather or rubber..	1.60
Men's half soles and heels, nailed, leather or rubber..	1.45
Men's half soles only, sewn.....	1.15
Men's half soles only, nailed.....	1.00
Men's heels, leather or rubber.....	.50
Men's heels and steel plates.....	.65
Men's hob or Hungarian nails.....	from .35
Men's toe caps.....	.75
Men's heel linings.....	.35
Men's toe pieces.....	.35

Men's heels and rubber tips.....	.65
Men's new heels.....	1.00
Men's double rubber heels.....	.75
Women's soles and heels, sewn.....	1.25
Women's soles and heels, sewn, rubber.....	1.40
Women's soles and heels, nailed.....	1.10
Women's soles only, sewn.....	1.00
Women's soles only, nailed.....	.85
Women's turned soles and heels.....	1.50
Women's turned soles only.....	1.25
Women's heels, leather.....	.30
Women's heels, rubber.....	.50
Women's new heels, Cuban.....	.75
Women's new heels, French.....	1.00
Women's toe pieces.....	from .25
Women's toe caps.....	.50
Boys' soles and heels, sewn, 3 to 5.....	1.35
Boys' soles and heels, nailed, 3 to 5.....	1.25
Boys' soles only, sewn, 3 to 5.....	1.00
Boys' soles only, nailed, 3 to 5.....	.85
Youths' soles and heels, sewn, 11 to 2.....	1.00
Youths' soles and heels, nailed, 11 to 2.....	.90
Youths' soles only, sewn, 11 to 2.....	.75
Youths' soles only, nailed, 11 to 2.....	.65
Youths' heels, 11 to 2.....	.35
Children's soles and heels, sewn, 6 to 10.....	.85
Children's soles and heels, nailed, 6 to 10.....	.65
Children's toe caps, 6 to 10.....	.50
Children's heels, 6 to 10.....	.25
Red rubber heels.....	.60
White rubber heels.....	.65
Elastic sides heels.....	per set 1.00 up
Patches, sewn, heels.....	.15 up
Cement patches.....	.25 up
Rips.....	.10 up
Buttons on boots.....	.25 up
Buttons on oxfords.....	.15 up
Dyeing low shoes.....	.25 up
Dyeing high shoes.....	.35 up
Box Toes.....	1.00 up
Heel stiffeners.....	1.00
Calks.....	each .01
White leather.....	extra

### MR. MOREAU ENTERS UPON NEW POST

J. C. Moreau, of Toronto, has been appointed general sales manager for Blachford, Davies & Co., Limited, Toronto, and has entered upon his new duties. He is well known to the shoe trade, particularly in Western Canada, which he has covered for the past six years for the London Shoe Co., London. Previous to going with them he was with Robinson & Lindsay, when they were in business in Toronto. He started in the warehouse twelve years ago and afterwards took a



J. C. MOREAU, TORONTO

position on the road looking after the interest of the firm from Toronto to Windsor. Mr. Moreau will leave for the prairie provinces about October 1st and will go right through to the Coast. He will be accompanied on the trip by C. A. Davies, President and General Manager of the company. The record of Mr. Moreau as a salesman has been a highly successful one and he enjoys a good connection with the trade.

### NEWSY BRIEFS FROM OLD QUEBEC

Among the recent members of the trade in Quebec were: E. R. Lewis, leather merchant, Toronto; J. J. Duggan, Kaufman Rubber Co., Montreal; C. W. Williams, of the Hyde Manufacturing Co., South Bridge, Mass.; and L. F. Mahler, representing the Champion Shoe Machinery Co., St. Louis.

Jos. Guimond, superintendent of the Plessisville Shoe and Leather Co., Plessisville, Que., was in the city recently. His firm has taken another large contract for military boots and is keeping busy all the time. The output has been doubled during the past few months and many new, up-to-date lines added.

Walter May, of the Wm. A. Marsh Co., Limited, was a recent visitor to Boston.

W. P. Francis, of the John Ritchie Co., spent a few days in Boston and other New England centres recently.

Albert Charon, shoe manufacturer, of Contrecoeur, Que., was in the city lately on a business trip.

Shoe manufacturers are all busy at present and some have orders which will keep them operating up to December, before they are filled. The indications are that there will be no dullness in the trade during the coming winter.

Alfred Garant, of Dupéré & Garant, and E. Tremblay, shoe manufacturer, were in Sherbrooke recently in connection

with their business. They report that the Sherbrooke Footwear Co. is exceptionally busy. Many retailers called at the factory during Exhibition week.

The retail trade is well satisfied with the business done during the past few weeks, while wholesalers report that collections are very good. All kinds of leather have taken a jump, sole stock being up 2 cents, while dongola kid is selling all the way from 26 to 40 cents, without any contracts being allowed.

Major J. A. Scott is busy recruiting for overseas service and is as enthusiastic and popular in the military arena as he is in leather circles.

The Nugget Polish Co., Toronto, and F. F. Dalley Co., Hamilton, made attractive exhibits at the recent Quebec Fair. Much interesting advertising matter was given away by these firms.

An interesting event took place at Lorette recently when over 100 persons assembled to join in the celebration of the fifteenth anniversary of the wedding of Mr. and Mrs. Edgar Clement. A very pleasant time was spent. Many valuable and handsome presents were given the host and hostess.

### OPENS NEW STORE IN KITCHENER

C. W. Hagen, who recently opened an attractive new shoe store at 30 Queen St. South, Kitchener, Ont., has been 28 years in the shoe game. In 1907, he left for the west, and until then, was in the footwear line in Berlin. While in Alberta, Mr. Hagen, was still connected with the business although he was interested in land as well. The dimensions of his new boot shop in Kitchener are 80 by 18 feet with an up-to-date window. Single shelving prevails throughout the store, and the fixtures are white enamel. The interior



C. W. HAGEN, KITCHENER, ONT.

is well lighted, while there is a large mirror standing near the rear which partitions off the repair department as well as makes the interior appear longer. Mr. Hagen has two tables, white enamel, and six settees, each six feet long which are in quarter cut oak. He has also one eight foot quarter cut oak silent salesman, and six footstools to match the settees, making the appointments of his establishment pleasing and up to date.



# HOW TO ADVERTISE RETAIL SHOE STORE

**Publicity Must be Honest and Persistent—The Less Money You Have to Spend in Advertising the More Regularly You Should Keep at It—If Your Goods are Not Right You Better Not Advertise Them—Advertising Will Not Make Up for Slipshod Methods**

*Advertising is written salesmanship, and if one is able to write well, you might say that they should be able to talk well, yet you know how many a merchant is an excellent salesman and always knows just the right thing to say and when to say it, in order to make a sale, still, he may make a very poor job of it when he goes to write an advertisement.*

*It is a fact that ten seconds is all the attention the average advertisement gets. Obviously, then, your ads have to command considerably more than the average amount of attention if they are to produce results. You've got to make ads leap right off the printed page or out of the envelope and speak in tones that cannot be resisted and won't go unheeded. How to do this is your problem.*

This brings us to the question: "What is necessary in one's ad copy to accomplish all this?" One may answer, "Catchy illustrations;" another says, "Good position;" yet another answers, "Get the right medium;" another replies, "It is what you say and how you say it;" still another says, "It is the right use of white space and unusual display that counts." I recall reading not long ago of an ad-man lying on his death-bed; the doctor had notified them that the end was near; the wife was sitting nearby, holding his hand, and asked, "John, dear, what do you want put on your tombstone?" John replied, "I don't care so much about the text, so long as it is well-displayed and has plenty of white space."

And so it is, I find, with a great many advertisers. They have a hobby that some one little thing is the all essential thing of advertising. Of course, all of these things about an ad is important, but don't lose sight of the important thing—the thing that counts above all else—the thing that must be right or all the rest is useless. The most important thing about any advertising you write is *not* the illustration—*not* the display—*not* the words it contains—it is the goods, the service and the reputation behind it.

## The Goods, Service and Reputation

Now that's one of two thoughts I want to leave with you today—that the most important things about any advertisement that you put out over your name are the goods, the service and the reputation behind it.

Men unconsciously read into your ad copy what they already know about your store, your goods and your service. If you get their attention to an ad so that they read it, be sure that your goods back up the ad. If the goods aren't right, you had better not advertise them. Advertise something else that you know is right. It pays to be honest in everything, but in advertising it not only pays, but is absolutely essential. Why I see ads every once in awhile that might better not have been published. The store would have profited more to have paid the paper to leave the space blank. Why? Simply because the store advertised something it could not deliver—the public knew it, so, the ad simply "Rubbed it in" and proclaimed to all, "see what liars

we are. See how we misrepresent. You can't believe anything we tell you."

The brainest advertising man on earth cannot make a success of your store, if you don't make it the right kind of a store. Advertising is not a cure-all for all business ills, and it won't make up for slipshod methods, even if you have good goods. Neither will it atone for back-number, second class goods, even if your methods are right.

Now for point number two: Too many merchants, I find, want to take advertising like they take epsom salts—a big dose tonight and expect results tomorrow morning. Advertising is not like quick action pills at all. Instead, it is like liniment. It must be correctly applied and gently rubbed in. One application in itself will not do the trick. You must rub until you touch the right spot. Rub until you find prospective customers coming your way. Then apply some more of the lotion and rub it in again and again. For results, you have got to have good advertising just as you have to have good liniment. It takes steady rubbing to cure the case and do the trick, but rub it in with brains and you will take it out with dollars.

## Slender Thread of Low Prices

All permanently successful merchants have the right idea. They know it costs too much to pull a man to their store by the slender thread of low price that may snap any minute and let him go back to the other fellow next time. It is not the individual sales you want to make through your advertising so much as it is to make friends and permanent customers. Make men like your store so that they will just naturally think of you when they think of shoes. You can't do that in a minute any more than you can change a Presbyterian to a Baptist in a minute or a Democrat to a Republican. You must keep everlastingly at it, remembering that your early advertising is a seed which you sow in the minds of the public, and your advertising is the irrigation that makes them grow. You must allow time to allow the seed to grow. You know that if a seed starts to grow and then is retarded from growth for several weeks, it is a difficult matter to start it to growing again, and the crop is certain to be greatly reduced. It is exactly the same with advertising. It is the steady consistent advertising, that follows regularly week after week and month after month and ultimately builds up a feeling of confidence and good will in the public mind favorable to your store.

## Keep It Up If You Would Win

Successful advertising is invariably persistent advertising. The less money you have to spend, the more essential it is that you keep regularly, continually and persistently at it. Spasmodic advertising won't do. It wastes a part of your advertising appropriation because it produces only partial results and you have no money to waist. Occasional advertising may bring you business temporarily under certain extraordinary conditions, but you never can make customers that way. Occasional spurts and splurges won't get you any permanent results. It is far better that you spend less money each time and keep continually and persistently at it.—V. C. Devine, Chicago.

# TRUDEAU SERVICE

To Manufacturers

## Felt Box Toes

Gowdy's Victor Grey Felt Box Toes are unbeatable

## Concentrated Heel Colors

Match any color leather. The newest Lionne product.

## White Heel Board

This leather board is white all the way through.

## Heel Finish

Lionne White Heel Finish is giving universal satisfaction.

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*The Trudeau Guarantee goes with every sale*

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## Bottom Polish

Cock of the Walk Brand—standard the world over.

## Buttons

Every style. From our own factory.

## Sand Paper

Try our Trimite Paper. It saves money.

## Ornaments

The up-to-the-minute Coultas line.

**G. J. TRUDEAU** <sup>C</sup> Ltd  
365-367-371, Ontario St. Montreal, Que.



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

THE attached letter received last week by a Canadian shoe manufacturer from a large kid concern in the United States tells its own story:—

"We beg to acknowledge receipt of your order No. 1712 for — dozen — kid color —. In reply we wish to inform you that we regret exceedingly not being able to accept this order, for the reason we are overbooked with orders at the moment. Under the present prevailing conditions, we think it unwise to book any further orders until we have caught up in some measure with our back orders, and therefore, we regret exceedingly not being able to book your order for the present. However, as soon as we are in a position again to book further orders, we will communicate with you."

## SHOE PRICES HIGHER THAN EVER

An American journal, in an article dealing with the cause of the increased cost of leather goods, says: "Shoe and leather prices at present are the highest the world has ever known. Yet when one considers the world's needs for shoes and leather in the immediate future, who can even forecast what prices are going to be? The world hungers for meat and leather and as long as it does prices will rise."

Dry hides from Buenos Aires have sold as high as 30c. a pound; gossip says it will go to 35c. That's a world's market price, a price established by tanners of the world in their keen competition for raw material. There's no element of speculation or of manipulation about it. Time was when Buenos Aires hides sold for 5 and 6 cents a pound. The United States, England, France, Canada, various countries of South America all compete for Buenos Aires hides.

New York merchants are buying millions of pounds of Buenos Aires hides, three and four times as much as they bought before the war. Recent advices from abroad are that German hide brokers are preparing to form a syndicate to buy these Buenos Aires hides after the war. Take the matter of white kid, now so popular in women's boots. It is made of selected kid skins from many lands; yet the world's supply of kid skins, once most abundant, is now too scarce. The shepherds of India, the great kid skin country of the world, of Turkey, the Balkans and of France and Russia have left their flocks and gone to the war. Sole leather, selling to-day at two and a half times the price of a few years ago, would be commanding one dollar a pound where it not for the new substitutes for soles such as fibre, neolin and rubber.

Even the small things have not escaped the rise in price. Bristles for brushes come from Russia; laces are from 100 to 200 per cent. higher. Wax that blacking is made of and the oils that leather is dressed with never were scarcer or as high in price. Some of the best oil for dressing is made from cod liver oil, and that material is all sent to England to be used in hospitals. All chemicals are outrageously high. Some cannot be had at any price. Chrome is a chemical used in tanning upper leather. Tanners no longer say "It costs a little more." They do say this cost us 400 and one item has jumped to 700 per cent, since the war. The mayor of a celebrated shoe manufacturing city in England, and who is also the head of a large shoe syndicate, says the time for high priced shoes has arrived. He says:

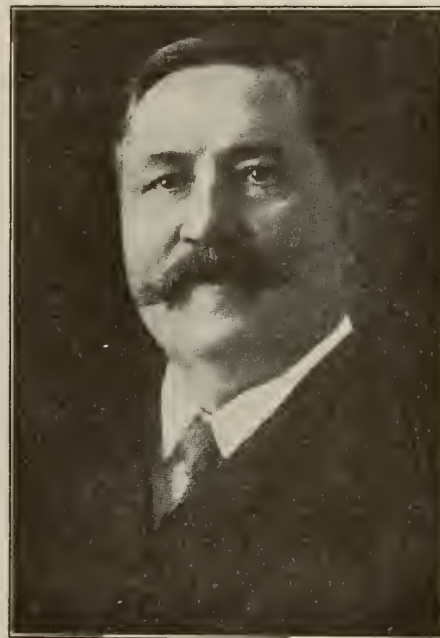
"One does not need prophetic vision to foresee that shoes will be higher. The war is directly responsible. And

there are other factors, which should not be left out of consideration, such as high freightage, due to the scarcity of ships."

Foreign governments are still ordering army shoes in millions of pairs. The great bulk of this leather must be supplied by the United States. This, in addition to the domestic call must make a market for all the leather that can be produced and as a consequence prices must be higher.

## CELEBRATING THEIR SILVER JUBILEE

Daoust, Lalonde & Co., Limited, Montreal, are celebrating this month their twenty-fifth anniversary. In 1891, in association with Mr. Lalonde, Joseph Daoust, the president of the company, commenced a wholesale shoe business. In 1899 they began to manufacture, and also operated a tannery at Actonvale, Que. In 1903 the shoe factory was removed to Montreal, where manufacturing on a larger scale was carried on. In 1905 Mr. Daoust assumed complete control of the business on purchasing his partner's interest. In 1908 the firm moved into the large factory formerly occupied by the Ames-Holden Co., and situated on Victoria



JOSEPH DAOUST, MONTREAL

square, and the tannery was removed to Montreal in the same year. The business was changed into a limited liability company in 1912, Mr. Daoust taking this step in order to make it possible for many of his employees to become shareholders, capitalization of the company being \$750,000. The shoe factory has a capacity of about 2,000 pairs a day. The company's tannery is situated on Iberville street, and it is growing in size regularly, the last addition being made to it this year.

Joseph Daoust, the president, was born in St. Eustache, Que., February 23rd, 1865, his father being a successful tanner at that place, and in Montreal. Before entering the shoe and leather field, he was general manager of the P. P.



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

Martin Co., Limited, Montreal, wholesale dry goods. He has been president of the wholesale rubber boot and shoe association. He was the first president of the boot and shoe section of the Montreal branch of the Canadian Manufacturers' Association, and he is a director of the Chambre de Commerce, member of the Board of Trade, and a governor of the Montreal General and the Notre Dame Hospitals. He is a director of the New Ontario Oil and Gas Co.

#### DISPOSAL OF OLD LASTS

Will you be kind enough to let us know what modern factories in men's welts are doing with their old wooden lasts? You will greatly oblige if you will let us know if they adopt special methods so as to derive as much as possible from this item, or if they simply burn them, asks a shoe manufacturing company, to which "Superintendent and Foreman," replies as follows:

We would say that within recent years old lasts have been utilized to a very great extent. There are a number of concerns today that make a business of remodeling old lasts, and it is really wonderful to what extent the style of the lasts can be changed, especially the toe.

Of course, it is easy enough to reduce the old lasts in size, but what may not be understood by our correspondent is that those who make a business of remodeling old lasts have means of adding to these at any desired point.

We understand also that machinery and methods are now available by which old lasts can be remodeled with accuracy both as to toe shapes and as to measurements, so that if an old last is susceptible of being remodeled to a certain style, the work coming from the remodeled lasts will be satisfactory.

Another type of reconstruction of old lasts is that a number of factories have changed their old block lasts into hinge lasts by sawing them for the hinges and inserting

the hinges, and it is said that this has worked out very satisfactorily, and has helped to save the original investment in block lasts, while at the same time giving to the shoes and to the factory all the benefits that accrue from the use of hinge lasts.

Still another idea that is being utilized to some extent, and is, perhaps, not available to our correspondent, but is one that we feel should be mentioned in this connection, is the use of the patented waist increaser, by the use of which pump lasts can be used for making high boots. It is said that this little device has been found practical, and that one manufacturer said that if he had used it last year he could have saved \$30,000 in lasts alone.

#### INDEPENDENT COMPANY WIN

The United States Circuit Court of Appeals of the Northern District of Illinois has just handed down a decision in favor of the Independent Button Fastener Machine Company, of Boston, in a suit brought by the Elliott Machine Co., of Grand Rapids, Mich.

This suit was brought against one of the users of "Isbam" machines in 1913, and the Independent Button Fastener Machine Company at that time filed a petition to intervene and to be made a party to defend the suit.

This suit was first tried in January, 1915, before the United States District Court for the Northern District of Illinois, Eastern Division, and on May 31st, 1915, a decision was rendered in favor of the Independent Button Fastener Machine Co., from which decision the Elliott Machine Co. appealed.

The last decision, as rendered by the United States Circuit Court of Appeals, affirms the decision of the lower court that the "Isbam" machine is not an infringement of the Elliott machine.



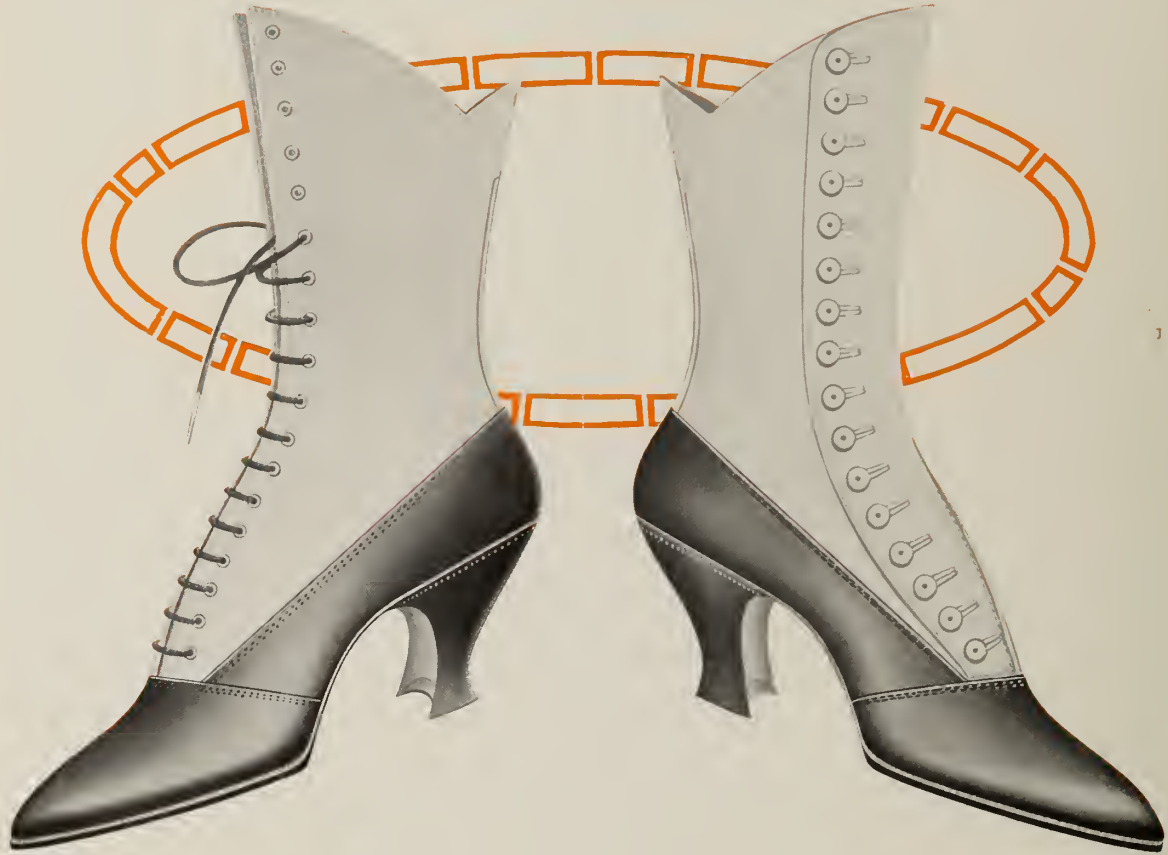
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BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford

B



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford



**A VETERAN IN THE LEATHER ARENA**

(See Page 39)

Fifty years in the leather manufacturing business and still at it, as he approaches his seventy-second milestone, is the record of William Craig, of the firm of Wickett & Craig, Limited, Toronto. He has been through all departments and takes as much interest and satisfaction in his work as he did half a century and more ago, when in the town of Port Hope, he entered the sheepskin tannery of his father, the late William Craig, as a youth of sixteen. A few years later he was taken into partnership and the firm became Wm. Craig & Son, and on the death of his father, in 1891, the subject of this reference carried on the business until 1902, when he closed it out for the purpose of joining with Mr. S. R. Wickett, who had been established for many years in Toronto, under the name of Bickell & Wickett. This connection has been a pleasant and profitable one for Mr. Craig and he has never regretted the move he then made.

Many extensions have been made to the plant of Wickett & Craig, Limited, since that time, and the factory now has a frontage of 480 feet on Cypress Street, and possesses a capacity of 500 sides a day, the principal lines turned out being bag and case leathers, strap, bridle and oil tan larrigan leather, as well as Goodvear wetting.

All his life Mr. Craig has been interested in Y.M.C.A. and church work, being a member of the former body for over half a century. In 1867, he was instrumental in having a branch of the Y.M.C.A. started in Port Hope, where the institution flourished for a long period. For many years he has been on the Board of Directors of the Y.M.C.A. in Toronto, and has been an active member of the Bloor Street Baptist Church.

A veteran of the Fenian Raid of 1866, he was attending the Military school in Toronto at the time the Fenian prisoners were brought to Toronto gaol. He then belonged to the Port Hope Rifle Company and was one of the body that formed the prison guard.

Up till recent years Mr. Craig has always been fond of travel and has visited many countries. He is an amateur photographer of some skill and has a large collection of pictures taken during his travels which he highly values.

By way of amusement he also takes an interest in bowling, being a member of the Royal Canadian Yacht Club. He is also an enthusiastic gardener and spends much of his leisure among his flowers.

Although always attentive to business, Mr. Craig has been associated with many useful and philanthropic movements, and his interest in life and those about him is as keen today as when he first entered the business world over half a century ago.

**ADVANTAGES OF WIDTH IN SHOES**

"Leather in men's shoes would wear longer if the shoes were made broader," says a shoe manufacturing expert. "Both the sole and the upper leather would wear longer.

"Often the people blame the tanner when their shoes do not wear as long as they expect," he continued. "They complain that the tanner makes poor leather. But the fact is that they wear shoes too tight.

"Notice a pair of shoes on the average man. The uppers spread over the sole on either side, at the ball of the foot, where the pressure comes, when a person stands or walks. Every time he puts his foot down the flesh presses against the upper leather, like the flesh of the hand pressing against a glove that is too small. That wears out the upper leather before its time. Besides, he treads on a narrow

strip of leather, instead of a broad strip, and the narrow strip wears out the quicker, of course.

"If shoe manufacturers would only make broader shoes," concluded the shoe expert, "and men would wear them, then leather would wear much longer than it does these days. And we would have less talk of a leather famine."

**LEATHER FOR WOMEN'S HEELS**

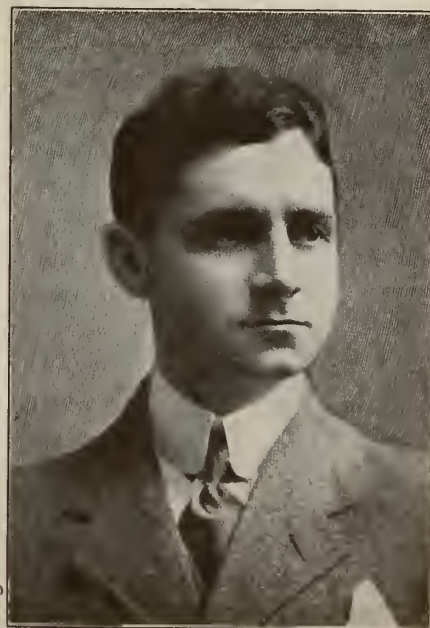
A Lynn shoe manufacturing expert says that there is nothing like leather for heels of women's shoes. Rubber does not serve as well as leather for women's shoes. Men may accept it as a substitute, but women find fault with rubber heels. Wood heels are fashionable, but expensive. Leatherboard heels are cheap, but they do not wear well. The shoe expert says that if makers of women's shoes added several lifts of good leather to the heels of their shoes, in place of lifts of leatherboard, that the shoes would be greatly improved. It would cost more to use the leather lifts, but it would not pay, because the shoes would wear longer.

**POPULAR COLORS IN LEATHERS**

A visit to the Collis Leather Co. works, at Aurora, Ont., reveals the fact that this concern has demonstrated the truth that if you produce a good thing people will wear a path to your door. The popularity of Collis calf, in the comparatively short period of its existence, is nothing short of marvellous. They are having a great run this year, their two specialties, Tobacco Brown and Toney Red. They seem to have hit the right thing in both these shades, which, as may be observed from shoe fashions for spring wear, seem bound to hold the centre of the stage in both men's and women's lines. They already find their capacity taxed by the demand that has been created for these and others of their lines in black as well as colors.

**MR. RIEDER ELECTED DIRECTOR**

T. H. Rieder, Montreal, vice-president and general manager of the Canadian Consolidated Rubber Company,



T. H. RIEDER, MONTREAL

Limited, was recently elected to the board of directors of Ames-Holden-McCreedy, Limited. His election fills the vacancy left by the recent resignation of A. L. Johnson.

# J.A. SCOTT

We can supply requirements  
of Shoe Manufacturers for

## Kid or Sheep

While specializing in these we  
also carry an exceptionally  
wide range of all other upper  
leathers.

# LEATHER



## COMBINATION OF COLORS—VARIETY OF DESIGNS

*(Continued from page 38)*

costs on to the customer who is entirely at the mercy of the market. It is a case of Hobson's choice in paying the extra money and securing the shoes or going without. It may be rather perplexing to understand just why prices are so very high but it must be patent to any retailer who has taken the trouble to get a line on the situation, that the time was not so long ago when it was unnecessary to utilize every scrap of leather, or very inferior leathers and shoes were more easily made with a great deal of leather in them. Manufacturers of shoes today are trying to get the highest degree of efficiency out of the combinations of peculiar materials necessary to be used, and to produce high-grade boots. Hence the increased price is not so much of a premium for mechanical and artistic skill in shoemaking as might have been expected. Recently each season has made the task of producing high-grade footwear more difficult than was the case the preceding season, but in spite of it, the character of the boot produced is unimpeachable.

## Many Leathers Difficult to Secure

Manufacturers who are now figuring the cost of next spring's samples are said to be "up against it." Certain leathers continue hard to get, which may mean still higher prices. Every manufacturer wants early business in order to keep the cutting well ahead of the making. In normal times the manufacturer could contract for a certain quantity of leather a little under the market price, which enabled him to figure certain samples at prices that brought the large orders early. Now the only inducement for trade is to tell the customers to buy early, before prices get a chance to advance any further.

## Conservative and Impressive Models

The new spring models of the Hartt Boot and Shoe Co., Fredericton, N.B., show that refinement of design and beauty of outline so characteristic of the high-class shoemaking of this progressive firm. Naturally the offerings are largely of a conservative type, and in keeping with the exclusive trade, to which the Hartt Boot and Shoe Co. are catering—the highest grade of men's business. The company have put in six new lasts. Their policy—as is well known to the trade—has been to keep their range of lasts thoroughly up-to-date in every respect, as regards the requirements of a high-class men's shoe factory, and this policy they are continuing. Their new lines embrace all the neatest and most impressive



**D**ULL calf bal, stitched tip, blind eyelets, low heel—By the Hartt Boot and Shoe Company.

effects in shape, style and finish and superior craftsmanship, but there is nothing showy or flashy. The representatives of the company are now out looking after the interests of their customers in their respective territories.

## Blachford's Advance Style Offerings

The Blachford Shoe Manufacturing Co.'s new samples are now ready and their several representatives have left to visit their many customers on their respective territories; Mr. Fred Beemer covering Western Canada, R. J. Trethewey looking after the trade in Western Ontario, S. A. Bell representing

this firm in Eastern Ontario, L. F. Jackson making his regular trip through the Maritime Provinces, and Harvey McKean will look after Northern Ontario and assist Chas. Blachford in the city of Toronto.

This firm has adopted two new very handsome lasts, one of these, namely, their "Lenora last," is a dressy walking boot last with a recede toe and carrying a  $3\frac{7}{8}$  inch vamp with a  $1\frac{1}{2}$  inch finished heel. The other, their "Betty" last, is in the order of a "sport last." The forepart, however, is longer, enabling this last to be made with a very dressy toe, getting

**T**OBACCO brown bal, with wing tip, neolin sole and rubber heel, London toe—By Eagle Shoe Company.



away from the usual heavy and thick appearance found in the majority of sport lasts. On these two new styles they are showing a large range in tan and mahogany calf and also striking combinations in colored and black calf vamps with buck tops. A very beautiful effect noted is a mahogany calf lace boot with a chamois buck top, also several very handsome styles in tan calf with white buck and tan buck tops, and black calf with dark, also light grey buck tops.

In style effects for dressy wear, a fairly long vamp, narrow toe on lasts carrying a  $2\frac{1}{4}$  inch finished heel will of course be most popular. Plain toe effects are shown very strongly, although the number of tip shoes and shoes with wing tips are noticeable and undoubtedly indicate accurately a stronger demand for tip shoes in the future.

Black kid of a very fine and superior quality is being shown most generously and while Mr. Blachford feels that the big volume of business will be done in this leather, nevertheless, colored calf and kids will command a large share of the trade in ultra dressy footwear, while a large business is expected in both black and colored shoes, and white tops and two-toned effects in subdued harmonizing colors are expected to be particularly popular. Some very striking styles are being shown in a lace boot with a full heart vamp, the top being trimmed with a collar of same material as vamp, and collar made with heart effect to balance this style in the vamp. Another very beautiful design is a button and lace boot with a seamless scallop vamp, three full curved scallops on each side of the vamp and one at the throat; a variation in this style by using a vamp and loop foxing is most pleasing, the same general effect is retained but the loop foxing enables two-toned combinations to be produced with very striking results. A very quiet and effective style in this model is a matt kid lace boot made with a patent loop scallop foxing. A smart and striking design is shown in a lace boot with a high bulge circular vamp carrying a peak foxing and top. This design is entirely unusual and is certainly full of ginger. Another very beautiful model is a lace boot with circular vamp and foxing, the lines of which are exceedingly attractive. This carries a high cut top with a full collar. This effect in patent leather with a white top is very smart. A number of one-toned and two-toned styles are being shown in another model which is particularly beautiful on account of its straight and almost severe lines. It is a button and lace boot with a bronze vamp and foxing, high cut trooper top. This same

*(Continued on page 63)*



# Lawrence Leathers



## CALFSKIN

Gun Metal Calf, Tan, Black and Colors.  
 Gun Metal Veals, Tan and Black.  
 Duro Calf, Black and Colored.  
 Weilda Calf in Black and 27 colors.  
 Pencil-Grain Gun Metal.

## SHEEP LEATHER

Colored (Grain Finish).  
 Mole (Flesh Finish), Black, White and Colors.  
 White Alum, Grain and Flesh Finish.  
 Chrome White, Grain and Flesh Finish.  
 Dull Blacks. Glazed Blacks.  
 Chrome Chevrita, Matt and Glazed.  
 Norip Fly Lining.  
 Jacket Leather.  
 Belt Leather, Black and Colored.  
 Shearlings (Woolskins).

## GLOVE LEATHER

Aclosede	}	Domestic
Aclovan		Lambs
	}	Chrome
		Tannage
A. C. L. Chrome, Grains and Suedes	}	For
		Work
	}	Gloves
A. C. L. Dips, for Automobile Garments, Driving Gloves and Sporting Goods.		

## SIDE SPLITS

Flexible.	Black Wax.
Natural.	Pocket-Book.
Cropped Goodyear.	Pebbled.

## SIDE LEATHER

Black Diamond Chrome Patent.  
 Black Diamond Lastwell Tipping.  
 Nubuck, White and Colors.  
 Gun Metal Sides.  
 Cordovan Sides.  
 Lawrence Grain, Russet and Black, for Storm Boots and Army Shoes.  
 Accoutrement.  
 Pocket-book Grain, Black and Colors.  
 Black Bag Grain.

## WELTING

Side Welting, Black, Brown, Union Grain and Buff.  
 Hub (Pigskin) Welting, Black and Natural, Goodyear and McKay.

## HUB PIGSKIN SOLE LEATHER

## CUT STOCK

Juniper Soles, Women's and Men's.  
 Women's Pigskin Taps.  
 Women's Flexible Split Taps.  
 Women's Flexible Insoles.  
 Women's Hub Counters for Turns, Goodyears and McKays.

## MISCELLANEOUS

Black Diamond Finishes, for finishing Black Diamond Lastwell Tipping and repairing damaged Patent Leather Tips.  
 Nubuck Dressing, a cleaning powder made especially for Nubuck, in White and Colors to match each shade of leather.

# A. C. Lawrence Leather Co.

Boston, Mass., U.S.A.



## First Spring Trade Number

**T**WENTY-SIX years ago, on December 1st, 1890, the SHOE AND LEATHER JOURNAL issued its first Spring Trade Number. It consisted of two hundred and ten pages, and contained full page photogravures of the principal shoe centres of Canada, as well as half tones of the leading shoe factories and shoe stores. There were over two hundred portraits of leather men, shoe manufacturers and shoe retailers. It was the first and most costly effort of its kind ever issued in the shoe trade, and will be easily recalled by old timers in the trade.

EARNSCLIFFE,  
OTTAWA.

17<sup>th</sup> Dec 1890.

Dear Sir,

I am much obliged to you for the Spring Trade Number of the Canadian Shoe and Leather Journal which you have been good enough to send me. The engravings are remarkably fine specimens of artistic workmanship, while the rich appearance of the

the whole number indicates that the shoe and leather trade is in a flourishing condition.

I am glad to observe that you are sound on the great question of protection to native industries.

Believe me

Yours very truly  
John A. Macdonald

James Acton Esq.  
33 Richmond St West  
Toronto.

The circumstance was recalled recently by the discovery, in one of our old files, of the above letter from the late Sir John A. Macdonald, to whom a copy had been sent on the suggestion of the late E. F. Clarke, M.P., Mayor of Toronto, a personal friend of the publisher, and an old printer, who intimated that the "Old Man" would be glad to see the evidence of Canadian shoe prosperity.

December 1st was then the usual time for displaying Spring Samples.



*Recent Models*  
*from*  
*American Centres*



# Spring Footwear Fashions

Hints From Shoe Style Centres of Things To Be—  
What the American Leaders Expect Will Take  
the Popular Eye in the Coming Spring and Sum-  
mer Seasons—Continued Novelties in Women's  
Lines—Men to Have a Dash of Millinery Ideals

## WOMEN'S WEAR

TO some extent there will be a revulsion from the hysterics of the past season, and simpler styles will be the rule. There will not be the same loud contrasts in materials in the better class of goods, although in the medium and cheaper grades, harlequin styles will still rule. The changes in the higher grade lines will be rather in the lasts and heights of tops. Dame Fashion has decreed that skirts must come to just above the ankles, so that there will not be the incentive to high effects in shoes. The 7½ and 8-inch styles will prevail, with variations in the tops. The narrower toe will be the vogue, and will be given that long and narrow effect.

In materials, soft leathers will rule largely, suedes and bucks leading. There will be a goodly following of kid and patent, which seems to be coming back in the samples seen. In the soft leathers whites are the rage, with the darker tones of grey following. Neutral greys, fawns, browns, ivory and cream are found in combination with mahogany and tans.

Novelties will abound in sport shoes, which seem to keep pace in liveliness with the startling effects in sport coats and skirts. In this class will be found mustards, greens, purples and ivories, in combination with whites, tans, mahogany and deep cherry. Laced boots continue to be the favorites, especially

in white goods and combinations, although some handsome buttoned designs are shown in combinations of dark and light brown and bronze that ought to take well. On the whole, the buttoned shoe is gaining ground, notwithstanding the adverse garment fashions.

Ornamentation is said to be diminishing so far as perforations, curves and inlay work on high class shoes are concerned, but from the samples shown elsewhere, this would not appear to be very noticeable. In some lines of samples, in the medium grades there is a marked tendency towards bizarre effects. In low cuts, however, there is still a good deal of ornateness, through buckles and otherwise.

Pumps will lead again next spring. There will be a great many in patent and almost as many in pure white, and throughout quiet and graceful colors will be used. Oxfords will be worn more next season, on account of the reaction, to some extent, from high cuts.

Heels will be lower, as a rule, but the Louis XV. and Cuban will maintain their popularity to the full. Toes will be longer and narrower—welts will be worn more as the materials in women's shoes grow stronger.

There is one thing that seems to be certain and that is, we are to have a decidedly "white season," the only difficulty being to pick out just what form to which the popular feeling will incline.

## MEN'S WEAR

Men's lines show the "jumpy" tendency that no doubt originated in the nervous skittishness of women's lines for the past season. Certain it is that not for a considerable time past has there been such a leaning towards millinery effects in men's footwear, than in the samples for the coming season.

This is not so true, of course, of high class, regular selling lines, which have, in a large measure, held fast to the principles of staidness and sobriety. Even these, however, display an inclination towards ornateness that is in the air.

The best models continue after the English custom style and toes remain about the same, with a tendency to greater narrowness or pointedness, the recede being more pronounced. There are no new leathers of importance, the mainstays being tan, gunmetal and Russia. Pigskin is, however, being shown in some lines, both alone and in combination

with other leathers. Heels are slightly lower, although the range is from seven-eighths to one and an eighth. Edges are trimmed closely, and some spade shanks are shown. Combinations of light and dark tan seem popular. The medium tan is, however, the prevailing vogue.

Ornamentation has run riot in the majority of lines, pinking, perforating, wing tips and so forth being almost universal in medium goods.

Sport shoes will attain an importance never yet realized this coming season. These will appear in canvas, suede, buck, plain and in combination with tans and blacks of various shades. Amongst the novelties are Russia tan, with brown buck quarters, gunmetal vamps and quarters, with grey buck tops. Two-tone oxfords will be the rage, mahogany vamps, with tan or ivory quarters being much seen. Dark cherry calf is one of the most striking in sport goods.



*Recent Models*  
— from —  
*American*  
*Centres.*





B



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford

**B**



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford



**COMBINATION OF COLORS—VARIETY OF DESIGNS**

*(Continued from page 57)*

style is also being made in a 7½ inch crown top. Altogether the effects produced from these patterns are particularly pleasing.

Probably the most handsome style in the line is shown in a lace boot with a full seamless wave vamp. This has a rounding effect at the throat while the vamp is high towards the forepart, finishing up with a slightly inverted curve to the heel. This will be an expensive shoe to cut but the style should certainly appeal to those desiring the utmost beauty and good taste in women's high grade shoes.

Another very effective model is the Arena boot. This style is made on a sport last with many different effects in waist bands and saddle straps, while the foxing follows the general shape of counter but makes an imitation strap effect to the instep and in combination with a leather eyelet facing produces a style that is entirely unusual and particularly suitable for extreme effects in walking boots and novelty skating boots.

In colored kid leathers Mr. Blachford anticipates a large call for tabasco brown, also this leather with combinations in tan and ivory kid. Solid grey kid shoes in a medium grey shade will also be a very strong seller, while grey kid boots

styles will predominate as these particular shades are going to be worn to a large extent in dress shoes. Bronze is also featured extremely strong on account of brown shades being so much in demand. The factory is running on nothing but high cuts just now with extremely light soles, and so flexible

**M**AHOGANY brown bal, light colored top and mahogany collar, half Louis heel—By Eagle Shoe Co., Limited.



**S**TAG foxed bal, of blue kid with pearl kid top, leather Louis heel, perforations—By Clark Bros. Limited.



that the shoes can be rolled up like a cosy slipper and put in a handbag if necessary. In the staple line, black kid has proved to be a big seller and will no doubt continue to be so. There is also a considerable call for patent leather with black top, high cuts, and also light calf with dull kid tops. The firm are of the opinion that next spring and summer will be one of the greatest white seasons ever known and the high white bal will prove a winner. These are predictions which have been gathered by them from various style centres. Wing tips and perforations are among the leading features, and also collar tops in combination effect. One particular shoe which the firm show just now is a woman's Goodyear welt, five-gauge sole, which weighs less than the ordinary light made McKay. The toe can be sent back into the heel without injuring the boot. This is due to its flexibility, and the shoe is made under a new

with steel grey vamps and Quaker grey tops are particularly suitable for their high grade city trade.

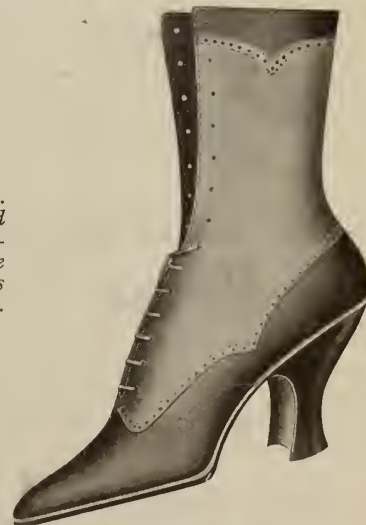
It is also anticipated there will be a call this season by exclusive stores for bronze kid boots. At the same time, beautiful effects have been produced in green kid, two shades of blue kid and in maroon kid and these leathers in combination will undoubtedly meet with favor with stores having an ultra stylish patronage.

While the high cut button and lace boots will be big sellers, Mr. Blachford expects a large call in more staple shoes with a 7-inch top and with this in view, all of their patterns have been changed to bring staple lines up to this

**Light, Flexible and Refined**

The new models of Getty & Scott, of Galt, bear all the latest touches and ideas prevalent in making fine footwear. The firm believe that the trend of shoe fashions for fall will be brown, grey and two-tone effects in grey and brown, worn principally in high leg bals, while some buttons will be shown. The principal feature in the new lasts of the company is the pointed recede toe and high heel, some as tall as 2½ inches, in Louis and Grecian type. These shoes are made featherweight style with extremely light edges, and have an airy and stagey effect. For spring it is felt that the same

**D**ONALDA lace boot. Havana brown kid vamp, foxing and collar, ivory kid top, pin hole perforations, half Louis leather heel—By J. & T. Bell.



patent process of the firm and compares favorably with the best hand-made boot in workmanship, airiness and flexibility.

**Long, Slim Toe Effect**

Three new lasts are being shown by the Smardon Shoe Co., Limited, Montreal, two being boots and one a pump. Their spring, 1917, range contains some interesting re-



## Perfect Heel Breasts

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

## Universal Heel Breast Scourer

It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

**The Louis G. Freeman Co.**

Cincinnati, Ohio, U.S.A.

Eastern Representatives  
Markem Machine Co., Boston, Mass.

Western Representatives  
Manufacturers' Supply Co., St. Louis, Mo.



## PROFIT-MAKERS *for* 1916-1917 SELLING

No range of popular-priced footwear gets more attention from keen buyers than that bearing our trade-mark.

The reason lies in the fact that season after season merchants can count upon receiving the very latest styles in all popular materials. Therefore they await our new samples with eagerness.

Our Spring lines will be before you soon—and they will not disappoint.

*WATCH FOR THEM!*

**DUPONT & FRERE**  
301 AIRD AVE., MONTREAL



fections of the latest ideas in footwear. For women the long, slim toe effect is in evidence in the newer lasts which are shown in a variety of patterns. A light grey kid with full quarter has a dark grey vamp with insertion in vamp and top, which creates a stylish effect. Another nice model is a light grey suede with a half-Louis covered heel. Another fancy line is one of black kid, scalloped, with white



**M**AHOGANY brown bal with seamless foxing, perforations and Louis heel.—By Minister Myles Shoe Co.

top, and a very smart shoe is that which is of cloth with kid facing, kid wing tip and half-Louis heel. Tans are shown in some very smart effects and the representation of white shoes, including sport styles, is wide.

In low street shoes and evening slippers, some of the nicest effects they have produced are included in the new range of models. Same long vamp is observed in these, as in the boots, and the ornamentation while simple is very effective. Some particularly nice buckles are used with good taste, as are also smaller button ornaments. Colonials are well represented. Combination effects in both low and



**T**OBACCO brown kid vamp and foxing, champagne kid top, Gazelle pattern.—By Perth Shoe Co. Limited.

high cut lines are shown in such profusion as to satisfy all tastes.

#### Some Very Snappy Patterns

J. & T. Bell, Limited, Montreal, are showing a number of particularly attractive new lasts in their range of women's shoes. One is a Donald lace, ivory kid top, with a half Louis leather heel. It is a really smart model with one of the

newest patterns. Another desirable pattern which, like that already mentioned, comes in a variety of shades, shows a scalloped vamp in Havana brown kid. Both are eight inch tops, and both on the same new women's boot last. The last mentioned has a vanity heel, which should prove interesting. A third model which is prominent in the range, is a lace, which has a French top and full quarter, with inset in vamp and top. This comes in white and Havana brown kid, but is obtainable also in other color combinations. It is made in button as well. Their showing of pumps embraces the latest effects which aim to give to the shoe that length and slimmness that fits in with present styles. The samples are all made on pump lasts and are shown chiefly in patent and kid. The colors are about the usual range. In the Colonials larger lapels are noticeable. In the more fancy pumps a nice lattice effect is shown on one, in place of the usual ornament. Beading is used on a growing number of models.

Their men's shoes are shown on a variety of interesting lasts, with some minor changes in patterns. The most striking last is a straight one with a globe toe that results in



**A**LL black kid bal, plain toe wave top, Louis heel.—By Canadian Footwear Co.

the building of a common sense shoe with more than the usual amount of style.

#### Pretty Novelties in Kid

The new models of Clark Bros., Limited, St. Stephen, N.B., come in a variety of pleasing colors and combinations that set a new high water mark in novelty effects and superior workmanship. The leading one-color creations are mahogany brown, navy blue and battleship grey, as well as ivory, pearl, white, black, red, green and purple. They are shown in 8-inch high bals, on longer and more pointed lasts and carry Louis heels, in either leather or wood, the former predominating. Two-tone effects are a strong feature, the vamps being dark and the tops light. Ivory and pearl uppers are pleasing combinations with brown, blue and grey vamps. Bucks are also shown in different shades of brown, grey and field-mouse. There are several striking offerings in black and white, which along with the contrasting colors of the two-tone boots, make the range exceptionally imposing. There are some new patterns presented—seamless, stag vamp, three-quarter fox, and whole quarter creations. A marked characteristic of the line is the number of perforations seen on nearly every model. There are miniature apertures on the vamps, foxing and lace stay. The dainty, airy effect of the shoes is at once noticeable, being trimmed very close, while all the two-tone effects have feather edges. The splendid lines of Clark Bros. in McKays and imitation turns come in all widths. Kid is practically the only leather shown, with the exception of a few in patent. The firm believe that novelty kid shoes,

# Narrow Fabrics

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic Surgical and Bandage Webs

Elastic Suspender and Garter Webs

Weavers of Medium and Light Weight Fabrics up to three inches wide. Makers of Tassels, Pompoms and Novelties for Shoe Manufacturers. Our capacity of Shoe Bows is twenty thousand pairs per day.

**Shultz-Goodwin Co. (Inc.)**

OWNERS BOSTON EVERETT



**BOYS', YOUTHS' LITTLE GENTS' CHILDS' BOX KIP**

**STANDARD SCREW SHOES**

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

**St. Hyacinthe Soft Sole Shoe Co. Limited**  
St. Hyacinthe Quebec

# Box Toes and Heels

OF ALL KINDS

LOG HEELING A SPECIALTY

We are sole makers in Canada and can supply lifts in all sizes from 2-8 in. to 7-8 in. by sixteenths.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

MONTREAL

# PIERRE BLOUIN

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*Manufacturers of*

**SHOE FINDINGS**

AND

**WHOLESALE LEATHER**

Corner of Colomb and Nelson Streets  
QUEBEC

ESTABLISHED 1857

# DEPENDABLE SOLE LEATHERS

ESTABLISHED 1857

**OAK:—**  
"TRENT VALLEY"  
AND "LION"



Made at  
Berlin, Ont. Penetang Hastings

**HEMLOCK:—**  
"PENETANG"  
AND "EAGLE"

Our Present Specialty:  
Army Vat-Tanned Stock, Best British—  
"Lion Oak," for the Boys of the Lion's  
Best "Cub."

**THE BREITHAUP LEATHER CO. LIMITED**  
KITCHENER, CANADA



with all the smart effects, pretty patterns and artistic perforations, will, with their nice, graceful lines, make a strong appeal for the fancy and taste of Milady Fair.

### Beautiful Colors and Designs

The new models of the Perth Shoe Co., Perth, Ont., reveal all the latest colors and patterns in fascinating footwear. The range is by far the superior of anything ever



**P**OLISH gun metal boot, perforated vamp, imitation tip, Cuban heel.—Moore-Shafer Shoe Mfg. Co.

turned out by the company. There is a strong line of English walking shoes with low heel, saddle straps and wing tips which come in mahogany and African brown and black, as well as white calf, with Neolin and leather soles and rubber and leather heels. The wing tip and the stitched wing tip are predominant. They are smart, comfortable and attractive. In novelty colored kid bals with eight and eight and half inch tops there are observed one color, as well as two-tone effect and contrasting shades which blend and harmonize to perfection. The leading colors are African brown, oyster grey, pearl, battleship grey, blue grey, champagne and white.



**W**OMEN'S high bal, whole foxed, half Louis heel, eight inch top.—By Blachford, Davies & Co., Limited.

In two-tone effects there are pleasing combinations of light and darker shades. The new gazelle pattern, on long pointed lasts, with 17-8 leather Louis heels and an abundance of perforations, is very smart. In the two-tones the vamps, foxing and lace facings are in one color to make the contrast with the tops more accentuated. There are some creations in all white with ivory sole and heel and some smart offerings in black and white. In the solid colors tobacco and mahogany brown, battleship and Quaker grey and white are right to

the forefront. The range embraces a number of sport shoes in white nubuck with various colored trimmings in the way of tips, foxing, lace stays and saddle straps. Some of the striking models are a tobacco brown vamp and circular foxing with champagne kid top, an all tobacco brown bal with straight tip and saddle and an all black kid bal. In white shoes there are several choice creations in high cuts made of reingskin which is taking well with the trade. In color combinations, pleasing patterns, and smooth shoemaking the line, which are all Goodyear welted and made in widths from A to D, establishes a new high water mark for the Perth Shoe Co., who report business as being exceptionally brisk.

### Very Few Changes in Lasts

The Brandon Shoe Co., Brantford, Ont., models for the spring of 1917, which are attractive and pleasing, run heavy in gunmetal, mahogany, nut brown, tobacco brown, and Russia calf. There will be very little change in lasts, as those of last season were very popular and good fitters. Merchants adopting the plan of stocking staple shoes find it to their advantage. It is much easier sorting lines and the



**G**LACED kid button boot with eight inch leg, whole foxed, leather Louis heel.

firm can give customers satisfactory service, when they come back asking for the same shoe. Owing to the extreme advance in leather, the retailer will be able to sort up his range, which enables him to clear his shelves more often and not leave any surplus stock for the bargain counters. The extreme changes this year will be wing tips with perforations. "We think these extreme styles will be in vogue only for the present season, as we believe they are just a passing fad. White duck shoes with fibre soles will be very popular for spring," said Mr. Brandon.

### Many New Lasts Added

Eight new lasts have been put in by the Eagle Shoe Co., of Montreal, for Spring, 1917—four in their men's lines and four in their women's McKays. An interesting men's last, new to the line, shows a London toe in an all kid model with 9/8 regular heel. Another one is a new recede toe, while there is also a natty medium toe model. This is better than anything they have yet produced in this style. Another new last is an F width. Kids are strong, as are also shoes in dark tan, while there is a fair sprinkling of patents and some nice fabric lines. The showing of fibre soles is extensive.

In women's lines, the eight-inch top is used almost universally, while the long vamp with the recede toe effect is observed in the newest. Another new line is a stout last, EE width, with a medium heel. There are a fine lot of new patterns which are among the nicest yet shown. Colors are strongly shown, field-mouse grey and white predominating.

A pretty range of pumps is also offered, some especially nice designs being combinations, champagne and black, black and white and nigger-brown and white. These come in patent and kid as well. There is not much ornamentation on the pumps, which gives them a much smarter appearance than usual.

#### A Splendid Range All Through

What will prove to be one of the best and most attractive lines being shown to the trade for Spring, 1917, is that of the Kingsbury Footwear Co., Montreal. It may be remarked that whites are strongly represented for next spring, including one or two sport models that deserve special attention. The wide use of sport shoes this summer has created unusual demand for them which is almost certain to be even larger next year. Three new lasts are shown in white, including a new growing girls'. The sport shoes are made up in nubuck and canvas and in various combinations, particularly champagne and dark greys, with white soles and heels.

More than fifty designs are to be observed in the low-cut shoes, over thirty of them being new. Ornaments are few and small, being replaced to a certain extent by inserts in combination colors. Few Colonials are seen. There is an extensive range of straps, from one to five in number. This includes combinations as well as patent, and kid shoes in color and black.

In the high cuts a very nice shoe is a patent fancy Polish with white washable kid top. Another of the five new lasts installed by the company is a dark tan sport shoe with fancy perforations and imitation wing tips. The eight-inch top is almost universal and the heels are mostly full Louis leather. These shoes are in full leather and combinations. Fabric tops are shown in the range, but not featured, as the company is uncertain of them at this date, although they figure on a strong run in blacks. Mouse brown, dark grey kid and a dark tan or mahogany brown calf, with the white of course, are the predominating shades.

#### Recede Toes are Still Strong

The new samples by the James Muir Co., shoe manufacturers, of Montreal, are completed and their travelers are



**G**UNMETAL walking boot with dull calf top, perforated tip, vamp and lace stay, low heel.

now out. The company have put in several new lasts, which include the natural form, the Orthopedic style and also "the Duke" last, which bids fair to be a big seller for city trade. Recede toe styles are growing more popular, although the moderate high toe is still holding its own, especially with the country and western trades. The wing tip also appears to be coming into favor in the higher grades of footwear. Havana brown and mahogany are the most favored in the colored leathers by the big buyers. The company expect to have a

heavy business in these goods. Vici kid will also likely have a large measure of appreciation in the finer grades of shoes. The company report that their popular priced line of Goodyear welts for men, made out of selected side leathers in velours and gunmetal, on up-to-date lasts, is commanding big business in these days of high prices. The company are also adding a popular priced line of women's Goodyear welts and fine McKays, which they expect will increase their output considerably.

#### Tobacco Brown for Men

The John Ritchie Co., Quebec, believe that owing to the high price of calfskins and other materials, next spring will see a large number of side leather shoes sold, probably more



**S**O-COSY boudoir slipper with pom-pom—By The Hurlbut Company.

than ever before, in the line of Goodyear welts. For tops, a large quantity of horsehide and matt kid will be used. The company state that in the better lines there will be a big demand for gunmetal calf and a stronger tendency to sample colors than there has been for some seasons past. The John Ritchie Co. are showing several new offerings in the new tobacco brown and Havana brown shoes, which are made up on the new long, low toe last. Some are seen with wing tips, and there are perforations of a pleasing type.

#### Fibre Soles Taking Well

The new samples of the Tetrault Shoe Mfg. Co., Montreal, are as usual pleasing and representative, and a number of novelties are presented. The firm are of the opinion that African brown and mahogany shades will predominate. A number of the models carry fibre soles, which have taken very well, the Tetrault Co. being the first in Canada to introduce Neolin bottom stock. Receding toes are getting to be better sellers in districts where they could not find any favor previously.

#### Plain, Conservative Effects

The new samples of the Woelfle Shoe Co., Kitchener Ont., are neat and attractive, and the range is more complete than ever. A number of pumps are seen in patent, gunmetal and kid, with large square tongue and square and oval buckles. Some are piped with white, while others carry dainty kid collars. The two-piece ornament is also a favorite. Two new lasts have been added in both high and low cuts, the Princess being one of the new offerings. It has long, narrow toe, very smart and on graceful lines. The company are also featuring a woman's cushion shoe, both in button and lace, with rubber heel and flexible soles. Most of the models carry a half Louis or Cuban heel and come in pleasing patterns. There is an entire absence of showy effects, the whole range evidencing quiet, conservative characteristics, which the company feel will appeal to the buying public.

#### Brown will be the Vogue

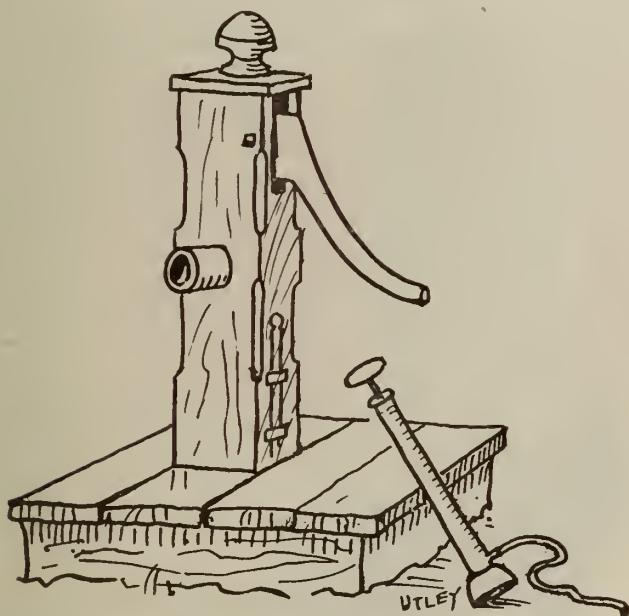
The Murray Shoe Co., London, have added three new lasts in women's and four in men's. In the former the lasts are particularly attractive, two being of the low heel English effect and the other a fine toe, with medium heel for dress wear. In regard to the prevailing styles the company think there is one shoe that will be the largest seller for women. It is made out of dark brown calf or kid



with leather Louis heel and light flexible sole. They form their ideas for this from the fact that the prevailing colors in women's wear are nigger brown and dark green trimmed with brown and the brown leathers match to perfection.

### The New Vanity Heel

The Minister, Myles Shoe Co., Toronto, are presenting to the trade all the latest conception in the smart line of foot toggery which fashion decrees. In the women's are seen several color creations and combinations that are striking and artistic. Among the snappy models is noticed a nut brown bal with grey kid top and scalloped vamp, and a patent bal with new square throat carrying a white kid top and ivory sole and heel. Another pleasing offering is a patent bal with brown kid top as well as a champagne



PAIR OF PUMPS—A STAPLE STYLE

and blue kid shoe with wing tip, the scalloped vamp and foxing being of blue and the tip and top of champagne. The new Vanity heel is shown on a number of lines, also the heart shaped throat. An all mahogany bal, a wine colored kid bal, and other models with grey suede and grey buck tops, as well as several imposing models in dull calf, patent, and white and black lend much variety to the splendid range. In walking shoes tan and black and other combinations are shown, while in low cuts there is noticed a wine kid pump with small tongue and white kid foxing, along with several delightful color contrasts. In the men's line four new lasts have been added from the narrow drop toe to the wide, round full toe, carrying perforated wing and imitation wing tips. A mahogany brown bal with tan suede top, a nut brown bal with white buck top, and low cuts with tops of morrocco grain, pencil calf, grey, tan and brown are decidedly handsome.

The creations for the season embrace all the leading colors, decoration and combination to be found in the highest grade of footwear.

### Featuring all the New Things

The new samples of Ames-HoldenMcCready, Limited, Montreal, embrace all the nicest ideas and features in stylish footwear. The wing tip, stitched and imitation, is on many of the men's and women's models. In the former range are seen a tobacco brown boot, with sand buck top,

with pinking and perforations, and another shoe has a white buck top with imitation wing tip and ivory sole and heel. A patent with white buck top and another patent with top of sand shade are natty offerings. A patent Oxford with grey buck top and another in tobacco brown with sand buck quarters are very classy. There are numerous models in gun metal and other leathers, with wing tip and perforation on tip, foxing and lace stay. A number of samples have ivory soles and rubber heels as well as composition soles. In the women's lines there are seen dressy creations in all the leading and popular shades of kid and calf leathers with wing tips, and others with plain pointed toes, in seven, eight and nine inch, height. A bal with Havana brown vamp and white kid upper and an all mahogany brown bal, with wing tip, are very attractive. Other models are in battleship grey, white and black, sand, ivory and other shades, carrying leather Louis heels. There is a chic range of pumps and colonials, the latter, with imitation wing tips and square tabs, coming in Havana brown, white, battleship grey, black and buck of various colors. A few of the high class Corona line are button, but the high cut lace bal is the leader in all the prevailing colors and combinations. Several new lasts have been added, but the custom last in men's and the pointed recede toe in women's have the chief call.

### A Splendid Array of Models

The new samples of Daoust, Lalonde & Co., Ltd., Montreal, are the finest which have been produced in the twenty-five years successful history of this enterprising firm. The range is replete in color, style and attractiveness. In the men's line, the custom last is shown in mahogany and tobacco brown, dull calf and patent. Some carry perforated tips while a few are shown with colored tops. Perforations are noticeable on most of the models. In women's lines, the slim, long forepart is being featured, in grey, Havana brown, ivory, black and white, and champagne. There are some nice two-tone effects, and solid color offerings, with  $7\frac{1}{2}$  and 8 inch top, carrying both plain and wing tip toes, with curved foxing and perforations. The leather Louis and Cuban heels are also shown. Several new lasts have been added in men's and women's, which, in company with new patterns and all the most popular colors, make the Patricia, Paris, and Metropolitan brands more representative and resplendent this season than ever.

### SPLENDID ENTERPRISE OF SHOE FIRM

The plates issued in this number by the Blachford Shoe Manufacturing Company, demonstrate not only the up-to-dateness of this concern's ideas in women's footwear, but its enterprise in placing its ideas before the shoe trade of Canada.

The expense and trouble to which they have gone to provide readers of the SHOE AND LEATHER JOURNAL with reproductions of their outstanding lines for the coming spring is worthy of the appreciation of those who are particularly interested in this class of goods and will, no doubt, be shown in a tangible way.

We feel safe in saying that the effort from a "graphic arts" standpoint has never been excelled in this country, and shows that Canada is able to hold her own both in high class footwear and typographical demonstration of our industrial advance along this line. The SHOE AND LEATHER JOURNAL is proud of these Fashion Plates as a sample of its ability to do justice to the shoe trade in its columns.

### LADY LANDED LORDLY LUNGE

With a catch of five muskel-lunge, the largest of which weighed thirty-two pounds and measured four feet one inch in length, as well as thirty-two pickerel, each tipping the beam from two to four pounds, a jolly fishing party spent several days recently angling at the mouth of the Severn River. The party was composed of S. M. Clapp, shoe merchant, Victoria street, Toronto, his son, Cecil Clapp and wife, P. M. Goff, representing the Drummond Shoe, Johnston Carey of the Carey Shoe Co., George H. Hutchinson and



THE FISH  
MR. GOFF CARRIED  
HOME

J. C. Keatings. They were guests at the hospitable Bay View house and every day went trawling in a gasoline launch, "The Hope," which slowed down to a speed of three miles an hour. The biggest lunge was not captured by any shoe-men of the company but was landed by Mrs. Cecil Clapp. It took her nearly an hour to tire out the prodigious member of the finny tribe which time and again made a bolt for liberty but finally the monster was brought to within a few feet of the boat and gaffed. The lunge was conveyed to Toronto by Mr. Goff, who was assisted in the work of transportation by Mr. Carey. It is seen in the accompanying illustration with Mr. Goff standing guardian. The latter is a shoe traveler of no small proportions and the lunge was over two-thirds of his height. The mouth of the Severn River, which is the western outlet of the Trent Valley Canal, is a splendid angling ground and the disciples of Izaak Walton returned more than pleased with their luck. They had "the goods on them," and in addition to their piscatorial harvest, brought back some fifty ducks and three dozen snipe. Mrs. Clapp must be given full credit for her pluck and skill in landing such a prize.

### LIVE MERCHANT IN NEW STORE

(See Page 42)

Joseph Patterson, of St. Mary's, Ont., has been in the shoe business since 1906, when he bought out the stock and trade of J. C. Gilpin, one of the town's oldest merchants. The new store which he has occupied since early in the summer is two doors east of the old stand and was remodelled and fitted from Mr. Patterson's own designs, under his personal supervision, into the up-to-date shoe store it is to-day.

The show windows are so formed that the walk between them leading to the main entrance is V-shaped, narrowing towards the door so that two excellent show windows are formed in comparatively small space. The floor of each window is formed by a table with top and under deck exactly

fitting the window, making two display floors, the lower being six inches above the flooring and used for showing small trunks, bags and suitcases and men's heavy shoes. One advantage of this arrangement is that the table is on castors and may be drawn out by opening the prism doors at the rear of the window, and dressed in the store. The wall side of each window is covered with a bevelled mirror to the height of 2 feet 6 inches above the upper floor with two rows of glass shelves swung in front of the mirror. The wall above the mirror is covered with green painted fibreboard on which is artistically painted in white the store motto, "The Home of Better Shoes." Over the windows the ceiling, which is very high, is dropped to the level of the store shelves and the front of the space above covered with prism glass which assists very materially in lighting the store. The side-walls of the store are lined with single shelves to within four feet of the ceiling, with new sliding ladders on each side. The store is divided lengthwise in the centre by a leather fitting couch, polish and findings stand, and lace and parcel cabinets, on top of which is an up-to-date cash register. A comparatively low mirror partition cuts off a small office at the rear of the shop where stock is also examined. The back of the shop is also fitted with plain and prism glass. At night the interior of the store is illuminated with three 250 c.p. lights with artistic shades, while in each window is a similar shaded light of 200 c.p. in the upper section and a 40 c.p. light in the lower section. The floor of the store is of hardwood, waxed and polished.

The shop is not only a credit to Mr. Patterson but to the town and is one of the neatest and niftiest of its kind in Western Ontario.

A novel idea is the use of both sides of the painted sign which hangs over the front door. On the outside of the sign is the lettering "Joseph Patterson," and on the inside, which can be plainly seen from the interior of the store, is the inscription, "Call again, please."

### PROPER WIDTH OF SHOE TO WEAR

Here are some rules by which the width of a shoe can be determined as given in O'Sullivan's foot gauge and arch measuring device:—

A foot that is  $3\frac{1}{8}$  on the bottom requires a 7AA shoe.

A woman's foot that is 2 1-16 on the bottom requires a 4 AA shoe.

Men's—7 AA.....	$3\frac{1}{8}$
7 A.....	3 3-16
7 B.....	$3\frac{1}{4}$
7 C.....	3 5-16
7 D.....	3 6-16
7 E.....	3 7-16
7 F.....	$3\frac{1}{2}$

1-16 between each width.

1-16 between each size.

With ball of foot on ball gauge— $2\frac{1}{2}$  sizes longer than what the foot will draw on length gauge is the proper size of shoe worn by the person to be fitted.

Women's—4 AA.....	2 1-16
4 A.....	$2\frac{1}{8}$
4 B.....	2 3-16
4 C.....	$2\frac{1}{4}$
4 D.....	2 5-16
4 E.....	$2\frac{3}{8}$
4 F.....	2 7-16

1-16 between each width.

1-16 between each size.

The average heights of insteps,  $\frac{3}{8}$ ; high insteps,  $\frac{5}{8}$ ; extra Spanish arch, 6-8; low insteps or so-called flat foot,  $\frac{1}{8}$ . Anything under  $\frac{1}{8}$  is dead flat.



**B**



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

B



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO



## A LEATHER MAN'S VIEWS

**T**HE SHOE AND LEATHER JOURNAL had an interesting talk this week with one of the brightest of our light upper leather manufacturers, who is too modest to permit the use of his name. The substance of his remarks we give herewith:—

*"I think in three or four months it will not be a question of paying the price, but of getting the leather at all. Here is a letter from a foreign establishment which announces that it is absolutely impossible to ship any raw calfskins over twelve pounds, and the prices for skins under that weight are practically prohibitive. Nevertheless we are managing to keep going, but it is nerve-racking work to get the raw materials, not to speak of the labor handicap.*

*"It is the same with dyes. We are depending largely upon American dye concerns and thinking we were getting it somewhat in the neck. I went down the other day to see why our contract was not being filled. I thought someone else was getting part of it. I am satisfied that the dye makers are doing their best. They are having their trials like other manufacturers and, when some of the colors get off, it takes four or five weeks to produce them again. We contracted for supplies as far ahead as 1919, but it makes no difference we have to take what we can get as far as deliveries are concerned.*

*"The demand for colors such as tans, browns, mahogany and similar shades, is such that there is going to be some difficulty in meeting it, so that those who do not anticipate their needs will likely be in a hole shortly. The rage this season will be for these shades, with, of course, foreign importations of fancy light shades that are not made here.*

*"I think indications point to a big business in spring goods. Manufacturers who ordered stock for October delivery are beginning to send in requests to forward by express, so that orders are evidently coming in early from the retail trade. As the manufacturers have been buying from hand-to-mouth for a considerable time there will undoubtedly be a rush as soon as spring business begins to pour in.*

*"We are, by-the-way, having constant appeals from England for light stock which we are unable to meet, as we are compelled to protect our Canadian customers. Here is a letter from an English firm of factories asking for box calf, box side leather, and a lot of lines they would never think of buying outside the United Kingdom heretofore, and we have numerous enquiries from the United States. The leather man is surely under pressure these days. I don't see how prices can possibly remain stationary, and as I said before, it will soon be a question of getting the goods at all."*

### EDUCATING THE CUSTOMER TO HIGH PRICES

Last season, when dealers were compelled to advance the retail price of their shoes to cover the increased cost of manufacture, our readers were advised to seek the good will and support of the editors of their local newspapers in giving publicity to some of the reasons why consumers would have to pay more for their shoes. It was gratifying to learn that hundreds of readers of this journal acted upon the suggestion, with the result that their customers were honestly convinced that they would have to pay more for their new shoes, says the "Shoe Retailer."

With the approach of the new fall season, when still higher prices will be asked for shoes of the same quality, it is noted that here and there dealers are again seeking the support of their newspapers in acquainting the public with shoe and leather market conditions that operate to increase the cost of shoes.

A few days ago we received from George W. Sherwell, of Ogdensburg, N.Y., a clipping from one of his local newspapers in which he told the people of that city a few facts about shoe and leather market conditions. Mr. Sherwell's article is given here just as it appeared in his local paper:

"To the Public:—

"The leather market is in a deplorable condition, and the prices of leather are the highest in the history of the business. We are devoting every bit of energy and our knowledge of the shoe business in buying the very best goods obtainable for the money.

"Buying directly from the manufacturers, and paying spot cash, there is no reason why we should not be able to buy as good shoes, at the lowest prices, as any retailer in the state. Don't fool yourselves or your pocket books that you can buy shoes as cheap as you have been buying them. With the present high prices of leather it is a physical impossibility for you to do so.

"If you are in the habit of buying good shoes continue to do so, because they are the cheapest in the end.

"Whether you buy your shoes at this shop or some

other first-class shoe shop, if you expect to get the same service out of your shoes as you have formerly had you have to make up your minds to pay more for your shoes.

"We are giving the best values we can possibly give and we are leaving no stone unturned to protect the public as well as ourselves from imposition and shoddy footwear. However, no matter how carefully we try to suit the public, there seems to be a tendency among some people to expect shoes, and especially the soles, not to wear out, and thereby expect a lot of free shoe repairing.

"We wish to advise the public that our shoes will wear out. But when we sell a pair of shoes we are giving as good a shoe as we, or any other retailer in America, can sell for the money.

"Under these circumstances, we want the public to understand that we are running no free repairing bureau. We are doing our best to serve the people in the best manner possible through this critical stage of the leather market.

### MAKES SPECIALTY OF SHOE SALES

Mr. A. C. Clark, of Brantford, Ont., late of the Clark Shoe Co. of Brantford and Paris, is making a specialty of



A. C. CLARK, BRANTFORD

running sales for shoe merchants, cleaning out all surplus stocks at a fair margin of profit over and above the cost of running the sale. His efforts to date have been very successful, he having produced good results for W. C. Goetz, Guelph; D. Fulton, Sudbury; W. A. McKay, Palmerston; J. J. Butler, Haileybury; M. B. Young, Toronto; F. H. Shier, Sault Ste. Marie; F. H. Cable, Toronto, and many others. Any merchant desiring to run a good, clean conducted sale, would do well to write him.

### THIS HAPPENED IN IRELAND

A shrewd manager in one of Ireland's stores was recently "downed" by a raw junior clerk of unexpected prevision.

The clerk had completed a sale to a lady who had purchased shoes, value 21s 2d. On opening her purse she found she had only 16s 2d to pay for them. "Never mind," she said, "I'll take the shoes and pay the 5s balance to-morrow."

The clerk took her money and made up her parcel, and away she went.

Now advances the all-seeing manager, like a destroying angel. "Why!" shouted he, "she may never come back!"

"Oh, won't she!" said the clerk. "Of course she'll come back. Shure, I've given her two rights."

## Rannard Shoes

### ANNOUNCING the New Autumn and Early Winter Modes of Rannard Shoes

You are invited to view a few of the favored models in Women's Autumn and Winter Shoes, 1916-17, by the

**Rannard Shoe Ltd.**  
Style Creators

The Original Rannard Autumn Models are ready. For Exclusiveness, beauty, grace, elegance, correctness and superiority of materials, workmanship and finish, the New Rannard Fall Styles probably excel anything ever seen in American footwear.

Don't fail to see our special displays of highest grade styles at our Number 2 Store, Portage and Hargrave.



**RANNARD SHOE LTD.**

A WELL BALANCED, NEATLY DISPLAYED AND ATTRACTIVE  
ADVT. OF LEADING WINNIPEG SHOE FIRM



## SHOE PORTRAITS



By constant outlay of time, thought, and labor, we keep our styles, not merely abreast of the times, but a little in advance, and an appreciative demand is the result.

**Smardon Shoe Co.**  
LIMITED

533 Visitation St.  
Montreal                      Quebec

We know by long years of experience that much depends upon good methods and skilled labor to successfully build a modern shoe. Shoe building is a science we know, because it's our business to know. Ours are right, but not by accident.

## SHOE REPAIRERS GETTING TOGETHER

Many associations are being organized by shoe repairers throughout the country, says the Shoe Repair Shop. We have earnestly advocated this policy, and are glad to see local associations appear in the field. There is no limitation to this work. In large cities it sometimes proves practical to have the territory limited to a given district. There is much logic in this, for in greater cities, where certain districts are occupied by the wealthy classes, different business methods are brought into existence, and a different class of shoe repairing is called for than that required in the districts populated by poor people. And then there is

Notice has been given by the Army Council of an intention to take possession of all stocks of Bends of 10lbs. weight and upwards, to include all Butts, which are to be calculated as two Bends.—*The Shoe and Leather Record*, July 7, 1916.



The Over-worked Repairer: "Well! This puts the lid on!"

the district which is a medium between these two extremes. A scale of prices, for instance, might be suitable for one of these districts and unsuitable for the other. It is better, however, to wipe out imaginary dividing lines as much as possible; and yet it is always important that an association, to exercise strength, should be so closely allied to a district that it will interest most of the repairers in that district. In smaller towns we often see it practical for an association to take in a circuit of towns. As this movement grows we will begin to see state and tri-state organizations, and also a national organization. The movement will be healthier probably if the growth is conservative.

Last July we published an outline suggestion, hoping thereby to aid repairers of different communities in the primary formalities to be observed in forming an association; and we also published a form for a constitution and by-laws; particularly stipulating that it was simply a draft of a form, and subject of course to changes in any particular, to make it conform to local desires or conditions. We have repeatedly been asked for copies of this issue, until our supply is entirely exhausted; and during the past month we have had numerous requests for suggestions along

this line. We therefore republish the following, which is taken from the July, 1915, issue of this publication:

### The Way to Organize

A number have asked us for the formalities of organizing an association. It goes without saying that the first thing needed is active hustling on the part of repairers interested. Line up as many of your competitors and other repairers as possible, getting their promise to attend an organizing meeting. This initial gathering should first of all form a temporary organization by selecting a president and secretary; and the next important step is to appoint a committee to draft a constitution and by-laws. Hiring a lawyer to do this is unnecessary. Incorporating under the state laws is unnecessary. To aid the committee in drafting a constitution take any ordinary one. It may be used as a guide, and changes may be made in it to make it consistent with local conditions in hand. It is well to get the draft of the constitution before the meeting as soon as possible, and urge that it be discussed in all its phases; and when it is finally adopted it should be signed by all the charter members of the organization; and when new members are taken in they too should sign it; although this is not absolutely necessary, especially if in their application they say that they have read the constitution.

After the constitution is adopted, the next in order will be the election of officers; and here great caution should be exercised. It might be well to defer the selection of permanent officers until a second or third meeting, as it is important that a new association should have officers speci-

### WHAT THE LEATHER SHORTAGE MAY DO TO US



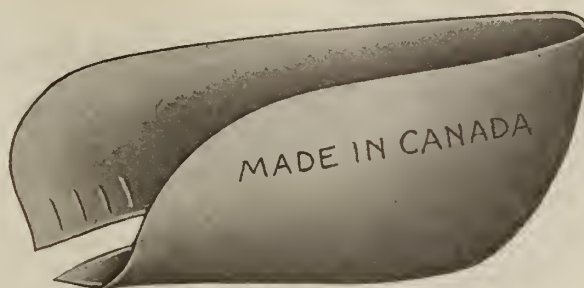
POSSIBILITIES SUGGESTED BY BOOT AND SHOE RECORDER

ally qualified to perform the particular duties to which they are assigned. Cheap politics and favoritism should not enter into consideration.

With these few general suggestions, we would state that we would be glad to discuss any of the points here made more fully with any other who will write us; and if we can be of any personal assistance we want the repairers of the country to know that we are at their command. We will fight for associations so long as they are fair with all branches of the trade, and their primary purpose is to elevate the shoe repairing industry.



# That . . . . . Guarantee



When a man says a counter will outwear a shoe, it may or may not mean something, but when we say **OUR COUNTERS WILL OUTWEAR THE SHOES**, and back that up with our **RIGID GUARANTEE**, that **DOES** mean something.

Remember, our **FIBRE COUNTERS** are made in Canada by Canadians, for Canadians, and from Canadian fibre.

---

## UPPER LEATHERS

Is Our Great Feature

In Black and Colors

(Chrome and Vegetable Tannage)

---

## Pasted Insoles and Leather Counters

Forty-three years serving the shoe manufacturers of Canada says a great deal for the superior quality of our lines.

# DUCCLOS & PAYAN

Tannery and Factories:

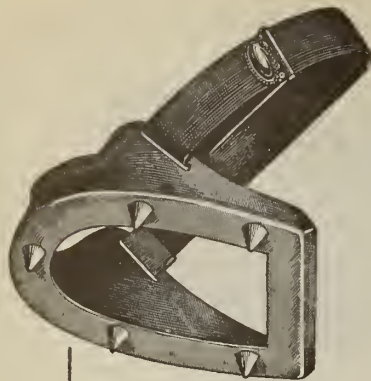
ST. HYACINTHE, QUE.

Sales Office and Warehouse:

224 LEMOINE ST.

MONTREAL, QUE.

ED. R. LEWIS, 21 Scott St., TORONTO, Selling Agent for Ontario



Never Slips

**THE Featherweight Ice Creeper**

It's an article on which retailers make big profits. No trouble to fit and easy to sell. Made in Men's and Women's sizes.

Their grip is sure, you do not have to creep but can step with confidence. They are light, simple, durable, easily adjusted and won't come off. Order from your jobber at once, or write

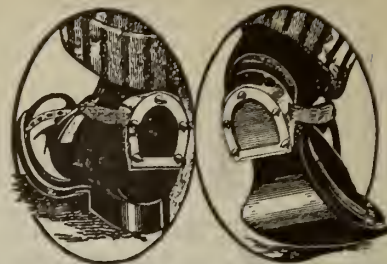


Fig. 1

Fig. 2

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.

**C. W. CHURCHILL, Manufacturer, 214 Third Street, LOWELL, MASS.**

**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.



**DIES** Of finest steel. FOR ALL PURPOSES. Accurate workmanship warranted.

GIVE US A TRIAL

**BOSTON CUTTING DIE CO.**  
202 A STREET BOSTON, MASS.

**A REAL STICKER**

is what you want when you buy paste. That's why you should buy the best made.

**BRODIE'S PATENT FLOUR PASTE**

It never dries out, never releases its grip and spreads with an ease and smoothness that is really unusual. Try a keg—it'll be a revelation of paste perfection.

**BRODIE & HARVIE LIMITED**  
MONTREAL

**SHOE LACES IN STOCK FOR IMMEDIATE DELIVERY**

The latest shades in long laces for Ladies' High Cut Boots.

Also complete stock of all other kinds Boot and Shoe Laces, Cotton, Silk and Leather.

I carry the lines wanted by Wholesale Findings Trade and the Shoe Manufacturer.

**E. W. McMARTIN**

45 St. Alexander St. Montreal

I also have Slipper Bindings, Stay Tapes, Bow Ribbon, etc.

READ THE

**Shoe and Leather Journal**

**24 issues in a year for \$1.00**

It is filled with bright helpful pointers for Retailers

**ACTON PUBLISHING CO., LIMITED**  
MONTREAL TORONTO





# AMONG THE SHOE MEN.

The Harvard Shoe Store, Saskatoon, has been succeeded by Williams & Causgrove.

R. J. Kidd, manager for R. Neill, Peterboro, left recently on an extended visit to Edmonton and other points in the West.

Gordon F. Wadsworth, representing L. H. Packard & Co., Limited, Montreal, has left on a long trip through Western Canada.

H. R. Emerson, President of the Boston Last Company, was in Richmond, Que., last week visiting the plant, which is very busy.

Philip Pocock spent a few days last month in Winnipeg. Alfred Pocock, of Winnipeg Shoe Co., Winnipeg, has been spending his holidays in London.

Lamont's Limited, boots and shoes, Saskatoon, has been succeeded by Williams & Causgrove.

Roy Graham, of the ladies' shoe department of T. Eaton Co., Winnipeg, recently returned from a two weeks' canoe trip through the lakes of Manitoba.

Peter Logan, who is in charge of the shoe department of Spencer's, Limited, Vancouver, spent a few days recently in Toronto, Montreal and other cities on a purchasing expedition.

Hugh Davidson, representing the MacFarlane Shoe Co., Montreal, left recently on an extended selling trip to the Western Provinces with a fine range of new spring and summer samples.

Shoes to enable persons to walk on water that an Italian has invented are driven forward by paddle wheels which are mounted on eccentric axles and revolved as the wearer shifts his weight from one foot to the other.

R. J. McAllister has succeeded S. A. Bell as representative for Geo. A. Slater, Limited, in Manitoba and Southern Saskatchewan. Mr. McAllister has for some years past covered Western Ontario for the firm and he leaves that territory to be filled by A. E. Elmer.

John McEntyre, Limited, 46 Alexander street, Montreal, Que., have completed arrangements with the Superior Polish Co., Brockton, Mass., to be their sole representatives in Canada for their full line of factory goods, including patent leather repairers, dressings, blackings, etc.

John Affleck, who is president and managing director of the Yale Shoe Store, Limited, Winnipeg, was in Montreal, Toronto, Galt and other shoe centres recently calling upon his many friends in the trade and making large purchases. Mr. Affleck reports the shoe business in the Prairie Capital as being very satisfactory.

J. B. Douglas, who has been in the shoe business in Calgary for several years, has disposed of his shoe stock at 234 Eighth avenue west, and after closing up his other business interests in Calgary, will go to Detroit. He was one of the pioneer shoe merchants of Greater Calgary, and owned several large shoe stores.

A. Mireault, formerly with Ames-Holden-McCready, Limited, Montreal, has been appointed secretary of the Slater Shoe Company, Limited, Montreal, in succession to P. De Grosbois, who has resigned to take over the management of the Merit Shoe Shop, Limited, 510 St. Catherine street west, Montreal.

A fine pair of ostriches, the gift of H. B. Johnston, of H. B. Johnston & Co., leather manufacturers, Toronto, constitute an additional attraction for the thousands of visitors

to the Riverdale Zoo, Toronto. Mr. Johnston bought the birds from I. S. Horne, of Horne's Zoological Arena Company, of Kansas City, Mo. They were shown in the ostrich farm at the Canadian National Exhibition and the farm had leased them from the company named.

The annual banquet of the staff of Kilgour, Rimer Co., Winnipeg, was held at the Fort Garry hotel recently. There was a fine dinner provided and after the good things had been disposed of a number of addresses were made and a profitable conference held. J. P. Kilgour, vice-president of the company, spent a few weeks lately at Beach Laurentian.

H. A. Weeks, who was formerly with Winnipeg Shoe Co., Winnipeg, and lately in the ladies' shoe department of T. Eaton Co., in that city, has joined the colors and is among the many representatives of the shoe trade who have enlisted. He is now a member of the 232nd Battalion and is taking a qualifying course for a commission. Mr. Weeks was born in Glasgow, Scotland, and came to Canada in 1909.

A recent despatch from Boston says that it would not be surprising if further contracts for army shoes were placed soon with American manufacturers by foreign governments. It is rumored negotiations are on for about \$2,000,000 worth and there is possibly more to come. Italy has been recently buying and England has to turn to United States for leather supplies. It is said British manufacturers have received orders for 26,000,000 pairs of army shoes for Russian, Serbian, French, British, Italian and Belgian armies since the outbreak of war. Great numbers have been for Russian soldiers.

Seized suddenly with angina pectoris while at dinner, David Watson Alexander dropped dead at his home recently, 67 Binscarth road, Toronto. For many years he was well known as a leather merchant in Toronto and in more recent years as manager of the London Guarantee and Accident Company. Mr. Alexander was born in Thurso, Caithness, Scotland, and came to Toronto when eighteen years of age. He was a prominent business man, and though retiring from active business life some years ago, he still retained the position of manager of the London Guarantee Company.

Invitations have been received by leading Toronto wholesale merchants to the wedding of Albert Tetrault, son of N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, to Mlle. Paule Duhault, daughter of Mme. L. H. Hebert, Montreal. The ceremony will take place in the chapel of St. James Cathedral, Montreal, on September 21st, Archbishop Bruchesi officiating, and will be followed by a reception at the Ritz-Carlton Hotel.

There has been another advance of ten per cent. in the price of larrigans during the past fortnight. This makes a total advance of 20 per cent. within the past three months. Larrigans will soon be as precious as German dyestuffs if the present pace continues.

An automobile owned and driven by Ernest E. Boye, manager of the Nursery Shoe Company, St. Thomas, Ont., was struck by a Michigan Central Railway west-bound freight train at a level crossing in that city about nine o'clock at night, and demolished. Mr. Boye and a companion escaped being instantly killed by jumping. The automobile stalled on the track in front of the train. It was dragged for a considerable distance, tearing up the rails. Nearly an hour's delay was caused to the traffic on the railway.



# PACKARD'S

Shoe Store Supplies of every description

Children's, Misses' and Youths' Boots and Shoes

**SHOE DRESSINGS**  
ETC

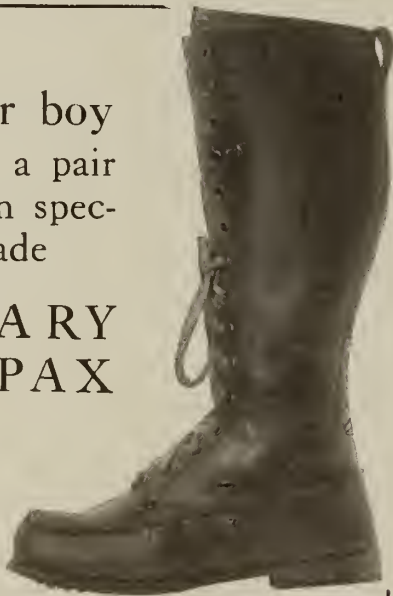
**L. H. PACKARD & CO., LIMITED**  
**MONTREAL**

Send your boy at the Front a pair of our own specially made

**MILITARY SHOE PAX**

**Absolutely Waterproof**

These will insure him dry feet at all times.

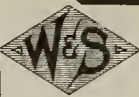


17-inch Leg, Full Sole Leather Sole and Hob Nailed

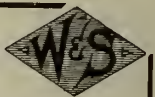
MADE BY

**The R. M. Beal Leather Co.**  
LIMITED

Manufacturers of the justly celebrated JOHN BULL Oil Tan Larrigans and Shoepacks  
LINDSAY, ONT.



The Mark W & S of Quality



## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

## Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

- TOP FACINGS, ALL KINDS
- CANVAS AND LEATHER INSOLING
- OIL PAPER FOR SHOE COVERS
- PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**

Lachine, Province of Quebec





### WILL LOOK AFTER THE WEST

W. W. Lindsley, who formerly covered Quebec and the Maritime provinces for E. T. Wright & Co., St. Thomas, is now looking after western Canada for this firm. He succeeds Fred. A. Macfarlane, who supervised that territory for several years previous to the establishment of the Can-



W. W. LINDSLEY, ST. THOMAS, ONT.

adian factory of the firm. Mr. Lindsley is well-known to the trade as an experienced and successful traveler and will no doubt meet splendid encouragement on his new ground. His predecessor Mr. Macfarlane will cover Kansas, Nebraska, Missouri, Colorado and Iowa for the Rockland plant of E. T. Wright & Co., succeeding his brother, who died at his home in St. Louis, last May.

E. A. Chalk, of Toronto, has been appointed Ontario representative for Daoust, Lalonde & Co., Limited, Montreal, and is now out with samples for spring, 1917, as is also W. F. Copp, who handles the line in the Maritime Provinces.

Harry Dallas, jr., who is associated with his father, Harry Dallas, sr., Toronto, representing several English houses in the shoe line in Canada, was married recently to Miss Marion, daughter of Mrs. George Castle, Clarendon avenue. The ceremony took place in Grace Church, Toronto, Rev. James Broughall officiating. After spending their honeymoon in New York and other eastern centres, Mr. Dallas and bride will take up residence in Toronto. Many friends will join in hearty congratulations.

Narcisse Gagnon and wife, Montreal, spent a few days in Toronto last week.

A. E. Marois, of Quebec, accompanied by his wife, daughter and little son, Paul, were in Toronto for several days last week, the guests of J. D. Hawthorne. They also went to Hamilton, where they visited John Lennox and took occasion to pay a visit to Niagara Falls and Buffalo by motor.

The "Aviator" shoe is the name of a patented line in outing footwear which has just been put on the market by the Canadian Consolidated Rubber Co. It is made by a secret process which absorbs all shock in walking. The shoe has a resilient cushion consisting of innumerable air spaces dispersed through a springy mass of rubber securely imbedded in the sole and covered by a tough wear-resisting layer of high-grade rubber. The sole serves as an insulator against hot pavements and any bruising action caused by pebbles or other sharp objects under the foot.

H. R. List, representing Luc Routier, shoe manufacturer, Quebec, was in Toronto last week on business.

A. R. Kaufman, manager of the Kaufman Rubber Co., Kitchener, Ont., was in Toronto lately calling on the trade.

E. R. Lewis, leather merchant, Toronto, is now handling

Duclos & Payan counters, as well as the other lines of leather made by this firm.

Elzear Poulin, a tanner, was drowned in a lime bath for curing leather, at Quebec.

Fred Brereton, who has had some years' experience in the shoe line in Toronto, has started in the footwear business for himself at 328 Danforth avenue, Toronto.

J. W. Foy, of Toronto, has returned home after spending the summer at his cottage, "Bienvenu," on Kumfort Island, near Parry Sound, Ont.

A. R. Ostrander has opened a new shoe store on Royce avenue, Toronto, and is off to a good start in business.

J. A. McLaren, wholesale shoes, Toronto, and wife, have returned from a visit to Chicago, Detroit and London, Ont.

W. L. Francis, sales manager for Gale Bros., Limited, Quebec, was in Toronto last week on his way west to the coast on a business trip.

P. A. Leblanc, of Aird & Son, shoe manufacturers, Montreal, was in Toronto last week for several days on business.

R. Tyler, who was assistant to N. J. Collins, in the shoe department of Christie-Grant, Limited, Winnipeg, has joined the aviation corps for overseas service and is now taking the course at Weston, Ont.

A footwear department for ladies and children has been added to the stock of general dry goods of Smith's Glasgow House, 1176 Queen street west, Toronto.

T. Connor, representing Reed & Co., shoe manufacturers, Rochester, N.Y., was calling on the trade last week in Toronto.

S. Collins Cronk, son of S. C. Cronk, wholesale shoes, 60 Front street west, Toronto, has joined the colors and enlisted with the 67th Canadian Field Artillery, which is now in camp at Petawawa. His brother, Lieut. Frank S. Cronk, has been for a considerable time a member of the 169th Battalion, which has been encamped at Niagara-on-the-Lake and will shortly go overseas. Both boys until they signed up were engaged in the shoe business with their father.

Arthur Donald, of Donald, Carmen & Mudge, Inc., sheepskin tanners, Boston, was a business visitor to the trade in Toronto a few days ago.

J. H. Goyer, of Montreal, who represents H. B. Johnston & Co., leather manufacturers, spent a few days in Toronto recently.

Daoust, Lalonde & Co., Limited, Montreal, have had an inquiry for 30,000 skiing shoes from one of the Allies. The specifications call for laupars, seal or leviathan double soles, leggings 14 to 16 centimetres from heel, and if possible metal lining at point where the sole touches the iron of the ski.



S. T. DUCLOS, ST. HYACINTHE, QUE.

S. T. Duclos, of Duclos & Payan, leather manufacturers, St. Hyacinthe, Que., was recently elected alderman in that city, and is receiving the congratulations of his many friends.



Wm. G. Tapp, manager of the shoe department of the Nipissing Stores, Port Arthur, Ont., writes that business is very good in the footwear line and they are looking forward to a good fall trade. Mr. Tapp says that he greatly enjoys the *SHOE AND LEATHER JOURNAL*, as it keeps him posted on styles, business conditions and all the happenings in the trade.

Mr. Morris and Mr. Beer, of the firm of Morris & Smith, Charlottetown, P.E.I., were recent visitors to Toronto and attended the Canadian National Exhibition.

C. Henderson, of A. Henderson and Son, Pictou, N.S., spent a few days in Toronto recently and called upon a number of members of the trade.

W. E. Short, representing the Kingsbury Footwear Co., Montreal, left recently on an extended trip throughout the Western Provinces with a fine new line of spring samples.

A. Stuckey, manufacturer of shoe patterns, Lombard St., Toronto, has returned from a successful hunting trip in the Parry Sound District.

J. G. McDiarmid, of Toronto, who represents the Murray Shoe Co., of London, throughout the prairie provinces, is now on an extended selling trip with a splendid range of spring samples.

The store at the corner of Arthur and St. Paul streets, in the new Walsh block, Port Arthur, Ont., will be occupied by E. R. Gavin, who expects about November 1st to have on display one of the largest and most complete stocks of boots and shoes ever shown in the Twin Cities. The premises are being specially laid out to meet the requirements of Mr. Gavin's rapidly increasing business.

E. H. Dickenson, shoe retailer of Hamilton, Ont., has gone out of the shoe business.

Recently Ernie Fawkes, of London, late of the Paris Shoe Parlors, Paris, Ont., had a very close call. He had taken a party of friends for an automobile ride to Tillsonburg. While returning through Woodstock the car came in contact with a hydro-electric wire which had fallen across the road. The wind shield happened to be up and the wire caught on same, thus enabling Mr. Fawkes and friends to jump from the blazing car.

John Hutchison, superintendent of the Breithaupt Leather Company's tannery at Penetang, spent a few days recently, with his son, L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co.

J. Wiesel, shoe and clothing merchant, St. John, N.B., spent a few days in Toronto recently and called upon a large number of members of the trade.

The McCrudden Shoe, Montreal, are installing several new machines in their factory.

The Independent Box Toe Co. is enlarging its premises through the addition of a cement basement. Louis Dupre,

the proprietor, says that business has never been so brisk, both for box toes and heels.

The Gutta-Percha and Rubber, Limited, have taken out permits for the erection of a number of additions to the company's works in Toronto, construction of which has already been started. One addition is a two-storey brick shop and garage to cost \$18,000. A second extension is a two storey brick reclaiming building, the cost of which will be \$30,000. The third and largest addition is a four-storey factory building costing \$31,000. The total cost of the additions will be about \$79,000. The new buildings are being erected on West Lodge Avenue, Toronto.

A firm of shoe manufacturers have offered to remove their plant to Acton, Ont., if that town will loan them \$15,000 to \$25,000 and give them a free site for a brick factory. The company employs thirty to forty skilled workmen and has been operating five years.

C. S. Corson, sales manager of the Regal Shoe Co., Toronto, accompanied by C. F. Schuszler, P. R. Corson and W. R. Billings, of the traveling staff of the company, attended a sales conference at the head offices in Boston this week.

T. F. Hobbins, shoe retailer, of Toronto, recently assigned to James Watt.

A winding up order has been granted in connection with the Montreal Shoemaker Co., Limited, who recently assigned to J. G. Duhamel.

The Barrington Street store of Wm. Taylor & Co., Halifax, has been given a new front entrance and it has made a very great improvement in the appearance of the place. The door was formerly at the extreme right, but it is now in the centre and care has been taken to secure sufficient window room on each side for display purposes. Barrington street is now the great shopping street of Halifax, and there are many shoe stores along that thoroughfare which compare favorably with those one sees in the largest cities.—The Maritime Merchant.

George E. Chambers, manager of the Regal Shoe Store, Toronto, is spending a few days in Boston and other New England shoe centres on business.

Travelers are now out taking placing orders for next season's tennis lines on which prices have been increased from five to fifteen cents a pair owing to the high and constantly advancing figure for cottons, leather insoles, thread, eyelets, laces, etc. The sale of tennis and outing shoes during the past season was the largest ever experienced in the history of the retail footwear trade.

A. G. Morgan, a former shoe merchant, of Winnipeg, died recently in Los Angeles, Cal. He was a brother of F. M. Morgan, manager of the Winnipeg branch of Ames-Holden-McCready, Limited. The late Mr. Morgan located in Winnipeg in 1882, and was for many years engaged in the shoe business in the McIntyre block in that city. He sold his business to W. T. Devlin in 1901, and became interested in sheep ranching in Saskatchewan, near Maple Creek. After fifteen years of successful ranching, he disposed of his property and retired to Los Angeles.

Thieves recently broke into the Western Shoe Repairing Co.'s store at 2319 Granville street, Vancouver, but were not successful in carrying off any money.

William Taylor, who came to Canada from Ireland in 1869 and located in Parry Sound, Ont., died in that town recently. He first began business in a small way as a shoemaker and branched into the tanning and wholesale manufacture of shoe packs and boots. His shoe packs were known not only in Canada, but abroad, as he sent them to the trenches in Flanders, the late General Mercer being among the first to wear Taylor's shoe packs.

The stock of A. J. Cook, shoe dealer, 2076 Queen street east, Toronto, who made an assignment a few weeks ago, has been sold to Crystal & Podatsky.



A FISHING PARTY DOWN BY THE ST. LAWRENCE. ON THE LEFT IS GEORGE B. CAMPTON WHO REPRESENTS W. B. HAMILTON SHOE CO. IN EASTERN ONTARIO, AND DIRECTLY ACROSS THE TABLE IS H. W. GILHOOLY, SHOE MERCHANT, BROCKVILLE, ONT.





**ALL YEAR**



**Specialties**



**"FOOT-RESTUR"**

It is not necessary to use an adjusting machine to fit the "First Aid" Foot Restur to any foot. Merely insert button hook in the hole in the heel of the upper plate, swing out plate as shown in illustration and bend it over the edge of a table or chair until it has the proper elevation. This is a patented feature of this Arch Support.

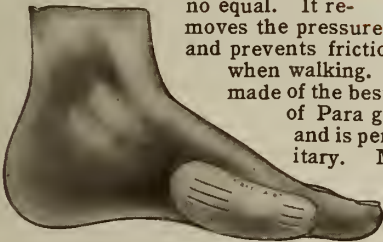


**BUNION SHIELD**

As a relief from the pain of bunions and enlarged joints the "First Aid" Bunion Shield has

no equal. It removes the pressure and prevents friction when walking. It is made of the best grade

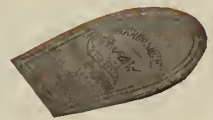
of Para gum rubber and is perfectly sanitary. Made in 3 sizes. Retail price, 50 cents each



We are the only manufacturers of Foot Specialties who do not sell their products to the drug trade.

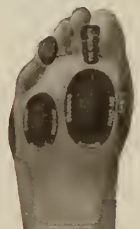
**HEEL CUSHIONS**

This is the most comfortable and durable heel cushion made. A soft bed for sore heels. Removes the jar when walking. Costs less, wears longer and is more comfortable than rubber heels. Made in five sizes. Retail price, 25 cents per pair.



**CUROPAD**

For the relief and cure of hard and soft corns, bunions and callouses. Applied to the calloused part it excludes the air, retains the moisture of the skin, prevents pressure and friction, and finally in this way the hard and false cuticle is gradually removed, the natural skin only remaining. Thus the corn or callous is relieved and eventually cured. Made in nine sizes. Retail price, 10c., 15c. and 25c. each.



**TOE STRATE**

The most common of foot troubles is the crooked or overlapping toes. The "First Aid" Toe Strate is made of soft Russian Sponge Rubber, and gently forces the toes back to their proper positions. Made in three sizes. Retail price, 25 cents each.



**Canadian - Arrowsmith Mfg. Co.**

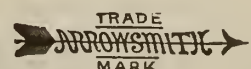
Manufacturers of Limited

**"First Aid" Foot Specialties**

Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager



**Mr. Shoe Retailer:**

Have you any surplus stock? Do you want to realize on it? Write

**A. C. CLARK**

245 West Street BRANTFORD, ONT.

Canada's only Practical Sales Specialist.  
Sales conducted personally or by mail.  
Stocks bought and sold.

*All Negotiations Strictly Confidential*

Nalbone Bros., dealers in shoes, Hamilton, recently assigned to M. M. Tew.

E. P. Wood, shoe dealer, 208 Main street, East Toronto, is discontinuing business.

Messrs. Gagnon and Hebert, of Gagnon, Lachapelle & Hebert, shoe manufacturers, Montreal, were in Toronto for a few days recently.

Charles Leeder, North Battleford, Sask., was in Toronto last week calling upon the trade.

B. W. Trotter will be covering Manitoba and eastern Saskatchewan for the Eagle Shoe Co., Montreal, this season.

Amongst the many Exhibition visitors who called on the Blachford Shoe Manufacturing Co., Toronto, were:—Mr. George W. Cowan, Chatham; Mr. J. Affleck, Winnipeg; Mr. A. Ross (Thos. C. Watkins), Hamilton; Mr. John Patterson, St. Marys; Mr. J. H. Carkner, Ottawa; Mr. Jas. Dillon (Dillon & Moore), St. Catharines; Mr. E. H. Dumouchelle, Sturgeon Falls; Mr. Abernethy, Kingston; Mr. Splan (J. L. R. Gorman), Belleville; Mr. W. J. Thurston, Stratford; Mr. Mitchell (McJannet, Limited), Gravenhurst; Mr. Wilson (Zink Shoe Co.), Brandon; Mr. J. H. Weseloh, Kitchener; Mr. E. Berwick, Shelburne; Mr. W. C. Bartlett, Brampton; Mr. Stewart (Leslie's), Hamilton; Mr. J. Hessenaur, Kitchener.

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## CONDENSED ADVERTISEMENTS

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

---

FOR SALE—An Electric Repair Shop and small stock of men's and boys' shoes. Only one in a city of 12,000. Doing a good business and getting good prices for work. I will stay with new proprietor till April 1st, 1917, if desired. Will sell at invoice price. Apply for full particulars to Box 10, Acton Publishing Co., Toronto.

---

BUYER AND MANAGER—Wide experience, posted in all markets, now with large western departmental store, open for position on short notice. East preferred. Married. Particulars, Box 12, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

## APPOINTED REPRESENTATIVE FOR ONTARIO

R. J. Orr, who for the past fifteen months has been in charge of the orthopedic department of H. & C. Blachford Limited, 286 Yonge street, Toronto, has just been appointed representative of the Canadian Arrowsmith Mfg. Co., of Niagara Falls, Ont., for Toronto and the Province of Ontario. Mr. Orr has had a long experience in the retail shoe trade, beginning eighteen years ago in Toronto. He later



R. J. ORR, TORONTO

went west and obtained an extended insight into all branches of the shoe game in Winnipeg, Brandon and other cities. Going to Chicago, he was in charge of the orthopedic department of the "The Fair" in that city, and he was also on the staff of the Walkover Boot Shop in Detroit. Mr. Orr has devoted much attention to all appliances for the comfort and relief of foot trouble and from his thoroughly practical acquaintance with the lines which he handles, he should meet with a large measure of success.

## MANY SHOEMEN SAW BRIDGE FALL

On September 11th all the shoe factories and jobbing houses were closed in honor of the putting in place of the centre span of the Quebec steel bridge. The result of the accident is deeply deplored, but it is gratifying to learn that another span will be made to take the place of the one which is now at the bottom of the river. The final completion of the bridge means much to the prosperity of Quebec.

During the recent demonstration the city was filled with strangers from all parts of Canada and the hotels crowded. The Chateau Frontenac intend building a large addition to accommodate the thousands of tourists who visit the Ancient Capital every year. It is expected that the hotel will have a dining room capable of accommodating 1,000 people.

---

**W. H. Staynes & Smith,** HIDE and LEATHER FACTORS

CASH ADVANCE  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.





## Our Range of High-Grade Novelty Colored Kid Shoes

in solid, two-tone and two-color combinations is the most attractive and artistic we have ever presented to the trade.

We are specially featuring the Gazelle pattern in contrasting shades on new long vamp lasts.

All Goodyear Welted; widths A to D.

Our travelers are now on the road.

**PERTH SHOE CO., Limited**  
PERTH, ONTARIO

**MR. McLAREN RECEIVES SAD NEWS**

J. A. McLaren, of the wholesale shoe firm of McLaren & Dallas, Toronto, received the sad news from Ottawa, this week, that his eldest son, Capt. W. H. McLaren, was "missing, believed to be killed." He enlisted with the 19th Battalion, C.E.F., in Hamilton and in May, 1915, went overseas. In September, following, he crossed to France and had since been in the war zone. He was in his twenty-fifth year, and previous to joining the colors, was a member of the 91st Highlanders, Hamilton. His brother, Capt. John F. McLaren, who is a member of the 58th Battalion, also saw four months service at the front, but was taken ill with hernia and only recently left the hospital, in London, after an operation. He is now at Shorncliffe, England. Capt. W. H. McLaren, who was killed in action, was married, on April 3rd to Miss Beatrice Brown, of Hamilton,

who is now at Hythe, near Folkestone, Eng. The deceased officer was a nephew of Lieut.-Col. J. I. McLaren, of Hamilton, and after finishing his education at Toronto



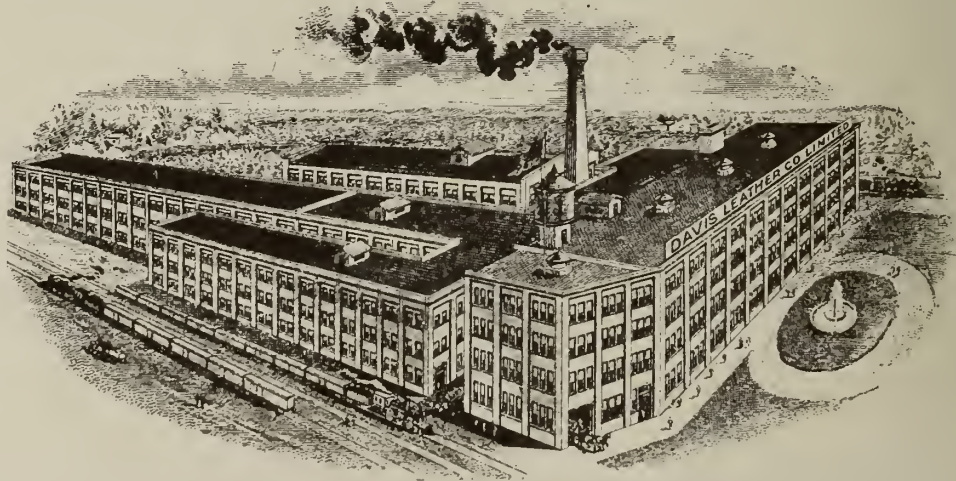
THE LATE CAPT. W. H. McLAREN ON THE LEFT AND HIS BROTHER, CAPT. J. F. McLAREN, ON THE RIGHT

**The McCrudden Shoe**  
**Montreal**  
*Makers of*  
**CHILDREN'S FINE**  
**McKAYS**

University, entered the service of McLaren's Limited, wholesale coffee and spices, Hamilton. He was highly regarded in both business and social circles, and his death will be deeply deplored by all his associates.

# The Largest Tanners of Calf in the British Empire

**Uniform**  
**in Quality**  
**Economical**  
**in Cutting**  
**Superior**  
**in Finish**



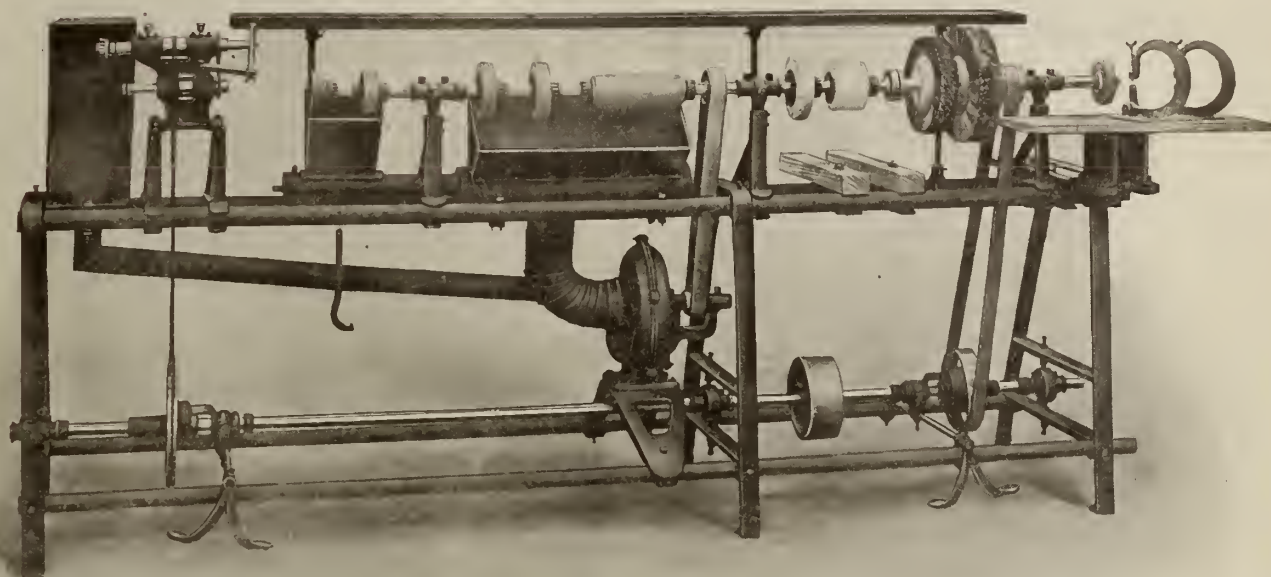
ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**



# A Shoe Finishing Plant

## In One Machine



We can prove by actual demonstration the wonderful money-getting powers of this machine. The repairing plant profits of your business will surprise you with their increase. It reduces cost by saving time and labor and greatly increases output, as well as giving the work a better and more attractive finish. Cash price \$130.00.



## The Overseas Trench Boot

has demonstrated its ability to "Do its Bit" in actual service right at the front. Made of Oil Tanned Stock, with 16 in. Leg, Full Bellows Tongue, Oil Tanned Bottom Drawstring type. Patent Heel that cannot run over. Free from any artificial stiffener. No rough or bulky inside seams. No added counters. Double Full Soles, Hob-nailed. Extra Rawhide Laces. Felt and Leather Combination Insoles. We have just completed a large order for this particular line for one of our allies. They find them necessary. How about you?

NO NAILS. ALL HAND SEWN.  
GUARANTEED WATERPROOF.

*If There's a Soldier in Your Town, He'll Buy.*

**BEAL BROTHERS, LIMITED**  
52 Wellington St. E. TORONTO, CAN.

F. G. CLARKE, President  
C. E. CLARKE, Vice-President and Treasurer  
Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years

**Clarke & Clarke, Limited**

General Offices & Works  
Christie Street, Toronto

City Office & Warehouse  
63 Bay Street, Toronto

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

**To the Manufacturers  
and Retail Trade**

I buy all kinds of surplus  
and bankrupt shoe stocks  
in any quantities and pay  
spot cash.

Do not keep goods on  
your shelves. They will  
not earn money there for  
you.

Get in touch with me at  
once.

**Market Square Cut Rate Store  
Hamilton, Ontario**

L. M. Barnett, Proprietor

# JOBBER

SEE OUR

## FINE McKAYS FOR WOMEN

Do not fail to look over our new line. It  
is the most attractive we have shown.

**Gagnon, Lachapelle & Hebert**

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL



MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

### BIRD'S EYE RIVET SHANK SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

### IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you.

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.

## High Grade Calf Leathers

Specify in your Spring Footwear requirements

### COLLIS CALF

Made in all

**COLORS and BLACKS**

These leathers have the *Style* and *Life* that make them winners.



Our No. 4 TOBACCO BROWN is the fashionable thing; also our TONEY RED in boarded finish. Ask for them.

Head Office and Factory: AURORA, ONT., CANADA

# Underhills' Money Makers

We protected our customers last season by anticipating **their** needs as well as **ours**. As **LARGE CASH BUYERS** of leather, we are in a position to offer you a **price** advantage as well as a **quality** that will give unbounded satisfaction—to both you and your customers.

Inquiries Solicited

Careful Attention Assured

## UNDERHILLS' LIMITED

Head Office:  
Aurora,  
Ontario



Factories:  
Aurora, Ont.  
Barrie, Ont.

# Jobbers

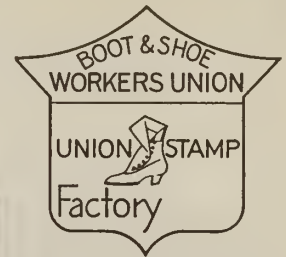
find that the Aird Shoes always live up to the samples. And they always get complete deliveries. We are proud of our record in this respect.

## Aird & Son

Montreal *Registered*

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





# 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

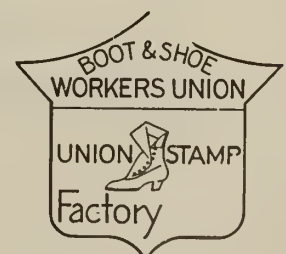
Affiliated with the American Federation of Labor

246 Summer Street

**BOSTON - MASSACHUSETTS**

**JOHN F. TOBIN**  
General President

**CHAS. L. BAINÉ**  
Gen. Sec. Treasurer



**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.**

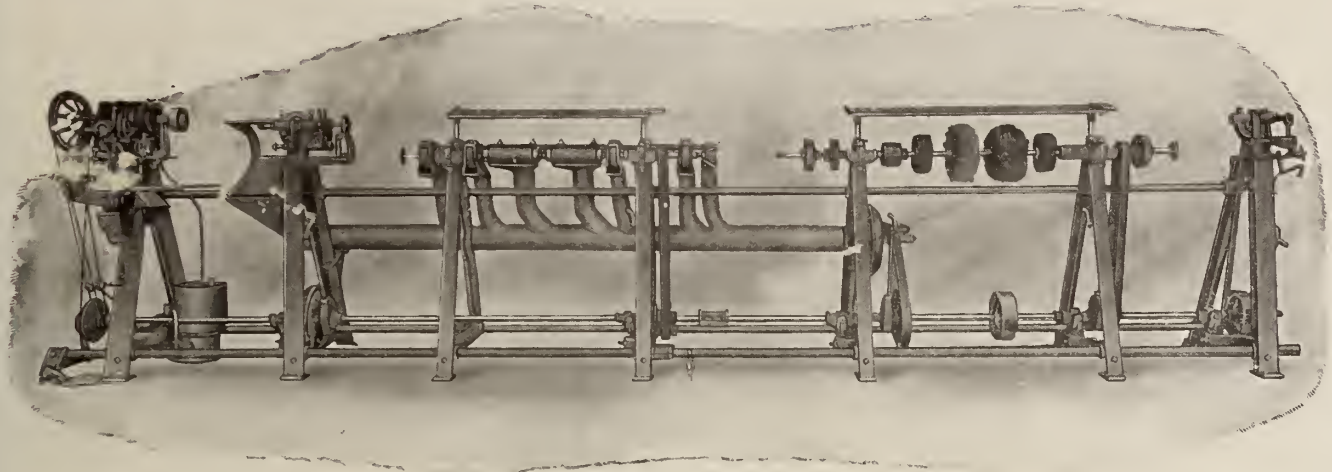
WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

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## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

The Finishing Machine has a 78-inch 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, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Stag Fox Bal of Blue Kid with Pearl Top and Perforations

# Another Season Opens

with a rush for

## Colored Kid Novelty Shoes

in two-tone effects and one color creations with perforations.

MAHOGANY BROWN }  
BATTLESHIP GREY } Are the predominating shades  
NAVY BLUE }

Light colored tops with vamps of these dark shades are particularly attractive.

New patterns in seamless and stag vamps and on longer and more pointed lasts are strongly featured.

WE MAKE THEM  
In McKays, A to E Widths

## CLARK BROS. LIMITED

ST. STEPHEN, N.B.

Sample Room, No. 2 Trinity Square, Toronto

Representative for Ontario and Quebec, R. L. Savage  
Representative for Western Canada, Geo. H. Ferguson

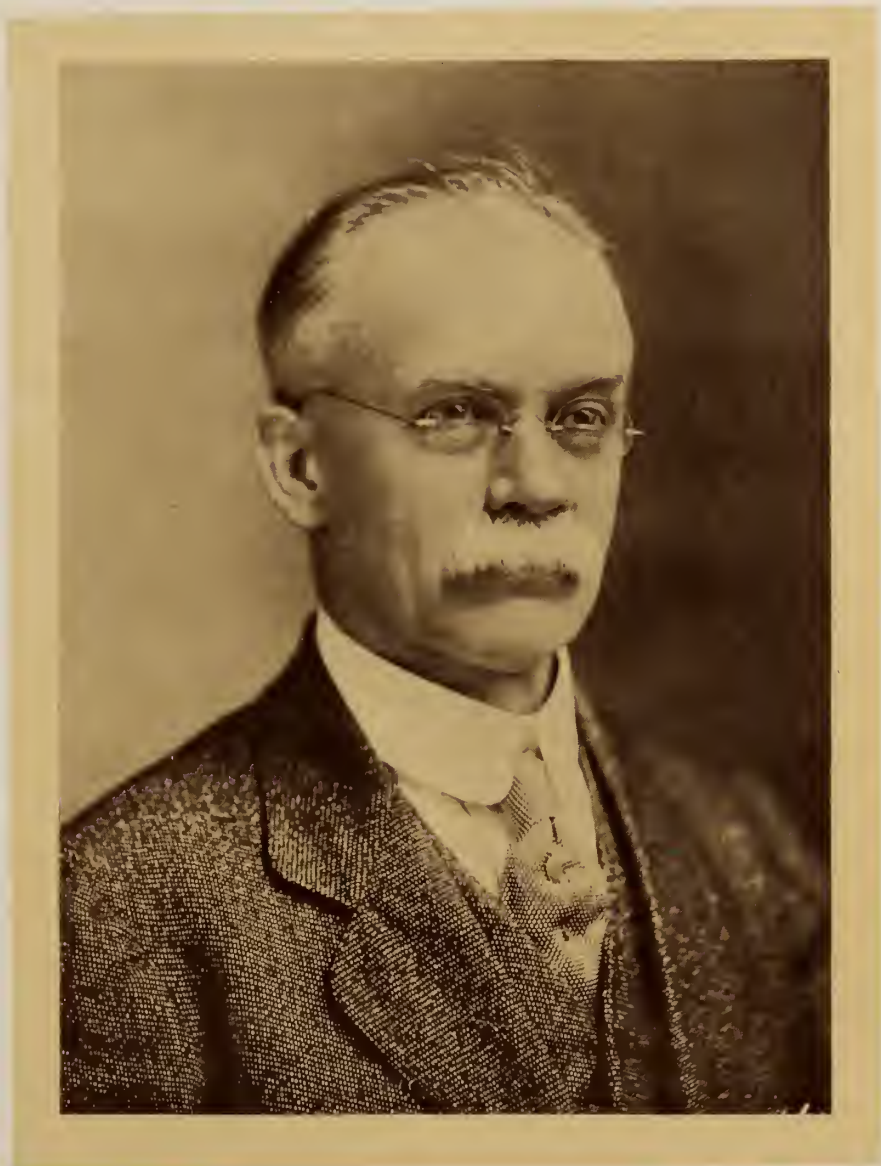


TWENTY-NINTH YEAR

TORONTO, OCTOBER 2, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



THOMAS SISMAN, AURORA, ONT.

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Do Not Confound With the Ordinary Type of Inside Heel Cushion

AERO-PEDS are Super-Ordinary in their cushion feature, as the cells of which they are constructed contain



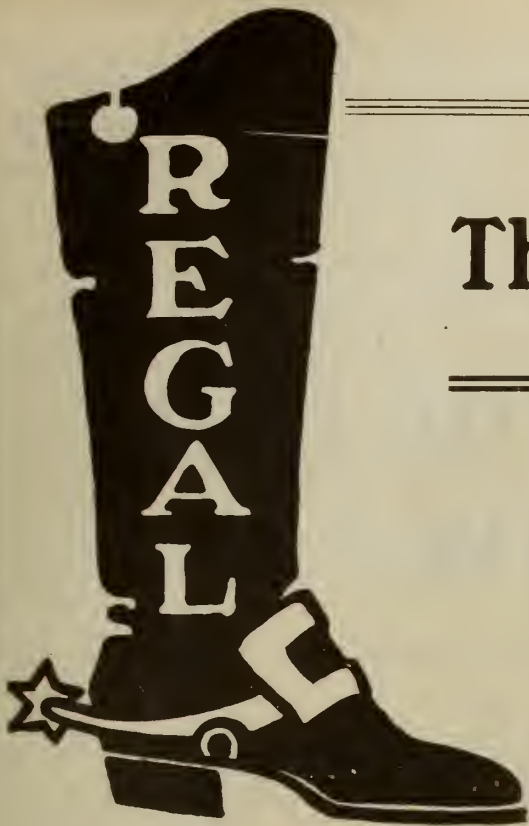
For Men and Women.  
50 cents per pair

REAL LIVE FRESH AIR!

They are EXTRA-ORDINARY in that they AUTOMATICALLY VENTILATE and cause two cubic inches of fresh air to circulate inside the shoe at each step.

**PHILIP JACOBI, 5 Wellington St. E., Toronto**  
**L. H. PACKARD CO., Limited, Montreal, Que.**  
**GREAT WEST SADDLERY CO. Limited**  
**Winnipeg, Calgary, Edmonton**



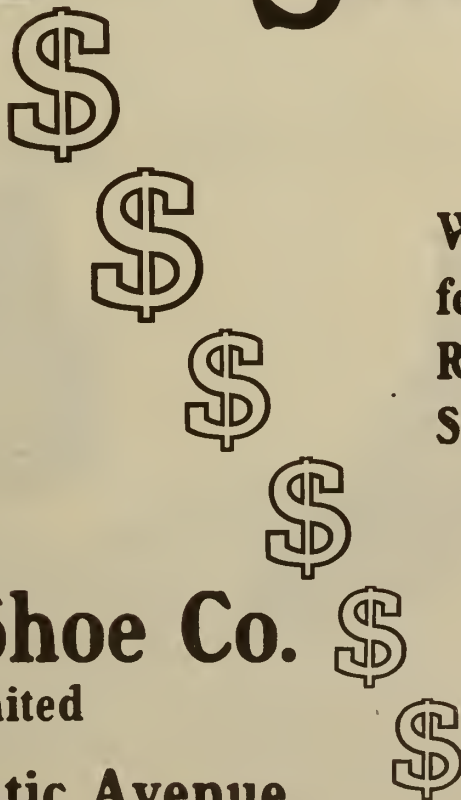


There's Money  
 ———in—————

# Regal Shoes

Write us  
 Regarding a  
 Regal  
 Agency

Watch  
 for the  
 Regal  
 Salesman



Regal Shoe Co. \$  
 Limited  
 102 Atlantic Avenue  
 Toronto





QUALITY COUNTS



“MODEL” and W. B. H. BRANDS

Quality and Durability



W.B. Hamilton Shoe Co. Limited.

TORONTO



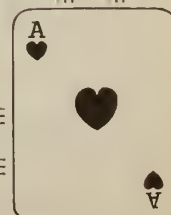


*A Modern Plant  
Skilled Workers  
Quality Materials  
Style*

---

# — HARTT SHOES

*“None Better Made”*



# There's Been a Tremendous Call

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FOR

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# SPEED KING

## Sporting and Vacation Shoes

They have caught the fancy of the sporting shoe wearer and the holiday seeker who want comfort and service.

Don't be like many dealers last season—a little shy in stock when the demand was big. ORDER NOW, and be prepared for that Outing Season trade that will likely beat last season.

## Our Selling Agents

The Amherst Boot and 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.
Brown, Rochette, Limited - - - -	Quebec, Que.
McFarland Shoe Co. - - - - -	Calgary, Alta.
T. Long & Brother - - - - -	Collingwood

**The Independent Rubber Co., Limited**  
Merritton, Ontario



## A New Principle in Shoe Building

And not only new, but better. It's called the New Unlocked Process and consists of a method of shoe construction that permits the shoe to find the exact contour of the foot. Shoes made by this process will

## Fit 40% More Feet

than shoes made by any other process known to the trade.

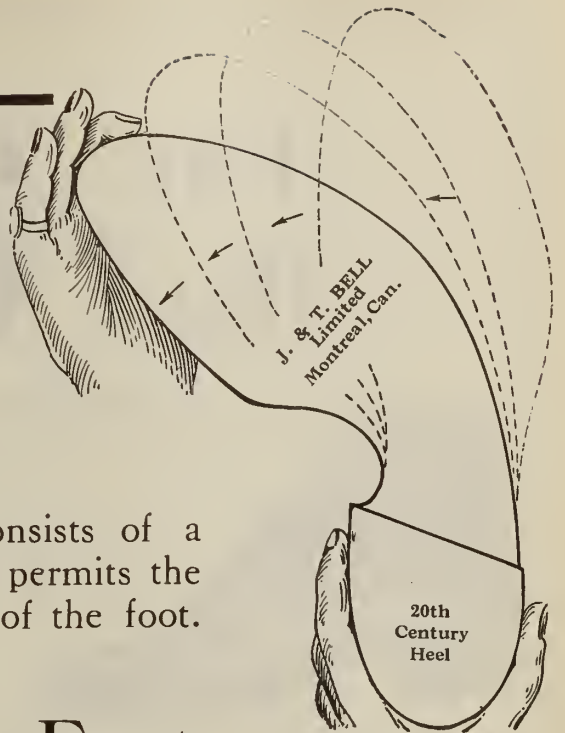
The lasts are ball-bearing and follow the bottom shape of the human foot. The upper and sole patterns are sprung and cut under a new method which gives the arch a springy, flexible support that is always with the foot. An upper leather bandage which, with the upper itself, encircles the body of the foot, gives a freedom and flexible support that is endorsed by many Orthopedic surgeons.

### ASSURED FOOT COMFORT WITH REAL SHOE STYLE

Get acquainted with our Unlocked Process Range and learn how easy it makes it for you to relieve your customers of their foot troubles.



ONE OF THE NEW  
UNLOCKED  
PROCESS SHOES  
from the  
BELL RANGE



**J. & T. BELL, LIMITED**  
MONTREAL CANADA

The  
Big

3

Monarch  
Dr. Brandon  
Cushion Sole  
Brandon



YALE



TANGO



ELECT

*These now well established lines in*

## Men's Shoes

have the happy faculty of meeting the general demand for men's footwear by combining attractiveness of style and finish with an extra quality in material and manufacture, resultful in giving the wearers that satisfaction so much to be desired—and this makes them big sellers.

“Utility” might be a general name under which this trio could be classed, for the range is sufficiently wide and diversified to meet every call you are liable to have in your men's wear trade.

Let us send our representative, or if you prefer, write us and we guarantee to interest you in prices and speedy shipments.

*Where Quality Counts We Win*

**The Brandon Shoe Co. Limited**  
Brantford, Ontario



# Canada's—



**Largest Producers**  
3 Big Factories

**Largest Stocks**  
6 Distributing Houses

**Most Complete Lines**  
For Men, Women and Children

Our travelers are leaving the branch distributing houses to serve customers in relation to Spring Placing and Fall Sorting Orders.

# **AMES HOLDEN McCREADY LIMITED**

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

# Classic Shoes

*The Admiration of Women  
Who Dress Well*



One of our new ones. White Kid Top. Black Kid  $\frac{3}{4}$  Fox, Vamp and Imitation Wing Tip. Aluminum Disk.



*A Quick Seller on  
which the margin  
of profit is long.*

## GETTY & SCOTT Limited

Galt, Ontario, Canada



# CLASSIC      SHOES

For the Little Folks



If you have not given consideration to the question of QUALITY in your Children's Footwear, start right now and bear in mind that

## Classic Shoes For The Little People

are the highest achievement in footwear for children and that includes QUALITY.

*Shoes for the tiny tots and right  
on up to the period of youthhood.*

## GETTY & SCOTT Limited

Galt, Ontario, Canada

# 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 COMPANY OF  
CANADA, LIMITED**

122 Adelaide St. W.,  
TORONTO

MONTREAL,  
QUE.

492 St. Valier Street  
QUEBEC





# NOW IS THE TIME

—AND—

# WE HAVE THE GOODS

## "Sportsman" Boot

In Chocolate and Pearl Calf  
Smoked and Black Elk

Our Salesmen are now out  
with

## New Spring Samples

Comprising lines that will meet your  
every requirement and which will  
please your particular customers  
who know good values.

## "Witch Elk"

Hunting and Sporting Boot  
for Real Hard Use

## "Maple Leaf"

Solid Leather Working  
Shoe

Remember we specialize in

## Men's, Women's *and* Children's Footwear

## "Varsity"

McKay Sewn and Standard  
Screw. Light Shoe for  
Men, Boys and Youths

## "Imperial" Shoe

Goodyear and McKay Welts  
for Men and Women

Our great confidence in the extra  
good values we are showing for the  
1917 Spring trade makes us feel safe  
in saying that it will be to your  
interest to see our lines before  
ordering.

## "Little Canadian"

Fine Shoes for Misses and  
Children

# McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers

30 FRONT STREET WEST, TORONTO, ONT.



“EMPIRE MADE”

SOLD EVERYWHERE  
UNDER THE FLAG

Wherever Shoes are worn



Why not sell a little more? You can if you try.

It will pay you, too.

THE NUGGET POLISH COMPANY LIMITED  
TORONTO ONTARIO



# JAMES ROBINSON

## SAVE SALES—SORT UP!

Lines out of stock mean sales lost. Sort up on immediate requirements. Our method of buying keeps our immense stock fresh and up-to-date, so we can supply your pressing needs with least possible delay.

# M O N T R E A L

# Fashionable Fall Footwear

IN ALL THE DESIRED COLORS AND COMBINATIONS

Now in Stock



No. R983—8 inch lace welt, French American kid vamp, light welt, blue Vanity heel.  
AA.....4 to 7  
A to D.....2½ to 7

**\$4.50**



No. R972—High grade kid, high cut welt, new French leather Louis heel, Iris last.  
AA to D.....2½ to 7

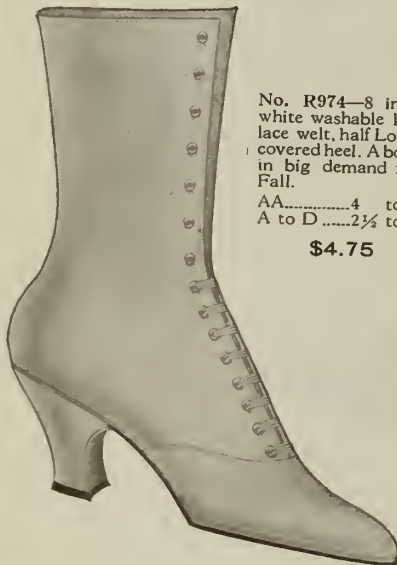
**\$3.60**



No. R980—French kid color No. 6 (Champagne) turn lace, full LXV heel with brass plate, Iris last.

AA.....4 to 7  
A to D.....2½ to 7

**\$5.00**



No. R974—8 inch white washable kid lace welt, half Louis covered heel. A boot in big demand for Fall.

AA.....4 to 7  
A to D.....2½ to 7

**\$4.75**



No. 984—Gun metal polish boot, 8 in. high, vamp perforated, also imitation tip. Medium welt sole, high Cuban heel, Iris last.

AA to D.....2½ to 7

**\$3.15**

No. R982—8 inch Mahogany Russia calf welt, perforated vamp and imitation tip and lace stay, new English walking last.

AA.....4 to 8  
A to D.....2½ to 8

**\$4.25**

No. 985—Same as No. 982 only in black Russia calf vamp, kid top and imitation straight tip.

**\$3.75**



Stock Terms: 4% 10 days; 3% 30 days; Net 60 days

## Moore-Shafer Shoe Mfg. Co.

BROCKPORT, NEW YORK

(30 Minutes from Rochester)



# FOOT TROUBLES

AND HOW TO RELIEVE THEM

*The great prevalence of foot troubles and the ease with which they may be overcome lays open to the retailer a large and profitable field for corrective work.*

## Dr. Scholl's 3 NECESSITIES for Perfect Foot Comfort



Dr. Scholl's Pedico Foot Soap

2  
SOOTHING, HEALING  
MASSAGE BALM  
FOR TIRED, TENDER,  
ACHING FEET.



Dr. Scholl's Pedico Foot Balm

3  
KEEPS THE FEET  
COOL, DRY AND  
COMFORTABLE.



Dr. Scholl's Antiseptic Foot Powder

Hot, tender, burning, perspiring, odorous feet are perhaps the most common foot troubles. The close confinement of the foot in the shoe, the dust and dirt that work through the tiniest openings—these are some of the causes. Care and attention of the right sort will give relief and comfort. And you can give your trade the means of obtaining that comfort—at a nice profit for yourself—by selling

## DR. SCHOLL'S 3 Necessities for Perfect Foot Comfort

The first of these is Dr. Scholl's Pedico Foot Soap. It is especially prepared in granulated form to require rubbing and massaging, which dissolves the granulations and removes the hard, dry tissues and thoroughly opens the pores of the skin.

It gets into the pores, loosens up the secretions, purifies, deodorizes and thoroughly cleanses the feet and burning soles, and induces active circulation.

The second is Dr. Scholl's Pedico Foot Balm, a soothing, antiseptic, massage balm for sore, tender, perspiring feet, and should be used after the feet have been thoroughly cleansed with Dr. Scholl's Pedico Foot Soap.

It penetrates the skin and gives a cool, restful feeling to the feet. Heals the skin, takes away soreness, stimulates healthy skin action. It is the finest article on the market for keeping the feet in a wholesome, healthy condition.

The third step in the treatment is Dr. Scholl's Antiseptic Foot Powder. It is an ideal antiseptic Foot Powder for hot, feverish, sweaty feet. This Powder is sprinkled on the foot and in the stocking and shoe. It has truly medicinal and deodorizing qualities. It should be used after Dr. Scholl's Foot Balm every morning or when the feet are active as in walking, dancing, etc. It prevents tender or sweaty feet and unpleasant odors.

These preparations retail at 25 cents each—the three for 75 cents. With an order for one dozen of each amounting to \$5.75, we will include a beautiful display sign, some circulars with your name upon them and two electros for newspaper advertising. Order to-day.

## THE SCHOLL MFG. CO. Limited

Largest Makers of Foot Comfort Specialties in the World.

214 King St. East  
CHICAGO NEW YORK

TORONTO  
LONDON, E.C.

*N.B.—This is the fourth advertisement in our series on "Foot Troubles and How to Relieve Them." Watch this publication for the next advertisement.*

*"First Aid"*  
TRADE MARK  
TO THE FEET

TRADE  
ARROWSMITH  
MARK

TRADE  
ARROWSMITH  
MARK



MR R. J. ORR

TRADE  
ARROWSMITH  
MARK

## The New "Arrowsmith" Man

Mr. R. J. Orr, of Toronto, who has had a wide experience as a foot specialist in leading shoe stores, in both Canada and the United States, has been appointed our representative for the Province of Ontario, and will carry a full line of "First Aid" Foot Specialties, which are so well and favorably known to the Shoe Merchants of Canada.

Canadian-Arrowsmith Mfg. Co.  
MANUFACTURERS OF Limited

"First Aid" Foot Specialties  
Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager.

TRADE  
ARROWSMITH  
MARK

# Jobbers

find that the Aird Shoes always live up to the samples. And they always get complete deliveries. We are proud of our record in this respect.

*Aird & Son*

*Montreal* Registered

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



## "Kingsbury"

"America's  
Beauty"

"Canada's  
Pride"

ORDERS booked for Spring, 1917, indicate a marked appreciation of the New Kingsbury Samples. Our selection of lasts and patterns has received the approval of the keenest buyers in all parts of Canada.

Retailers who have not booked yet should do so at once, as future prices will be higher and deliveries uncertain.

Kingsbury Footwear Co.  
Limited  
Specialists in Ladies' Footwear  
MONTREAL



*The Just Wright*  
TRADE MARK SHOE

**"CLUB" No. 206**

Gun Metal Bal. New City Pattern. Custom  
Toe.  $\frac{7}{8}$  in. Newark Heel. Sizes C 5 to  $10\frac{1}{2}$ ,  
D 5 to  $10\frac{1}{2}$ .  
Stock No. 208—Same in Nut Brown.  
" " 209—Neolin Sole

*The Persistent Demand for*  
**Just Wright Shoes**

Is a strong evidence of their selling and wearing qualities, resulting in great satisfaction to dealer and customer alike.

Our "Club" No. 206 grows more and more in popularity with men who are particular about their choice of footwear. It has the appearance, it has the value.

Send for our "In-Stock Catalogue." It will save you customers and save you money.

**E. T. WRIGHT & CO. Inc.**  
St. Thomas, Ont.    Rockland, Mass.



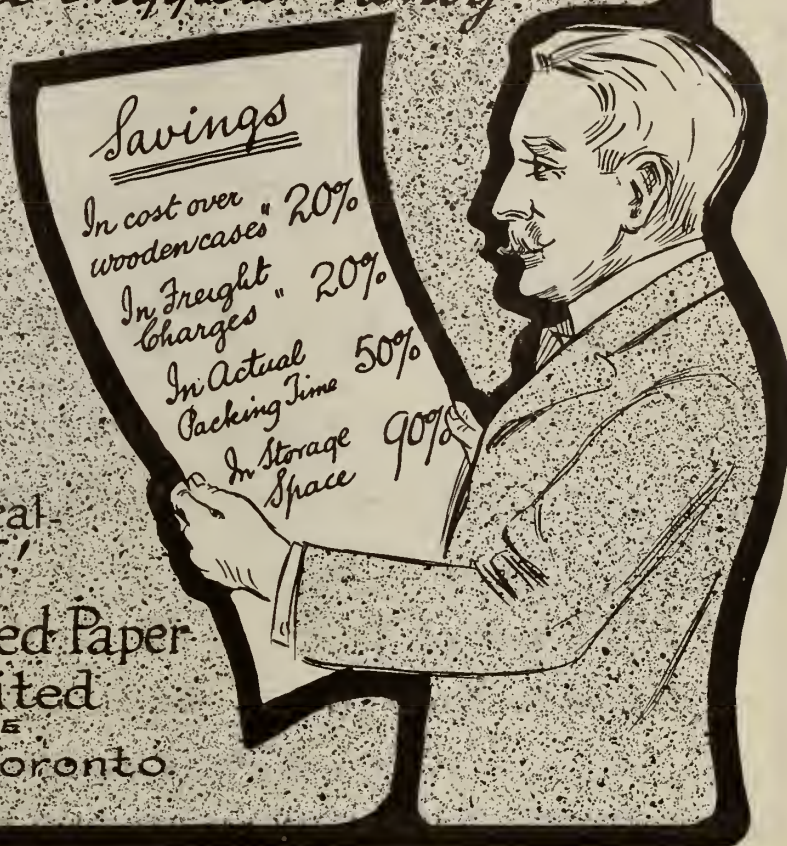
*"Martin Saves The Shippers' Money"*

Always ship  
your products in

**MARTIN**  
CORRUGATED  
FIBRE-BOARD  
**SHIPPING**  
MADE IN CANADA  
**CASES**

Don't be Skeptical-  
**INVESTIGATE!**

Martin Corrugated Paper  
& Box Co. Limited  
FACTORY & OFFICE  
353 Pape Ave. Toronto

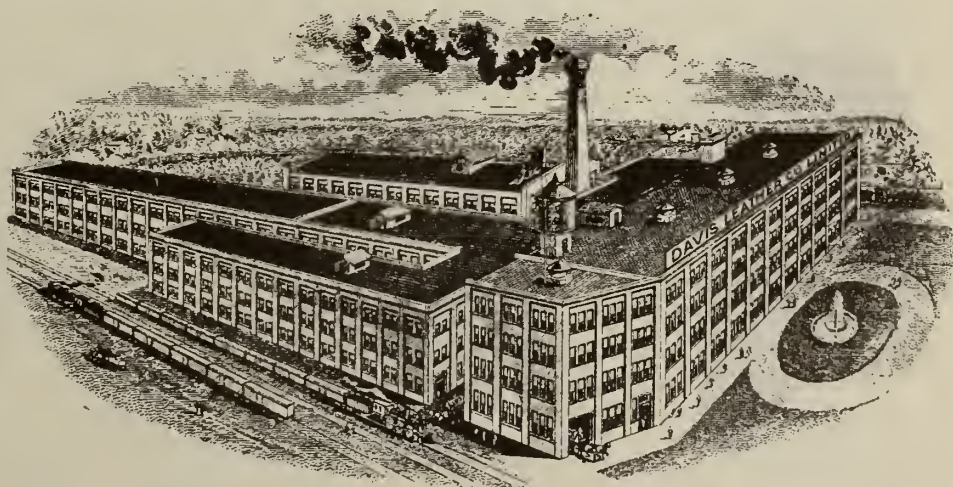


# The Largest Tanners of Calf in the British Empire

Uniform  
in Quality

Economical  
in Cutting

Superior  
in Finish



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**



# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**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



# A. DAVIS & SON, LIMITED

**Tanners  
of  
High  
Grade  
Side  
Upper  
Leather**



Elk, Black and Colors; Russet Oil Grains; Mennonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather; Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors.

Celebrated for Uniform Quality and Superior Texture and Finish.

**KINGSTON, ONTARIO**

## JOBBERS

SEE OUR

**FINE McKAYS FOR WOMEN**

Do not fail to look over our new line. It is the most attractive we have shown.

**Gagnon, Lachapelle & Hebert**

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL



## Fleet Foot Shoes

September Foot Prints, the 1917 Catalogue of Fleet Foot Shoes, has been mailed to the Shoe Trade throughout Canada. Besides showing all the old Fleet Foot favorites that are here to stay, it introduces the new features for next season. Of the latter the

### Aviator Shoe

with aerated cushion sole and heel, for men and women, is worthy of your special attention.

If you have not received YOUR copy of September Foot Prints, write to our nearest Branch or direct to Head Office.

**Canadian Consolidated Rubber Co.**  
Limited

Head Office - Montreal

*28 "Service" Branches Throughout Canada*



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

Subscription in Advance  
\$1.00 Per Year  
Foreign, \$2.00

Office of Publication: 1229 Queen St. West, Toronto  
**ACTON PUBLISHING COMPANY LIMITED**  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## LETTING-GO THE PROFITS

**Are Dealers in Business for Public Benefit?—"Old Prices While Stocks Last"—Do Low Prices Mean Good Business?—Public Are Prepared to Pay for Their Footwear**

**T**HERE is a story of a colored shoe dealer down south who charged a customer two dollars for a pair of shoes that sold ordinarily for cash at four. Being asked why he made the discrimination he replied, "Spec I'll never get paid for 'em an' I'd rather lose two dollars than four."

There is a lot of this kind of philosophy amongst retailers. There are dealers that will spend a lot of time and money digging up a job lot of goods and sit down and mark them at the usual advance on the invoice price, thinking this is good business. There are merchants just now who are crowing in their advertising about having bought shoes when leather was low and giving the dear public the benefit of their enterprise. They seem to think they are in business to keep people supplied with cheap footwear. So much invoice cost is there method of marking goods regardless of the fact that some goods in ordinary times will stand a certain percentage while others will not. There are staple lines in every business that will not bear much shifting of price, while there are others in which an advance of a quarter or half a dollar is neither here nor there.

But why should a retail merchant, because he has had foresight and capital to seize the opportunity, foolishly dissipate the results of his brains and money? One of the largest and most successful retail merchants in the country, in talking of this the other day, expressed his disgust at some of his competitors who were still selling lines at old prices notwithstanding the fact that they were paying for some of them nearly as much as they were getting.

"I bought heavily early this year and not only so but invested money in leather so that I have been able to get a little shoe manufacturing done on my own account. Do you suppose I am giving away the results of my careful planning and heavy investment to the public? I trow not! I am getting for my goods the regular market price at which they are selling in September, 1916. The profit I make I put up against the 'lean years,' when a shoeman had to sell a dollar five shoe for a dollar and a quarter."

This merchant has the "right sow by the ear." There is less sense in a shoe dealer selling his goods at old prices when costs are going up than there is in a purchaser of real estate in time of expansion, tacking twenty-five per cent. to the purchase price and selling his property to the first comer. Now is the time to make a little money. The time will come all to soon, although certainly not for a good while yet, when the market will begin to wobble and the dealer will get his share of serving the "dear public." His policy should be to get the profit while he can. The people just now are keyed up to paying for their shoes and have the money withal to pay the price. The dealer should look out for himself. "Caveat emptor" is a good motto just now.

# GET HIGHER PRICES—BE FRANK IN YOUR ACTION

Have the Moral Courage to get for Your Shoes What you Know They are Worth—  
Keep Price Tickets to the Front as Much as in the Past—Cost of Doing Business  
To-day is Higher Than Ever, and Stocks Run Into More Money—Facing Matters

EVERY man is not brave. Hurl this charge at him, and he gets in a pugnacious mood at once, and says: "If you think there is one atom of intimidation in me, just come around the corner or out on the street, and I will very soon show you." Perhaps he is not a coward in a physical sense, as it has been shown thousands upon thousands of times during the past two years that courage of that character is not lacking.

In the matter of moral convictions, fixity of purpose, straightforwardness of endeavor and frank, clean-cut methods, many a man is, in plain terms, a dodger,—which is another but more genteel name for fear. He knows his duty, but he does not do it—he resorts to expediency, opportunism and subterfuge—a trinity of characteristics



TELL THE PEOPLE WHY SHOES ARE SO HIGH IN PRICE

that are observed very much in the shoe trade now, with respect to high prices.

"Did you notice," observed a Western visitor the other day, "that comparatively few shoe stores are now putting the prices on the styles shown in the window? Perhaps there are two or three pairs, with the mark \$5.00 or \$6.00 on a miniature card, and alongside these is a galaxy of colored models representing the latest achievement in shoemaking art and pleasing patterns. Perhaps an innocent woman is led to believe that these shoes sell at about the same price as the ones which bear the tickets. On entering to make inquiries she discovers to her amazement that the figure for modish foot togery for 'Miladi Fair' runs all the way from \$7.00 to \$15.00, with \$9.00, \$10.00 and \$12.00 as the predominating figure, if one wishes to possess the smartest and latest.

## Make Your Prices known

"Now I do not see why a shoe retailer should hang back from making his prices known. Most people, if they see a style in the window, like to know what it costs before going in to make inquiries. It is not in everyone's make-up to be of a curious and investigating turn of mind. Some people like to 'price' this and 'price that,' and 'look at' this and 'look at' that, and then do the polite 'Thank you,' or 'I will call again' or 'I was only looking around for a friend,' or 'It is not my intention to buy to-day,' or 'I will be in to-morrow,' and with these 'white' fabrications, gracefully retire. This takes up the time of the proprietor, or his sales forces, and while perhaps they are there for this purpose, still on busy days they would prefer not to answer inquiries, that too often mean nothing, or be disturbed by

'pricers,' or 'shoppers' when the establishment is full of 'buyers.'

"In the matter of prices for shoes at the present time, I am going to face the issue squarely," said another Western Ontario shoeman. "There is no use of side-stepping the issue. High prices are here, and will likely stay for some time. I am paying 50c. to 90c. more per pair for my men's shoes than I was last year, and from 75c. to \$1.60 more on my best grade of women's, and have to raise my prices accordingly. Why, what is the use of sailing under false colors? We are all in the same boat, and the man who faces the future courageously is the one who is going to have the smoothest course. People expect to pay more for their footwear. The price of sugar, bread, coal, and everything else has gone up, and why should not shoes, considering the scarcity of leather, and the embargoes on hides, and the score and one uses that leather is now put to, which it was not a few years ago."

## People Expect to Pay More

"It also costs more to do business to-day," said a Hamilton shoe merchant. "I have had to give my clerks a raise of from \$2.00 to \$4.00 per week, and my advertising, printing, wrapping paper and everything else is at a considerably higher figure than a year ago. Naturally the consumer has to pay for all this, but there are several aspects which he does not consider. I am not making any greater profit than I was a year ago, in fact, I have not advanced all prices in proportion to the increased cost of shoes, and the other requirements attendant on doing business.

"But here is the feature that the average shoeman is going to overlook. Suppose that he carries a thousand pairs of men's shoes in stock. I am speaking now of the shoe he formerly brought from \$3.40 to \$3.60 per pair. This would represent, say, \$3,500 in men's fine boots. To-day this same stock will cost him around \$5,000, which means that he has to invest more money, and have no more shoes on his shelves.

"Then, let us take it in women's. Suppose he has 1,500 pairs of women's house, walking and evening shoes, which, on an average, would have cost him from \$3.00 to \$3.90 a year ago. Now, these same shoes, if he puts in any of the leading colors, and patterns, will entail an expenditure of from \$5.00 to \$7.00, almost double what they were before, and his stock, instead of representing about \$5,000, comes up to \$9,000 or \$10,000. Although he is carrying no larger range than a year ago, the money represented in the purchase is from 50 per cent. to 75 per cent. more. He must, therefore, do a large trade if he wishes to turn over the stock three times. This is a point which a great many shoemen do not consider."

## How Shoes Run Into Money

"Why," remarked a Montreal traveller the other day, "A man can give you an order now for \$900 or \$1,000 worth of shoes, and when the goods are sent him, he has only three or four cases. Shoes run into money very fast, and it is necessary to keep them on the move, and at a good profit, if one is going to succeed in the retail shoe business to-day. This is a proposition which is growing harder all the while. The time has gone by when an ordinary man could rent a shop, put in a line of goods and hope to succeed. Now, it is a survival of the fittest. He must know values, be conversant with the demands of his customers and buy right."



# Keeping Up Appearance

Looks Have Influence—The Man as Well as the Shoe  
Must Attract—Slovenliness the Foe to Business Success—  
Shoe Decorations and Good Clothes Best Kind of Advertising

SOME people may be willing to dig their way through dirt to unearth bargains but most men and women prefer a clean, attractive shop and bright, neat salespeople when they start on a shopping expedition. Occasionally one may find a store that is a jumble of goods and ill-kempt people that manages to put away a little money at the end of the year, but conditions to-day, both wholesale and retail, call for attractiveness as well as forcefulness in selling methods.

Money spent in making a store attractive by means of decorative effects suited to the nature of its particular business represents a good investment. Even those who do not possess pleasant, well-furnished homes like to enter a store where the surroundings are bright and where they are sure of rubbing shoulders with the best people of the neighborhood. Business follows the crowd and any means of attracting customers to the store is good merchandising. Nobody likes to go into a dingy, dirty shop that is "run down at the heel," and looks as though the proprietor were having hard work making ends meet. A preacher in a talk to other preachers said recently that it was the "surprise" element in the sermon that counted. He explained that he did not mean sensationalism, but that faculty of saying something new in such a way as to surprise the hearers.

It is the same thing that "pulls" in advertising, whether it be newspaper publicity or in the numerous ways that a customer may be impressed with the facilities of the store to serve him efficiently. "You always have some new decoration or fresh arrangement of your store," said a lady to a merchant as she entered one morning. "You must be making money." The idea fastened itself upon the mind of this customer, that because the merchant was constantly giving his store a "spic-and-span" appearance that he was prosperous, and this very idea probably led her to patronize the establishment. People like to trade in prosperous stores. They like to be seen going in and out of well-to-do establishments and, whether they say so or not, they all have a feeling of satisfaction that leads them to feel prosperous themselves when they enter a shop and find at every turn the evidences of business growth and progress. What some stores need more than any other kind of advertising is a touch of paint and a few decorative effects that will lift them from the dead level of dullness and dry rot to live commercial propositions.

Then as to personal appearance of the merchant there is often room for improvement if not radical departure. The writer saw a shabby, crusty-looking old fellow come out of a dry goods store in a town not a hundred miles from Toronto the other day to arrange some goods that were displayed across the

front. He looked a part of the whole and instinctively the thought came, "do many people go into such a place and transact business with such a back number?" As to age the proprietor ought not to have been in the has-beens, for he was only between fifty and sixty, but he was dressed in a suit of cheap tweeds that looked as if he had worn them for ten years, and his flannel shirt was surmounted by a paper or celluloid collar and frayed tie. This man, the writer was told, had once the best business in the town but he scoffed at new fangled goods and methods until he was left so far behind in the race that he had to cut his store in two. He is now running a little enterprise that probably keeps him in the modest way in which he is content to live.

Merchants do not seem to realize as fully as they should the importance of dressing neatly and well. A traveler stepped into a down-town store the other day and the proprietor gave a whistle as he took two or three turns about the office. "Why you have something new on every time you come in," said he to the grip man. "You seem to be making money, you people." "Yes, we are," replied the traveler, "and if we were not and I was looking shabby and unsuccessful you would be the first man to turn me down." "You'r right, my boy," said the retailer, "none of us want to have much to do with has-beens or failures."

This tells the story of human leaning toward the man who is "getting on" in life. Every man, and especially every woman, likes to deal with a merchant or salesman that gives the appearance of success in his business and most people like neatness and attractiveness for their own sake. The dealer who fails to take this fact into account is guilty of neglecting an important factor in selling. Apropos of clothes and retailing, a young business man some time ago made up his mind to get inside the select circle in his town. He realized the importance of dress in business and already had made an impression in this respect as well as in the church he attended, in which, by the way, he had been asked to fill the position of usher. He purchased a dress suit and laid his pipes to get invitations to one or two of the best social affairs that came off in the town last winter. In this way he met several people of influence and wealth and these introductions have won for him other connections that are yielding him good business returns. His good dressing during business hours makes it possible for him to meet on the street high class people of both sexes who have come to regard him quite in the same category as the local banker, lawyer and other larger business and professional men. Of course, he has something beneath the good clothes to back them up.

Nevertheless the clothes and shoe question is more important than most retailers think.



## DOES USE OF PREMIUMS REALLY PAY?

The Practice has Obtained a Strong Hold in Many Centres—Different Plans Adopted to boom Business—Some have proved Successful and Others have Turned out to be of Doubtful Benefit—Many Different Opinions Expressed—Much Depends on the Nature of Gifts, the Plan of their Distribution and the Object in View

“PLEASE let me know if, in your opinion, and in the opinion of your readers, based on previous experience, there are good results obtainable from specialty advertising, such as rulers, knives, balloons, scribblers, tops, pencil sharpeners, pencil boxes, pencil protectors, dust pans, tin pails, pin cushions, paper knives, fans, broom holders, photo frames, slates, pen holders, blotters, paint boxes, marbles, colored crayons, musical balloons, checkers, flag or fancy medals.

“I have started in the shoe business and would like to know if you can throw any light upon this matter. I have had two or three representatives of novelty firms calling upon me, presenting strong arguments that this form of publicity is the best and most effective that I can adopt,” writes a shoe retailer in an Eastern Ontario town.

Premium advertising is favored by a large number of retailers, particularly those who cater strongly to the children's department. Others, who have tried out various schemes, unhesitatingly declare that there is no permanent benefit reaped by the giving of souvenirs, in the shape of toys, school or household articles. Much depends upon the class of trade that the dealer caters to, the community in which he resides and the kind of goods that he handles.

“Giving premiums to purchasers, is something like asking a man who has always travelled on a railway pass to pay his fare, or expecting one, who has always enjoyed free admission to a theatre, to whack up the same as other patrons do; it goes much against the grain. What people have received, they naturally expect again, and there is danger that the premium business may be carried altogether too far,” says a Stratford shoe merchant.

“If it is once started in a community it is apt to demoralize legitimate trade,” observes a Sarnia firm. “Mr. Smith offers some novelty that possibly costs him five cents each—Mr. Brown may follow with another, that is more original or striking, and in a measure capture the trade which has gone to Mr. Smith. Mr. Green, then, possibly joins in the general premium demonstration, and leads the procession for a while till the community becomes gift-mad.”

### The Returns are Not Satisfactory

“No, I have never found giving premiums brought me any lasting benefit,” remarks an Ottawa shoeman. “I have tried out pretty nearly every plan, and am still sticking to newspaper advertising, booklets and announcements. I know others have given away articles that created a stampede for a while, but I never grow excited, knowing that people, who are generally drawn to one place by a certain inducement, will float to another place, when something more attractive is offered. This kind of patronage is too unstable. I endeavor to make regular, permanent, returning customers, but at the end of each year, I take good care to remember the kiddies in the household, with some appropriate Christmas gift or, if there are no small members in the family, then I send the lady of the home a pair of evening slippers or house shoes, a pair of Juliets, a pair of rubbers, overshoes, skating boots, overgaiters or some other equally suitable remembrance.

“Understand me,” he continues. “I do not make such donations to every housewife who may have bought two or three pairs of shoes during the year. It is only to families whose trade amounts to \$25.00 up. Any household

spending less than this sum for shoes, I do not consider permanent customers. I find that this brings me very good results as it is always pleasant for everyone to be remembered at Christmas time. I do not see why the shoeman should not do something in this line, as well as the grocer, who sends around some oranges, figs, candies, dates, olives, a household plant or a bottle of native wine. I have had satisfactory returns from calendars, and issue one every year. It is generally a pretty pastoral scene, or a more rugged view of mountain and torrent.”

### Believes that Souvenirs Pay

A Halifax dealer writes :—“I have had much increased business from souvenirs. I find they draw quick attention to any department, particularly the children's branch, and at the opening of the schools, both in summer and winter, I enjoy a great influx of trade from the boys and girls, by presenting each purchaser with a scribbler, a ruler, a knife, a pencil case or a school bag. Each season I endeavor to give something different and make it valuable enough to be kept. A whistle, a balloon, a kite, a mouth organ, a bubble blower, and other like trinkets, soon get out of order, but with a ruler, a pencil box, or a knife, one's name, address and line of business can be stamped or printed thereon, and this serves as a very good reminder for some weeks at least that 'Here is the proper place to buy good school shoes, comfortable, durable and attractive.’

“I also send around announcements to the different schools, to the effect that I am offering such premiums, and this gets the children talking about my place. I secure the names of the teachers and send some printed literature to them, and I have found that they are generally willing to allow this to be distributed. In return I give all teachers a special discount of ten per cent. on their personal purchases at my store.

“There are certain other ways of boosting trade, however, with which I do not agree, and have never found any use for, such as guessing contests, voting contests or presenting the person who makes the largest purchase within a certain time, with a rocking chair, or coal heater, or by giving every tenth person who comes into the store, and buys a pair of shoes, their money back, with my compliments. This does not create very much interest, except for the time being, and artificial booming has to be done to stir up excitement. Grown-ups are not so quickly moved to obtain prizes as are children, whose sympathies and interest or curiosity are quickly aroused.”

### Steer Clear of Co-operative Promotions

“I would advise any dealer, if he goes into the premium plan to control it himself,” says a Winnipeg shoeman, “and not have anything to do with any co-operative endeavor or associated movement with others. If he keeps the control of all premiums in his own hands, he knows exactly what they cost him, and what definite results have been obtained—whereas in any general concerted action, he is only a small participant in the cumulative results, which are often very doubtful, and too widely scattered.”

“I have never tried premiums, because it costs too much to get something that is really worth while, and I would not give a trinket away under any circumstances. It is too much like a boomerang. I have once or twice



tried out a very good scheme, "declares one of the oldest shoe sellers in Montreal. "I had a valuable French mantel eight-day clock wound up and put in among the ladies shoes, and offered to present the clock to the one who guessed nearest to the time that it would stop. I know others have tried this plan, but only allowed customers who made a purchase of one dollar or over, to have a guess. I threw the competition open to everybody, had neat slips printed and gave one to every person who called at my store. On this slip it was stated that the prize was an eight-day timepiece, was valued at \$21 and had been wound up on a Thursday afternoon at 3.15. There was a blank for filling in at what time the clock would stop, together with the name and address of the guesser.

#### He Gave Everybody a Chance

"This competition was open for seven days, and I had 4,237 people hand in cards. I got a good deal of favorable publicity out of it, and incidentally, some extra trade. I do not believe in guessing or voting competitions, for generally one has to be a purchaser in order to participate. When I put on a stunt of this character, I charge the cost up to advertising, and allow everybody to take a hand in the game. It gives me a reputation for progressiveness and enterprise, which I might not otherwise enjoy. Premiums may be all right in their way, but I for one, believe in quality goods, exceptional service and straight-forward newspaper advertising. On this I have built up my present business, and while others have skyrocketed into sudden publicity by flamboyant proceedings, the down fall is often as sudden and sharp as the spectacular ascent."

"I am now clear of the premium business, thank goodness," asserts a Calgary footwear merchant. "I got into it some years ago and being in it found it very difficult to get out of it. I have many proposals presented to me since by several concerns who make a specialty of this business, but never again for mine. I think they get the substance while the patron gets the shadow. Premiums

may attract trade, but they do not retain it. I think any man is better off doing business on legitimate lines, and, in these days of high prices, seeing that the value is put in the goods that he handles. The cost of all premiums whether they know it or not comes out of the customer or the goods. If the merchant bears the expense he is decidedly unwise, to say the least."

#### Gives Baby Its First Bootees

Another dealer, who is doing business in a town of three thousand five hundred population in Eastern Ontario, replies that he believes in premiums to a certain extent. "I watch the local papers, and as the birth column each week contains the notices of all new arrivals, I send the proud mother a neat card conveying congratulations, and ask for the honor of presenting the newly born with its first pair of shoes, requesting that the card be brought in by some member of the family, and we will be only too glad to give 'baby a pair of soft soles with our compliments.' This plan has proved very gratifying."

Another stunt tried out by a leading shoeist in Western Ontario, a year or two ago, was to give on a certain day to each purchaser of a five dollar pair of shoes or over, a pair of rubbers gratis. The offer was taken advantage of by a large number of new customers, but the dealer says he would hesitate at trying it out again as the proposition was too costly.

Does the giving of premiums pay? The query is still unanswered. It is a moot question on which the trade as a whole will never agree. The consensus of opinion seems to be that the plan does not contribute to the largest measure of permanent success in the retail shoe game, particularly at the present time when costs are so high and the difficulty of securing sufficient profit to meet the growing expense of doing business and to earn a fair return on one's investment is becoming more and more perplexing all the while.



THE EMPLOYEES OF THE TORONTO BRANCH OF THE CANADIAN CONSOLIDATED RUBBER CO. ENJOYING THEMSELVES AT THEIR SECOND ANNUAL PICNIC AT CENTRE ISLAND, TORONTO



# Stray Shots From Solomon

Don't let your heart run away with your head. A heart is a good thing in its place but if you give it a show it will lead you into all kinds of fool propositions. Have a heart! Yes, but

GOOD-HEARTED FOOLS

don't let silly, piffing sentiment get you where your head tells you you shouldn't be. "He that trusteth in his own heart is a fool but whoso walketh wisely shall be delivered." Lots of good-hearted fellows have let their hearts walk them into the penitentiary and into drunkards' graves. Plenty of men would rather be called good-hearted than wise-headed. "His heart's all right," people say when the want to excuse the folly or guilt of some chap that has gone wrong in spite of knowing better. "Walking wisely" is far more important than "standing in" with folks. When you get off the track the people who now call you good-hearted will call you soft-headed. The world has no use for the man who is down, especially if it has helped to get him there. Don't trust your heart. Keep your eye on the path.

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It is mighty easy to say yes, yes, to other people's ideas and words. None of us like to have to differ with those about us, and especially our friends. But

TIMELY REBUKE

more people are sent to the devil with pats on the back than get into his company through kicks in the breeches. The candid friend may sometimes be an unmitigated nuisance but he has saved many a heart from sorrow and many a life from shipwreck. Don't see a fellow go wrong through lack of a timely word. "He that rebuketh a man afterwards shall find more favor than he that flattereth him with his tongue." You may have to take "dirt" at the time but you will have your own respect and later on the appreciation of your friend if the rebuke is merited and well meant. This is no warrant for people horning in where they have no business but a hint to the modest man who may be as brave as a lion where occasion rises but who is as timid as a lamb when it comes to telling a friend what he really thinks. And it doesn't mean "bawling out" or "calling down" those who differ with them, as some people seem to think.

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There is no nuisance like the fellow who goes off half cocked. "Seest thou a man that is hasty in his words, there is more hope of a fool than of him."

THE WORST FOOLS

The fool keeps his mouth shut and when he babbles everybody knows what to expect. But when an intelligent man sets his tongue loose and lets a hot brain run lightning through it there is sure to be death and destruction in the wake. You would give the world to recall some of the words you spat out when somebody taunted you some time ago. That little ebullition of temper that

found expression in lurid language cost you not only friends but money. Many a lawsuit is the result of the insanity that gives rein to a bad tongue. Many a heartbreak and many a desolated home is the result of human snake-bite, the venom of which was stirred up by hasty words. The worst fools are not jibbering idiots.

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The smallest-souled, most miserable dog of a man that breathes is the fellow who is always trying to "get even." He spends half his time nursing

MAN WITH A GROUCH

fancied insults into intended injuries and hugs his rotten thoughts until they putrify and turn to the poison of asps. This kind of a man does himself more injury than anybody else. We are all familiar with the type. He goes around with the chip on his shoulder. He thinks you are aiming to cheat him in every deal you have with him and is continually trying to put one over on you to get even. If you don't stop and shake hands with him every time you meet him on the street, slobber over him at the lodges, or drop in and hear him wail, you are getting "stuck up" and think you are better than he is. It is easy to become a "groucher." Make up your mind to "get even" and you will find plenty to get even with. "Say not I will do so to him as he hath done to me, I will render to the man according to his work." This kind of thing goes in on a man like the smallpox and kills him.

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The fellow who soaks and gluts these days is a poor apology for humanity and we have quite a few of these excuses for men right with us. It was once a

BOOZE FIGHTING

custom to say of a boorish person that he had "no more manners than a Russian." We English people have a very bad habit of thinking ourselves a little better than other people and we have been lately getting some lessons. The Russians, for example, have shown that when a serious war confronted them they could smash the vodka bottle, buckle their belts and go into the fight with their heads up. The "frivolous French" have also thrown away their absinthe and gone to a man into the trenches to fight the battle of right and liberty. It has remained to the "superior Englishman" to hug his beer bottle to him and guzzle his booze like the great freeman he is while his country runs short of munitions and men. It will take a generation or two to get this idea of superiority either moral or physical back to anywhere near its old foolish place in Great Britain after the war is over. In this issue the word has gone forth, "Be not among wine bibbers; among riotous eaters of flesh."



# NATIONAL SECRETARY SENDS INSPIRING MESSAGE

**Shoe Men Should Co-operate in Good Faith, and Assist One Another Rather than Fight Themselves to a Business Death—The Work is Growing, Dignity of the Trade is Being Raised, Better Business Methods are Adopted, and Goods Sold at a Profit**

**T**HE retailer must have a clearing house for retailing thoughts and the only way to do that is by association.

By association you will dignify your business and learn to do business as business should be conducted.

The work you are doing now will bear fruit. The retailer once inoculated will never go back to the old system.

You will soon learn that every one is necessary, and that every store has its own character.

A man who attends association meetings and rubs elbows with fellow retailers changes his point of view.

The effort of association is to establish the principle of brotherhood and co-operation rather than antagonism and cut-throat methods.

The foregoing are some excerpts of a stirring message contained in a letter from A. H. Geuting, of Philadelphia, Pa., General Secretary of the National Shoe Retailers' Association, and read by President Howard C. Blachford, at the first fall meeting of the Toronto Shoe Retailers Association, held in the Temple Building on September 28th. It is the intention of the members of the Toronto Association to have some of the officers of the National body address them during the coming season, and arrangements are now being carried on with respect to convenient dates. It is probable that A. C. McGowin, of Philadelphia, and A. H. Geuting, President and Secretary respectively, will later come to Toronto, and tell the shoemen what is being accomplished across the line for the weal and welfare of the trade through the various states bodies and the National Association.

## Correcting a Trade Evil

On important matter which has been accomplished by the Toronto Association, is in eliminating the practice of the various Y.M.C.A. branches securing tennis shoes from wholesalers and selling them direct to members of the Y.M.C.A. at cut prices. The latter body is not in the retail business and wholesalers now recognize that the retail channel is the only legitimate one for the distribution of sporting shoes. All merchandise in the line of footwear purchased by the Y.M.C.A. is now secured through local retailers and the President of that body has given assurance to the shoemen that the institution will not slash prices in disposing of tennis shoes. Thus an abuse which has been rather long standing has been wiped out.

## Unifying Effect of the Work

In his message to the Toronto Shoe Retailers, Mr. Geuting, General Secretary of the National Association, to whom a hearty vote of thanks will be forwarded, said:—

"We appreciate thoroughly the big work that you have before you in associating your shoe retailers in an organized body, to unify customs, practices and good business methods. Five years ago we thought this feat impossible in the United States, but we are glad to say now that we have accomplished wonderful results along this line,

and we do not hesitate to say that we believe within a few years the retail shoe trade will speak with one voice in the United States. In fact, I almost feel that we have accomplished this purpose already, for those that are not with us, practically are with us in spirit, and should any crisis arise to the trade, every one would flock under our banner.

"But, just a word of encouragement to those of your trade that perhaps do not see the light, and will require some persuasion or some particular argument to make them see the advantages of belonging to, and taking part in, association work.

## The Principle of Brotherhood

"First, the effort of association is to establish the principle of brotherhood and co-operation rather than antagonism and cut-throat methods. A man who attends association meetings and rubs elbows with his fellow retailers, changes his point of view and begins to see that the retailing of shoes is an honorable calling and requires scientific study, hard work and industry, and that to be of the best service to the community, they require the best thoughts and ideas that come to the various retailers in their work.

"They will soon find that it is not necessary to take the attitude that was so prevalent in the United States, that



HOWARD C. BLACHFORD, PRESIDENT

to stay in business you must ruin some one else. They will soon learn that every one is necessary, that every store has its own character, its own particular atmosphere, and its own clientele, which stands or falls according to the wisdom with which it is conducted, and that price has very little to do with this; inasmuch as no customer or no dealer in Canada can detect the little differences in shoes, for sometimes it is quality, and other times it may be something quite different, but all enters into the value of the article.

## Clearing House for Thought

"Secondly, the shoe retailers will find, provided they experience is that of the United States, that the traveling



man, and the manufacturers, usually influence the retailer along his way of thinking, which usually runs in the direction of volume for his particular product, and while this is all right as far as it goes, it does not make retailing profitable if carried too far. The retailer must have a clearing house for retailing thoughts, and the only way to do that is by Association, for what is one man's experience, is bound to be of assistance to another in the same line of business, and the only way to get it, is to co-operate in good faith, with the cards on the table and assist each other rather than fight themselves to a business death.

"The third, and most valuable of all, is that you will dignify your trade; you will learn to do business as business should be conducted, at a profit and in a scientific way, to the greatest advantage of the consumer, as well as yourself. Through association you will be able to honor those leaders in your craft who will present the best views, and by their leadership and altruistic work among their fellow members, deserve to be honored. This is what happens in the line of statesmanship—in the line of invention—and in literature and art, and should be done just the same in the shoe business, for the shoe retailers are of great number and they deserve to be honored by their members when their work has demonstrated its value for the good of all.

"The more you enter into this subject, the more it opens out suggestions, and the wonder is that the thought has not been carried out long ago. As a word of encouragement to those of you who are struggling and doing the pioneer work, I might say that the work you are doing now will bear fruit. The retailer once inoculated will never go back to the old custom; it will be sure to grow, and the honor will be all the greater for you who are doing the pioneer work.

"We, in the United States, sometimes feel that there might be a link between the retailers of the United States, with those of Canada. As a Rotarian this link has already been established in the shoe section, and I hope to see it grow. I wish you all manner of success, and congratulate your members on your first meeting this fall."

### THE NORTHERN LIGHT

(See Front Cover)

Mr. Thomas Sisman, of Aurora, has grown up with the shoe trade of Canada, coming to this country from England forty years ago, when he was but a lad. He learned the business where thoroughness is a great essential, having spent his apprenticeship, as well as five years of his time as a full-fledged journeyman, with the well-known firm of Thomas Bannister, London, England. In Canada his experience was with such firms as the W. B. Hamilton Co., Cooper & Smith, Orr & Harvey Co., and others identified with the industry in Canada for the last four decades. Mr. Sisman went to Aurora in 1898, the present business of the T. Sisman Shoe Co., Limited, being organized in 1910. Besides having the technique of shoemaking absolutely at his fingers' ends, Mr. Sisman has demonstrated his breadth of ideas in the development of a large and growing business, in which he has been assisted latterly by his son. First and foremost in his thoughts, of course, is the production of "The Best Everyday Shoe" in Canada, but he manages to give his time and abilities to a few outside matters, taking an interest in education and manufacturing generally. Mr. Sisman is an excellent motorist, but his hobby is horticulture, and he has surrounded his premises in Aurora with the finest sample of landscape gardening to be found, probably, in the county of York or out of it. On Sunday the people of Aurora and other places visit Mr. Sisman's gardens as they might a public park. Mr. Sisman was an officer of the school board in England for two years and is a member of the Toronto Board of Trade, the Canadian Manufacturers' Association, and the National Geographical Society. In religion he is a Methodist and in politics a Liberal, and also a member of the Masonic order.

### WALKOVER BOOT SHOP OPENS IN QUEBEC

Another Walkover Boot Shop will be opened in Canada at No. 10 St. John street, Quebec City. Extensive alterations are now going on and the new store will be as attractive and fully equipped as the ones in Montreal and Toronto. F. A. Guinivan, proprietor of the Walkover Boot Shops in the latter cities was in Quebec recently in connection with the arrangements for the launching of the new establishment, and in regard to the enterprise he said:—

"We believe that the shoeman of the future is going to be as essential to the homes as the doctor or the dentist is today, in other words, fully two-thirds of the public suffer from foot trouble or foot deformities in some form or other, that is to say, two-thirds of the public have corns, bunions, in-growing toe-nails, callousness of the bottom of the foot and fallen arches, which all arise from the ill-fitting of shoes, and we believe the day is coming when shoemen will have to do something other than sell shoes. They must have a scientific knowledge of the feet, and how to fit them properly in such a manner that they will have a chance to grow naturally and to their fullest extent.

A great many of the different foot ailments are caused by the ill-fitting of children's shoes. Shoes that are fitted so short and wide that the toes cannot grow straight and are forced back, which in turn cause bunions, in-growing toe-nails and fallen arches. So the shoeman must have a knowledge of the original cause of this trouble, which enables him to fit feet in such a manner that these causes may not occur. Then, again, he must have a knowledge of these imperfections and how to fit shoes in order to relieve these troubles when they already exist. This necessitates a large stock and many sizes of the style. In other words, any style that we decide to place before the public, we require to stock 128 different sizes to have our complete range. This means the different sizes and half-sizes between 5 and 13 on men's, or between 1 and 9 on ladies', and on every half-size of length we stock eight different widths, which means that no matter how long and narrow or short and wide the foot may be, we have a shoe that corresponds to the measurements of the foot. Every customer's foot is scientifically measured, by the "Footograph" measuring system, which tells us accurately and at once the exact size to fit the customer's foot, which does away with all guess-work on the part of the clerk. Then again, we have to stock many different shapes, because there is no one shape that will fit all feet.

"Excessive abuse of the feet seems to prevail to a greater extent, with the English-speaking people. In other words, such races as the Scotch people, who are by nature tall and thin, have long, narrow feet. By long narrow feet we mean that the breadth is narrow in proportion to the length. The parent's idea of ideal shoes are shoes with wide toes and wide width which forces the child's foot, which is long and narrow, so badly out of shape that in after years he has excessive foot trouble. To prove this theory conclusively, we would cite races such as the French, and nations in the southern part of Europe, where the prevailing style of shoe is long and narrow, and most deformities that we have mentioned are unknown. That is to say, it is very rarely a bunion or enlarged joint is seen in any of the European countries from France to the southward, whereas nine-tenths of the public in the British Isles seem to suffer from this trouble, which is caused solely by the British bootmaker not valuing the length that is required to fit a foot properly, believing that the most essential thing is breadth.

"We have worked out this system of efficiency to such an extent that in our Montreal and Toronto stores we keep a doctor and a trained nurse in attendance. Then the stores are fully equipped with X-ray machines and all such instruments which enable us to fully diagnose the customer's case to such an extent that we know absolutely which style and size shoe will fit."



# KNOW EACH DAY THE VALUE OF YOUR STOCK

Simple System Which Tells the Retailer What Lines are Moving and What Ones Are Staying on the Shelves—A Valuable Index in Sorting and Buying—Kitchener Firm Well Pleased With the Results—Keep Down Large and Small Sizes to Minimum

A GOOD stock keeping system, one that is simple, effective and practical, means much to the progressive shoe merchant. Too few men know where they are at in the variety, number and value of their shoes. They keep tab in their head, as it were, but memory is a treacherous friend, and often deludes its possessor. He imagines that his stock is reduced to so many thousand dollars—that his turnover last year was such an amount and his expenses were about so and so. It is this little word "about" or "around" that deceives many a dealer financially. He thinks he is making money, whereas he should know.

There are various systems of stockkeeping, some of which possess more detail than merit and more intricacy than accuracy. One would almost have to instal a special department to carry out the system. Some systems tell too much and others tell too little, and some are like the proverbial wiseacre, who imagines that he knows it all, but in reality has much to learn.

One of the best systems that the SHOE AND LEATHER JOURNAL has run across for some time is in use in the store of A. Sippel & Son, King street east, Kitchener, Ont. The firm composed of A. Sippel and his son, W. A. Sippel, have been doing a thriving business for ten years. They have a large and well-kept store, 100 feet deep by 22 wide. The slogan of the establishment is "Where the Good Shoes Come From." Universal labels prevail throughout, the design consisting of a shield, surmounted by a beaver and surrounding this is a decorative circular border. On each label, which is printed in blue, there is on the left hand side dotted lines for the stock number and the name of the maker, and on the right hand side for the size and width and the selling price. There is also room on the label to mark the kind of leather and the last and to indicate the cost mark by means of the code of the firm.

In keeping tab on stock the house uses a large loose leaf

ledger, the sheets being about 15 inches wide, with several transverse and upright lines, the former being in blue and the latter in red. At the extreme left is a space for the maker's name, and in the next column is the number of the shoe; then comes the cost column and in the next is the selling figure. A wide space is employed for the description of the shoe, then the name of the last is given, and the width, followed by several spaces for the sizes. The regular sizes,



THE LABEL USED BY THE FIRM

2, 3, 4, 5, 6, etc., are in figures and the half sizes are indicated by a dash. The firm started this system of stock keeping about two years ago, and have found it very satisfactory. They have decreased their number of slow moving lines, obtaining regular prices on the most of them. When they see a range or a style that is not selling in the way it should, they point it out to the clerks, who by an extra effort, can clean them out.

### What is Entered in Stock Book

Speaking of the system W. A. Sippel said:—"We label all cartons when they come in with our own label, on which we write the number, maker, size, cost price, selling price, last and description. This is then carried into the stock book,

		Sizes														
maker	no	Cost	Sell	Description	Foot width	2	3	4	5	6	7	8				
Smith	1402	225	350	Pat. Bal McKay Jewel D		I	X	II	III	II	IX	IX	II	IX	I	I
James	1634	235	350	Pat Bal McKay Unity C		I	I	IX	IX	II	II	IX	IX	II	X	I

and every style is given a separate sheet, but in cases where two lines are similar, they are put on the same sheet. Two or three times a year we total up the entire book which gives us the amount of stock carried. We know by a reference to the sheet that we have so many pairs of this style and that style, and that they cost us so much. Knowing the number of shoes we have in stock and the cost price, it is easy to arrive at the total stock carried. Of course, each salesman uses a counter check book and when a sale has been made, the slip containing all particulars is placed on a file. Each day the sales are checked off on the stock book, being marked by a red line across the original strokes indicating the number of pairs we have in each size. We allow two or three lines at the end of each sheet for extension work, so that in going over the book two or three times a year we can tell just how many pairs we have of each line. Adding up our sales daily and subtracting the sum from the total amount of stock carried gives us the amount of stock at the end of every day. The cost price of all goods received is added to

this amount on arrival. In this way we can tell every day how much stock we carry.

#### Knows What Lines are Moving

"We have found this loose leaf stock book very satisfactory in sorting and buying stock lines, as it conveys the information that we desire to know regarding how many pairs we have sold and what lines are not moving the way they should. Since we started this system we have not nearly the number of large and small sizes we had before, while our stock has been considerably reduced, dead lines eliminated and our turnover is larger. It requires a few minutes to check off the sales slips and mark in the stock book the lines which have been sold. This is generally done by me in the morning, and I consider any time spent upon the system is to the very best advantage. I will be pleased to give to any shoeman interested further information regarding our stock keeping plan if there is any detail which he does not grasp."

## UNIQUE OCTOBER SHOE WINDOW

**T**HIS year Thanksgiving Day will be tinged with a hue of sadness for many homes in Canada.

We can be devoutly thankful for the mercies of Providence in sparing our land itself the devastation and misery that belongs so largely to Europe these awful days of war's dreadful scourge. We have our harvests, our homes secure and most of those we love are with us around the happy fireside.

We should not forget, however, those who have heard the call of country and humanity and have gone to fight the battle of right and freedom across the sea. There will be sad and anxious homes this

Our artist has provided herewith a sketch of a "dugout" in the trenches "somewhere in France" that might be used for an October window of striking originality. The outline of the scheme only is pencilled out and it is left for the intelligent, enterprising window trimmer to work it out in detail which may be varied to suit circumstances.

The sketch could doubtless be worked out by a local painter on a cotton background stretched on a frame and Union Jacks might be used for draping the sides of windows; but any dealer with a little ingenuity can get up a very realistic window from the idea with a few boards, packing cases and the like. As these dug-outs at the front are often made from scraps, the material from packing cases would serve excellently for the framework, doors, etc. Bags filled with sawdust, which is lighter than sand, could be used for the parapets or breastworks and with a sanded floor, a few empty cans, and war relics strewn about, the effect would be startling to say the least.

No doubt a figure could be borrowed for the purpose and dressed in khaki or one could easily be made so as to serve the purpose. The sketch is only an outline which could be improved upon in various ways. Names of recent British victories could be sketched in. It could be made an

excellent recruiting agency.

The whole if well worked out would provide one of the most striking and unique displays that could be imagined and with the words in the foreground, "Absent but not forgotten," the sympathetic touch that would complete its effectiveness might be added. Very few people have any definite idea of life at the front and this would afford them a very good illustration.



Thanksgiving and thoughts will turn to distant France where the trenches hold those who are precious to so many hearts at home.

It is fitting that remembrance should be had of those far away as well as of those who shall never again return. While the interest is centred on the fighting line it might afford the merchant an opportunity for a touching tribute to the absent that would be appreciated by those at home.



B



BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blachford



S. A. BELL  
EASTERN ONTARIO AND QUEBEC



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L. F. JACKSON  
MARITIME PROVINCES

**Blachford Shoe Mfg. Co. Limited, Toronto**  
SALES ORGANIZATION



# Getting the Vanity Price

Human Nature and Merchandising—Pride Pays for its  
Foibles—Not Quality Alone that Counts—Getting Rich  
on People's Vanity

WHY are some shops able to sell chocolates at a dollar a pound and thrive while others have a hard time getting along turning out very satisfactory goods at fifty cents? There is a store down town that gets from a dollar to a dollar and a half for its confectionery and fifteen cents for ice cream and its counters and parlors are always full, while a block or two up the street you may find an establishment showing lines that make the other prices look like highway robbery. The latter concern does not show a profit at the end of the year anywhere near that of the "exclusive" shop.

There is a flower store on a certain corner that gets three prices for its goods which are delivered of course in dainty boxes in a stylish turnout and the proprietor some Saturdays can hardly supply the demand for his product. Across the way and a little further up the street is a florist who has quite as nice blooms, who cuts his competitor's price in two, but he does only half the business and has to do his own delivering.

There is a shoe store specializing in women's shoes in what might be called the up-town district that gets an average of ten or twelve dollars for a pair of shoes that a woman could go down street and purchase at six or seven dollars, and there are no particular "frills" about the up-town store either. There is a grocery store on a cross thoroughfare, in fact away from the great retail district of the city altogether, that is able to get from twenty-five to fifty per cent. more profit on regular lines and as much as a hundred per cent. more on specialties than its larger and better located neighbors and does a volume of business that represents a handsome annual profit.

There is a ladies' wear establishment, also situated at a considerable distance from the regular retail shopping district, that does a prosperous business in high-class goods the equivalent of which could be had elsewhere for much less money. It is true that most of the lines are exclusive and could not be obtained elsewhere, but those equally as good are sold at some of the departmental establishments at half the price.

Just a few months ago a retail fruit merchant retired with a fortune made from fruit alone which he sold to the four hundred at prices that looked as though he thought the world was an oyster and he the opener.

These instances, which represent facts in one particular city, may be found duplicated in other places to a greater or less variation of circumstance and detail. There are stores everywhere that seem to be able to get the price irrespective even of quality—for in many instances it can be proven beyond

dispute that the goods for which high prices are paid are intrinsically no better than others that may be bought at lower prices.

There is involved here a point that every retail merchant might find it profitable to consider. There is in every community and in every person to a greater or less extent this spirit of pride or vanity which leads even those of good common sense to "pose." Few care to be considered poor, common or mean. There is in all of us a desire to be thought better than we are physically, mentally, financially and morally and we all to some extent are guilty of striving to keep up appearances.

The young man sends his young lady a box of confectionery or a spray of flowers and prefers the "swell" expensive establishment because the young lady will not only consider him wealthier than he really is but because he knows that the offering from the fashionable establishment will appeal to her pride and enable her to boast about her gift.

The same young man goes to a swell King street establishment and pays fifty dollars for a suit of clothes that he could buy on Yonge street for thirty-five, or up-town perhaps for twenty-five, in order that he may show his friends, and particularly his "girl," the tab of the King street tailor who provides the sartorial adornment for the city's upper ten. Of course the same reason leads him to pay ten dollars for patent leathers he could get elsewhere for six.

There is the woman who falls violently in love with a fifty dollar hat she purchases in the "exclusive" store and holds forth on its artistic beauty and clever workmanship to her dubious husband and admiring female friends. Next day she sees her husband's typist with about the same thing that has probably been purchased for ten or fifteen dollars and she wants to throw hers in the scrap pile. The value is in the hat just the same as ever it was, but she has paid thirty-five or fifty dollars for exclusiveness and finds she has not got it.

The same thing applies to footwear and a hundred other lines. People are always on the hunt for things that they think their neighbor can't get or for something that will make them look as good or as big as their more prosperous neighbors.

The moral to the retailer is that there is a possibility of selling more than mere intrinsic value to a customer. The value should be there, but if you let your establishment get a reputation for cheapness you must make up your mind to keep in the cheap class the rest of your life. It may be worth while to sit down and think how much one can make out of this characteristic of human nature, for it is true as the preacher saith, "Vanity of vanity, all is vanity."

# Leather Trade Jottings

Conditions in the Leather Trade—Topics of Interest  
to Leather Producers and Users—Market Still Bullish

**L**EATHER conditions continue strong in all lines in which there is an active demand for regular use or for war contracts. Stocks are all cleaned up and as tanners have been only buying hides as they needed them and have only wet a moderate amount each month, the future does not promise any marked improvement in the supply. Manufacturers are becoming somewhat anxious and are feeling out the market more frequently with small orders, now and then making offers on large lots which do not seem to interest leather men. The export demand continues to become more insistent and if tanners only had the stuff they could get good prices on most lines for shipment across the sea. But business at home has been so good that there is little temptation to encourage orders from a distance.

A SHOE AND LEATHER JOURNAL representative took a walk the other day through a large sole leather storehouse that is usually well filled with stock. Just now it looks like a skating rink.

**Hide Conditions.** In spite of the fact that supplies have been coming in somewhat more freely hide prices continue to expand. It is the season for good hides locally and while tanners are trying to appear nonchalant it is noticed that all that come in seem to find a market. Packer hides are practically up half a cent and the same with country. Heavy native steers have sold at Chicago at 26¾ cents and buff hides at 20½ cents, which evidences a steady advance in values. South American hides have advanced practically three cents during the last month and advices seem to indicate a further rise. Tanners' materials also show the pressure that is being brought to bear upon the situation by war conditions. Leather manufacturers as a consequence of the prevailing difficulty of securing materials and particularly labor are considering further advances in their manufactured product.

**American Conditions.** The leather market is more active and therefore is somewhat stronger. Most of the shoe factories have finished stock taking and are beginning to try out the market. Leather prices are high and a good demand is expected for all classes of leather in the next two or three months. The foreign demand is clearing out any accumulations and although calf is somewhat easier on account of calfskin makers turning out side leathers, there seems to be little hope for a weakening of the market. Prices range from 40c. to 58c. for tans, with usual difference for blacks. Fancy colors range from 50c. to 60c. Side leather seems to be more in demand than any other line and is being gradually worked in to take the place of calf. From orders received by tanners white leather promises to be popular in this line and will be scarce. Quite a little activity exists in patent for foreign shipment but the domestic demand for it is quiet. Glazed kid continues to

dominate the market. With a large foreign demand and the heavy sale at home for fancy lines it is going out of sight. Kid manufacturers are having to curtail their sales and have cut off some of their accounts altogether.

**Production of British Army Boots.** How many army boots have been made in the United Kingdom since the war began? This question, says the Shoe Trades Journal, has lately been raised in certain quarters, and it would be both interesting and instructive to know the exact number, which we trust will be forthcoming from official sources when the war is ended. The number is, of course, added to very considerably every week now, as production has probably reached its maximum for the period of the war. The following figures of military boots produced to date are probably not far off, and, if anything, are an under-estimate:—

British Army and Navy.....	15,000,000 pairs
Russian ankle-boot .....	3,000,000 "
Russian Wellington boot.....	3,000,000 "
French ankle-boot.....	3,000,000 "
Serbian half-Wellington.....	600,000 "
Italian mountain boot (1st order)..	470,000 "
Italian mountain boot (2nd order)..	500,000 "
Total.....	25,570,000 pairs

These figures represent the quantities that have been ordered officially through the Army Clothing Department, but, in addition, big quantities were made for Belgium, France and Russia. Further, there has been an enormous output of officers' boots, which have been supplied to private firms. Airmen's boots, Colonial and native boots, shoes and sandals all swell the list, and, ignoring the vast supplies of ordinary boots taken from stock for military purposes on the outbreak of war, the total quantity produced during the war exceeds thirty million pairs. Two firms—one in Northampton and the other in London—have completed a million pairs each.

**British Boot Famine.** As might have been expected, says the Shoe and Leather Record, some writers in the public press are attempting to raise a scare respecting the probable shortage of boots during the coming winter. It is true that wearers are likely to find their choice of styles greatly restricted, and that boots and shoes will cost more money. But there will be no famine. For it is evident that the considerable stocks held by wholesale factors and retail distributors will suffice for all real needs for several months to come. And these will be supplemented by deliveries from the manufacturing centres, although such deliveries will be much smaller than usual. But there will be boots for everybody who can pay for them.



# SOME THINGS SHOE SALESMAN SHOULD KNOW

He Should Have a General Knowledge of the Normal and Abnormal Foot—How to Correct Pedal Troubles and Afford Relief and Comfort—Clerk Should Try to Make His Customers Feel That He is Worth While as a Shoe Fitter, and a Foot Specialist

By ELMER POYER

EVERY shoe salesman who is worthy of the name is desirous of knowing more about the human foot than the mere knowledge of how to fit a number six boot to a number six foot. If a man comes into the store with a bunion on his foot the salesman should be able to tell that man why he has a bunion and, what is more essential, he should be able to sell that man some corrective appliance which will alleviate the suffering caused by the deformity.

The study of the human foot is a broad subject. It is not to be expected that every shoe salesman has a thorough understanding of every condition of the normal and abnormal foot. That is the duty of the orthopedist or chiropodist. But every shoe salesman should have a general knowledge of the normal and abnormal foot. This is something that can be acquired in a short time.

The first and most essential thing to learn is the names and positions of the twenty-six bones of the foot. Study the diagram on this page, and beginning at the back read forward. The bones are as follows: The os calcis, or heel bone; resting on the top of this is the astragalus, or key bone; directly in front of this is the scaphoid; in front of the scaphoid, on the inner side of the foot, are the three cuneiforms; on the outer side is the cuboid. These seven bones form the tarsus of the foot, comprising the heel and longitudinal arch.

Joined to the three cuneiforms we find the first, second and third metatarsals. The fourth and fifth metatarsals are joined to the cuboid. The five metatarsal bones form the transverse arch of the foot.

The fourteen phalanges form the toes. Each toe, except the great toe, has three phalanges, the proximal, medial and distal. The great toe has only the proximal and distal.

## The Cause of Much Trouble

The astragalus, or key bone, is the source of a large percentage of foot trouble. You will note that its position is such that the weight of the body is thrown upon it with every step. When this bone is forced out of position, the arch of the foot drops and the cuboid is pushed forward. The evidence of this is seen in the shoes of the person whose feet are in this condition. Their ankles turn in and their shoes run over at the outside. Then this person says that the shoes are no good and the man who sold them is a crook or worse, because, "I bought these shoes less than a month ago, and now look at them."

What can a salesman do with a customer who comes in the store with a foot like the one described? A foot that bends inward so much that it has the appearance of a broken ankle? One that is so convexed that the middle of the foot almost makes a hole in the pavement? Shoes are not built for such feet; they are built for normal feet. A shoe "clerk" would sell this customer a pair of shoes. He would never sell the same customer another pair, however. A shoe salesman would correct that ailment and restore the bones to their proper positions by fitting a pair of arch props.

It is in the correction of foot ailments that the shoe salesman is in his element. He sees more feet in a month than the average physician sees in ten years or the average druggist sees in a lifetime. He sees more foot ailments and deformities—observes the wearing of shoes, both proper and improper—watches them as they are being tried out—has the confidence of his customers, who expect that he knows what is best for their case. Should he suggest that which, from a wide experience, he knows positively will benefit his customers' feet, or should he leave suggestion and prescription to a medical practitioner? Here is the answer:—If his experience has taught him anything that will give relief to suffering humanity, it is his duty, and it should be his pleasure, to make use of his knowledge. If he is awake to the best interests of his employer, or his own business, he will try to make his customers feel that he is worth while as a shoe fitter and a foot specialist.

In my article—"The Human Foot, Its Build and Purpose,"—which appeared in the August number of *SHOE AND LEATHER JOURNAL*, I discussed the causes and results of fallen arch and flat foot. The symptoms of flat foot are well known and need no comment here.

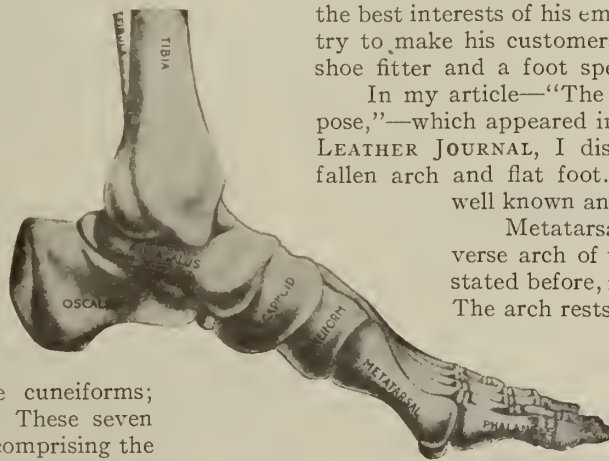
Metatarsalgia is the dropping of the transverse arch of the foot. The transverse arch, as stated before, is formed by the metatarsal bones. The arch rests upon the heads of the first and fifth metatarsals, the second, third and fourth metatarsals bridging a marvelously well-protected canal through which the blood vessels and nerves lead to the toes.

If the shoes are too short and too wide the toes are cramped and pushed back. The heads of the metatarsal bones are forced out of their proper positions and must therefore spread out. The arch formed by the second, third and fourth metatarsal bones drops and the heads of these bones rest upon the blood vessels and nerves passing underneath them. The result is cramps and sharp, shooting pains throughout the foot, leading to the ankle and the calf of the leg, and sometimes extending to the hips, back and back of the neck. This is metatarsalgia or splayfoot. The same condition is caused by the wearing of shoes that are too narrow.

Morton's toe is similar to metatarsalgia, differing only in that it occurs at one point only, the head of the fourth metatarsal bone.

## Ailments Caused by Ill-fitting

To relieve the suffering contingent to metatarsalgia or Morton's toe, it is necessary to restore the bones of the transverse arch to their normal positions. This can be done by fitting an anterior-metatarsal arch prop so that the "hump" will come under the bones affected, raising them to their true level. Anterior-metatarsal arch props are made with an adjustable hump, which makes them easier to fit and more comfortable to wear. They are made adjustable by using small leather pads which fit between the front end of the leather and metal. As in the case of flat foot, or dropping of the longitudinal arch, to raise the bones to their proper positions immediately would make the cure less desirable than the ailment itself. The pressure at first must be light and gradu-





ally increased as the wearer becomes accustomed to the supports.

As a relief from the pain of bunions and enlarged great toe joint, a bunion shield gives relief by removing all friction and pressure on the joint. It also prevents the shoe from bulging out and looking unsightly and it is thoroughly hygienic.

The most common of foot troubles is the crooked or overlapping toes. The Toe-Strate restores the toes to their natural position and relieves the pressure on soft corns formed between the toes.

A good heel cushion gives a soft bed to sore heels and relieves the jar when walking. It is an excellent substitute for rubber heels, wears longer and costs less. It has a small tack-like point protruding through the rubber which sinks into the insole, preventing the cushion from moving forward out of position.

For the relief of hard and soft corns, bunions and callosities, a bunion shield should be applied to the calloused part. It excludes the air, retains the moisture of the skin, prevents friction and pressure. Finally in this way the hard and false cuticle is removed, the natural skin only remaining.

### ENTERPRISING SHOEMAN IN NEW HOME



Carson Bradley, who has been in the shoe business in Calgary for the past six years at 1312 9th Avenue east, is removing to a new, commodious store in the extreme centre of the city at 805 1st street west in the Alberta block. Mr. Bradley, who was born in Ottawa, has been twenty-five years in the retail game and possesses initiative and enterprise.

He has always inclined to the higher class trade and believes in appealing or bidding for the business of adults in the footwear line through a good range of children's shoes at maximum prices. He hopes to do even a higher class trade in his new premises. Mr. Bradley is an advocate of live advertising and uses the street cars, the newspapers and monthly calendars, all of which mediums have brought him good results. He gets rid of odds and ends by always keeping a bargain counter in the centre of the store and by holding clearing sales every six months, generally in January and July. Mr. Bradley uses some unique letterheads on which appear the following terse and expressive phrases:—"Style, Comfort and Economy in Women's Footwear," "Children's Shoes Combining Service and Style," and "The Cream of the Market in Men's Reliable Shoes."

He has just concluded conducting a big stock reduction sale preparatory to removing to his new and well fitted up business home at 805 1st street west.

### FOR THE YOUNG MAN STARTING BUSINESS

1. Begin at the bottom. The only way one can learn the ins and outs of any business is by actual contact with conditions of every sort.

2. Choose your calling carefully. Success is not always measured in dollars. You might easily be the acknowledged leader in one business and a failure in another.

3. Go after the highest job in your own business. Every boy ought to make up his mind to be the president of the corporation, or the head of his firm.

4. Remember that few persons fail to get what they really go after.

5. Don't bother about influence. Application and untiring industry will fatten your pay envelope faster than all the "pull" in the world. Men with "pull" who succeed generally use it as a stepping stone to get more work to

do, not less. Concerns worth while favor the man who delivers the goods every time.

6. Never sit back and wait for the help of others. The others are too busy helping themselves to bother about you.

7. Bear in mind that you have got to be better than the other fellow to land the top notch place for yourself. Two men can't hold down the same job. Every boy, once he gets his start, has an equal chance with the others, and getting the chance to start right is the hardest part of the task.

8. Punctuality is only a platitude. To succeed, you've got to beat punctuality to a standstill. Nobody ever got "in wrong" with his employers by working overtime either at the beginning or the end of the day. Clock watchers own no automobiles. The man who listens for the whistle at the factory will never hear it on his own steam yacht.

9. Keep ahead of the game. Always be ready to fill the position next higher up. The successful soldier is always ready for his promotion in rank. YOU be the same.

10. Beware of being side-tracked. Petty spite, jealousy and personal antagonism may rile you almost to the breaking point, but don't be diverted. It will only distract your attention to no good end and may beat you to the ultimate goal.

11. Go long on self-confidence. Never be afraid of tackling anything, even if you fail you learn a lot. No surgeon can operate successfully upon a live man before he has made his mistakes upon a dead one. Bitter experience means better experience.—The Shoe Retailer.

### SHOEMAN RETURNS FROM THE FRONT

Lieutenant Ray L. Brewer of the "Fighting" 26th Battalion, is back from the front, and will take charge of the York county platoon of Lieut.-Col. Guthrie's Kilty Battalion, with headquarters in Fredericton, N.B. Lieut. Brewer left St. John as Lance-Corporal with the 26th Battalion, and as a result of bravery in the battlefields of France soon added two more stripes, and was appointed company sergeant. About three months ago he sustained a flesh wound in the thigh, and was sent to a hospital in England. After he had recovered sufficiently to travel he was recalled home and given a commission with the 236th "Kilty" Battalion. Lieut. Brewer was formerly employed with R. B. Van Dine, boot and shoe merchant in Fredericton, N.B., and about two years and a half ago was given a position with Waterbury & Rising, wholesale and retail shoe merchants in St. John, N.B.

### PRESIDENT CHEVRIER VISITS OTTAWA

The executive officers of the Ottawa branch of the Retail Merchants' Association of Canada, having learned that the president of the Dominion Board of the Association, Mr. Horace Chevrier, a prominent retail merchant of Winnipeg, Manitoba, was visiting the newly established head office at Ottawa, on his way to attend a meeting of the executive officers in Montreal, tendered Mr. Chevrier, the president, and the secretary, Mr. E. M. Trowern, a reception and supper at the Chateau Laurier, with the view of expressing their appreciation of the work that is being done by the Association, as well as to give them a hearty welcome to the Capital.

Their appreciation was further expressed by inviting the president and the secretary to address an open meeting of the retail merchants of the city of Ottawa in the Russell House on Monday evening, September 18th. The meeting was presided over by Henry Watters, president of the Ottawa branch, and it was largely attended by some of the most prominent retail merchants of the city.







have one fault and that is an attempt is made to say too much in the limited space. This is no doubt responsible for the faulty typography to some extent, although the printer has hardly done justice in any case to the matter the advertiser has given him. This space is the one most largely

used by shoe men—three columns fifty lines each—and can be made very effective by constant change and the use of showy bright matter. With ordinary column cuts two at least could be used and by shortening the description the matter could be driven home.

## LARGE SPACE VALUES IN SMALL SPACE COPY

How to Get the Most Out of a Limited Advertising Appropriation—  
Methods of Making Small Space Tell in Newspaper Advertising

**T**HERE are some merchants who do not advertise at all because they cannot do it as largely as others. They have tried using small space, it may be, and have felt they were throwing their money away as far as results were concerned.

In discussing this subject in a recent issue of *Printers' Ink*, Henry A. Beers, an advertising expert, has something to say that ought to interest the small advertiser. After showing that some of the small ads used by national advertisers are bringing results fully as satisfactory as those of their more ambitious competitors, he goes on to outline a plan of campaign for the small advertiser as follows:—

### Play Up the Biggest Point

"The first duty of the small ad, in competition with its big brother, is that it shall be seen. Most essential, then, is it that the small ad shall represent, in addition to a maximum of visibility, the highest degree of repression.

"Limit the text and strive for big effects,' is the rule of a certain successful copy-chief for injecting an eye magnet into his client's small space. 'The small ad has got to get noticed—not to tell as much as you can crowd into it. Limit the points to be made to the fewest possible, and play up the biggest point for all the space will stand.'

"Nor is it a foregone conclusion that the small ad is to be outshone by larger luminaries, if the advertiser will observe but a few of the most simple rules of display. A certain copy writer once laid down a golden rule for effecting display which tells a volume on this all-important question in a few words.

### Keep Off the Square

"Always remember,' he warned, that magazines and newspapers are made up in vertical and horizontal lines, and that any departure, however slight, from this rule achieves display. Put this fact somewhere in the back of your head and let it stick there—'keep off the square.'

"That puts it about as concisely as you could hope to find it anywhere. Whether the variation from the square take the form of angles, bias lines, curved or circular effects, or combinations of these, as this man said, it immediately effects a departure from flat uniformity that creates a display.

"Again, an observance of the most primary rules of tonal contrasts can make the smallest ad on the page stand out 'like a million dollars.' A white circle or triangle in a dark square offers potentialities for full-page attention; or a division of the space according to the five to seven parts rule with one or other of the sections shaded, and the white space arranged with type to balance the darker ground."

To apply this advice to the shoe business, for instance, the first essential would seem to be cuts. Now some dealers appear to think any old shoe cut will do. A few years ago all shoes were about alike to the average reader but now there is such discrimination amongst men as well as women that the effect of an ad may often be spoiled by a poor illustration. If you haven't a good shoe cut or in fact a number of shoe

cuts to represent your lines set about getting them. Write your manufacturers, they will be glad to help you out. Other illustrations will do in a pinch and by writing the *SHOE AND LEATHER JOURNAL* or any engraving house you can pick up special illustrations for various purposes, seasons, etc. But new shoes are the great attraction.

Next to the goods comes the price. Money talks and it pays to have leaders that you can advertise in bold figures. Too many prices bewilder. None at all disgust. We have before us a hundred line shoe ad with a nice artistic cut of a man's shoe within a circle that evidences a good start but a bad finish. There are just a few commonplace words about shoes generally and not a single price specified.

Spend "midnight oil" getting your ads to stand out.

### ENTERS UPON NEW POSITION

Alfred Winn, of Toronto, who has had many years' experience in the shoe business in all its branches, has been appointed representative of E. T. Wright & Co., St. Thomas, Ont., to travel through Eastern Ontario, Quebec and the Maritime Provinces. He will look after the ground formerly covered by W. W. Lindsley, who is now selling the "Just Wright" shoe in the Western Provinces. Mr. Winn has entered upon his new duties and has a fine line of spring samples. E. T. Wright & Co. have added two new lasts of



ALF. WINN, TORONTO

the recede toe variety. The company are also showing several lines of fibre soles and some high-grade sport shoes in two-tone effects. From present indications the firm feel that a dark brown calf will be quite popular, a number of hurry calls having been received for it since it has been shown. The range of E. T. Wright & Co. for spring is very complete and artistic and by far the most representative they have ever turned out.



## “AIM IS TOO SELFISH—OUTLOOK TOO JEALOUS”

Why Members of Shoe Retailers Associations do not Get More Good of Them—  
The Difficulty of Getting Men in the Same Line of Business to Co-operate, and How  
an Organization can be Made Helpful and Useful—The Cumulative Force Grows

**T**HE opening meeting of the Toronto Shoe Retailers' Association for the coming fall and winter, which was held on September 28th, brought together a representative attendance. The gathering was marked by enthusiasm, and a sincere desire to increase the usefulness and influence of the organization.

An excellent address was delivered by Mr. Walter Carr, editor of "Footwear in Canada," who spoke on the worth and work of such bodies, and pointed out the many benefits and advantages to be secured from coming together for the exchange of ideas and the elevation and uplift of the trade. He dwelt upon the need of co-operation and individual interest and gave a number of practical hints on carrying on the work. The history of all organizations, he said, was the same. There was the initial enthusiasm that any new project engendered and after that came the labor of keeping the thing going. Enthusiasm was apt to die down and personal animosities make their appearance.

"We find," he continued, "that members are not what we thought them. We find that the work is harder and the results slower in coming than we expected. In nine out of ten cases, probably, the organization dies an early painless death. Now I have no reason to believe that your organization is finding less of difficulty in overcoming these natural tendencies than other organizations, and without having intimate knowledge, I venture the suggestion that your membership has shown a tendency to diminish and the enthusiasm of your members is less spontaneous than it was in the early months following the formation of your society. On this supposition I am going to make a brief suggestion, or two, first, as to the cause of this condition, and second, as to a possible remedy.

### Do Not Look for too Much

"The average man goes into an organization expecting too much of his fellow members. I say this advisedly. Most of us go into these organizations expecting to find other men agreeable, co-operative, honest and open-minded. But why not look the thing square in the face? We have known John Smith for many years and know that his standards of doing business perhaps do not measure up to our own. Yet we expect to meet a transformed John Smith in our societies and grow disgruntled when we find him still the same mean or independable fellow. We forget all too soon that it was such fellows as John Smith that made our organization advisable, and that the real success of our organization will be judged by whether we can turn John Smith into a decent business man, and we perhaps say, 'what's the use,' etc.

"The aim of the average business man in an organization such as yours is too selfish and his outlook too jealous, I don't know how you feel about it but when I have spoken to men about attending one or other trade organizations to which I belong, they have said, 'Oh, I don't get anything out of going there.' They likely enough add that so and so are using the club or organization to further their own ends. How rarely do we hear a man say, 'I am going to attend this meeting to see if I can help it along some.' What he really says is 'There's John Smith poking his nose in—trying to find out something about my business—trying to get some of my customers—mean fellow—I won't come here again.'"

"We fail to realize how difficult it is for men in the same

line of business to co-operate. Now I am more or less interested in an organization of men who do not come into competition with one another—they are what we call central station men. There is only one central station organization in each town, and so it is easily possible for them to meet together and discuss common problems. But I realize that with men in your position, competing daily as you are, an organization where you discuss your problems openly is a most difficult matter. In the very nature of things it is easily possible that any information given to-day to your fellow retailer should be used tomorrow to corral some of your customers. It follows without doubt that those among you whose methods are the most successful and up to date may well hesitate to speak freely in your meeting.

### Good of the Trade as a Whole

"I am merely surmising when I suggest that the reason some of your members have been irregular attendants at your meetings is because they find other members from whom they hoped to learn much, are unduly reticent and guarded in their utterances. Much as I sympathize with this reticence I would urge, nevertheless, that you keep more prominently in mind the good of the trade as a whole. If your competitor is of that poor type that he can't give you some ideas in return for your own, you may rest assured that he will never be able to use your own methods to your disadvantage.

"We forget that other men likely enough have the same feelings about us that we have about them. If they appear indifferent to us so perhaps do we to them. If they seem to have a low standard of business morals so probably do they think of us. Suspicion is a mighty poor thing to bind men together. Let us throw it off and think better of our neighbor than seems justified by reason, and in so doing we will often find him many times better than we suspected. In general then such organizations as yours go dead the second year—that is my experience—and I offer these observations to encourage you. The causes are largely that we are all human,—all more selfish, more suspicious and more indifferent than we ought to be.

"To whom does an organization like this belong? To the Secretary? To the President? To the Executive? I do not think so. My idea is that it belongs to the members themselves. Then is it not the right of the members to support their own society, to watch its course and to work for its existence. Have the secretary or the president or the members of the executive more at stake than the rest of the members? Surely not. Why then should they be expected to do all the work. I believe the failure of the vast majority of organizations such as yours is traceable to the idea that the secretary has nothing else to do but attend to your business and mine to the neglect of his own. Let us put our own shoulders—every mother's son of us—to the wheels of our organization and push. It is the Private Individual's society as much as the President's.

### Members Must Be Interested

"It is human nature,—and whether it is right or wrong, we must abide by it—that you cannot move a man unless you give him a motive, unless you interest him. Did you ever write asking a man for information and urge him at the end of the letter to reply by return. Do you know what he always says, either consciously or unconsciously—why

should I? Unless your letter is so written that it supplies the answer to that question he will not answer it, and unless your society supplies the answer to the question 'why should I attend?' the individual member will not attend. The success of your organization resolves itself primarily into making it worth while for your members to attend. You cannot as I see it make much headway without a good attendance because so much of your work is educative. When you have succeeded in getting your members interested keep them going by making it worth their while to come regularly. If you give your members good reason to believe that they will miss something worth having if they stay away you can depend on their attendance.

"In the United States practically every city and state of the Union has a shoe retailers organization, to say nothing of the National Shoe Retailers' Association, at the head of

them all. Largely through the combined efforts of these organizations is coming the reclamation of a bigger and better distribution of footwear, with commensurate returns on investment. Mark-up is rapidly taking the place of mark-down and bargain and early-season sales are becoming more of a dead issue each year.

"Standing as your organization does for the social and commercial betterment of the business of retailing, these splendid organizations have, in almost every instance, the unanimous and unqualified support of every shoe merchant worthy of the name. Those who are broad-minded enough to profit by organized effort, are bigger and better shoemen, their businesses have increased and profits grown.

Mr. Carr touched upon a number of other advantages on effective organization and at the close was tendered a hearty vote of thanks for his timely and instructive address.

## HOW TO FIGURE SELLING PRICES OF SHOES

Shoes are made to retail at the following popular prices	Good merchants aim to clear, after expenses including salary for themselves, 10% on sales	Careful research finds it costs shoe merchants, including salary for proprietor, 25% of sales as expenses	After deducting expenses and 10% profit that the merchant wants, we have left the most we should pay for shoes
\$7.50	70c	\$1.75	\$4.55
6.50	65c	1.63	4.22
6.00	60c	1.50	3.90
5.50	55c	1.38	3.57
5.00	50c	1.25	3.25
4.50	45c	1.13	2.92
4.00	40c	1.00	2.60
3.50	35c	.88	2.27
3.00	30c	.75	1.95
2.50	25c	.63	1.62
2.00	20c	.50	1.30
1.75	18c	.44	1.13
1.50	15c	.38	.97
1.25	13c	.31	.81
1.00	10c	.25	.65
.75	8c	.19	.48
.50	5c	.14	.32

This chart is presented to the shoe men, for it may cause each one of you to look your business squarely in the face. Putting thousands of dollars in shoe stocks is one thing. Putting personal time and services into the shoe store is another thing. We ought to draw a salary from our business each week. The other expenses are bound to be paid. By this item we mean insurance, rent, light, heat, advertising, clerk hire, taxes, 10% annual depreciation on fixtures, bad accounts, depreciation on stock, interest on money invested in your store, etc.

Freight and express can properly be figured as expense or cost of merchandise. After you take your business under consideration, if this chart does not fit your business, make one on the same plan that will; then take out your shoe invoices and see if your mark up will produce the desired result.—By S. E. Murray, Clinton, Ill.

The figuring of profits continues to be a big problem with retail merchants. One of the questions that frequently puzzles merchants is how to proportion percentage of profit on selling price to percentage on cost. A Winnipeg reader writes us as follows:

"When I want to make, say 20 per cent. profit on the selling price of goods, what percentage do I add to the cost price, and how do you find it?"

We will take 20 per cent on selling price and follow the method of reasoning by which it is reduced to percentage on cost. You want to make 20 per cent. on selling price or 20 cents on \$1.

Cost of article, must therefore, be 80c.

Therefore, figuring on cost:

On 80c you make 20 cents.

$$100 \times 20$$

On \$1.00 you make \_\_\_\_\_ = 25c.

$$80$$

This equals 25 per cent. Therefore 20 per cent on selling price equals 25 per cent on cost. If an article cost \$2.00 and you want to make 20 per cent on the selling price (which you always figure expenses on) you must add 25 per cent to the cost price, which is 50 cents. Therefore the article sells at \$2.50.

A much simpler method of securing the percentage to be added to the cost price is to use the following formula. Let "X" represent the percentage of profit it is desired to make on the selling price. Then:

$$\frac{x}{100 - x} = \text{percentage to be added to the cost price.}$$

Working it out in actual figures, if a dealer wishes

to make 20 per cent on selling price he adds \_\_\_\_\_

$$100 - 20$$

20  
or \_\_\_\_\_ of 100, equalling 25 per cent to the cost price.

80  
Suppose a dealer buys goods at \$2. His cost of doing business is 17 per cent and he wants to make 5 per cent net profit, or a total of 22 per cent on

selling price. He must add \_\_\_\_\_ or \_\_\_\_\_ of 1.00,

$$100 - 22 \quad 78$$

equalling 28.2 per cent to cost.

28.2 per cent on \$2 equals 56 cents, so that the article will have to sell at \$2.56.

This formula will greatly facilitate the figuring of the selling price of shoes for the merchant and he would do well to memorize it or paste it up in a conspicuous place in his office.



# The Shoe Repair Man

THE shoe repairers of Lindsay, Ont., owing to the big advance in the price of leather and other supplies, recently increased their prices. The following have adopted the new schedule:—Frank Forbert, Chas. Hughes, M. Grozelle, J. Cavill and George Chamberlin. The present prices list is as follows:—

Men's	
Full soles, sewn, and leather heels.....	\$2.25
Full soles, sewn, and rubber heels.....	2.50
Full soles, sewn, only.....	2.00
Half soles, sewn, and leather heels.....	1.45
Half soles, sewn, and rubber heels.....	1.60
Half soles, sewn only.....	1.10
Half soles, nailed.....	.90
Half soles, nailed, and leather heels.....	1.25
Half soles, nailed, and rubber heels.....	1.40
Leather Heels.....	.35
Rubber heels.....	.50
Women's	
Full soles, sewn, and leather heels.....	1.75
Full soles, sewn, and rubber heels.....	2.00
Half soles, sewn, and leather heels.....	1.15
Half soles, sewn, and rubber heels.....	1.35
Half soles, sewn only.....	.85
Half soles, nailed, and leather heels.....	.90
Half soles, nailed only.....	.65
Leather heels.....	.25
Rubber heels.....	.40
Turned soles and leather heels.....	1.30
Turned soles.....	1.00
Turned soles and rubber heels.....	1.40
Boys'	
Nailed soles and heels, 1 to 3.....	.90
Nailed soles and heels, 4 to 5.....	1.00
Leather heels.....	.30
Youths'	
Half soles, nailed, and leather heels, 10 to 13½.....	.75
Half soles, nailed, and leather heels, 7 to 9.....	.65
Misses'—13 to 2	
Half soles, sewn, and leather heels.....	1.00
Half soles, only.....	.75
Half soles, nailed, and leather heels.....	.75
Half soles, only.....	.50
Leather heels.....	.25
Children's—8 to 10	
Half soles and heels.....	.70
Half soles and heels.....	.60
Heels.....	.20
Infants'	
Half soles and heels.....	.50
New elastics (set), up from.....	.75
Patches.....	.10
New boxes.....	.75
Toe caps, up from.....	.30
New heel lining.....	.40
New counters.....	.70
New heels.....	.30
Button facing, per pair.....	.50


Refinishing.....	.15
Rubber heels, if furnished by customer.....	.30

## WHICH SYSTEM DO YOU USE ?

Whether the system of giving stubs or counterfoils to customers by repairers is the best system is open to much debate. The stub or ticket serves as a receipt to the customer and in case the repairer mixes up the shoes or injures them the customer can demand remuneration. On the other hand, if he loses the stub, as is very frequently done, he has to do considerable talking in order to get his shoes, perhaps.

One repairer who does a big business uses tags which have the numbered stubs, spaces for name and address of each customer, as well as the nature of the repairs, time, price, workman, etc. These are always filled in, the full tag attached to the shoes and the stub detached and placed in a

*Both Extremes Meet Here*



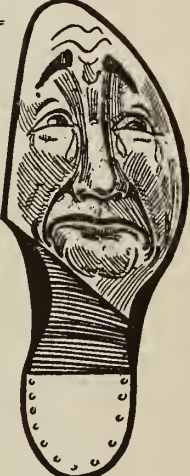
**POOR,  
SICK SOLES  
LIKE TO COME TO US**

*Because*

We don't use poultice, plaster or pill.  
And we cure all sick shoes, no matter  
how ill

**"Doctor"**  
**B.W. Brown**  
**4 Bridge St.**

Phone 779    Belleville



HOW ENTERPRISING BELLEVILLE SHOE REPAIRER ADVERTISES

compartment drawer under the proper initial. Some time is taken up with writing, but there are no tickets lost. What is your opinion of the two systems?

## GOVERN PRICES ACCORDING TO COST

"C. E. B.," writing on a system of figuring prices, to the "Shoe Repairer and Dealer," says:—

"I have been for more than a year intending to write to you, but as our hours of labor have been on an average about fifteen hours per day, I have been unable to do so. I am taking a vacation—the second one in ten years.

"You will find here a few words relating to a method of figuring cost so as to allow repairers to get a respectable living for their labors.

"Will you please tell me what you think of a flat price for soling and heeling shoes? The shoe repairer can buy men's R. & L. soles from 30 to 60 cents per pair; whole heels from 8 to 15 cents per pair; men's top lifts, 65 cents to \$1.30 per dozen, and an association making one price and each member furnishing his grade of material, does not give justice to the repairer or the public.

"My idea is that there is only one business way to give

*(Continued on page 60)*

# Outing Brand

MANUFACTURED BY

Gutta Percha & Rubber, Limited

PLACE your order for  
“Outing” Brand Tennis  
Shoes early in order to ensure  
prompt delivery, also to se-  
cure the early order prices  
in effect to Dec. 15th, 1916.





# Rubber Footwear Notes

Getting Ready to Fill Orders—The Labor Question a Serious One—Tennis and Sporting Season Opens Well—Little Change in Prices—Raw Rubber Normal—Other Materials High

**R**UBBER shoe manufacturers all agree that orders for the coming season are better than they have ever been and most of the goods ordered under way. "We could double our capacity if we could get the help" said one manufacturer in speaking of the labor situation. "It is impossible to get either men or girls sufficient to keep up the output." This is the most serious problem that the rubber shoe trade has to meet today. In some lines of materials it is difficult to get just what is wanted, but as a rule these could be had if only the workers could be procured to put them together. "A good many dealers who failed to fully anticipate their rubber shoe wants early in the season are going to find it difficult to get supplies this winter" said another manufacturer. There will not be the usual stocks to draw from.

**Raw Rubber Conditions.** In spite of the war and the increased use of rubber for various purposes the raw market has continued easy, although in the past month there has been a slight quickening. The strange thing has occurred that "wild" rubber is back at its old place at the head of the price list, up-river Para being quoted 73 cents, while latex pale crepe, that a year ago headed the procession in the dollar region, is now quoted at 59 cents. This is undoubtedly due to the large increase in the production of plantation rubber to some extent but also to the fact that the Brazilian rubber has proven its superiority in many ways for manufacturing purposes, notwithstanding the crude methods that still obtain in gathering it. Whether it be that the climate is more propitious or the conditions under which the sap is gathered makes for better quality, rubber producers are hardly yet prepared to say. At any rate the raw product generally speaking is on a much less spectacular basis than twelve months ago.

**The Tennis Season.** Notwithstanding the fact that the past season was a most phenomenal one for tennis and sporting goods and that trade went up by leaps and bounds; manufacturers report that so far there has not been manifested any great disposition to profit from the experience through which retailers have recently passed in getting goods of this class. Of course, the summer season is just over and the dealer has his mind on fall and winter business and while he buys leather goods because he is afraid that prices will go up, he does not seem to feel that there is the same necessity for protecting himself in rubber lines. Manufacturers themselves are somewhat to blame for not seeking to thoroughly inform the trade of the desirability of anticipating their wants in this line. The early orders mean a good deal to the dealer as well as to the manufacturer, who, unless he knows where he is by the beginning of the year when the production of ordinary rubber footwear has terminated, will not be able to do

justice to this growing department of his trade. Labor is hard to get and hard to keep these days and it means much to a manufacturer to have a good run ahead of his mill. A moment's thought on the part of the dealer will bring back to him the disappointments and loss of sales that occurred last season through not being able to get the goods in time. This class of stuff is so uncertain and precarious that manufacturers cannot be blamed for not taking chances in making up ad libitum. Besides, manufacturers point out that prices this winter in materials such as duck linings and other supplies are bound to advance and they cannot protect the dealer who does not protect himself.

**Substitutes for Leather.** There is no doubt that the composition sole is here for good irrespective of the price of sole leather. Shoe manufacturers who have come to scoff have remained to praise. One shoe manufacturer who came into the SHOE AND LEATHER JOURNAL office wearing a pair of compo soles said he had had them on his feet for three months and they had shown little effect of wear besides being much more comfortable than the leather sole. He had not yet commenced using the product on his shoes, which were high grade, but proposed putting in a few lines for spring to try them out. He said that all the objections to the pure rubber sole, both as to manufacture and wear, had been eliminated in the newer products put up by the rubber factories and he predicted a wide use of them for all classes of shoes. When once people get used to the increased resiliency they will hardly go back to ordinary leather, especially if the wear is assured.

**Rubber Scrap.** According to the annual report for 1915 by the American Consul at Quebec, \$122,356 of rubber scrap was exported to the United States, as against \$117,017 in 1914; showing an increase of \$5,339. During 1915 the Province of Quebec imported \$27,623 of manufactures of rubber and gutta percha, of which \$17,667 was from the United States. The previous year these imports amounted to \$32,348, of which \$11,448 was from the United States; showing that, while the total imports of rubber and gutta percha goods decreased by \$4,725, the imports of the same merchandise from the United States increased to the extent of \$6,219.

**Rubber Sausage.** Word comes from Berlin to the effect that a certain Hamburg merchant has been fined 2,000 marks for a unique violation of the pure food laws. The offence committed by this enterprising purveyor of delicatessen consisted in the selling of a commodity purporting to be liver sausage for 2 marks and 20 pfennigs a pound, which proved on analysis to contain macerated rubber, finely ground hair and gelatine. It was absolutely guiltless of liver, other flesh or fats.



## Columbia Fibre Counters

### Outlive the Shoe

They stand up under the most adverse conditions and guarantee you from any reputation damage on account of broken down counters.

Columbia Fibre Counters defy hardest use and most abuse.

Columbia Fibre Counters are good insurance.

*Canadian*  
**Columbia Counter Company**

348 Delorimier Avenue  
MONTREAL, QUE.

AGENTS

MONTREAL—G. J. Trudeau Co., Ltd., 365-371 Ontario St. 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. - Tenicuta 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., Tacquarl, 1158

New York Office, 127 Duane Street

## Baker's New Bottom Polish *Cock-of-the-Walk*



### Is a "World Beater"

Made with the finest materials from the old original Baker Formula, by a new process, that puts it in a class by itself.

MADE BY

### Cock of the Walk Mfg. Co.

78 Portland St., BOSTON, Mass., U.S.A.

CANADIAN SELLING AGENTS:

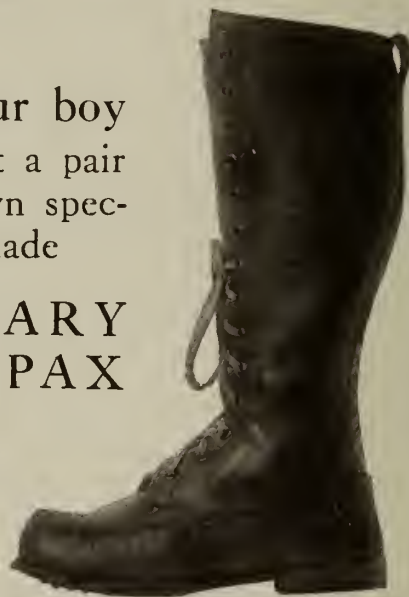
**G. J. TRUDEAU CO., Limited**  
365 Ontario St. East - MONTREAL, Can.

Send your boy  
at the Front a pair  
of our own specially  
made

## MILITARY SHOE PAX

### Absolutely Waterproof

These will insure  
him dry feet at all  
times.



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

MADE BY

## The R. M. Beal Leather Co.

LIMITED

Manufacturers of the justly celebrated JOHN  
BULL Oil Tan Larrigans and Shoepacks  
LINDSAY, ONT.



# With the Shoe Manufacturers

## Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

THE annual meeting of The National Association of Tanners will be held in November instead of October in view of an amendment of the Constitution and By-laws adopted during the year. The meeting will be held at the Hotel La Salle, Chicago, on November 16th.

One of the topics on which the meeting will concentrate will be trade acceptances. Directors J. F. Taylor, of Louisville; H. N. Hill, of Cleveland, and President H. F. Lesh, have taken a decided interest in this proposition and are preparing some important records for the meeting.

### CALF SHOES FOR 70c. TWENTY YEARS AGO

A party very familiar with the shoe business recalls by the way of reminiscence the shoe market of 1896, when distributors of boots and shoes were buying from Welch & Landregan, of Lynn, Mass., a high-cut child's shoe,

Sizes 6 to 8.....	\$0.70
Sizes 8½ to 11.....	.80
Sizes 11½ to 2.....	1.00

The uppers were from White Bros. (now America Hide & Leather Co.), genuine box calf; the bottoms of these shoes were all solid sole leather, no substitutes whatever were used.

The wholesale trade paid for the same shoe 65c., 72½c., 92½c., 7 per cent. off, the same range of sizes as quoted above.

In 1896 also a woman's genuine box calf welt, solid sole leather bottom, sold to the retail trade for \$1.50 per pair, less 5 per cent. In the same year J. B. Reynolds, shoe manufacturer, Orange, Mass., was putting out a man's all solid satin McKay at \$1 net to the retail trade and a genuine calf shoe, McKay sewed, for \$1.50.

### ACTON LIKELY TO GET SHOE FACTORY

A by-law will be voted on by the ratepayers of Acton, Ont., on October 16th, to provide the Reliance Shoe Co., Limited, Toronto, with a free site and a loan of twenty-five thousand dollars repayable in twenty annual instalments with interest at six per cent. In return the company agree to erect a factory building costing not less than ten thousand dollars and to install in it machinery and plant to the value of ten thousand dollars. The company further agree to have the new factory in operation by May next and to employ for the next twenty years not less than sixty hands on the average. The loan is to be secured by mortgage on the plant and buildings, being repayable in twenty annual instalments of \$2,176.61. The Reliance Shoe Co., Limited, of which P. E. Rivett is managing director, have been manufacturing shoes in Toronto for the past five years, starting on Adelaide street west and removing later to larger quarters at 350 Sorauen avenue. The company make boys' and youths' McKays and nailed, their trade mark being the "Canadian Boy."

### TRADE OPPORTUNITIES IN GREAT BRITAIN

In the World Bulletin issued by the Department of Trade and Commerce, Ottawa, dated Sept. 25th, is found the following:

There is a shortage in the United Kingdom of boys' and girls' boots and shoes. Manufacturers in Canada who are able to produce children's boots and shoes of a uniform

quality in bulk would do well to see trade inquiry No. 1124, as large quantities are required, and this would appear to be an opportunity for Canadian producers to supply the demand.

Some time ago the Government took control of all the sole leather in the country suitable for army boots. All stocks of lighter weights (6-pound to 8-pound bends and butts) have now been requisitioned, "to be acquired, if found suitable, for Government purposes." The order includes British, Australian, New Zealand and Canadian leathers, and it is feared that if the Government actually takes possession of these lighter weights there will be very little material available for the soles of the better-class civilian boots. The trade state that there is a type of sole leather known as "hemlock tanned," good wearing material, but lacking flexibility and not used in first-class boots. This leather is not affected by the requisition, and in so far as it can be procured from overseas the dearth for general purposes may be to some extent made up. The situation appears to offer an opportunity for Canadian boot manufacturers to find a good market for any exportable surplus they may have of the best quality boots.

### GOOD FEATURES OF UNLINED SHOES

It is said that an unlined shoe, in kid or other such stock, has the advantage of stretching so that it conforms to the foot, but there is another advantage to this shoe too, and that is the extreme coolness of such an upper.

Take a light leather upper and if the shoe is not lined the air can circulate through the stock to quite an extent. The air can get to the foot better at any rate and the proof of this may be demonstrated any time. No better way to prove this was ever tried than that seen recently when a colored finished skin was placed in such a way that it interfered with the free egress of gas from a regular gas pipe. Still the gas was burning just the same but all of that gas that was burned had to force its way through the leather. The arrangement was planned especially to show how porous the finished leather was.

It is a good thing to have an upper that will conform to the foot, and, in summer especially, it is a good thing to have an upper that lets the air through and in an unlined shoe both features can be combined as well as not.

### NEW MANAGEMENT HAS WROUGHT WONDERS

A sketch of the Parker Shoe Co., Limited, is an account of one of Preston's most thriving industries, says the Preston, Ont., "Progress." The company has just completed a handsome new three storey addition which is now fully equipped with machinery and busy turning out women's McKay shoes. Just here it is appropriate to say that the Parker Shoe Co. is to-day the largest manufacturer in Canada of women's McKay shoes that sells only to the jobbers. This class of shoes is their specialty and the factory makes nothing else.

The original building was erected in 1910 by the Solid Leather Shoe Co. It was of red brick two storeys high and 40x100 feet. The new wing is three storeys high and 60x35 feet. Practically every machine and hanger in the place has been rearranged to get economical production. As they now stand the raw material passes in at one end and gradu-



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum                      Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**McARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

ally travels through the various processes until the finished shoe comes out. As now laid out the lower floor of the old part is devoted to office, sole leather and treeing; the second floor to making. The lowest floor of the new part is used for storage, the second floor as a cutting room, and the top as a fitting room. The factory is ideal for light and ventilation, being lighted from all sides. The present season will see last season's doubled in output. New machines are constantly being added. The product is popular and though the leather market is so uncertain that the usual contracts cannot be made, the firm has no difficulty in keeping sales booked six months ahead.

The present general manager and secretary-treasurer is Mr. S. H. Parker, formerly sales manager and style man with the W. A. Marsh Co. of Quebec City, one of the oldest and largest shoe manufacturers in the Dominion. When Mr. Parker took hold of the old Solid Leather Co. in 1913, they were employing about 25 hands. Today there are 100 on the pay roll. Mr. Parker's first lieutenant is Mr. Harry Steele, also formerly with the Marsh Co. Mr. Steele is factory manager and has revolutionized the internal economy of the place. The new management has wrought wonders and has made the factory one of which Preston has every reason to feel proud.

#### FINAL DECISION HANDED DOWN

The United States Circuit Court of Appeals of the Northern District of Illinois has just handed down its final decision in favor of the Independent Button Fastener Machine Company, of Boston, Mass., in its litigation suit brought by the Elliott Machine Company, of Grand Rapids, Michigan. This suit was brought against one of the users of "Isbam" machines in 1913, and the Independent Button Fastener Machine Co. at that time filed a petition to inter-

vene and to be made a party and defend which the Court granted. It was first tried in January, 1915, before the United States District Court, Northern District of Illinois, Eastern Division, and on May 31st, 1915, a decision was rendered in favor of the Independent Button Fastener Machine Co., from which decision the Elliott Machine Co. appealed. The final decision as rendered by the United States Circuit Court of Appeals affirmed the decision of the lower Court that the "Isbam" Button Machine manufactured by the Independent Button Fastener Machine Co. is no infringement.

#### DOES NOT LIKE EXCLUSIVE AGENCIES

*Editor, SHOE AND LEATHER JOURNAL:—*

I would like to see an interesting question discussed in your Journal, and that is the exclusive agency for shoes. I have been reading that Henry Ford has cut out all exclusive agencies, so far as his automobiles are concerned, and I think it would be a good idea if the exclusive agency was eliminated in the shoe game. Why should I be compelled to buy a certain trade-mark shoe from Bill Jones, when I would perhaps rather buy from Tom Green, down the street? I may not care for Bill Jones and his business methods, but I have to go there for that particular shoe and patronize him. Sooner than do that I go without the shoe I desire and the manufacturer suffers. Frequently a retailer will corner a dozen or so exclusive agencies, not because he wants to sell all these brands of shoes, but to stop some other dealer getting them. Once more the manufacturer suffers, because the monopolistic retailer keeps only a few of each line. The exclusive agent often makes no special effort to push certain shoes, because he knows that if the people want a certain make, they must come to him. If the exclusive agency were done away with and each



dealer had to bid for patronage against other local footwear merchants, the one offering the best service and telling the public about it through the columns of the local newspaper, would secure the largest share of the trade. I would like to hear from others on this matter.

Sincerely yours,  
Observer.

### THE EMBARGO PLACED BY RUSSIA

More and more serious seems the situation to tanners regarding the embargo established by the Russian government prohibiting the exportation of hides and skins and leather for three years. In previous years tanners have imported great quantities of calfskins, horsehides, etc. However, the embargo situation is subjected to sudden changes, and the tanners are hopeful for a quick shift.

Many leather buyers have insisted that calfskins especially were in large supply, and that ultimately the accumulations would find their way to the United States. On the other hand, some authorities with first hand information have insisted all along that raw material for making leather is not in excessive supply in Russia.

Although many have been of the opinion that there were any quantities of hides there, there are from 20,000,000 to 25,000,000 soldiers engaged in warfare in the different departments of the Russian military system. These men must have footwear, first and foremost before any one else, and a large proportion of the men are better shod than ever before in their lives. They are consuming all kinds of leather, and goatskins, calfskins and sheepskins are now being used for lining coats for the winter campaign.

### REGAL SHOE ENLARGING FACTORY

Owing to rapidly increasing business and to add largely to the output of the firm, another storey will be added to the plant of the Regal Shoe Co. on Atlantic avenue, Toronto. An extension will also be built to the north of the factory. The contracts have been awarded and work will start at once. It is expected the additions will be completed before the end of the year.

### IS DEMAND FOR CUSHION SOLE DECLINING ?

A few years ago many factories were making cushion-soled shoes, and especially in men's lines. To-day, however, there are fewer of these shoes being made and it appears that some of the shops have given them up altogether, says "Shoe Topics".

There are several different ways of putting the cushion in the shoe or of making a cushion sole and it is likely that one way is just as good as another. Some of the cushions were made of sheepskin or other soft leather cut to fit inside the insole, put in a pocket and then the whole sewn right in with the welt. This was one way to make the cushion sole, but the cushion shoe made that way is not in great demand to-day as at least two factories making it have discontinued its production.

When a new shoe is first put on the foot, it is a very hard shoe because it is new, but if the shoe has a cushion sole it will feel much more comfortable when first put on and because of this the wonder is that more cushion soles are not made and sold. Many people who have tried these shoes declared that they were the easiest shoe ever put on and that they were very comfortable from the first.

A cushion can be put in any kind of shoe, no matter what the style may be and it ought to help a tender foot every time. If one has a callous on the bottom of his foot he might get a certain amount of comfort by wearing a cushion shoe and if he has a bunion on his foot he ought to get the same kind of comfort by wearing a shoe made over the so-called bunion last. In either case, the surface will

give more or less when pressure comes against it, and that is the main thing to make an easy shoe on the foot. The insole must provide a place for the callous, while the upper must stretch enough so that it will provide a place for the bunion.

All these cushion-soled shoes retail at a higher price than the common grade, and they should retail for more because of the extra work in providing the cushion and putting it in. They are shoes designed primarily for people who have sore feet and who never were fortunate enough to have shoes to fit them properly. They wear ill-fitting shoes until their feet get sore, and then they have to get a pair of cushion-soled shoes, which will feel all right the very first time the shoes are put on.

When a cushion is put in it should be put in so that it will stay right there, and it may be of felt or sheepskin or of both, but it should be of good quality and well made. It may be in a pocket or placed in the shoe without a pocket, but it would be much better to have it sewed right in with the welt so that it will stay where it belongs and remain a cushion as long as the shoe is in wear.

### NEW SHOE COMPANY GETS CHARTER

The A. L. Johnson Shoe Co., Limited, with a capital stock of \$200,000 and headquarters in Montreal, has been granted a federal charter to manufacture, purchase, sell and job in shoes, both leather and rubber. The head of the new com-



A. L. JOHNSON, MONTREAL

pany, who will conduct a wholesale footwear business in Montreal, is A. L. Johnson, former general sales manager of Ames-Holden-McCready, Limited, Montreal, and for many years manager of the Winnipeg branch of that company

### INTRODUCING CHAMOIN TO THE TRADE

The United Shoe Machinery Co. of Canada have been appointed selling agents for the Dominion for Chamoin, which is a new substitute for sole leather, and to lesser extent for upper stock. This article has somewhat of the properties of buckskin but it is firmer and works up the same as sole stock. It can be used for soles on all grades of shoes, but its price makes it more practical for medium and higher grades of footwear. It is claimed that it will outwear sole leather and that it can be finished perfectly, and that the edges can be trimmed and the channeling done as neatly as with sole leather. To replace upper stock, it is used instead of elk, and to a certain extent in place of storm-calf.

# FELT BOX TOES

We Carry as well:

"Waxol"

Shoe Felts

Polishing Wax

Sewing Wax

Fish Glue

Dry Paste

We are ready now to supply you with Parker's Felt Box Toes. They are waterproof and are not affected by the heat or perspiration of the foot.

Samples and Demonstrations on Request

WE ARE SELLING AGENTS FOR

**PERTH FELT CO.**

PERTH, ONT.

Who Make the Finest Line of Felt Shoes  
"Made in Canada"

We Carry as well:

Blackings

Dressings and

Box Gums

Patent Leather  
Repairer

"Carbicon"

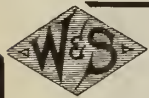
And a Complete  
Line of

Shoe Findings

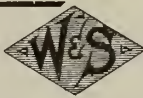
## PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

**MONTREAL**



The Mark W & S of Quality



### RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

### Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

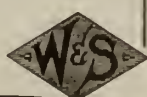
We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**

Lachine, Province of Quebec



### DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

**DUCLOS & PAYAN**

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



# AMONG THE SHOE MEN.

W. Ellis of the Ellis, Eddy Co., shoe manufacturers, Haverhill, Mass., was in Toronto last week on business.

George Willard, of the firm of Geo. Willard & Son, Mansonville, Que., manufacturers of maple last blocks, was in Toronto last week on business.

A. W. Dubois, representing Chas. K. Fox, Inc., slipper manufacturer, Haverhill, Mass., was in Toronto recently calling upon the trade.

Joseph Harper, for many years foreman of the sole leather room, for Geo. A. Slater Limited, Montreal, has resigned to accept a similar position with Dufresne & Locke.

Adjust your retail prices to the present cost of shoes, and in doing so include your stocks already on hand.

A new shoe store has been opened at the corner of Bank and McLaren streets, Ottawa, by Wilbert E. Smith, who was formerly located at 290 Wellington street in that city. The new store has two large windows and bright, attractive fittings.

The property on which the offices and warehouse of Gutta Percha and Rubber, Limited, are situated in Saskatoon, has been purchased by H. D. Mewhirter, manager of the company's central division at Winnipeg. It is understood that the company intend to nearly double the accommodation, by the construction of a substantial addition to

the premises, which will cost about \$10,000. C. N. Candee, of Toronto, president and managing director, and H. D. Mewhirter, of Winnipeg, recently spent a few days in Saskatoon on their return from a week's shooting trip in the country west of Raymore. They were joined by J. D. Nicholson, of Saskatoon, manager for the northern half of Saskatchewan.



## 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**

### Mr. Shoe Retailer:

Have you any surplus stock? Do you want to realize on it? Write

**A. C. CLARK**

245 West Street BRANTFORD, ONT.

Canada's only Practical Sales Specialist.  
Sales conducted personally or by mail.  
Stocks bought and sold.

*All Negotiations Strictly Confidential*



Satisfaction Guaranteed  
by factories using

**Ullathorne's**

ENGLISH-MADE

**Shoe Thread**

*Stocked by all Wholesale Dealers*

**The Original HEEL BALL Manufacturers**



Glazed  
or  
Mat

Black  
or  
Colors

White and Fancy Colors

**Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
Moderate Prices**

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.  
NEW YORK**

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

# SHOE DRESSINGS

CANNOT BE SHIPPED DURING THE WINTER

NOW IS THE TIME to LOOK OVER YOUR STOCK and SORT UP

## PACKARD'S Shoe Dressings and Polishes

(A KIND FOR EVERY LEATHER)

ARE THE BEST SELLERS



At the same time why not place your order for  
**Ankle Supports and Bunion Protectors?**

Order now before prices advance and be protected for the coming season's trade.



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

## Narrow Fabrics

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic Surgical and Bandage Webs

Elastic Suspender and Garter Webs

Weavers of Medium and Light Weight Fabrics up to three inches wide. Makers of Tassels, Pompoms and Novelties for Shoe Manufacturers. Our capacity of Shoe Bows is twenty thousand pairs per day.

**Shultz-Goodwin Co. (Inc.)**

BOSTON OWNERS EVERETT



**You can have this Waterproof Counter moulded full length or released end**

We guarantee it to fit any last, and we will pay cash for any pair of shoes which our Counters do not outwear.

MANUFACTURERS SEND FOR SAMPLE

**EUGENE GUAY - 230 St. Marguerite St. - MONTREAL**



N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, has returned from New York.

J. E. Dupre, proprietor Montreal Box Toe and Heel Co., has been in Boston on business.

S. Purvis, who is in charge of the wholesale department of the Hudson's Bay Co., Winnipeg, was in Toronto last week calling upon the trade.

The Tetrault Shoe Manufacturing Co., of Montreal, who are the largest exclusive makers of men's welts in Canada, subscribed the sum of \$25,000 to the recent Canadian War Loan.

Owing to the continual advance in the price of dry hides, another advance has gone into effect on sole leather, quotations being up three cents on sides and four cents on bends, both in oak and hemlock.

The United Shoe Machinery Co. have installed in the factory of Geo. A. Slater, Limited, Montreal, their latest type seven-pincer pulling over machine. This is the first of the new machines to be installed in Canada.

John Jackson, a shoe merchant of Clinton, Ont., for 40 years, and a resident of that town since 1854, died at his home recently in his 89th year. He was the last surviving member and official of the First Methodist Church established in Clinton.

An Australian commission is coming to Canada and the United States to investigate and report on overseas methods of manufacture and production and condition of employment therein. Among the industries to be investigated by six manufacturers is the leather line.

Fire broke out last week in the upper storey of the shoe factory of J. W. Hewetson Co., Brampton, Ont., doing serious damage to the stock room, cutting and fitting departments, while the water soaked through to the lower floor. The loss will be considerable, but arrangements are

being made whereby operations will be resumed at once,—the members of the cutting room already being at work.

Harry Erb died recently in Preston, Ont., aged fifty years, from an attack of paralysis. He was a member of the Solid Leather Shoe Co. (now the Parker Shoe Co.) taking an important share in the management for a number of years. He leaves a widow and one son.

J. D. Lynn, of Truro, N.S., who has had several years successful experience on the road, has been appointed special representative for the Canadian Arrowsmith Mfg. Co., of Niagara Falls, Ont., and has entered upon his new duties. He will cover the Maritime Provinces in the interest of the firm.

James Dillon, of the firm of Dillon & Moore, who have been in the shoe business in St. Catharines, Ont., for the past thirty-five years, has bought the valuable property occupied by the store, and thus secured control of the entire frontage and depth from St. Paul street to Summer street. Mr. Dillon will erect a fifty-foot addition to his establishment, which will make it 120 feet deep. It is his intention to thoroughly remodel and refit the entire premises owing to the steadily increasing business of the firm. He hopes to have the new addition completed and formally opened in plenty of time for the holiday trade.

I SPECIALIZE ON  
SHOE STAMPS

**STEEL STAMPS AND DIES**

DESIGNS  
ON REQUEST

**W.D. ARMSTRONG**

230 CRAIG ST. W. {PHONE 675 MAIN} MONTREAL

**LOG HEELING**  
ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from 2-8 in. to 7-8 in. by sixteenths) can be purchased at a big saving. Let us quote on your requirements to prove this.

J. E. DUPRE The SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904  
MONTREAL

**WON'T DRY OUT**

Neither will it ever release its hold. Moreover, it spreads easily and evenly. That's why so many prefer

**BRODIE'S PATENT FLOUR PASTE**

Order a trial keg. It will give such complete satisfaction that you will just naturally send us your future orders.

**BRODIE & HARVIE LIMITED**  
MONTREAL

**DIES** For Cutting  
LEATHER RUBBER  
PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**  
16 St. George St., Montreal

**McKAY  
SEWN  
SHOES**

FOR  
WOMEN, MISSES  
AND CHILDREN

Shoes that have Style and Finish  
—at the right price for the jobbers,  
who are invited to see samples.

"La Duchesse" Shoe Co.  
REGISTERED  
"Successors to B. Vaillancourt"  
92 Beaudry St., MONTREAL



ESTABLISHED 1857

## DEPENDABLE SOLE LEATHERS

ESTABLISHED 1857

**OAK:—**  
**"TRENT VALLEY"**  
**AND "LION"**



**HEMLOCK:—**  
**"PENETANG"**  
**AND "EAGLE"**

Our Present Specialty:  
 Army Vat-Tanned Stock, Best British—  
 "Lion Oak," for the Boys of the Lion's  
 Best "Cub."

Made at  
 Berlin, Ont.    Penetang    Hastings

### THE BREITHAUP T LEATHER CO.

KITCHENER, CANADA LIMITED

## 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                      611 ST. VALIER ST.  
 MONTREAL, QUE.                              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

BRANCH WAREROOMS  
 252 Notre Dame St. W., Montreal  
 553 St. Valier Street, Quebec  
 RICHARD FRERES, Agent

## 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    "Ryco" Matt Kid

## RICHARD YOUNG CO.

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



The Regal Shoe Co., Toronto, have installed a Model C pulling-over machine of the very latest type. Sterling Bros., London, have put in another Ideal clicking machine, and the Unique Shoe Co., Simcoe, two more of the same machines, as well as an additional buffing machine Model G. The Tillsonburg Shoe Co. have installed two grip tacking machines, and the Blachford Shoe Manufacturing Co., Toronto, a Goodyear upper stapler, an insole tack puller, and a rapid tack puller, while the King Shoe Co., Toronto, have just put in a stitchdown staple lasting machine.

R. R. Macaulay, secretary of the Miner Rubber Co., Montreal, was in Toronto last week on business.

"I believe that one of the most popular new colors in kid will be purple," says a leading Toronto shoeman. "I have had a number of inquiries for this shade, and reports come to me from many centres that purple is going to be 'the thing.' In the meantime dark grey, and the darker shades of brown, are moving very well as well as the darker colored shoes with buck tops. Tans are coming back again and mark my words, next season will be one of the most active in tans known for many years. The eight inch top bal continues to be the best seller."

There has been issued by the Logan Printing House, of Chicago, fourteen bright and instructive booklets, entitled, "What makes the Retailer Prosperous?" The author is Chas. A. Sweetland, who has a thorough grasp of his subject, and presents many pointers and valuable suggestions, on various phases of retail life. such as "Personality," "Service," "Affability," "Cleanliness and Order," "Promptness," "Collections," "Advertising," "Pricing and Marking Goods," "Careful Buying," "Window Display," "Extending Credit," etc.

Howard C. Blachford, of H. & C. Blachford, Limited, Yonge street, Toronto, recently spent a few days in New York on business.

A. A. Orendorff representing E. T. Wright & Co., St. Thomas, was in Toronto this week calling upon the trade, and showing a splendid range of samples in men's shoes.

A wedding of interest took place in St. John, N.B., September 21st, when Miss Gladys Marie Callaghan, of the staff of J. M. Humphrey & Co., Limited, wholesale boot and shoe dealers, was united in marriage with John P. Milan. The wedding took place in the Cathedral of the Immaculate Conception, Rev. Francis Walker officiating. In addition to many beautiful presents the bride was the recipient of a handsome Morris chair from her fellow employees.

A Shoe Tree and Stretcher combined, that will fit any boot, is now being handled by leading Canadian findings houses. It is made by A. R. Anderson & Co., of Arlington, N. J. This tree is adjustable to all widths and conforms to the shoe, no matter how long it is worn. There are two sizes in women's and two in men's, which fit all lengths. When the lever is pressed down and the knob at one end of the device reaches the counter of the shoe, the tree widens to the exact size, and allows perfect ventilation. The Fitall tree is made in two sections, each section rocking on the centre and automatically conforming to the shape of the boot. The trees are made in two finishes, natural maple and ebony, and are taking very well with the trade.

William C. Rising, Vice-President of the firm of Waterbury & Rising, St. John, N.B., has returned to work after an absence of two months, due to illness. He received treatment from a specialist in Montreal.

Ed. Lynch who represents Minister-Myles Shoe Co., Toronto, in the Western provinces, left this week on his spring selling trip with a splendid range of samples.

Fred. Beemer, Western Canada representative for the Blachford Shoe Manufacturing Co., Toronto, is now on an extended selling trip to the prairie provinces. He will go as far as the Coast.

J. C. Moreau, general sales manager for Blachford, Davies & Co., Toronto, left this week on an extended business trip to the West.

J. H. Moore who covers the Maritime provinces for Minister-Myles Shoe Co., Toronto, left this week on an extended business visit to the East.

C. A. Davies, of Blachford, Davies & Co., Toronto, has returned from a visit to Montreal and Quebec, and leaves this week for the West. He will go as far as the coast on business and will be absent several weeks.

George Morris, for the past six years foreman of the cutting department of the Regal Shoe Co., Toronto, has taken a similar position with the Unique Shoe Co., who are removing from Toronto to Simcoe, where their new factory is nearly completed. It is expected that the Unique Shoe Co. will begin operations in Simcoe about the middle of the present month. Splendid progress has been made on the new buildings in that town.

The Dominion Shoe Co., 448 Spadina ave., Toronto, have begun the manufacture of hand nailed shoes.

W. G. Damer, Western Canada representative for F. J. Weston & Sons, Toronto, left this week for the Prairie Provinces on an extended business trip. Mr. Damer has been covering this ground for the firm for the past twenty-eight years.

H. L. Daville has returned to Toronto from a three months selling tour of the prairie provinces in the interest of C. Parsons & Son, Limited, leather and shoe findings dealers, Toronto. He reports that business throughout the West is improving steadily.

Among the courses of study added to the curriculum of the Institute for the Blind, at Brantford, Ont., is that of shoemaking. A competent instructor will have charge.

L. S. McKindsey, of Hamilton, who represents the W. B. Hamilton Shoe Co., Toronto, in the Western provinces, left last week on an extended selling trip.

Sergeant Miles Parsons, son of W. G. Parsons, of Toronto, who was a member of the 19th Battalion, C.E.F., and spent some eight months in the trenches, being wounded in the knee by the bursting of a shrapnel, is now one of the instructors in musketry at Camp Borden.

A new leather has been placed on the market, which is known as Spider's Web Kid. It comes in Havana brown, battleship grey, bronze, and black. It is very pretty and artistic, and is shown in a number of spring samples.



A FLOAT WHICH WAS ENTERED BY A PROGRESSIVE BROCKVILLE FOOTWEAR RETAILER IN THE COMMERCIAL TRAVELERS CELEBRATION IN THAT TOWN. THE LENGTH OF THE CANVAS SHOE WAS 12 FEET, AND THE WIDTH AT THE BALL WAS 3½ FEET. SEVERAL HAPPY CHILDREN RODE IN THE IMMENSE SHOE.



## CONDENSED ADVERTISEMENTS

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

EXPERIENCED SHOE SALESMAN WANTED at once. Young man preferred. Good wages. Apply J. C. Budreo, 1344 Queen street west, Toronto.

WANTED—Traveler for Montreal and the Province of Quebec to carry complete line of widely advertised foot specialties; must speak both French and English and have some road experience. Splendid proposition. State qualifications in first letter. Apply Box 14, SHOE AND LEATHER JOURNAL, Coristine Building, Montreal.

EXPERT SOLE LEATHER TANNER desires to get in touch with leading Canadian firms. Is capable of improving methods in beam house, dry lofts and yard, as well as improving the stock in weight, color and fibre. Can put any leather industry in splendid working order and on a more productive basis. Highest endorsements. Specialist in hemlock, but also thoroughly understands oak and union. Address, W. C. McKeon, 736 Gladwin avenue, Detroit, Mich.

FOR SALE.—An Electric Repair Shop and small stock of men's and boys' shoes. Only one in a city of 12,000. Doing a good business and getting good prices for work. I will stay with new proprietor till April 1st, 1917, if desired. Will sell at invoice price. Apply for full particulars to Box 10, Acton Publishing Co., Toronto.

The new samples of the John McPherson Co., Hamilton, Ont., reveal all the latest features in styles, patterns and lasts. A number of pleasing creations are shown in African brown, grey, ivory, tan, black, and white, while two tone effects in grey and other shades are particularly smart. A very handsome shoe is an 8-inch bal with white kid top and purple kid vamp, and another has an African brown vamp with white kid top, brown collar and wing tip. Perforations are noticeable on most of the models while the long thin forepart is observed with both plain and tipped toes.

G. A. Fraser, boots and shoes and men's furnishings, Rossland, B.C., has discontinued business.

The manager of the Canadian Consolidated Rubber Company for Saskatchewan says that his company's business in that province and throughout the west has been from a third to forty per cent. larger during the present year to date than in the corresponding period in 1915.

S. H. Redding, formerly with the Murray Shoe Co., has assumed charge of the entire making room for the Blachford Shoe Manufacturing Co., Toronto. Mr. Redding has had many years of shoemaking experience and comes to his new field exceedingly well equipped to obtain the high standard required by the Blachford Shoe Manufacturing Co.'s splendid organization.

The Panther Rubber Co., Limited, with headquarters in Sherbrooke, Que., has been incorporated with a capital stock of \$100,000. The company is empowered to acquire and take over as a going concern the property and assets in Canada of the Panther Rubber Manufacturing Company of Stoughton, Mass., and to pay therefor by the issue of capital stock of the present company, fully paid up and non-assessable, and to carry on the business of dealers in rubber, and of manufacturers of and dealers in rubber heels, soles, soling, tires, tubes, mats, hose, and all mechanical and moulded rubber goods, rubber boots and shoes, etc.

Several relics of the battlefield were recently on display

in the window of E. W. Smith, shoe merchant, of St. Catharines, Ont. They were brought from the front and loaned to Mr. Smith by Capt. Burgoyne and Gunner Arthur Black. They consisted of a gas helmet and outfit, tear bag, housewife, soap box, gas goggles, German shell cap, wire nippers, German rifle grenade, darning outfit, German helmet, British officers' 45 revolver, tobacco jar made from a German shell, and other shell souvenirs, a German shell and Belgian money.

Proving to the satisfaction of the court that military boots could be bought by private persons at shoe stores in the city, A. Weiss, a second-hand dealer, of Vancouver, who was charged with an infraction of the Militia Act by offering such boots for sale, was given the benefit of the doubt as to whether he saw the broad arrow mark on the pair he vended, and allowed to go free. At the previous hearing Weiss stated that he could produce boots of the same pattern as those he was charged with selling, and he did this, and produced the bill for the said goods. "If shoe stores can openly sell these goods, I do not see why this man cannot," said the magistrate.

Elzear Poulin, a tanner, was drowned recently at the tannery of Pouliot & Brothers, Arago street, Quebec, when he fell into a lime bath where leather was cured. His body was partly burned by the lime though removed from the bath a few seconds after the fatality.

A recent despatch from London, England, says that the Government, according to the Shoe and Leather Journal, has requisitioned all British sole and upper leather for military purposes. Five per cent. interest, it is stated, will be allowed on the purchase price of the leather requisitioned.

Word was received in Regina recently of the death at the front of Private Jas. Tattersall. Private Tattersall enlisted from Nelson, B.C., but was formerly a resident of Regina, having been employed in that city by the Prairie Shoe Company. His mother and sisters reside in Regina. His father, also a private in the same B.C. regiment, was in the same trench as his boy when death overtook the latter.

The F. & B. Shoe Co., Lasalle avenue, Maisonneuve, have made arrangements with the municipality of Montreal East to erect in that town a shoe factory 45 x 60 by three storeys, work on which has begun. A. Lapointe, the manager, states that the new factory will employ 100 hands, and will turn out 6,000 pairs a week. In addition to turns the company will be in a position to make McKays when the new factory is in operation.

Walter R. Legge, on the occasion of his marriage, was presented with a magnificent case of cutlery from the staff and employees of the Granby rubber factory, of which he is treasurer. He was presented with a handsome casserole dish by the rector and members of the choir of St. George's Church, Granby, of which church Mr. Legge has been organist for the past ten years.

Wallace Waller, manager of the shoe department of the Robert Simpson Co., Toronto, was in Montreal for a few days this week.

J. M. Redmond, of Toronto, was in Montreal last week attending the annual meeting of the Wayland Shoe, Limited, who have enjoyed a most successful year.

James Adair, of Vancouver, is spending a few days in Toronto, on his way West. Mr. Adair, who represents Eugene Thivierge, shoe manufacturer, Quebec, has been in poor health for some time, but is now improving. His many friends are glad to meet him.

W. W. Dickson, buyer for Lennards, Limited, Queen's Road, Bristol, England, was in Montreal this week, endeavoring to buy shoes for his house. Mr. Dickson stated that he was commissioned to buy a million dollars worth of footwear, if he could get what was wanted for the English market, and he proposes to visit the chief American shoe manufacturing centres also.



In St. James' Cathedral, Montreal, on September 21st, Miss Paule Duhault, daughter of Mrs. L. H. Hebert, was quietly married to Mr. Albert Tetrault, son of Mr. and Mrs. N. Tetrault. The bride, who was unattended, was given away by her brother-in-law, Mr. A. A. St. Pierre, and the bridegroom was attended by his father. His Grace Archbishop Bruchesi performed the ceremony. At the conclusion of the service Mr. and Mrs. Tetrault left for New York, whence they sail for a trip abroad. Many friends in the shoe trade will extend congratulations.

L. F. Jackson representing the Brandon Shoe Co., of Brantford, and the Blachford Shoe Manufacturing Co., of Toronto, left last week on an extended selling trip throughout the Maritime provinces.

H. W. Pearson, manager of the Toronto branch, Ames-Holden-McCreedy, Limited, has received word that his brother, Private W. T. Pearson, who went to France with the Third Battalion, South African Infantry, has been missing since July last. The missing soldier is a Boer War veteran.

Mr. J. J. Lembke, who has been with the Chas. A. Ahrens Co., for the past eleven years, has resigned his



J. J. LEMBKE, KITCHENER, ONT.

position with them and is now covering Western Ontario for The Greb Shoe Company, Limited, of Kitchener, Ont.

Mrs. F. Cariss, shoes, Hull, has assigned to J. E. Couture.

S. Gloud representing the Leach Shoe Co., of Rochester, N.Y., was in Toronto last week calling upon the trade.

L. M. Stock, who represents Walker, Parker & Co., Toronto in Western Canada, is now covering that ground with a choice range of models for spring.

Murray W. Crosby, representing the Utz & Dunn Co., Rochester, N.Y., was in Toronto last week showing a fine range of new spring samples in all the popular shades and leading patterns.

John J. Tilt, of Toronto, who represents the Brandon Shoe Co. of Brantford, Ont., in the prairie provinces, left this week on an extended selling trip with a splendid range of samples.

A Montreal leather firm closed a contract one day last week for a certain line of upper leather with a single Canadian concern, for \$100,000, which shows the way things are going.

The rubber footwear manufacturers are very busy and the only difficulty experienced is in the matter of securing

sufficient help. One company report that up to September this year they have done a larger volume of business in rubber footwear than they did during the whole of 1915.

In addition to the group of travellers for the Blachford Shoe Mfg. Co., Toronto, appearing on another page, there has been another added to the staff in the person of Melville Charles Blachford, son of Charles A. Blachford, sales manager of the firm. He arrived on September 29th, and is already making his presence and influence felt.

The Weston Shoe Co., of Campbellford, recently purchased several of the lasts and patterns of the Chatham

**W**HITE kid top, 8-inch, black kid foxing, fudge edge welt, wood covered Louis heel—  
By Utz & Dunn Co.



Shoe Co., of Chatham, Ont., which concern went into liquidation a few weeks ago. The Weston Shoe Co. are incorporating the best of the Chatham Shoe Co.'s lines in their new presentations for spring, and their range of models was never as complete and attractive as this season.

Sir Hamar Greenwood, Bart., the Whitby, Ont., boy, who is now a distinguished member of the British House of Commons, and is paying a visit to Canada, owes much of his success to his gift of rapid thought and repartee, which he cultivated in early youth by assiduous devotion to the debating societies at Toronto University. During one of his Parliamentary campaigns in England he was orating on the folly of purchasing foreign-made goods; but his audience happened

**I**VORY kid top, mahogany Russia calf, 8-inch, whole fox, Russia calf lace stay, perforated quarter, imitation wing tip, wood covered Louis heel—  
By Utz & Dunn Co.



to contain a very sharp-eyed British shoemaker. "Why do you wear American boots, then?" demanded the shoemaker. "Because my feet were made in America," was the instant retort, and the laugh was effectually turned upon the questioner.

T. H. Rieder, Vice-President and General Manager of the Canadian Consolidated Rubber Co., and R. E. Jamieson, General Sales Manager, were in New York this week on business.

There has been some talk in shoe and leather circles in reference to the T. Eaton Co., Toronto, going into the manufacture of leather. The firm have been looking at a Toronto plant that is reported to be on the market.

**GOVERN PRICES ACCORDING TO COST**

(Continued from page 45)

the public justice and get it ourselves, which is by figuring prices as follows:

“Men’s Taps—Add 10 cents to wholesale price.

Cost	Retail price
20c.	30c.
25c.	35c.
30c.	40c.
35c.	45c.

“Findings—Add 5 cents to wholesale cost.

“For labor add flat price as:—

Men’s nailed taps.....	35c.
Men’s sewed taps.....	50c.
Women’s nailed taps.....	30c.
Women’s sewed taps.....	45c.
Boys’ sizes, 1 to 4½:	
Nailed taps.....	30c.
Sewed taps.....	45c.
Youths’ and Misses’ nailed taps.....	25c.
Youths’ and Misses’ sewed taps.....	35c.
Children’s nailed taps.....	20c.
Children’s sewed taps.....	25c.

“My system would be to add 50 per cent. to the cost of your materials to get the retail price of the materials that you use in resoling and heeling, such as leather, nails, thread, blacking, wax, cement, etc. To get the minimum price to charge the public which will enable the shoe repairer to live respectably, pay his bills and have reasonable hours of labor, I believe he should figure the costs as above. For instance, take men’s sewed taps and to the 45 cents for leather add 50 cents for labor, 10 cents for

We are entitled to a respectable living, at reasonable hours of labor, providing we do good work. My fellow shoe repairers, I ask you to consider this as a business system. Be a business man and change your prices when leather prices change. Get the retail price for your material the same as the plumber and carpenter do and then add the cost of labor. You will then have your eyes opened instead of going along

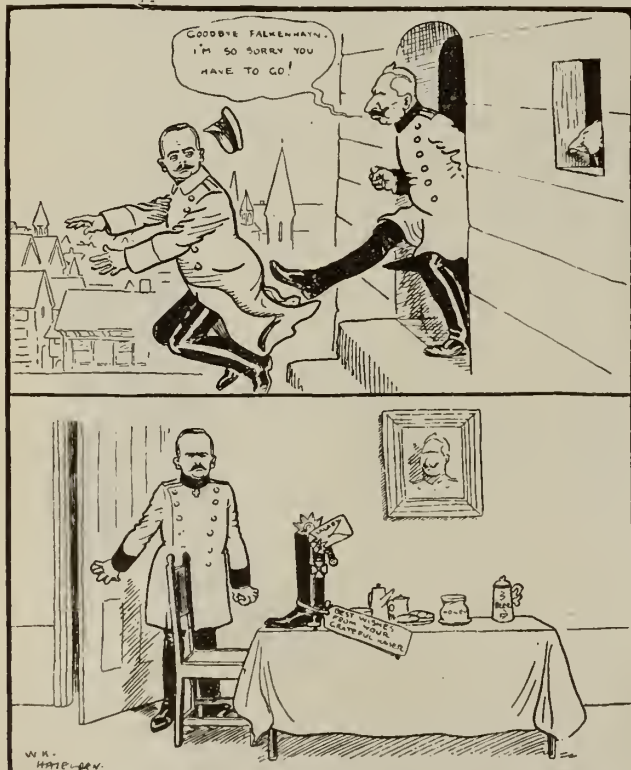


MCLEOD SHOE REPAIRING CO., SAULT STE. MARIE, ONT.

blindly and working 15 hours per day in order to get only \$15 to \$18 per week.

“Wake up and take a vacation. The public will think more of you. Give the public good work, but don’t give them everything. For work neatly done, with good material, charge enough to get a good living by working not over nine hours per day.”

**BIG WILLIE’S ORDER OF THE BOOT.**



He has just given the well-known recognition to his once beleaguered Chief of the General Staff, the great Falkenhayn. It is the way of Princes. First—the Black Eagle. Then—the Boot.—(By W. K. Wassiden.)

blacking, wax and cement; 10 cents for nails, 10 cents for thread, and you have \$1.25, which if you will compare with price lists printed in this paper, you will find to be slightly low. This gives you the idea, although there can be no fixed price for all places, as you must consider the difference in cost of doing business in a city like New York and in a small country town of 1,500 persons, the difference in rentals, in cost of living, and the class of people you have as customers.

**SHOE FABRICS OF QUALITY**

One cannot help but notice the fine quality of fabrics that are now available for shoe uppers. It appears that remarkable progress has been made in this direction within the last few years, and that no condition that can be conceived of in the leather market can cause any great hardship to the public in the matter of shoes, for the reason that we have fabrics today suitable for the making of nearly all kinds of shoes.

We have satins for pumps and slippers, silk brocade effects for high cost boots, heavy, fine woolens for tops and coarser materials for recreation shoes.

For heavy storm wear there are possibilities in heavy canvas treated with oil to exclude water. We read that in the French army a boot with the upper made of this material nailed to a sole of wood is giving much satisfaction for trench use.

But there are other fabrics not mentioned in the foregoing that are doing the largest volume of business. The writer refers to the cotton fabrics, which includes the tremendous volume consumed in white shoes. These range in price and quality from the coarse canvas used in cheap shoes to perhaps the finest of all the shoe fabrics, a product known by a special name and so finely woven as to almost resemble leather in smoothness. The particular fabric the writer has in mind, when backed with gutta percha backing cloth, has all the working qualities of good leather and none of the disadvantages of bad leather. It lasts well, holds its shape, conforms to the foot, is extremely durable, cleans well, and is economical in cost.

This particular fabric appears to have a wide field of usefulness in plain colors as well as white, and also in fancy designs and weaves. It has been hailed as a solution of white leather troubles, but there is no reason why it should not be a solution of the shortage of some other kinds of leathers.





THE  
**WM. A. MARSH CO.**  
 Limited

*Manufacturers of  
 Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade  
 Women's, Misses' and  
 Children's

**McKAYS**  
 for the Jobbing Trade

GOODYEAR WELTS TURNS

**TOURIGNY & MAROIS**  
 (Reg.)

Makers of Shoes for

MEN	BOYS	YOUTHS
WOMEN	MISSSES	CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
 make 10 Days Delivery on Rush Orders

McKAYS

S.S.

**LUC ROUTIER**

Manufacturer of

Men's, Boys', Youths',  
 Little Gents' Shoes in

**McKays and S.S.**

Enquiries Solicited

MEN'S  
 BOYS'  
 YOUTHS'  
 LITTLE GENTS'

**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
 Our  
 Specialty  
 is  
 Hockey  
 Boots

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
 in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
 491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
 152 Notre Dame St. W.

### SHOULD PEOPLE TOE IN WHEN WALKING

Corns, ingrowing nails, crooked toes, bunions, spreading feet, arch trouble, aching feet are all caused by toeing out while walking. It is not natural for those who start with normal feet to toe out, says an eastern physician. How many orthopedic authorities agree with the following observations.

It is natural to toe in, not far in, but just inside of a line straight ahead. All children toe in, nearly all youths toe in. Some people toe in all their lives, but they are few. All barefooted people toe in. All moccasined Indians toe in. No one can run without toeing in. No speed can be made without doing so.

By toeing in the spring of the foot comes from all the small bones of the front part of the foot. In addition, the leverage that raises the body for the next step with the other foot is shorter when it comes from all the toes than when it comes from the great toe alone. The small bones and toes have more spring in them for their size than the large toe has. When one toes out he is trying to walk on the inner side of the foot.

Why does toeing out cause trouble? Because the strain upon the foot in walking is greater than it should be. It inclines the first two bones of the big toe toward the smaller toes by degrees, until the spring finally comes from the inner side of the big toe and its second joint. This undue strain on the second joint is constantly pulling it inward and away from the smaller bones. As the strain continues, the tissues and ligaments that bind the bones in the forefoot together stretch and give way, and finally it becomes separated somewhat and bulges out into what is called a bunion. A bunion is a partial dislocation.

### IMPROVE YOUR MIND ALWAYS

In the giving of advice to clerks there is no end. Most of it is given by men who have never been clerks themselves, and who would have made an awful fist of it if they had been. Occasionally, however, somebody hands out a real good suggestion which is worth posting up. Here is one regarding a clerk's reading. It is from the pen of an employe of Butler Bros., who writes under the name of "The Inspector."

And so young man you think your career is going to be ruined through your lack of education—the kind of education that is gained in schools.

Well nobody with real good sense is going to say that an abundance of book learning is not a highly essential thing these days. But just because a person couldn't or wouldn't go to school enough is no reason why he should limp along through life not knowing the things he should know.

Abraham Lincoln wouldn't be kept down through the lack of school facilities. They even wouldn't give him a light to study at night or any paper to write on. He had to walk miles for his books—and got precious few books at that. Yet we know what Abraham Lincoln did.

When Cato was eighty years old he took a notion that he needed a knowledge of Greek. So he laid to and learned it. Socrates did the same thing with Latin when he was old. Gladstone was eighty-three years old when he was prime minister of England, and yet he found time to gratify his lifelong desire to attain a working knowledge of Greek.

Doesn't it make you a little bit ashamed as you note these facts, to say that you have "no time" in which to improve your mind so you may be a better clerk or a better merchant?

There is just one thing these days that keeps a man in a retail store from knowing what he should know to get the

very most out of life and business. This is his own laziness.

Here is a tip for you young men. If it is wrong, never take another one from me.

Read and study business books. Read a good newspaper every day. Read one or two good magazines. Oh, yes, there are some good magazines. Read at least one good book a month. By a good book I don't mean any silly, sickening love story that might be entitled "The Mistakes of Mary" or something of that kind. If you want a little fiction now and then read Kipling, Dickens, Tolstoi, Hugo, and other old masters.

If you develop your mind to a point that will enable you to adjust yourself to conditions, you will rise. There is no man on earth that can keep you down.

To become more successful, become more efficient. Do little things better. So work that you will require less supervision. The least supervision is needed by the person who makes the fewest mistakes.

### MET WITH ACCIDENT IN TRAINING

Gunner Tom Birch is now in R.F.A. Imperial forces. He was for several years in Canada, being two years at the Slater Boot Shop, Yonge St., Toronto. He went to the Old Country a short time after the war broke out and eventu-



TOM BIRCH, TORONTO

ally signed up to do his bit. Tom met with a bad accident in training getting a damaged leg, but hopes to be able to get a crack at the Bosches yet. He intends returning to Canada after the war, that is, to use his own words, "If the Huns don't get too big a whack at him."



J375K

Women's Welt Boot, Glazed Kid, Madison Last, Glazed Kid Quarter and Vamp, 8-inch Lace, Black Satin Top Facing, Fudge Edge Welt, Plain Toe, 1 7-8 inch Leather Louis Heel. AA, 4 to 7; A, 3½ to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.

\$4.00



J375K

Two  
Classy  
Boots  
In Stock  
At  
Your  
Service

J0384E

Women's Welt Boot, White Delhi Calf, Touraine Last, Whole Fox, Lace, 8-inch Height, Imitation Wing Tip, Perforated Vamp and Lace Stay, Regular Leather Sole, Close Edge Welt, Wood Covered Half Louis Heel. AA, 4 to 7; A, 3 to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.

In Stock After October 1st

\$4.50



J0384E

# Good Business Awaits You

At a glance you can see that these two new styles are precisely in keeping with the mode of the hour. Therefore, with the prompt service we offer on them, there is a good business awaiting you on them. They are, like all U. & D. Footwear, shoes you can offer your friends with absolute confidence, because they are made to make good under every condition.

## UTZ & DUNN CO., Rochester N.Y.

Los Angeles Office  
319 Story Bldg.  
Los Angeles, Cal.  
C. G. McATEE, Representative

—NEW YORK OFFICE—  
200 Fifth Ave., Fifth Ave. Bldg.  
Room 405  
S. A. McOMBER, REPRESENTATIVE

Denver Office  
218 Charles Bldg.  
Denver, Colo.  
RICE & TIGER, Representatives

### AN ENTHUSIASTIC SON OF MARS

Stanley Atton is willing, but too young being only 16 years of age. He is employed in the mail order shoe department of the T. Eaton Co., Toronto, and has been training for some time in the F.A., a city battery, transferring from a cadet corps. He stands nearly 5 feet 9 inches, and was



STANLEY ATTON, TORONTO

commented upon at the time of enlistment as the finest physically built youth ever examined by the officiating medical officer.

### GETTING RID OF SMALL SIZES

"Late this winter I noticed that my stock sheets showed too large a percentage of small sizes," said the head of a big women's shoe section.

"Of course, I knew that a cut price would sell these shoes, if the cut was deep enough. But I didn't relish the idea of slashing my profit showing.

"I puzzled over the problem of turning the excess stock into cash without too great a price cut.

"It occurred to me that women who have small feet are mighty proud of that fact.

"Why shouldn't I make capital of this little vanity? Wouldn't a 'Small Foot Sale' be sure to get attention?"

"I decided it was worth the trial. At first, I planned to quote both the price and the size of the shoes. But at the last moment I decided that it was not up to me to define what constituted a 'small foot.' I had some large sizes to sell, too. Why keep anyone away?"

"Let me tell you that it was a mighty lucky thing for me that I had that second thought," he continued. "If I had quoted sizes I would have frightened away about half the people who responded to my ads. Possibly, I would have mortally offended them, as well.

"Did we get a big response? We did. I believe we could have taken a census of the women of our town by listing those attracted by our 'Small Foot Shoe Sale'. I never knew that opinions differed so widely as to what constituted a small foot! We quickly forgot all our established ideas of 'size' and fitted everyone who came in. And I'd hate to tell you the 'length, breadth and thickness' of some of the feet we fitted.

"Of course, a good percentage of the women really did have small feet, and we cleaned up our stocks nicely. But we, incidentally, sold a wide range of shapes and sizes."

### PROPER WAY TO ORDER END SIZES

No retailer wants to lose a sale simply because he does not stock a size 2-AAA in a \$3.50 shoe and yet, often, it has to be done. In nine cases out of ten the dealer is just as well off as if he had large stock which it would be necessary to carry on hand for an unreasonable length of time and then, perhaps, have to clear out at bargain prices. The game works both ways. Here is what one leading authority has to say:

Relative to subject of buying extreme or end sizes, would say that despite the large stock we carry at all times, we buy very sparingly, on small sizes especially.

In women's shoes we buy AAA width in \$5 grades up. We buy E width only in cheap grades or comfort shoes. Our basement shoes are bought mostly from size 4 to 9, and when in need of smaller sizes can always get them from our higher grade department.

In men's shoes from \$5 grade up we buy AA widths. In \$3.50 and \$4, from A width up. In \$2.50 and \$3, from B width up. We buy custom lasts to D width only. High-toe lasts in wider widths and one-half size shorter.

We are never afraid to lose on account of not carrying all our lines in extreme sizes and we believe we have made money by adhering to this principle. We find a large per cent of people who wear extremely small sizes and narrow widths expect to buy their sizes at bargain-counter prices. We, as well as many other retailers, have done a great deal to educate them to expect same, by reason of being compelled to make big sacrifices when closing out lines where too many of these end sizes have been purchased. We have gotten together a great deal of data and information from people who own chains of shoe stores, and this is the result of their experience as well as ours. In the last few years our losses on these sizes have been reduced to almost nothing.

### KNOWN AND READ EVERYWHERE

Enclosed please find one dollar for your valuable paper, the Shoe and Leather Journal. It is known from East to West, and everybody likes and reads it. Sincerely yours,

F. Mathews,  
McRae Shoe House.

Revelstoke, B.C.

### A SOURCE OF INFORMATION

You will find postal note for \$2.00 for the "Shoe and Leather Journal" for this year and next. I always read the Journal with interest and get a great deal of information from it from time to time.

Yours respectfully,  
J. HOCKIN.

Woodstock, Ont.

### GOOD SERVICE TO THE TRADE

We read every issue of your paper and find it very interesting and instructive. We would not be without it and congratulate you upon the bright nature of its contents. The service you are rendering the trade and particularly the shoe repair line, is very satisfactory. Wishing you every success.

Sincerely yours,  
248 St. Paul St.,  
St. Catharines, Ont. W. LEGG & SON.



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



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

## When a Customer Calls

for something real good and comfortable in a man's shoe, it is gratifying to be able to have those in which you have implicit confidence—and that is to be had in the

### “DOCTORS” and “PROFESSOR” Special Shoes

They are made with just that differentness that gives COMFORT, STYLE and FINISH, three essentials to perfect satisfaction.

Always specify by name when ordering from your jobber or write us direct.

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

Three Rivers - - Quebec

*THE  
 Professor*

PAT. N<sup>o</sup>.  119409  
**GOLD CROSS  
 SHOE**



In addition to the qualities of the “Doctors” Shoe, this one has a patent cushioned sole making it doubly comfortable.

## THAT CONSTANT DEMAND

for moderately priced  
Footwear for Men,  
Women and Children  
can always be met with



## in YAMASKA BRAND SHOES

They have the wearing quality that results in satisfaction and have the appearance that makes them plenty good enough for a dress shoe. Don't miss seeing 1917 Spring Samples.

### J. A. & M. COTE

ST. HYACINTHE

QUEBEC

MANUFACTURERS—Here is a Shoe Button to replace German and Austrian Agate and Glass Buttons! Comes in *all* Colors.

## NEW IVORINE

BIRD'S EYE RIVET SHANK  
SHOE BUTTON

It is a popular price button, made in Newark, where we make also an extensive line of

IVORY, OCEAN PEARL & ORNAMENT BUTTONS

Get samples and prices. Our line will surprise you.

CONTINENTAL SHOE BUTTON CO., INC.  
NEWARK, N.J. U.S.A.



## NEWSY BRIEFS FROM ST. JOHN

Seven travellers representing the firm of Waterbury & Rising Limited, wholesale boot and shoe dealers, left St. John a few days ago with their spring samples to call on their customers in New Brunswick, Nova Scotia and Prince Edward Island.

Business in St. John this fall is exceptionally good according to reports of several of the leading boot and shoe merchants in the city. This is partly due to residents along the St. John river laying in their winter's supplies, before the closing of navigation in November. Merchants in the north end of the city have disposed of a large number of shoepacks and heavy boots for use in lumber operations in the New Brunswick woods.

William O'Connor, of the staff of Waterbury & Rising Limited, received a letter September 25th from his brother, Private Frank, who is convalescent in a hospital in England, from wounds received while in action in France. He said that his leg was healed from the shrapnel wound, but was still stiff and sore. In preference to lying around in the hospital he sent in his name for a chance to be drafted back to the front, but they refused to consider his offer until he was in better condition to stand the hardships.

## SHOE FACTORY VISITED BY FIRE

The shoe factory of Aird & Son, 482 Ontario street east, Montreal, of which Narcisse Gagnon is the sole proprietor, was damaged by fire this week. The cutting and stitching rooms on the top floor suffered somewhat, but there will be only a slight interruption to the business of the company. The blaze broke out at noon and several employees had a narrow escape. Two of them jumped a distance of from twenty to twenty-five feet.

## To the Manufacturers and Retail Trade

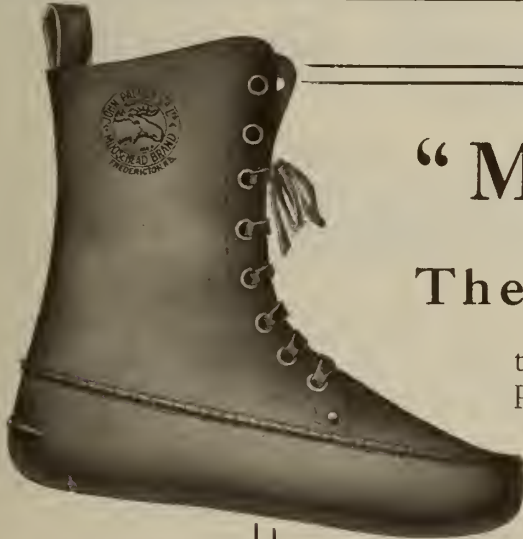
I buy all kinds of surplus and bankrupt shoe stocks in any quantities and pay spot cash.

Do not keep goods on your shelves. They will not earn money there for you.

Get in touch with me at once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor



## “Moose Head Brand”

STANDS FOR

### The Very Highest Reputation

that it is possible to secure for Oil Tanned Shoes, Packs, Larrigans, Sporting Boots and Summer Packs.

These goods are sold and distributed by the leading jobbers of footwear throughout Canada. If your jobber does not carry “Moose Head Brand” write us direct and we will see that you are supplied.

*Booklet “N” Free on Request*

**JOHN PALMER COMPANY Limited**  
FREDERICTON, N.B.

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

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<b>Z</b>					





**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 LONG EVENINGS

are here when the family gather around the cheerful hearth to enjoy the *Cosiness of Home*. No home, and no fireside gathering, especially is complete without

# TRICKETTS

See To It  
That  
Your  
Customers  
Are  
Provided



## EMPIRE MADE SLIPPERS

Your Jobber will keep you in touch with all the lines we make SPECIALLY FOR THE CANADIAN TRADE.

PRICES TO SUIT ALL POCKETS  
STYLES TO SUIT ALL TASTES

*Largest Slipper Manufacturers in the World*

### SIR H. W. TRICKETT LIMITED

WATERFOOT, Near MANCHESTER, Eng.

Canadian Representative, J. S. Ashworth, Manchester Bldg., Toronto



TWENTY-NINTH YEAR

TORONTO, OCTOBER 16, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



N. TETRAULT, MONTREAL, QUE.

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL



# Astoria Flex-Sole Shoes

## An Old Problem Solved

*The Spritely Step of Youth,  
The Comfort of Bare Feet,  
The Ease and Grace of a  
Slipper,  
The Style and Elegance of a  
Fashion Plate,  
Are all obtainable in our new*

## Flex-Sole Shoe

We are justly proud of our accomplishment in producing such a shoe, one with an 8, 9 and 10 gauge outsole possessing the flexibility of a woman's fine shoe. Will shoe wearers appreciate it?

Our Salesmen can answer that. Just let them tell you about it and you'll be as proud to sell it as we are to make it.

Has the same big guarantee our ASTORIA and LIBERTY Shoes carry.

Spring Samples are now in the Travellers' hands.

**SCOTT-CHAMBERLAIN *Limited***  
*Astoria and Liberty Shoemakers*      LONDON, ONTARIO



# Ritchie's Men's Welts

---

*An increase of 90 per cent. in sales during the past year tells the whole story.*

*Stock the Shoes that are never done selling: the kind that bring "REPEAT ORDERS" to you and to us.*

*It's Good Business.*

---

The John Ritchie Co., Limited

Quebec

Manufacturers of

Montreal

THE

RITCHIE

*THE  
Ritchie  
Shoe*

SHOE



*“Actions speak louder  
than words.”*

For the past year and a half  
we have been too busy to shut  
down for even half a day—we  
are making the shoes that are  
wanted.

*Distributed through leading  
Canadian Jobbers.*

**TETRAULT**  
*Delivers the Goods*



**Tetrault Shoe Manufacturing Co.**

Largest Men's Goodyear Welt Manufacturers in Canada  
Bar None.

MONTREAL





---

---

**S**IX representative new lasts are included in the HARTT samples now being shown.

Our Spring 1917 Range is universally conceded by the trade to be the finest achievement of HARTT master shoemakers.

You will be interested in these newest HARTT models.

---

---

**THE HARTT BOOT & SHOE CO.**  
*Canada's Best Shoemakers* LIMITED  
FREDERICTON, N.B.



# NOW

---

## Is The Time

---



To Place

# Sporting and Vacation Shoe

---

## ORDERS

---

Many dealers were caught napping last season just when the rush came. The extraordinary demand for

## Speed King Lines

proves you can make no mistake in ordering right now heavier than you did last year. That will insure prompt delivery and a preparedness to meet the call when the season opens.

*Obtainable from these Wholesalers:*

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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

**The Independent Rubber Co., Limited**  
**Merritton, Ontario**

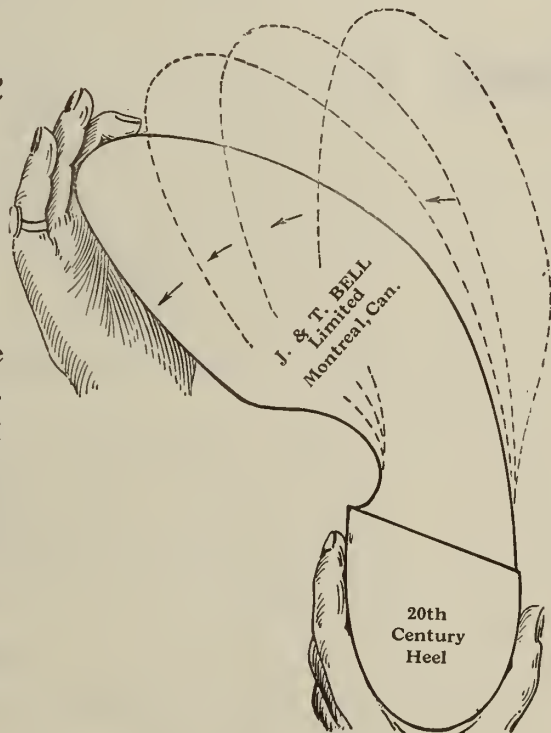


# The New Unlocked Process Makes Shoes Fit Better

There is no doubt about this, nothing experimental. It is an absolute fact that cannot be refuted. And it is due to a new and better method of shoe construction, the UNLOCKED Process, by which the shoe is allowed to find the contour of the foot. Shoes made by the Unlocked Process

## *Prevent and Relieve Flat Foot and Arch Troubles*

Lasts are ball-bearing and follow the bottom shape of the human foot. Upper and sole patterns are sprung and cut under a new method. The shoe also carries an upper leather bandage, which, together with the upper, encircles the body of the foot. These features give perfect foot freedom and a flexible support that mean real ease and comfort for the wearer.



## *And the Styles are the Latest*

Our new range of Unlocked Process Shoes offers you the choicest new styles.

**J. & T. BELL, LIMITED**  
MONTREAL, CANADA



# Williams' Wear-Well Shoes

**I**F we were to choose a trade mark for our shoes, we think it would be W-W-W, meaning *WILLIAMS' WEAR-WELL*, for after all it is the wearing quality of a man's shoe that counts.

But, in addition to this, they have that smart, dressy appearance that appeals to men who may be a bit particular about their footwear.

Then the matter of comfort has not been overlooked in their designing, which makes them a happy combination of style, comfort and quality, the great selling features in a man's shoe.

Travellers are now out with spring samples. Wait their coming before ordering spring goods elsewhere.

*A Solid Leather Shoe Giving Solid Satisfaction*

## Williams Shoe, Limited

Branches:  
Regina, Sask. Truro, N.S.

Brampton, Ontario



## A Strong, Steady Seller



### Pleasing Combinations and Artistic Patterns in Colored Kid Shoes

The Gazelle Kid Boot shown here is catching on wonderfully well, and comes in solid, duo-tone and two-color creations.

It is one of our most popular new lines and is proving a decided favorite.

All Goodyear Welted; widths A to D.

**PERTH SHOE CO., Limited**  
PERTH, ONTARIO

# Three Successful Features in Just Wright "Club" No. 206



*The Just Wright*  
TRADE MARK SHOE

## "CLUB" No. 206

Gun Metal Bal. New City Pattern. Custom  
Toe.  $\frac{1}{8}$  in. Newark Heel. Sizes C 5 to 10 $\frac{1}{2}$ ,  
D 5 to 10 $\frac{1}{2}$ .

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

There are three things men are particular about with their footwear. First—Appearance; second—Comfort; third—Wearing Quality.

Our "Club" No. 206 is a happy blending of these three qualities. In fact, it is positively a complaint eliminator in men's shoes.

Is one of our "In Stock" Catalogues hanging handy in your office? If not send for it immediately. It's a Shoe Sorting Solver.

# E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.



# Artistic Fall Boots in Stock

FOR EARLY FALL SELLING



No. 9201. Wos. Gun Metal, Full Quarter, 8 inch Bal., 1 7/8 Leather Louis Heel, Welt, D Width, Sizes 2 to 7. \$4.50



No. 9203. Wos. Gun Metal, 3/4 Fox, 8 inch Bal., 1 7/8 Leather Louis Heel, D Width, Welt, Sizes 2 to 7. \$4.50

Classic



Classic



No. 9202. Wos. Gun Metal, 3/4 Fox, 8 inch 14 Button, 1 7/8 Leather Louis Heel, Welt, D Width, Sizes 2 to 7. \$4.50

Classic



Every Time

you sell milady a "Classic" Shoe your sense of pride and satisfaction is vastly increased.

Remember

that an investment in "Classic" Shoes pays excellent dividends in profits as well as in the added pleasure of doing business.

## GETTY & SCOTT, LIMITED

Galt, Ontario

# Has Anybody Jumped Your Claim?

If the repair requirements of your customers are not already taken care of in an entirely satisfactory manner (and by that we mean by somebody equipped as we can equip them), it will pay you well to write us **now** for a catalog and full information regarding the advantageous terms on which we place our machines with shoe retailers. We would also be glad to supply any specific information you may require about this wonderful and growing part of a shoe retailer's business.

We are pioneers in this business. Our machines have earned a high reputation for excellence in construction and durability. They are in use by the most successful shoe retailers and shoe repairers, and with them we supply a service that is only paralleled by that which has built up the great shoe industry of the country.

Your request for information will place you under no obligation to us. We are glad to supply it.

## United Shoe Machinery Company of Canada, Limited

Montreal

Quebec

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

179 King St. West, Berlin, Ont.





CLAYTON S. CORSON  
General Sales Manager

*Our smart Spring models will be ready in a few days. The Regal line leads all others in style and value.*

# *“The Sign of the Four”*



P. R. CORSON  
Maritime Provinces and Quebec

*Wait for the Regal salesmen. The coming season will be better than ever for Regal agents and prospective agents.*



C. F. SCHUSZLER  
Province of Ontario

*It means prosperity, profit and rapid turnover*



W. R. BILLINGS  
Western Provinces

# YOUR ENTIRE WANTS



In Welts, McKays and Turns for Men and Women can be bought from our factory, thus ensuring certain deliveries at a specified time.

We are the sole makers of these three well-known brands:

“PARIS”  
 “PATRICIA”  
 “METROPOLITAN”

Ten new lasts are shown in our Spring models now being offered to the trade.

You will find everything you require in these lines.



12 TRAVELERS  
 NOW OUT

DELIVERIES  
GUARANTEED

**DAOUST, LALONDE & CO., LIMITED**  
**MONTREAL**

Jobbing Branch: METROPOLITAN SHOE CO., 91 St. Paul St. E.





Vassar  
and  
Altro  
For Women

## Individuality in Footwear

Our splendid range of attractive spring models is now being presented to the trade.

The most artistic and representative offerings ever produced by us are being shown by our travellers covering all parts of the Dominion.

**Minister Myles Shoe Co. Limited**  
**Toronto, Ont.**

**Beresford**  
and  
**Minister Myles**  
For Men

# Canada's—



Largest Producers  
3 Big Factories

Largest Stocks  
6 Distributing Houses

Most Complete Lines  
For Men, Women and Children

Our travelers are leaving the branch distributing houses to serve customers in relation to Spring Placing and Fall Sorting Orders.

# AMES HOLDEN McCREADY LIMITED

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



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



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

A Bit of  
 Betterness

*THE  
 Professor*

PAT. N<sup>o</sup>. 119409  
 GOLD CROSS  
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

That's what stands out the  
 "DOCTORS" and "PROFESSOR"  
 Special Shoes  
 with that noticeable distinctiveness

There is not enough attention devoted to the health of the feet. In addition to a neatness of appearance and superior wearing qualities, these two lines have the added features of special hygienic construction insuring ventilation and health as well as great comfort.

Add them to your stock, specifying by name when ordering from your jobber. Should he not have them write or wire us direct.

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



## “BOSTONIAN”

In a day of high prices, when values are hard to judge, it is well to stick to shoes of reputation.

This is our brand and we absolutely guarantee all footwear bearing this mark to be **honest value** and in every way up to sample.

Have you sorted on heavy lines for Fall?

**JAMES ROBINSON**  
MONTREAL





TANGO

*Where Quality Counts*

**WE WIN!**

Some Trade Slogans become hackneyed, but the above has been proven so often that it grows stronger every month.

It's easy to skimp on quality and enlarge on finish. That may make a nice looking shoe. But a shoe that wears well is the shoe that brings repeat orders.

That's why we put the quality INTO the shoe, and that's why we win where quality counts.

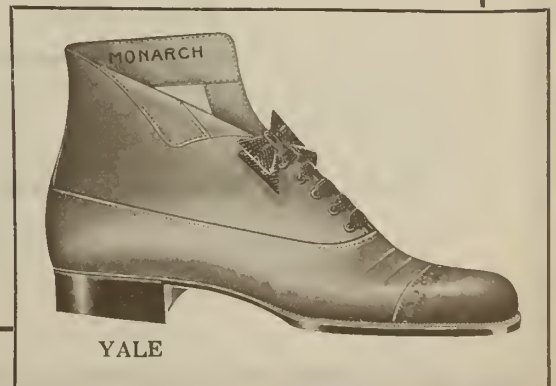
# Monarch, Dr. Brandon Cushion Sole and Brandon Shoes

will meet the universal demand in Men's shoes, for the range is plenty wide enough to cover almost every call you will have.

Our samples will convince you that

*Where Quality Counts, We Win!*

The  
**Brandon Shoe Co.**  
Limited  
Brantford Ontario



YALE

# High Grade Calf Leathers

Both Manufacturers and Retailers who  
have used

COLLIS

CALF

Praise its Uniform Quality, Softness of  
Texture and Durability of Finish.

In your Spring Goods order our No. 4  
Tobacco Brown or our Toney Red in  
boarded finish. They are the

CORRECT THING



Collis Leather Company, Limited  
Aurora, Ont., Canada

## JOBBER

SEE OUR

FINE McKAYS FOR WOMEN

---

Do not fail to look over our new line. It  
is the most attractive we have shown.

---

Gagnon, Lachapelle & Hebert

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL



# THE ACME OF STYLE



This woman's shoe is one of the snappiest models we have turned out, and we have booked heavy business for Spring delivery on it.

It is representative of the high class line of popular priced women's and misses' shoes now being shown by our salesmen.

You will make no mistake in ordering your Spring requirements from us.

## Canadian Footwear Company Limited

Factory:

Pointe aux Trembles

and

Sales Room: 44 St. Antoine St.

Montreal

# Jobbers

find that the Aird Shoes always live up to the samples. And they always get complete deliveries. We are proud of our record in this respect.

## Aird & Son

*Montreal* Registered

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

## SEEK NO FURTHER

When you find a good thing KEEP to it. When you strike a PROFIT MAKER as well as a CUSTOMER PLEASER stay with it.

## THE BEST EVERYDAY SHOE

Is the NE PLUS ULTRA of shoe making, not only from the standpoint of quality, workmanship and fit but for WEAR and PROFIT.



This means a Happy Dealer and a Satisfied Customer.

ASK TO SEE SISMAN LINES

The T. Sisman Shoe Company, Limited  
Aurora, Ontario





One of the Smart Shapes in  
**Lady Belle Shoes**

This is a fitting example of the splendid lines our travellers are now showing for Spring. They are all just as artistic, possessing the best in design, finish and quality that make Lady Belle Shoes so dependable.

Be sure our travellers come to you.

**The Lady Belle Shoe Co. Limited**

*Makers of Ladies' Fine McKay Shoes*

Kitchener

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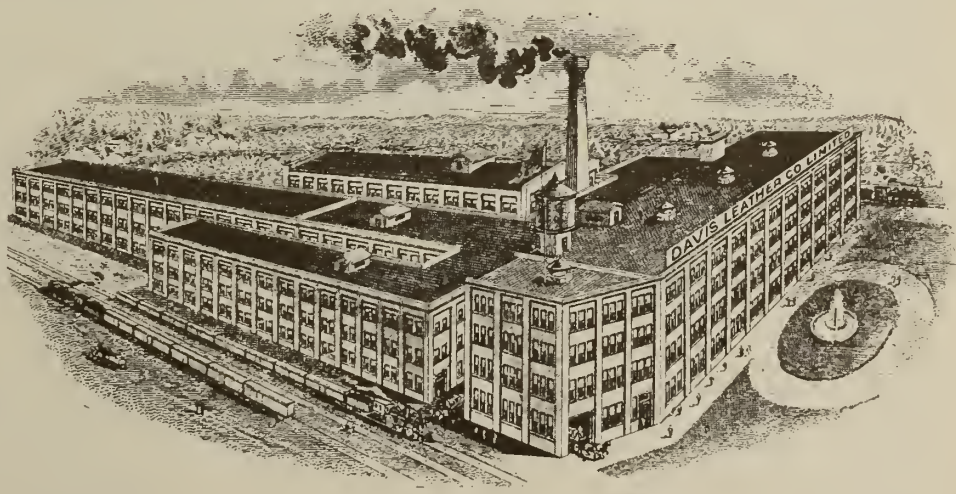
Ontario

**The Largest Tanners of Calf  
 in the British Empire**

**Uniform  
 in Quality**

**Economical  
 in Cutting**

**Superior  
 in Finish**



ASK YOUR MANUFACTURER OR JOBBER FOR **DAVIS** CALF

**Davis Leather Co., Limited, Newmarket, Ont.**



## Perfect Fitting Rubbers

We wish to emphasize the "perfect fitting" quality of Dominion Rubber System footwear, because there is not a shoe made that we cannot fit perfectly. More and more it is recognised that "perfect fitting" is a distinctive feature of Dominion Rubber System brands.

It is easy enough to make a rubber to cover a shoe, but nowadays customers are looking for stylish, "perfect fitting" rubber footwear. That explains why the Dominion Rubber System brands are such trade-winners from Atlantic to Pacific. They combine quality and value with "perfect fitting" in a degree to secure the greatest possible satisfaction.

*If your Fall Stock is not complete  
write our nearest Branch, where your  
request will receive prompt and  
intelligent attention.*

**Canadian Consolidated Rubber Co. Limited**

**Head Office - Montreal**

*28 "Service" Branches Throughout Canada*



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

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\$1.00 Per Year  
Foreign, \$2.00

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ACTON PUBLISHING COMPANY LIMITED  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## GENERAL TRADE SITUATION

**Active Leather Market—Prices Still Going Up—Light Leathers Scarce  
—British Shoe Buyers After Canadian Shoes—Red Tape Hampers Them**

**D**URING the past month there has been a general tightening up of the market in leathers and advances have been made in most lines. This notwithstanding the fact that it has been practically off season for shoe manufacturers. The latter appear to have realized the advisability of getting into the market and covering their probable needs without delay.

The feature of the month has been the export demand which has been insistent in both sole and upper. Buyers for European needs, particularly for army requirements have been quietly picking up whatever they could place their hands on, with the result that all available stocks for foreign trade, particularly sole, has been cleaned up. This has had the effect of further strengthening prices here and has created considerable feverishness on the part of buyers. The past two weeks have been the busiest for a long while in leather.

In light stock prices continue to soar towards the prohibitive and even at the high figures quoted by calf and kid manufacturers it is not possible to receive anything like satisfactory deliveries. A prominent manufacturer of women's shoes who has not had any difficulty heretofore in securing supplies received a letter recently notifying him that an order sent on for kid stock could not be filled as the factory was committed so far ahead to large consumers of its product that it had to cut off transient customers.

The hide market goes on quietly strengthening, the tendency being increased by the fact that tanners have recently been compelled "willy nilly" to go into the market for supplies. They have been holding back for some time in the hope that holders of hide stocks would weaken, but now that the demand has quickened the market has taken a still firmer tone. The same applies to South American hides as to native green, and sole leather tanners have been compelled to pay advances beyond quotations that they refused three weeks ago. Altogether the tone of the market favors sellers and the general fear of getting left is producing a more or less panicky condition that is making it harder to buy raw stock at reasonable figures.

When the SHOE AND LEATHER JOURNAL nearly a year ago called attention to the opportunity afforded by the English market for Canadian made footwear, manufacturers here did not seem to be greatly impressed with the situation. Since that time we have reproduced extracts from British shoe trade papers showing the straits to which the public have been reduced for lack of shoes on account of the tremendous pressure upon the industry through the production of army shoes.

Early this month a representative of a large English retailing syndicate crossed over for the purpose of purchasing for its two hundred odd stores a million dollars worth of shoes. He said it is practically impossible to purchase an adequate supply of the kind of shoes his firm wants at home just now. He has only so far succeeded in picking up a very small portion of his requirements in the United States and Canada.

In connection with this gentleman's visit to this country an instance is afforded not only of the stupidity of governmental red tape but the hindrance it often affords to the business of the country. He brought with him a number of shoe samples upon which to base his purchases. These samples were held for some days and he was compelled to pay duty on them although they were odd shoes and were not used for selling but buying. It is in things of this kind that the efforts of the Trade and Commerce Department are often thwarted by the boneheadedness of customs officials. This is a bad advertisement for us just now.

## BUY SHOES NOW—THEY WILL COST MORE

**The Policy of Waiting or Holding Aloof is Dangerous—Everything Points to Much Dearer Footwear for a Long Period—Get Proper Prices for the Goods—The Help Problem is Another Source of Anxiety to Shoe Merchants Just Now—Some Sidelights**

**"S**HOULD I buy shoes now, or should I wait?" This is the question which is uppermost in the mind of many a dealer at the present time. Is it good policy to hold back waiting until the goods are actually required and pay the then prevailing prices, or should one place orders at the present figure which is on the average from 15 to 25 per cent. over last season?

A survey of the situation discloses the fact that there is nothing in the air to indicate that prices will recede, but on the other hand, there are any number of significant circumstances, which tend to confirm one in the conviction that high as values are just now, they will go still higher.

### Prices Will Soar Some More

Men who are close students of the markets, manufacturing conditions, the trend of business, supply and demand, and all else pertaining to shoe production and shoe retailing, are of the opinion that the leather situation will grow more acute, in consequence of the heavy demands to shoe the fighting hosts in Europe, the new uses to which leather is being put, as well as the large quantities required for army shoes, foreign embargoes placed on hides and skins, the decrease of cattle raising and ranching, etc.

Both upper and bottom stock are increasing in price all the while; the labor situation is growing more perplexing, not only in the matter of scarcity of help, but in incessant demands for increases. Already some of the prices which have been given to travelers, who started out a few weeks ago, have been revised a couple of times, and the revision is upward.

One large dealer declared a few days ago that he had bought all his shoes for spring. "I did not wait for the travelers to come around," he stated, "but went to a number of the factories and had my order booked right there and then. I am taking no chances on the future. I want to be fully covered for the next few months, for I am thoroughly impressed with the idea that shoes are not going to be any lower than they are now for very many months. All signs point to extra cost.

Many and many a retailer has been disappointed because he did not buy when opportunity presented itself. He thought himself fully covered on certain particular lines, only to find that when he wanted to replace them that prices had gone up from 25c. to 85c. a pair.

"We will not have a man's all calf leather shoe in our shop that we can sell below \$7.00 a pair," remarked a leading city merchant this week, "and there will not be a woman's shoe of any kind less than \$6.00, and that only a McKay shoe of the bread-and-butter variety. Shoes after all are the cheapest thing that enters into one's apparel."

Here is what a recent despatch from Boston says on the advancing costs:—

"There has been witnessed during the past ten days one of the most remarkable advances in leather values ever experienced in the history of the industry. About a month ago a buying movement in sole leather started that soon developed into a demand far exceeding the supply. Last week sole leather prices jumped from 3 to 5 cents a pound. The call came first from Europe, followed quickly by heavy buying by our home shoe manufacturers. Even at the higher prices asked the demand continued to grow until now we find cases where close buyers have actually paid prices 7 cents a pound higher for the same tannage of leather than they paid less

than two weeks ago. This week the call for upper leather has become very active, and leading tanners are asking and obtaining prices ranging from 2 to 5 cents a foot advance and on some leathers, such as white and ooze calf, from 10 to 20 cents a foot. Where a few weeks ago buyers stopped to consider the price, to-day they are anxious to place much larger orders than tanners will accept.

"The question now uppermost in the minds of buyers is where they can get leather, the price apparently being of secondary consideration."

The problem of successful retailing is growing more difficult every day aside from the exceedingly high prices for shoes. It is exceptionally hard to secure competent salesmen. Retailers who formerly hesitated about attaching their names to a want ad in the paper, for fear they would be inundated with applications, now make their wants widely known and have not had one answer.

"I do not know whether I can get a shoe clerk for love or money, and I am willing to pay a good deal of the latter," remarked a high-class shoeman this week. "Of course, I know where certain salesmen are discontented, but I will not take one from another firm in this city. I do not think it is square. I would not want another firm in this community to steal away my help, and I intend to abide by the Golden Rule of 'doing unto others as I would be done by.'" I recognize that this may be an altruistic attitude, but I have high regards concerning the ethics of shoe retailing. It is not fair to make a secret agreement with the salesman of a brother shoe merchant, or to engage one clerk to come to you for a little more money, because this system only reacts in the end. The chap who joins your staff for a couple of dollars extra will leave you just as soon as another man boosts the figure. 'Stealing help' may be looked upon with favor by some merchants, but I have never followed such a practice and never will.

### Must Keep Still Tongue

"One has to put up with a good deal today which would not be tolerated in ordinary times. If a clerk takes a longer noon spell than usual, or gets down late in the morning, you simply have to grin and bear it. Ordinarily you would reprimand him, but now, if there is any remonstrance forthcoming, he simply puts on his hat and walks out, knowing that he can get a position anywhere. The wages of clerks have gone up on the average 15 to 20 per cent., and in shoe retailing this extra expenditure should be considered in marking the selling price of goods. It costs more to do business today than ever, and it also costs very much more for shoes in all lines. Prices have advanced in the last two years fully 50 per cent. and in colored kid creations and novelty effects the augmentation has been 100 per cent. If the shoe merchant does not put a proper price on his goods he will not survive very long under present trying merchandizing conditions and the tall cost of doing business," concluded the speaker.

"One important point to remember is that you must adjust prices to the present cost of shoes and in doing so, include not only the stock already on hand, but take into consideration the extra cost of doing business," remarked another dealer. "Stocks run into money much more rapidly now than a year or two ago, and one may expend from \$5,000 to \$10,000 more in buying and not have as large an assortment of lines as he did before the price of footwear started to aeroplane a couple of years ago."



# PROTECTION TO RETAILER AND WHOLESALER

**The Proposed Bulk Sales Act Outlined—Designed to Prevent Collusion Between Buyer and Seller—Endorsed by a Large Section of the Retail Trade—In Force in six Provinces of the Dominion and Every State of the Union Except One**

"The Bulk Sales Act; What it is and How it Operates" is tersely explained by a correspondent of the *SHOE AND LEATHER JOURNAL* who points out that this legislation is now in force in six provinces of Canada, but has not yet been adopted in Ontario. He thinks the proposed measure is not clearly comprehended and has been defeated, like many other good bills, owing to misleading information and wrong impressions.

In order to shed some light on this important matter and afford more definite knowledge, the following article from our correspondent will no doubt be read with much interest:

In the first place it is well to clearly understand what a "sale in bulk" really is, and no better explanation can be given than that afforded by the proposed Act itself:—

## Bulk Sale

Any sale or transfer of stock of goods, wares or merchandise, or part thereof, out of the usual course of business or trade of the vendor, or whenever substantially the entire stock-in-trade of the vendor is sold or conveyed, or whenever an interest in the business or trade of the vendor is sold or conveyed or attempted to be sold and conveyed, such sale, transfer or conveyance shall be deemed "a sale in bulk" within the meaning of this Act.

What does the proposed Act provide in the event of a "sale in bulk?"

(1) That after a sale has been arranged, and the usual evidences of good faith subscribed to—before such a sale shall be deemed valid the seller shall furnish the purchaser with a statement of his creditors for all amounts exceeding \$50.00, and the amounts due to each of such creditors, and shall verify such statement by Statutory Declaration.

(2) If the purchaser fails to get such a statement, duly verified, before completing the sale, then such sale shall be deemed void as against the creditors of the seller unless all the creditors of the seller are paid in full out of the proceeds of such sale.

(3) The purchaser, upon obtaining such written statement, duly verified, shall obtain the written consent of the creditors of the seller, to the amount of sixty per cent. in value and in number of the claims recorded on the statement received from the buyer.

## Consent to Waiver—Trustee

(4) If this consent or waiver cannot be secured from sixty per cent. in value or in number of the claimants recorded on the verified statement then the purchaser shall within ten days from the date of the sale pay all the purchase money or his notes or other documents or sufficient to satisfy the claims of all creditors of the seller, into the hands of a trustee for distribution among all the creditors of the seller. If this is not done the sale from the buyer to the seller is deemed fraudulent, and is void against the creditors of the seller.

(5) The trustee's fees shall be three per cent. of the total proceeds of such sale as shall come to his hands, and shall with any disbursements be deducted from the moneys to be received by the creditors, and shall not be charged to the purchaser or the seller.

There has been a great deal of discussion of the foregoing provision, the statement having been made that the seller would have to pay the commission out of the purchase

price. As will be seen by the above the commission will be paid by the creditors of the seller.

## Protection to Both Alike

The clauses outlined above contain the machinery of the proposed Bulk Sales Act. Wherein do they work a hardship to any honest merchant? The Bill is designed as a protection against the debtor whose object is to make a sale of his stock, put the proceeds in his pocket, and leave for "greener pastures," which are usually in distant fields. It is designed



Fishing on the Credit river—Jas. C. Bryant, Toronto, representing the Kaufman Rubber Co. (in the bow), and Geo. J. Cowling, representing Gourlay & Fogelberg in Toronto and Eastern Ontario. The picture was taken by Charles Bayford, shoe merchant, 1451 Gerrard Street East, Toronto, who was also a member of the party.

to prevent collusion between buyer and seller with a view to defrauding creditors. If enacted it would stop much of the present selling by a certain type of merchant, who disposes of his stock at a very low rate on the dollar, often to a relative or confederate, takes the cash, and decamps for parts unknown; leaving the legitimate and honest merchant in the town to suffer as a result of the cut rate war invariably inaugurated by the buyer.

That it is legislation of a commendable type witness its being placed on the statute books of Manitoba, Saskatchewan, Alberta, British Columbia, Nova Scotia and Quebec, within the past few years, and remember that it is in force in every one of the United States except Kansas.

## Endorsation of Many Merchants

That this legislation has the endorsation of a large section of the retail trade of Ontario is beyond question; that it has not had even greater support is because the Bill has not been clearly understood. It is hoped that this explanation, by practically quoting the provisions of the proposed Act, will bring greater light to those who have desired present definite information but so far have been unable to obtain knowledge concerning it.

# SHOE RETAILERS SHOULD KEEP APPOINTMENTS

Travelers Tell of Their Experiences and the Unreasonableness of Some Customers—Life on the Road is Not All Sunshine and Being Kept in a Town Results in Direct Loss to the Roadman—How the Latter Can Help His Customer—Some Peculiarities

“MY man promised to come at 2 o'clock and look over my samples. It is now 3.35, and he is not here, neither has he sent me any word.”

So spoke a well-known traveler for a western Ontario house, as he sat in his sample room at a leading hotel, waiting for the customer “that someth not.” He had refused another man, who wanted to come down at 3.15, as he fully expected that customer No. 1 would keep the appointment and might not be through by the latter hour. At 3.45 the phone rang and the retailer, without any excuse, told the traveler that he had been delayed and would not be able to get down that afternoon.

“I have waited an hour and a half for you,” was the remark of the salesman, “and have broken another engagement in order to accommodate you.”

“I cannot come,” was the somewhat curt reply, with an air of indifference and no thought of apology.

“Well,” answered the traveler, “I would have appreciated it very much if you had notified me within fifteen or twenty minutes after the hour, as I could have arranged for other appointments or called up some of my friends, who have been waiting to look my lines over. As it is, practically the whole afternoon is gone.”

“I cannot help it,” was the stern rejoinder, “I have to look after my own interests first. The traveler's time is his own; to hear you talk one would think you were in a desperate hurry, whereas you seem to have plenty of leisure.”

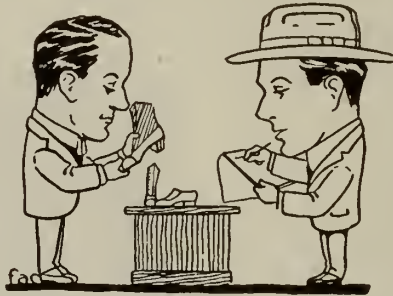
## If You Can't Come Telephone

These are circumstances encountered nearly every day by shoe travelers, who complain, and justly too, that certain retailers will make an appointment and are very negligent in the matter of keeping it. Sometimes they turn up late, sometimes they do not. There is one firm widely known to the boys on the road who always keep their engagements promptly, and if any intervening circumstances occur, are quick to telephone the traveler, so as not to keep him waiting. In that event, the latter is able to make other appointments and get through in the least possible time. Most of the town merchants are very good in adhering to their promises, and seldom keep the shoe representative tarrying. In the cities the circumstances are different and many men regard their word too lightly.

“They seem to think,” declared another traveler, “that we have nothing to do but lead a sort of club life at a hotel, and suit the convenience of buyers. We are willing to meet retailers at any hour of the day or night, but we certainly like to have them turn up when they name a time. Since prohibition was ushered in hotel rates have jumped enormously, and it now costs us much more than formerly. In some cases, sample room rent, baggage transfer, etc., have almost doubled, and as to hanging around the hotel at an expense of from \$5 to \$8 a day, waiting for customers who disappoint, without offering any explanation or apology, is not conducive to one's mental equilibrium or serenity of temper. If the tables were turned and the shoe merchant had to do the waiting, he would possibly see things in a different light. Most men like to be busy and when there is nothing to do but hang around, they grow impatient and restless. This applies to nearly all active, energetic fellows,

and business would be more pleasant if some did not so lightly regard their word.”

“Why, I know a dealer whom I have been calling upon for the last twelve years,” remarked another traveler, “who is a martinet in the matter of store discipline, meeting his bills, stock arrangement, etc. His word in all monetary matters is as good as his bond, yet he has never been known to keep an appointment on time, and turns up anywhere from forty minutes to two hours late, without a word of excuse, regret or explanation. I have another customer who, if the traveler keeps him waiting five minutes, or is even interrupted by a telephone call or a knock at the door, when he is buying, grows very excited and petulant. He demands complete attention, yet this same buyer thinks nothing of keeping a traveler waiting thirty, forty or even sixty minutes. Any lapses on his part appear to be all right, but any little frailty on the part of the shoe salesman is all wrong. This fellow cannot see himself as



others see him or he would amend his ways and sweeten his disposition. A kindly glance or a cheery word would help.

“I had another example of a fussy, irritable customer who made four appointments with me and broke each one. Then he made a fifth one at 2.15 o'clock in the afternoon and, thinking of course that he would not honor this promise any more than he did the others, I made an arrangement with another customer to come to my sample room at four o'clock. I waited two hours for customer No. 1 and precisely at four seventeen, two hours and over later, he showed up. I had begun showing my samples to customer No. 2, who was punctual, and the former fellow was so huffy that he walked away with the declaration that he would never buy another dollar's worth from me. That he had broken four appointments and was ever so late in keeping the fifth, seemed a matter of little moment to him.

## A Mutual Bond of Friendship

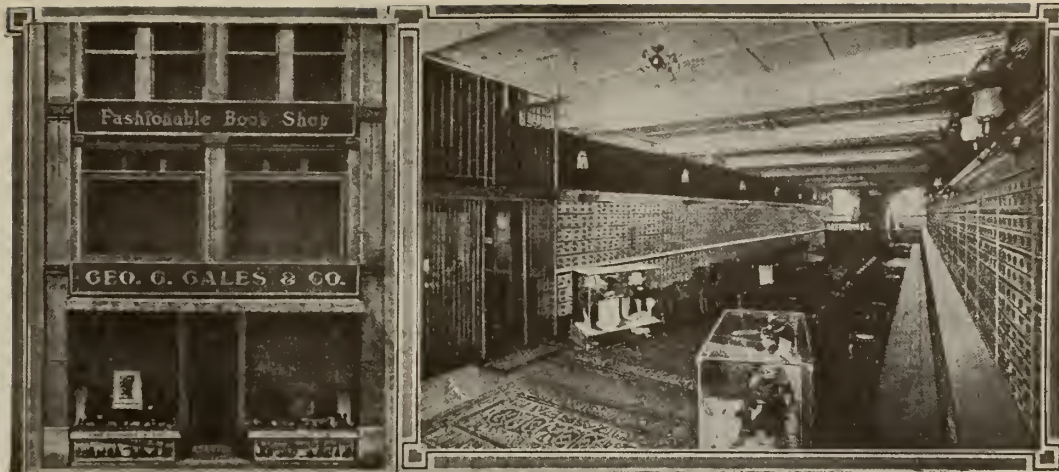
“It is such drawbacks as this that make a traveler's life discouraging at times,” he declared. “If customers would not break promises they would add much to the pleasure of doing business. They should be more considerate of the traveler, who is the best friend of the retailer. He can give him many pointers and suggestions and not infrequently some side information which will help him very materially. On many occasions he is able to bestow little favors, such as putting through things quickly, giving his order the right of way, and countless small considerations which mean much to the shoe dealer.”

The traveler is a storehouse of information. He is in closer touch with the trade in the various centres than possibly any other person, and shoemen who make a friend of him will find that kindness extended is generally repaid in many ways. It takes a traveler to size up a shoe merchant. The roadman learns to read human nature—he knows not only the goods themselves, but the human propositions that he meets. The measure taken of the merchant by the ordinary traveler is generally accurate and fair. Those business men who are well spoken of by the “knights of the grip” are generally the ones who are doing the leading business in the towns in which they are located. They belong to the progressive and enterprising element.



# SHOE STORE WITH SPLENDID SYSTEM

How Montreal Establishment Has Definite Knowledge of Stock



IT is always interesting to learn how others regard you, especially those far removed from the scene of your activities. In a recent issue of the "Boot and Shoe Recorder," of Boston, the following interesting reference to George G. Gales, of Montreal, appears. It will be read with much interest:—

When Montreal was thirty years younger than it is to-day, and weather beaten houses stood where business now booms, George G. Gales, a Canadian youngster of 10 or 11, first tackled boyhood's chief problem—that of earning spending money. He solved it by selling newspapers with such energy that his supply of candy, white pop and fish lines was the envy of a large juvenile circle.

Among the streets that felt the touch of George's budding genius was West St. Catherine, where each day he tossed a folded evening paper upon the doorstep of one of these old houses. He paid little attention to the place, for he was a busy boy and it meant only one of many customers to him.

### From Newsboy to Merchant

Today the tide of the city's growth has swept over this particular landmark of mercantile ambition, and on the same spot stands a handsome three-story sandstone building into which thousands of customers turn in the course of a year. And by a strange whim of circumstance a sign across the front reads: "George G. Gales & Co., Fashionable Boot Shop."

The rise from newspaper boy to merchant began when young Gales had finished his common school education and a course in a commercial college. He decided that a railroad man's life offered much in romance and opportunity, and for a year he labored in the car accountant's office of the Canadian Pacific Railway for an almost microscopic wage.

Then came several months of severe illness, and when health returned young Gales decided to abandon railroading for retailing; so he went to work in a small shoe store just started by his two brothers. He soon came to feel that he had struck the right business, and when his brothers were ready to withdraw five years later he bought them out.

From that point on the business expanded steadily through eleven years. Then the Canadian Pacific decided to build its Windsor street station on the site of the Gales store, but by that time the proprietor was ready to move to the big establishment on West St. Catherine street.

### Cleaned up Before Moving

When Mr. Gales changed his place of business he changed his plan of business as well. He didn't move a single pair of shoes to the new store, but cleaned them out entirely in a series of sales and then put in a stock of only the highest grade goods, because he saw a broader opportunity in that direction.

"It's business suicide," warned his friends.

"It's business sense," countered Mr. Gales, and went ahead.

Time has proved him right, for the two assets that seldom fail—business ability and hard "digging"—have built up his main store and one branch to the point where they carry perhaps the largest and most exclusive shoe stock in the Dominion.

But there is one factor in this story that many of Mr. Gales' friends overlooked. Business ability with him means more than an attractive store, good salesmanship and in-

GEO. G. GALES & CO DEPARTMENT DAILY SALES RECORD									
Date: April 21st 1916									
TIME	SALES	PROFIT	PERCENT	EXCESS	EXPENSE	NET	SALES	PROFIT	EXCESS
8:55	7					85			
9:25	12					125			
9:55	10					100			
10:25	10					125			750
10:55	8					85			
11:25	25					125			900
11:55	10					100			400
12:25	25					85			
12:55	10					1700			
1:25	10					85			
1:55	70			10		85			600
2:25	125					125			
2:55	15					150			700
3:25	25					25			125
3:55	25					25			
4:25	25					25			
4:55	100					100			300
5:25	100					100			700
5:55	100					100			300
6:25	100					100			300
6:55	25					125			300
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Gales knew that more help would bring heavier expense and only temporary relief. He solved the problem by installing mechanical methods.

#### Store Divided Into Departments

During the year that followed Mr. Gales was enabled to cut his office force in half. B. J. Gaul, the accountant, and two girls now easily attend to all the clerical work, obtaining a complete and accurate record of department and clerks' sales—a record that a staff of six was unable to handle before.

The system that accomplishes this is simple. The business is divided into three departments—staple lines carried on the ground floor of the main store; specials, fancy footwear and findings on the second floor, and a general stock in the East End store. Every style of a shoe has a number under the general classes numbered 100, 200, etc.

Only one pair of each size and style of shoe in stock is carried on the shelves, and each night the cashier takes the day's sales slips, which show the stock number, size, price, and salesman's number, and makes up a report of goods sold.

In the morning this report goes to the stockroom and the shoes are replaced on the shelves. In this way each department manager has an accurate perpetual inventory that tells him not only how many pairs of shoes of all kinds are in stock, but how many of each size and style are sold in any given period.

The sales slips are turned over each day to the book-keeping department.

#### Forms Are Very Useful

The record is made up on the sales analysis forms that Mr. Gales has found so valuable in his business. The sales slips are first sorted according to clerks, and the figures are then run off on the adding machine. The operator has only to list the check numbers, cash sales and charge sales—setting the figures down as if on paper. The machine performs all calculations, giving the total for each clerk, and at the same time storing the grand total so that when all the clerks' records have been entered, a total of them all can be obtained. The daily recapitulations are then posted.

With the keyboard split in the same way the daily recapitulations shown in the illustration are then posted one for cash sales, another for charge sales, and a third summarizing the totals of both cash and charge sales. One of these forms is made out for each department and they show the day's business in shoes, rubbers, repairs, hosiery, and findings.

From these sales recaps and the sales analysis by clerks another form is posted daily showing the total transactions by departments, clerks and lines of goods. This constitutes a complete summary of the day's business, and by a glance at it the proprietor can tell which lines are going well, which need bolstering up, and which clerks are most valuable to him.

The Gales stores are up-to-date in every particular. There is a writing and rest room for patrons; all furnishings have been installed with an eye to comfort and convenience; stock is of high grade and is attractively displayed; all office and store equipment is of the most modern type.

#### POPULAR SHOEMAN BECOMES BENEDICT

A pretty wedding was solemnized in St. Mary's Church, Barrie, Ont., on October 4th, by the Rev. Dean O'Malley, when Marguerite Irene, daughter of Mr. and Mrs. D. Powell, Barrie, became the bride of Alfred Branwood Pocock, of the Winnipeg Shoe Co., Winnipeg. Miss Mabel Powell was her sister's attendant. Mr. Elmore Pocock assisted the groom. After the ceremony breakfast was served at the home of the bride, and Mr. and Mrs. Pocock left for Port Hope and London. Among the out-of-town guests present at the wedding

were Mr. and Mrs. Joseph Pocock, Mr. Elmore and Mr. Philip Pocock, London, and Mrs. Stanley, Chatham. Mr. Pocock and bride have taken up their residence in Winnipeg, where the groom is well known in shoe circles. Many friends will extend congratulations.

#### CAREER CUT SHORT BY DEATH

A. M. Haggart passed away at the residence of his mother on Enderby road, Toronto, on October 9th, after an illness of two years. He was well known to the shoe trade in Ontario, entering the Toronto branch of Ames-Holden-McCready about twenty-three years ago. Starting as office boy he was later promoted to charge of the stock room and was next on the road. A few years ago he joined the wholesale shoe house of R. B. Griffith & Co., Hamilton, as junior partner and was there until throat trouble compelled his retirement from active business. The funeral was conducted under Masonic auspices, the deceased being a member of Rehoboam Lodge, No. 65. The late Mr. Haggart was thirty-six years of age.

#### THE SHOE GAME IS GREATEST EVER

"I may say that the shoe game is a great game to play. It may be a little perplexing at times, especially the ladies' part of it, with so many colors, patterns and styles predominating. However, I believe that the footwear business was never better than it is to-day. Shoes are easier to sell at the present high prices than when the figure was much lower, and leather more plentiful. Have what the people want, and the price is no object," declared Robert H. Shore, buyer and manager of the shoe department of L. N. Poulin, Limited,



ROBT. H. SHORE, OTTAWA

Ottawa. He started some fifteen years ago as a parcel boy with James Pratt & Sons, remaining with them several years. He was afterwards with the T. Lindsay Co., Ottawa, and the St. Leger Co., Toronto. In order to broaden his experience and gain a thorough acquaintance with work in the wholesale line, he entered the employ of the W. B. Hamilton Shoe Co., Toronto, remaining there some three years. Mr. Shore was later appointed assistant manager of the shoe section of A. E. Rae & Co., Ottawa, with whom he remained four years, and has filled his present responsible position since 1913. The department over which he presides makes a specialty of ladies' and children's footwear, carrying several of the highest class lines from both Canadian and American shoemaking firms.



GEO. A. BLACHFORD

CHAS. A. BLACHFORD

*The Blachford Shoe Mfg. Co. Limited*

MAKERS OF

*Women's Fine Shoes Exclusively*

92-94 SHERBOURNE ST.

*Toronto*

Oct. 13, 1916.

Messrs. Shoe & Leather Journal,  
Toronto, Ont.

Dear Sirs:                   ATTENTION - MR. JAS. ACTON.

We wish to take this opportunity of congratulating you and your able Staff on the splendid results obtained in setting up and printing our Special Art Inserts which appeared in the last two Issues of the Shoe and Leather Journal.

By these Inserts we attempted to portray to the Trade via Printer's Art and Ink an accurate and artistic reproduction of a number of our new and advanced Styles and with your hearty co-operation and the adaptness of your Staff, we have undoubtedly been successful. From the many comments which we continue to receive, it is evident that the Trade fully appreciates our mutual effort.

We do not know of any Shoe Journal that has ever surpassed the printing results obtained by you on these Inserts but apart from this, the entire two Issues from cover to cover are a Credit to the Shoe and Leather Industry of Canada.

We wish you and the boys behind the scenes to know that we appreciate good work.

With very kind regards, we beg to remain,

Yours very sincerely,

GAB/P.

ACTON PUBLISHING CO. Limited
REC'D BY <i>HRS</i>
OCT 14 1916
Passed to <i>ja</i>
Attended to

THE BLACHFORD SHOE MFG. CO. LTD.

*Chas. A. Blachford*

### HE LIKES THE SHOE GAME

F. L. Chesnut, who is buyer and manager of the shoe department of Murray-Kay, Limited, Toronto, is widely known to the trade and enjoys the distinction of holding the long and successful record of nearly a quarter century service in his present position with the firm. Recently he completed his twenty-fourth year with Murray-Kay. Mr. Chesnut came to Toronto from Ohio in 1887 and was for



F. L. CHESNUT, TORONTO

some time with the T. Eaton Co. A gentleman who loves the shoe game, there are few better buyers or more discriminating students of style tendencies than Mr. Chesnut, who is liked by his associates and by the many patrons of his well patronized department.

### NEWSY BRIEFS FROM QUEBEC

E. Gaumont, superintendent of the Plessisville Shoe & Leather Co., Plessisville, Que., was in the city the other day and reports that his company have orders which will keep them going many months.

Major J. A. Scott, leather merchant, who has been away for several weeks engaged in recruiting, spent a few days with his family. Major Scott is a very popular military officer and has done most effective work in inducing many men to join the colors, owing to his splendid command of both languages.

J. B. Lamontagne, of E. Thivierge, shoe manufacturer, has been confined to his room, owing to an accident when walking in his shop, whereby his legs were injured.

Nazaire Fortier, tanner, and J. H. Laroche & Fils, are installing a system of sprinklers throughout their establishments.

The Duchaine Shoe Co., wholesale shoes, have removed to their new building on Renaud avenue, St. Sauveur.

W. P. Francis, of the John Ritchie Co., was in Boston and New York recently on business.

Alfred Dupere, of Dupere & Garant, spent a few days in Montreal recently.

J. D. Lagace, of Lagace & Lepinay, is on a business trip to western points.

Among the recent visitors in the city were—W. D. Fox, representing P. Jacobi, Toronto; Louis St. Arnaud, Independ-

dent Silk Co., Montreal; L. S. Odell, Montreal, and E. A. Jones, of Brockton.

The shoe business in general is very good and collections are reported satisfactory. There is a large demand for bronze shoes and the dark brown colors, in both calf and kid.

The Entente delegation from Ontario paid a visit to Quebec recently and the members were warmly received. Among those in the party were T. H. Rieder, of the Canadian Consolidated Rubber Co., L. McBrien, of Kitchener, Hon. E. J. Davis, of the Davis Leather Co., Newmarket, and others.

Several men in the lasting department of the Wm. A. Marsh Co., Quebec, went on strike recently. They demanded a higher wage than they had been getting, although they were working on a contract, which had been entered into by the firm on June 1st last. Matters, however, were satisfactorily adjusted and the employes resumed work. All departments of the factory are again in operation.

### A NAPOLEON IN SHOES

(See Front Cover)

With somewhat of a resemblance to the great Emperor of the French in his earlier and more vigorous days, Napoleon Tetrault, of the Tetrault Shoe Manufacturing Co., of Montreal, has won in his comparatively short life almost as much distinction in the realm of shoes as his illustrious predecessor did on the field of battle.

He has been connected with the shoe business from his lisping days and has all the while had a reputation for achievement in the production of high-class footwear for which his firm has made a lasting reputation. Like the "Little Corporal," he has that infinite capacity for taking pains that some one has said is the foundation of all true genius. At all events he is a master of details not only in shoemaking but in business organization, his factory, office equipment and methods being as responsive as a highly disciplined army.

He has the Napoleonic faculty of reaching out after big things and was amongst the first in this country to realize the immense possibilities that the present great war afforded for aggressive action. He pushed promptly to the front, establishing a business connection in the Old Land that has done much to repair the breach made in the shoe industry of France by the demands of the army. With offices in Paris and an organization that touches the best retail stores in the republic, the Tetrault Shoe Manufacturing Co. have already entrenched themselves strongly in the goodwill of the French people. All of which is due to the sagacity and energy of the head of the house of Tetrault, which is always among the very first introducing new things to the trade and keeping in the forefront of shoemaking ranks.

Vive l'Empereur.

### SHOE POLISHES MAY COST MORE

Not only are shoes going up steadily in price, as well as leather, thread, linings, facings and everything else which enters into the make-up of a boot, but from present appearances it will soon cost more for the average customer to keep his "understandings" polished. Ingredients entering into the manufacture of polishes, pastes and dressings, have increased at an enormous rate, and it may not be long before the price of the ten cent tin will be advanced to 15 cents. In the last two years wax, shellacs, etc., have gone up 25 per cent., chemicals 20 per cent., tin boxes 50 per cent., paper boxes 50 per cent., packing materials 30 per cent., labor 10 to 15 per cent. As for dyestuffs it is a problem to get them at any figure. Manufacturers of polishes are viewing the growing expense of production with considerable anxiety, and while the figure for the finished product has not yet advanced, it is possible that in the near future there will be an increase of about 50 per cent.

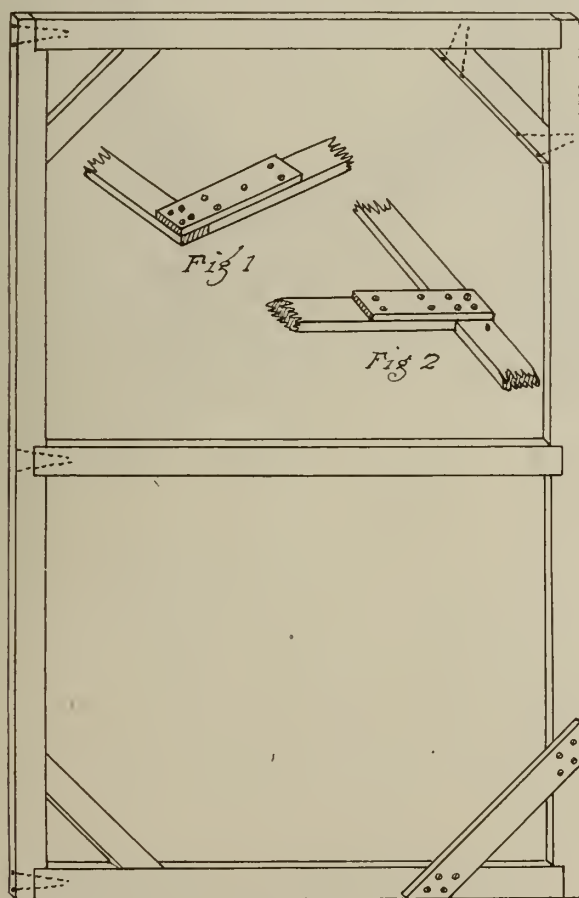


## SOME SIMPLE SHOE WINDOW BACK PANELS

Showing How to Make Them—They Possess Great Utility and Are of Much Help to the Window Dresser—The Effective Results Produced by the Use of Wallpaper—Panels Made of Packing Boxes are Economical and Effective—Display Value

There may be various reasons or causes that prevent shoemen in the smaller cities and towns from giving that attention to their window displays that their business demands. One reason is, the average retailer thinks that accessories are hard to make or expensive to obtain. Another reason is possibly lack of time. We are here offering a suggestion that should be of much help to the window dresser (whether he is proprietor or clerk), in making a background at little cost and with little effort.

There are few things that will give such effective results in window trims as wall paper backgrounds. Few, if any, windows are constructed so they can be papered on the back. The suggestion offered is to make frame work panels the proper size to fit into the windows. Should your window be 10 feet long make three panels, all one size or the centre one could be four feet wide and the other two three feet wide each, and the proper height. These panels can be made of packing boxes or material usually to be found about the store.



The size of materials should be about seven-eighths' by one and seven-eighths wide. Check the ends of the uprights about three-quarters to receive the end cross pieces. Do the same with the centre cross pieces. Be careful to bore with small bit, drill or bradawl the side pieces for the nails. Drive the nails V-shaped (see dotted lines) as they will hold better. Use four inch nails with good flat heads. Do not use finishing nails. If the frame is more than six feet high two centre cross pieces should be used.

Braces cut in a mitre box should be nailed in, as shown in the illustration. This makes a strong neat frame flush or flat on both sides.

A quicker way to make the frame is to "butt joint" it. This is shown in Figs. 1 and 2, in the illustration. Fig. 1



FIG. 3—A SAMPLE PANEL

shows how to join the corner. Simply butt one end to the side piece and nail or screw a "strap" of wood on, to lap over the other piece.

Fig. 2 shows how the centre cross bars are fastened. In the lower right hand corner the brace is shown nailed on the outside. This mode of construction makes a stronger frame but has the objection of not being smooth or flush on the back.

When completed cover frames with factory cotton stretched taut and tacked on the edges. Glue size this with a solution of about half pound of glue to a pail of water.

When dry select a suitable paper and frieze and decorate the panels. If desired a base board may be nailed across the bottom of the front of each panel giving a side wall effect. Room moulding may be fastened on at the bottom of the border if desired.

Fig. 3 shows a finished frame after being papered.

The great advantage of these panels is they can be handled readily and may be decorated anew as often as one desires. For furniture or house furnishing displays, an in-

terior room can be arranged in a window with appropriate paper to harmonize with the display by means of a series of these panels.

### Suggestions for Hallowe'en Week

We have emphasized the importance of taking advantage of conditions and circumstances for advertising. Tho' Hallowe'en is not a public holiday it has a sufficient place in the

worked in as decorations. Where the lines displayed vary in price, price tickets should be used.

The two cards shown on this page are suggestions for your window display. They are both about 11 x 17, or can be made half sheet size, 14 x 22 inches. The witch design is not hard to make. It should be done on a yellow card with black lettering and shaded with grey. It is designed for a one price display, but can be used for various prices by



public mind to make a good advertising medium. This year it comes on Tuesday, October 31st. Dress your window on the Thursday night previous. This will give you four days display.

The various Hallowe'en emblems furnish effective decorations both for your store and windows. These are black cats, pumpkins, owls, moons, etc., and the old witch. The colors are yellow and black. The emblems may be had at stationery or novelty stores at a trifling cost, and yellow and black crepe tissue paper can also be obtained and used for the bottom of your window. This same material may be secured in ribbon rolls which is excellent for decorating purposes.

One suggestion for a Hallowe'en window is to secure a figure and dress it in the regulation black witch costume with the peak black hat. Put on this a witch false face. Set the figure as if looking into a pot which is hung on a tripod. For fire beneath the pot use red and yellow paper and the effect will be much heightened if electric lights are placed beneath this paper. At night have all other lights out except those beneath the pot and the effect will have all that uncanniness that accompanies witchery.

If one cares to go to the trouble a fire place can be erected or painted as a background and the witch sit looking into a kettle on a crane.

A plainer trim can be arranged with just the colors yellow and black and the various emblems mentioned above

adapting it the same as this oval design. In this case use individual price tickets on each article.

### Making an Oval Design

The oval card is more difficult to execute. The one shown is done with the air brush, but the same design may be worked with an ordinary brush. Lay an oval pattern on the card and trace around it with pencil, then paint in with brush. A wavy line may be used which is easier to make and just as effective as a straight line. The strip across or behind the oval may be treated the same way. The lettering may be in black and shaded in pale green or grey. The suggestion of this card is for shoes but the same design may be adapted to any line of trade.

### FORMER SHOEMAKER DIES SUDDENLY

John Gordon Morgan, general manager for Western Canada of the New York Life Insurance Company, was found dead, seated in a chair in his room at the Royal Alexandra hotel, Winnipeg. He was a native of Victoria county, Ont., a son of the late John Gordon Morgan, and born on his father's farm, Fenelon Township, September 6th, 1850, and educated at the public schools, Cambray, Ont. After leaving school Mr. Morgan was apprenticed to the shoemaking trade, and he followed that occupation until 1880, when he came to Winnipeg and engaged in the real estate business.



# The Shoe Repair Man

**T**HE shoe repairers of Woodstock, Ont., have formed an association. At a recent meeting of the members W. R. Murray was elected president, L. E. Edwards, vice-president, and J. Hockin, secretary.

A new price list for work went into effect on October 1st owing to the increased figure for sole leather, nails, thread, labor, etc. It is as follows:—

Men's sewed soles and heels.....	\$1.35
Men's nailed soles and heels.....	1.10
Men's sewed half soles.....	1.00
Men's nailed half soles.....	.75
Men's leather heels.....	.35
Men's full soles and heels, sewed.....	1.75
Men's full soles and rubber heels.....	2.00
Men's rubber heels.....	.50
Men's full soles nailed and rubber heels.....	1.25
Women's sewed soles and heels.....	1.00
Women's half soles, sewn.....	.75
Women's soles and heels, nailed.....	.85
Women's half soles nailed.....	.60
Women's heels.....	.25
Women's turn soles.....	1.00
Women's rubber heels.....	.40
Women's soles, nailed and rubber heels.....	1.00
Boys' soles and heels, nailed, 4 and 5.....	.75
Boys' soles and heels, nailed, 1, 2, 3.....	.65
Boys' heels.....	.25
Youths' heels.....	.20
Building new heels.....	up from .60
Youths' soles and heels, nailed, 10 to 13.....	.55
Youths' soles and heels, nailed, 7 to 9.....	.50
Girls' soles and heels, nailed, 12 to 2.....	.60
Children's toecaps.....	.25
Women's toecaps.....	.35
Men's toecaps.....	.40
Men's full soles and heels on rubber boots.....	1.25
New elastic in gaiters.....	.75

These prices are strictly cash. Signed:—

W. R. MURRAY	L. E. EDWARDS
J. HOCKIN	S. MORKEM
ALEX. MCPHERSON	W. DURANT

## SOLE LEATHER TAKES DECIDED JUMP

The price of sole leather is constantly ascending and this week another advance of three cents went into effect following one of three cents a couple of weeks ago. How much higher sole leather will go is a problem, but the general opinion is that the end is not yet reached and that other advances will follow shortly owing to the scarcity of hides, the difficulty in securing labor, the heavy demand for army purposes, and the fact that the call is much greater than the tanneries can meet under the circumstances. It all resolves itself into the old law of supply and demand and the latter is now most insistent, not only at home but abroad, while the supply is growing scarcer all the while. Shoe repairers who recently raised their prices will likely have to do so again, owing to the steadily increasing cost of bottom stock. Tap soles have also undergone another raise of ten per cent. It is not many weeks ago that they

were advanced twenty-five per cent. and the repair men will naturally have to charge their customers more.

The following is the new price list for sole leather, which went into effect on October 16th. The last list was issued on July 1st. The following comparative table will afford readers an idea of how prices are going up:—

	October 16th Prices.		July 1st Prices.	
	10 Sides or More One Shipment	Less than 10 Sides	10 Sides or More One Shipment	Less than 10 Sides
Hemlock Sides No. 1 or Best . . . .	54	55	50	51
“ “ No. 2 or Good . . . .	52	53	49	50
“ “ No. 3 . . . . .	50	51	47	48
Trimmed Backs 33 1/3% Trimmed:				
No. 1 or Best . . . . .	68	69	62	63
No. 2 or Good . . . . .	65	66	60	61
No. 3 . . . . .	62	63	57	58
Trimmed Bends 50% Trimmed:				
No. 1 or Best . . . . .	77	78	72	73
No. 2 or Good . . . . .	73	74	70	71
No. 3 . . . . .	69	70	66	67
Oak Sides (Canadian):				
No. 1 or Best . . . . .	56	57	51	52
No. 2 or Good . . . . .	55	56	50	51
Oak Backs, No. 1 or Best . . . . .	72	73	64	65
“ “ No. 2 or Good . . . . .	70	71	62	63
Oak Bends, No. 1 or Best . . . . .	81	82	74	75
“ “ No. 2 or Good . . . . .	77	78	72	73
Hemlock Roundings . . . . .	34	..	32	..
“ Shoulders . . . . .	42	..	38	..
“ Heads . . . . .	30	..	28	..
Oak Roundings . . . . .	38	..	35	..
“ Shoulders . . . . .	47	..	44	..

## WHY CLEANLINESS IS IMPORTANT

Altogether too little attention is given by too many repairers to the question of cleanliness. We refer not alone to the shop appearance, but to the handling of customers' shoes as well, says "The Shoe Repair Shop." A few days ago we saw a pair of shoes returned from a shoe repair shop with the inside white linings soiled by grease and black. When the shoes went to the shop the linings were soiled only to the extent that wear would naturally soil them. After this customer wore the repaired shoes the first time, he found upon removing them, that this grease and black had soiled his hose. This fact conclusively shows that the soil in the shoes was done by the repairer, and through carelessness of the grossest sort. If we were asked what we thought of such a repairer's job the only reply we could give would be that he ought to be following some other vocation. He is not fit for the repairing business. He might make a good stonecrusher, or grave digger.

Shops that turn out this kind of work are an injury to the trade. There is only one way for this publication, or others in the business, including findings houses, to deal with such people, and that is to try to eliminate them. It is uncharitable to encourage them to stay in the business.

# HOW THE RETAILER CAN MAKE MORE MONEY

**If the Shoeman is Not Making a Good Salary Out of His Business and Building up a Good Bank Account he Needs Expert Constructive Help—The Way Losses Are Created and How They Can be Overcome—What the Live Merchant Should Get**

In writing about this subject, I do so thinking perhaps you are not making as much money out of shoes as you would like; and that some ideas which may help will be welcomed. If a retailer isn't making a good salary out of his business and building a good bank account, rather than merely making a living, he isn't to be criticised. He's got his hands full. He needs help; not dollars and cents, or unreasonable credit, but expert, constructive help; the sort of help that aids us in getting on the right track, says R. E. Costigan, of St. Joseph, Mo., in the "Shoe Retailer."

Such help is gotten from experience, or is gotten from observations of others who are doing what we are trying to do.

Why do not retailers make more money out of shoes? I have been interested in that question because I know many who are not making as much money as they should, or could. In each case there is a reason. In many cases the remedy is in the hands of the retailer himself.

## What Investigations Have Shown

It is evident that the retail shoe business of some dealers suffers many times because it is not fostered, not watched, as it should be. Think of a farmer who sows his seed, then doesn't watch his fields and cultivate!

As long as there are human beings about you in your logical trade territory there's money to be made for you from shoes. Suppose there are 1,500 people within 10 miles of your store. Each person should use about \$5.00 worth of shoes a year; that's \$7,500 for the territory. If you get one-third the trade that's \$2,500 annual retail business on shoes. An average gross profit of 35 per cent. would mean \$875. A good year's profit for a dealer so situated. I can hear some retailer say, "35 per cent. is too high a profit." It isn't all profit. Part is to help to pay rent, your salary, lighting, clerk hire, heating, taxes, etc. Some dealers forget that these items come out of profit—and to them 25 per cent. gross profit is satisfying; but it does not pay the "boss" a salary or help the bank account.

## Secret of Some Retailers' Losses

As an example of pricing, take a natural veal work shoe. It costs \$2.00. It should retail for not less than \$4. A majority of dealers are getting \$4. for it and they are satisfying their trade; because after all a shoe should and will sell for what it deserves. But some dealers are selling this \$4 retailer at \$3.50 and many at \$3.75. Some, at the writer's suggestion, have made the price \$4 and the advance has seen the selling satisfactory. This is just one shoe investigated. It shows what can and should be done by retailers who are not making enough money.

Then take novelties. A duo-tone gray kid polish wholesales at \$4. A shoe of that style should better 40 per cent. gross profit—should sell at \$7. That is the plan of successful shoe retailers. A bronze kid polish, wholesaling at \$3.50 should retail at \$6.00, or at 41 per cent. gross profit.

Another money-losing practice is selling staple shoes at less than they are worth. This summer the writer has seen staple shoes selling at bargain prices. Here were shoes that were worth 100 cents on the dollar; they even may cost the dealers more this fall than the prices put on them for the bargain table. Is that good business? Shoe retailers must

stick up for prices if they are to make money. And never was there a better season to start a fair mark up than this one. For the consumer knows conditions about as well as the retailer.

## Two Young Men With the Right Idea

A salesman told me of two young men in a Nebraska store who make \$8,000 gross profit on shoes each year. They average 42½ per cent. gross profit.

"These two men," said the salesman, "realize that it's about as easy to sell at profitable prices as to mark their novelties high, as they are entitled to do in view of the 'perishable' nature of these goods. Many retailers mark their novelties as low as staples. It's all wrong."

Another thing I have found is that in many general stores the owners do not have a regular shoe department. One dealer I think of right now has his patrons try on shoes in a grocery stock. With a little trouble and slight expense during a dull season he could make a separate department for shoes up near the front of his store. A rug on the floor, several chairs, or settee, a screen or drapery behind the chairs and a fitting stool will do the trick. And it will pay!

The most successful retailers find it an advantage to let one clerk be the shoe manager; he watches the stock, keeps it sorted out, watches for slow movers to avoid accumulation—and what is very important—sees that he is not shy of sizes on good sellers. A lookout on Monday mornings, when things are usually dull, and Monday mail ordering to size up will keep you ready to take care of your patrons.

It has been the experience of many retailers that carrying too many lines is like keeping the eggs in several baskets. It means a hard stock to keep sized up; a bunch of accumulated odds and ends, and a stock that does not have what you need in sizes and styles. It means too many shoes on the shelf.

## Making Two Sales Instead of One

Before very long it will be rubber time. Dealers ought to make more money out of rubbers. In many cases the rubber stock is chucked back out of sight—and too often, out of mind. Too often, rubbers are sold only when asked for. Successful retailers keep rubbers up where they are seen, and thought of, both by the trade and the clerks. They try to sell rubbers when they sell new shoes. Mr. Jones from the country, may buy a pair of shoes today and will very likely need rubbers before he comes in again. His children should have rubbers at home ready to wear to school on the first bad day. Rubbers are very cheap footwear. Rubber is low; leather is high, and is going higher. Rubbers will save shoes. Take advice and start out early; see how soon you can clean up your rubber stock by pushing it. You'll be surprised.

From the above the reader has seen that I believe success in retailing is a matter of efficiency—plus dealing with concerns that have your interests at heart, both in the way of service and advertising.

We don't feel we know it all here ourselves; but we are eager to learn. For instance, we found a way to cut down expense in our lighting. So good a plan did we use that one of the most prominent business magazines in the world took a picture of our office and recommended our plan to others.

*(Continued on page 55)*



## ARE YOU MAKING MONEY IN SHOE GAME?

I have talked to many retailers who thought they were making money, where in reality they were not. Too many are getting too low a gross profit; for there is a difference between a gross profit and a net profit.

Note this: Out of the gross profit must come (unless it comes from a decreasing bank account.

1. Your salary and that of any member of your family who assists you in the store. If you are not making a salary out of your business, you are not entirely successful, for it is not profitable to work for a mere living.

2. Your clerk's salary.

3. Your rent. You should get rent out of your business, whether you rent from another or own your store building.

4. Interest on investment. You should get out of your business a good interest on the amount of

money you have tied up in it; just as if you had the money in bonds where there is none or a small risk.

5. Delivery, drayage, freight.

6. Credit losses.

7. Insurance.

8. Light, heat, water, telephone, etc.

9. Taxes.

10. Depreciation of stock.

11. Stationery, postage, repairs and allowances on shoes, advertising, donations to schools and churches, except those of private nature.

Isn't that a rather formidable list? And yet, is there even one item there that your business should not be paying you?

A checking up of your business with this list is one way to learn just how your business is paying you—and an argument for shoe prices that actually pay you a fair profit.

## Keep This Table Before You in Figuring the Retail Price

	\$2.00	\$2.50	\$3.00	\$3.25	\$3.50	\$4.00	\$4.50		\$5.00	\$5.50	\$6.00	\$6.50	\$7.00	\$7.50	\$8.00	
<b>\$1.25</b>	37	50						<b>\$2.85</b>	43							
<b>1.50</b>	25	40						<b>3.00</b>	40	45	50					
<b>1.60</b>	20	36	46					<b>3.15</b>	37	42	47					
<b>1.75</b>		30	41					<b>3.25</b>	35	40	45	50				
<b>1.85</b>		26	38					<b>3.35</b>	33	39	44	48				
<b>2.00</b>		25	33	38	42			<b>3.40</b>	32	38	43	47				
<b>2.15</b>			28	34	38			<b>3.50</b>	30	36	41	46	50			
<b>2.25</b>			25	31	35	43		<b>3.60</b>	28	34	40	45	48			
<b>2.35</b>				28	32	41		<b>3.75</b>		31	37	40	46	50		
<b>2.40</b>				26	31	40		<b>4.00</b>		27	33	38	43	47	50	
<b>2.50</b>					28	37	44	<b>4.15</b>			30	36	41	46	48	
<b>2.60</b>					26	35	42	<b>4.25</b>			29	35	39	43	47	
<b>2.75</b>						31	38	<b>4.35</b>				33	38	42	46	
<b>2.85</b>						28	36	<b>4.50</b>					36	40	44	
<b>3.00</b>							25	<b>33</b>	<b>4.60</b>					34	39	42
<b>3.15</b>								30	<b>4.85</b>					31	35	39
<b>3.25</b>							25	<b>5.00</b>							33	37

Consult this table before you mark up your shoe prices. And also take into consideration the eleven items, as shown at the top of this page, that are to be gotten by you from your gross profit. The left hand bold face vertical columns show the cost prices; the horizontal column at the top, the selling prices, the squares formed by the intersection of these prices contain the per cent. of gross profit.

### A GOOD MAN ON THE JOB

P. W. Day, who was recently appointed sales manager for the F. S. Carr Rubber Co., of Granby, Que., has had an extended and successful experience and insight into the selling game. He has spent several years in New York and other large American cities as well as in Montreal. He is



P. W. DAY, GRANBY, QUE.

thoroughly acquainted with manufacturing costs and marketing the products of large plants. In his new sphere he is meeting with a wide measure of success with the Victor Cushion Heel and other lines turned out by the company. Mr. Day brings to bear upon his work energy, application and ability of a high order.

### NEWSY TOPICS FROM ST. JOHN

Corporal Harry M. Adams, who prior to donning khaki was employed with Ames-Holden-McCready Ltd., wholesale shoe dealers, St. John branch, was wounded in the left side and leg in action on September 23, according to a telegram received by his brother, Stanley W. Adams, 260 Main street, St. John, on October 5. Corporal Adams left St. John with a signalling unit, under command of Major Thomas Powers, and joined the first Canadian Contingent at Valcartier. After serving in France for some time he sustained a slight injury to one of his ankles, but continued in active service until recently knocked "hors de combat." Corporal Adams was one of the first Canadians to gain honors on the battle field. For conspicuous gallantry, from April 22 to 25th, 1915, he was awarded the D.C.M. When telephone wires were down he carried orders under heavy shell and rifle fire to St. Julien and Ypres salient.

Mrs. Archie Sabean received a telegram, on Sept. 30, informing her that her husband, Private Archie, had been wounded in the left arm, on September 19, and had been admitted to 1st Australian Hospital, in Rouen. Private Sabean went overseas with the 55th battalion, but was transferred to another unit upon his arrival in England. Prior to enlisting he was employed as manager of the shoe department of Bucknan, Colwell Company, in Eastport, Me. He is a St. John boy.

Mrs. W. G. Fisher, 121 Brussels street, received a telegram notifying her that her brother, Private Cecil Hartin, had been admitted to the Third Western General Hospital in Cardiff, suffering from wounds in the right thigh, hand

and shoulder. Private Hartin left St. John with an infantry battalion. He was employed in the Colonial Hide Company prior to enlisting.

Mrs. Elizabeth Quinn, 127 Erin street, got word that her son, Private William Patrick, had been wounded in the right arm and had been admitted to No. 2, I.e Trepot Hospital, France, on September 23. He left St. John as a member of the 55th battalion, but upon his arrival in England was transferred to another unit. Prior to enlisting he was employed in Peter's tannery.

Negotiations are in progress for Armour & Company, of Chicago, to take over the Dickinson Tannery, at Woodstock, N.B. Andrew Hevenor has been in Woodstock for several days arranging the preliminaries, and it is expected that the purchase will be completed in the near future. The plant has been specializing on a moderate grade of sole leather and it is expected that this policy will be continued under the new management. War conditions and the unprecedented demand for leather products, it is understood, has led the Armours to seek an entry into this field. It is stated that \$250,000 is involved in the deal.

Richard J. Walsh, manager of Waterbury & Rising's, King street store, St. John, is receiving congratulations on his recent appointment as Grand Deputy of the C.M.B.A. for the Province of New Brunswick. Heretofore there were several grand deputies, each having authority in his own district, but in future, Mr. Walsh will have authority for the whole province. He has been Grand Deputy for the city and county of St. John for the last two years.

### BIG BUSINESS ON NOVELTIES

The president of a big company, making women's McKays and medium-priced welts, whose product is taken by large wholesalers, big city dealers and department stores who buy in large quantities, reports on conditions as he has observed them, as follows:

"My knowledge and opinion of the over-stock of retail shoe stores and departments is largely related to women's shoes; on the other hand I am only too glad to tell what I think is the situation.

"I really believe there are a great many men's shoes in retail shoe stores and departments at this time, but as to whether there will be an over-stock or not I do not think anyone can tell until the retail season is on us. If there is a continuance of good times, etc., etc., then there will not be an over-stock of men's shoes.

"On the women's end, I think that almost every retail and department store and jobber has more than an average stock of staple shoes, and that all of them have bought a few novelties to start the season with. But in the novelty game, which to my mind will mean at least 50 to 60 per cent. of the business done on women's shoes selling above \$3.50 per pair, I believe that less than 10 per cent. to 15 per cent. have been purchased as yet; and I also believe that those manufacturers who make a play for novelty shoes have a wonderful season coming to them. This is not only my own belief, but I think it is the opinion of others who have had chances for even a broader observation than I have."

### WOULD NOT BE WITHOUT IT

Please find enclosed the amount of my subscription for another year for your valued "Shoe and Leather Journal." I find it indispensable in my business and would not be without it at any cost.

Yours truly,  
JNO. B. SANGSTER.

Moncton, N.B.



# HOW TO MINIMIZE LOSS IN SHOE BUYING

In Order to Make Room for New Styles, Old Ones Must be Cleaned Out—Guard Against Purchasing Some Styles at Different Prices—Average Stock in Well Regulated Shoe Store Should be Turned Four Times Annually—Pertinent Suggestions

ONE of the first things the careful buyer must do is to study the whims of those who will buy from him, says Ben Jacobson, of New York, one of the most expert buyers. 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 his 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 turn-overs. If a buyer's stock of women's shoes now consists of 50 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 50.

## Relation of Buying to Turnover

The average stock in any well-regulated store should turn four times a year, though some stocks will, perhaps, turn 10 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.

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

## BUYING CHART

	Stock on Hand 1st of Month	Gross Sales this Month	Cost of Goods Sold this Month	At Once Purchases this Month	Outst'g Orders to be Del'd During Month
Jan.	10,000	3,000	2,100	1,000	
Feb.	8,900	2,500	1,750	1,000	
Mar.	8,150	3,000	2,100	500	3,000
Apr.	9,550	3,500	2,450	500	2,500
May	10,100	4,000	2,800	500	2,500
June	10,300	4,000	2,800	1,000	1,000
July	9,500	3,000	2,100	1,000	
Aug.	8,400	2,500	1,750	500	1,000
Sept.	8,150	3,000	2,100	500	3,000
Oct.	9,550	3,500	2,450	500	2,500
Nov.	10,100	4,000	2,800	1,000	2,000
Dec.	10,300	4,000	2,800	1,500	1,000
Jan.	10,000				
Total		40,000	28,000	9,500	18,500

These figures are for a store carrying a stock of \$10,000 and selling \$40,000 a year on an average of 30 per cent. profit. Note that the at once purchases and outstanding orders combined equal the cost of goods sold. Proportionate figures are used in most any size business.

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.

## Know the Selling Quality

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. 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 Recover on 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 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

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. It is

a loss of profit on the sale in addition to the cost of a double handling of the shoes and transportation charges.

### Condemns Single Pair Business

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 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.

### FORMER SHOE MERCHANT IN COURT

That there was sufficient evidence against Percy H. Parrott to warrant his case being sent to a jury was the decision of Magistrate Brown, of Saskatoon, Sask., in the city police court, when he ordered the accused to stand trial on a charge of defrauding his creditors. Parrott was given his preliminary hearing when evidence was adduced alleging that he had committed fraud by concealing assets in his possession when the Parrott Shoe Company, of Saskatoon and Moose Jaw, made an assignment to the National Trust Company last February. The indictment contains three counts covering sums of money amounting to \$7,500, \$6,000 and \$900. One of these sums had been paid to the National Trust Co., the only question on this count being the time at which the payment was made.

The case was re-opened in the police court when T. Lynd, counsel for the defence, and C. L. Durie, prosecuting attorney, concluded their arguments before the magistrate. Mr. Lynd contended that there was an utter lack of evidence to show that his client had been guilty of the offence charged, while C. L. Durie reviewed the testimony that had been given and argued for commitment. The magistrate gave his decision that there was something in the case that needed explaining and accordingly placed Parrott on trial.

The accused was subsequently given his liberty on \$2,000 bail, depositing personal surety for half the amount and securing a friend to go on the bond for the other thousand dollars. Mr. Parrott was brought back from Alberta, where he had gone to reside following his departure from Saskatoon. There was no evidence that the accused had attempted to evade service of the warrant.

### INTRODUCING NEW PRODUCT TO TRADE

K. G. Walters, who for the past eight years has been identified with the United Shoe Machinery Co., in the Montreal and Toronto offices, is a young man who is well liked by all his customers. He first entered the service of the U.S.M. Co. in Montreal in 1908, and had charge of the road work under H. W. Algeo, and was also connected with the sales department. Coming to Toronto three years ago, he took the place of Geo. F. Hennessey, who was attached to Kitchener office, on the establishment of that branch. Mr. Walters is now introducing to the trade "Chamoin" which is designed to take the place of leather, coming in both sole and upper stock. Chamoin is 10 per cent. pure rubber and 80 per cent. vegetable fibre, is sweat-proof and waterproof, and guaranteed not to slip. It is sold in both bends and rolls and it is claimed by the makers, that it can

be stained, waxed and finished the same as leather, while edge trimming and edge setting can be done very neatly on this new material. The bends come in 7, 8, 9 and 10 iron, and the color of the new substitute for leather is a mouse grey. It has already been sold to a number of shoe manufacturers, and Mr. Walters says that the resistance of Chamoin has been demonstrated as 85 per cent. greater than sole leather, on an actual grinding test.

### HE KNOWS WANTS OF THE PEOPLE

Beginning his career in the shoe business in the early nineties with a Montreal firm, Fred J. McCann was a messenger boy and cashier. Later he became a window dresser



FRED J. McCANN, MONTREAL

and salesman. The hours were from seven-thirty in the morning to ten o'clock at night and twelve o'clock on Saturday nights. Spending so much time inside there was little or no opportunity for outdoor exercise of any character and Mr. McCann decided that a change was necessary if his health was not to suffer. He entered the wholesale warehouse of the then firm of George T. Slater & Sons at half the salary he was receiving in the retail end of the business, but the hours were shorter. His next position was with James McCready & Co., shoe manufacturers, where he soon rose to be designer, cost maker and stock keeper. Mr. McCann is now the buyer and manager of the shoe section of Goodwin's, Limited, the biggest department store in Canada's commercial metropolis. He attributes any success that he has met with in the shoe game to a knowledge of the retail wants of the people which has resulted in his promotion to his present responsible post. An exponent of thoroughness and system Mr. McCann possesses executive ability and progressive ideas.

### VETERAN SHOEMAN PASSES AWAY

For the past twenty years one of the most highly respected residents of Ottawa, William J. Barr, passed away recently. He was the proprietor for many years of a shoe store at 130 Bank street, Ottawa, which he operated until February last. Mr. Barr was born in County Donegal, Ireland, seventy-five years ago. Coming to Canada while young, he settled in Hawkesbury, where he first started in the shoe business. Mr. and Mrs. Barr celebrated their golden wedding in June, 1914. Besides his widow, Mr. Barr leaves to mourn his loss three daughters and one son.



# MAKING EFFECTIVE USE OF MAILING LIST

**How to Secure One That is Accurate and Up-to-Date—The Opportunity of Presenting Special Announcements and Sending Personal Letters—All Literature Posted Should be Attractive and Instructive—Much New Business Can be Traced Directly**

Have you a mailing list, in order to send out booklets, leaflets and folders, or do you scatter printed literature about indiscriminately like the ordinary dodger, or handbill proclaiming an announcement of a bargain sale.

The value and importance of a reliable, up-to-date mailing list is not sufficiently appreciated by the average shoe merchant.

Too many men in the footwear line when sending out printed matter throw it about by means of a distributing agent or a boy and very little of it falls upon fertile ground. Much drops by the wayside or goes unread into the furnace or carbage can. Most persons do not care to have their verandahs or front steps littered with papers which are unsightly, crumpled up or blown about. If the literature is enclosed in envelopes how many names are mis-spelled or wrong initials, street numbers, etc., given.

Probably a large porportion of the addresses have either moved away or been called home by the hand of death. The list of such cognomens might be called "deadwood," so far as serving any practical or useful purpose is concerned.

## How to Go About It

"How do I get names?" writes a Sherbrooke shoe dealer. "Oh, well, in various ways. I use the city and county directories or secure names from the assessment roll."

This is a method too commonly pursued. It represents too much waste energy; there are too numerous "loopholes." The selection is too general. It must be more specific—more definite—to be of direct benefit.

Have some system. Revise your list at least twice a year, killing all "dead" names or moribund prospects. Think of the time and effort mis-directed, not to speak of the cost of postage or printing, in sending your literature to everybody's customer. Have your own list and do not peddle it around. You hope to secure trade from your publicity methods, but you can reap no reward unless there is some cultivation done. The weeding process has to be undertaken, and the pruning knife applied.

## The Telephone Book Helps

"But how can I obtain a select and live list?" inquires a Brantford reader. The suburban shoe dealer knows the area of the district to which he can appeal. The telephone book is a source of good names. The persons who have 'phones are usually of the well-to-do class, and as the book is issued frequently, the names can be relied upon as fairly up-to-date and correct. The city directory—just after it is issued—is a very good source, but the names must be chosen with some measure of care and discrimination.

One Hamilton dealer secures a very full list of names each year by giving away a neat, attractive calendar, requesting each person who desires one to sign, giving name and address. He carries this scheme out tactfully, by remarking that he has only a limited number, and, in order to prevent duplication, and to see that his patrons secure one, and that no one will be overlooked, he wishes the signatures. The best plan for the shoe merchant is to keep a special indexed book or card system and enter thereon the names which appear at the head of each sale slip, caution being exercised by the clerks to obtain the right name and address of all purchasers. As the majority of town or city patrons have

their goods delivered, the information is easily secured. If the customer is a new one or a stranger, a polite request for the name is seldom refused.

## A Diplomatic Dealer

An Edmonton footwear merchant writes that a stranger will sometimes say, "What do you want to know for? I am paying for the shoes and taking them with me." I then explain that we often send through the post handsome illustrated style booklets, and would like to have the pleasure of forwarding a copy. This satisfies any lurking curiosity in nine-tenths of the instances, and rarely if ever is a name or address refused me. I have found this method to work admirably."

A mailing list is a means of personally and directly expressing to customers your desire to have their trade, and the returns will be in proportion to the care and thoroughness bestowed on it. Shoe dealers everywhere are losing a certain amount of business to the mail order houses, a class which may be minimized by the proper use of a mailing list, as most mail order purchases are influenced by this very style of attractive advertising literature.

## Splendid Selling Adjunct

A carefully compiled, regularly corrected and revised list is one of the best selling helps that a footwear dealer can possibly have. On the other hand the list which is never pruned and is left to adjust itself is little more than a waste of money. Retailers should not only devote attention alone to those who come into the store, but should obtain, as far as possible the correct names and addresses of those who have never been their patrons, with the idea of developing new business.

A Calgary dealer says that he instructs his clerks to secure the name of every person who makes a purchase. The salesman explains that it is the desire of the firm to have these names for references. If the customer is friendly and cheerful, perhaps the clerk asks him or her if they know of any other persons who would like to receive a nice booklet. By this means the proprietor now only gets the names of those who are spending money with him now, but also those of many other families.

## Co-operating With the Manufacturer

There is no difficulty in securing an accurate mailing list, if a little care and attention is devoted to the work. The secret is to have a bona fide list, and not one that is out of date, incorrect, or unreliable. Persons who have removed from the community or who have died are not of much value to the shoe store. There are a number of manufacturers who at times issue illustrated style announcements or the makers of a trade-mark shoe frequently set forth in neat, printed form, the merits of their particular brand, and are only too willing to co-operate with the retailer in sending out brochures to present and probable customers.

A shoeman who supervises his mailing list will naturally get out of it exactly what he puts into it. There are certain advantages and returns to be obtained through the mail route which are not evident in a newspaper advertisement. Special propositions, and essential points can be incorporated

and presented by illustration and by use of invitation styles of type in a manner and in color, form and effect that cannot be done in the ordinary newspaper announcement.

Such letters mailed in personally addressed envelopes may be made strong in their appeal and contain items of real interest regarding the fashions in footwear, the best selling models, stocks carried, prevailing prices, widths, fitting and store facilities, etc.

A mailing list will work for you if you make it and give you a good return. You can talk to people more intimately and to particular persons more instructively, and convincingly, than you can in a newspaper advertisement.

One Hamilton shoeman has his lists classified and prepares folders with a special appeal to each class. For instance, he has a list of well to do farmers living within a radius of ten miles from the city. Then he has in another compartment the names of all professional men and their addresses. In another section, he has the names and addresses of railway employees. He wrote to various manufacturers and asked for the lists of those engaged in a certain line of work, such as moulders, machinists, firemen, engineers, etc. Still another class is a list of ladies whose names appear regularly in the social columns and are devotees of fashion. Such a category may be exceptionally useful and remunerative in a large centre, but in the average well-to-do community of moderate proportions, a general list would possibly be all that is required for effective service.

#### AN ENTHUSIASTIC MILITARY YOUTH

Lieut. John G. Lennox, son of John Lennox, of John Lennox & Co., wholesale shoes, Hamilton, who enlisted in



LIEUT. J. G. LENNOX, HAMILTON

February of last year, is associated with the Army Service Corps at Niagara Falls and Camp Borden. He was granted his commission in July, 1915. Lieut. Lennox is 19 years of age, and is an enthusiastic military youth. He inherits the imperialistic spirit from his father, who has been most active in patriotic work and recruiting efforts in the Ambitious City.

#### MR. LANE BUYS LEATHER BUSINESS

W. A. Lane, for many years connected with the firm of Paul Galibert, and during the past three years manager of the Montreal branch of J. A. Scott, Que., has arranged with Mr. Scott to take over his Montreal business. Mr. Scott,

who is gazetted as a Major in Lieutenant-Colonel Price's 171st Regiment, C.E.F., is going overseas in the immediate future and feeling that he could not properly look after his Montreal upper leather customers decided to dispose of the business to Mr. Lane. Arrangements were made by Mr. Lane to continue to occupy the same warehouse as was used since the opening of the branch and Mr. Scott has turned over to him his fixtures as well. Mr. Lane purposes carrying the same line of upper leather as before, specializing on kid, and he will retain the organization with which he worked while managing the business for Mr. Scott.

#### SOME ORNATE SHOE CREATIONS

Among the attractive new samples of Getty & Scott, Limited, are all the leading colors in African and mahogany brown, grey, and other shades and contrasting combinations, in seven and a half and eight inch tops, carrying Louis heel and long slender foreparts. Three new lasts have been added. There are a number of novelties which are arousing much interest, these coming mostly in turns and mock turns. There is a patent scalloped foxed bal with green polka dot calf leather top. Another shoe has a dull kid vamp with whole quarters of black and white polka dot calf leather and wood Louis heel covered with the same. Among other striking innovations are a patent bal, scalloped vamp and collar carrying a purple satin top and vanity heel, a tuxedo pattern bal with dull kid vamp and foxing and Nile green satin top, all these being on the Smart Set last. A white buck vamp with cerise top and white buck collar and white celluloid heel is another outstanding creation. A blucher bal with wing tip of black kid and vamp inlay of white buck, white celluloid heel and eyelets and all black quarters; and a white buck bal with tan Russia calf saddle strap and triple stays, white buck quarters and white celluloid heel are among the other interesting offerings seen in a most representative and artistic line which is now being shown in Toronto by S. J. Anderson.

#### EARNINGS MAKE NEW RECORD

A director of Ames-Holden-McCready, Limited, stated recently that the earnings for the first four months of the present fiscal year have constituted a record for that normally dull period, in the history of the company. The company will more than earn the full year's dividend on the preferred stock in the first half year, and on the present scale of business, the full year's report will be satisfactory to all concerned. Whether this will mean an early resumption of preferred dividends cannot be stated, as in all probability the directors will take the opportunity of applying surplus profits to reduction of bank indebtedness. This latter action, however, will automatically stiffen the position of the preferred stock, to the extent of the profits put into the property.

#### KEEP THE QUALITY UP ALWAYS

Speaking to the SHOE AND LEATHER JOURNAL, a representative manufacturer stated that he did not believe it good policy on the part of any shoe retail firm or manufacturer of shoes to cheapen the product in order to make it down to a certain price. While the cost of all leathers was advancing rapidly, there might be a temptation by some makers to put inferior materials into the shoe. This was false economy, and in the end, resulted detrimentally to maker, seller and wearer. "I believe," he continued, "that the solid leather shoe is the only shoe, no matter what cost the materials may reach. The saving effected by putting in certain box toes, counters and insoles is very small—only a few cents at the most. Even if leather has jumped from 50 to 75 per cent. in most cases, there is no reason that the "ingredients" of the shoe should be scamped."



## TWO GOOD MEN ON NEW GROUND

R. J. McAllister, who has been with George A. Slater, Limited, Montreal, for the past six years, is now looking after southern Saskatchewan and Manitoba, succeeding S. A. Bell, who joined the staff of the Blachford Shoe Mfg. Co., Toronto. Mr. McAllister first covered Quebec for the company, and latterly western Ontario, where he had a strong connection with the trade, and won many friends.



R. J. MCALLISTER, MONTREAL

His successor on that ground is A. E. Elmer, who has had considerable experience in the shoe business, having learned the retail, jobbing and manufacturing ends with both Canadian and American houses. Mr. Elmer was for



A. E. ELMER, MONTREAL

some time with Eastwood's, the leading shoe retailers in Buffalo and Rochester, and also traveled through Western Canada for Winch Bros., of Boston. He spent some time in the Abernethy Shoe Store in Kingston and represented the Midland Shoe Co. of that city. An earnest worker, his sin-

cerity, cheerfulness and application should go a long way in serving the interests of Invictus customers throughout Western Ontario.

## SHOE RETAILER FINED FIFTY DOLLARS

J. B. Douglas, shoe merchant, pleaded guilty through his counsel, A. E. Dunbar, in police court, Calgary, to the charge of publishing an advertisement containing false statements and was fined \$50 and costs. Other charges against him were dropped by A. M. Sinclair, acting for the prosecution.

The advertisement in question was printed in the Daily Herald, of Calgary, it was stated. In his plea for a small fine Mr. Dunbar said that the advertisement had contained statements not authorized by Mr. Douglas. After it had appeared he had refused to pay. They had not submitted to him a proof of the ad. before it appeared. Since, however, a compromise had been effected whereby Mr. Douglas had paid half.

The breach of the act was merely technical, Mr. Dunbar said. Therefore he had instructed his client to enter a plea of guilty.

Mr. Sinclair said the prosecution would in view of the plea drop further charges.

Mr. Dunbar continued to the effect that it had been customary for years in Calgary to pull off fire sales, bankrupt sales and selling out sales in all lines of business. His client had merely been carrying on in accordance with the custom of the trade. He had been unaware of any offence, taking it that the point was to deliver to the public the goods advertised at the price advertised. He did not know that the collateral statements in the advertisement had to be absolutely true. Of course, he admitted that ignorance of the law was no excuse but it was a mitigated circumstance.

The act had been passed for the protection of the public. It was to prevent the public from being fooled. The false statements complained of did not refer to the goods, though the false statements were of a character likely to promote sales. The goods were sold at a low price and the sale was to the advantage of the public. No person suffered through the advertisement unless it was Mr. Douglas' opposition in the shoe business. The public at large obtained the benefit of the low prices.

Mr. Dunbar did not think that though the words covered such a case the act was intended to cover a case of that kind. The intention of the act was to cover cases where goods were falsely represented.

There were some grounds for the false statements as it was true that a company was being formed to take over Mr. Douglas' business. Mr. Douglas would, however, hold the controlling interest.

He continued that the statements were customary, though he was not urging that the statements were justified.

"You mean that the public are so used to seeing them that they don't believe them anyway?" asked the magistrate.

"Exactly," replied Mr. Dunbar. "The public doesn't believe them."

Mr. Sinclair said a penalty should be imposed that would be a warning to others. As to the advertisement not having been authorized, the only objection he had heard was that it had been published a day too soon.

The magistrate remarked that it had often been a matter of wonder to him that so many advertisements had been allowed to go unchallenged. He presumed that it was because people in the same line of business were not disposed to take action, fearing that they would be charged with jealousy. He was glad the Ad Club had seen fit to take it up and he hoped that in the future the club would continue to exercise supervision over advertisements.

## A C H A N G E

W. A. LANE announces that in view of the departure of Major Scott, of Quebec, for the Front, with Lieut.-Col. Price's Overseas Regiment, he has arranged to take over the Montreal Branch of

**J. A. SCOTT**  
QUEBEC P.Q.

of which he has been manager since its establishment. He will continue to occupy the warehouse and offices at 218 Notre Dame Street West, and will carry a full line of Upper Leathers, specializing on kid. He requests a continuance of the patronage of the shoe manufacturers with whom he has been dealing.



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

## SHOE BYLAW GETS BIG MAJORITY

The bylaw voted upon by the ratepayers of Acton, Ont., to grant a free site and a loan of \$25,000 repayable in twenty years, to the Reliance Shoe Co., Limited, of Toronto, was carried by a vote of 153 for to 19 against. The Reliance Shoe Co., of which P. E. Rivett is manager, will erect a solid brick factory, 40 by 132 feet, two storeys high, in that town. The capacity will be about 500 pairs a day in men's, boys', youths' and little gent's McKays and nailed. The company agree to have the new factory in operation by May next, and to employ not less than sixty hands for the next twenty years. The Reliance Shoe Co. have been making splendid progress of late, and a larger home will enable them to keep up with the increasing demand for their product.

## SHOE FACTORY REMOVES TO SIMCOE

The plant of the Unique Shoe Co., Limited, 12 West Market street, Toronto, has been removed to Simcoe, Ont., and the company, of which J. W. Phillips is manager, expect to begin operations in that town by November 1st. The new factory has an entire frontage of 195 feet, and the heating, lighting and ventilating arrangements are the best possible. The factory is divided into sections, one containing the offices of the company—another, 50 by 60 feet, will be devoted to the making of ladies' boudoir slippers and children's white canvas shoes and colored goods. Another section, 40 by 130, will be given over to the production of black, cushion sole, stitch down welts and children's McKays. It is possible that men's house slippers may be added some time in the future. The new buildings located on Pond street, Simcoe, are electrically lighted and steam heated, and will possess a capacity of 1,000 pairs daily.

## WOMEN'S SHOES FOR ENGLAND

Because the English Government has requisitioned all British sole and upper leather for boots for the soldiers, W. W. Dixon, a representative of one of the largest of English shoe distributing syndicates, has been in Haverhill in conference with the Gale Shoe Company, regarding possible future orders for women's footwear to supply over 200 retail stores in England and Scotland. Samples were made up according to the specifications and it is expected that an order for \$500,000 worth of footwear will be placed soon. In all Mr. Dixon said that he was authorized to place a \$1,000,000 order for footwtar.

The Gale Shoe Company has been making shoes for abroad for some time and the tentative order is not considered in any sense as a war order, although military necessity has made the orders larger than customary. Several other concerns, in fact, have been making regular shipments abroad, taking their chances of getting their goods delivered to the consignee.

The English distributors are not partial to dull leathers. They want the patent leather or coltskin vamps with cloth tops and thousands of pairs of such shoes have been shipped by one large company to the Aimes concern which supplies 400 retail stores in the British Isles.

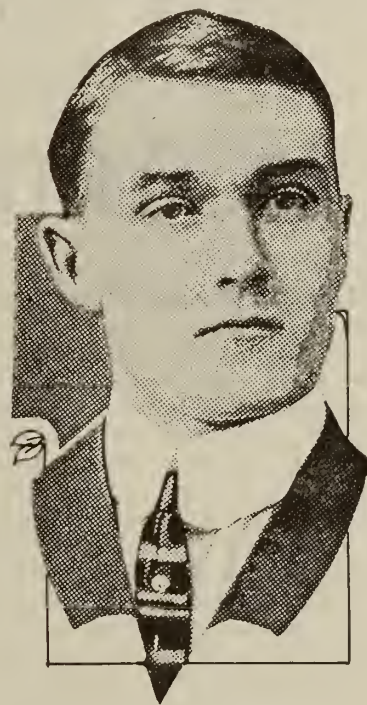
Mr. Dixon is buying other classes of shoes, too, such as misses' and children's and he has been seeking to place a

large order for McKay shoes. For oxfords the English concerns want only patent leather and some dongolas.

Haverhill manufacturers, particularly those making women's shoes, are heavily handicapped by the scarcity of leathers for uppers. There has never been a time in the history of the shoe industry in this city when the inability to secure leathers has been so great. The shortage is particularly in the leather novelties and colored leathers.—Boston Transcript.

## CORPORAL WESTON KILLED IN ACTION

The many friends of Corporal Edmund Weston, son of Fred. W. Weston, president of the Weston Shoe Co., Campbellford, Ont., who enlisted with the 21st Battalion, C.E.F.,



EDMUND WESTON, CAMPBELLFORD, ONT.

in October, 1914, will learn with deep regret that he has been killed in action. His brother, Private Clifford Weston, who was with the same unit, and was reported wounded some time ago, is making good progress. The late Corporal Edmund Weston was 24 years of age and had charge of the leather department in the factory previous to joining the colors. His brother, Clifford, is 19 years old, and was on the staff of the Bank of British North America, Campbellford, when he signed up. Both young men were very popular in their native town, and the news of the death of the elder brother has come as a great shock to his relatives and friends.

## DAY WORK AND PIECE WORK

When a foreman changes the system in his stitching room from day work to piece work, he must change many of the plans of running his room and continually be on the watch for quality and not quantity, for the help, of course, when working piece work are on the lookout for themselves,



# GAMBIER

CUBE in Stock  
BALE to Arrive

Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**McARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

and in very few instances do they worry about the interests of the firm, says an exchange.

Some consider day work better, but many are of the opinion that under the day work system employees will try to make their work, in time of shortage, last out the whole day so as to draw a full day's pay.

Under piece work method of paying, they will strive to do up all the work as soon as possible, so they can go home after earning all there is to be earned. In such a case, watchfulness is necessary to insure against slighting the work, as carelessness is apt to result frequently.

Where piece work prevails in the stitching room, it will always be necessary to keep table girls and repair girls on by the day.

In some factories doing table work, where many operators handle each case, it is hard to find just the one who is to be held responsible for mistakes. Table girls, however, in most stitching rooms not only keep the work straight, but watch out for quality as well.

They are also supposed to keep careful watch of each tag, as a check against operators doing their work wrong, and as a check against work wrongly stitched being put together.

In addition to the table girls, most stitching rooms have some stitcher on by the day to do cripples, special cases and samples.

Piece work is almost universally adopted in the stitching, making and finishing rooms of the shoe factories.

weekly and several new lines in McKays will be turned out, in addition to the present range of turns. The building is 45 x 60, three storeys high, with an extension 18 x 24. The structure is built of brick and is well laid out and admirably



A. LAPOINTE, MONTREAL

#### MONTREAL FIRM IS EXPANDING

The F. and B. Shoe Co., Limited, 510 La Salle street, Maisonneuve, will move next month to Montreal East, where their new factory on Champetre street is now in course of erection. The capacity will be about six thousand pairs

arranged. The firm will be in a position to guarantee the delivery of all orders in time. The energetic manager of the company is A. Lapointe.



# SHOE PRICES NEXT SPRING WILL BE STAGGERING

Prominent Leather Manufacturer Says that the Figure for Footwear will Exceed that Thought of by Anybody in the Business in the Last Quarter Century—Tanner Today Needs Wisdom of Job, Patience of Solomon and Other Sainly Qualities

**H**ON. E. J. DAVIS, who has just returned from a visit to Chicago, New York and Boston, where he spent some time for the purpose of carefully analyzing prevailing conditions in hides and leather, says:

"We are in comparatively easy circumstances in Canada compared with the United States, where the market just now is in a state of feverish excitement. With regard to raw calfskins, in which we are particularly interested, there are almost none to be had, and such prices are asked for those available as make the cost of production nearly double what it was a short time ago. As to finished calfskin prices on the other side, there are practically none, as every concern sets its own price. For fancy lines figures are, of course, up in the air, and even for ordinary good lines the tanner can get practically what he asks. There are now almost no foreign raw skins coming into the country, and not likely to be for a considerable time.

"Side leather is rapidly following calf and prices are advancing correspondingly. The high cost of hides and the difficulty in securing selections are largely bringing this about. We have realized this in making purchases to cover our production in this line for the next six months, which I may say we have done very satisfactorily, although at some advance.

"What do I think of the leather and shoe situation? I am convinced that prices will be paid for footwear this coming spring which will exceed that thought of by anybody in the business in the last quarter of a century. The satisfactory part of the case is that the people have the money and are willing to pay for their footwear. So that neither the manufacturer nor retailer has much need to fear anything except delay in making arrangements for his fall requirements."

## WHAT AVERAGE TANNER MUST BE

In a quaint communication sent out recently in response no doubt to the restiveness and insistence of leather buyers, Mr. Sydney M. Collis, of the Collis Leather Co., Limited, Aurora, says:

"Primarily a tanner is a man who makes leather, but today the mere manufacture of stock is only a detail of the business. In this enlightened and progressive age the tanner is compelled to be a merchant, a buyer, a financier, a manufacturer and as able a prophet as any patriarch mentioned in holy writ. To be successful he must be an astrologer, a hypnotizer, and a worker of miracles. If more attainments than these were required we would say so.

"One of the most cheerful and interesting duties of the tanner is to go to the banks and borrow money wherewith to buy dear hides to make into cheap leather. After getting the worst of it from the big packers in a hide purchase he tackles the large cutters of leather. What they say to him is frequently unfit for publication in a respectable journal that goes to the home and the fireside. Asking a leather buyer for more money in these 'Safety First' times should be done over the telephone. If you happen to possess a suit of armour it is best to put the vizor down before quoting higher prices during a personal interview.

"Tanning is proverbially a slow process but a slow tanner, as things go now, would lose his eye teeth the first time he encountered a shoe manufacturer. Buyers of leather

never know what they want until the last moment. If the tanner has not consulted the stars and made big supplies of just the right stock long before buyers had any sort of an idea of what they would need, he (the tanner) is not on to his job.

"The average tanner needs the patience of Job, the wisdom of Solomon and the ability to stand punishment displayed by Shadrach, Meshach and Abednego."

## HOSPITALITIES OF A CANADIAN TANNER

The packer hide salesman had a good time last Thursday evening, says "Hide and Leather," of Chicago. The millionaire tanner king of Canada made his monthly visit to Chicago and gathered "the clan" around his festive board at the "Bismarck," in honor of the most popular hide salesman of the "Big Five" packers. Mr. George Lang, whose firm occupies the same position in Canada as does the Central Leather Co. in the United States, holds John S. Harman in the highest esteem. In fact, by birth both of them are Canadians, but Mr. Harman left the Dominion when a boy, and has surely blossomed forth in his adopted country to a flattering height of success, as one of the few confidential men in the employment of the energetic "forging ahead" packers Morris & Co.

George Lang admires John S. Harman as a man of sterling worth, unswerving honesty, respected by all, and indeed actually loved by men of both the hide and leather trade to an extent rather unique, for though astute in trading, he is a genial soul. So, seizing the opportunity, of Mr. and Mrs. Harman's wedding anniversary, Mr. Lang and his brilliant, whole-souled wife, gave their friends, the Harmans, "the time of their lives," and there was munificence without ostentation. The board, spread before the guests, was gay with flowers and the excellent dinner was thoroughly enjoyed by all. The happy crowd included Mr. and Mrs. George Lang, Mr. and Mrs. J. S. Harman, with their only child, Miss D. Harman, Mr. and Mrs. Harry Hunton, Mr. and Mrs. E. A. Allen, Mrs. Dr. Swift, Miss Madden, Mr. and Mrs. George Rasch, Mr. and Mrs. A. O. Russ, Mr. and Mrs. G. Kries, Mr. W. C. Smith, Mrs. Bryce of Columbus, Henry Elkan, E. J. Madden and Richard McCartney.

## WELL WORTH THE MONEY

Enclosed please find money order for one dollar for another year's subscription to your valuable paper. The "Shoe and Leather Journal" is certainly well worth the money.

Yours truly,  
Paris, Ont. J. INKSATER.

## BREAD AND BUTTER TO HIM

Enclosed please find one dollar for the "Shoe and Leather Journal" for another year. We consider your paper the bread and butter of the shoe business.

Yours truly,  
Sarnia, Ont. JOHN LANGAN.

# SHOE DRESSINGS

CANNOT BE SHIPPED DURING THE WINTER

NOW IS THE TIME to LOOK OVER YOUR STOCK and SORT UP

## PACKARD'S Shoe Dressings and Polishes

(A KIND FOR EVERY LEATHER)

ARE THE BEST SELLERS

At the same time why not place your order for

## Ankle Supports and Bunion Protectors?

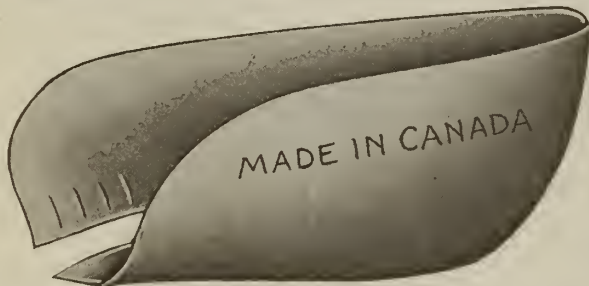


Order now before prices advance and be protected for the coming season's trade.



### L. H. PACKARD & CO.

Limited  
MONTREAL



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for Canadians from Canadian Made Fibre.

We stand behind our guarantee that **These Counters Will Outwear the Shoe.**

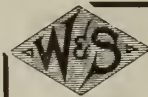
We have been serving the Shoe Manufacturers for 43 years.

### DUCLOS & PAYAN

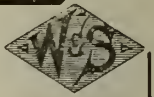
ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



The Mark W & S of Quality



## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

## Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

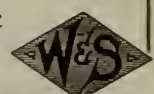
We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

### F. E. Woodward & Sons

Lachine, Province of Quebec





# AMONG THE SHOE MEN.

A. J. Chessum, who was for several years on the staff of the Regal Shoe Store, Toronto, is now in business for himself, having taken over the store of Ernest P. Wood, 184 Main street, East Toronto.

E. C. Scarrow, shoe dealer, Owen Sound, was in Toronto last week on business.

Zusman & Co., dealers in shoes and groceries, Welland, Ont., have dissolved partnership. Harry Zusman continues.

W. P. Lagace, of Lagace & Lepinay, shoe manufacturers, Montreal, spent a few days recently in Toronto.

B. W. S. Martin, representing The John Ritchie Co., Quebec, was in Toronto, Hamilton and London last week on business.

The one-half of the upper story of Waterbury & Rising's King street building in St. John, N.B., is devoted to the shoe repairing department. There in a well-lighted room with modern machinery are constantly at work five thoroughly practical shoemakers.

George Grills has joined the staff of S. C. Cronk & Co., wholesale shoes, Toronto.

J. E. Pare, sales manager for Dufresne & Locke, shoe manufacturers, Montreal, was in Toronto, London and Hamilton last week calling upon the trade.

D. D. Hawthorne, wholesale shoes, Toronto, who underwent an operation in the Toronto General Hospital a few days ago, is slowly recovering, although it will be some weeks before Mr. Hawthorne will be able to attend to business.

W. H. Parr, of Beaverton, dealer in shoes and groceries, has sold out to W. H. Brunning.

E. Larose, of the Canadian Footwear Co., Montreal, was in Toronto recently calling upon the members of the trade.

J. P. Buchanan, representing the Smardon Shoe Co., spent a few days in Toronto recently showing a splendid range of spring samples.

J. Heffering, who represents the Tetrault Shoe Manufacturing Co., the Regina Shoe Co., and the MacFarlane Shoe Co., has returned from spending several days in Montreal, and is now on the road throughout Western Ontario, showing a splendid range of models for the various firms.

S. C. Cronk and wife, Toronto, were in Ottawa last week to say good-bye to their son, S. Collins Cronk, of the 57th Field Battery, C.E.F. Gunner Cronk, until recently associated with his father in the wholesale shoe line, is leaving for the front.

The Great West Saddlery Co., Limited, of Winnipeg, Calgary and Edmonton, have been appointed selling agents in Western Canada for Aero-Peds, the now widely known cushion ventilating pads, which fit inside of the shoe at the heel and automatically ventilate and cause two cubic inches of fresh air to circulate at each step. Aero-Peds are being manufactured in Toronto.

The many friends of Mr. Young, of the firm of Logan & Young, Beaverton, Ont., will sympathize with him in the death of his wife which occurred recently.

Knechtel & Co., who have conducted a shoe store at the corner of Dundas & Brock streets, Woodstock, Ont., have moved into larger premises at 469 Dundas street. The store has been re-modelled and is in splendid shape.

Walter Smardon, of the Smardon Shoe Co., has returned to Montreal from New York.

Fred B. Perry, who for the past two years has been with the Regal Shoe Co., Toronto, left last week for Winnipeg, where he joins the traveling staff of the Goodyear Tire and Rubber Co. He will devote special attention to the shoe trade.

W. A. Lane, Montreal, is receiving the condolences of his friends on the death of his mother, which is doubly sad in that her husband, Mr. Lane's father, predeceased her within three months.

Pte. W. S. Larke, who was on the staff of H. & C. Blachford, Limited, Toronto, previous to joining the 83rd Battalion was wounded in the fighting at Somme, by shrapnel in the head and hip, and is now in a military hospital in England.

Getty & Scott, Limited, Galt, have installed an Ideal clicking machine, making five in all, and also a Model "B" McKay stitcher.

**G**OLD cloth colonial pump—By James Robinson, Montreal.



It is understood that there may be some delay in the deliveries of light rubber footwear this season on the part of the companies, owing to the difficulty in procuring sufficient experienced makers and through detention in deliveries of many kinds of materials. Every effort is being made, however, to get out all placing orders as soon as possible.

James C. Fetherston, of the staff of Waterbury & Rising, St. John, N.B., was the lucky winner of a magnificent piano placed on lottery at a recent patriotic fair.

J. A. Cote, of J. A. & M. Cote, St. Hyacinthe, Que., accompanied by his wife, was in Quebec recently on his way home from an automobile trip in which several cities in the United States were visited. Mr. Cote covered a great many miles in his six-cylinder McLaughlin car, and reports having a very pleasant outing.

The entire staff of travelers for Getty & Scott, Limited, Galt, Ont., who have left on their spring selling trip, are most enthusiastic over the new lines they have to offer. The models this year show many new features in the way of heels combinations of colors, pleasing patterns and long, pointed foreparts.

E. L. Rising, president of the firm of Waterbury & Rising, St. John, N.B., was in Boston and New York recently. He had the pleasure of taking in the world's series baseball games.

The Lady Belle Shoe Co., of Kitchener, Ont., report business as being exceptionally satisfactory. They have recently installed several new machines, a Louis heel breast trimmer and a top piece scalloper, as well as several new stitching machines. The new company are in splendid shape and working along with excellent results.



## PROFIT-MAKERS *for* 1916-1917 SELLING

No range of popular-priced footwear gets more attention from keen buyers than that bearing our trade-mark.

The reason lies in the fact that season after season merchants can count upon receiving the very latest styles in all popular materials. Therefore they await our new samples with eagerness.

Our Spring lines will be before you soon—and they will not disappoint.

*WATCH FOR THEM!*

**DUPONT & FRERE**  
301 AIRD AVE., MONTREAL



## BOYS', YOUTHS' LITTLE GENTS' CHILDS' BOX KIP STANDARD SCREW SHOES

on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

**St. Hyacinthe Soft Sole Shoe Co.**  
Limited  
St. Hyacinthe Quebec

## LOG HEELING

ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from 2-8 in. to 7-8 in. by sixteenths) can be purchased at a big saving. Let us quote on your requirements to prove this.

J. E. DUPRE The SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904  
MONTREAL

## A PERFECT PASTE

that always spreads easily, will never dry out or release its hold.

## BRODIE'S PATENT FLOUR PASTE

Comes in Kegs, Half Barrels and Barrels. Order a trial Keg and be rid of all paste trouble.

**BRODIE & HARVIE LIMITED**  
MONTREAL



F. W. Knowlton, of the United Shoe Machinery Co., of Montreal, was in St. John recently.

Monroe Einstein of J. Einstein, Inc., New York, was in Montreal last week.

W. E. Woelfle, of the Woelfle Shoe Co., Kitchener, Ont., was in Toronto last week on business.

Frank Forbert, shoe dealer of Lindsay, Ont., has assigned to Charles Bonnick, Toronto.

A charter has been granted to the F. E. Partridge Rubber Co., Limited, Montreal, with a capital stock of \$125,000. Among the incorporators are Geo. P. Cousins, N. R. Currie, F. E. Partridge and V. Cooke. The company is empowered to carry on the business of manufacturers of and dealers in rubber, rubber products and all articles of whatsoever nature made of rubber or in the manufacture of which rubber is or can be used.



**G**REY kid button boot,  
grey suede upper,  
Louis heel—By Jas.  
Robinson, Montreal.

John Dunbar, sales manager of Scott-Chamberlain, Limited, London, Ont., spent a few days in Toronto recently on business.

Harry D. McKellar, of Kitchener, Ont., was in Montreal recently showing a fine line of samples of felt footwear.

Norman C. Hertfelder, of the staff of the Lady Belle Shoe Co., Kitchener, Ont., formerly with the Kaufman Rubber Co., was married on September 28th, to Miss Ella Fleming, of Waterloo, Ont., the Rev. Mr. Schade performing the ceremony. They have taken up their residence in Kitchener.

The W. E. Woelfle Shoe Co., Kitchener, Ont., have plans prepared for the doubling of their factory. An extension, 100 feet by 50 feet wide will be built on the south side, making the premises 200 feet long by 50 wide. Construction will begin at an early date and will be completed within a few months. This extra space will give the company a capacity of 1,000 pairs a day. Business has been coming so steadily and in such large orders that more factory room is absolutely necessary. Mr. Woelfle reports that the outlook for the coming season as being exceptionally good and the plant is working overtime to get out the goods.

James H. Clement, of Woodstock, Ont., died recently from the effects of a fall from a bridge connecting two sections of the Hamilton Oak Tanning Co.'s plant in Woodstock. He was born in East Zorra seventy-six years ago, but had lived in Woodstock practically all his life. He is survived by two sons and three daughters.

C. F. Walker, shoe dealer, is now located at McPherson's clothing store in Portage la Prairie, and has a complete line of footwear.

Leather, sheep hides, etc., such as are exported in large quantities by New Zealand, are much wanted in Germany. To prevent these products from reaching enemy hands new

regulations have been adopted and are being rigidly enforced. Exports of these articles destined for Canada must be consigned to the Department of Trade and Commerce and importers are required to give an undertaking that none of the goods so received are to be re-exported except to Great Britain.

The tower and tank in connection with the new sprinkler system at the Palmer-McLellan Shoe Company's factory, St. John, N.B., has been completed. The roof is on the tower and the painters are at work. At the factory of the John Palmer Co. a tower and tank are built for a sprinkler system. On account of proximity to the Hartt Boot & Shoe Co.'s factory it has been possible to connect the sprinkler systems of that building and the John Palmer Co.'s factory, so that either factory will have the advantage of the two tanks.

The average business man finds it impossible to do business without keeping a want book. He realizes the value of this factor in merchandising, and cannot imagine how a busy business public appreciates frankness in regard to merchants who up to the present time have not deemed it necessary to install anything of this kind, but depend upon memory, and possibly a memorandum jotted down from time to time. A traveling man probably realizes more than anybody else under what disadvantages a man operates who uses the latter method.

It is probable that owing to the constantly increasing cost and growing scarcity of leather the manufacturers of rubber footwear will shortly advance the present price of all leather top lines and those with leather soles.

J. I. Chouinard, of the Regina Shoe Co., Montreal, was in Toronto this week on business.

The corporate name of the Berlin Rubber Mfg. Co., Limited, has been changed to the Kitchener Rubber Mfg. Co., Limited.

One of the queerest reasons for a strike was given recently by packers at Duchaine and Perkins, shoe manufacturers, Quebec. The strikers left work as a protest against orders enforced preventing the men from smoking in the plant. The proprietors told the men that if they persisted in smoking they would have to share the payment of extra insurance premiums, so they walked out. Order was restored, however, and the men returned to work shortly after quitting.

W. H. Miner, of the Miner Rubber Co., Granby, Que., paid a visit to the Toronto branch recently.

The Bowmanville, Ont., Review, says: "We notice that Mr. Fred Foley, shoe retailer, is still delighting audiences with his 'speaking pieces.' Last week he was at Blackstock and Rosemeath, where he pleased two large audiences. This week he is billed for Campbellford where we know he will delight his listeners. Go to it, Fred, 'old chap, nothing like combining business with pleasure.'"

Dominion Tanneries, Limited, has been incorporated under provincial charter. The head office will be at Woodstock, N.B., and the capital stock will be \$200,000. The new company is subsidiary to Armours', Limited, the big American packing company which recently acquired the Dickinson tannery at Woodstock. It is understood that the new company will operate on a large scale. Work will commence at once and additions will be made to the plant in order to handle the increased business. The members of the new company are Mr. Thomas Keogh, of Chicago, Miss A. Florence Coughland and Miss Gladys L. Dodge, of St. John.

The retail shoe business in St. John, N.B., during the past few months has been phenomenal. The merchants are perfectly satisfied with the manner in which the purchasing public have accepted the advanced prices. In conversation with a prominent shoe man a few days ago he said that people are much easier pleased and do less kicking about

prices than formerly, and he explained this by saying that never in the history of St. John were men earning more money.

A recent despatch from Pittsburg, Pa., says that wholesale prices on men's and women's footwear have been advanced fifty to seventy-five cents a pair within the last seventy-two hours. Certain lines have been withdrawn entirely from the market owing to a big shortage in leather.

### NEW FACTORY FOR REGAL SHOE CO.

The Regal Shoe Co., Limited, Atlantic avenue, Toronto, have acquired new factory premises, having leased for a term of years the spacious five storey brick building and basement on the west side of Bathurst street, next to College street. The structure is 65 x 130 feet in dimensions and admirably adapted for the purpose for which it will be used, being well lighted and centrally located. The Regal Shoe Co. will occupy their commodious new home as soon as possible and will possess facilities for turning out twelve hundred pairs daily.

E. J. Bliss, President of the Company, and E. D. Gould, Director of Sales, Boston, Mass., spent a few days in Toronto this week in conference with C. S. Corson, general sales manager for Canada, and E. L. Keene, assis-

tant treasurer, when negotiations, which had been going on for some time, were successfully concluded. The progress of the sale of Regal shoes in Canada has been remarkable when it is considered that about nine years ago Mr. Corson was the sole representative of the firm and there was not a Regal agent in the Dominion. Today Regal agents are to be found in practically every city and town of the nine provinces, and the selling organization is efficient.

Six years ago, owing to the rapid development of trade on this side of the line, largely through the aggressiveness of Mr. Corson, the company found it advisable to establish a factory in the Dominion and purchased the plant of the Sovereign Shoe Co. on Atlantic avenue, which was overhauled and extended. Last fall it was found necessary to lease additional quarters in another building adjacent, the cutting and fitting rooms being removed there. This considerably augmented the capacity of the plant, but business has come of late months in such increasing volume that further expansion has been rendered absolutely necessary, and the splendid manufacturing premises at the corner of Bathurst and College streets have been acquired, with more than double the floor space and every facility for meeting the unprecedented call for Regal shoes.

Regal Shoe Co. was the first industry in its line to have a Canadian branch and the wisdom of the venture has been amply attested by the success which has attended it.

## Narrow Fabrics

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our capacity  
of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT



**DIES** Of finest steel for all purposes. Accurate.  
Workmanship warranted.

GIVE US A TRIAL

**BOSTON CUTTING DIE CO.**  
202 A STREET BOSTON, MASS.

## PIERRE BLOUIN

Regd.

*Manufacturers of*

**SHOE FINDINGS**

AND

**WHOLESALE LEATHER**

Corner of Colomb and Nelson Streets  
**QUEBEC**

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES," Leicester.



### IS RETURNING TO THE FRONT

Major George H. Wilkinson, shoe retailer, of Windsor, Ont., who was wounded in the last Ypres battle and has been spending some months at his home, expects to depart



GEO. H. WILKINSON, WINDSOR, ONT.

for France again in a few days. Major Wilkinson left Canada with the First Contingent and has been wounded twice.

### SHOES AND STOCKINGS SOLD TOGETHER

It is noticed that some of the leading retailers, especially in the cities and good-sized towns, are now carrying a full line of hosiery or stockings along with their line of shoes. Generally speaking, these retailers are catering to the men's trade and quite a few of them are building up quite a business along this line, says "Shoe Topics."

When stockings were first introduced into the shoe retail stores, many people did not think the venture a good one, but, looked at closely, it is seen that there is a chance to develop more or less business in this direction. Men have to buy stockings just the same as they do shoes, and they always buy more stockings than shoes or, at least, this appears to be the general rule, and when this fact is considered it seems only reasonable to suppose that men would just as willingly buy stockings in a shoe store as in any other store that they may visit.

The great department stores of the large cities and towns are getting most of the trade on stockings and that class of goods but these department stores may be said to be women's stores rather than men's stores. Men do not visit them in any great numbers, hence they have no chance to do any buying there. Accordingly they will buy more stockings from the shoe retailer and the outlook ought to be good for this end of the business.

Yet it may be said that it all depends upon the retailer as well as upon his clerks, as to how many stockings can be sold along with shoes. Every clerk who understands the business and is working for his own as well as his employer's interests, will always suggest any new thing that he may have in stock to his regular customers. In this way many men will buy stockings and other incidentals needed, whereas they might go out without buying any of these things if the clerk or retailer himself did not call attention to them.

There are many things that people can get along without but so far as shoes and stockings are concerned, no man or woman can get along without them very well. Hence it is that the retailer handling all kinds of footwear might just as well handle stockings as these do not take up much room and they may mean a certain source of profit which could not be obtained without them.

### HOW TO GET READY MONEY

Perhaps the best way to get money is to inherit it. This usually requires no brains, skill, trouble or special attitude on the part of the recipient. Neither does it involve any obligations of an embarrassing nature. In this respect it has a distinct advantage over getting money by marriage.

Getting money by marriage is, of course, tremendously popular, and most authorities unhesitatingly recommend it as the best method next to inheriting, but the fact remains that it involves many pitfalls. The wife or husband who brings the money to you may turn out to be considerably of a nuisance, and therefore decidedly annoying to have hanging around. This confronts one with the very difficult task of getting rid of the said husband or wife without at the same time getting rid of the said all-important money. The invention of alimony has served to obviate this difficulty somewhat so far as the female sex is concerned, but there is



H. A. WEEKS, WINNIPEG, WHO IS NOW A MEMBER OF THE 232ND BATTALION, C.E.F. HE WAS A FORMER WELL-KNOWN SHOE SALESMAN IN THE PRAIRIE CAPITAL

still no satisfactory outlet short of murder for poor men with rich and unattractive wives, and murder unquestionably has its perils.

Another excellent way to get money is to have a piece of property, which has been a great burden to you, and which you have been unable to get rid of at any price, suddenly turn out to be immensely valuable because of a big public improvement in the vicinity or the movement of business in that direction. This method, however, requires a certain amount of initial capital and perhaps a modicum of judgment.

## SHOE NEWS IN SHORT SHAPE

Jas. Robinson, of Montreal, is leaving this week for Florida, where he will spend some time.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal and Quebec recently on business.

Nap. Tetrault, of the Tetrault Shoe Mfg. Co., Limited, Montreal, was in Hamilton and Toronto this week on business.

James Valentine, of Valentine & Martin, shoe manufacturers, Waterloo, Ont., was in Oshawa and Toronto last week on business.

A convention of branch managers and salesmen of the Ontario Division of the Canadian Consolidated Rubber Co. was held recently in Toronto, J. A. Connor, Division Manager, presided. The selling season for tennis shoes and other matters were discussed. In the evening the members were entertained to a banquet and attended the theatre.

Manufacturers of overgaiters are practically sold up until December next, and are not able to accept any more business. The demand has been very heavy, the eight button height being the prevailing style this year. Dark browns, greys, fawns, chamois and Shepherd plaids are the most popular colors. The prices run from \$15 to \$18 per dozen. If the manufacturers could secure the cloth and sufficient labor they could, in many instances, double their product.

The Kimmel Felt Factory at Kitchener, Ont., is being enlarged says "The Dominion." When the extension is completed, all the manufacturing of the Canadian Consolidated Felt Co., Limited, will be done in the Kimmel Factory, and the old Berlin Felt Factory will be used entirely for warehouse purposes.

Daoust, Lalonde & Co., Montreal, are exceptionally busy with orders and have started night shifts in both their

shoe factory and tannery, to keep up with the rush of business.

The many friends of J. S. Ashworth, Toronto, Canadian Manager for Sir H. W. Trickett, Limited, Waterfoot, England, are congratulating him on the advent of another daughter to his home.

A. McKillop, of A. McKillop & Co., wholesale shoes, Calgary, Alta., was in Montreal, Quebec and Toronto on a buying expedition recently. He reports business as exceptionally good and the outlook as most promising.

W. T. Batstone, who for several years has been manager for Geo. Finlay, shoe retailer, 23 McNab street, Hamilton, is launching out on his own behalf and has leased the premises at 19 McNab street, where he has put in a most representative stock.

The next monthly meeting of the Toronto Shoe Retailers' Association will be held on Thursday, October 26th, at ten o'clock a.m. in the Temple Building, when W. Alfred Moore, of Beardmore & Co., will give an address on the present leather situation and its outlook.

W. T. Fegan, proprietor of the "Big 88," Queen street west, Toronto, accompanied by F. C. Henry, manager of the women's department, and H. O. Doran, manager of the men's, spent a few days recently on a visit to Detroit, Buffalo and Cleveland. They visited the leading shoe establishments in those cities in search of style pointers and general information, and were most cordially received.

Ernest E. Hutchinson, secretary-treasurer of Jos. Eveleigh & Co., Limited, Montreal, spent a few days in Toronto recently with his brother, L. B. Hutchinson, manager of the Toronto branch of the Kaufman Rubber Co.

The many friends of Ed. R. Lewis, leather merchant, Toronto, will sympathize with him in the loss of his third son, Earl Edward, who passed away in the Isolation Hospital from diphtheria on October 13th, aged ten years.

Quartermaster Capt. Jas. T. Sutherland, of Kingston, Ont., who until joining the colors was one of the best known shoe travelers in Ontario, is now in England with the 146th Battalion, which went overseas recently after spending the summer at Barriefield camp.

## CONDENSED ADVERTISEMENTS

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

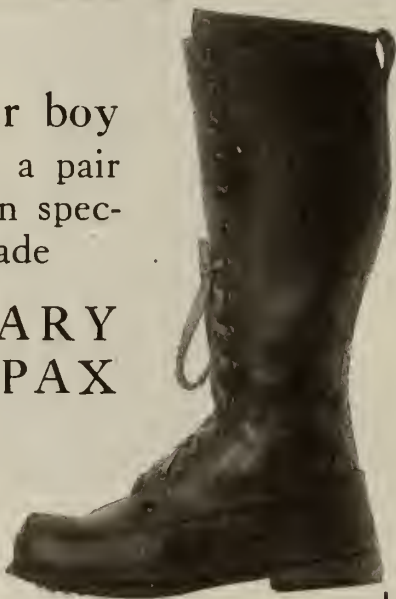
TRAVELER WANTED—For the Province of Quebec, to carry line Ladies' McKay goods. No objection to a man carrying men's goods. Must be able to use both languages. Apply Sherbrooke Footwear Co., Sherbrooke, Que.

Send your boy  
at the Front a pair  
of our own spec-  
ially made

MILITARY  
SHOE PAX

Absolutely  
Waterproof

These will in-  
sure him dry  
feet at all  
times.



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

MADE BY

The R. M. Beal Leather Co.  
LIMITED

Manufacturers of the justly celebrated JOHN  
BULL Oil Tan Larrigans and Shoepacks  
LINDSAY, ONT.

Mr. Shoe Retailer:

Have you any surplus stock? Do  
you want to realize on it? Write

A. C. CLARK

245 West Street BRANTFORD, ONT.

Canada's only Practical Sales Specialist.  
Sales conducted personally or by mail.  
Stocks bought and sold.

All Negotiations Strictly Confidential



**HOW THE RETAILER CAN MAKE MORE MONEY***(Continued from page 36)*

That is just one of our cost reducing plans. There are many others. And they all count in keeping down shoe costs.

The newspapers and the trade journals have been full of price talk. Probably no ordinary commercial event has been given more publicity than advances in the price of leather and shoes. Historians have shown us the alleged cause of every market fluctuation for several past centuries, and prophets are pointing upward and downward to future prices with such wild variation that no thoughtful man can help suspecting that their prophecies are influenced largely by personal interest.

I am asked daily for information as to the future prices for shoes; and here again my idea of service is to share with our customers all the reliable information we possess. Neither our best interests nor those of our patrons are served by inducing them to buy what they do not need, or to speculate.

We believe in merchandizing, and we advocate it. We buy only what we think we can sell, and buy it freely. We are not influenced so much by market prospects as by trade prospects. The most important thing is to have the right kind of merchandise and have enough when it is wanted. Prices may be a little higher or a little lower, but the people must have shoes. And you will find that people are willing to pay what they are worth. So we feel that market changes should not be given too much consideration in merchandising. The general trend of hides and leather has been upward and doubtless will continue so, for the world's supply of hides and skins is always growing shorter.

With prices of shoes advancing there's a tendency for dealers to drop a grade. For instance, a man who has been wearing a \$4 shoe finds the same grade retailing now at \$4.50. There's a temptation to drop back a grade in order to buy at the same price. It's not wise. Keep up the grade even if it means an advance. It means surer satisfaction.

ESTABLISHED 1857

## THE BREITHAAPT LEATHER CO. Limited

### TANNERS OF SOLE LEATHER

**OUR BRANDS**

**HEMLOCK:—"PENETANG" AND "EAGLE"**  
**OAK:—"TRENT VALLEY" AND "LION"**  
 ALSO "UNION OAK"

Reliable Tannages to meet All Requirements.

Head Offices

- - - KITCHENER, CANADA

## To the Manufacturers and Retail Trade

I buy all kinds of surplus and bankrupt shoe stocks in any quantities and pay spot cash.

Do not keep goods on your shelves. They will not earn money there for you.

Get in touch with me at once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor

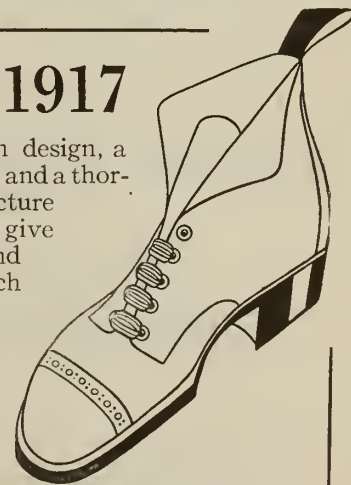
## SPRING, 1917

There's a snappiness in design, a genuineness in material and a thoroughness in manufacture about our shoes that give them that selling and wearing quality so much desired by dealer and customer.

Our range for spring possesses all those old time qualifications that have made our lines noted for high grade quality of solid leather shoes.

Dealers can afford less than ever to tolerate substitutes for leather, because of unprecedented high cost of material.

Be sure you see our Spring Samples before placing your order.



**HYDRO CITY SHOE  
MANUFACTURERS  
LIMITED**

FORMERLY G. V. OBERHOLTZER, LIMITED  
Kitchener Ontario



# ECLIPSE SHOES

The immense popularity and greatly increasing sales of ECLIPSE SHOES demonstrate that we made no mistake in the selection of the trade name—ECLIPSE.

Our range for Spring 1917 of

## Boys', Youths', Girls', Misses' and Children's Shoes

has all the Hall Marks of nifty stylishness and quality for which our lines for the younger people are noted. Made in TURNS and McKAYS with just the same care as if we were making for grown ups.

Our Travellers are now out with samples which you should see

## Galt Shoe Mfg. Co. Limited, Galt, 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 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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent





**BARRIE TANNING COMPANY LIMITED**  
 MANUFACTURERS OF

**STAPLE AND FANCY LEATHERS**  
 RUSSET SIDES AND SPECIALTIES

BAG CASE TRUNK STRAP  
 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.

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**YOUR**



**USMC**



**GUARANTEE  
FOR QUALITY**

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**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

# THE SUPREME THING

Britishers the world over realize that their FIRST GREAT DUTY is to bring the present war to such a conclusion that the HUN MENACE will receive its absolute and irrevocable quietus. To this end their must be neither INDIVIDUAL nor BUSINESS SLACKING.

## Tricketts and the War

In their humble way TRICKETTS have spared neither MEANS nor MEN that this great purpose might be effectually accomplished. In the cheerful and ready sacrifice of their BUSINESS INTERESTS they have felt that they have had the sympathy and support of their fellow subjects.

### WE ARE DOING OUR BEST

to meet the demands upon our LARGELY REDUCED CAPACITY and no section of our WORLD WIDE TRADE is receiving greater consideration than CANADA, which more than ever merits the best that we and others can do for her.

### DO NOT BLAME THE JOBBER

if you are unable to secure your full quota of TRICKETTS SLIPPERS. The fault lies, not here, but in the fact that so many of our men are in the forefront of this GREATEST OF ALL HUMAN CONFLICTS.

### BE PATIENT WITH THE WHOLESALER

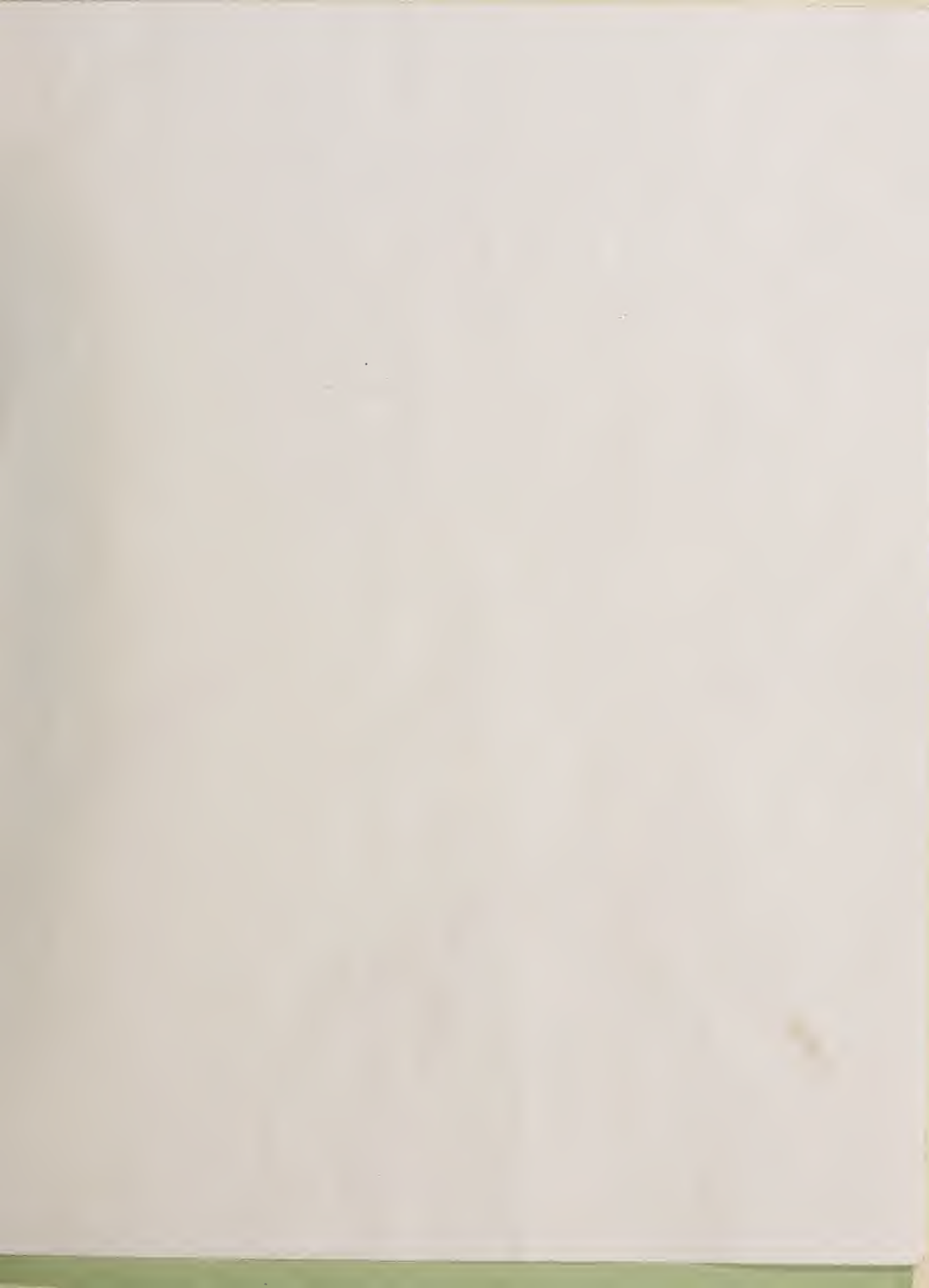
remembering PAST SERVICE and looking forward to the time when the BAYONET shall be beaten into the SHOE KNIFE and the MACHINE GUN into the STITCHING MACHINE.

## SIR H. W. TRICKETT LIMITED

WATERFOOT, near MANCHESTER, Eng.

Canadian Representative, J. S. ASHWORTH, Manchester Building, Toronto







Stag foxed bal, of blue kid with  
pearl kid top, leather Louis  
heel, perforations



Nut Brown Calf Bal., Stag Vamp, with  
Perforations, Louis Heel



Two Tone Seamless Button, African  
Brown Kid Vamp and Grey Buck Top

African Brown  
and  
Black Glazed Kid  
are  
moving splendidly

The demand for Colored Kid Novelty Shoes including two-tone effects and solid color presentations was never more insistent than at the present time.

We specialize in up-to-the-minute fashionable footwear for ladies in McKays, all widths and all leathers. Our pleasing patterns, pretty color creations and snappy lasts make an irresistible appeal.

**CLARK BROS. LIMITED**

ST. STEPHEN, N.B.

Sample Room, No. 2 Trinity Square, Toronto

Representative for Ontario and Quebec, R. L. Savage  
Representative for Western Canada, Geo. H. Ferguson

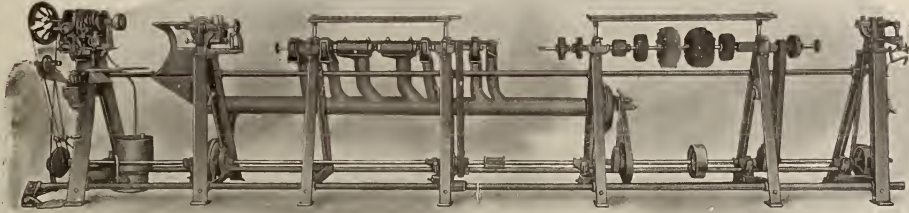








## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

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

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

- |  |                                  |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls           | 2 Flat X-Ray Hee 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-inch shaft which has all the necessary equipment for black or russet work:

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST

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## UNITED SHOE MACHINERY COMPANY OF CANADA, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC







A New Model. White Kid Top.  
Black Kid  $\frac{3}{4}$  Fox, Vamp and Imita-  
tion Wing Tip. Aluminum Disk.



*The mere mention of  
the name*

# CLASSIC SHOES

*Brings a thrill of joy to the woman who is  
discriminating in her footwear.*

*There's a new charm of loveliness in the  
1917 Spring Models.*

Getty & Scott, Limited  
GALT, ONTARIO

# Our Superior Sorting Service

The uncertain-weather days are here. Our ability to supply your every sorting need in the Rubber Footwear Department makes it possible for you to meet every demand.

This is the season when the dealer expects the best sorting service, and we feel confident that we can give it.

Order from your nearest wholesaler or write direct.

Our Brands:—

“KANT KRACK” “DAINTY MODE”  
“ROYAL” “BULL DOG”  
“VERIBEST” and “DREADNAUGHT”

Do not overlook your placing orders for SPEED KING LINES—Tennis and other Sport Shoes. Placing now may save much inconvenience next season.

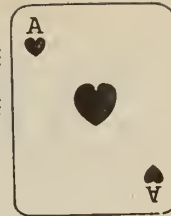
## Wholesale Representatives

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.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood

Independent Rubber Co.,  
Merritton, Ont. Limited







# HARTT'S

## GOLD MEDAL

### Shoe

BOX ENDS LIKE THIS  
DENOTE PROGRESSIVE RETAILERS—

because retailers selling HARTT SHOES are invariably the leading merchants in the trade.

There is a distinction to HARTT SHOES that fits in with their ideas.

Is it surprising that merchants selling HARTT SHOES cater to the select custom of their locality?

The Hartt Boot & Shoe Company

CANADA'S BEST SHOEMAKERS *Limited*

FREDERICTON, N. B.



# 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 COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





One of our latest creations in Havana Brown Kid, with scalloped vamp and collar, new vanity heel, (aluminum insets at top and base.) This model is representative of the Bell range for spring, 1917. Salesmen are now in your vicinity.

**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"

# Canada's—



**Largest Producers**  
3 Big Factories

**Largest Stocks**  
6 Distributing Houses

**Most Complete Lines**  
For Men, Women and Children

Our travelers are leaving the branch distributing houses to serve customers in relation to Spring Placing and Fall Sorting Orders.

**AMES  
HOLDEN  
McCREADY  
LIMITED**

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



# Immediate Shipments

It is always a source of satisfaction to dealers to know they can have "At Once" shipments. With present uncertain conditions it is gratifying to state that we can make *Immediate Shipments of Fall and Winter Lines*, including

## Felt Goods, Rubbers and Heavy Staples

in addition to our well known brands of medium and fine grade goods.

## SPRING, 1917

Market conditions point absolutely to the fact that prices are going up—not in the Spring or some distant date, but *right in THE IMMEDIATE FUTURE*.

The tremendous advantage of placing orders *NOW* will at once be apparent.

In our Spring Samples are included some of the newest novelty shapes and color effects as well as a wide range of staple goods at more moderate prices. We feel sure the values we have to offer will greatly interest you.

OUR SALESMEN ARE NOW OUT  
WITH SPRING SAMPLES

## McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers  
30 FRONT STREET WEST, TORONTO, ONT.

### "Sportsman" Boot

In Chocolate and Pearl Calf  
Smoked and Black Elk

### "Maple Leaf"

Solid Leather Working  
Shoe

### "Imperial" Shoe

Goodyear and McKay Welts  
for Men and Women

### "Witch Elk"

Hunting and Sporting Boot  
for Real Hard Use

### "Varsity"

McKay Sewn and Standard  
Screw. Light Shoe for  
Men, Boys and Youths

### "Little Canadian"

Fine Shoes for Misses and  
Children

*THE  
Professor*

PAT. N<sup>o</sup>.  119409  
GOLD CROSS  
SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

## ONE GOOD THING ON TOP OF ANOTHER

That's like the good qualities  
of the

## "Doctors" and "Professor" Special Shoes

Appearances are not every-  
thing in a shoe, although  
these will meet the demands  
for something stylish.

And wearing quality is an-  
other good feature that has  
been added to appearances.

Then added to these are their  
hygienic or health-giving  
qualities, as mentioned be-  
neath the cuts.

## A Shoe That's Growing in Demand

WRITE US

THE TEBBUTT SHOE CO.  
LIMITED

THREE RIVERS, QUEBEC



# THE NEW 1917 COLORS

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## Royal Purple Russia

The richest shade of Russia calf ever offered to shoe manufacturers in America. A color that will not fade, and will maintain its popularity in women's and men's high-class shoes for many seasons.

## Briar Boarded Calf

The "last word" in colored calf for shoe leather. Par excellence at every point.

## Brown Russia No. 66

The mid-night brown.

Other leading colors for spring are Mahogany Russia, Brown Russia No. 14 and Brown Russia No. 33.

DAVIS LEATHER CO., Limited

NEWMARKET, ONTARIO

*Largest Tanners of Calf in the British Empire*

# AIRD & SON

Newest Styles  
and all the  
Popular  
Sellers.

PROMPT  
DELIVERIES

## SHOE MANUFACTURERS

MEN'S  
WOMEN'S  
BOYS'  
YOUTHS'  
*in*  
McKAYS  
*and*  
TURNS

FOR JOBBERS

Half A Century of Reputable Shoemaking Backs Up

# YAMASKA BRAND



This Staple Line for Men, Women and Children has achieved a high reputation. Customers once served with these shoes are sure to come again, and the steady demand for YAMASKA Shoes makes the line a profitable one to stock.

## J. A. & M. COTE

ST. HYACINTHE

QUEBEC



# One of Our New Spring Lines



## AVENUE LAST

Havana Brown and Mahogany Russia, recede toe, Avenue Last, A to E. Sample No. 254.

This is one of the big leaders for Spring, and any Astoria or Liberty dealers who have not bought this particular line should get in early.

# Scott-Chamberlain, Limited

*Astoria and Liberty  
Shoemakers*

LONDON - ONTARIO



BOOTS SHOES AND RUBBERS

## FALL SORTING

These days we are cementing old connections and gaining many new customers by the quality of our service on sorting orders.

If it is humanly possible to get what you want we will ship it promptly.

BOOTS 184 JAMES ROBINSON 186 SHOES  
MONTREAL





THE NEW HOME  
OF  
THE REGAL SHOE CO., LIMITED  
Bathurst and College Streets  
TORONTO

# PROFITS FOR YOU— SATISFACTION FOR YOUR CUSTOMERS



J327A

**J327A**  
 Women's Welt Boot, Dull Calf, Belmont Last, Black Cloth Top, 7-inch height, Button, Dull Calf Circular Fox and Back Stay, Plain Toe, Leather Half Louis Heel.  
 A 3½ to 7    B 3 to 7    C 2½ to 7    D 2½ to 7  
**\$3.15**



J375K

**J375K**  
 Women's Welt Boot, Glazed Kid, Madison Last, Glazed Kid Quarter and Vamp, 8-inch Lace, Black Satin Top Facing, Fudge Edge Welt, Plain Toe, 1 7-8 inch Leather Louis Heel. AA, 4 to 7; A, 3½ to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.  
**\$4.00**

**If You Want Quick Service** you may have it on these styles, which we have in stock now.

The quality and fit of U & D Shoes are things you ought to know about, because both are great factors in making the store which sells them the "good will" store of the community. Quality has never been sacrificed—nor will it be—to favor price. It would be a serious loss to both ourselves and to our retail friends—both of us are dependent for our success upon the quality of our shoes. We have a reputation to protect. Will you investigate these things? If so, our salesman will call when you say.



J0384E

**J0384E**  
 Women's Welt Boot, White Delhi Calf, Touraine Last, Whole Fox, Lace, 8-inch Height, Imitation Wing Tip, Perforated Vamp and Lace Stay, Regular Leather Sole, Close Edge Welt, Wood Covered Half Louis Heel. AA, 4 to 7; A, 3 to 7; B, 2½ to 7; C, 2½ to 7; D, 2½ to 7.  
 In Stock After October 1st  
**\$4.50**



J3020

**J3020**  
 Women's Welt Boot, Patent, Belmont Last, Black Cloth Top, 7-inch height, Button, Patent Circular Fox and Back Stay, Plain Toe, Leather Half Louis Heel.  
 B 3 to 7    C 2½ to 7    D 2½ to 7  
**\$3.15**

## UTZ & DUNN CO., Rochester N. Y.

Los Angeles Office  
 319 Story Bldg.  
 Los Angeles, Cal.  
 C. G. McATEE, Representative

—NEW YORK OFFICE—  
 200 Fifth Ave., Fifth Ave. Bldg.  
 Room 405  
 S. A. McOMBER, REPRESENTATIVE

Denver Office  
 218 Charles Bldg.  
 Denver, Colo.  
 RICE & TIGER, Representatives



# FOOT TROUBLES

AND HOW TO RELIEVE THEM



Trade  
Mark  
Reg.

Cramplike pains at  
this point indicate  
Metatarsalgia

One of the most difficult conditions for the uninformed shoe fitter to master is that known as "broad foot" with its accompanying tendency to make an otherwise perfectly fitting shoe seem too narrow. This condition is medically known as

## Metatarsalgia—Morton's Toe

This ailment is due to the weakening of the transverse arch which allows the heads of the metatarsal bones to fall. The foot spreads and runs the shoe over beyond the sole. Then Nature in her efforts to protect the nerves on the plantar surface of the foot forms callouses at the ball. Aches, pains and cramps follow. Then enlargements appear at the great toe joint, and at the little toe joint. As the case progresses, cramps and pains become manifest at the bases of the third and fourth toes.

There is but one way to overcome this condition—one way to give relief and comfort instantly and permanently—and that is the proper fitting of

## DR. SCHOLL'S Anterior Metatarsal Arch Support 3 Styles for 3 Distinct Purposes



No. 1      No. 2      No. 3  
Dr. Scholl's Anterior Metatarsal  
Arch Support

This scientifically designed appliance is built with an elevation at the anterior end, just beneath the heads of the metatarsal bones. This elevation correctly adjusted, restores the anterior transverse arch to its normal state, and the cause of the ailment is thus eliminated.

Style No. 1 has, besides the anterior elevation, a flange at the inner side for supporting the longitudinal arch in cases where there is slight weakness in that part of the foot.

Style No. 2 has no flange and is recommended for cases where the longitudinal arch is normal, but elevation is required at the transverse arch.

Style No. 3 has the flange and is longer than Nos. 1 and 2, extending farther forward beneath the heads of the second, third and fourth metatarsal bones. All metal is cut away beneath the first metatarso-phalangeal joint so as not to interfere with the action of the great toe.

These supports retail as follows:—Style No. 1—\$3.00; Style No. 2—\$2.50; Style No. 3—\$3.50. Write for new catalogue just printed.

## THE SCHOLL MFG. CO. Limited

Largest Makers of Foot Com-  
fort Specialties in the World.

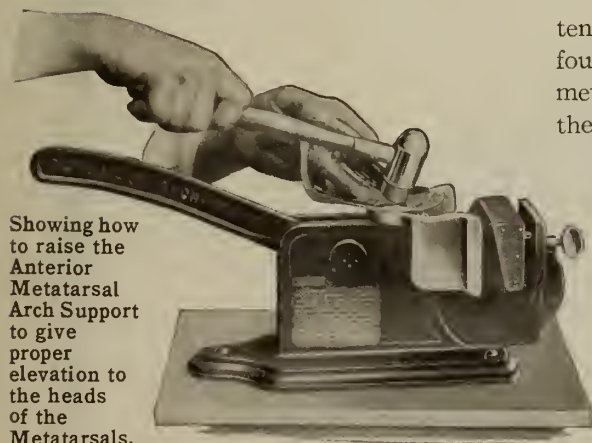
214 King St. East

CHICAGO

NEW YORK

TORONTO

LONDON, E.C.



Showing how  
to raise the  
Anterior  
Metatarsal  
Arch Support  
to give  
proper  
elevation to  
the heads  
of the  
Metatarsals.

N.B.—Fully 50% of all foot troubles are caused by weakness of the transverse arch. Look into this and you will realize the profit possibilities of this appliance. Watch for our next "Foot Troubles" advertisement.

**A**DVERTISING direct to the consumer will have commenced by the time our next Ad to the trade appears in this Journal. We have endeavoured in our preceding "Ads" to the dealer to acquaint him with the different superior points of excellence of *Aero-Peds*—Their Real Air Cushion Features, that give a maximum of comfort, ease and service to the wearer. Their Automatic Ventilating Feature, that lessens perspiration.

*Aero-Peds* give all that outside rubber heels give, with longer service; prevents shock in walking to a greater degree, as it interposes a real air cushion between the heel of the wearer and the hard inner surface of the insole, and does not pack down, with its added ventilating point of superiority.

Are you prepared to satisfy the demands of your customers?

Made for Men and Women, and extra large sizes for Military purposes.

Your Jobber has them.

## AERO-PEDS MFG. CO.

30 ADELAIDE ST. EAST TORONTO

*Aero-Peds are not in competition with the ordinary type of heel cushion—*

*Aero-Peds breathe and are in a class by themselves.*



*"Martin Saves The Shippers' Money"*

Always ship your products in

**MARTIN**  
CORRUGATED FIBRE-BOARD  
**SHIPPING CASES**  
MADE IN CANADA

Don't be Skeptical—  
**INVESTIGATE!**

Martin Corrugated Paper & Box Co. Limited  
FACTORY & OFFICE  
353 Pape Ave. Toronto



*Savings*

- In cost over woodencases " 20%
- In Freight Charges " 20%
- In Actual Packing Time 50%
- In Storage Space 90%

**A. DAVIS & SON, LIMITED**

Tanners  
of  
High  
Grade  
Side  
Upper  
Leather



Elk, Black and Colors; Russet Oil Grains; Menmonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors.

Celebrated for Uniform Quality and Superior Texture and Finish.

**KINGSTON, ONTARIO**

# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**PFISTER & VOGEL CO.**

85-87 South Street = = Boston, Mass.

**W. B. HAMILTON SHOE CO.**  
TORONTO **LIMITED**

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THE LARGEST COMBINED  
MANUFACTURERS

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AND

JOBBER *of* SHOES  
IN THE PROVINCE

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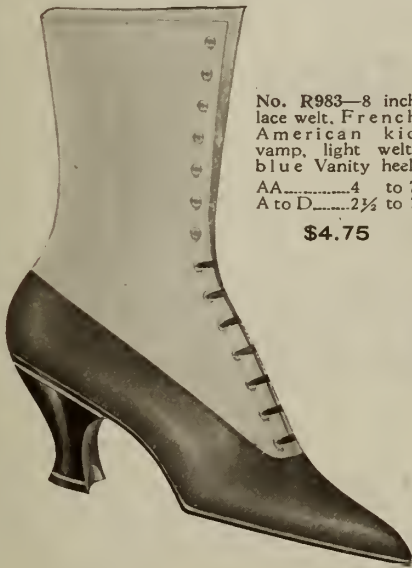


# Buy these Stock Styles—Unusual Style Value

These shoes at these prices are being ordered as fast as we can put them

## IN STOCK

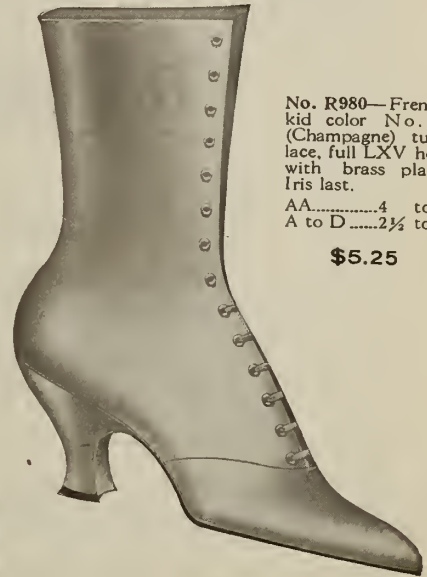
and if sold out before your order comes in you have yourself to blame for the delay. Protect yourself now against the rapidly advancing prices.



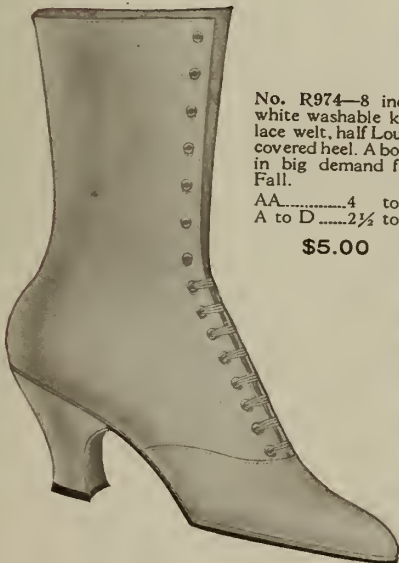
No. R983—8 inch lace welt, French American kid vamp, light welt, blue Vanity heel, AA.....4 to 7  
A to D.....2½ to 7  
**\$4.75**



No. R972—High grade kid, high cut welt, new French leather Louis heel, Iris last, AA to D.....2½ to 7  
**\$3.75**



No. R980—French kid color No. 6 (Champagne) turn lace, full LXV heel with brass plate, Iris last, AA.....4 to 7  
A to D.....2½ to 7  
**\$5.25**



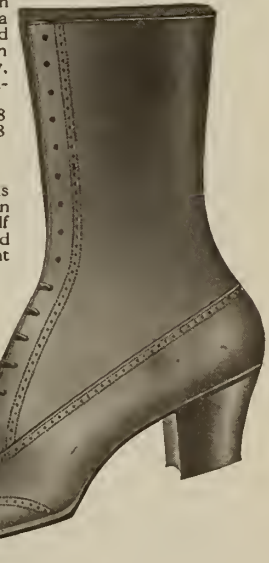
No. R974—8 inch white washable kid lace welt, half Louis covered heel. A boot in big demand for Fall, AA.....4 to 7  
A to D.....2½ to 7  
**\$5.00**



No. 984—Gun metal polish boot, 8 in. high, vamp perforated, also imitation tip, Medium welt sole, high Cuban heel, Iris last, AA to D.....2½ to 7  
**\$3.15**

No. R982—8 inch Mahogany Russia calf welt, perforated vamp and imitation tip and lace stay, new English walking last, AA.....4 to 8  
A to D.....2½ to 8  
**\$4.25**

No. 985—Same as No. 982 only in black Russia calf vamp, kid top and imitation straight tip, **\$3.75**



Stock Terms: 4% 10 days; 3% 30 days; Net 60 days

# Moore-Shafer Shoe Mfg. Co.

BROCKPORT, NEW YORK  
(30 Minutes from Rochester)



## The New "Aviator" Shoe

The "Aviator" Sole is something entirely new. It is made by our own secret process, fully covered by patents. It is soft and springy like a cushion, but with all the tough, hard-wearing qualities of high-grade rubber.

The "Aviator" Sole gives much greater foot-ease to the wearer than the ordinary rubber sole. It is a shock-absorber and also serves as a protector against hot pavements.

The "Aviator" Shoe is the last word in footwear for gymnasium or athletic uses. That is why you should include the "Aviator" Shoe in your Fleet Foot order for Spring.

*If you have not ordered it,  
write to our nearest branch  
for further information.*

**Canadian Consolidated Rubber Co. Limited**

**Head Office - Montreal, Can.**

*28 "Service" Branches Throughout Canada*



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

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\$1.00 Per Year  
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**ACTON PUBLISHING COMPANY LIMITED**  
JAMES ACTON, President

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GREAT BRITAIN  
92 Market St., Manchester

## SHOE AND LEATHER CONDITIONS

**Situation 'Most Acute—Further Strong Advances in Materials  
—Leather Concerns Selling on Day to Day Basis—No Con-  
tracts Being Made—Shoe Trade Well Sold Up for Spring**

**D**URING the past two weeks the leather market has continued to harden in all lines. Hide prices have gone up several points and this has had the effect of causing tanners to become absolutely adamant with regard to contracting for future business.

The Hide Market shows heavy native packer steers quoted at thirty cents and buffs at twenty-three and a half. As a result of the uncertainty of supplies and the feverishness of the demand all leather prices have been practically withdrawn. Price lists are practically valueless and salesmen are being instructed to report offers direct to the house before quoting for large quantities and options are absolutely out of the question.

Manufacturers have to do quick thinking these days. Those who hesitate get left. A prominent shoeman who thought he had contracts for sufficient leather to cover the requirements of his spring trade, but who found his orders considerably ahead of his estimate, has been endeavoring to cover himself but finds it impossible to get what he wants at anything like the basis upon which he has sold his shoes. It is today impossible to pick up any lots of desirable stock at anything like the prices prevailing at our last writing.

Shoe manufacturers report orders for spring goods considerably ahead of last year and most of them are notifying their customers that only such as are put in hand for regular shipment can be supplied at current prices. All orders are stamped "prices subject to change without notice" and today the man who leaves his case in the hands of his manufacturer is getting the best treatment.

Some manufacturers have called in their travellers and say that they are only going to do business for the next six months by mail. The tremendous change in the situation is enabling those in the business to make such a selection of accounts that the weak fellows are having rather a hard time. Manufacturers are endeavoring to look after old customers and are looking askance at new trade.

Where will it all end? is the general question. It is hard to say. If matters keep going on as they are it is a difficult thing to conjecture what the price of shoes will be six months hence. People laughed at the idea of their being any serious shortage of leather six months ago and there are some lines today that money will not buy. To how many lines this may apply next April no man has the temerity to predict.

# WHY SOME SHOEMEN PROSPER AND OTHERS DON'T

In Every Town There is Some Fellow Who Sets the Pace and Leads the Bunch—  
The Reason is he Takes Immeasurably More Pains in Perfecting Ways and Means  
of Doing Business Things—You Generally Catch the Kind of Trade You are After

It is a common belief that intellectual cleverness, or mental power, is the prime requisite for success in the retail shoe business. It is not so. Far more important than "inborn" abilities for the business is the ownership of common horse sense and a talent for work—for hard, persistent, unremitting endeavor in the working out of original, practical and effective "ways and means."

Mental cleverness is the edge of the knife which makes it penetrate, but whether it penetrates deeply or not will depend far more on the force applied to it and the persistent "ways and means" with which it is applied, than upon sharpness of the blade itself.

WHEN Rome was besieged by the Gauls in the time of the Republic, the Romans were so hard pressed that they consented to purchase immunity with gold.

They were in the act of weighing it, a legend tells us, when Camillus appeared on the scene, threw his sword into the scales in place of the ransom, and declared that the Romans would not purchase peace, but would win it with the sword. This act of daring and prompt decision so roused the Romans that they triumphantly swept from the sacred soil the enemy of their peace.

So is it in "humdrum" retaildom to-day; oftentimes, in an emergency, the "ways and means" of a prompt, decided, positive merchant changes the face of everything.

Such a man comes upon the scene of many a dilapidated retail business like a refreshing breeze blown down from the mountain-top. He is a tonic to the towns-people, and success seems to be in the atmosphere.

## Energy Which Means Dollars

In every town, there's a fellow who "leads the bunch." He sets the pace and proves my contention that determination and energy can be coined into "ways and means" which spell dollars, and that without it failure is fore-ordained.

The reason why some shoe merchants are much more prosperous than others is because they have taken immeasurably more pains in perfecting their "ways and means" of doing things.

The animate and inanimate, in this world, are more closely connected than many of us realize; we gauge the prosperity of a man by his personal appearance, and we read between the lines when we stop before a shoe store and size it up.

The consumer of to-day figures that a shoe merchant's ability to please him can be proven by his ability, or lack of ability, to please those who have been before him; in other words, the shoe shop doing a good business puts up a good front, while the store just struggling along looks it.

The fight for the consumer's money and confidence in the towns, as well as in the cities, is being fought out on the store fronts and in the window displays.

In the wee small town, where the merchant is more dead than alive, thinks more of his "pipe" than of "ways and means," the cat forms the window centre ground and the towns-people send to the retail mail order house for their footwear needs.

People like the progressive, the "live wire," the fellow who believes in his shoes before he tries or endeavors to instill this confidence in others; display some substantial

evidence of your anxiety to do business with every person passing your store, and do not be a bit backward as regards the inoculating of original "ways and means" of convincing the other fellow's customer with the fact that you not only desire his business, but that you deserve it.

Your brains may be full of the best shoe ideas in the universe—we will not doubt that—but you must first show your ability to apply; you must first prove your progressiveness on your store front before you can consider yourself entitled to the money of the customer who has been buying at the other place.

What you may know about shoes and shoe merchandising is no more than a chest of tools, for only through actual use does your knowledge possess value.

You are being measured by stiffer standards of progressiveness than ever before; this is the day of advertising, the advertising age, and in a very few years that dealer who does not prove his worth through the medium of printer's ink and store-front advertising will be worse than a "dead one."

## Be In Love With Your Line

The streets of any city or town are not trod hard by the feet of people waiting to do business with you; competition is becoming more keen; it's the competitors that make the cobbles; in getting over them you will wear blisters on your soles, but if your real ambition is to lead, and you put into actual operation original and effective "ways and means," your business will remain unblistered.

That shoe merchant who, although he be located next door to a circus-poster "Dissolution Sale," decides to compel just as many people to come into his store without adopting similar methods, must adopt different and more original "ways and means" of accomplishing his purpose, and in spite of "Below-Manufacturers'-Cost-Price" announcements, he will sell just as many pairs as his neighbor, and at the same time reap his legitimate profit on every sale.

That merchant who had long made a practice of sending out circular letters, and who woke up one morning to the realization that a considerable portion of this advertising material remained unopened when it fell into the waste basket, found himself face to face with the necessity of adopting a more attention-compelling "ways and means;" the next time he sent circular letters to the college girls of his town, he saw to it that they were enclosed in square, plain envelopes, and that they were addressed by a college boy, in a typical college boy's hand.

Suffice it to say that these envelopes were all opened, as were those envelopes sent to a selected list of young men, and which were addressed in the handwriting of a typical young college girl.

That merchant who wants the cash bargain-hunter adopts the proper "ways and means" when he puts in a rough and tumble display of gaudily-ticketed shoes; he who thinks more of the crowds than of sales adopts the necessary "ways and means" when he fills his window with white mice, monkeys and circus side shows.

The people who crowd around such displays are after cheap amusement, and the merchant who prefers to have a "jam of dirty faces" against his window knows that all he has to do is to cater to the galleries, even though he may be devoting the best advertising space in the world to the purposes for which it never was intended.



# NEW EXCLUSIVE STORE FOR MEN IN MONTREAL

The Hartt Establishment is Handsomely Designed and Furnished—Decorative Scheme is in Dark Brown and Rich Cream Shades—Splendid Arrangement of Stock and Every Modern Facility Provided for the Comfort of Customers

ONE of the most attractive retail establishments in the west end of Montreal is at 467 St. Catherine street west, that of the Hartt Boot and Shoe Company, which opened October 23rd, under the management of E. J. Hanlon. It is an exclusive men's store, featuring particularly high class lines.

The store itself is handsomely designed and furnished. The front is of engraved teak wood with white marble base and borders, the entrance being in the centre with a deep window on either side. The floor in each window is overlaid

cupboards are lit by hidden lights and should prove effective silent salesmen. There are four of the large insets and four smaller ones.

Down the centre of the store runs a double row of arm chairs in fumed oak for the use of customers. They are divided into groups of four with a smokers' table with brass top, and holding brass ash trays, etc., to each group. On the left is a customer's writing desk with telephone, and opposite it a ladies' rest settee, for the use of ladies entering the store with their husbands and not desiring to mingle with the men



THE PLEASING AND IMPRESSIVE INTERIOR OF THE NEW HARTT SHOE STORE IN MONTREAL

with eight-inch oak blocks and each is finished in walnut, panelled. There are six lights in each window with helmet reflectors, the latter being hidden by a cream colored valance, which is matched by cream curtains in the upper rear portion of the window. The windows will lend themselves to effective display.

The store itself is 103 feet deep by 26 feet wide, the section which is devoted to the public being 73 feet in depth. On entering, the quiet richness of the store impresses one, the decorative scheme being in dark brown and rich cream shades. Woodwork is all walnut panelled where possible, shelving on either side and at the far end is of the same material, with the monotony of it broken by inset display stands (with mirrors underneath) having glass doors and plate glass removable shelves for holding shoes. These inset

being served. The office and parcelling table are at the rear. The cartons are of linen board of a rich cream color with a special label of the same style pasted on the end. The label is simplicity itself, simply the word "Hartt" in gold and black, which colors, by the way, are used throughout the establishment in connection with the firm name. Cartons are grouped a dozen to each shelf compartment. The two radiators behind the windows are covered, also that in the rear of the store, with grill work effect.

Five rugs of warm coloring judiciously thrown about complete the effect aimed at. Two pedestal lights, one at each end of the row of chairs, contribute to the warm tone effect of the whole. The stock arrangement keeps all of the firm's high class Gold Medal shoes together, the cartons being arranged in chronological order, according to width. The



bals come first, followed by the bluchers, fancy lines such as wing tips and kid tops, vici and kangaroo. On the other side of the store are grouped all tans and colors and specials. Rubbers and findings are carried in the back.

Mr. Hanlon has a simple perpetual stock sheet which is worthy of emulation. In a perpetual binder he has on each sheet a store stock number. This sheet contains besides the stock number, name of last, and a complete description of the shoe. It is divided, one side being to keep track of



E. J. HANLON, THE MANAGER OF THE STORE

goods ordered from the factory, and the other side goods in stock. On the factory side is entered the number of pairs of the various sizes ordered. When these shoes arrive and are put into stock they are transferred to the other half of the sheet, so that Mr. Hanlon knows at all times what shoes he has in stock and what shoes are on order. This system keeps track of outgoing stock by a simple double check. In each carton comes a double slip which contains store stock number, description and price. When a clerk makes a sale he must put this coupon in the cash register with the money. The second check is the counter check book which is used in connection with each sale. This check also goes into cash register, and at the end of the day the two must check up. The manager then subtracts from his stock on hand the day's sales, and each day gives him the balance of shoes on hand without having to go through the shelves to find it. It has a further advantage in that he need never be short a size or width. The duplicate coupon from the carton is sent to the factory.

Four clerks are employed by Mr. Hanlon, who is doing a cash business. Repairs are done outside, as while there is a good storeroom in the rear, he does not feel like handling this work in the store.

### STYLES IN HEELS NEVER MORE VARIED

That there is more development of heel than of any other part of modern shoes seems fairly easy provable. In the first place, there are used for heels these days leather, rubber, leather-board, fibre and wood, and metal reinforcements. Now, in no other part of a shoe, as every shoemaker knows, is such a variety of material used, says "American Shoemaking."

Because of this variety of materials, as well as the multiplicity of styles in heels, there have come into use many new methods of making heels, of attaching them to boots and

shoes, and of finishing them. And there is room for further improvement. Indeed, one heel expert is of the opinion that the time is coming when shoe manufacturers will buy heels not in the rough as they do today, but all shaved, stained and finished. By buying heels in this way, the shoe manufacturers will cut down the items of expense and labor in their healing departments.

Perhaps the nearest approach to this ideal of the heel expert is found in the wood heels, which are fashioned and finished by the heel man. Some are covered with leather, and others with celluloid. Experts on shoe finishes are working on new compounds that will enamel a heel in black and colors. This compound will be applied with a brush, like the enamel paint that the interior decorators use.

The popularity of wood heel shoes, which came to a high mark last spring, brought about the building of new machines especially for nailing wood heels to shoes. These machines took the place of hand workmen.

The sale of rubber heels has run into the millions of pairs. Popular prices at retail range all the way from a dime to 50 cents a pair. The buyer gets his money's worth in wear. The writer has seen a special pair of rubber heels, built for experimental purposes at a cost of about 75 cents, that had worn six months and that were still in good condition. These heels have not been put on the market, and it's not likely that they will be, for it is hardly probable that a number of persons would pay \$1 or more for a pair of such heels and it would be necessary to get that price, and to sell them in numbers, to make a venture in them pay a profit.

The wonder is that some tanners of leather do not develop a special leather for heels of shoes, and make heels of it and advertise them. The success of the rubber companies in bringing out specialties in rubber heels should certainly encourage tanners of leather, or makers of leather heels, to enter into competition for the heel trade. Many a man prefers leather heels to rubber heels. Most all women do, especially for dress shoes. But it's impossible for them to buy an advertised brand of leather heels, even at the modern repair shops, because there are no such brands.

The use of leather board for heels has enabled the machinery experts to design and build a number of important machines for making heels. They sum up in the automatic heel building machine, which cuts, pastes, builds and nails and jacks heels until dry. This machine is a little heel factory in itself.

Styles in heels never were more varied than this year. In the women's trade, where style flourishes, heels are of the Louis, semi-Louis, leather Louis, Cuban, walking, orthopedic and skating and other styles. They range in height from 7-8 to 18-8, which is doubtless the greatest range of heights with which the shoe trade ever was familiar.

The fashion of Louis heels for street shoes brought out the leather Louis heel, to compete with the Louis heel of wood, and it also led to the development of important machines for breasting and finishing this heel. One of the most important of new machines in the heel trade is a device that will automatically turn out wood heels at the rate of 28 a minute.

There are various other new ideas concerning heels in use. One of the latest of them is a protector for high heels, to be used by the woman who drives a motor car, and who fears that she will chip the finish on her heels by knocking them against the pedals. Another new sort of a heel is a special leather heel for skating boots. Some of them are of white leather. The heel of any skating boot, by the way, should be of good leather, strong enough to hold the clamps of the skates. Then there is coming a preparation for polishing edges of heels at home. It will find a place in the family shoe shining kit, beside the box of dressing that is used for polishing the uppers.



# DOES IT PAY RETAILER TO HAVE REPAIR DEPT?

One of the Most Important Adjuncts and the Best Paying, say Some Shoemen—Others Declare That it is Nuisance, and Source of Worry—Arguments Advanced on Both Sides Show Wide Divergence of Opinion—What Repair Department Brings

**D**OES it pay the average shoe retailer better to conduct his own repair department, or to send all work outside and have it done?

Of course, no establishment can successfully dodge the repair business, much as many of the high-class booteries would like to do so. One cannot have such an exclusive, aristocratic trade that it disdains having footwear resoled or reheelled.

In these days of high priced boots, people naturally have more repairs done, and take the shoes to the shop where they were purchased. The latter cannot say—"We do not run a repair department." In the very best grades of shoes there are now and then slight imperfections, such as an eyelet or hook coming out, a top lift pulling loose, a rip on the vamp or foxing, buttons torn off, etc. For its own protection the store must have a certain speaking acquaintance with repairs. Even if there is no thought of repairs in the larger sense of the term, the establishment must now and then be in a position to attend to these frailties in footwear, without sending the goods back to the factory for every little short-coming that creeps up.

## Opinions Differ Materially

If a census were taken of the different shoe dealers, it would be found that those in the big cities do not care to have a repair branch connected with the business. In the smaller towns, the sentiment appears to be in favor of such a department. It is maintained that, if it is given close attention and properly managed, it will yield a satisfactory profit, the same as the Findings Section, Children's Section, Fancy Slippers, hosiery, hockey skates, etc.

Those men who do not like the repair end of the shoe game, declare that it is a nuisance, and one of the bugbears of the business. There is nothing perfect on earth and everything has a drawback. There is always a fly in the ointment, a flaw in the diamond or a cloud in the sunny sky, and the repair end is the spectre in shoe selling.

The whole question, whether to repair or not to repair, so far as getting the work done outside, or having it attended to inside the store is one that will have to be settled by each individual shoeman, according to his location, the dimensions of his premises, the class of trade he caters to, the kind of goods handled, the practices of the other shoemen in the town or city, the number and availability of shoe repairers doing business, range of prices, etc.

"I think a repair department is one of the most important things in any shoe store," said a successful shoeman the other day in discussing the value of such a department. "Perhaps I might modify that statement by saying that its worth will be more felt in a shoe store doing a large business than in the small shop, yet, after all, the small retailer can make good on the proposition if he goes at it in the right way.

## Straight Loss on This Work

"For example, one of the important things that an efficient repair department will take care of is the making of the various small repairs that frequently become necessary on account of faulty workmanship on shoes purchased in the store. When you sum them up it is surprising the total they will run to. Of course, these repairs have to be made free of charge. If you send them out to a repair shop, it is a straight loss in each case, and a loss that would be saved if the store had a good repair department. More-

over, this work can always be sandwiched in between regular jobs, so that the gain is just as large as it looks.

"Look at the matter again from another viewpoint. Every pair of shoes that is sent out to the repairer means the profit that the latter charges on his work is lost, whether it be 15, 20, or even a greater percentage. Naturally, he wants some profit on his labor, and the shoeman has to pay that just the same as any other customer, though he often may get let down lighter, because he turns considerable business the repairer's way. This profit will amount to a




**MODERN SHOE REPAIRING**

THE OLD WAY                      THE NEW WAY

## Try Our Repair Department

*Shoes Repaired While You Wait*

When your shoes need mending, send them here to be doctored, will make them as good or nearly as good as new

This is only possible by the perfect equipment of our repair shop.

All work fitted by solidity system, nailed with the Crowe nailing machine and finished either black or tan with electric finishing machine.

We use only the best of leathers at all times.

Hunt up any old pair of shoes you have at home--bring them to us---and we'll convince and convert you.

**Quick Service And Satisfaction Always.**

### ENGEL'S SHOE STORE

H. H. Engel,                      THE YELLOW FRONT                      J. D. Schaefer

HOW LIVE SHOE RETAILER IN HANOVER, ONT., FEATURES HIS SHOE REPAIR DEPARTMENT

considerable sum in a year, in a good-sized store. In any store it will mount up to a fair percentage of the miscellaneous expense account.

"But this is all a negative way of approaching the question. There is a positive side, and a mighty important one at that. Here it is. Any shoeman can make a splendid profit from a good repair department; almost as good a profit as he can make from his findings department—that is, if he runs the repair branch as carefully and in as economical a fashion as possible. To do this he should have as much machinery installed as the volume of business warrants. This is one of the principal essentials to the best success. Never waste time on handwork if a machine can do that work as well or better. It will surely do it quicker, and this

very speed will allow a greater volume of business to be done, and consequently greater net profits. It is just here where many a shoeman 'falls down' in tackling this problem. He looks at the immediate outlay, instead of at the future profits. And even the present outlay resolves itself into a small matter these days, when a shoeman can always lease a repairing outfit on a royalty or similar basis. I am for the repair department in the store every time."

That's one side of the question, and it is a side that a large number of successful shoemen thoroughly agree with, judging by the large outfits they keep up. The writer remembers well a talk he had some time ago with a retailer keeping a small store on one of the main streets in a large city. He did not do a large shoe business, but he certainly did a hustling repair trade. He stated that his net profits were frequently \$40 per week, and never less than \$35. He had no machinery, but kept two men busy all day long. And this without a dollar spent on advertising. His only ad. was a small sign hung out in front of his door. "Yes, we do repairs." But he did his work well, and he charged top-notch prices for doing it. He said he wasn't in the business for his health.

#### What the Anti-repair Shoemen Say

Of course, there are two sides to every tale. Here is a glimpse of the contrary side. "I would not have a repair department around my store again for any money," said another retailer. "Why?" "Because when you figure up the profit in it, you never take into account the trouble it takes to get that profit. There is just as much, or more, work entailed in taking in a pair of shoes to be mended as there is in selling a pair—and there is just as much worry when things go wrong. If I spend the same amount of time in looking after my regular departments as I would spend struggling with a repair department, I can make more money every time. As for the theory that such a department brings business to other parts of the store, I do not take

much stock in it. The way I look at it is that I am after a high class trade, and the kind of people who will keep continually running to have their shoes repaired, instead of purchasing new ones oftener, are not the class I care to have for the majority of my customers."

#### Leather Costs Too Much Nowadays

Another retailer stated that there was not much these days in repairing, when one considered the very high price of all kinds of leather. Sole leather, which formed the bulk of the repair man's purchases, was going higher all the time, and the end was not in sight. Add to this the time and trouble it entailed, and a man would be better off to leave it in reliable outside hands. "I send all my repairing out to one man, in consideration of which I get it done at a considerably reduced figure. I have no bother looking after it, and I find that I can get good business at times, because I take the bother of running to the repair man off the shoulders of my regular customers. A good messenger boy will do all the running necessary, in his spare time," was the way he put it.

Evidently the personality of the shoeman has a good deal to do with the side he takes on this question. Both pro and con, very contradictory statements are made. If a shoeman is looking out for all the profits he can get, he is likely to see the great advantage in a good repair department. On the other hand, if he does not desire to be tied up with any side issues, that prevent his concentrating his mind on the main business in hand, viz., selling shoes, he will likely contend that there is nothing in it.

#### ABLE TO TAKE SHORT WALKS

D. D. Hawthorne, wholesale shoe merchant, Toronto, who some time ago underwent an operation at the Toronto General Hospital, is making fine progress toward recovery, and is able to take short walks although it will be a few weeks yet before he will be down regularly to business.

### LIVING MODEL IN SHOE STORE WINDOW



Judged solely by the shoes displayed, this window deserves high commendation. Its attraction was greatly enhanced, however, by the use of a living model to show the various kinds of slippers in the display. Only the feet, limbs

and lower part of the skirt of the model were visible. This clever idea was carried out in a window of the Scott-Halliburton Co., Oklahoma City, Okla., and shown in the Shoe Section of the "Dry Goods Economist."



# GET EXTRA COST AND PROFIT ON THAT AS WELL

**Shoe Retailers Must Adjust Prices to Present Cost of Shoes—In Doing so the Stock Already in Hand Should be Included—Some New Light on the Matter of Turnover of Goods—All Net Profit has to Come out of Gross, and see that Latter is Right**

"IF you don't make a profit, what is the use?" So runs the inquiry that hangs in a leading wholesale shoe house. It is particularly pertinent and applicable at the present time, when many shoe retailers seem to be doing business for their health. They may be making a living, but they are certainly not making money.

"Yes," said one member of the trade, who has given considerable thought to the question, "few shoemen know how to figure profits. When there is an advance on any lines that they buy to replace those shoes sold, or partly sold, this advance should apply to the stock in hand. Take, for instance, the shoes that were bought at \$3.00, which are now up to \$4.00 and \$4.50. In getting a profit on these you should price those that you have in hand on the same basis. If you do not, you are losing money.

"Supposing that you have six thousand dollars' worth of shoes in your store, and you buy another six thousand dollars' worth at 50 cents advance on each pair. You should mark up the \$6,000 already in hand on the same basis as the ones secured at the higher figure. You are entitled to clean up \$3,000 for the goods are worth it. If you do not get what they sell at to-day, providing the war ceases and shoes start to recede in price, you would have to take a loss on your stock. If you are expected to take the loss, it is equally fair to take the gain."

## An Offer That Was Not Alluring

"The trouble with most shoemen is that they do not properly understand the matter of profit figuring," declared another dealer. "Why, I had a man walk into my store the other day, who said:—

"Please let me see the kind of shoe you retail at \$6.00."

"I told him I did not have any."

"Well," quoth he, 'let me show you some and make them up for you.'

"All right; let's see some samples."

"He opened his case and showed me a few. I asked him how much such and such a line was and he said, '\$4.75.' I said: 'You expect me to sell these at \$6.00 and pay you \$4.75 for them?'

"Oh, no," was the rejoinder, 'in thirty pair lots we give you ten per cent. off.'

"Well," I remarked, 'even then I could not sell the shoe for \$6.00, considering the overhead cost, and make any money.'

"Well," came the response, 'you must be a very ambitious retailer. I am selling this shoe to a large number of dealers, which is costing them about \$4.25 or \$4.30 and they are disposing of it at \$6.00. It is excellent value.'

"I cannot make any money on that," I firmly declared, and with that the interview was at an end."

## Figuring Themselves Into Ditch

There are men doing business today in the shoe line whose average profit does not equal their overhead expenses and yet they do not realize it. Out of a gross profit the net profit has to come, and if the gross profit is not enough to cover overhead expenses, where does the net come in? The ordinary retailer does not look this matter squarely in the face. He buys, say, 24 pairs of shoes of a certain line, and he must make a certain per cent. profit on all those shoes to get a net profit. The first twenty pairs he sells have only resulted in him covering himself on the original cost and the

overhead expenses. It is on the last four that he really makes his clean up, and if these last four do not sell—if they remain stickers—then he has not made any money.

To get anything beyond a living in the shoe game in these days of the high cost of living, heavy clerk hire and overhead expense, one must turn over his stock at least three times. If not, he is standing still or simply marking time. Shoes that do not move freely and quickly eat their heads off, so to speak. It is only on the last two pairs of each dozen that the net profit is made. If one has to pay \$1.00 more per pair for a certain line of shoes handled then the selling



SLIGHTLY ON THE LARGE SIZE

The Recruit: "Sergeant, would you mind changin' this pair o' boots for me? They're too big. (Apologetically) I think what you was lookin' at on the paper was my age, not the size of my feet."—London Opinion.

figure should be increased by \$1.00 and the ratio of profit should also be kept up. If the average profit is 35 per cent. it means that you must get the \$1.00 advance and also the thirty-five per cent. on that one dollar when a sale is made to a customer.

## Advanced One Dollar Per Pair

"I was told the other day," remarked another footwear merchant, "that a leading firm had gone over its lines and marked up all men's and women's shoes an extra dollar per pair. This applied to every saleable range in the house, with the exception of children's and on these the jump was proportionate. Of course, certain P. M. lines and shelf warmers would not be included in the advance."

The retailer today has to look out that in case the war should suddenly cease he is not caught loaded up with a top heavy stock. While it would probably take a year for conditions to readjust themselves, and for values to become normal (although never as low as they were before the war), still it is advisable to be cautious and not to purchase too heavily. The minute shoes begin to come down in price, or there is a break in the present quotations, then stocks which are in hand automatically become considerably reduced in value, and may have to be cleared out at less than cost.

To be successful in the retail game today, one must be a careful and discriminating buyer. Study conditions closely, see that the proper profit is put on your goods and keep your stock on the move.



# FABRIC TOPS WILL HELP SAVE THE SHOE SITUATION

**Leather is Mounting so High in Price and Available Quantities are so Limited that for the Attractive Staple Lines the Retail Shoe Trade Should Demand Cloth Tops— They Look Neat, Wear Well, and Come Considerably Cheaper than Leather**

“SHOE prices are very moderate at present, to what they will be three months from now,” declared a leading manufacturer this week. “I have never seen advances in leather come so swift and unexpectedly as they have of late. The scarcity of material is really appalling and the only relief that I see is for the trade to demand fabric tops for next season.

“If the dealers were in accord in this matter they would have it in their own hands to keep down the aviating quotations for footwear. I am not speaking now of novelty or millinery shoes, but of attractive staple lines. If certain women want artistic colors, blending shades, contrasting combinations, inlays, pinking, overlays, etc., they will have, of course, to pay for the pleasure of gratifying their fancy. In the medium class footwear, in which the dealer does his largest business, and which forms the backbone of his turnover, there is no reason why cloth tops should not prevail. I am speaking in the interests of the trade generally, when I make this suggestion.”

The hint thrown out should prove very effective and timely in the present situation. By cloth top shoes, we do not mean the ostentatious and bewildering weaves and patterns which prevailed a year or two ago, but plain, solid colors which are staple, and always look neat and trim. Shoes of this kind, with cloth uppers can be bought from forty to sixty cents less per pair at the present figures, than those lines carrying kid or calf tops, and by next spring the cloth top will possibly be a dollar cheaper, judging by the present ascension of upper leather.

## How Prices Are Aeroplaning

As various composition soles are now taking successfully the place of leather bottom stock, and giving as good wear and effective service as leather does, there is no reason why cloth may not be made to save the upper leather situation, and, in a measure, keep down the price of boots. The advances that have been coming on lately have been tremendous. White nubuck in three months, has gone up from 27 cents to 40 cents a foot; colored nubuck from 30 cents to 60 cents; colored ooze calf, from 50 cents to 80 cents. Black sheep 8 cents a foot and colored sheep 8 cents to 10 cents, while desirable colors in ooze sheep are now 30 cents a foot, and no relief in sight. Colored kid is verging around the dollar mark and is about as scarce as hens' teeth. Black kid has recently gone up 4 cents a foot, although it was thought that the top notch price had been reached some time ago.

The seemingly impossible and the extraordinary are being transcended now-a-days. Women's weight in calf skins, both colored and black are the highest ever known, and it is a matter of being able to obtain a sufficient quantity at any price prevailing. Sole leather has also advanced so that it means an expenditure from 4 cents to 6 cents more on each pair of women's shoes.

Now these are only a few quotations, relative to augmented costs, and the high cut all-leather shoe is becoming altogether too costly for the average shoe merchant to carry, in any large quantities, and the average person to purchase.

If cloth tops came into favor again as they would, by a little united action and effort on the part of the trade, the critical situation would, in a measure, be relieved. A cloth top boot with vamp and foxing of dull kid, calf or patent leather, is as tidy and trim a creation as is desired by the

great bulk of the shoeman's customers. Anything in fancy colors or extreme high cuts of course, cost much more money, in which the shoemaker, retailer and the purchaser have to share, but the average man or woman cannot pay \$10 to \$12 for a pair of shoes and keep a family out of each week's salary.

But it is, after all, not so much a matter of the exceptionally tall figure for shoes as it is a saving of the present leather supply, and the shoe with the cloth top answers every purpose, looks and wears equally as well as an all-leather offering. **Would Welcome Fabric Uppers**

“Yes,” declared a Western retailer, “I do not know what I am going to do, if ordinary lines advance at the rate that they have been doing. I would gladly welcome any kind of shoe or serviceable substitute that would lessen the increasing cost. It is getting to be a serious state of affairs, when we cannot sell a woman a good shoe for every day wear for less than six dollars. If plain cloth tops will keep down the cost, by all means let us have them. Most of our business is done on bread-and-butter lines, and it is the retailer who has to bear the brunt in educating the public to extra cost. One naturally gets tired of instructing and reasoning with certain customers. They will not try to understand the situation, and think we are trying to stick them for an extra fifty cents or a dollar a pair every time they come in the shop. The cloth top shoe, in either button or lace, is trig, graceful and becoming enough for any foot. By all means let us have cloth tops, if we can get them from 50 cents to \$1.00 a pair less than we are paying at the present time for kid or calf tops. If cloth does not come into requisition next season those of us who have several fabric top goods will not be able to sell them at any figure.”

## NEWS BRIEFS FROM ST. JOHN

Another member of the staff of Waterbury & Rising, wholesale shoe dealers, St. John, in the person of Wm. O'Connor, has donned khaki and joined Lieut. Col. Guthrie's 236 Kilty Battalion.

Lieut. Ralph St. Clair Hayes, son of Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Company, wholesale shoe dealers in St. John, N.B., has again been recommended for a Captaincy in the Canadian army. Lieut. Hayes left St. John with a unit attached to the First Canadian Contingent and since that time has distinguished himself on the battlefields of France.

Many friends of Samuel J. Warwick in New Brunswick, will regret to learn that he is seriously ill at his home in West St. John. He was formerly employed as manager of the shoe department of the Sussex Mercantile Company, in Sussex, N.B., and later with Waterbury & Rising in St. John.

Miss Clare Hampton, chief clerk in the True Foot Shoe Company, 339 Main street, has returned from a two weeks' vacation in Boston.

Mrs. William McAvity of 731 Main street, St. John, received a telegram a few days ago informing her that her son, Gunner Frederick McAvity, had been admitted to No. 8 Field Ambulance Depot suffering from a wound in his left foot, but had returned to regimental duty on September 22nd. Prior to enlisting he was employed with Waterbury & Rising, wholesale and retail boot and shoe dealers in St. John.



# NEW RUBBER FOOTWEAR PRICES AGREED UPON

Toronto Shoe Retailers Believe that Reasonable Profit Should be Obtained—Minimum Schedule is Adopted Unanimously—Some Interesting Points Brought Out In Discussion—No Reason Why Business On Any Line of Goods Should be at a Loss

TO consider the selling price of rubbers and obtain a reasonable profit on this class of footwear, the Toronto Shoe Retailers' Association held an enthusiastic meeting on Tuesday, October 31st. A very interesting discussion on the subject resulted in the appointment of a committee to draft a schedule of prices.

The committee recommended that the following be the minimum prices charged for rubber footwear during the coming season, and the report was unanimously adopted. Notices will be sent to all the members of the Association, setting forth the following schedule.

## The Schedule of Prices

	Per pair
Men's Zephyr or Light Weight, First Quality.....	\$1.25
Women's Zephyr or Light Weight, First Quality.....	.90
Men's and Women's Footholds.....	.85 and .75
Men's Heavier Rubbers, First Quality.....	1.15
Women's Heavier Rubbers, First Quality.....	.85
Boys' Heavier Rubbers, First Quality.....	.85
Youths' Heavier Rubbers, First Quality.....	.75
Men's, Second Quality.....	1.00
Women's, Second Quality.....	.75
Misses', Second Quality.....	.60
Children's, Second Quality.....	.50

These are the leading lines, and other prices will be governed accordingly. This is a somewhat higher figure than was secured for rubbers last year, but, in view of the increasing cost of doing business, help, etc., it is felt that a suitable margin must be obtained on rubbers. There was the best of feeling exhibited at the meeting and the action taken by the Association will not doubt, strengthen the will and stiffen the backbone of certain retailers, who have been losing money on rubbers for years, by selling them at too low a figure.

Some of the points covered in the discussion, previous to the adoption of the report, were that, owing to the many styles, shapes, etc., of women's heels prevailing, it frequently took as much time to fit and sell a pair of rubbers, as it did a pair of leather shoes, on which the profit is much greater.

## Have Been Selling Too Low

"Yes," declared one member of the Association, "in view of the high cost of leather shoes, many persons, who would otherwise buy new boots, will endeavor to make their old ones answer by purchasing rubbers. When we are making a sale of rubbers, we are depriving ourselves of the sale of a pair of shoes, in many instances, and it is necessary to get a longer profit on rubbers, for this very reason. Again, lighter shoes than ever are being worn this year, especially by ladies, and if rubbers will save them buying new footwear, they are going to adopt this plan. I certainly think we have been selling rubbers altogether too cheap. Why, it takes fifteen minutes to half an hour to close some sales, and perhaps at a busy time, when customers are kept waiting, who want to buy leather shoes. I have had women come in and complain that a rubber did not fit here or there, and was either too short or too long, too wide or too narrow, and finally, wind up by giving me about 75 cents for the goods, on which the profit would be 15 cents. Now, I maintain that my time is worth 50 cents an hour, during the working day, and if I occupy half an hour to dispose of a pair of rubbers, wherein does the profit come, at the prices that we have been getting?"

"We find," asserted another member, "people will complain just as much over a rubber which goes wrong, as they do over a pair of shoes, and will leave you just as quick, over some grievance, real or imaginary. It behooves us to get a good profit. We should have more confidence in one another, and not be so afraid that the chap up the street is going to get the business. I have found out that when he takes a customer of mine, I will generally get one of his in return. To try to satisfy the bargain hunter is, however, a mistake."

## What Bargain Hunters Expect

"I had a woman walk into my store just before I came down," declared a Queen street dealer, "and ask for a pair of rubbers. I asked her 75 cents, and she raised her head high in the air and, with a look of chagrin, declared that she would not pay any such price, that she had never given over 49 cents in her life for a pair, and she did not intend to do it now."

"Well," remarked a Yonge street dealer, "there is no money in that class of custom. People will pay a good price for a good article, and considering the selling season of rubbers is short, and that stock has to be carried over many months in the year, there is no reason why a profit,—proportionate to that of leather shoes—should not be received. The trouble with most of us is, we think we are making money when we are not. Unless we know definitely our cost of doing business, we cannot figure our profits on a correct basis. At the prices which rubbers have been handled in the past, it would pay the shoeman better to put the money which he had invested in such stock, in government bonds at 4½ or 5 per cent., close his store and go and work for some one else. He would have more cash at the end of the year, and his investments would be safer."

"To make 20 cents on a pair of rubbers, when the cost of doing business is 23 per cent., is making money backwards," said another, who took part in the discussion. "The manufacturers are not afraid to raise their prices for rubber footwear, and I do not see why the retail dealers should hang back in this matter. I charged a dollar all last year for my women's first-grade Zephyr weight, and I got it, too. I had other rubbers at 75 cents, but when a customer came in and asked for the best, I showed her the section of the store where the dollar rubbers were kept, and if she inquired if I had anything cheaper, I said, 'yes, we have another rubber at 75 cents, but it is not quite so good in quality,' and in four cases out of five, I had no difficulty in disposing of the higher priced goods."

## Not a Pleasant Task at Best

"Do you know," remarked a north end merchant, "I had one of the best young men in my employ leave me some time ago, because on sloppy days he had to take a cloth and clean the shoes of customers who came in wanting rubbers. He vowed that he did not think this was the business of a shoe clerk. 'I have never had to clean anybody else's shoes in my life but my own, and I am not a-going to do it here. I can get another job, which is not quite so servile,' he explained, and thus he left me."

Some lady clerks, it was asserted, would not wipe the shoes of feminine customers who came in for rubbers, but would fit rubbers over the wet leather shoes, and perhaps take down several pairs before finding a suitable one. The



next woman customer coming in and seeing the soiled lining would say, "why, it looks as if these goods had been worn." "Why no," would be the response, "we have just been trying them on over some wet shoes, and they did not fit," and the answer would come, "well, I do not like the looks of that kind, please show me some other."

#### Some Points to Be Considered

In view of the fact that it takes as much time, patience, tact, trouble, etc., to dispose of rubbers as it does to sell shoes—that proportionately as large and representative a stock has to be carried, owing to so many different styles of heels, particularly on women's shoes, and the fact that the sale of a pair of rubbers often forestalls the demand for a pair of leather boots, that wiping damp, dirty shoes and fitting rubbers is not, at best, a very pleasant task, and that the general public will pay a good price for a reliable article, the members decided to increase the figures on the different lines to those indicated above, with a recommendation that these be the minimum quotations. The motion was carried without a dissenting voice.

#### Other Questions to Come Up

Another important matter considered was the different Y.M.C.A. branches in Toronto selling tennis and sporting shoes to their members. It was stated that the charter of the institution did not cover the handling of merchandise, and on a vote being taken on the question—"do the members of this association approve of the Y.M.C.A. disposing of merchandise in opposition to the shoe merchants," the sentiment was unanimously against the course now pursued by the Y.M.C.A. This question will be further dealt with at the next regular meeting of the members who will also give heed to the charge, which has been aired several times in the Association, that wholesalers are selling retail, and that the practice should be stopped.

### THE EVOLUTION OF SHOE PRICES

In a recent interview John Dwane who has been in the retail shoe business in Montreal in the one store for the remarkably long period of forty-seven years, said he had never known footwear to be as costly as at the present time. "The primary cause," he added, "is the shortage in raw materials. Much of the hide supply came from countries now at war, and, automatically, this supply has been cut off. The working out of the law of supply and demand has naturally increased the price of hides. Thus, whereas before the war we used to pay comparatively little a pound for hides, they are now selling at twenty-two cents, or even more. And, mark me, even at this figure the supply is restricted, and a supplier cannot contract to give extensive quantities at this quotation. Quotations are ever made subject to change.

"In the days before the war, if a man came in and asked for a pair of shoe laces, I very rarely charged him for them. Now, of course, it is a different proposition. The increase in the cost of the raw material, has caused an increase in cost of the manufactured article to the dealer. Here now is a pair of shoes which used to cost me \$3.00. Now this same shoe costs me \$4.80 laid down in the store. A retail dealer must, of course, make his profit. In the case of a downtown store the margin need not be so great as in the case of the uptown dealer, who has to meet heavier expenses.

"I have been in the business for well nigh a half a century," he continued. "I have seen the days when I had 45 men engaged here making boots to order—for in those days everybody who was anybody, had his boots made to order. Now, with the perfection reached in the manufacture of footwear, it is only people with bad feet, cripples or cranks who have their shoes made to order. And I may say that never have I known footwear to be so dear. The best

class of men's boots are now selling at around \$10, and what with the desire of the gentler sex to display the shapeliness of their limbs, women's boots are costing anywhere from \$12 to \$15 dollars. And the end is not yet. Why a few years ago if you asked a young lady to pay more than \$3 or \$3.50 for a pair of boots, she would think you were a high-way robber. How times have changed."

### SHOE STORE HAS NEW CLEANING SYSTEM

The Burns Shoe Store, Oshawa, Ont., has recently installed a Tuec Vacuum Cleaner. This is the first installation of its kind in a shoe house in the province, although a number have been made in the United States. The machine used is equipped with a 7/10 horse power motor. There are two bearings on this machine, the S. K. F. ball bearing and running in a constant oil bath. The only attention that the machine needs is to clean out the dirt as it collects, and oil it twice a year. The power consumption is very small, and the machine is very compact. The piping, which is 2½ inches in diameter, with two inch outlets, is run from the machine to the different floors. This piping is installed between the studdings, with openings for attaching the hose, conveniently located at various points in the floors of the base boards. To clean any part of the shop, it is only necessary to attach to the nearest outlet, a section of the light weight hose, with the proper cleaning tool. Owing to the large volume of air in the store, the cleaning is done quickly and thoroughly, the dust and dirt being carried to the machine in the basement and not stirred up in the air. The new vacuum cleaner was installed by the United Electric Company, 159 Richmond street west, Toronto. Mr. Burns reports that the new installation is giving entire satisfaction, and that the interior, including floors, shelving, cartons, settees, fitting stools, etc., can be easily cleaned within a few minutes every morning. The Burns Shoe Store is one of the most progressive in the province, and has possibly the finest front and most extensive display facilities of any establishment in its line.

### AN AUTHORITY IN LEATHER TRADE

(See Front Cover)

F. G. Clarke, President of Clarke and Clarke, Limited, manufacturers of sheep skins of all kinds, is one of the most widely known leather men in the Dominion. As head of one of the largest sheepskin tanneries in British Empire, his firm has always set the pace for standard of quality and colors, and maintains branch warehouses in Montreal and Quebec. Of Irish and Scotch extraction, Mr. Clarke was born in Peterborough, Ont., where the present business was established by his father, John Clarke, away back in 1852. On the death of his father in 1877, the subject of this reference entered the leather line and continued until 1882, when the industry was removed to Toronto. Seven years later in conjunction with his brother, C. E. Clarke, the company was incorporated under its present name with F. G. Clarke as president. He has always taken great interest in the leather situation, and market conditions, at home and abroad, and pays frequent visits to the Old Country and Europe. In 1912, he was chairman of the Tanners' Section of the Toronto Board of Trade, and his annual reviews of the trade with accompanying statistics, gathered with much care and research, constitute a "blue book" of instruction and reference. He is vice-chairman of Tanners' Safety Association. Fond of travel, motoring and boating, Mr. Clarke is a member of the Canadian Club, and the Scarboro Golf and Country Club. He has two sons, one of whom Pte. Norman Clarke, enlisted with the Princess Patricias at the outbreak of the war and is now doing duty at the front.



# ONE BOUGHT THE BEST; OTHER KICKED OVER \$1.00

Show the Highest Grade Goods First in Shoe Selling, and do not Seek to Dodge High Prices or Minimize Present Conditions—All Shoemen in Same Boat and all Have to Pay High Cost—Brunt of Facing the Public Falls upon Retail Merchant

“WHAT is the price of this pair of shoes?”

“Eight dollars, sir.”

“Oh, well, I do not care to go that high. Please show me something at a little lower figure.”

“Oh, certainly, we have six and seven dollar shoes but, of course, the quality is not so good.”

“Well, let's look at them anyway.”

The salesman produced a gunmetal, wide round toe boot on a last, different from the one he had been showing, but which retailed at \$6.00. He also pulled down a mahogany blucher, with a moderate recede toe, the price of which was \$7.00. The caller carefully noted the three shoes, all of them being on different lasts, and his eyes reverted to the eight dollar boot which was a nigger brown bal, carrying recede toe. It seemed to have created the best impression, and to be worth the difference.

“After all,” he declared, “it is only a matter of a couple of dollars, and I like the lines and looks of this boot much better than any of the others. It appears smarter and more graceful. There is a something about it more distinctive than the others that you have shown me, although if I had not first seen this shoe at eight dollars I would have been quite content with the six dollar blucher.”

“You are right there,” rejoined the salesman, “you certainly know the best shoe for style and value.”

Always show the highest price shoe first. If you start in low you cannot raise the average customer, but if you aim high you will score in nearly every instance. For a customer to be shown and told that such a boot is the best one carried or the highest class tickles his vanity and sense of importance, for we are all human. If the figure is above what he cares to go the salesman will soon be so informed. Frequently, after glancing at the less expensive lines, the caller will take the best as in the foregoing instance. Show the leading lines first is a good maxim in merchandizing.

Not always does one encounter ready acquiescence in the matter of high-priced shoes. On the other hand there are persons who will not recognize conditions which have contributed to the sky-rocketing of footwear quotations.

## Would Not Listen to Reason

A young man, well-to-do, intelligent and industrious, walked into a certain shoe store the other day and asked to be shown size seven, D width, on the Acme last. This was a staple last with the dealer, and his caller had been in the habit of buying this boot for some time. He was fitted and tendered a five dollar bill in payment.

“Six fifty now,” replied the proprietor.

“How is that?” ventured the caller.

“The great scarcity of leather, the many new uses to which it is put, the shortage of labor and the fact that 75 per cent. of the raw skins of which our leather is made were formerly imported, but have been shut off by the war. These and many other causes have brought about abnormal conditions. You may consider yourself fortunate if in a year or two you are able to buy leather shoes at any price.”

The shoeman took some pains to elaborate upon the untoward circumstances of today, telling the young man that the shoe which he had offered him just now for six fifty would be seven in a short time, but his talk carried no conviction. The fellow rose with a kind of “know-it-all” air, and a quiet intimation in his attitude of “well, you cannot stick me for extra money” remarking that he would go somewhere else, and stalked out.

“Now, what are you going to do with a man like that?” asked the shoeman. “There are several coming in here every week who will not yet believe that prices have gone up, because they have not a stiff acquaintance with the facts, the same as we have. They decline to place confidence in our veracity. The shoe business is getting to be a hard game and in connection with every advance, it is the retailer who has to bear the brunt. The tanner deals with relatively few customers and so does the manufacturer, as compared with the ordinary merchant, who numbers his patrons by the hundreds. It is more difficult, therefore, to educate the multitude to the necessity and justification of higher prices than it is a comparatively few. However, there is this to be said, that ‘misery loves company,’ and practically every dealer is in the same boat. When the situation has to be

1916

**Fall Favorites Now Ready**

We have been selling shoes in this town for fifteen years and built up a business by telling the truth at all times and giving service.

Every shoe in our store is selected for its beauty and utility. They fit comfortably from the first day you put them on.

Prices reasonable too when you consider market conditions

Parlor Boot Shop  
On the Sunnyside

**Fred R. Foley**

Bowmanville  
Ontario

QUEEN QUALITY AGENCY

“They fit where others fail.”

BRIGHT AND ATTRACTIVE FALL ADVERTISEMENT OF BOWMANVILLE RETAILER

faced, it might as well be faced fairly and squarely. If one attempts to dodge or to elude it, it is only then that fresh trouble looms up and unexpected difficulties.”

Writing to the SHOE AND LEATHER JOURNAL, an eastern retailer says:

“I am still doing business at the old stand, but if shoes go much higher, I am going to quit the game and look for a new job. Do you know anybody wanting to get a chap about my size, ready to put push and ginger into some sphere with room for expansion? Really, I am getting ashamed to ask the prices for some of our lines and especially children's shoes. What are fathers of large families going to do? I must say, however, you are giving some good arguments and facts in your Journal to help us stiffen our backbone, and make some money.”

## The Worst is Yet to Arrive

There is no use in bewailing circumstances over which one has no control. Higher prices are here to stay and if there is any consolation in the remark—“Cheer up, the worst is yet to come”—the retailer is welcome to it. Shoes will go higher and very much so. Some of the boys who started out on the road a month ago have had prices advanced by 50 cents to 70 cents a pair and they thought the cost was high enough when they first got the list. Probably before the season ends there will be another advance of the same amount. Those who are in close touch with the situation believe that prices next spring will be staggering—the highest ever known in the history of the trade. They are also of the opinion that shoes will never be nearly as cheap again as they were during the five or six years before the outbreak of the war. The day of the good cheap boot has passed. There may be some slight recession in price after the European strife, but it will be very small.

### WHAT SEASON HAS DEVELOPED IN SHOE STYLES

The judge and jury in women's shoe styles, as in other toggery, is the woman herself. Therefore it is of vital importance to manufacturers and retailers alike to know what her ladyship thinks of the styles that are being brought out this season, says the "Shoe Retailer." That this court of last resort has decided, unreservedly, for pretty shoes, is not news to the manufacturers and retailers but the fact that this court has not reversed its decision and is not likely to do so, is of the greatest importance in view of the fact that the volume of style boots and shoes being worn is increasing each season. A writer of shoe styles in "Vogue" sizes up the women's weakness for pretty shoes in these words: "The new shoes are so very well modeled that the bootmakers may truthfully claim to have made an important addition to the category of feminine charms. 'Who,' to quote a very ungallant gentleman—or did he mean to be gallant?—'would now look at a woman's face when he may look at her feet?'"

This writer further says of shoes: "The shoes this season are, fortunately, not as arresting in color as in the immediate past; they are more subtle in their appeal. Their charm lies in their beautiful proportions, their carefully worked out details and in their perfection of finish."

The season is far enough advanced to determine several matters of importance. One is that low heel shoes are extremely popular and that manufacturers are having a "time of it" trying to supply the demand. Both tan Russia calf and black dull calf lace boots with a recede toe and long vamp are in demand. There is some demand for combination boots of this style, notably for tops of buckskin or suede. Of the low heel boots the writer in the journal mentioned says that two types of street boots will be worn during the autumn, the low heel shoes with a narrow toe and wing tip, to be worn with a tailored costume or for sport purposes, and most appropriate for a slender, undeveloped person, and the high heel, gracefully arched boot, which is appropriate for the mature, well-rounded figure. It is argued that the maintenance of the proper proportions between the foot and the whole body is the secret of well-selected shoes, and as a matter of fact, a foot which is too small or even too narrow in proportion to the body is quite as unlovely as one which is too large or too broad. It is asserted that this is a fact that has only recently received recognition.

"As to colors," writes this authority, "a great deal of attention is being given to brown, and the browns of the season range through many tonalities from very dark to very light and from a yellowish tan to a shade that is almost wine. The smart English combination of black leather vamp and red brown top is again seen in some of the best walking shoes of the season. Gray buckskin is still smart in entire shoes but really smartest when combined with black kid vamps. The tones of gray range from dark slate to mode, a shade very smart when combined with tan. These and brown shoes, except those of dark glazed kid; are almost exclusively confined to morning and sports wear. A brown boot with a top of biscuit suede is suitable for afternoon wear. The really formal afternoon dress shoes has a black patent leather vamp and heel and a fine black cloth top."

### THE CO-OPERATION OF YOUR STAFF

"Yes, sir," said a leading shoeman, "I believe in taking a personal interest in your clerks, particularly in the heads of departments. It pays well in securing their zeal and devotion to duty, and their having the welfare and progress of the firm at heart. I myself, take a holiday every year, and go to bright cities, and visit establishments. I see how other people are getting along, and how they do things. I pick up live pointers and fresh ideas which I incorporate as much as possible in my own business. I took a few days

off last week, and a couple of my head salesmen went with me. We were shown over some of the finest footwear establishments in the largest Canadian and American centres, and were given a great deal of valuable information on stock keeping, turn over, classification of departments and data regarding special sales, elimination of obsolete lines, advertising plans, sales and commissions, deliveries, etc. Well sir, my men took the greatest interest possible in the outing, and now feel that while they may not be partners, financially, they are in enthusiasm, and spirit, purpose and upbuild."

### MOVES INTO HANDSOME STORE

The formal opening of the new store of E. R. Gavin, shoe retailer, which is located in the Walsh block, corner of Arthur and St. Paul streets, Port Arthur, Ont., took place on Saturday, October 28th, and was attended by a large number of persons. They were delighted with the attractive new footwear home of Mr. Gavin, which is admirably appointed and possesses every modern facility for shoe buying and shoe fitting. Neat cards of invitation were sent to all the customers and friends of the store and the opening was in every way a success.

### AN ENTHUSIASTIC SHOE MANAGER

Richard Coles, who is buyer for the shoe department of the A. E. Rea Co., Limited, Ottawa, Ont., has had an experience of twenty-four years in connection with the foot-



RICHARD COLES, OTTAWA

wear trade. During his three years' association with the A. E. Rea Co., there has been a steady growth of business in the boot and shoe branch more especially in ladies and children's lines. The shoe department is situated on the third floor, and in its arrangement, is one of the prettiest and neatest in Canada. The merchandise carried is of a high grade, and the motto is "Satisfactory Fitting and Quality." The widths carried in ladies' footgear run all the way from AA to EE, a most comprehensive range. Mr. Coles takes a great deal of pride in the department under his special care, and his best energies are devoted to giving complete satisfaction to all customers, and seeing that the stock is kept up to the high water mark in styles, both staple and novel.



# The Shoe Repair Man

**W**HEN repairing heels it is best to ask customers which they prefer, steel nails or steel plates or circlets, says the "Shoe Repairer and Dealer." The steel plate covers more surface and naturally protects better. The idea of applying a steel plate on the surface of the lift is not the correct one, as the lift should be wet or in temper to allow the plate to be sunk in flush with the leather. A steel plate applied in that fashion holds better.

Beware of nails through the sole of a welt shoe that engage the upper and wrinkle it down out of shape. On extension edges this danger is liable to exist more than on narrow edges and when the upper is taken in by nails at the ball, the wrinkled-up shoe upper at that point is quite prominent, even when the shoes are on the wearer's feet. It is caused very often by a nail or two twisting toward the upper and forcing the upper down without going through it. Nails in welt shoes should be driven on a slant toward the centre of the bottom instead of straight through, as with McKays. A nail driven on a slant holds fully as well as one driven straight through the leather.

## Putting on Tap Soles

Taps are not long enough to properly protect the feet and when they are long enough the bottom is thereby rendered stiffer. Between two evils we should choose the lesser, and it seems that protection comes first. Not only are the winter shoes in need of a long tap, extending well down into the shank, but summer shoes are also in need of such taps to repel water and to hold for a reasonable time to the insole. A short tap, however, well nailed in the shank, will tend to lift up and pull out the fastenings. Very little leather is saved and dissatisfaction is sure to follow.

When repairing white shoes or colored shoes of any kind, cover up the entire upper, as they do in the shoe factories. Oil, blacking, etc., must be kept away from delicate uppers, and have all the necessary materials to clean such uppers. A ball of pure cement does fairly well to take off the most prominent spots and chalk, rubbed in quite hard, helps also in giving a new finish to the leather.

Some repairers refuse to sell sole leather to customers, as this breeds trouble. Sole leather is quite high in price and small pieces of sole leather cost too much to-day to sell to customers who naturally think the repairers are soaking them.

If you push through leather with hard spots and veins on the outsole stitching machine, apply a little hot water to the hard spots before stitching, as these hard spots are against the stitching process more than anything else, and many repairers do not use such leather on welt shoes on that account. A piece of sole leather may have hard spots and still be entirely serviceable. The idea that such defective leather can be used only in nailed work is a wrong one.

## Keeping of Sole Leather

Sole leather at the time of selling may weigh a certain number of pounds and ounces and by keeping in stock in a dry place the leather may weigh less after a time. Dry leather is, of course, the correct thing in the repair shop, and to keep in a dry place is therefore advisable—while it may be advantageous to the seller to keep it in a damp, cool place. Repairers, however, should not object when the leather weighs less after being dried out—the matter of weight should be settled once for all time at the time of buying.

Some repairers roll or beat down sole leather, while others do not bother. The old school of repairers beat down the leather, while the modern repairers roll it, but the modern repairers do not even all roll it and the work is as well finished, although the wearing qualities may not equal the rolled sole leather. Rolling or beating sole leather while it is wet does not produce the desired results. The leather must be in temper at the time of rolling, as otherwise the leather will work itself back into its former state.

## Sole Should Fit at Start

When forcing a new sole on an old shoe the tip-seam may be twisted crooked. The sole should fit at the start, as forcing the sole one way or the other will also destroy the fitting qualities, so highly prized in old shoes. You have noticed how much smaller a shoe is after resoling, and you



THE REPAIR SHOP OF R. J. WILKINSON, HESPELER, ONT.

have often experienced pain at points where your foot was free before. It may be that the sole was wet when applied and has shrunk thereafter, or the sole may have been pulled to make it fit to the shoe. It is always safer to hammer down the bottom before starting to nail so as to spread the insole and have the shoes in normal condition.

A string or wire extending the entire line of machines saves much time, as the operator can start or stop the power by means of that wire, which is connected to the starting lever.

## Do Not Neglect Finish

Some customers are in a hurry and do not care to have the bottom finished, and some of the large repairers have a way of quickly finishing the bottom in such a case. It is never business to slight any part of the work, and some repairers would not let work go out unless properly finished, as they consider such a thing as bad advertisement. Do not apply much finish, but rather apply evenly all over, and do not over-brush, as to burn out the wax from the finish destroys the gloss.

The heavy sole is kept down with more or less difficulty, especially when nailed on a welt shoe. The nails then have to be set away from the welt seam and the edge tends to open up. Take the toe or ball and a double row of nails is needed at those points. The nails, furthermore, should be set closely apart to keep out moisture and to hold the outsole down during wear. Why do we see welt shoes with nailed soles? In the writer's opinion it is mainly because



repairers generally do not bear enough on the advantages of stitching. The price of nailing is lower, too, and that, of course, accounts for it, but the difference in price is small as compared to the difference in final results.

#### Enough Nails in the Heel

When fixing heels with new lifts or simply with patches some repairers do not apply enough nails on the lifts, relying too much on the spunk nails through the top lift. Too many nails will not help toward the wearer's comfort, but not enough is still worse, since the heel will not be solid and the under lifts will quickly spread out and destroy the smoothness of the heel edge. Soft leather ought not to be used for heels, as the edge will not stay smooth, and as a matter of fact that applies also to sole edges, but not so much as to heels, since, there is more pressure on the heel and the surface is so much smaller. Hard sole leather does not increase the hardness of the heel, but nails do and a hard leather heel without nails would be practically like a rubber heel.

Some repairers have all the necessary machines except trimming machines and shape edges on a scouring wheel. At first view we would believe that a scouring wheel would finish the edges smoother than a rotary cutter, but such is not the case. Scouring heels is done in shoe factories to remedy the defects of trimming, and where the speed and the output must be high it would not be fair to expect very smooth edges, but in the repair shop it is different, and it is possible to get most excellent results with trimming machines. A liquid is applied to heel edges before scouring and that helps toward filling the crevices and toward a smoother edge.

#### Dry Finish in the Open

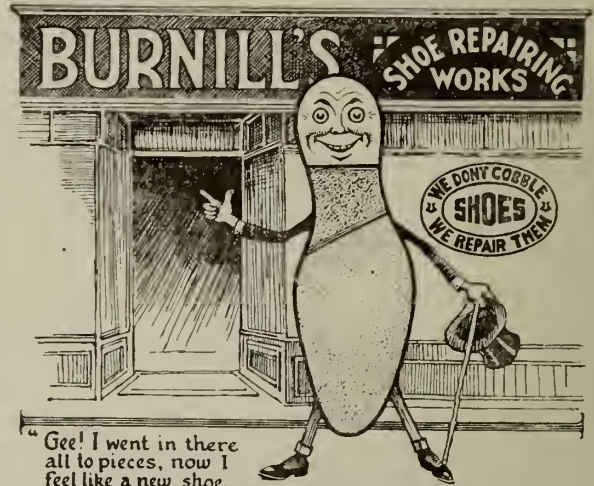
I saw a fan on the lower shaft of a finishing outfit and the shoes that had been stained or blackened were set on the floor next the fan and were quickly dried preparatory to finishing. The finish should not be dry on the bottom of the shoe, but should be in temper—that means that by rubbing over with the thumb it should come to a gloss. The same rule applies to edges and heels before the setting operation. To dry the finish by artificial heat is not proper, and the only way is to dry in the open or by means of a fan as suggested by the repairer herein referred to.

Some repairers who have outsole stitching machines resole McKay shoes on those machines. The writer was lately surprised to see the nice work performed on McKay work at outsole stitching machines. The shoes were boys' McKays, and there were some women's shoes also that had been outsole stitched, and although the edge was quite narrow the line of stitching was there well set on the fair stitch welt strip. Repairers who do such work first see to it that the upper is well tacked on the innersole, and a few new tacks are put in at the ball part before applying the new outsole. A piece of iron is used to press down the sole edge and to remove all obstruction that might be in the way of the stitching awl. The smoothing iron, such as used on turn work to press in the upper around the sole, is an excellent tool for that purpose. The fair stitch welt on a McKay shoe is not as firm as on regular welt shoes and the stitches are liable to cut through the welt, so that it is advisable to have the welt dry at the time of stitching. It is well also to file the inside part of the awl point on a long slant to have it pull the shoe towards the table during the feeding operation and thus to set every stitch next the upper, where it must be on a McKay shoe on account of the natural narrowness of the sole edge.

#### Now is the Time to Raise Prices

Shoe repairers who are afraid to raise their prices should take a lesson from a fellow worker. He was very strong in his denunciation of repairers who flaunt cheap work signs, as he knows from the experience of cheap men who started in his neighborhood that it never pays. He

says not very long ago a repairer started up in his very block and made a big clamor about cheap prices. He admits that some of his customers left him for a while to try out the new man, but they all came back to him in short order, sadder but wiser. They had learned that cheap work did not pay. The cheap work fellow lasted a few months and is now down and out. He says his good customers stick to him, and the cheap people he does not want. He has been in his present location for four years, took down his cheap work sign three years ago, and has a good steady trade. As he gets good, high prices for his work he does not have to work so hard and has all the work he can do. His customers do not ask for prices, and do not kick about them when the work is done. They know that everything is advancing in price, and shoe repairing is no exception.



THE CATCHY ANNOUNCEMENT OF A TORONTO SHOE REPAIR ESTABLISHMENT

He wisely stated that now is the time for all shoe repairers to take advantage of the upward tendency in prices and raise theirs to an equitable and just return for their services. The public is educated to paying high prices for their necessities and take it as a matter of course.

#### MORE SHOE REPAIRERS RAISE PRICES

The shoe repairers of Moose Jaw have a new schedule of prices, which they are prominently advertising in the daily papers. They state, that owing to the steady advance in leather and other materials, they are compelled to take this step. Among those who have adopted the new schedule are James Campbell; Moose Jaw Electric Repairers, P. Douglas, proprietor; Empire Shoe Repair Shop, W. Hudson, proprietor; M. J. Malone, M. McGregor, F. Porter, Randell Shoe Repairers, A. H. Randell, proprietor; Varsity Repair Shop, A. Simpson, proprietor; and Andersons, Limited.

The following prices now prevail:

Men's full soles and heels, leather or rubber.....	\$2.75
Men's half soles, leather or rubber heels.....	1.75
Women's half soles and leather heels.....	1.25
Women's half soles and rubber heels.....	1.35
Boys' half soles and leather heels, sizes 3 to 5.....	1.35
Girls' and Youths' half soles, leather heels, sizes 11 to 2..	1.00
Child's half soles, leather heels, sizes 6 to 10.....	.85
Men's half sole only.....	1.25
Women's half sole only.....	.90
Boys' half sole only, sizes 3 to 5.....	1.00
Girls' or Youths', half soles only, sizes 11 to 2.....	.75
Children's half soles only, sizes 6 to 10.....	.60
Men's heels, rubber or leather.....	.50
Women's heels, rubber.....	.50
Women's heels, leather.....	.35
Sewn or Nailed Work.....	Same price



# LIVE TOPICS FROM LEATHER ARENA

## LIGHT LEATHER CONDITIONS IMPROVING

F. G. Clarke, of Clarke & Clarke, Limited, sheepskin tanners, Toronto, who recently returned from an extended business trip to the Old Country, states that leather conditions in Great Britain were rendered rather acute by the large demand for sheepskins for jerkins for the army, and in order to ensure an ample supply an embargo was placed upon the export of skins and the prices fixed. This naturally reduced the sources usually open for Canadian tanners; and the leading sheepskin houses, in view of the restrictions placed upon export by the British government, sent their skins to America and other countries, where very high prices were obtained. The embargo on sheepskins was lifted at the end of August last, and since then, conditions have somewhat improved. Mr. Clarke was able to secure a considerable consignment of pickled pelts, but during the time that the embargo was in force, no shipments were received.

"With reduced supplies, and a very heavy demand from the United States, prices have advanced from 100 to 125 per cent., which puts the figures for all kinds of sheep pelts at an unprecedented level," said Mr. Clarke. "Dyestuffs and chemicals used in tanning and dyeing are still difficult to obtain and sell at very high prices.

"Another difficulty that we, in common with all manufacturers, are up against now, is in securing sufficient experienced help. We are doing the best that we possibly can under the circumstances, and staying by our Canadian customers, although we have been offered much higher figures for our products elsewhere. Owing to the tremendous advance in the cost of colors, we have naturally had to restrict our lines to within reasonable limits. In the abnormal condition of the leather markets of the world the sheepskin tanner has not escaped the advances attendant in other branches of the trade, and conditions so far as supplies are concerned are still difficult.

"Touching upon the war," Mr. Clarke stated that "there was a lot to do yet," and we in Canada knew just as much regarding the probable date of the termination of hostilities as the British people. "I found, however," he remarked, "that there was only one determination in the public mind, and that was, the struggle must be won at all costs, and operations carried on to a successful and conclusive finish, in order that peace may be assured for all time. No half-way measures or temporary means will be tolerated by the Allies."

## HOW SOLE LEATHER IS SOARING

Sole leather is constantly ascending in cost and is likely to go much higher.

The following is the schedule of prices for the different years from 1909, up to the present, on No 1 Oak and No. 1 Hemlock backs.

Year	Oak	Hemlock
1909.....	38 .....	30
1910.....	39 .....	34
1911.....	40 .....	36
1912.....	41 .....	37
1913.....	42 .....	39
1914.....	41 .....	38½
1915.....	48½.....	44½
1916.....	70 .....	67

In a letter to the SHOE AND LEATHER JOURNAL a leading Canadian firm says that there has recently been sold in the United States to Russia in one deal by the Central Leather Co., and Howes Bros. & Co., 750,000 sides of Hemlock sole leather—the amount of sale being approximately \$7,500,000. We are also advised of another large sale of 300,000 sides of leather at a price of 48 cents a pound, which would mean approximately three and three-quarter million.

The raw hide situation is becoming more feverish every day. Reports from South America are to the effect that agents of the British Government are seeking to acquire option on the whole take-off of Frigorifico steer hides for the duration of the war. Prices quoted to-day, October 27th, for South American hides in South America are 42½ cents for Cordovas, and 42¼ cents for B.A.'s.

## LOYAL RESIDENTS GAVE HANDSOMELY

The town of Newmarket entered enthusiastically into the raising of funds for the British Red Cross on Trafalgar Day, and although the people have been giving with wonderful liberality ever since the war started to all the various calls made upon them in connection with military affairs, on this occasion they even exceeded themselves and raised over \$3,700.00 by purely voluntary subscription, the Council not having made any vote for this purpose. One of the interesting features in connection with it was the meeting at the plant of Davis Leather Co., the gathering being called to order by Mr. A. J. Davis and addressed by Hon. E. J. Davis, the president, with the result that the employees subscription paid into the fund amounted to \$389.65, the firm giving their check for \$500.00, making a total of \$889.65.

Owing to war conditions and the absence of Capt. Aubrey Davis in connection with military matters, the president is the only member of the Davis Leather Co. who expects to go north for the annual hunting trip on October 30th. As his eye is as sure and his rifle as certain as it was twenty-five years ago, we expect to report justice to the Davis team from its sole representative.

## MR. LANE BUYS OUT BUSINESS

W. A. Lane, who for the past three years has been manager of the Montreal branch of Major J. A. Scott, of Quebec, has taken over the business in the commercial metropolis. Mr. Lane will continue to occupy the ware-



W. A. LANE, MONTREAL

house and offices at 218 Notre Dame street west, and will carry the same lines of upper leather as before, and specialize on kid. He has been for many years in the leather game, and is well and worthily known to the shoe trade not only in Montreal, but throughout the province of Quebec.

# “OUTING” BRAND SPORTING SHOES

IF you haven't already placed your order for this popular and quick selling brand, this is to remind you that the time for doing so to the best advantage is getting short.

Prices on all kinds of Tennis or Sporting Shoes will be advanced after December 15th.

Ordering now not only ensures a prompt delivery of the goods but will save quite a bit of money.

*“Made in Canada” by*

**Gutta Percha & Rubber, Limited**  
TORONTO

Branches at Halifax, Montreal, Ottawa, Fort William, Winnipeg,  
Regina, Saskatoon, Calgary, Edmonton, Vancouver.



# IN THE RUBBER SHOE WORLD

## LEATHER TOPS GO UP IN PRICE

Owing to the steadily advancing prices in leather, a condition over which rubber shoe manufacturers have no control, the prices of all leather top and leather soled shoes have advanced considerably. The new schedule went into effect November 1st. The advance in seven-inch top is 20c; nine-inch top, 40c.; twelve-inch top, 65c.; and fifteen-inch top, 75c. In single leather soles with leather heels, the increase is 10c. a pair. In single leather soles with slip sole and leather heels it is 15c. a pair, in double leather sole, with leather heel, it is 25c., and where Hungarian nails are used, the advance is 5c. All the rubber companies this year are behind in their deliveries, owing to the fact that sorting business was done last spring up till the middle of June, which left stocks in the warehouses and the factories very low. During the vernal months the demand for rubber footwear was exceptionally active, due to the wet, sloppy weather. Another contributing cause is the shortage of labor, owing to so many enlistments, and the delay in getting certain materials. The principal factor, however, is that help cannot be secured. In some centres it is becoming a desperate problem to get assistance of any kind. In other years, unless otherwise specified, all the placing orders in rubbers were filled and shipped by November 1st. Many retailers who have not received their consignments are making many anxious inquiries, even wiring the manufacturers to make haste and send the goods by express.

The embargoes placed on freight by the railways and the congestion at many points have resulted in exasperating delays. One firm reports that there have been shipped to it from several points many cases of goods, of which no trace can be found, although every effort is being made to locate them.

"I tell you," said a leading representative of a rubber footwear firm, "every year about this time we have prayed for wet, cold weather, heavy rains and light snowfalls, in order to boom our business, but this year we are mighty glad to see the fine days hang out so long. It is certainly a Godsend to us, and to many retailers. We simply cannot get out the stuff. Although we have been offered business in large volume by retail firms who cannot get their rubber footwear supply elsewhere, we have been forced to turn down the same. There is no use in offending a large number in order to gratify one or two particular persons. There never was a year in which we did not have all our placing orders filled and shipped by this time. The demand for rubber shoes is so increasing, stocks have been allowed to get so low, and the help problem has become so acute that it is little wonder factories have been drifting behind. The rubber shoe industry is growing rapidly every year and if the fine weather will only hang out a little while longer, we will be able to fix up most of our patrons in good style."

## RUBBER PRODUCTS AND WORLD DEMANDS

Over a billion dollars' worth of rubber has, according to a compilation by the Foreign Trade Department of the National City Bank of New York, been brought into the United States since 1900. The imports of the fiscal year just ended exceed 150 million dollars in value, and amount in quantity to 260 million pounds, against a former high record of 172 millions in 1915 and 132 million pounds in 1914.

Approximately three-fourths of the rubber imported in the United States fiscal year 1916 is the product of the plan-

tations of the Orient, about 120 million pounds coming direct from the East Indies and approximately seventy millions from Great Britain, which presumably draws most, if not all, of it from her oriental colonies. A decade ago only about one per cent of our imports was of the plantation product, the remainder from natural forests, chiefly Brazil.

The development of rubber production by the plantations of the Orient, chiefly the Dutch East Indies, the Malayan Peninsula and Ceylon, has been extremely rapid in recent years. The total of plantation rubber produced in 1905 was but 145 tons, in 1910 8,200 tons, in 1913 42,000 tons, in 1914 64,000, and in 1915 107,000 tons. The amount of capital now invested in the rubber plantations of the world is estimated at \$350,000,000.

The production of rubber from the forests of the world had remained practically stationary until 1915, when a marked decline occurred in the production from the natural forests. The total production of forest rubber was, in 1905, 61,000 tons, in 1910 62,000 tons, in 1914 60,000 tons, and in 1915 but about 51,000 tons. The Brazilian product was in 1905 34,000 tons, in 1910 40,500 tons, in 1913 41,000 tons, 1914 40,000 tons, and in 1915 37,220 tons.

## BULK OF RUBBER FROM BRAZIL

The rubber gatherers in jungles of the Amazon, the Orinoco and the Congo, making incisions an inch and a half long, three-eighths of an inch wide and a half inch deep in the bark of the tropical trees which sometimes attain a height of 60 feet and a circumference of 8 feet. Beneath these cuts the natives attach small cups to catch the rubber milk, which is not the sap of the tree. The average Para rubber tree yields two ounces of milk a day. By coagulation in the smoke of a wood and palm nut fire the milk yields one-third its weight of the prized rubber, the normal annual production of a tree being ten pounds of rubber, and the flow continues fairly constant for a number of years.

SPECIALIZE ON  
SHOE STAMPS

**STEEL STAMPS & DIES**

DESIGNS  
ON REQUEST

**W.D. ARMSTRONG**

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

**DIES** For Cutting

LEATHER	RUBBER
PAPER	CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**

16 St. George St., Montreal.

*Mr.  
Shoe  
Manufacturer*

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It Shows  
Block Lasts  
Hinged Iron  
Bottom Lasts  
Hinge Lasts  
McKay Hinged Lasts  
Fillers  
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Have you received a copy of our New Last Catalogue.

A careful perusal of it will show you how you can save money in buying your lasts.

Send a postal for your copy.

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*ROBIN BROS.*

*Carrieres and Gilford Sts.  
Montreal, Que.*



# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes Are Saying and Doing—Shoe Facts and Fancies

PLANS have been prepared for the new factory of the Reliance Shoe Company, Limited, of Toronto, which will be erected in Acton, Ont. The by-law, to grant the firm a free site, and a loan of \$25,000, repayable in 20 years, was carried almost unanimously. The new factory will be of solid brick and mill construction, 40 feet by 125 feet in dimensions, two storeys and a basement. The location is at the corner of Bower and Church streets, contiguous to the Grand Trunk Railway station. The property of the company is 120 feet by 132 feet, so that ample space is left for future expansion.

It is expected that work will start on the new building in a couple of weeks. It will be completed and the plant removed to Acton, and in operation by May next. The

tered trade mark of the firm is "The Canadian Boy" shoe while another is the "Canuck." Men's, boys', youths' and little gent's McKays and nailed, are made, and about 250



P. E. RIVETT, TORONTO

Reliance Shoe Company will have about 15,000 square feet in their new home, more than double their present space. They have been in business about five years, having started at 122 Adelaide street west, Toronto, in November, 1911. About a year later, the company moved to 350 Sorauren avenue, and have made steady progress, occupying double the area that they did a couple of years ago. The regis-



ALBERT J. HARRIS, TORONTO

pairs a day being turned out, but in the new factory the capacity will be 500 pairs a day.

The managing director of the Reliance Shoe Company is P. E. Rivett, who has been "in shoes all his life," coming of a shoemaking family—his brothers conducting a factory at Wollaston, Northamptonshire, England, where Mr. Rivett was born, and learned the art of St. Crispin. His parents are still living in that town, and recently celebrated their golden wedding. Coming to Canada at the age of seventeen years, Mr. Rivett worked for five years in the lasting room of Walker, Parker & Co., and later, went into the retail shoe business in Wychwood, in company with R. Stephens. They subsequently opened a repair establishment at 1088 Bathurst street, to which Mr. Rivett devoted his special attention, but, embarking in the shoe manufacturing business, he sold out his interests to Mr. Stephens, and has since been devoting his attention to the Reliance Shoe Company.

Albert J. Harris, superintendent of the plant, who is also a member of the Reliance Shoe Co., has been with the or-

NEW  
FACTORY OF  
RELIANCE SHOE CO.  
LIMITED  
AT ACTON, ONT.



**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.

CANADIAN 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 will promptly bring our representative to your factory.

**Canadian  
Columbia Counter Company**

348 Delorimier Avenue  
MONTREAL, QUE.

AGENTS

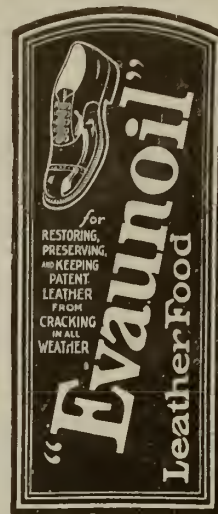
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SAN FRANCISCO—N. W. & A. L. Freidman, - 717 Market St.  
CINCINNATI—Geo. H. Mugavin Co. - - 117 Sycamore St.  
AUSTRALIA—H. J. Herbert & Co. - 9 Hamilton St., Sydney  
CUBA—Pedro Gomez Cucto Co. - Tenieuta Rey 19, Havana  
PHILADELPHIA—Granville S. Brotherton, - Burlington, N.J.  
ST. LOUIS—Patton-Korndorfer Leather Co., 16th & Locust St.  
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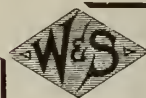
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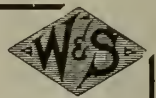
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EVAUNOIL is the only preparation made that will put life into Patent Leather, when finished. Without the strength of its fibre, leather is no stronger than paper. That being so, anything that will give life to the fibre of Patent Leather (being as it is a baked leather) will keep it from cracking like Wax Calf, the leather that retains its strength of fibre. How can this be done? In no way except by penetrating the lacquer or coating of the leather, which Evaunoil will do without affecting the lustre.

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The Mark W & S of Quality



**RUBBER CEMENT**

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

**Woodward's  
Corking Shoe Filler**

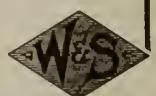
For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Other Lines Include:

- TOP FACINGS, ALL KINDS
- CANVAS AND LEATHER INSOLING
- OIL PAPER FOR SHOE COVERS
- PLUMPING CLOTH, etc., etc.

**F. E. Woodward & Sons**  
Lachine, Province of Quebec





ganization since its inception. Mr. Harris is a native of Leytonstone, Middlesex, and coming to Canada was engaged with the W. B. Hamilton Shoe Co., and later with the Weston Shoe Company. He was for some ten years foreman of the cutting and fitting room of the Victoria Shoe Company, Toronto.

Both Mr. Rivett and Mr. Harris are earnest, practical, industrious shoemakers, who will, no doubt, meet with a large measure of success in the new and enlarged home of the company at Acton.

#### RE-ORGANIZATION MEETING OF PERTH SHOE CO.

A meeting of the shareholders of the Perth Shoe Company, Limited, will be held shortly to consider a plan for the re-organization of the business, says the "Perth Courier." Since the company was first organized in 1912 it has undergone several changes, but seems at last on a fair road to success.

The general manager, Mr. G. H. Ansley, and the factory superintendent, Mr. M. J. Sheehy, seem to thoroughly understand the business and have surrounded themselves



G. H. ANSLEY, PERTH, ONT.

with a staff of competent foremen in the different departments. The foremen in turn have developed for each department a staff of assistants that cannot be improved upon in any shoe factory on the continent. As a result of this state of efficiency, it is not to be wondered at that the class of boots produced has shown a wonderful improvement. Formerly the output of the factory comprised lines of shoes that might be classed as staple. When Mr. Ansley took hold of the business he decided to make the Perth shoe known to the Canadian trade as a high class article. A change of this kind cannot be made in a day, and it has taken time to work out plans that will make the product of this factory exclusively of the very highest class of ladies' shoes. To-day the company is in successful competition with American manufacturers of the very finest ladies' shoes, and is the largest factory in Canada producing women's fine Goodyear welt shoes exclusively. The customs duty of between 35 and 40 per cent. offers a favorable opportunity for Canadian manufacturers in this line, provided they can produce the style and quality. In this connection the general manager was most fortunate in securing the services of Mr. M. J. Sheehy as factory superintendent. Mr. Sheehy comes from Boston and has introduced into the

factory a style and a finish that makes the Perth shoe the very last word in ladies' high class shoes.

Having solved and successfully overcome the difficulty of production, the only remaining problem was the question of finance. In order to be able to turn its increasing business and take advantage of favorable opportunities to secure raw materials, greater financial resources became imperative. This has resulted in the present re-organization which will ensure to the company the capital necessary for the development of the business, and will enable the manager to follow up in the most aggressive way the splendid start that has been made during the past few months.

Under the present scheme a new company, with the same name as the old one, will be formed to take over the business. In this new company Mr. J. A. Stewart acquires a controlling interest in the stock and will direct the policy of the business. Mr. Stewart is the president of Henry K. Wampole & Co., Limited, and has other large financial interests. Mr. W. E. Danner, the vice-president of the Wampole Co., is associated with Mr. Stewart in this undertaking and the new blood introduced into the directorate of the Perth Shoe Company will include Mr. T. J. Maher, the secretary-treasurer of the Wampole Co., and Mr. H. A. O'Donnell of the law firm of Stewart, Hope & O'Donnell.

The local shareholders will be pleased to know that the re-organization will greatly strengthen the company and that the prospects of success were never brighter.

#### THE FUTURE OF CATTLE TRADE

A recent despatch from Ottawa, says, the whole world will look to this continent, particularly Canada, for replenishing the supply of cattle, which has been reduced to unprecedented proportions by the war. Means towards supplying this need were outlined by H. S. Arkell, assistant live stock commissioner for the Dominion, in evidence submitted to the Dominion's Royal Commission.

He made several recommendations. The first was an intelligent system of handling the industry. Annual statistics were needed, he said, and not, as now, every ten years. Statistics should also show the quality and condition as well as the number of cattle.

There should be definite periods during the year for marketing cattle, so that the farmers could raise cattle to suit that time. Statistics should be neutral and not biased for commercial reasons.

Information and statistics should also be supplied regarding the condition in competitive cattle-raising countries, such as the Argentine and the United States. Field officers ought to be appointed in Canada, and at least one technically trained man should be stationed in Great Britain to organize the export trade.

He believed that there should be more co-operation between farmers in the cattle trade, as there now existed between those selling eggs and wool. A quarter of a million dollars worth of eggs were sold by one such co-operative organization last year. This had led to an improvement in the product. There should also be sale by grade and supervision of stock yards and exchange and commission agents should be controlled by the government.

#### SHOE MANUFACTURERS BOWLING LEAGUE

An interesting schedule has been adopted by the Montreal Shoe Manufacturers Tenpin League. The season opened on October 20th, and will close on April 20th. The following schedule has been drawn up.

November 3—Ames-Holden, No. 1 vs. Star Shoe; Canadian Footwear vs. Slater Shoe; United Shoe vs. Aird & Son; Wayland Shoe vs. James Muir; Kingsbury, No. 2 vs. Tetreault Shoe; Scout Shoe vs. Ames-Holden, No. 2; United Last vs. Kingsbury, No. 1.

November 10—Canadian Footwear vs. Ames-Holden, No. 1; Star Shoe vs. United Shoe; James Muir vs. Slater



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Alum Degras  
Concentrated Sulphide Sodium

and all Chemicals used by Tanners  
Write for Quotations

**M<sup>c</sup>ARTHUR, IRWIN, LIMITED**

ESTABLISHED 1842.

MONTREAL.

Shoe; Aird & Son vs. Kingsbury, No. 2; Wayland Shoe vs. Scout Shoe; United Last vs. Tetreault Shoe; Kingsbury, No. 1 vs. Ames-Holden, No. 2.

November 17—United Shoe vs. Ames-Holden, No. 1; James Muir vs. Canadian Footwear; Star Shoe vs. Kingsbury, No. 2; Slater Shoe vs. Scout Shoe; Aird & Son vs. United Last; Kingsbury, No. 1 vs. Wayland Shoe; Tetreault Shoe vs. Ames-Holden, No. 2.

November 24—Ames-Holden, No. 1 vs. James Muir; Kingsbury, No. 2 vs. United Shoe; Scout Shoe vs. Canadian Footwear; United Last vs. Star Shoe; Slater Shoe vs. Kingsbury, No. 1; Ames-Holden, No. 2 vs. Aird & Son; Tetreault Shoe vs. Wayland Shoe.

December 1—Kingsbury, No. 2 vs. Ames-Holden, No. 1; James Muir vs. Scout Shoe; United Last vs. United Shoe; Canadian Footwear vs. Kingsbury, No. 1; Star Shoe vs. Ames-Holden, No. 2, Slater Shoe vs. Tetreault Shoe; Aird & Son vs. Wayland Shoe.

December 8—Ames-Holden, No. 1 vs. Scout Shoe; United Last vs. Kingsbury, No. 2; Kingsbury, No. 1 vs. James Muir; Ames-Holden, No. 2 vs. United Shoe; Tetreault Shoe vs. Canadian Footwear; Wayland Shoe vs. Star Shoe; Aird & Son vs. Slater Shoe.

December 15—Ames-Holden, No. 1 vs. United Last; Kingsbury, No. 1 vs. Scout Shoe; Ames-Holden, No. 2 vs. Kingsbury, No. 2; Tetreault Shoe vs. James Muir; United Shoe vs. Wayland Shoe; Aird & Son vs. Canadian Footwear; Slater Shoe vs. Star Shoe.

December 22—Kingsbury, No. 1 vs. Ames-Holden, No. 1; Ames-Holden, No. 2 vs. United Last; Scout Shoe vs. Tetreault Shoe; Wayland Shoe vs. Kingsbury, No. 2; James Muir vs. Aird & Son; United Shoe vs. Slater Shoe; Canadian Footwear vs. Star Shoe.

January 5—Ames-Holden, No. 2 vs. Ames-Holden, No. 1; Tetreault Shoe vs. Kingsbury, No. 1; Wayland Shoe vs.

United Last; Aird & Son vs. Scout Shoe; Kingsbury, No. 2 vs. Slater Shoe; Star Shoe vs. James Muir; United Shoe vs. Canadian Footwear.

January 12—Ames-Holden, No. 1 vs. Tetreault Shoe; Wayland Shoe vs. Ames-Holden, No. 2; Kingsbury, No. 1 vs. Aird & Son; United Last vs. Slater Shoe; Scout Shoe vs. Star Shoe; Canadian Footwear vs. Kingsbury, No. 2; James Muir vs. United Shoe.

January 19—Ames-Holden, No. 1 vs. Wayland Shoe; Tetreault Shoe vs. Aird & Son; Slater Shoe vs. Ames-Holden, No. 2; Star Shoe vs. Kingsbury, No. 1; United Last vs. Canadian Footwear; Scout Shoe vs. United Shoe; Kingsbury, No. 2 vs. James Muir.

January 26—Ames-Holden, No. 1 vs. Aird & Son; Wayland Shoe vs. Slater Shoe; Tetreault Shoe vs. Star Shoe; Ames-Holden, No. 2 vs. Canadian Footwear; Kingsbury, No. 1 vs. United Shoe; United Last vs. James Muir; Scout Shoe vs. Kingsbury, No. 2.

February 2—Slater Shoe vs. Ames-Holden, No. 1; Aird & Son vs. Star Shoe; Canadian Footwear vs. Wayland Shoe; United Shoe vs. Tetreault Shoe; James Muir vs. Ames-Holden, No. 2; Kingsbury, No. 1 vs. Kingsbury, No. 2; United Last vs. Scout Shoe.

February 9—Star Shoe vs. Ames-Holden, No. 1; Slater Shoe vs. Canadian Footwear; Aird & Son vs. United Shoe; James Muir vs. Wayland Shoe; Tetreault Shoe vs. Kingsbury, No. 2; Ames-Holden, No. 2 vs. Scout Shoe; Kingsbury, No. 1 vs. United Last.

February 16—Ames-Holden, No. 1 vs. Canadian Footwear; United Shoe vs. Star Shoe; Slater Shoe vs. James Muir; Kingsbury, No. 2 vs. Aird & Son; Scout Shoe vs. Wayland Shoe; Tetreault Shoe vs. United Last; Ames-Holden, No. 2 vs. Kingsbury, No. 1.

February 23—Ames-Holden, No. 1 vs. United Shoe; Canadian Footwear vs. James Muir; Kingsbury, No. 2 vs.



Star Shoe; Scout Shoe vs. Slater Shoe; United Last vs. Aird & Son; Wayland Shoe vs. Kingsbury, No. 1; Ames-Holden, No. 2 vs. Tetreault Shoe.

March 2—James Muir vs. Ames-Holden, No. 1; United Shoe vs. Kingsbury, No. 2; Canadian Footwear vs. Scout Shoe; Star Shoe vs. United Last; Kingsbury, No. 1 vs. Slater Shoe; Aird & Son vs. Ames-Holden, No. 2; Wayland Shoe vs. Tetreault Shoe.

March 9—Ames-Holden, No. 1 vs. Kingsbury, No. 2; Scout Shoe vs. James Muir; United Shoe vs. United Last; Kingsbury, No. 1 vs. Canadian Footwear; Ames-Holden, No. 2 vs. Star Shoe; Tetreault Shoe vs. Slater Shoe; Wayland Shoe vs. Aird & Son.

March 16—Scout Shoe vs. Ames-Holden, No. 1; Kingsbury, No. 2 vs. United Last; James Muir vs. Kingsbury, No. 1; United Shoe vs. Ames-Holden, No. 2; Canadian Footwear vs. Tetreault Shoe; Star Shoe vs. Wayland Shoe; Slater Shoe vs. Aird & Son.

March 23—United Last vs. Ames-Holden, No. 1; Scout Shoe vs. Kingsbury, No. 1; Kingsbury, No. 2 vs. Ames-Holden, No. 2; James Muir vs. Tetreault Shoe; Wayland Shoe vs. United Shoe; Canadian Footwear vs. Aird & Son; Star Shoe vs. Slater Shoe.

March 30—Ames-Holden, No. 1 vs. Kingsbury, No. 1; United Last vs. Ames-Holden, No. 2; Tetreault Shoe vs. Scout Shoe; Kingsbury, No. 2 vs. Wayland Shoe; Aird & Son vs. James Muir; Slater Shoe vs. United Shoe; Star Shoe vs. Canadian Footwear.

April 6—Ames-Holden, No. 1 vs. Ames-Holden, No. 2; Kingsbury, No. 1 vs. Tetreault Shoe; United Last vs. Wayland Shoe; Scout Shoe vs. Aird & Son; Slater Shoe vs. Kingsbury, No. 2; James Muir vs. Star Shoe; Canadian Footwear vs. United Shoe.

April 13—Tetreault Shoe vs. Ames-Holden, No. 1; Ames-Holden, No. 2 vs. Wayland Shoe; Aird & Son vs. Kingsbury, No. 1; Slater Shoe vs. United Last; Star Shoe vs. Scout Shoe; Kingsbury, No. 2 vs. Canadian Footwear; United Shoe vs. James Muir.

April 20—Wayland Shoe vs. Ames-Holden, No. 1; Aird & Son vs. Tetreault Shoe; Ames-Holden, No. 2 vs. Slater Shoe; Kingsbury, No. 1 vs. Star Shoe; Canadian Footwear vs. United Last; United Shoe vs. Scout Shoe; James Muir vs. Kingsbury, No. 2.

**WHY SHOES COST MUCH MORE**

Comparison of prices July, 1914, and July, 1916, on 22 articles entering into construction of shoes, shows that in two years the average per cent. increase of shoe manufacturing materials was 116 per cent., as follows, says the Shoe Topics and there have been several advances since.

	July 15 1914	July 15 1916	P.C. Inc'se
Tan Calf .....	28	55	96
Black Dull Calf .....	26	50	92
White Kid .....	30	60	100
Men's Glazed Kid .....	24	40	67
Women's Glazed Kid .....	22	38	73
Full Grain Side Leather .....	23	36	57
Patent Side Leather .....	24	35	46
Black Sheep Skins .....	5	14	155
Colored Sheep .....	6	16	146
White Grain Sheep .....	8	16	100
Union Sole Leather .....	38	61	61
Hemlock Sole Leather .....	24	36	50
Women's Cut Soles .....	18	33	83
Men's Cut Soles .....	38	52	37
Duck Lining .....	12	16	33
Twil Lining .....	10	14	33
Men's Laces .....	32	1.45	353

Women's Laces .....	30	1.35	350
Buttons .....	33	50	52
Steel Shanks .....	27	1.45	427
Web Pull Straps .....	1.60	3.00	87
Linen Thread .....	90	1.90	111
Total .....	7.10	15.37	26.09
Average .....	.323	.698	116%

Does this not justify the manufacturer in raising his price? He must if he wants to stay in business, and the same applies to the retailer.

**WAR EXPORTS OF LEATHER AND SHOES**

The exports of leather of all kinds from the United States during twelve months ending June, 1916, were valued at \$80,073,887; against for the same period in 1915, \$65,229,116; and against the same period in 1914, \$36,668,869; an increase compared with 1914 of \$43,405,018.

The exports of boots and shoes during the twelve months ending June, 1916, were 20,358,472 pairs valued at \$47,134,810; for the 1915 period 12,402,727 pairs valued at \$24,696,795; for the 1914 period 9,902,334 pairs valued at \$17,867,234.

The total exports of leather, boots and shoes and other leather manufactures during twelve months ending June, 1916, totaled \$146,613,815; against for the same period in 1915, \$120,727,156; and against the same period in 1914, \$57,466,261.

**NEW POSITION FOR MR. COLE**

John H. Cole, who for the past nine years has been secretary-treasurer of the Maganetewan Tanning & Electric Co., Limited, makers of hemlock sole leather, and of Tobey's Limited, makers of oak sole leather, having charge of the Toronto offices of these companies, is resigning his post.



JOHN H. COLE, TORONTO

On December 1st, Mr. Cole will become manager of Knight Bros. Co., Limited, Burk's Falls, Ont. Prior to taking charge of the Toronto office of the Maganetewan Co., and Tobey's Limited, Mr. Cole had supervision of the office of the Maganetewan Tanning & Electric Co. at Burk's Falls. Many friends, while regretting his removal from Toronto, will wish him every success in his new position.

## Baker's New Bottom Polish *Cock-of-the-Walk*



Is a "World Beater"

Made with the finest materials from the old original Baker Formula, by a new process, that puts it in a class by itself.

MADE BY

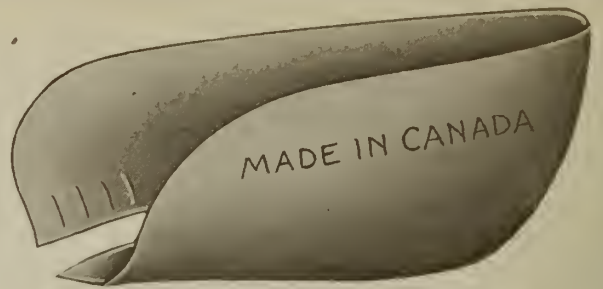
**Cock of the Walk Mfg. Co.**

78 Portland St., BOSTON, Mass., U.S.A.

CANADIAN SELLING AGENTS:

**G. J. TRUDEAU CO., Limited**

365 Ontario St. East - MONTREAL, Can.



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for Canadians from Canadian Made Fibre.

We stand behind our guarantee that **These Counters Will Outwear the Shoe.**

We have been serving the Shoe Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

# FELT BOX TOES

We Carry as well:

"Waxol"

Shoe Felts

Polishing Wax

Sewing Wax

Fish Glue

Dry Paste

We are ready now to supply you with Parker's Felt Box Toes. They are waterproof and are not affected by the heat or perspiration of the foot.

Samples and Demonstrations on Request

WE ARE SELLING AGENTS FOR

**PERTH FELT CO.**

PERTH, ONT.

Who Make the Finest Line of Felt Shoes  
"Made in Canada"

We Carry as well:

Blackings

Dressings and

Box Gums

Patent Leather  
Repairer

"Carbicon"

And a Complete  
Line of

Shoe Findings

# PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

**MONTREAL**



# SOME RETAILERS MAKE LESS THAN THEIR CLERKS

They Do Not Even Pay Themselves Regular Salary—Simply Take out What They Can and Never Know Where They are at—Stock is All Jumbled up and Ill Assorted—A Simple System of Numbering Lines and Placing Them Properly on the Shelves

**H**OW much money do you make annually out of your shoe business? What do you hope for the future? Are you merely marking time—indulging in dreams, or living in expectation?

Are you wondering how you can increase your trade, reduce your stock, multiply your turnover, and strengthen your connection with the public? No man is in business for his health alone. He is there to make money, and if he has not a balance on the right side of the ledger during the present time, there is something radically wrong with him, his methods, his service or his goods.

How many shoe retailers pay themselves a regular stated salary? In the smaller towns comparatively few. They take out of their cash receipts what is required to keep the house going, buy clothes, etc., but they do not have a fixed drawing account of so many dollars per week. Too often the boss "accepts" what is left after paying the rent, the shoe repair man, his clerks and his delivery boy. Yet why should not a retail footwear business pay its owner a regular salary, and a good one at that? If a young man who has previously been earning \$20.00 a week in the service of others launches in the shoe line he should set aside weekly this sum from his business, and collect it, too. The business should, in addition, yield him a return on his investment.

## Where Does the Fault Lie?

What is the use of a man being in business, with all its attendant worries and cares, its difficulties and dangers, if he does not get more out of it than he could in working for others? If he is not going to reap a return on the money he has put into the game, and if he does not see any prospect of receiving more personally in the way of salary, than when he was a clerk, he should remain an employee. Then he would be drawing down quite as much and be free from the responsibilities of running a store and its stock.

Make your business pay your salary, and if it won't do that, there is something radically wrong with you, or it.

There may be many things at fault. Perhaps your goods are too low priced, your extend too much credit, your stock is ill assorted, and you are always out of sizes. Some men never know where they are at in the matter of goods. Their shelves look like those of a variety store; they have no system and trust to memory and chance to find what they want. They are like a ship at sea in a storm without a rudder, compass or chart.

Have some system, do things decently and in order. Don't buy haphazardly, and know what you have in stock.

Writing to the SHOE AND LEATHER JOURNAL, a leading shoe man, in the Middle West, tells of his system which is as follows:

## Dividing Stock into Sections

Any "system" to be at all thorough, may appear at first sight, to the smaller dealer, to be somewhat intricate, but it will be found worth while to familiarize oneself with details. We will suppose all lines are received in "uniform" cartons bearing the firm's (not the maker's) label. One



plan is to divide the stock into sections and apportion a set of numbers to each section, as follows:

Infants' lines.....	100 to 298
Child's lines.....	300 to 598
Misses' lines.....	600 to 898
Youths' lines.....	900 to 1198
Boys' lines.....	1200 to 1498
Women's lines.....	1500 to 2000
Men's lines.....	2000 and up

Line numbers to be clear and easily followed might read: 600, 602, 604, etc., the hundred and fifty numbers thus provided will probably be found ample in any of the lines, except the "men's," where there is no succeeding line to limit its extension.

In the event of line 488 having been repeated on and coming in, finds seven pairs of the original lot still on hand, the new lot takes the even number 488, the left over lot being marked X after stock number, and reading 488 X. Our section numbers must again be sub-divided according to the different leathers, and fabrics, for instance, men's patents, 2000 to 2200; tan calf to 2300; gun metals and calf to 2600; vici kid 2800; grains to 2900; splits to 3000. All the other lines, women's, boys', youths', etc., to be subdivided.

The use of numbers will be found very convenient for the different lines in stock in your store.

We now come to the "stock arrangement" wherein the foregoing is so essential. The only proper shelving is the single carton system from 9 to 12 shelves high from base-board up, the divisions between holding eight men's or 10 ladies' cartons. One side of the store name down to a certain section, men's department; then follows boys', youths', etc. Similarly, the other side: women's, misses', children's. Beginning at the front of the store in the men's department we now find if our stock has been numbered as above, line "2000," our best patent button to sell at \$8.00 (always running button boots before lace), beginning with smallest size, 4 D, is placed on lower shelf at left and follows to right and then continuing in shelving from left to right until all of the 2000 D's are placed, then begins 2000 E size 4, and follows along until exhausted, no matter where in the shelving. Line 2002 the smallest size and width immediately follows, and so with line 2004, working from our best to our cheapest patent button, which is followed by our best patent lace working down the price grade and up in numbers.

If the above schedule is carefully followed it will be evident that our numbers will run consecutively higher as we progress down the store, the better lines being to the front, and where our patent lace ends, our tan button begins, and so on. It goes without saying that all stock is entered in the stock book on being received, as 60 pairs, line 2284, or whatever the number may be, and each pair sold is checked off from the sales slips, which show the number of line disposed of, always revealing how certain lines stand.

This system of placing stock is like turning the pages of a book, and just as simple, if you keep in mind the schedule. Patents, tans, gun metals, vici kids, grains, splits, buttons, always preceding lace, running your \$5.50 tan button, then your \$5.00, then \$4.50, right down to the cheapest tan button before beginning tan lace, \$5.50, \$5.00, etc.

## A REAL STICKER

is what you want when you buy paste. That's why you should buy the best made.

### BRODIE'S PATENT FLOUR PASTE

It never dries out, never releases its grip and spreads with an ease and smoothness that is really unusual. Try a keg — it'll be a revelation of paste perfection.

**BRODIE & HARVIE LIMITED**  
MONTREAL

## LOG HEELING

ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from 2-8 in. to 7-8 in. by sixteenths) can be purchased at a big saving. Let us quote on your requirements to prove this.

J. E. DUPRE The SOLE PROPRIETOR  
**Montreal Box Toe & Heel Co.**  
ESTABLISHED 1904  
MONTREAL

## SHOE LACES IN STOCK FOR IMMEDIATE DELIVERY

The latest shades in long laces for Ladies' High Cut Boots.

Also complete stock of all other kinds Boot and Shoe Laces, Cotton, Silk and Leather.

I carry the lines wanted by Wholesale Findings Trade and the Shoe Manufacturer:

**E. W. McMARTIN**  
45 St. Alexander St. Montreal  
I also have Slipper Bindings, Stay Tapes, Bow Ribbon, etc.



## 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



## You can have this Waterproof Counter moulded full length or released end

We guarantee it to fit any last, and we will pay cash for any pair of shoes which our Counters do not outwear.

MANUFACTURERS SEND FOR SAMPLE

**EUGENE GUAY - 230 St. Marguerite St. - MONTREAL**

## Narrow Fabrics

Silk and Cotton Galloon Bindings, Stay Tapes, Shoe Strapping, Facings, Button Hole Tapes, Ribbons, Braids, Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic Surgical and Bandage Webs

Elastic Suspender and Garter Webs

Weavers of Medium and Light Weight Fabrics up to three inches wide. Makers of Tassels, Pompoms and Novelties for Shoe Manufacturers. Our capacity of Shoe Bows is twenty thousand pairs per day.

**Shultz-Goodwin Co. (Inc.)**

BOSTON OWNERS EVERETT



# AMONG THE SHOE MEN.

At the next meeting of the Toronto Shoe Repairers' Association, it is understood that the new schedule of prices, which went into effect about two months ago, will be revised, and that, owing to the sharp increase in the cost of sole leather, tap soles, etc., another advance of about 10 per cent. will take place. The membership is now nearly 100, and is growing steadily. Most enthusiastic gatherings, which are well attended, are held every two weeks.

Mr. Callaway, assistant to the president of the Regal Shoe Co., Mr. Butterworth, Regal agency sales manager, and Mr. Reid, superintendent of the Whitman, Mass., factory of the company, were in Toronto during the past week on business.

Elmer Poyer, manager of the Canadian Arrowsmith Manufacturing Co., Niagara Falls, Ont., left this week on an extended business trip to the coast.

Wm. J. Chinnick, late with Gales Shoe Store, Ottawa, has taken a position in the Walk-Over Boot Shop, Yonge street, Toronto.

The Canadian Shoe Findings Novelty Company, 2 Trinity square, Toronto, have been appointed selling agents in Canada for the "Toledo," which is manufactured by the Toledo Button Machine Company, of Toledo, Ohio. This machine uses any kind of wire, fastens all sorts of buttons, and is easily operated.

Bert Grosskurth, of Toronto, who represents the Slater Shoe Company, is receiving the congratulations of his friends in possessing another son and heir.

Eldon B. Keith, treasurer of Geo. E. Keith & Co., Brockton, Mass., spent a few days in Toronto recently on business.

Leon Fischel, 420 Prince Albert Avenue, Montreal, has been appointed representative in that city for the Canadian Shoe Findings Novelty Company, of Toronto.

The King Shoe Co., Toronto, who some time ago completed their large contracts for army shoes, are now manufacturing a line of children's McKays, and have sufficient business on hand to keep the factory fully employed for several weeks.

L. C. Van Geel, of the Tillsonburg Shoe Co., Limited, Tillsonburg, was in Toronto last week on a business trip.

The many friends of D. G. Hardie, of Hardie, Redmond & Co., Limited, 189 Church street, Toronto, are congratulating him on the advent of a little daughter in his home.

The new Walk-Over Boot Shop, which will be opened at No. 10 St. John street, Quebec, early next month, will be one of the most attractive and inviting of any footwear establishments in the east. The store is 26 feet by 80 feet, with mezzanine floor and mahogany fixtures. The regular Walk-Over front, which is typical of all their stores, is being installed, and both the exterior and interior are exceptionally neat. R. Gore, who has been associated with the Walk-Over Boot Shop, St. Catharine street west, Montreal, for some time, has been appointed manager.

Emile Larose, sales manager of the Canadian Footwear Co., Limited, Montreal, spent a few days this week in Toronto, Hamilton and London on business.

Fire broke out recently in the west cupola of the high dry loft at the works of the Acton Tanning Co., Acton, Ont. The building was 115 by 60 feet. The first two floors were of stone and the superstructure of three storeys of frame, metal clad. The building, which was entirely destroyed,

contained many thousand sides of harness and belt leather, some military leather, the factory's store of machinery and parts of repairing, etc. The loss is estimated at \$150,000, and is partially covered by insurance.

H. W. Pearson, manager of the Toronto branch of Ames-Holden-McCready, Limited, has returned from Montreal, where he spent a few days recently on business.

## MR. CORSON TAKES STEP HIGHER

Clayton S. Corson, who has been the aggressive sales manager for the Regal Shoe Co., Limited, Toronto, for some years, has been appointed general manager of the company and entered upon his new duties this week. Many friends in the trade will congratulate him on his well deserved promotion. C. H. Chute, who has had a wide experience in leading factories in both Canada and the United States, and latterly has been in charge of the cutting and fitting rooms, has been made superintendent of the Regal plant, which will shortly be removed to the spacious and well



CLAYTON S. CORSON, TORONTO

appointed new home of the company at the corner of Bathurst and College streets, Toronto. Several additions have been made to the traveling staff of the company. C. F. Schuszler, who has been looking after Ontario, will cover Quebec and the Maritime Provinces. W. R. Billings and W. E. Butterworth, who have been with the Regal organization for a considerable period, will represent the firm in the Western provinces, while Wesley Matson, who has been in the employ of the company for several years, will travel in Ontario. The new spring samples of the Regal Shoe Co. are the most representative and distinctive that they have ever turned out, and embrace several new lasts and patterns that set a top notch mark for "the most popular shoe in the world."

The Dominion Rubber System has eighteen employes who have given from 35 to 48 years of service at the Canadian Rubber factory, Montreal. In a recent issue of "The Dominion," there appear the pictures of five employes who have retired from active work, and are now drawing pensions from the company. They are J. Stuart, aged 72, with 40 years of service; A. Charbonneau, aged 83, with 49

years of service; A. Morel, aged 82, with 47 years of service; A. Groleau, aged 79, with 51 years of service, and J. E. Stewart, aged 72, with 48 years of service.

The shoe store of S. Aizanman, Montreal, was damaged by fire, recently.

L. Jones' shoe repair shop was burned down in a recent fire at Aylmer, Ont.

THE SELLING FORCE OF THE BRANDON SHOE CO., BRANTFORD



E. E. McINTYRE  
Eastern Ontario and Quebec



J. J. TILT  
Western Provinces



J. L. TRETHEWEY  
Toronto and Western Ontario



L. F. JACKSON  
Maritime Provinces and Northern Ontario



TWENTY-NINTH YEAR

TORONTO, NOVEMBER 1, 1916

# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



F. G. CLARKE, TORONTO

See Page 32

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL



*The Just Wright*  
TRADE MARK SHOE

**"CLUB" No. 206**

Gun Metal Bal. New City Pattern. Custom  
Toe.  $\frac{7}{8}$  in. Newark Heel. Sizes C 5 to 10 $\frac{1}{2}$ ,  
D 5 to 10 $\frac{1}{2}$ .

Stock No. 208—Same in Nut Brown.

This shoe is also made with Neolin Soles.  
Stock No. 209.

# Just Wright Always Right

Not a boastful statement. It's simply true. The comments that come to us from dealers who handle Just Wright Club No. 206 make us proud of their selling achievements. They must surely be Always Right.

We still think our In-Stock catalogue will be a great help to you.

**E. T. WRIGHT & CO., Inc.**

St. Thomas, Ont.

Rockland, Mass.





Glazed  
or  
Mat

Black  
or  
Colors

White and Fancy Colors

Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
Moderate Prices

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.**  
NEW YORK

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

## To the Manufacturers and Retail Trade

I buy all kinds of surplus  
and bankrupt shoe stocks  
in any quantities and pay  
spot cash.

Do not keep goods on  
your shelves. They will  
not earn money there for  
you.

Get in touch with me at  
once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor

ESTABLISHED 1857

With our additional tannages we are now able to satisfy the wants of all Cutters of

## SOLE LEATHER

with either of our five lines.

"TRENT VALLEY"  
"LION" } Oak

"PENETANG"  
"EAGLE" } Hemlock

"UNION OAK"

**THE BREITHAUPT LEATHER CO., LIMITED**

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA

**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 "Ryco" Matt Kid

**RICHARD YOUNG CO.**

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

Branch: 54 South Street, BOSTON, MASS.

Day, Ferguson & McDonald, solicitors for the liquidators of the defunct Chatham Shoe Company, Chatham, Ont., it is understood will enter an action against the City of Chatham, at the November sittings, to have an order issued permitting them to dispose of certain fixtures in the building which the liquidator claims are chattels and not fixtures as embodied in a mortgage which the City of Chatham holds on the property. The court will also be asked for an order to proceed with a sale of the building under the Moratorium Act.

P. A. Doig, sales manager of the Star Shoe Co., Limited, Montreal, spent a few days in Toronto recently on business.

Four fires, three of them about an hour apart, broke out in the Canadian Consolidated Rubber Company's plant at the corner of Notre Dame street east and Papineau avenue, Montreal, recently, and as a result the detective department is making an investigation. That the fires must have been caused by an incendiary is indicated by the discovery of a quantity of white powder near the scene of each outbreak. Samples of the powder will be analysed.

An echo of the fatal accident which occurred in Pouliot's tannery, Quebec, recently, was heard in the courts, when a claim was entered under the Workmen's Compensation Act, on behalf of Dame M. Bernier, widow of Elzear Poulin, for \$2,025 damages against Pierre Pouliot, proprietor of the tannery. Poulin fell into a vat while working in the tannery and was fatally burned by chemicals.

Fred. H. Ahrens, of Charles A. Ahrens, Limited, shoe manufacturers, Kitchener, Ont., spent a few days in Boston, recently, on business.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, spent a few days in Montreal, Toronto and Quebec recently lately.

The Universal Button Fastening and Button Co., of Canada, Limited, with a capital stock of \$20,000, and head offices in Walkerville, Ont., has been incorporated, to manufacture, sell and deal in buttons and button fasteners of every description, and automatic machines for attaching buttons and fasteners, and to place on the market articles composed of metal, cloth, wood or other materials.

The Victor Box Toe & Counter, Limited, has been incorporated, with a capital of \$50,000 and headquarters in Montreal. The incorporators are A. Vigneault, J. A. Hamelin, Emile Delorme, J. B. Trudeau and others. The company is empowered to manufacture, buy, sell and carry on a boot and shoe business, as well as make and deal in lasts, stiffeners, shoe counters, box toes, buckles, laces, hooks, buttons, soles, eyelets, etc.

Z. F. Roy, 113 St. Joseph street, Quebec, who handles trunks, travelling bags, and leather goods, has opened a shoe department and has put in a representative stock of Slater shoes.

In the advertisement which appeared in the October issue of the SHOE AND LEATHER JOURNAL, of Underhills, Limited, who have factories at Aurora and Barrie, it was inadvertently stated that one of the firm's specialties was Warren's, Misses' and Girls' "Turns." The latter word should have read "McKay and Standard Screw."

The many friends of G. A. Bickell, manager of the Toronto warehouse of the Barrie Tanning Co., Barrie, Ont., are congratulating him on the advent of twins—a son and a daughter.

W. F. Locke, manager of the shoe department of T. Eaton Co., Winnipeg, was in Toronto last week on business.

A. W. Donovan, of E. T. Wright & Co., Rockland, Mass., spent a few days last week in Toronto, calling upon the trade.

An automatic fastener for lace boots that is simple is shown in a fall sample. It consists of a lattice of tiny wires on either side of the opening of the boots, and takes the place

of laces or buttons. A tiny key locks or unlocks the lattice as it is pulled up or down. When the fastener is unlocked the shoe is opened just as in a lace boot. When it is locked it is fastened securely to the foot. It is something new and will save a lot of time and labor for women in putting on their shoes, especially in the high shoes worn to-day. As the fastener is automatic, it will not let out, as will laces, to fit a large ankle, nor can it be set over, as can buttons.

A recent despatch from Chatham, Ont., says: Sir George Gibbons, K.C., of London, has entered an appeal on behalf of his clients in the action of the London Shoe Company vs. Levin et al. The action was heard by His Lordship Chancellor Boyd at the fall assizes, held in this city about a month ago, His Lordship dismissing the action as against the defendant (Goldblatt). The action was to have a chattel mortgage made by the defendant Levin in favor of the other defendant, Mrs. Goldblatt, set aside on the grounds that the mortgage was given to defraud the creditors of claim against Levin, a Wallaceburg merchant. The action will be heard in the Appellate Division, Toronto.

A petition for a winding-up order has been made in the case of the Merit Shoe Shops, Limited, Montreal.

F. H. Meinzer, manager of stocks for the Miner Rubber Co., Montreal, spent a few days in Toronto recently.

Mr. Desmarais, of La Duchesse Shoe Co., Montreal, called upon the trade in Toronto last week.

Alex. Duncan has started in the boot and shoe business in Elnora, Alta.

C. G. Marlatt, of the Marlatt & Armstrong Co., Limited, Oakville, Ont., left last week on a trip to England, where he will visit his son, Capt. K. D. Marlatt, of the 4th Canadian Mounted Rifles Regiment, who has been fighting in France for some time but has been granted a few days leave of absence.

W. A. Donald, of Donald, Carman & Mudge, sheep skin tanners, Boston, spent a few days in Toronto last week on business.

R. Marion & Co., shoe dealers, Montreal, have dissolved.

The advance in all kinds of leather continues. Side leather went up two cents a foot during the past week, while raw sheep skins advanced \$3.00 a dozen.

Walter R. Stewart, acting manager of the St. John branch of the Canadian Consolidated Rubber Company, Limited, left for Halifax on a business trip. He is looking after the management of the branch in the absence of Lieut. Colonel A. E. Massie, who is in France with an army service corps unit.

F. H. Braid, formerly in the welting department of the John McPherson Co., Hamilton, has opened a shoe repair establishment on Roncesvalles avenue, Toronto, and has installed a twenty-two foot, Model "N" outfit, with stitches supplied by the U. S. M. Co.

The name of the Berlin Rubber Manufacturing Co., Limited, has been changed to the Kitchener Rubber Manufacturing Co., Limited, and the Berlin Felt Boot Co., Limited, is now the Kitchener Felt Boot Co., Limited.

A. D. Thornton of the head office staff of the Canadian Consolidated Rubber Co., Montreal, has had a little stranger arrive at his home via the stork route, in the person of Jean Meredith Thornton. Mr. Thornton was also recently appointed a Justice of the Peace.

G. E. Wight, of the traveling staff of the Quebec branch of the Canadian Consolidated Rubber Co., recently spent a few weeks holidays in New York State.

FOR SALE—Shoe shelving, oak faced in good condition; men's, 49½ feet; ladies', 52¾ feet. J. J. McKillop, St. Thomas, Ont.





## Eight Reasons Why You Should Sell Arch Supports and other Foot Specialties

- 1st. The Arrowsmith line of Arch Supports and other Foot Specialties is complete, covering everything necessary for the correction of human foot ailments by mechanical means.
- 2nd. The quality of our goods is superior to any other line in material and workmanship.
- 3rd. Our specialties are orthopedically correct in every detail, the result of twenty years of experimentation and practical experience.
- 4th. The needs, uses and benefits of our appliances are well known to the buying public, as a result of years of systematic advertising. Our advertising is not done spasmodically, with a great splurge—we advertise in a steady, earnest manner all the time. The word "ARROWSMITH" is known as the name of a staple article, not a money-making imitation of something "worth while."
- 5th. Our guarantee is binding. Dealers know that goods which are unsatisfactory because of imperfections in material or workmanship will be replaced without question.
- 6th. Arrowsmith service is service unsurpassed. Every order, no matter how small, receives prompt and careful attention.
- 7th. We protect the interests of the legitimate Shoe Dealer by refusing to sell our goods to Drug Stores, Shoe Shine Parlors, etc. We are the only manufacturers of foot specialties who have adopted such a policy.
- 8th. Our goods are "Made in Canada."

An increase in prices before next spring seems inevitable.

A word to the wise is—unnecessary.

**Canadian-Arrowsmith Mfg. Co.**

Limited

Manufacturers of Foot Specialties

Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager



### NEWSY BRIEFS FROM QUEBEC

Miss Flore Ida Marois, daughter of Alf. Marois, was married on Tuesday, October 24th, to Nap. Falardeau, son of Cyrille Falardeau, tanner, of this city. Mr. Falardeau is manager of his father's shop. There was a large attendance of relatives and friends at Notre Dame du Chemin Church, where the ceremony took place, and the happy couple left for a wedding trip to New York.

Duchaine & Perkins, shoe manufacturers, are installing a sprinkler system in their establishment.

Naz. Fortier, tanner, is adding another storey to his factory, in order to take care of his increased business.

Hockey boots will be more popular this year than last. J. E. Sanson, Enr., who make a specialty of these outing shoes, report that the demand is much in excess of that of the corresponding season of 1915.

The price of goat skins is very high. This skin is always in great demand, and it is very difficult to procure at the present time.

Dark colored calf is 60 cents a foot, and tanners do not want to take over orders, on account of the scarcity of colors and materials.

Shoe retailers declare that it is easier to sell a \$7.00 boot this year, than in previous seasons, because people are now accustomed to pay more money for shoes than before.

Shoe repairers are very busy, but they complain that it is very hard for them to increase their prices, as the public will not believe that the figure for sole leather has gone up to so great an extent.

Jos. Fortin, shoe repairer, John Street, and H. Auger, of Sherbrooke, P.Q., have installed in their shops, Progressive Outfit, sold by Dupere & Garant, the representatives of the company. Shoe repairers are now beginning to understand that it is in their best interests to install repairing machines, as they are thereby saved both time and money.

The following visitors were in town recently—H. C. Parker, of Parker, Irwin, Limited, Montreal; Chas. E. Alpress, of Wm. H. Horn & Bros., Philadelphia; F. H. Dupre, of the Independent Box Tce Co., Montreal; R. E. Woodward, of F. E. Woodward & Sons, Lachine, Que.; L. A. Dalrymple, of J. A. Dalrymple & Co., Haverhill, Mass.

### RUBBER MAN TALKS TO ROTARIANS

"Production, manufacture and uses of rubber" was the subject of a highly interesting and instructive address by T. F. Davis, of the Canadian Consolidated Rubber Company, at the Rotary Club luncheon in the Halifax Hotel, Halifax, recently.

Mr. Davis gave a description of rubber from the time the trees were barked and the sap obtained until the finished product was placed on the market. Rubber was first heard of among white people in the year 1493, when Christopher Columbus brought a ball of it to Spain. This ball had been used by the Indians in a form of baseball. Rubber is mentioned in history only at intervals during the next hundred years.

It was comparatively recently that it was discovered that rubber could be vulcanized with rubber and could be used otherwise than as an eraser. Later it was discovered that by a combination of rubber, sulphur and heat a composition was obtained which would not become sticky and melt. This is the modern system of vulcanization, and each of the big manufacturing concerns had their trade secrets of the process.

The value of rubber in the present war had been demonstrated by the desperate efforts of the Germans to smuggle rubber into their country. Rubber had been found in bags of coffee which had been consigned to Germany. And when a sailor sank his teeth into a honeycomb, a large quan-

tity of which product formed part of his ship's cargo, he discovered that while there was honey in the comb the cells were made of rubber. Germany's importation of rubber before the war made up twenty-four per cent. of the world's production; her importation now is only four per cent. of the world's production. The scarcity of rubber in Germany was one reason for the supremacy of the British in the air, for rubber was absolutely necessary in the construction of aeroplanes.

### DAILY NOTICES OF SHOE ADVANCES

"I have been in the shoe game for seventeen years," remarked a leading representative of the trade the other day, "and in all that time I have never seen prices advance as rapidly as they are doing at present. I dread to open the mail each morning, owing to the number of notices of increases on the various lines which such missives contain. Practically every leading shoe firm has again withdrawn prices. In a few days a new price list will prevail, and this lasts for a decidedly short time, and is again recalled. I am not an alarmist, but I do not know where this thing is going to end. However, all companies are practically in the same boat and we all have to do the best we can under the present trying circumstances."

### PROGRESSIVE FOOTWEAR MANAGER

H. Vigneault, manager of the shoe department of James A. Ogilvy & Sons, Limited, Montreal, is meeting with splendid success in this responsible position. Exceptionally well qualified by sixteen years of experience, he is well acquainted with the footwear game from every angle. He



H. VIGNEAULT, MONTREAL

began his career with O'Sullivan Bros. Co., Lowell, Mass., shoe merchants and rubber heel manufacturers, and worked for them ten years as a salesman. Coming to Montreal in 1910, he entered the employ of Geo. G. Gales & Co., and was with that firm until he assumed his present post. Mr. Vigneault opened up Gales East End Store in 1912, and managed it until last December. He is progressive, energetic and capable, and has always made a success of anything which he has undertaken.





**THE  
WM. A. MARSH CO.**

Limited

*Manufacturers of  
Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade

Women's, Misses' and  
Children's

**McKAYS**

for the Jobbing Trade

GOODYEAR WELTS

URNS

**TOURIGNY & MAROIS**

(Reg.)

Makers of Shoes for

MEN BOYS YOUTHS  
WOMEN MISSES CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
make 10 Days Delivery on Rush Orders

McKAYS

S.S.

**LUC ROUTIER**

Manufacturer of

Men's, Boys', Youths',  
Little Gents' Shoes in

**McKays and S.S.**

Enquiries Solicited

MEN'S  
BOYS'  
YOUTHS'  
LITTLE GENTS'

**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
Our  
Specialty  
is  
Hockey  
Boots

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
152 Notre Dame St. W.

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

BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

# 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



# Keeping Acquainted



¶ You have many customers scattered here and there throughout the Dominion, but **don't forget** that rival business houses are **always** doing their best to **get in ahead** of you.

¶ **Publicity**—constant, forceful advertising—in a publication that practically all of your customers, both actual and prospective, read, helps you retain your old customers and adds others to your list.

**Advertise Regularly in the  
SHOE AND LEATHER  
JOURNAL**

Rates will be mailed on request by the publishers—

**ACTON PUBLISHING CO., LIMITED  
TORONTO**





# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

MONTREAL  
NUMBER

1889  
-:-  
1916



F. W. KNOWLTON, MONTREAL, QUE.

See Page 34



ACTON PUBLISHING CO LIMITED  
TORONTO MONTREAL

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

# SOMETHING YOU NEED

To Round Out Your Stock

That's the  
"Doctors"  
and "Professor"  
Special  
Shoes

You may have all kinds and shapes and styles of ordinary shoes, but when you meet the demand for something just a little extra, just a little different---*A Health Brand*--- then these two will fill your requirements.

Remember, they fill all the requirements in style, fit and finish, with the addition of being unusually comfortable and great promoters of foot-health.

If your jobber don't stock them write us direct.

The Tebbutt  
Shoe and Leather Co.  
Three Rivers, Que.

*THE  
Professor*

PAT. NO.  119409  
GOLD CROSS  
SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.



THE  
*Ritchie*  
Shoe

Men's Welts

Boys' Welts

Youths' Welts

The  
John Ritchie Company  
Limited  
Quebec

*The Present Vogue Charmingly  
Exploited in These New Lines*



*A New Model in Welts and McKays.  
Champagne Top, Tobacco Brown  
Vamp, Pebble Last.  
A's to E's.*



Getty & Scott, Limited  
Galt Ontario





# CLASSIC SHOES

*for the*  
Little Codgers

THERE'S a wealth of satisfaction to the dealer in selling shoes for the little codgers that he knows have been tried and tested and found to be thoroughly up to the requirements for the little folk.

CLASSIC SHOES for the kiddies have the same care in the detail of manufacture as we put into our lines for the older people. They have style and class, are comfortable for their little feet and are bound to give that all round satisfaction that pleases the mothers.

Be sure to see our lines for 1917 Spring.



Getty & Scott, Limited  
Galt Ontario

# JUST WRIGHT SHOES IN STOCK



## “Club” No. 206

Gun Metal Bal. New City Pattern.  
Custom Toe.  $\frac{1}{4}$  Newark Heel. Sizes  
C5 to 10 $\frac{1}{2}$ , D5 to 10 $\frac{1}{2}$ . Stock No.  
208. Same in Nut Brown.

*The Just Wright*  
TRADE MARK SHOE

The sales record of the “Club” is abundant proof of its popularity. Dealers everywhere find it a profitable investment, and appreciate the fact that they can get it from Stock when it is needed.

You should have our In-Stock Catalog. Send for it to-day.

**E. T. WRIGHT & CO. Inc.**  
St. Thomas, Ont.                      Rockland, Mass.





The  
**New Regal Models for Spring**

Are the most representative and distinctive that we have ever presented to the trade.

Our travelers report that the Regal agents are most enthusiastic over the splendid range and the exceptional values.

What about handling Regals in your town? Their reputation is world wide and in worth and workmanship they stand pre-eminent.

**THE REGAL SHOE CO., LIMITED**  
**TORONTO, 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

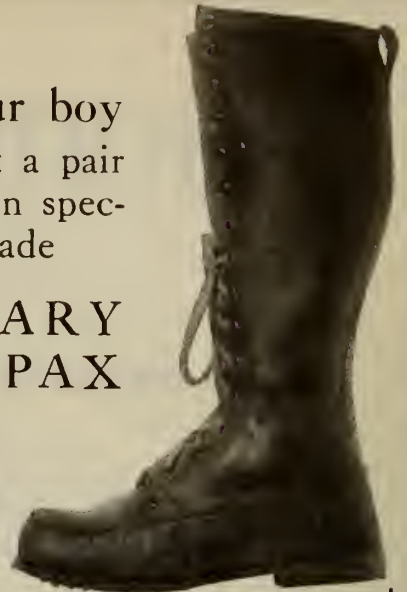
BRANCH WAREROOMS  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

Send your boy  
at the Front a pair  
of our own spec-  
ially made

**MILITARY  
SHOE PAX**

**Absolutely  
Waterproof**

These will in-  
sure him dry  
feet at all  
times.



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

MADE BY

**The R. M. Beal Leather Co.**  
LIMITED

Manufacturers of the justly celebrated JOHN  
BULL Oil Tan Larrigans and Shoepacks  
LINDSAY, ONT.

**SHOES WITH CHARACTER**

A good shoe is vastly more than leather, thread and nails. It must have SOUL as well as SOLE. It is the LIFE in the shoe that counts. That's why a customer will pick out in a minute



character behind that gives them STAYING POWER. As well be without DAILY BREAD as SISMAN SHOES.

**THE BEST  
EVERYDAY  
SHOE**

In any crowd in which it may be hidden away for the time.

SISMAN SHOES have that happy faculty of IMPRESSING THE BUYER and have the

**The T. Sisman Shoe Company, Limited**  
Aurora, Ontario



# Comfortable English Walking Boots For Winter Wear

Colors:

Dark Brown

Gun Metal

White Calf



Style

Snap

Durability

Sensibility

*Are Decided Favorites with all Our Customers*

---

Our run on this boot has been exceptional. We were the first to introduce this model, and it has proved to be one of our very best specials.

This boot has 7½ or 8½ inch top, with Neolin soles and rubber heels, or oak leather soles and heels. It is trim, neat and attractive.

Specify what leathers you desire when writing us.

---

**PERTH SHOE CO., LIMITED**

Perth, Ontario

# Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT

**ESTABLISHED 1857**

With our additional tannages we are now able to satisfy the wants of all Cutters of

## SOLE LEATHER

with either of our five lines.

“TRENT VALLEY” }  
“LION” } Oak

“PENETANG” }  
“EAGLE” } Hemlock

“UNION OAK”

**THE BREITHAUP LEATHER CO., LIMITED**

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA

# THERE IS NO COME-BACK

The dealer has never to apologize for Underhill's. He has never to “skin for the back door” when he sees an Underhill customer come in. The Underhill shoe wearer and the Underhill shoe dealer have that smile of confidence that won't come off.

**More Money  
and Less Worry**

with  
**Underhill Lines**

Than any staple lines  
in the country



Underhill Specialties: Men's, Boys' and Youths' McKay, Standard Screw and Pegged.  
Women's, Misses' and Girls' Medium Priced High-Class Lines.

Head Office:  
Aurora, Ont.

**UNDERHILLS LIMITED**

Factories:  
Aurora, Ont. Barrie Ont.





**VASSAR**  
and  
**ALTRO**  
For Women

**BERESFORD**  
and  
**Minister Myles**  
For Men



Style No. 644  
WOMAN'S WALKING BOOT

One of our popular models for  
Spring, made in Mahogany  
Calf, in all sizes.

## Having a Brand

Did you ever think that when a manufacturer makes a special brand of shoes it means that he will be jealous to preserve the integrity of that brand. He will see that the best material shall enter into the shoes, that they shall be made right, finished well and be in every respect worthy to represent the name they bear and the house that makes them.

We have staked our business reputation on the VASSAR and ALTRO brands for women, and BERESFORD and MINISTER MYLES for men, and that means a whole lot to us.

BE SURE YOU SEE OUR  
SPRING LINES

**Minister Myles Shoe Co. Limited**  
Toronto, Ont.

# THE INDEPENDENT LINE



**K**EEP sorted up in the lines that are in present demand. Our brands that have established their reputation are: "KANT KRACK," "DAINTY MODE," "ROYAL," "VERIBEST" and "DREADNAUGHT," and can be had from any of our selling agents.

Let us emphasize again the importance of placing your orders for SPEED KING LINES at once. We are positive there will be an enormous demand for SPORTING AND VACATION SHOES this coming season.



## ORDER FROM THE FOLLOWING JOBBERS:

- The Amherst Boot and 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., Ltd., London, Ont.
- McLaren & Dallas . . . Toronto, Ont.
- James Robinson . . . Montreal, Que.
- Brown, Rochette, Limited . . . Quebec, Que.
- McFarland Shoe Co. . . . Calgary, Alta.
- T. Long & Brother . . . Collingwood

**THE INDEPENDENT RUBBER CO., Limited**  
**MERRITTON, ONTARIO**



# THE POPULAR COLORS FOR 1917

## ROYAL PURPLE RUSSIA

The richest shade of Russia calf ever offered to shoe manufacturers in America. A color that will not fade, and will maintain its popularity in women's and men's high-class shoes for many seasons.

## BRIAR BOARDED CALF

The "Last Word" in colored calf for shoe leather. Par excellence at every point.

## BROWN RUSSIA No. 66

The mid-night brown. One of the most popular shades of the much sought browns. Other leading colors for spring are Mahogany Russia, Brown Russia No. 14 and Brown Russia No. 33.

**D  
A  
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F**

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

**Largest Tanners of Calf Leathers  
in the British Empire**

## THE FASHIONABLE SHADES



For the current season have proven to be Browns and Reds, and the most sought for of all are

COLLIS

COLLIS

TOBACCO

TONEY

BROWN

RED

**COLLIS CALF** Has that **SOFT SILKY FEELING**, that **"JUST RIGHT" TONE**, and that **RELIABLE WEAR** that has made it the **MOST POPULAR CALF ON THE MARKET.**

**Collis Leather Company, Limited**  
Aurora, Ont., Canada

## A BIG DOLLAR'S WORTH

There's a world of valuable information in every issue of *The Shoe and Leather Journal*.

Whether you are a shoeman in a small town or a large city, you will find much to assist you in making your business bigger and better.

*It is to your interest to send in your dollar to-day.*

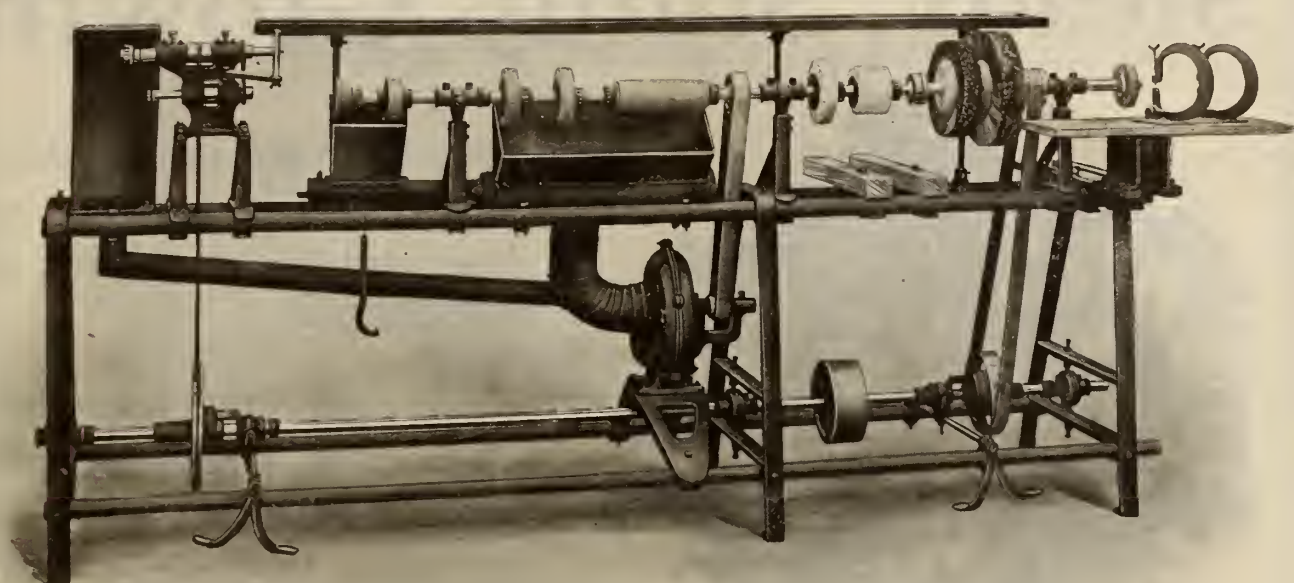
**ACTON PUBLISHING CO., LIMITED**

13 Coristine Building, Montreal

1229-31 Queen Street West, Toronto



# A Labor Saving Money Maker



No. 5-A Shoe Finishing Outfit. Price \$130.00 Cash. \$150.00 On Time.

**Another Winter in the Trenches—and**  
There's no part of a soldier's body needs protection more than his feet



## Our Overseas Trench Boots

Are waterproof. They are no experiment. They have demonstrated their wonderful wearing qualities in the mud of Salisbury Plains, in the trenches of France and Flanders, and everywhere proving their great superiority. They are the acme of foot comfort and a preventer of colds and sickness. A mere suggestion to your soldier customer will sell them.

Made of Oil-tanned Stock. 16 in. leg. Full Bellows Tongue. Oil-tanned Bottom Drawstring Type. Patent Heel that cannot run over. No nails, no hard seams, no artificial stiffener, no added Counters—Double Full Soles, Hob-nailed. Extra Rawhide Laces. Felt and Leather Combination Insoles.

In these stirring war times it would be a mistake not to have these boots in stock.

## Beal Brothers Limited

52 Wellington Street East

Toronto, Ontario

# Steady, Sturdy Growth



comes from unremitting cultivation in business no less certainly than in agriculture.

Your customer soon forgets. Every customer on your books is liable to switch to some rival house anytime, if your attention flags, even though your line remains as attractive as ever.

## Keep Cultivating

Dig deep—lay the far-spreading roots of unforgetfulness by constant advertising in the publication your customers nearly all get regularly—the publication they pay for and read because they like to do so.

Advertise Regularly In

# Shoe and Leather Journal

ACTON PUBLISHING COMPANY, LIMITED



“WHERE QUALITY COUNTS  
WE WIN”

**Monarch** \_\_\_\_\_  
**Dr. Brandon** Cushion  
Sole  
 and **Brandon**  
 \_\_\_\_\_ **Shoes**

With our 21 Day Service at your disposal you can keep your stock sorted up at all times.

And we are never done harping on the quality of these shoes. It's a hobby of ours, but we know we have the goods to back it up. We know that the dealer who stocks these lines cannot go astray, for they possess every element requisite to make a good selling shoe that will give abundance of wear and satisfaction.

*See Our Spring Samples*

The  
**Brandon Shoe Co., Limited**  
 Brantford, Ontario



**ELECT**

# FLEET FOOT

## The New "Aviator" Shoe

**T**HE latest member of the Fleet Foot line features a special cushion of aerated rubber in the sole and heel of the shoe. Innumerable air spaces have been embedded in a springy mass of rubber,



**THE SPORT**  
For Men, Women and Boys

covered by a tough, wear-resisting layer of high-grade rubber.



**THE RINGSIDE**  
For Men and Boys. The Ideal Shoe for  
Gymnasium Work.

For comfort, ease and wear the "Aviator" is in a class by itself.

If you have not ordered the "Aviator" Shoe for your 1917 trade, write at once to our nearest branch.

**Canadian Consolidated Rubber Co.**  
Head Office, Montreal. Limited

28 "Service" Branches Throughout Canada.



# Shoe and Leather Journal

*Published Twice a Month*

Subscription in Advance  
\$1.00 Per Year  
Foreign, \$2.00

Office of Publication: 1229 Queen St. West, Toronto  
**ACTON PUBLISHING COMPANY LIMITED**  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## SHOE AND LEATHER CONDITIONS

**The Situation to Date in Leather and Shoes—Market on Raw Materials  
Feverish and Uncertain—Impossible to Get Quotations Except from Day to  
Day—Shoe Selling a Matter of Getting the Stock**

**S**INCE the last issue of the SHOE AND LEATHER JOURNAL the situation in the shoe and leather trades has become more and more acute. Hides, both native and foreign, have gone steadily upward in price, heavy native packer steer hides having been sold at thirty-two cents and country buffs at twenty-seven cents on the Chicago market. The dry hide market is almost unquotable (both literally and figuratively) with Buenos Ayres selling at over fifty cents. Raw kid stock is almost unprocurable and the prices are such that it would seem as though this branch of the leather trade would be almost put out of business. Shoe manufacturers are receiving every week notices to the effect that orders cannot be filled at any price.

Leather these days is climbing steadily upward. Sole leather has gone up about twenty cents in six weeks and is still soaring. Every other day notification is received of withdrawn quotations and further advances. Calfskins show the sensational tendencies that they have manifested for some months. American quotations run from fifty to sixty cents for black and from sixty to eighty cents for fancy lines. The worst feature of the situation is that even at the high prices manufacturers cannot procure adequate supplies.

Shoe manufacturers are having in one way a serious time with their customers. They find it practically impossible to fill orders as usual and are compelled to employ extra correspondence help in order to keep explaining the difficulties of the situation. In some ways the remarkable circumstances surrounding shoe selling are beneficial, as they help to weed out "slow pays" and moderate the captiousness of kickers. Manufacturers are thus able to discriminate in their sales. Business in novelties and side lines is being curtailed and more attention devoted to staples, which are selling well. Even in heavier upper stock, however, it is becoming more difficult to secure adequate supplies and altogether the shoe manufacturer is up against a situation the most complex and trying in the history of the trade.

The retail shoe trade has enjoyed this fall a run of trade that has been practically phenomenal. With constantly advancing prices dealers have been able to increase their trade steadily as people do not seem to mind the increased cost of their footwear. Mechanics who were earning two and three dollars a day are now getting twice that and with the increased cost of all kinds of merchandise they seem to take the advance in shoes as a matter of course. For years it used to be said that no matter what went up shoes remained on the same dead level. Today footwear as well as everything else has had to bear the burden of the tremendous drain put on staple products by war conditions.

The rubber people, as well as the repair shops, are profiting to some considerable extent by the high prices of shoes and have inaugurated a campaign pointing out the opportunities rubber footwear hold forth for the saving of leather these days. The recent winter weather created such a boom in rubber shoe business that for a time manufacturers and jobbers were almost unable to cope with it. The present year will prove a record one in this line.

Just now the motto of the retailer should be "BUY ALL YOU CAN—SELL ALL YOU CAN—SAVE ALL YOU CAN." For after all these extraordinary conditions cannot last forever.

# WHO WILL BE FIRST TO MARKET ALL FABRIC SHOE?

The One Thing Needful to Give the Public Footwear at Reasonable Prices—Substitutes for Leather are now so Numerous, Strong, Varied and Durable that their Use is no Longer an Experiment—Appearance, etc., are all that Could be Desired

By J. R. WINSTON

WE are the slaves of custom, the inheritors of the mistakes of the ages. No,—this is not a dissertation on the sublime destiny of man, or, on the origin of sin, but just a little talk on present shoe conditions. In view of the present high prices of footwear we want someone with courage and confidence to come out and offer the public a shoe that can be purchased at a reasonable figure, say three or four dollars, instead of eight or ten. The only difficulty is in locating a man who has the assurance and gumption to make shoes different from the other fellow. There is no inspiration like that of an ideal, and as soon as that ideal gains a firm foothold in the mind of some ambitious maker of footwear, who can back up his product with effective and attractive advertising, we will see a reform in the matter of shoemaking, shoe materials and shoe prices.

## People Cannot Afford Leather Shoes

I am not accusing shoe manufacturers of making large profits. I know that the cost of everything entering into the build of a boot, and all kinds of labor, are very high—never so high as now, and are aeroplaning every day. The people cannot pay the price—at least a great many of them are unable to do so. True, there have been increases in wages, but this applies principally to the mechanic, the munition worker, and perhaps, the day laborer. There is, however, a vast army of men, such as bookkeepers, office hands, warehouse men, and hundreds of other employees, who since the outbreak of the war, have been drawing the same salary, and yet they have to face, as serenely as ever, the high cost of living. You can only make a dollar go so far, and beyond that point, you cannot stretch it. While wages in certain lines have increased from 20 per cent. to 40 per cent., and mayhap more, yet I will venture to say that the average advance spread-over on a number of people engaged in multiplex occupations of civil life is not more than 15 per cent., and yet shoes have jumped up in cost fully 50 per cent., and not only shoes, but many other commodities.

One reason I am talking on shoes is that when I said that we were slaves to custom, I meant every word of it. Why should we wait until an animal attains a certain age, and then kill it, in order to obtain its hide—have it tanned and finished, and then put on the market, and finally converted into shoes; and more particularly so, when the number of cattle is decreasing at the rate of 10 per cent. every year, and the population increasing at the rate of 20 per cent. Something is bound to snap somewhere.

## All the Qualities Desired

I believe that the time has come when the numerous materials at hand, some of which so closely resemble leather as to be practically indistinguishable from it, and have all the smoothness, finish, appearance, texture and durability of calf or kid skins, should be universally used. There are cloths and canvases for upper stock, and fibre, and rubber compositions for bottoming purposes that are waterproof and sweatproof, that cut without any waste, and make up splendidly. These afford reliable and satisfactory substitutes, and from them stylish, dependable and comfortable footwear can be made at one-third the present price or less of leather creations. If necessary a leather sole can be used. In fabrics, all colors and finishes, such as suede, buck, etc., can be easily obtained and leather facings, saddle

straps, collar, cuffs, tips, etc., employed if necessary for purposes of ornamentation.

A shoe built of reign-skin, shu-skin, snuff canvas, corkscrew cloth, hair cloth, melton beaver, cravenette, Venetian cloth, and a dozen other materials with special weave and treatment can be made much handsomer, far more serviceable and with longer wearing qualities than the leather shoes we have to-day. On some of the cheaper grades of shoes the use of genuine leather has become practically prohibitive, and the all-leather shoe will soon be out of the grasp of everybody, except the wealthy or the highly paid residents of a community. With so many substitutes and materials, particularly adapted to shoe work, that answer practically all purposes of leather, their use has become increasingly popular, and for tongues and facings, many firms a few years ago, who would have scorned the employment of cloth, are now ready converts.

## Get Away from False Conceptions

Of course, it is hard to break away from old traditions, to launch a new idea and carry it out to a successful conclusion. The infinite resources of cloth are much more than those of leather, and the creations that could be made out of fabrics would surpass anything ever placed upon the market. Shoes could be bought from two to five dollars, embodying every point desired, and the only leather portion need be the soles, but even in this, there are now such admirable and serviceable substitutes for bottom stock, that already the manufacturers are using them to a great extent. One particular product has now passed the experimental stage, and that is fibre or composition soles. They meet every possible requirement. The age of specialization is here, and the substitutes for leather never possessed such merit, strength, smoothness, finish and variety as they do at the present time. Why, only a few years ago, the average merchant scouted the employment of fibre, felt or composition, box toes, counters and insoles, but the use of them has now become so general and they are so satisfactory that few complaints, if any, are heard, and these from certain high-minded individuals, who allege they never buy anything but a solid leather shoe. When told a solid leather box toe, counters and insoles cost them ten to thirty cents more per pair, they readily change their attitude, and declare: "never mind, I guess they will answer, after all."

## Fabric Shoe Bound to Come

Take it from me that the cloth shoe is bound to come. The only difficulty I see in marketing it is that its purchase by certain people might at the present time be looked upon by others as savoring of the penurious or the too economical. But leather shoes are going to go so high in price, that any offerings possessing as much style, snap and individuality should be warmly welcomed and endorsed. It is merely a process of education and swinging preconceived ideas around to a certain point. The manufacturer who will take a bold stand, who will come out with an all-cloth shoe, at a reasonable price, and give it a trade mark name, announce in the trade journals and the daily press what he is doing, to contribute in keeping down the high cost of living, will, within a very few years, be hailed as a reformer and a deliverer—a true benefactor.



# STUDYING HUMAN NATURE IN THE SHOE STORE

The Ability to Quickly and Correctly "Size Up" Customers is a Valuable Asset in Successful Salesmanship—How Differently Dispositioned Customers Should be Given Attention—Men Generally are More Easily Satisfied than Women

**W**HAT constitutes success in salesmanship? Some will name certain qualities and others will mention different ones.

You ask Mr. Green, the shoeman, what he regards as the essential qualities of a good clerk, and he will tell you it is in having expert knowledge of fitting, and a thorough acquaintance with the stock, a pleasant manner, and an obliging disposition. Ask Mr. Brown, further up the street, and he will declare that, while these characteristics are all important, the chief requisite is in an ability to size up customers—that no two patrons are actually the same, and the highest paid salesman is he who is astute and ingenious—who can accommodate himself readily to circumstances, think rapidly on his feet, read human nature quickly and correctly, and in general, anticipate a customer's wants, and help him or her tactfully and sympathetically to come to a decision, and close a sale.

In a shoe store one has to wait upon all classes of people—the enthusiastic, the lukewarm and the ignorant; the cranky, the captious and the critical; the foolish and the wise; the erratic and the phlegmatic; the pompous and the sedate; the virtuous and the sporty; the bashful and the vivacious—in fact, there is no better school for reading character, and meeting every representative on the highway of life.

"I would rather wait on men, as they are not inclined to be so fussy or particular and do not go around from place to place shopping merely to put in the time as some women do," said a veteran retailer. "I admit that when you get hold of a pernickety or finical man he is a 'pippin,' to use a slang expression. There are two classes of male customers that I detest—one thinks that he knows all about shoes, and values. He informs you about the weak points in every boot that you present, telling you exactly what styles you should stock. He seeks to let you know that he knows something about leather and insoles and counters and linings and box toes, for he had a nephew or grandfather in the shoe business at one time or he worked in a factory or a wholesale establishment. The other chap is one who wants to squeeze his number ten foot into an eight shoe, or declares that your shoes are old style, or that Blinkens, down the street, keeps a much nicer assortment. He fusses and fumes around and acts the part of a cissy or a cad. Most men, however, are sensible, thoughtful buyers.

## The Professional Female Shopper

"I believe that I can fit and sell two men while I am attending to the pedal wants of one woman. It is not unusual for a certain feminine type, who has plenty of time on her hands or a few dollars to spend, to go around from store to store. In some places they call these females 'professional shoppers' and in others 'crows,' for they seldom buy and are only looking about. They will stand outside a while and then will come in with a remark, 'I want a pair of dainty evening slippers. There is a style in your window that looks very nice, but I do not think that you can fit me. In fact, I am sure that you cannot, because I have been around and none of the other stores have my size or width in the kind that I desire. However, I would like to see your styles in satin or kid slippers.'

"You might as well make up your mind at first that if you sell that woman you are a dandy. You can rarely if

ever induce her to take off her shoe to be fitted. No, she will not even be seated. She will look at each shoe that you present and find some fault, imaginary or real, with it. The heel is too high or too low, the toe is too broad or too narrow. If the shoe is all right then the price is higher than she cares to go, or she can do better, she thinks, down at Tompkins'. Of course, you have to be polite to such visitors, but if there are other live 'prospects' in the store do not waste too much energy on these fair, time-killing callers, who merely want to view the styles and 'are not buying to-day.' 'Only looking around,' they assert, with every confidence that 'you cannot suit them.' Their mind is negated on this point and you can seldom convert them.

## First Get Your Customer Seated

"Do you know that there is a knack in selling shoes. If a caller comes in I first endeavor to have her take a seat and then proceed to remove her shoe. I pass some general remark, perhaps about the weather.

"I seldom ask the size and am speaking of women customers. I endeavor to get a glance at the lining and find out the size and width of the old shoe. Then I inquire politely if the pair that she has been wearing have given satisfaction or are comfortable, and if I receive an affirmative reply, I next ask if she would like something similar or would she prefer a little shorter vamp, a higher cut or a more receding toe. I am then fairly into the problem of selling. In the meantime I have noted if there is any foot trouble or any peculiarity in the wear of her shoe. I can generally make a sale with a customer who will be seated and allow herself to be fitted.

"Talking about sizes, I see that some shoemen advocate using the measuring stick on all parties. Now, that is not advisable. If a young girl comes in and tells you that her size is four and you take down the measuring stick she is in-



## COULD WEAR MOST ANY SIZE SHOE

Hannah, the old family servant, was sitting with her feet propped on a box when the daughter of the house entered and, impressed with the enormous size of the woman's feet, asked what size shoes she wore.

"Well, Miss Edith," replied Hannah, "Ah kin wear eights. Ah giner'lly wears nines. Dese yere Ah's got on now am twelves, an' de good Lawd knows dey hu'ts me."



clined to grow indignant and thinks that you doubt her word. It is tantamount to saying that she does not know her size. If you went into a haberdashery store to buy a stand-up linen collar and the salesman asked you what size, and after telling him he brought out a tape measure and started to place it around your neck, you would very soon advise him of what you thought of such an insulting act on his part and beat a retreat. So you see that it is not wise at all times to use the measuring stick. You must be a student of human nature to be a successful shoeman to-day.

"It is often in the way you say a thing. If a shoe is a little large for a woman who takes a fancy to the last, and you bluntly exclaim that you can insert an insole and then you are sure the boot will fit, she may retort, 'I will not wear a hot, heavy insole.' But if you remark pleasantly, 'Now, I can place one of our light, zephyr-weight fillers in the shoe and it will, I am sure, then give you every ease and comfort,' she is not likely to object. Yet, perhaps, there is no more difference between a zephyr-weight filler and a canvas insole than there is between a violin and fiddle, yet there is a distinction in the sounding of the words themselves. Violin is a much more dignified title for 'the king of all musical instruments' than is a fiddle, and filler sounds more pleasing and comfortable than insole.

#### Soon Learn to Read Customers

"I can generally tell by the way that a woman comes into the store whether she is going to buy or not. If I know by reputation that she is a mere curiosity shopper, I have worked a rather agreeable revenge on a few of this sort. I will show her a shoe which I know is smaller than she can wear. It will perhaps be a size three, C width, in a kid, welt, with Louis heel, long vamp, artistic perforation, and wing tip. It will be smart and dressy, one of my best selling lines which I retail at six dollars. She will examine it critically, express admiration for it, and perhaps ask the price, and I will tell her three ninety-five. She knows enough about footwear to recognize that at this figure it is a decided bargain. Then she becomes interested and wants perhaps a four and a half, E width. I inform her I am very sorry, but that I am just out of that size. Of course, she will not want any other that I have in stock, as you know an eccentricity of human nature is for a customer to want always just what you have not got, and want it badly. If such a caller was a regular purchaser I would soon take means to secure if possible her width and size, even if I had to send to another store, but with the professional shopper, never.

#### Sensitive on Matter of Sizes

"Women are very sensitive in the matter of sizes, too, and you know that the makes of different factories vary somewhat in the fitting qualities. If a woman is in the habit of wearing a four, and you find that she really should have a five in order to give her satisfaction and fit her foot properly, do not produce a shoe and tell her that it is a five. Impress upon her that it is a four, a little larger than the other one that she has just tried, and explain that there is a variation in measurement according to the style of last used. I am frequently asked if I have not a larger four in the same style. I always say yes, if I think the woman had made up her mind to buy or is pleased, and then I produce a four and a half or a five. Ten to one she will never discover the difference and she goes away happy in the delusion that she can still wear her favorite size, whereas, if you let her know that she was getting a five, she would at once jump to the conclusion that her foot was growing larger and refuse to buy. Women as a rule are punctilious in the matter of age and the size of their pedal extremities. Always cajole them in the idea that they have perennial youth and small feet, and you will steer clear of many entanglements."

#### VIEWS OF DAILY PAPERS ON SHOE PRICES

"If you think the prices of shoes are high, why wait a few months; they aren't a flea bite compared to what they will be then." This is the signal of warning that came from a St. John, N.B. dealer to the St. John Telegraph which adds: He didn't talk just for the sake of hearing himself; he had trade journals and letters from leading wholesalers to bear out the validity of his statements. His parting words to the newspaper man were: "War or peace, the price of shoes is going up to stay up."

The day may not be far distant when the possession of a pair of shoes may be the sign of gilded plutocracy, and the less fortunate mortals will be forced to revert to the sandals of ancients, the moccasins of the aborigines, or even to nature's footwear untrammelled and unadorned.

Leather and the component parts of shoes have been soaring since the war began and now comes the announcement that the British government has requisitioned all leather in England. Russia, like England, has felt the scarcity of leather; the deputy town council at Moscow put into effect the German ticket scheme for obtaining shoes. Two tickets a year, each entitling the holder to a pair of shoes, will be given to each resident.

The scarcity of raw materials is the underlying cause. There is no hope for an early lowering of the price of leather. The supply of cattle is less the world over and the consumption of leather greater. Foreign nations are making restrictions in killing, which, plus the embargoes on export, limit the known quantity of skins available for manufacture into footwear. The economic conditions of the basic materials as well as of labor point up rather than down.

Some shoes are 50 per cent. more costly than they were a year ago. A dealer who purchased a large stock of shoes, yesterday said that nine weeks ago he paid \$3.75 for a pair of shoes, and for the same shoes he is now paying \$4.85. Three dollar shoes are now \$4, and the prices have correspondingly increased.

"Shoe prices will be highest in the history of the country in a short time," he said, "and these prices will affect the man with a stated wage and the family of children. The others, who have always paid \$6 for their shoes, will not rebel at paying \$8 and \$9 now. To show you that these conditions are not brought on by the war alone, the United States in 1906 had a population of 90,000,000 and had 101,000,000 head of cattle. To-day it has a population of 100,000,000 people and only 56,000,000 head of cattle. I had a letter a short time ago from a friend in Calgary. He used to have 1,200 head of stock. Now he has but twenty. He has turned 300 acres into wheat."

Here is what Ottawa Free Press has to say on the important subject.

"Up, up, up," was the answer a Sparks street boot and shoe merchant gave to the question asked by a Free Press reporter.

This merchant assured the reporter that \$5 boots of guaranteed quality for men are a thing of the past. He added that it is not likely that the prices of footwear will ever recede to the level they were at a few years ago.

Men's boots which sold a few months ago for \$5 a pair are now selling for \$7. That is the popular price of men's footwear now, but the price of men's boots of extra quality ranges from \$8 to \$10 a pair.

Women's boots for which \$5 used to be considered a popular price are now selling for \$7.50 to \$9 a pair, and kid and colored leather boots range in price from \$9 to \$12 a pair with some novelties at \$15 a pair. It takes four square feet of leather to make a pair of high cuts. Kid skin advanced in price from 28 cents a square foot to 64 cents, and some kid skin is selling for 70 and 80 cents a foot. Kid skin leather, which was imported chiefly from Europe, is scarce in this country.



# RIGHT AND WRONG WAY TO FIGURE SHOE PROFITS

**Many a Retailer Thinks He is Clearing so Much When he is being Deluded Into Financial Reverses—Only Proper Way is to Compute Profit on Selling Price—The Wholesale Cost is not Something to be Added to But is Portion of the Selling Price**

IT is said that "figures will not lie, but that liars will figure." Figures may not lie in the ordinary acceptance of the term, but improperly manipulated they can mislead, exaggerate, puff up or destroy. They can bring about a fancied security, which has no real foundation.

Many a retailer has "figured" that he has made so much profit during the year, that his running expenses were so and so, and he should have a handsome difference either in the bank or in added stock. On searching investigation it has been frequently found that he has neither, that his surplus is only a myth, a figment of the imagination, and that he is really losing money, whereas, he thought he was clearing a tidy balance. He has sold so many thousand dollars worth of shoes, and made a gross profit of so much. His running expenses were low, and in a few years he would be able to retire.

The whole trouble is he often **thinks**, whereas he should **know**—he imagines, where he should be certain. There is a wrong way and a right way to figure profits. Many a man, if he buys an article for a dollar and sells it for \$1.25, thinks that he has made 25 cents clear, and that his gross profit has been 25 per cent. In reality it has only been 20 per cent., because all profit should be figured on the selling price, and not on the cost price. The cost price of an article is not a thing to be added to, but is a per cent. of the selling price.

In this article the SHOE AND LEATHER JOURNAL presents two tables, one for figuring the net profits, and the other for finding the selling price of any article. It would be well to preserve these for future reference.

A certain article costs \$1 wholesale. What will it have to be sold for to allow a profit of 10 per cent., after allowing 22 per cent. for cost of doing business?

The answers received to this question when sent out by a leading firm ranged all the way from \$1.10 to \$1.60. The majority gave the selling price as \$1.32 or \$1.34, allowing a profit of one per cent. or less, notwithstanding an explanation at the bottom of the question that the answer was not \$1.32.

One man said, "In answering your question, will say that if you had not stated that \$1.32 was not correct, I would have put that price on the article, for I do not charge any profit on overhead expenses. But if you do, I cannot see any other way of figuring but to charge \$1.34 on selling price."

Is there any wonder that this man was not making money? He was on the straight road to bankruptcy and going fast. But he has slowed up now, and will soon be going in the right direction.

Perhaps some of the readers of the SHOE AND LEATHER JOURNAL will think that there would be a profit in the article at \$1.34, and to make sure that they will understand this merchant's state of progress, it is well to explain why and how he was losing money instead of making 10 per cent. profit as he thought.

## The Right and the Wrong Way

If the wholesale price is \$1, and the cost of doing business 22 per cent., \$1.34 does not allow 10 per cent., but only 1.4 per cent. profit. On a gross annual business of \$15,000, he will clear \$150 a year, or a little better than \$12 a month. He said that if the ad. had not stated that \$1.32 was in-



—the sheriff closed up Smith's Jones now has his trade—

correct, he would have put that price on the article. Selling article at \$1.32, he would lose almost one per cent., instead of making 10 per cent. His trouble was that he figured his profit and the amount which he wanted to take out for the cost of doing business, or his percentages, on the cost price instead of on the selling price.

Instead of adding 32 per cent. on the wholesale cost to the wholesale cost he should have added 32 per cent. of the selling price to the wholesale cost. The wholesale cost is not something to be added to, but a portion of the selling price, in this instance, 68 per cent. of the selling price. If the wholesale cost is 68 per cent. of the selling price, then the selling price is evidently \$1.47, instead of \$1.34 or \$1.32.

## Where Difference Comes In

If the cost of doing business is figured on the selling price, that is, 22 per cent. on the gross amount of business done during the year, the cost of selling the article is not 22 cents, but 32 1-3 cents.

If 10 per cent. profit is desired on the selling price, it is not sufficient to add 10 cents to the cost price. Instead, 14.7 cents, nearly 15 cents, must be added.

To prove this, take 22 per cent. of \$1.47, which is 32.34 cents, and 10 per cent. of \$1.47, which is 14.7 cents. Add these to \$1 and you have \$1.47.

An Eastern man said: "If my cost of doing business is 22 per cent., and I wish to make a sale to bear 10 per cent. profit, I should figure it this way:

Cost and cash.....	\$1.22
Profit at 10 per cent.....	.12-02

Selling price.....\$1.34

"I would, therefore, sell for \$1.34 all articles invoiced at \$1 for 10 per cent. profit. Am I correct?"

He is incorrect. As stated before, instead of making 10 per cent. profit he would make a fraction over 1 per cent.

## Figuring It Two Ways

If \$1 is 78 per cent. of the selling price, the latter, of course, would be \$1.28, which he labeled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labeled \$1.28 as 90 per cent. of the selling price to cover profit. \$1.28, of course, is 90 per cent. of \$1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of the one sum and his profit out of another. He should have taken both percentages at the same time.

A northern shoe firm says:

"We always figure our profit on the selling price, which is the only proper method, as follows:

"From 100 deduct the percentage of profit desired, and divide the remainder into the wholesale cost of the goods.

"The quotient will be the selling price.

"In this case we desire to make a profit of 10 per cent. over the cost of doing business at 22 per cent.

"We take 32 per cent. from 100, leaving 68. Divide

this into 100 and we get \$1.47, the selling price, which will show you the desired per cent. of profit."

**Result Was a Revelation**

Another man wrote as follows:

"Your question, entitled, 'What is the Selling Price,' attracted my attention.

"I picked up my pencil to work it out, but it did not come. Then I took a sheet of paper and went at it with the result given below. It was a revelation to me.

"The figures applied to everyday sellers in my own stock proved that many articles were only returning a bank interest profit. It was a surprise to me."

Then he goes on to figure it out in the following very sensible way:

Let the selling price equal..... 100%  
 Deduct for cost of doing business..... 22%  
 Deduct for profit..... 10%

Cost is 68 per cent. of selling price..... 68%  
 Then 68 per cent is.....\$1.00  
 1 per cent. is..... .0147  
 100 per cent. is 100 times .0147, or..... 1.47

The cost price of an article is not a thing to be added to. It is a per cent. of the selling price.

**TABLE FOR FIGURING NET PROFITS**

If your cost of doing business figured on sales is represented by one of these figures

And you mark your goods at one of these percentages above delivered cost.	%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
	25	10	9	8	7	6	5	4	3	2	1	00	1 loss	2 loss	3 loss	4 loss	5 loss
	33 1/3	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	00
	40	18 1/4	17 1/4	16 1/4	15 1/4	14 1/4	13 1/4	12 1/4	11 1/4	10 1/4	9 1/4	8 1/4	7 1/4	6 1/4	5 1/4	4 1/4	3 1/4
	50	23 1/3	22 1/3	21 1/3	20 1/3	19 1/3	18 1/3	17 1/3	16 1/3	15 1/3	14 1/3	13 1/3	12 1/3	11 1/3	10 1/3	9 1/3	8 1/3
	60	27 1/2	26 1/2	25 1/2	24 1/2	23 1/2	22 1/2	21 1/2	20 1/2	19 1/2	18 1/2	17 1/2	16 1/2	15 1/2	14 1/2	13 1/2	12 1/2
	75	32 2/3	31 2/3	30 2/3	29 2/3	28 2/3	27 2/3	26 2/3	25 2/3	24 2/3	23 2/3	22 2/3	21 2/3	20 2/3	19 2/3	18 2/3	17 2/3
	100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25

Your percentage of net profit is represented by the figure at the junction at the two columns

**Explanation**—If your cost of doing business is 15 per cent. of your gross sales and you mark a line at 25 per cent. above cost, your net profit is 5 per cent. on sales—as shown in the diagram. If your cost of doing business is 18 per cent., and you mark a line at 60 per cent. above cost, your net profit is 19 1/2 per cent. on sales.

**TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE**

COST TO DO BUSINESS	NET PER CENT. PROFIT DESIRED																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25

**RULE**

Divide the cost (invoice price with freight added) by the figure in the column of "net rate per cent. profit desired" on the line with per cent. it cost you to do business.

EXAMPLE:—If an article cost.....\$60.00  
 Freight..... 1.20  
 \$61.20

You desire to make a net profit of 5 per cent.  
 It costs you to do business 19 per cent.  
 Take the figures in column 5 on line with 19 which is 76

76 ) 61.2000 ( \$80.52 = the selling price  
 608  
 -----  
 400  
 380  
 -----  
 200  
 152

The percentage of cost of doing business and profit are figured on selling price.



# Stray Shots From Solomon

Don't be afraid of spoiling people with praise. There are ten men sent to the devil with kicks to one that is ruined with praise. The reason most of us are so stingy with good words is not so much that we are afraid of spoiling people as that we are so dog-gone mean. It is a hundred times easier to snarl than to smile. Men often hide a selfish, jealous disposition under the cover of "caution" and "reserve." "Withhold not good from them to whom it is due." If an employee pulls off a good stunt don't think it is undignified to show your appreciation. If your neighbor has a piece of good luck step in and rejoice with him. Don't dodge out of the way when you see him coming. When your minister preaches a good sermon call him up on the telephone and tell him. Above all don't let your wife wear her hands, feet and head off looking after you and think it is enough when you give her enough money to "keep the house." There are a lot of mean men who never get into the joke columns of the newspapers.

There are plenty of suicides whose names never get into the papers. There are fellows whose souls are as dead as a door-nail who go in and out amongst decent society and pass for men. There are those reading these words who five years ago were counted in the little world in which they moved but who today know that they are not morally or mentally worth the powder to blow them into the next lot. "He that doeth it destroyeth his own soul." Did you ever know a man that tampered with another man's wife that lived to be anything but a mean, shrivelled up skunk that sneaked along as if he expected a kick under the coat tails at every step? Truly "the dead are there." You wonder why business drags, friends grow leery and your influence is like a wet blanket instead of warm sunshine. It is because you know that if those who pass you on the street realized fully the rottenness of your life you would be strung to the nearest lamp-post. Quit before someone does it for you.

Most misers are obsessed with the idea that they are going to die in the poor house. There are people of means who hang on to their money and who do not seem, with all their hoarding, to get far ahead. "There is that scattereth and yet increaseth and there is that withholdeth more than is meet but it tendeth to poverty." There are men in this city who if they had only shown a little venturesomeness a few years ago might have been independent in their old age. There are merchants who will always be running little two-by-four stores because they are afraid to "launch out into the deep." Solomon was a good advertiser. If there had been newspapers

in Jerusalem in his day he would have used them to further his enormous interests. Saving is a good habit but when it turns to penuriousness it blights everything it touches. The men who have made a success of business or of anything else for that matter, have been men who have known when to let go. Here and there a stingy man makes a success of life but they are like hens' teeth.

It is better to go along quietly and be a "nobody" than to make a splash and have people laughing at you. There are people in this world who spend their whole lives making an "impression," who do not know what it is to have a home worth the name or a little circle where they can sit down and be appreciated. What people think of you does not matter so much as what you think of yourself. Many a man after running about like a bantam rooster proclaiming his importance would die with mortification if he could hear the comments that are made on his performances. "He that is despised and hath a servant is better than he that honoreth himself and lacketh bread." If some men would spend more time attending to their own business and quit trying to make themselves good fellows with the crowd they would stand in better with the world and their families both. Many a fellow is today living on "skilly golee" who might be comfortable if he had not spent so much time chasing the phantom of popularity.

There is no royal road to prosperity. Here and there a man may have it thrust upon him but the majority of men have to win it by hard, patient work. You can put it down that when you get into a hole financially you will get plenty of advice and criticism but little food put into your mouth. The first duty of man in this life, physically speaking, is to look after his stomach. Nobody else will do it. The way to guard against hunger is to earn enough money to buy bread. "He that tilleth his land shall be satisfied with bread." The opposite follows. Don't expect people to sympathize with you if you neglect your business and you have to join the bread line. It is a good thing to take an interest in church, social progress and politics but "safety first" is the duty of every man. Look after your business and let these other things come in when you have done your duty to your family and your creditors. The world doesn't take much stock in the man who is faithful to the prayer meeting and unfaithful to his creditors. Neither does the Lord.

*Solomon*

## PROGRESSIVE SHOE FIRM HAS FINE STORE

(See Opposite Page)

Away back in the days when the gold miners were much in evidence at the Pacific Coast, the late William Johnston, father of the Johnston Bros., of Johnston's Big Shoe House, Limited, opened up business in New Westminster, B.C., for the manufacture of hand-made boots, employing at that time from fifteen to twenty shoemakers, who were kept busy catering to the trade of the miners during the Cariboo rush of that year. In the year 1888, he branched out to the retail trade, continuing until his death in June, 1894, after which his sons carried on the business under the old name.

In 1902 a branch was opened in Vancouver, B.C., and in May, 1907, the two stores were incorporated under the present name. The New Westminster store is probably the largest retail shoe shop in the West. It has a frontage of 33 feet, and runs a clear depth of 132 feet. It is splendidly lighted and fitted up with every modern convenience.

The Vancouver store, which has been completely remodelled since the fire of last year, is 25 feet wide and 114 feet deep. Notable features of the place are its splendid and spacious show windows, attractive fixtures and brilliant lighting. The basement of the store, which is full size, enables the company to carry an immense surplus stock.

The members of the firm are: Wm. B. Johnston, president; George B. Johnston, and A. H. Johnston, while William Love is secretary-treasurer. A. H. Johnston, and his brother, E. H. Johnston, (who has been an employee of the firm) have joined the overseas battalions, the former with the 196th Western Universities, B.C., and the latter with the 131st. B.C. Battalion, and have recently gone to the front. W. B. and G. B. Johnston recently left for the East on business connected with the firm.

## ARE SHOE COMPANY DIRECTORS LIABLE?

A recent despatch from New Westminster, B.C., says:

For the purpose of affording Mr. J. D. Kennedy an opportunity to file authorities in support of his contention that the directors of the R. B. Johnston Shoe Co., of Port Coquitlam, now in liquidation, were liable on a guarantee deposited with the Canadian Bank of Commerce, irrespective of the fact that the bank had accepted book debts in lieu of the amount owing them, Mr. Justice Murphy reserved decision in the case of Bank of Commerce vs. Martin, et al.

Mr. P. J. McIntyre, who appeared to defend the action for one of the defendants, Mr. David Nicks, general yardmaster of the C.P.R. in Vancouver, argued and quoted many authorities in support of his contention, that his client was absolved from liability in respect to the guarantee, when the bank had stepped in and said to the liquidator: "Give us those book debts amounting to \$4,000, and we will take a chance on realizing on them sufficient to defray the amount of our claim of \$2,100." This the liquidator had agreed to, and now the bank after exhausting every means for collection, found the book debts would not defray the company's liabilities to the bank and had commenced action to recover on the strength of the directors' guarantee.

In accepting the book debts and agreeing to collect, Mr. McIntyre argued the bank had relieved the directors, and now found itself in the position of being owners of these debts, which as a matter of law could not be returned to the directors under any circumstances.

Mr. Justice Murphy said he could not overlook the authorities quoted in support of this argument by Mr. McIntyre, and advised Mr. Kennedy to file authorities in rebuttal at an early date.

The R. B. Johnston Shoe Co. was a joint stock manufacturing company established in Port Coquitlam during the boom days of that city, but went into voluntary liquidation in November, 1914. In May of that year cer-

tain of the shareholders signed an agreement to the Bank of Commerce guaranteeing jointly and severally the credit of the company up to \$13,000.

It is on this agreement that the bank, through its local manager, Mr. Davidson, is seeking to recover and Mr. Nicks is the only one of the several defendants.

## SHOE TURN-OVER AND PROFITS

Turnover is very generally misunderstood by retail merchants, but is very easily figured, says the "Boot and Shoe Recorder." Take your total sales for the year at the cost of the merchandise, and divide by the average value of your inventory at cost of merchandise. This gives the turnover. To illustrate: Suppose you sell \$30,000 worth of shoes at the selling price, and that the cost price of your merchandise sold is \$20,000. Suppose the average value of your inventories the first of January, the first of July and the first of the following January is \$12,000 at the cost price of the merchandise, dividing \$20,000 by \$12,000 gives 1 2/3, and this is your turnover.

You will see from this that the question of furniture and fixtures is not taken into consideration.

Among several hundred shoe stores whose figures of business have been investigated, the average turnover is 1 4/5. Many successful stores have a turnover of 2 1/2. Some very successful stores have a much larger turnover. With the present prosperous situation in shoe merchandising a shop should make a turnover of at least 2 1/2, and the larger it could be made beyond this point, the better.

This question of profits is vitally connected with the whole problem of merchandising—regarding which we assume that a shoe merchant will act wisely and well on his knowledge of his business, and that, therefore, his action on this question is mainly a matter of education and knowledge.

Set these points clearly in your mind:—

1. What does my merchandise cost me?

This is easily answered by the invoice in the case of each shipment from the factory.

2. What does it cost me to operate my store and sell my merchandise?

This is a matter of accurate accounting, with a determination to get on the books every last detail of the expense connected with my business.

3. What is the percentage of net profit that I desire in my business?

This is a matter for me to determine and depends upon my ideas of the just and ethical remuneration.

4. What must be my markup to get the selling price of my merchandise?

This is subject to mathematical demonstration.

## A SUBSTITUTE FOR LEATHER

Among the many substitutes which British scientific men and manufacturers have devised to replace articles that are very scarce owing to the war exigencies, there is one for leather which is said to be a very good one.

The artificial leather, as it is called, is practically just as good as ordinary leather. Linen duck is coated with varnish, to which is added a small quantity of siccativ and Venetian red. Several layers of the dried linen are then joined together in sheets of varying thickness. The adhesive mixture used for this purpose consists of four parts of heated wood tar pitch, with the addition, during constant stirring, of two parts of India rubber dissolved in benzol, four parts of Venetian red, mixed to a thick consistency, with French turpentine oil and two parts of cork powder. Sheets thus prepared are compressed between powerful rollers. The product, it is claimed, serves as an excellent substitute for leather, especially for the soles of footwear. It can be easily sewn and pegged, and can replace leather in many of its uses.

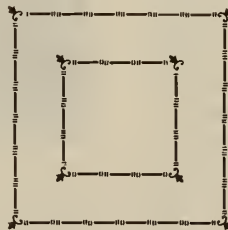




THE ATTRACTIVE AND WELL LIGHTED FRONT OF JOHNSTON'S BIG SHOE HOUSE IN VANCOUVER, ONE OF THE LEADING FOOTWEAR ESTABLISHMENTS IN THE WEST



ALFRED H. JOHNSTON, WITH 196TH WESTERN UNIVERSITIES BATTALION



EDWIN H. JOHNSTON, WITH 131ST BRITISH COLUMBIA BATTALION



### HONOR FOR MR. CARROLL

Mr. J. M. S. Carroll, manager, Quebec Division, Canadian Consolidated Rubber Co., Limited, has been elected, by acclamation, a director on the Board of Management of the Dominion Commercial Travellers' Association, to hold



J. M. S. CARROLL, MONTREAL

office for years 1917-1918. Mr. Carroll's nomination paper was signed by three past presidents and three ex-directors, viz: James Robinson (wholesale shoes), Charles Gurd, J. Bevans Giles, Hector H. Racine (A. Racine & Co.), Bruno Trudel (Chaput Fils & Co.) and A. M. Ellicott.

### SLIGHTLY ASTRAY IN HIS FACTS

Editor SHOE AND LEATHER JOURNAL:

Dear Sir,—In your issue of October 2nd an article appears regarding a clerk's reading under the heading, "Improve your mind always," and credited to the pen of an employe of Butler Bros., who writes, as you say, under the name of the "Inspector." Admirable as the idea inferred is, I find several of the points or instances quoted hard to reconcile with the facts.

Perhaps the incentive to improve my own mind caused me to ponder over his reference to Cato, the Roman gentleman who was born in 95 B.C. Your correspondent says—"When Cato was eighty years old he took a notion that he needed a knowledge of Greek. So he laid to and learned it." Perhaps our friend "The Inspector" or some other reader of the JOURNAL will enlighten me on the following question. How did Cato learn Greek at the age of eighty when history says that he was born in the year 95 B.C. and his failure in defending the ancient city of Utica made him commit suicide in B.C. 46, at the obvious age of 49? Again, I must take "The Inspector" to task for his remarks on Gladstone.

He rightly points out that the "Grand Old Man" became prime minister of England at 83 years of age, but he might have added the fact that it was Gladstone's fourth premiership, so he could hardly be called a novice. The assertion that Mr. Gladstone learned Greek at that age can be safely refuted. First, because being educated at Eton and Oxford, Greek would surely be one of his accomplishments, being an essential of classical education. Secondly, because included in his chief books is found his great work, "Studies in Homer," written in middle life, and it would scarcely be possible to write of the great Greek poet without a "working knowledge" of the language, and thirdly, because

soon after becoming premier his sight failed him and caused his early retirement.

I will not quibble on "The Inspector's" relegation of Kipling with the "old masters" as he puts it. I have a strong suspicion that the writer of "The Absent-minded Beggar" is still with us.

However, "The Inspector's" motto is O.K. "Improve your mind always" is a good slogan. Here's another for the retailer—"Improve your windows all the time."

Sincerely yours,

SANT A. CLORSE.

### NEWSY JOTTINGS FROM ST. JOHN

Miss Hazel Elizabeth McCarthy, daughter of Mrs. Elizabeth and the late Dennis McCarthy and Edwin T. McCluskey were united in marriage recently in the Cathedral of the Immaculate Conception, St. John. Rev. Miles P. Howland officiated at Nuptial Mass. Miss McCarthy was a member of the staff of Francis & Vaughan, retail shoe merchants. She was kindly remembered both by the firm and her fellow employes.

William O'Connor, junior clerk in Waterbury & Rising, wholesale and retail shoe merchants, St. John, who recently enlisted with the 236th Kilty Battalion, has gone to Fredericton to join his unit, which is stationed there. Prior to his departure he was made the recipient of a beautiful silver watch with illuminated figures and hands, suitably inscribed, from his fellow employes.

In J. M. Humphrey & Company's wholesale store in King street, is displayed a magnificent large silver loving cup, which was won by the tug-of-war team of the 115th Battalion, part of which is now at the front and the remainder in England. The cup was put up for competition at Valcartier Camp, and was won by the St. John Battalion.

Joseph Gray, of Gray's Shoe Store, Main street, St. John, has returned from a trip to several cities across the line where he was visiting the large manufacturers.

### ENJOYING DUCK SHOOT NEAR WINNIPEG

Here's a jolly group of hunters who sallied forth from Winnipeg recently for a day and a half's shooting at the lodge of J. R. C. Struthers, situated on Lake Manitoba. If the party had killed all the ducks they shot at they would easily



have filled the shack. The members developed ravenous appetites. It is sometimes alleged that shoemen cannot eat heartily, but the exhibition of this company would go to explode any such fallacy or theory. Mr. Plews of the McLaughlin Automobile Co., is seen on the extreme left. Then comes Arthur Robertson, of Wellband & Robertson, shoe merchants, J. R. C. Struthers, manufacturers agent, J. P. Kilgour, vice-president of the Kilgour, Rimer Co., Limited, wholesale shoe merchants, and on the extreme right is Syd. Buckler, of Buckler & Sons, shoe dealers, Winnipeg.



# WHY SHOES ARE SO HIGH IN PRICE TODAY

**Due to the Fact that Hides, the Raw Material from which Footwear is Made have Advanced Tremendously—Leather is a Munition of War and Law of Supply and Demand Still Holds Sway—How Dyestuffs, Oils, Freight, Labor Affect Matters**

**“W**HY Shoe Prices Advance—Some Facts and Figures” was the subject of a timely and instructive address given before a well attended meeting of the Toronto Shoe Retailers' Association recently.

The speaker was W. Alfred Moore, sales manager for Beardmore & Co., Toronto, who has devoted much thought and attention to the hide and leather situation as it is today, particularly in reference to sole stock. He emphasized the fact that shoes to be the same quality today must advance in price, and the consumer must either expect to pay higher prices for the same quality of footwear, or if sold at the old figure, to get a poorer product. Boots and shoes were sold on such a close margin that it was impossible to absorb any extra cost on the material without advancing the price.

In opening, Mr. Moore referred to manufacturing costs in general and said that these depended largely upon the expense of raw material, which is used in the manufacture. In other words high cost in raw materials could not produce a low cost manufactured article. From high priced wheat a low priced flour could not be made, and the same truth applied to leather. A low priced shoe could not be made from high priced material.

That shoes are very much higher in price today than two years ago is due to the fact that hides, the raw material from which shoes are made, have advanced in price in the case of sole leather hides, 30 to 40 per cent. over the current prices in July, 1914.

This advance in the price of sole leather hides is not nearly as large as the increases in the cost of other classes of hides and skins, such as goat skins, used for the manufacture of glazed kid skins and sheepskins, used to a large extent for linings and facings on men's and women's shoes.

## Millions of Sheep Died of Drought

Last year there was a very bad drought in Australia and in portions of New Zealand and twenty million sheep alone died as the result of this drought. In many cases, the abattoirs and places where they cured hides and sheepskins were unable to work owing to the scarcity of water, and many thousands of skins spoiled through lack of proper curing facilities. The British and French Armies are equipping all their men for this winter's campaign with sheepskin coats.

Calfskins, which have been probably the most popular leather of all those used in the manufacture of shoes, have advanced tremendously in price and goatskins are costing fully 100 per cent. and more than they were when the war opened.

These are only a few instances to show why tanners, and in turn shoe manufacturers, are obliged to ask more money for their products.

Leather is a munition of war, and in Great Britain and in France, also in Italy, the tanneries there under Government control are being worked to full capacity and hides must be obtained to keep these tanneries running, so as to supply the armies with boots, saddlery, harness, etc., and to obtain the hides, they are willing to practically give any price and if we tanners on the continent of America want hides we have to give equally as good prices as they are paying for them in Europe.

All materials and chemicals used in tanning and finishing, dyestuffs, oils, etc., are several hundred per cent. higher in cost than normal prices. For instance, hemlock bark in July, 1914, cost us \$9.00 to \$9.50 per cord, delivered

at our tanneries, whereas it is costing us at present \$13.00 to \$13.50 per cord, which is about 50 per cent. advance. Chestnut oak extract, which, to a large extent, is used in the tanning of oak sole leather, in July was costing us 4.07 cents per unit of tanning—there was no duty then—our present contract is more than double and this price is f.o.b. the extract factory in the United States and in addition there is a duty or war tax of 7½ per cent. to pay.

Solid quebracho in July, 1914, was 3 cents per pound, landed on the dock, New York. Our present stock on hand in our tanneries cost us 11 cents, same terms plus duty and other charges from Buenos Ayres, say, nearly 11½ cents to New York, this price being nearly 400 per cent. higher. Heavy insurance, including war risks, have added to the increasing costs of hides and materials.

## The Heavy Increase in Freight

Freight on hides from South America to New York and Boston in July, 1914, was 70 cents, and we have got them as low as 17 cents per 100 pounds; the last rate we paid was \$2.50 per 100 pounds, but our representative in South America has advised us that he expects an advance. This is nearly 400 per cent. increase. We have recently paid much higher rates; in March we paid \$4.00 per 100 pounds.

Packer steer hides in July, 1914, were at 19¾ cents and 20 cents, while we have paid 28 cents for them, being an advance of practically 40 per cent. Yesterday they sold at 29 cents and now 30 cents is asked.

Common tannery labor was \$9.00 and \$10.00 per week in July, 1914, this has increased over 20 per cent.

Cod oil in July, 1914, was bought at \$105 per ton. We have just bought two lots at \$200 and \$207 per ton, respectively.

It all amounts to the question of supply and demand. As I said before, leather is a munition of war. The usual trade routes have, in many cases, been either closed entirely or embargoes have been in effect, which stopped the usual quantities of hides and skins going forward to the various markets where they had, heretofore, been handled.

In addition, there has been a decided shortage of beef cattle in the United States and Canada, due largely to the fact that cattle are rapidly disappearing from the great ranches in the West, and while our population is increasing, our cattle are decreasing in number; in other words, the increase in population is greater than the increase in the cattle supply, and this will be more marked in the future as cattle are being slaughtered now for the armies in the field and they are now being replenished. I look for a more marked shortage of suitable hides when the war is over than at present, if that could be possible.

## New and Varied Uses of Leather

Nor is the tremendous demand for leather for war purposes, together with the diminished supply of hides, the only factor in the higher prices of hides. It is also caused by the constantly increasing demand for new and varied uses. Take the automobile—a comparatively new invention—it consumes an enormous amount of leather annually. The multiplication of machinery calls for more belting. Our belting department, the largest in Canada, has been running night and day, due to the demands for leather belting, caused by the increased wear and tear on all that is used in the munition and other factories making war supplies.

Traveling also has increased enormously. The leather



traveling bag is a necessity today, and another factor is that some barbaric countries emerging to a more civilized condition are requiring leather for shoes and other articles. Japan, China and the Scandinavian countries, for instance, are constantly using more leather for shoes.

With all the modern inventions, etc., the tanners and shoe manufacturers have exhausted their ability to make leather and shoes out of the present high-priced hides at the old ruling prices. Shoes, to be the same quality, must advance in price, so the consumer must either expect to pay higher prices for the same quality shoes or, if sold at the old price, get a poorer shoe. Boots and shoes are sold on so close a margin that it is impossible to absorb any extra cost on materials without advancing the price.

### INTERESTING ITEMS FROM QUEBEC

The employees of the Wm. A. Marsh Co. and the John Ritchie Co. have formed a bowling club, which may later be merged into the Industrial Bowling League.

A small fire was discovered about 11 o'clock on Sunday evening in the lasting department of Gale Bros., Limited. Some damage was done by water.

Jos. Tanguay, shoe manufacturer of this city, recently celebrated the twenty-fifth anniversary of his marriage. In honor of the event a banquet was tendered him in the Merger Hall. Handsome presents were received from A. E. Marois, P. Bertrand, W. Richard, F. Blouin, J. A. Pion, C. Leduc and many other friends and relatives, among them being a splendid silver fruit dish.

A banquet was given all the employees of Naz. Fortier, tanner, on the occasion of the company taking possession of the new building. The interior was handsomely decorated, and after an enjoyable evening the assembly broke up at a



### SHOES MAY CHANGE—FEET NEVER

Stout Customer:—"That shoe is too narrow and too pointed."

Salesman:—"But you know they are wearing narrow, pointed shoes this season."

Stout Customer:—"That may be, but I am wearing my last season's feet."

late hour. Some of the speeches were excellent, chiefly those delivered by the Messrs. Fortier.

Dupere & Garant have taken over the agency of the Steel Company of Canada, Limited, of Montreal. They will carry full lines of nails and tacks for shoemaking.

Trade in general is very good—some houses doing one-third more business this year than in previous years. Collections are also satisfactory, but leather prices remain high. Sole leather No. 1 is selling at 55 cents. Dull sheep chrome is 19 cents and 20 cents a foot. Shoe thread is very scarce, and has taken a jump of a few cents per spool. Tacking sole wire is also scarce, and some manufacturers are tacking their soles by hand. Zinc and brass slugging wire is also high in price.

### BE PROMPT WITH TRAVELERS

Punctuality is a most desirable virtue, says an exchange. It is usually the selfish man who is not punctual. If you make a promise to meet a salesman at a specified time, do so regardless of the inconvenience it may cause you; or at any rate advise him in ample time that you cannot keep the appointment so that he may make other use of his time.

The time of business men, and especially of the traveling salesman, is valuable. Even minutes are counted in his day's itinerary. Negligence in keeping an appointment may mean the change of another's plans for the entire day or night. If your tardiness affected only one person, it might not be so serious, but it makes an endless chain of difference to other people than the one disappointed.

The man who possesses the reputation of always being late loses the confidence of every respectable business man. Promptness is a real asset and one that many retailers have found almost indispensable in their business relations with the traveling man and others with whom it is necessary to make appointments.



### REALLY NOW, WHAT'S THE ANSWER?

The Man on His Knees (to himself)—Why do they always look at all the shoes in the shop before deciding on the first pair?



### HOW TO MAKE SHOES WEAR

The following letter recently appeared in a Toronto paper and was signed by "Druggist":—

"The people of Canada are being advised, and quite properly so, to go easy on shoe leather; and to those who find the shoe account increasing to alarming proportions, a word of advice regarding the proper care of shoes may be acceptable. Leather needs oils, and especially so when made up into shoes, which are exposed so much to the weather and the wear of cement walks. Few people realize the difference which regular oiling makes in the longevity of shoes. A pair of shoes well oiled—particularly the soles—will last two or three times as long as if not oiled. True, some people do use oil on their shoes, but very few give the leather enough oil. Rub it in—lots of it—give two or three applications at each oiling—rub it into the soles until they are thoroughly permeated or even stand the shoes in oil about one-eighth of an inch deep for an hour or two. Repeat the treatment every three or four weeks or oftener, according to the condition of the leather. Of course the leather must first be dry and clean. New shoes particularly should be well oiled before wearing. A good petroleum oil such as floor oil or separator oil answers the purpose well and is inexpensive. After a day or so the oil will not interfere with polishing the shoes; and you will be surprised to find how soft and comfortable your shoes feel and pleased to note how long they wear. As for instance: The writer has been wearing a moderate priced pair of shoes, treated as indicated, almost continuously for nearly five years. The shoes have been half-soled five times during this time, but the uppers are quite pliable and look good for another five years' wear. Yes, and I am on my feet more than the average person, and have not a corn, bunion or ingrowing nail on my two feet."

### MUST NOT USE NAME "PALMER"

Chief Justice McLeod gave judgment at St. John, N.B., recently, in the suit of the John Palmer Co., Limited, vs. the Palmer-McLellan Shoepack Co., Limited, to restrain the defendant company from using the name "Palmer" in advertisements, trade mark and corporate name. Mr. M. G. Teed, K.C., appeared for the plaintiff, and Mr. P. J. Hughes for the defendants.

The case was argued before Chief Justice McLeod in July last and judgment delivered lately grants the injunction on all points but that of the corporate name.

It is understood that the John Palmer Co. will apply to the provincial government for the removal of the name "Palmer" from the name of the Palmer-McLellan Shoepack Co., under the Joint Stock Companies' Act.

The solicitor of the Palmer-McLellan Co., has given notice of an appeal from the decision of Chief Justice McLeod.

The Chief Justice found that the defendant company, by their advertisements, circulars, etc., have endeavored to make purchasers believe that they were buying the plaintiffs' goods, and that the name "Palmer," used on their goods, was used for the purpose of deceiving the public, and that the defendants' trade mark is calculated to deceive.

He further decided that the plaintiff is not entitled to restrain the defendant from using the present corporate name, as that name was given them by the Governor-in-Council under the provisions of the Joint Stock Companies' Act, and could only be taken away by that same power.

The Chief Justice found as a fact, however, that the use by the defendants of their corporate name has led to confusion.

The defendants were ordered to pay the costs of the action.

The defendants' solicitor stated that the defendants desired to appeal, and asked for a stay of proceedings, which means a suspension of the injunction. This application was opposed on behalf of the plaintiff and was not allowed, but it is understood that a further application will be made to the court.

His Honor expressed a hope that a modus vivendi could be reached by the two companies.

### MADE SPLENDID SHOWING AT FALL FAIR

The enterprising firm of Porter & Robbins, shoe merchants, of Yarmouth, N.S., made a very attractive display of footwear at the Western Counties Exhibition held in Yarmouth on October 4th, 5th and 6th.

This firm has occupied a booth at the big fair for the past eight years, and believes such a method of publicity is a good one to keep its name before the public and introduce itself to a lot of new people at a comparatively small outlay. This year the entire interior of the booth was papered, giving it a much brighter appearance and a more permanent aspect. The stand was considered the most artistically decorated one in the building.

Porter & Robbins report that, in spite of the heavy advance in the price of all lines of shoes, business is good and they look forward to a bumper holiday trade.

*THE striking and effective display of leading shoe firm at Yarmouth Exhibition.*





### DOING HIS BIT AT THE FRONT

Private Norman Clarke is the son of Mr. F. G. Clarke, president of Clarke & Clarke, Limited, leather manufacturers, Toronto. He is now 22 years of age and before enlistment in Princess Patricia's Regiment, was in his third year at the University of Toronto. He, however, received his military



PTE. NORMAN CLARKE, TORONTO

training in connection with the McGill University of Montreal, and, like so many fine young Canadians, sacrificed a fine prospect to serve his country in the hour of need. He is now with the Canadian Division "somewhere in France."

### SHOES FOR FLAT FEET

A recent examination of high school children in New York City showed that 32 per cent. had weak feet, and about 18 per cent. the worst forms of flat feet, the arches being completely broken down, according to Dr. Arthur C. Jacobson, in an article in the Medical Times.

City life, the writer says, has much to do with the increase in the number of children suffering from defective feet.

"Hard pavements and the giving up of the muscular development that comes from going barefooted have bearings on the subjects," says Dr. Jacobson. "The barefooted child in the city, parents are afraid, might be taken for a neglected and poverty stricken slum dweller. And so even in the home the feet are encased from the earliest period in leathern splints. Then the matter of diet has to be considered. Soft diet makes soft tissues, and along with dental deterioration goes deterioration of the feet."

Proper shoes, with plenty of room for the toes, for the children while they are small are recommended by the physician. He condemns most of the metal arch supports and other contrivances, as they merely support the arch by pressure and do not correct the tendency of the feet to turn out while walking.

### HAS OVERCOME REFUND EVIL

Everyone—especially the men—who is acquainted with Mrs. Zella S. Corson, owner and manager of the Portia Shoe Shop, Chicago, takes his hat off to her. This is not because of her sex, but because her ability is recognized, says the J. and K. Shoe News.

Mrs. Corson has made a marked success of her business. She originated the entire proposition and named the shoe which she features—the Portia. She handles only shoes for women.

In view of Mrs. Corson's success, a few facts on how she has overcome the evils of the refund question should be of interest. First of all, she advertises along this line: "Our patrons are treated with the utmost courtesy, but are not urged to buy what they do not want, or should not have; consequently we do not refund on shoes which have been fitted and sold." Mrs. Corson also inserts one of the slips

in every parcel going out of the store and writes that "it works like a charm. We have not had a single request for refund since we began doing this. We exchange goods, but have very little of this to do as we are very careful about fitting in the first place."

Mrs. Corson thinks some of the large department stores are partially responsible for the abuse which she is seeking to correct. She says that they "have given women all sorts of liberties in this respect, but the specialty shops do not need to follow their example."

She certainly deserves more than a little credit for taking the bit between her teeth and solving one of the most vexatious questions that confront the retail shoe merchant. Many men have abandoned the problem, feeling that the solution could not be reached. Mrs. Corson knew that it could. And backed up by the right shoes and good service she has demonstrated that the question could be answered.

### VALUABLE REFERENCE ON RUBBER

The Polyglot Rubber Trade Directory of the United States and Canada, has been recently issued by the India Rubber World, 25 West 45th street, New York, N.Y. It is an interesting and instructive volume of 425 pages, and gives an alphabetical list of the rubber manufacturers of North America and their products. The work is replete with data concerning the large number of compounding ingredients, fabrics and machines used in rubber manufacturing. Former issues have been of use to those who read English only; but the present edition, by means of its polyglot key is understandable by all who read the principal modern languages. A valuable contribution to this ready reference volume is the trade mark names of the various rubber manufacturers. The Polyglot Trade Directory contains other timely and valuable data, which reflects credit upon the publishers, and affords evidence of much research and investigation.

### NEW SHOE COMPANY HAS FULL STAFF

The A. L. Johnson Shoe Co., wholesale shoes, have leased warehouse premises at 17-19 St. Helen street, Montreal, where they will carry a general line of footwear. The company is now fully organized. A. L. Johnson, late vice-president and sales manager of Ames-Holden-McCready, Limited, is at the head of the organization. R. C. Riley, who has for many years been associated with Mr. Johnson, is secretary-treasurer. H. Wellband, who has been in business in Dominion City, Man., for some years, has disposed of his interests there and will travel out of Winnipeg for the new company, while M. McLeod, a widely known shoe salesman of Edmonton, will represent the A. L. Johnson Shoe Co. in Alberta. Mr. Johnson, is spending some weeks in the West and looking after the selling end. All the prairie provinces will be thoroughly covered.

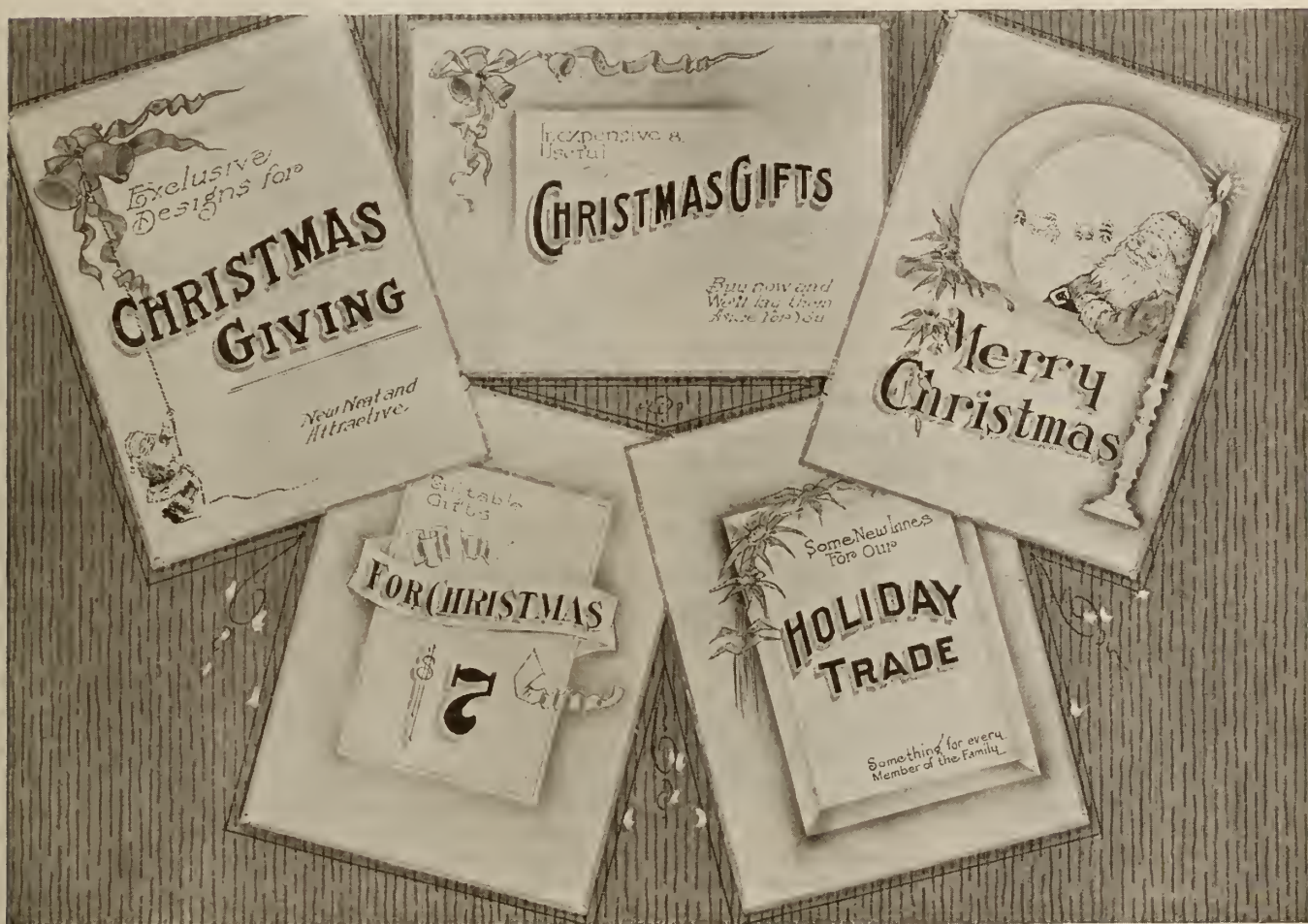
### VETERAN IN FOOTWEAR GAME

G. B. Farmer, shoe retailer, of Perth, Ont., has been in business in that town for 44 years, and is still hale and hearty. Many years ago he conducted a large shoemaking shop, and employed as high as twenty men. Mr. Farmer did considerable cutting himself, and among his associates in the early days was Thomas Ryan, now wholesale shoe merchant of Winnipeg. Another former resident of Perth is D. D. Hawthorne, wholesale shoe merchant, Toronto. Mr. Farmer has a well-lighted and spacious store, and what is most unusual the backyard of the shop is just as neat and attractive as the front portion. He carries a line of traveling goods in addition to a most representative stock of footwear, and while the cost of shoes is rapidly ascending, he finds that the majority of people thoroughly understand the contributing causes, and pay the higher figure cheerfully.



# CHRISTMAS SHOE WINDOW CARD SUGGESTIONS

The Season When Every One is Interested in What the Store Has to Say—Make Good Use of Your Windows—Many Lines Handled by Footwear Retailers Make Appreciated and Appropriate Yule-Tide Gifts



December—The month of gladness. The month so impossible to separate from the thought of Christmas time—that period of joy and good will and cheer, when hearts are made happy, when the spirit of giving is shed abroad in the land.

And it is this good feeling cast broadcast that makes December the merchants' one harvest month of all the year.

It is surprising how many shoemen make the mistake of not advertising for the rush period of Christmas, because the business will be good anyway. This is unfortunate. It is possible to even increase business, and why should it not be done at the Christmas season as well as any other?

It may be that your lines are not those that will come to the mind of the average person as being classed among Christmas gifts. But the useful present is gaining a foothold more and more each year. Then why not impress upon the public the advisability of buying gifts that will give a lasting pleasure because of their continued usefulness?

As early as the first of the month you should have your advertising, decorating and selling plans laid so as not to distract your mind from the selling end when the rush season comes.

Advertise that you have gifts for the entire family, from baby to grandpa. Increase your newspaper space and feature some shoe every day giving brief description, and quoting price.

And no season offers more opportunities for decorative displays. The central figure will, of course, be old Santa

Claus. The dominant colors, are white, red and green. The floral trims will be largely holly, but of late years the poinsettia has been introduced with telling effect. Evergreens may be introduced. Snow effects are very pleasing and may be made with cotton batting and diamond dust. Soap chips also may be used for frost effects. Red and green crepe tissue paper is obtainable at moderate cost, and is very pretty for decorations. In fact, it may be had with Christmas designs of holly, etc., on it.

The window card suggestions are for the Christmas trade, for almost the entire month will be devoted to Christmas selling. These cards may be any size from 11 x 17, 14 x 22 to 22 x 28 inches. The "Christmas Giving" card design is very attractive. The bells are done in gilt or yellow. The ribbon in red and the large letters in red, small lettering in black. Old Santa may be pasted on, or if painted his coat and trousers should be red.

"Christmas Gifts" is about the same treatment. But blue ribbons may be introduced if desirable.

The \$7 card is an air brush design; but can be made with an ordinary brush. Two patterns are required, the square and the scroll. The large letters and figure should be red and small letters black and shading in pale green.

The old Santa card is another air brush design. The crescent is made with two circles—the large one laid on first and air brushed. This removed and small one laid on and treated the same. The candle pattern is laid on first and circles laid over it. The poinsettias are painted in red or



may be cut out and painted on. Santa's coat and cap are red, the fur is white. The lettering is in red and shaded in pale green.

The "Holiday Trade" card is made by cutting two patterns, laying the larger one on first and air brushing around it. Then remove and place the smaller one on. Cut a strip the exact width of the margin and bevel the end to finish the corners.

Shoe retailers have many more Christmas' lines than one would think of at first thought. There are ball and party slippers for sisters, wives and best girls; fine shoes for young men; slippers for husbands, all kinds of comfy slippers for house wear and boots galore for the younger people, the boys and girls. Shoe dealers who care to go to the expense (and it will pay to do so) may obtain colored Christmas labels which can be pasted on ordinary cartons for the Christmas trade; and neat little "From" and "To" cards may be purchased at trifling cost which customers may insert into the shoe parcels intended for presents.

Various shoe polishing outfits make very tempting Christmas gifts and should not be left out of Christmas window displays.

### WHAT WILL REPLACE LEATHER?

What's going to take the place of leather? Every day we hear of the increasing cost of leather. The European demand is stronger than ever before. Domestic buyers are covering their immediate needs only. Europe is bidding 15 per cent. above domestic prices, and yet the export business is not over 10 per cent. as the balance is being saved for the American manufacturer. It is, however, understood that should sales follow the bidding that Europe could easily use 90 per cent. of the production. This wouldn't leave much for United States use, says an exchange.

This "watchful waiting" policy is hitting the leather purchaser, for knowing of the foreign demand the factory owner or manufacturer is shoving up the prices. Just an instance. How about shoes? Prices are advancing steadily. Good shoes are half again as costly as they were two years ago. Note the following:

Pittsburgh—Wholesale prices on men's and women's footwear have been advanced fifty to seventy-five cents a pair within the last seventy-two hours, and certain lines have been withdrawn entirely from the market owing to a big shortage in leather, according to an announcement here by officers of the Pennsylvania Shoe Travellers' Association.

The organization, which is composed of salesmen from various parts of the United States assigned to this territory, was formed at a meeting last week. Many letters were read from firms manufacturing shoes announcing an advance of 37 to 66 cents a pair on upper stock and 8 to 10 cents a pound on sole leather. Two lines of shoes were advanced 75 cents a pair in two days.

Of course, leather is used for many other purposes besides shoes. The upholstery field needs it or an equivalent. The furniture, automobile, as well as steam and railway car industries use it extensively.

The increasing prices and shortage of hides is making the leather user think. At the present price he can't afford to use all genuine leather, hence for some uses he is being supplied with what is known as split leather. Said split leather is merely a sectional sheet of a hide. Such splits will, of course, not equal non-split hide leather for shoe soles, harness or belting. In fact, at the present time shoe manufacturers have not found a suitable substitute for shoe leather, sole or uppers. In some cases as many as four splits are made from one hide. The top layer is used for fine bookbinding. The second, a thicker layer still, bears the natural grain of the leather and is known as genuine leather No. 1. It is used for upholstering high class automobiles and furniture.

The third layer is thicker than the second, and is soft and spongy, besides it has no natural grain. This part of the hide is again split. What these latter splits lack in appearance is put on by coating them with a surfacing compound, and then embossing that coating so as to imitate the grain desired. But the strength isn't there, and the splits don't last, which adds misery to the life of the local dealer who sells the upholstered article.

Many manufacturers have found a way to avoid the effect of this fast wearing material. Leather substitutes are taking its place for many uses. They are stronger than split leather, because while the latter is merely a sectional sheet of a hide, a leather substitute has for its base a specially woven very strong cotton cloth.

That's how some people are taking care of a product shortage. The world is full of changes. Some day we are liable to have substitutes for eggs.

### A FACTOR IN CANADIAN SHOEMAKING

(See Front Cover)

F. W. Knowlton, manager of the United Shoe Machinery Company of Canada, Limited, is personally known to every shoe manufacturer in the Dominion, with whom he has been coming in more or less intimate association for over a quarter of a century. A native of Lewiston, Maine, where he attended school and started on life's highway, he learned the trade of a machinist, which he followed successfully for a number of years. He was still engaged in this work in Boston, Mass., when he was invited by the Goodyear Shoe Sewing Machine Association of Canada to come to Montreal and take charge of their manufacturing department. The company, at that time, turned out a welt sewing machine, an outsole stitcher, and a few auxiliary machines. Later it became the Goodyear Sewing Machine Co. of Canada, and in 1899 the United Shoe Machinery Co. of Canada, was formed, taking over the Goodyear interests, and Mr. Knowlton soon became manager.

At that time the organization had only a small factory in Montreal. They now have three well equipped outside branches: Quebec in charge of J. W. Rogers, Toronto and Kitchener in general charge of L. W. Hanson with Geo. F. Hennessey as assistant, in charge of the Kitchener office. The formation of the United Shoe Machinery Co. of Canada, was possibly the most important event that has taken place in the evolution and expansion of the trade, and by having offices in the leading shoe centres, where full lines of supplies and machinery parts are carried, they are able to give rapid and efficient service to every patron.

Since he became identified with the industry, which is the sixth most important in the Dominion, Mr. Knowlton has seen the number and size of shoe factories, and their output, very largely increase.

When the Goodyear concern first commenced manufacture in the Dominion, they leased the top flat of a small building, remaining in that location for about ten years. At the end of that period they moved to a larger building which had been erected for them, but within a short time found these quarters too small, and in 1902 they built a much larger factory on Lagauchetiere street. In 1910, finding this factory inadequate, although a large addition had been built in the meantime, they erected an extensive four storey brick and steel structure in Maisonneuve, which has already become too small and a large addition is in process of construction at the present time.

Naturally Mr. Knowlton exhibits a pardonable pride in the growth and development of the company in Canada to which he has devoted his mechanical and executive ability. Of a quiet, earnest disposition, his chief hobby is the success of the work in which he is engaged. With over 150 shoe factories throughout the Dominion, his main purpose, along with his capable staff, is in seeing that "service," the watchword of the company, is given to every customer in its broadest and fullest interpretation.



# City of Montreal

Canada's Commercial Metropolis—Its Wonderful Development and Growth—The Seaport of Half the North American Continent—The Hub of the Shoe and Leather Business of Canada

**A**LTHOUGH not the seat of government, even of its own province of Quebec, Montreal is the chief city of Canada, and its commanding station at the head of ocean navigation up the great St. Lawrence, while being also the sole outlet of navigation for the vast chain of inland fresh water seas, marks it out for a great commercial future. While thus the leading seaport and manufacturing centre of the Dominion, its magnificent situation on the fertile island formed by the confluence of the Ottawa with the St. Lawrence, and overlooked by an imposing mountain, gives it many attractions for the seeker of scenic beauty; while to these attractions are to be added a long and romantic history.

Montreal was founded on the site of the Indian town of Hochelaga, a name still preserved in one of the wards of the city and in many local institutions. For more than a hundred years before the knightly Maisonneuve landed here, Hochelaga is known to have existed as a fortified town.

Upon the triangular piece of ground upon which stands the Custom House, with its clock tower overlooking the busiest part of the wharves, Sieur de Maisonneuve landed in May, 1642, to lay the foundations of a city, and from it to establish a new

"Kingdom of God." The ceremony that took place upon his landing, the name—Ville-Marie—that was first bestowed upon the place, and the circumstances of its early development all show that though it was so well suited for trade, Maisonneuve had in his mind a religious and not a commercial purpose.

The early history of Ville Marie is full of romance. Champlain, very unwisely sided with the Hurons in the bitter war which was raging at the time of his arrival, and the French for fifty years struggled with difficulty against the enterprises of their implacable enemies. Montreal, being nearer to the Iroquois cantons, chiefly felt their fury, and in 1660, the whole island up to the palisades of the town was swept by Indian war-parties. A deed of heroism—by which Dollard and seventeen other Frenchmen devoted themselves to death—alone saved the town. In 1665 the Marquis de Tracey arrived from France with the noted Carignan regiment. He defeated and punished the Iroquois, and established forts at St. Therese, Sorel and Chambly, to check their incursions. The latter two places still retain the names of the captains of his regiment, who built the forts. Then Montreal rapidly grew into importance, and became the centre of the fur

## MONTREAL

*As seen from Mount Royal, a magnificent city of over half a million.*





*THE*  
*Swardon*  
*SHOE*



The Swardon Shoe Co., Limited  
MONTREAL

"Shoemakers to Dressy Women"







THE  
Smardon  
SHOE

**D**ON'T fail to read our announcement in the December 15th issue of the Shoe and Leather Journal. It will contain something of great importance to manufacturers.

In the meantime, please remember that we have taken over the Montreal branch of

**J. A. SCOTT**

Quebec, P.Q.

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**WATCH US GROW!**

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**W. A. LANE**

LEATHER MERCHANT

MONTREAL

QUEBEC





## MONTREAL HARBOR

*WITH recent improvements, this is now one of the finest seaports in the world.*

trade with the West, and of the expeditions to retaliate upon the English colonies to the south, the atrocities which the Iroquois, the allies of the English, had inflicted upon Canada. From Montreal also started Joliette, Hennepin, and La Salle on their adventurous careers of Western exploration.

Montreal became a fortified city, and the remains of these old forts are still to be traced about the city and on the picturesque St. Helen's Island opposite. In 1760, Montreal, after the fall of Quebec, capitulated to the English. Sixteen years later it fell for a short time into the hands of the Americans in their struggle for independence, and was visited by Ben Franklin, who operated the first printing press used in Montreal. After the Revolution, Montreal began to thrive under British rule, and became the political as well as the commercial capital of Canada. The former honor, however, was taken away from it as a punishment for the riots and the burning of the Parliament buildings in 1849.

Architecturally speaking, Montreal is the London of Canada. It has more variety in its architecture, and its public buildings are more massive and tasteful than those of almost any city on the American continent. The blue gray limestone with which the island abounds is eminently suited to producing graceful effects in architecture. Most of the private houses are built of stone, and several of the better class have been built at a cost of over half a million dollars.

If Montreal is rich in historic associations, it is also rich in commerce and manufactures. Situated on the banks of the greatest river in the world, its shipping has developed and its harbor accommodation so improved, that it is soon likely to become a greater shipping centre than any port in North America, besides New York. It is the natural ocean outlet for nearly two-thirds of the area of the continent, and the transcontinental route via Montreal

is shorter than any other by hundreds of miles. Montreal is 288 miles nearer Liverpool than New York, and Chicago by this route is 368 miles nearer Liverpool. Forty years ago a single line of railway entered the city of Montreal; now it is the converging point of fourteen lines and their affiliations. It is the great central point of two of the most magnificent railway systems in the world—the Grand Trunk, and the Canadian Pacific—whose splendid workshops and warehouses employ nearly 200,000 people. The total mileage of these systems is over 10,000 miles.

The port of Montreal enjoys the singular distinction of being an ocean port, and yet 986 miles inland from the sea—reckoning this to be the Straits of Belleisle. It has direct connection by water with that great chain of inland seas, which make the geographical situation of Canada unique.



*St. Catherine St., looking west from Bleury*

“TETRAULT SHOES ARE SOLD BY ALL THE LEADING JOBBERS”

## Are You A Good Guesser?

Even if you are not, you can *figure* it just the same. Turn up page 64 of this issue and note the “*Upward Climb*” of the *Tetrault Shoe* in its Record of Monthly Sales.

## Money For Those Who Guess

Here is something to interest both *Clerks* and *Proprietors* and even Message Boys of Canadian shoe stores. To those who make the nearest guesses as to what our sales for the year 1916 will total, we offer the following prizes in the order of their nearness to the correct amount:

1ST PRIZE	-	\$75.00 CASH
2ND PRIZE	-	25.00 CASH
3RD PRIZE	-	15.00 CASH
4TH PRIZE	-	10.00 CASH
5TH PRIZE	-	5.00 CASH

### CONDITIONS

- (1) Open to all handlers of Tetrault Shoes from Coast to Coast.
- (2) Record of Sales will appear in each issue of Shoe and Leather Journal to December 15th.
- (3) After December 15th daily sales will not be added at factory, to prevent information leaking out.
- (4) Guesses will not be received until after December 15th issue of SHOE AND LEATHER JOURNAL is out.
- (5) Contest will be closed January 5th, 1917, and envelopes opened by committee of well known retailers, who will announce the lucky guessers. Mark envelopes “Guessing Competition.”
- (6) When sending in your guess you must give correct register number in lining of any one of our shoes.

## LOOK OUT FOR THEM

In the next two issues of the *Shoe and Leather Journal* will appear the Sales Records for November and one half of December. This will give the cue. Figure out what the last half of December ought to be, add it and SEND IN YOUR GUESS for the twelve months.

*DON'T SEND IN GUESSES TILL AFTER DECEMBER 15*

# TETRAULT SHOE MFG. CO.

LARGEST MANUFACTURERS OF GOODYEAR WELTS IN CANADA

## MONTREAL

Office and Warehouse at  
9 Rue Marseilles,  
Paris, France





MONTREAL SHOE AND LEATHER TRADES, 1889

LEFT TO RIGHT: TOP ROW: J. T. HAGAR, J. T. STEPHENS, CHAS. F. SMITH, JAS. MCCREADY, JAS. WHITHAM, G. A. SLATER, C. E. SLATER. SECOND ROW: J. ARCHIBALD, G. A. ARCHIBALD, G. WELLS, T. A. CROSSLEY, E. J. SAVAGE, E. THOMPSON, T. B. R. BROWN. THIRD ROW: J. C. HEMOND, G. BOIVIN, J. FOGARTY, E. F. AMES, J. C. HOLDEN, T. HOCKING, I. II. PACKARD, E. PACKARD. FOURTH ROW: H. LAMONTAGNE, G. A. MOONEY, J. H. WARDLOW, E. A. WHITEHEAD, E. F. MOSELEY, H. J. FISK, F. C. A. MCINDOE.



ESTABLISHED 1814

## Oldest Shoe House In Canada

For more than a Century the name of J. & T. BELL has stood for the highest and best ideals of shoemaking in Canada.

It is as pre-eminent for *Shoe Quality* to-day as it was when the founders put the name on the first BELL FOOTWEAR in 1814.

**J. & T. BELL, LIMITED**  
MONTREAL, CANADA



ESTABLISHED 1814

## Bell Shoe Fashions

BELL SHOES have maintained their ascendancy by being *absolutely correct* as to *Style* and *Make*.



Our SPRING MODELS have been pronounced the Acme of Shoe Taste and Shoe Construction—*Modish*, not *Faddish*.

They appeal to *correct dressers* and please that wide range of buyers that constitute the *paying* class of a shoe store's customers.

FOR HOLIDAY TRADE we have our usual complete range of Indoor and Outdoor and Evening Footwear that makes them specially profitable.



**J. & T. BELL**  
LIMITED  
MONTREAL CANADA



ST. JOHN  
MONTREAL  
TORONTO

WINNIPEG  
EDMONTON  
VANCOUVER

**AMES  
HOLDEN  
McCREADY**  
LIMITED



## OUR MONTREAL NUMBER

The Headquarters of Canada's Shoe and Leather Trades—Splendid Representation in this Number of Leading Manufacturing Concerns of the Metropolis

**M**ONTREAL, almost from the beginning, has proven its right to be considered headquarters for the shoe and leather trades of Canada. Early in the history of the business Toronto dominated to some extent and then Quebec elbowed its way into a front position, but Montreal has gone steadily ahead establishing itself as the centre of influence in this particular line.

The present issue demonstrates to some extent the tremendous advancement of the city generally and of the shoe trade particularly in the past quarter of a century and the development has practically only begun.

We have always endeavored to give Montreal its proper place in the realm of shoes and leather and twenty-seven years ago this month we first devoted an issue to the advancement of its claims as the shoe centre of Canada. In this number we have given considerable space to the demonstration of its national as well as commercial importance and although the effort has been somewhat hurried it speaks for itself.

In the issuing of this Montreal number to the trade Mr. J. Clark Acton, the secretary-treasurer of the Acton Publishing Co., who has had charge of this issue, makes his debut as far as the eastern trade is concerned. Mr. Acton, who has been for some time connected with the company in another capacity, is the youngest son of Mr. James Acton, the



J. CLARK ACTON

president of the company, and will hereafter make his headquarters at Montreal. Already he has made many warm personal friends in the east and he hopes, through the assistance of Mr. Henry Kavanagh, who has been connected with the Montreal office for several years, to keep the SHOE AND LEATHER JOURNAL in such close touch with the Quebec and maritime trades that our subscribers from coast to coast will reap the benefit. The present issue is but an indication of what it is our desire to do for the trade in Montreal and eastern Canadian centres, in which it is hoped that Mr. J. Clark Acton and the SHOE AND LEATHER JOURNAL will have the hearty co-operation of all concerned.

We desire to extend to the trade in Montreal and the East a hearty invitation to visit our Eastern Office, on the ground floor of the Coristine Building (St. Paul and St. Nicholas Sts.) so admirably situated in the very heart of the wholesale business district of Montreal. It is quite close to the Board of

Trade, General Post Office, Harbour and the wholesale leather district, and accessible by several lines of street cars.

Our watch key is out and all our facilities for furthering the interests of the trade or of its individual members is at their disposal. With its almost thirty years of service to the shoe and leather trades the SHOE AND LEATHER JOURNAL hopes to add to its efficiency and that of its staff in the more thorough "touch" with Montreal and Quebec.

### MONTREAL OFFICE

*SHOE & LEATHER  
Journal, 13 Coristine  
Building, Close to Board  
of Trade and Leather Dis-  
trict, in charge of Mr. J.  
Clark Acton.*



# AIRD & SON

REGISTERED

Shoe  
Manufacturers  
*for*  
Jobbers



NARCISSE GAGNON

Men's, Women's, Boys' *and* Youths'  
McKays *and* Turns

# MONTREAL



# AIRD & SON

REGISTERED

## Important Announcement *to* Jobbing Trade



Factory: Ontario Street East

We are again running full swing.

Back to normal, and are now in a position to give you the service that you have been accustomed to in the past.

We appreciate your forbearance while we were in a disorganized state owing to the fire, and we wish to thank you for the consideration you have shown us. We can only say that we will try to make amends for our interrupted service to you by serving you better, if possible, in the future than in the past.

# MONTREAL



# A Modern Shoe Plant

Our NEW FACTORY has been specially built and equipped to meet the demands of our growing trade in the SPECIALTIES that have made CANADIAN FOOTWEAR a household word with dealers. We are PROUD OF OUR SERVICE.



**CARMEN  
BRAND**

**VENUS  
BRAND**

**McKay Shoes** For Women, Misses, Growing  
Girls and Children

Every pair has that stamp of up-to-the-minute shoemaking that makes them READY, POPULAR SELLERS. By SPECIALIZING in these lines we are able to lead all competitors.

## Canadian Footwear Co.

LIMITED

Factory  
POINTE AUX TREMBLES

Sales Office  
MONTREAL  
44 St. Antoine Street



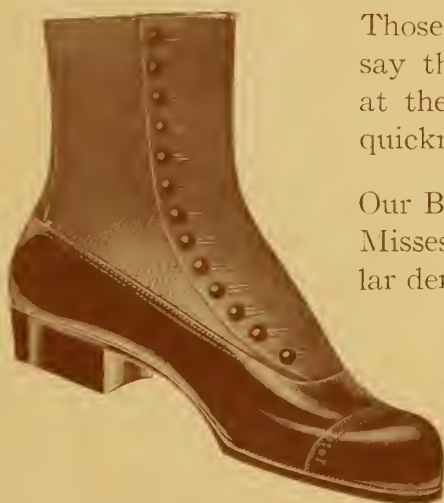




# Popular Shoes

—AT—

# Popular Prices



No. 0346

For Growing Girls—This popular model will suit a majority of your younger customers. It is constructed along sensible lines and will give an unusual amount of comfort and wear.

## For Growing Girls

The popularity of this line has been such that it has taxed our capacity to keep pace with the demand.

“It advertises the store,” said a prominent retailer.

Those who have handled our Leaders say that they have been astonished at the extraordinary value and the quickness of sale.

Our **BUTTONED** Lines in women's, Misses' and Children's are in popular demand.



No. 0353

High Cut Shoe—One of the newer designs for well-dressed women. To harmonize with the latest demands of Dame Fashion's decrees in ladies' apparel. You will find this last sells easily if given display.

# Canadian Footwear Co.

LIMITED

Factory  
POINTE AUX TREMBLES

Sales Office  
MONTREAL  
44 St. Antoine Street



# Medium Priced McKAYS



Every shoe dealer is confronted daily with the task of supplying a stylish, well formed, well made shoe at a moderate price. We specialize in just such lines in

## Women's Fine McKays

Moderately priced to meet this very demand. They are extraordinary value and will give unbounded satisfaction.

We also make a dependable line of superior wearing shoes for

## Men, Boys, Youths and Little Gents

These have proven rapid sellers and the large repeat orders speak loudly for their quality and satisfaction.

We have been so successful that we contemplate enlarging our factory, which speaks volumes for the shoes we make. Write us for particulars.

# Rena Footwear Co., Limited

611 Beaudry Street  
Montreal



CANADIAN SHOE AND LEATHER JOURNAL

**AMES, HOLDEX & CO.**

WHOLESALE DEALERS IN

**BOOTS & SHOES**

VICTORIA SQUARE, - MONTREAL

FRANCE BOOTS WINDING BAR AND VICTORIA & C.

THE BEST OF THE TRADE IN THE SPRING

SAMPLES FOR 1890

BOOTS, SHOES

AMES, HOLDEX & CO.

CANADIAN SHOE AND LEATHER JOURNAL

**JAS. MCCREADY & CO.**

Boot and Shoe Manufacturers.

Montreal.

HAVE ALWAYS ON HAND A LARGE ASSORTMENT OF

Men's, Boys' and Youths' . . . .

. . . Women's, Misses' and Children's

**BOOTS - AND - SHOES**

GOODYEAR WELTS, STANDARD SCREW, - - -

McKAY SEWED AND PEGGED.

OUR DONGOLA GOODS LEAD!  
NO CRACK! NO TEAR! SOFT! PLIABLE!

& 6 St. Peter St., 5, 7, 9 & 11 Youville St.  
1, 3 and 5 Normand St

OFFICE: - - - Cor. St. Peter and Youville Streets.

CANADIAN SHOE AND LEATHER JOURNAL

**J. & T. BELL,**

WHOLESALE

**BOOT AND SHOE**

MANUFACTURERS

1067 NOTRE DAME ST.,

MONTREAL.

SPRING SAMPLES will be out in a few days,  
of which we invite inspection

J. & T. BELL - MONTREAL

CANADIAN SHOE AND LEATHER JOURNAL

**HENRY PORTER & CO.,**

420 VISTATION ST.,

MANUFACTURERS OF

FINE AND MEDIUM CLASS

**BOOTS, SHOES & SLIPPERS.**

WIGWAMS & CAMPING SHOES.

Please see our Samples for Spring of 1890 Before Placing your Orders.

ALL OUR LINES ARE CHOICE AND NEW. ALL OUR FINE LINES WILL BE MADE IN  
CANADA AND WE INVITE YOU TO VISIT OUR FACTORY.

HENRY PORTER & CO  
MONTREAL.

THE CANADIAN SHOE AND LEATHER JOURNAL

**LEADS ALL FOR THE MONEY.**

**\$2.00.**

A GREAT SELLER.

Carefully selected  
Genuine Dongola  
Upper stock light  
weight strong and  
of lasting color  
Does not peel or  
turn blue  
A thoroughly first  
class solid shoe  
overlap quarters  
long counters  
Made in Opera  
& Common Sizes  
C D & E widths  
The same style  
leats and patterns  
as to our high  
grade shoes

THE MOST  
Popular Shoe  
IN THE MARKET.  
A PUZZLE  
TO COMPETITORS  
SEND  
SAMPLES  
TWO



GEO. T. SLATER & SONS,

CANADIAN SHOE AND LEATHER JOURNAL

THE NEW SPRING SAMPLES

OF OUR  
CELEBRATED

BRAND  
FINE  
SHOES

**ARE OUT.**

HOW?  
WHY?  
WHEN?

ARCHIBALD & TURNER,  
MONTREAL,  
158-168 NOTRE DAME ST.,  
CANADA.

CANADIAN SHOE AND LEATHER JOURNAL

**JAMES WHITHAM & CO**

MONTREAL.

WE MAKE THE FOLLOWING  
CELEBRATED LINES

OUR STOCK

OUR TRAVELLERS

JAMES WHITHAM & CO  
MONTREAL

CANADIAN SHOE AND LEATHER JOURNAL

**FOGARTY & BRO.,**

MANUFACTURERS OF

**BOOTS AND SHOES**



**THIS IS THE SHAPE** CUSTOM-MADE BAL

MANUFACTURED BY FOGARTY & BRO., MONTREAL

WARRANTED TO OUTLAST ANY BOOT IN THE DOMINION

SAMPLE OF THIS CELEBRATED BOOT

FOGARTY & BRO., - - - MON

CANADIAN SHOE AND LEATHER JOURNAL

**THOMPSON**

WINDING BAR

**FINE BOOTS, SHOES**

SLIPPERS

WOMEN'S BOOTS

GOODYEAR AND IMITATION

IN FRENCH KID


MEN'S, WOMEN'S,  
MISSSES & CHILDREN'S

Our Travellers will be on to  
a full line of Spring Samples.

712; CR

GREAT EXCITEMENT IN THE  
BOOT AND SHOE TRADE  
OVER THE NEW

**J. L. ONE-PIECE BALMORAL**



OVER : ONE : THOUSAND : DOZEN

SOLD IN THE PAST TWO MONTHS

No Shoe Dealer can afford to keep store without them.  
They sell at sight and pay a good profit.

RETAIL PRICE STAMPED ON THE BOTTOM

JAMES LEGGAT,  
724, 726 and 728 Craig St.  
MONTREAL

# CHANGES IN SHOE MANUFACTURERS

Complete Metamorphosis of Shoe and Leather Trades in Quarter Century  
 —Most of the Men in the Trade at That Time are Dead or Out of Business

ELSEWHERE we reproduce at one quarter size a plate used twenty-seven years ago of the principal men connected with the shoe and leather industry of Montreal. More than half of those whose faces appear upon the plate have passed away, and all but one shoe manufacturer—Mr. G. A. Slater—has dropped out of active shoe manufacturing. Of the leather trade only two remain, while Ed. Packard represents the “old guard” as far as the findings trade is concerned.

A glance at a picture such as this causes one to realize the constant changes that mark the progress of the business

world and brings us to think of the brevity of human life.

Changes in the factories and their methods have been quite as great. One could take all the factories in Montreal in 1889, and put their output through almost any two or three of the present day shoe mills.

There has been a steady improvement not only in the arrangement and equipment of the factories but in the volume and character of the output. In employees as in employers have also been marked changes, as one who watches one of these modern shoe plants disgorge its human contents upon the street at quitting time may observe.

SUPPLEMENT TO THE  
**CANADIAN SHOE & LEATHER JOURNAL.**  
 Vol. II. TORONTO, NOVEMBER, 1889. No. 11.

## GEO. T. SLATER & SONS SPRING STYLES, 1890.



GENTS' BAL TAN COLORED GOAT

Button,  
 Balmoral,  
 Congress  
 and  
 Oxfords.



MISSSES' SPRING HEEL BUTTON  
 SHOE, 11 to 2.

CHILDS, 8 x 10½ and 4 x 7½.  
 IN KID AND TAN GOAT



GENTS' CONGRESS TAN COLORED  
 GOAT.

Goodyear Welts.  
 Hand Welts,  
 Hand Turns,  
 French Process,  
 and  
 Machine Sewed.



LADIES' TIPPED OXFORD

Patent Calf,  
 Dongola,  
 Kangaroo,  
 Ooze Calf,  
 Cordovan,  
 Barnet Calf.



Specialties in Kangaroo Kid.



LADIES' THEO III

Russia Leather,  
 Bronze Kid,  
 Daisy Kid,  
 Tan Goat,  
 Alligator.



LADIES' ADONIS

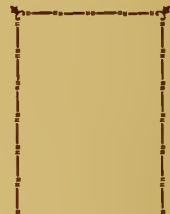


LADIES' DONGOLA KID BUTTON  
 PAT. CALF TIP



LADIES' OPERA

VICTORIA SQUARE, -:- MONTREAL.



SPRING STYLES  
 1890

*EXPOSE* of new lines for  
 Spring by one of Mon-  
 treal's leading shoe manufac-  
 turing concerns. One of their  
 three pages of advertisements.  
 The parent concern of Geo. A.  
 Slater Limited and Slater Shoe  
 Co. Limited.







# The King of Jobbers

The Largest and Most Complete  
Wholesale Shoe House  
in Canada



James Robinson  
Montreal

# For Thirty Years

THERE has been a continuous unchanged management that has given that

## *Personal Touch*

to our business that has made the name a household word in the Shoe Trade of Canada.

The Robinson business has been established upon the thorough practical knowledge of shoes from **last to carton.**



George Robinson



D. S. Benvie

EVERY SHOE is carefully selected, not only for its selling merits but for its absolute wearing quality. We have the

*“Pick  
of the  
Factories.”*

**James Robinson**  
Montreal



# Old and Yet Young !

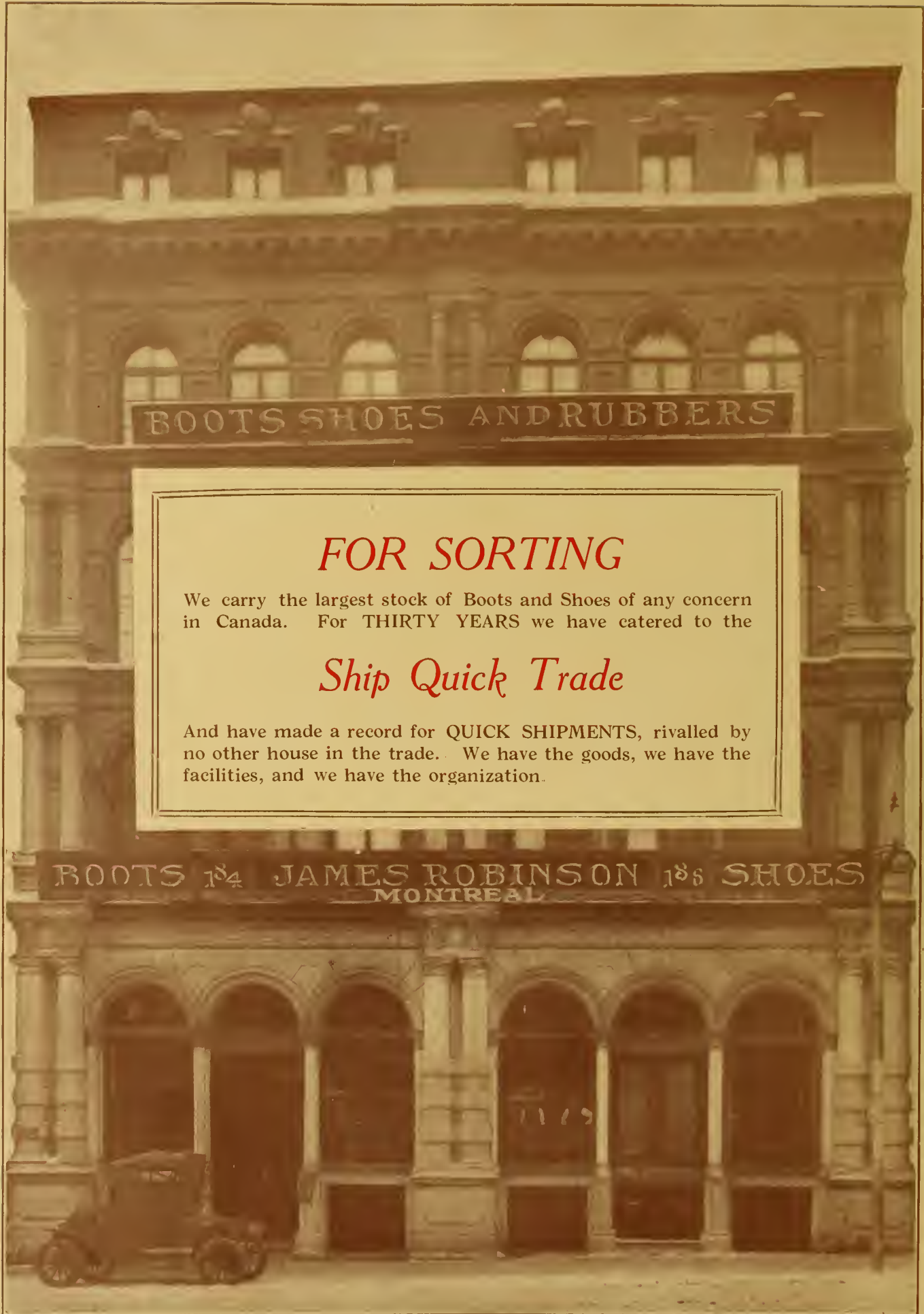
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THE Robinson business has kept pace with the wonderful growth of the shoe industry of Canada. There has been no *holding back*, no *standing still*, and with a business more than ten times the volume of that of thirty years ago, we have the same personal care in buying, the same thoughtfulness of customers' needs and the same watchfulness of their interests as when our accounts could be numbered by the dozen and our shipments by single cases.

Keeping pace with the times with new ideas, new and aggressive methods, we have kept so well to the front that dealers still bank on "Robinsons" to meet any stock crisis that may arise at the shortest notice.

*We Fill the Bill*

James Robinson  
Montreal



BOOTS SHOES AND RUBBERS

*FOR SORTING*

We carry the largest stock of Boots and Shoes of any concern in Canada. For THIRTY YEARS we have catered to the

*Ship Quick Trade*

And have made a record for QUICK SHIPMENTS, rivalled by no other house in the trade. We have the goods, we have the facilities, and we have the organization.

BOOTS 184 JAMES ROBINSON 185 SHOES MONTREAL



# Montreal—Great Shoe Centre

How the Shoemaking Industry has Expanded and Progressed During Recent Years—Something about Factories Large and Small—The Men Behind the Enterprises and their Lines

**M**ONTREAL, the commercial metropolis of Canada, is today the foremost centre of the shoe and leather trade in the Dominion, and has within its borders and surrounding district forty-five shoemaking plants.

The total output of shoes in the Dominion of Canada is over 60,000 pairs daily, and of this more than one-half are produced in Montreal and vicinity, where several large factories turn out many thousands of pairs per day, while there are many smaller ones whose output runs from 300 pairs up. All kinds of footwear are made, from the finest bal to the ordinary everyday staple, and thousands of employes find daily employment in the shops.

The largest shoe manufacturing firm in Canada is Ames-Holden-McCready, Limited, who have an output of about 12,000 pairs a day in their three spacious factories. In February, 1911, the present organization was completed by the merging of the Ames-Holden Co. and the James McCready Co., both of whom had built up large businesses. The former had a well-equipped plant on Inspector street and a large factory in St. Hyacinthe, while the McCready establishment was on Mount Royal avenue. Ames-Holden began business fifty-eight years ago, and the James McCready Co. was established in 1871. Ames-Holden-McCready, Limited, have warehouses in Toronto, Winnipeg, Edmonton, Vancouver and St. John, and make all grades of men's, boys', youths', women's, misses' and children's welts, McKays and turns, and also pegged and standard screw. D. Lorne McGibbon is president of the company; N. R. Feltes, general manager, and R. E. Dildine, general sales manager, and W. V. Mathews, general superintendent.

The oldest shoe firm in Canada is J. & T. Bell, Limited, who have been in business nearly 103 years. It is a far cry from the little squat factory on Notre Dame street, in which Joshua and Thomas Bell, the founders of the business, began making shoes in a small way early in 1814, to the

splendid and admirably laid out home of to-day on Inspector street. The two brothers, Joshua and Tom Bell, made women's turn prunella cloth buskins almost exclusively, and at the death of Thomas Bell, the business passed into the hands of Samuel Bell, another brother, by whom, in time, it was sold to the latter's nephew, the late John T. Hagar, and the late John Stephens. The partnership between these two, was dissolved after a couple of years, and John T. Hagar continued operations as sole proprietor. On the death of Mr. Hagar in 1909, the business was formed into a joint stock company, with H. E. Moles as vice-president and managing director. Under his direction the present flourishing industry continues to-day. Mr. Moles has been identified with the J. & T. Bell, Limited, for some twenty-eight years. F. N. De Lancey is the efficient superintendent. The firm make high-grade welts and turns for both men and women, as well as many specialties for which they have the sole right of manufacture in Canada. Among these are the Dr. A. Reed Cushion Sole for men and women, the cushionette turn shoe for women, and the Doctor's Special water-proof boot.

George A. Slater, Limited, Ontario street east, makers of the famous "Invictus" Shoe, have achieved a wide reputation and a unique position in Canadian shoemaking. The founder of the business is Geo. A. Slater, whose father, George T. Slater, was one of the pioneer manufacturers in Canada. Twenty-nine years ago, George T. Slater passed away, leaving his two sons, George A. and Charles E. to continue the business as George T. Slater & Sons. George A. had a thorough practical acquaintance in his father's factory, and was splendidly qualified to take hold of the reins on the death of his parent. He was energetic, systematic and well skilled. After dissolving the old concern, George A. Slater began business on his own behalf, in a way that has afforded his firm the widest scope for specialization. George A. Slater, Limited, are among the most successful shoe

*A GLIMPSE of the commercial metropolis of Canada, twenty seven years ago.*



BIRD'S EYE VIEW OF MONTREAL.

# Guaranteed Deliveries

WHEN a manufacturer guarantees deliveries these days it's going some. But we do it because we tan our own leathers, which makes us somewhat independent, and helps keep the prices down.



HEAD OFFICE AND FACTORY: VICTORIA SQUARE, MONTREAL

We feature three great specials, of which we are sole producers—

“PARIS”  
 “PATRICIA”  
 “METROPOLITAN”

and in regular lines of Men's and Women's Welts, McKays and Turns we can supply your every need.

## Daoust, Lalonde & Co., Limited

Jobbing Branch: METROPOLITAN SHOE CO., 91 St. Paul St. East

### MONTREAL



# Guaranteed Satisfaction

THE man who in 25 years has brought the two extensive establishments to their present enormous capacities.



JOSEPH DAOUST, MONTREAL, QUE.



Two illustrations selected from our scores of models, for which our dozen travelers are now on their territories.

There are ten new lasts that will prove great sellers.



## Daoust, Lalonde & Co., Limited

Jobbing Branch: METROPOLITAN SHOE CO., 91 St. Paul St. East

### MONTREAL

businesses in Canada, and have so firmly entrenched and established the "Invictus" shoe, that it stands to-day among the very highest types of gentlemen's footwear.

The Tetrault Shoe Manufacturing Co., 327-331 Demontigny street, Montreal, are the largest industry in the Dominion specializing in men's welts exclusively. The factory is one of the most progressive in Canada's Commercial Metropolis, and also one of the busiest. Mr. Tetrault, the founder, has been connected with the shoe game all his life, is a master of organization, and directs his forces with the skill and precision of a military commander. The firm maintain permanent offices in Paris, and an organization that touches the best retail stores in that country. The house of Tetrault is also one of the very first in introducing new things to the trade and keeping to the forefront in shoemaking art and ideals. Mr. Tetrault is publishing figures of his monthly sales, and is offering valuable prizes to retail patrons of the firm who come the closest in guessing the total sales of the firm for the year just terminating. This competition is likely to arouse much interest, and is but another evidence of the enterprise of the Tetrault Shoe Manufacturing Co.

The big wholesale shoe house on McGill street of James Robinson is one of the great institutions of the trade, and with a force of twelve travelers a very wide territory is covered and an immense stock carried. The business



*St. Lawrence Boulevard, a Great Retail Thoroughfare*

is the largest of its kind in Canada and was founded thirty years ago. Its expansion has been steady and strong, its service prompt and efficient and its stock representative and complete. "Jim" Robinson has always been one of the big men of the trade in the fullest and best meaning of the term. His unremitting attention to business and devotion to duty resulted in his health becoming precarious a few years ago, but his vast interests in no way suffered, for his son, George, ably took hold of the reins and has won his spurs as a shoceman by his earnest and skilled direction. He met a situation which was suddenly thrust upon his shoulders faithfully and progressively, and while his father's health at the present time is better than it has been for a long period, and he is at the warehouse occasionally, his son is the driving force and is ably assisted by D. S. Benvie as office manager. James Robinson is a Montreal man, in which city he has lived all his life. He possesses public spirit and for several years served as a member of the city council and was frequently mentioned as the most likely man to be mayor of the commercial metropolis when, owing to his then delicate state of health, he was compelled to retire temporarily from business and municipal life.

Daoust, Lalonde & Co., Victoria Square, are one of the best known houses in the shoe producing line in the

Dominion and are leather manufacturers as well. In 1891, in association with Mr. Lalonde, Mr. Daoust started in the shoe jobbing line in very small quarters on St. Paul street. The business grew steadily and eight years later a factory was established at Acton Vale, which in 1903 was removed to Montreal. Two years later Mr. Daoust bought out his partner's interest and assumed full control of the business. Eight years ago the spacious premises formerly occupied by Ames-Holden Co. on Victoria Square were acquired. The tannery, which had been established at Acton Vale, was closed and the firm began the manufacture of leather in Montreal on a much larger scale. The equipment of both the shoe factory and tannery has been so remodelled and extended that Daoust, Lalonde & Co. have now the largest and best facilities for the production of shoes and leather. Associated with Mr. Daoust are his sons, Louis, assistant superintendent of the shoe plant, and Armand, superintendent of the tannery. Recently Mr. Daoust celebrated his twenty-fifth anniversary in connection with the shoe trade and was the recipient of numerous congratulations on his honorable and successful career. A. Dubois is superintendent of the shoe factory and Auguste Bertrand is general sales manager. The firm employ a large force of salesmen and turn out about ten thousand pairs of shoes a week.

Aird & Son, Reg., 482 Ontario street east, who make men's, boys', youths', and women's McKays and turns, and have a well established connection with the jobbing trade all over the Dominion, have reached the position where they have the fourth largest output in Canada. The business was commenced eighteen years ago under the firm name of Mailhot et Gagnon, consisting of P. Mailhot and Narcisse Gagnon. The latter had been in the retail shoe line for a number of years. The industry was launched at 555 St. Timothee street and in 1899 the firm purchased the plant and goodwill of Aird & Son and built a considerable addition to the Aird factory at 585 St. Timothee street. Four years ago they erected the present building on Ontario street east, which is 50 x 140 feet, with four storeys and basement. Narcisse Gagnon is now the sole owner of the business and in the management is ably assisted by his son, Emile Gagnon, and F. X. LeBlanc, who is superintendent and sales manager. Some weeks ago the firm suffered from a fire in the cutting and stitching rooms but have again resumed operations and are running to fullest capacity.

The Smardon Shoe Co., 533 Visitation street, have been in business for the past 14 years. The factory was first located at 92 Beaudry street, where Mr. Smardon, after resigning from the J. & T. Bell, Limited, where he had been superintendent for a number of years, began the manufacture of misses' and children's shoes. It was not long, however, before he started making women's welts, and later removed to the present premises of the company, which have become inadequate to meet the demand for their very high class lines. Plans and specifications are well under way for the erection of a new factory on Ernest street, between 4th and 5th aves., Maisonneuve. The present capacity is 800 pairs a day in women's and misses' fine welts and turns, but in their new home the company will have an output of 1,500 pairs daily. Mr. Smardon, who is a native of Markham, Ont., came to Montreal many years ago, where he was closely associated with the wholesale shoe trade in various capacities before going into business for himself. He has associated with him his two sons, Reg. Smardon, who is on the sales staff, and G. F. Smardon, who is in charge of the designing department.

L. H. Packard & Co. are one of the most widely known and progressive houses in the shoe store supply and findings lines in Canada. Away back in 1870 a small shop was opened



THE TETRAULT SHOE



N. TETRAULT, MONTREAL, QUE.  
PRESIDENT

Tetrault Shoe Manufacturing Company

Largest Manufacturers of Goodyear Welts in Canada

MONTREAL

Office and Warehouse at  
9 Rue de Marseilles  
Paris, France

Tetrault Shoes are Sold by all the Leading Jobbers

# Leaders in Welt Goods

Someone has said that if a man makes a mouse trap better than any mouse trap yet made, the world will wear a path to his door, if his shop be in the middle of a forest.

To make **GOODYEAR WELTS** better than their neighbors has been the **dream** of **Tetraults**, from the time their first little factory was put in operation.



ALBERT TETRAULT,  
GENERAL MANAGER



J. O. TETRAULT,  
ASSISTANT MANAGER

That the **DREAM HAS COME TRUE** and that the shoe world has worn a path to our door, is attested by the fact that we are now turning out, in our Montreal establishment, the largest number of welt shoes made in any single place in the country—and are able to honestly sign ourselves



AMOS N. CUSSON,  
SUPERINTENDENT

## *Tetrault Shoe Manufacturing Co.*

*Largest Manufacturers of Goodyear Welts in Canada*

Office and Warehouse at  
9 Rue de Marseilles  
Paris, France

*Montreal*



Tetrault Shoes are Sold by all the Leading Jobbers

## An Up-to-the-Minute Plant

The immense progress of the **Tetrault Business** has not been the result of **accident** or **luck**. The secret of its success is **Brains, Equipment** and **Thoroughness**. The men behind the **Tetrault Shoe** are **Shoemakers** by both instinct and training, and have but a single aim—to make the **Best Welt Shoe** that can be produced.



### THE TETRAULT PLANT

Is modern throughout. The very latest machines and methods. The most skilled and thoroughly trained workmen, and all this followed by **Careful Personal Oversight**.

These principles, religiously followed, have resulted in the **Tetrault Shoe**, that is known from Cape Breton to Vancouver Island as the most reliable welt shoe in Canada **AT THE PRICE**.

## *Tetrault Shoe Manufacturing Co.*

*Largest Manufacturers of Goodyear Welts in Canada*

Office and Warehouse at  
9 Rue de Marseilles  
Paris, France

*Montreal*

Tetrault Shoes are Sold by all the Leading Jobbers

# THESE FIGURES TELL THEIR OWN STORY

## Monthly Sales of Tetrault Shoes for 1916

January	-	-	-	-	\$114,773.83
February	-	-	-	-	141,027.97
March	-	-	-	-	151,655.59
April	-	-	-	-	141,337.70
May	-	-	-	-	147,663.49
June	-	-	-	-	162,541.64
July	-	-	-	-	149,079.51
August	-	-	-	-	190,086.00
September	-	-	-	-	179,143.39
October	-	-	-	-	201,949.82
Total for the Ten Months	-	-	-	-	\$1,579,258.94
Sales Nov. 1st to Nov. 15th	-	-	-	-	\$96,737.00

In January we SHUT DOWN for one week during stock taking, which accounts for the smaller sales for that month.

## *We are the Largest Shoe Manufacturing Concern Under One Roof in Canada*

This is the best evidence of the POPULARITY and WORTH of the TETRAULT SHOE, the sales of which have gone steadily forward month by month until they promise to eclipse anything ever done in Shoe Manufacturing in Canada.

See Our Special Sales Guessing Announcement on Page 40

# *Tetrault Shoe Manufacturing Co.*

*Largest Manufacturers of Goodyear Welts in Canada*

Office and Warehouse at  
9 Rue de Marseilles  
Paris, France

*Montreal*



on St. John St. by L. H. Packard, who passed away in March, 1914, and his brother, Ed. Packard, the present head of the company. Later they branched out in the manufacturing line. The shoe findings stand grew steadily and then larger premises were taken on McGill street. In 1903 there was formed a limited liability company and three years later the splendid warehouse and factory on St. Antoine street was erected. The present officers are Ed. Packard, president,



*St. James Street*

Mortimer L. Packard, vice-president, and James William Strike, secretary-treasurer. From the cobbler shop started forty-six years ago the present splendid business with its wide connection and representative stock has been built up. The firm does a thriving manufacturing business in shoe dressings and polishes, lamb's wool soles, overgaiters and leggings and infants' soft soles. L. H. Packard & Co. have long been headquarters for sole leather, window and shoe store fixtures and findings of all kinds. They also carry an unusually attractive range of hard sole boots and shoes, McKay sewn, for misses, boys, youths and children and their travelers cover thoroughly every portion of the Dominion.

The Star Shoe Co., Limited, Montreal, who were organized about ten years ago by J. B. Hurteau, are at present turning out 1,500 pairs daily. They contemplate erecting in the near future a three-storey addition to their present building, and effecting other alterations, which will give them considerably more space. The company will then be in a position to turn out 2,000 pairs daily. The officers of the Star Shoe Co. are E. H. Lanthier, president; J. B. Hurteau, director and general superintendent, and P. A. Doig, general sales manager. All are well and widely known to the shoe trade, and since the re-organization of the company over a year ago, remarkable expansion has taken place. The company manufacture boys', youths', gent's, little gent's, growing girls', misses', girls' and child's McKays, and babies', infants', girls', misses' and growing girls' turns—over two hundred different lines in all.

The Kingsbury Footwear Co., 679 La Salle avenue, who have an output from 10,000 pairs a day upwards, have long been specialists in women's medium McKays and turns, and during the past year have started making women's welts, which, no doubt, will attain the same splendid reputation and high standard as have characterized their McKay lines. The daily output of the factory in 1905 was only 1,500 pairs, in 1908 it had been increased to 4,000, and in 1911 to 6,000, while the present output is seven times what it was eleven years ago. The Kingsbury Footwear Co., Limited, are specialists in women's footgear and have established a national connection and prestige for their well-known brands—"Kingsbury," "America's Pride," and "Canada's Pride." Raoul Lanthier is president of the company, N. F. X.

Dufresne first vice-president and W. F. Martin second vice-president and general sales manager.

The James Muir Co., Maisonneuve, possess one of the finest specialist factories on the continent. The firm began making shoes in Quebec many years ago and moved to Montreal in 1913, where they have a large four-storey building, which is specially laid out and thoroughly adapted for the making of footwear. James Muir, Sr., is president of the company, and James Muir, Jr., secretary and treasurer. Some of their well-known brands are "The Pathfinder," "Canadian Gentleman," "Sir Knight," and "The Academy." In addition to their men's welts, the company recently added a popular-priced line of women's Goodyear welts and fine McKays, in which they have developed a large business, their output being increased considerably. The company have made great strides since locating in Montreal, and their goods have achieved a firm place in the favor of the retailer and the consumer alike. Their spacious factory, as already stated, is not only modern in layout and equipment, but has been visited by many shoemen from other centres.

The Eagle Shoe Co., 587 Beaudry street, have been established 12 years, being launched by Oscar Brunet, the present head of the firm, along with several associates. They first began business at 360 Providence street, making both men's and women's shoes. The industry was removed eight years ago to its present location, where the output is about 600 pairs a day of men's and women's welts. Over a year ago the company started making women's McKays, and have been devoting special care and attention to their women's lines, bringing them up to the same high plane as their men's shoes. Eagle shoes are sold in all parts of Canada and have won an enviable reputation for style, finish, fit and comfort.

The Canadian Footwear Co., whose factory at Point Aux Trembles is one of the newest and most flourishing in the Dominion, have a splendid modern four-storey building, 45 x 120 feet, and an output of 150 cases a week in women's, growing girls' and children's McKays. The attractive show-



*Victoria Square*

rooms and sales offices of the company are located at 44 St. Antoine street. The brands of the company are "Carmen," "Venus" and "Canadian Footwear." Their excellently equipped factory was erected about a year and a half ago and since starting operations the output has doubled and is constantly growing. L. E. Gauthier is the president of the company, J. E. Charbonneau, vice-president, A. Lccours, secretary-treasurer and managing director, and Emil Larose, general sales manager.

*(Continued on page 83)*

# YAMASKA



*The word that means Real Quality in*

**Men's, Women's, Misses', Youths',  
Boys', Little Folks' and Children's**

For 50 years this brand has been supplying the need for dressy shoes that will give an abundance of hard, solid, everyday wear. If they had not proved themselves good sellers and good wearers we could not have continued making them for half a century.

And there's a big advantage in being able to buy shoes for everybody from one manufacturer. There has always been a good profit in YAMASKA Shoes, and there still is.

Write us and we will quote you prices.

**La Compagnie J. A. & M. Cote**

**St. Hyacinthe, Que.**





*George A. Slater*



*James Robinson*



*Walter Sardon*



*H. E. Moles, J. & T. Bell Limited*

SOME  
FAMILIAR FACES  
in the  
SHOE AND LEATHER  
ARENA,  
MONTREAL



*T. H. Rieder, Canadian Consolidated Rubber Co.*



*N. Tetrault, Tetrault Shoe Mfg. Co.*



*D. Lorne McGibbon, Ames-Holden-McCreedy*



*Joseph Daoust, Daoust, Lalonde & Co.*

# STYLISH SHOES *for* STYLISH WOMEN



No Ladies' Shoe in Canada equals "La Parisienne" in smart appearance and artistic design. They fit perfectly and are made of the best materials obtainable.

## La Parisienne Shoe Company

Limited

Maisonneuve, Que.





*Paul Roy*



*L. S. Odell, Sr.*



*W. H. Miner*



*Ed. Packard, L. H. Packard & Co.*



*L. E. Gauthier, Canadian Footwear Co.*



*Narcisse Gagnon, Aird & Son*



*O. Brunet, Eagle Shoe Co.*

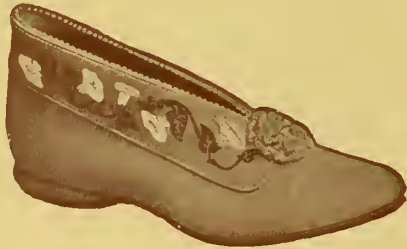


*N. R. Feltes, Ames-Holden-McCready*



*Oscar Dufresne, Dufresne & Locke*

# EVERYTHING IN FELT FOOTWEAR



MORNING GLORY



CARRIAGE BOOT



PEERLESS COMFY

Now that the cold days are here it is important that you keep your felt wear lines well sorted up.

We specialize in all grades of Felt Footwear, possibly the finest quality of goods to be had anywhere, including a superior grade of COMFY FELT SLIPPERS. Just the kind you need now to stimulate trade.

SOLE CANADIAN AGENTS FOR  
**The Daniel Green Felt Shoe Company**  
 Dolgeville, N.Y.

Every shoe merchant who listens to the voice of big business will stock our goods because they are easy to sell, they attract attention to your store and, most important of all, everyone who wants Felt Footwear will find in our range a style to suit their taste.

Get the maximum out of your felt goods department by carrying our **Babies', Children's, Misses', Women's and Men's lines**

*Send Immediately for Particulars*

**SCHEUER, NORMANDIN & CO.**  
 8 ST. HELEN ST., MONTREAL





*N. F. X. Dufresne, Kingsbury Footwear Co.*



*A. Lecours, Canadian Footwear Co.*



*Peter A. Doig, Star Shoe Co.*



*T. Galipeau, Dufresne & Galipeau*



*R. F. Jamieson, Canadian Consolidated Rubber Co.*



*A. L. Johnson, A. L. Johnson Shoe Co.*




*J. E. Pare, Dufresne & Locke*



*F. X. Charbonneau, Charbonneau & DeGuise*



*B. Vaillancourt, La Duchesse Shoe Co.*



*Women's  
Solid  
Leather  
Shoes*

Made of  
Canadian  
Leather

**O**UR Women's Solid Leather McKay Sewn Footwear has everything in this class of shoe *Beaten to a Frazzle* for **STYLE** as well as **WEAR**.

They possess the natty appearance which denotes the shoe of superior workmanship.

Our Misses', Children's and Infants' Shoes have the same care and thoroughness of manufacture as the Women's. They are distinguished by their **STYLE** and **FINISH**.

*Ask  
Your  
Jobber  
for  
Our  
Lines*

**GAGNON, LACHAPELLE & HEBERT**  
**MONTREAL**





*George Robinson*



*W. A. Lane*



*L. E. Robin, Robin Freres*



*J. B. Hurteau, Star Shoe Co.*



*W. V. Mathews, Ames-Holden-McCreedy*



*H. C. Parker, Parker-Irwin*



*A. R. Angus, Miner Rubber Co.*



*J. I. Chouinard, Regina Shoe Co.*



*J. O. Tetrault, Tetrault Shoe Mtg. Co.*

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.





*C. H. DeGuse, Charbonneau & DeGuse*



*J. A. Cyr, Rena Footwear Co.*



*A. Lapointe, F. & B. Shoe*



*Albert Tetrault, Tetrault Shoe Mfg. Co.*



*E. H. Lanthier, Star Shoe Co.*



*C. J. Holmes, Kingsbury Footwear Co.*



*R. E. Woodward, F. E. Woodward & Sons*



*Lieut. O. E. Gagnon, Aird & Son*



*L. S. Odell, Jr., L. S. Odell & Son*

Pure  
Hemlock Bark  
Extract



Liquid Extract of  
Quebracho  
35% Tannin

Extract of Logwood, 51°

Hematin Crystals, Hematin Paste Standard

All Other Chemicals Used by Tanners

Write for Quotations

**M<sup>C</sup> ARTHUR, IRWIN, LIMITED**

Montreal

Toronto

#### LIGHTING THE SHOW WINDOW PROPERLY

The success or failure of show window lighting depends largely upon the choice and proper use of lamps and reflectors. There are hundreds of ways to light show windows and the market offers many kinds of appliances for the purpose. Each window presents a distinct problem for the merchant and the lighting man. It has often been found that by replacing old equipment with properly designed reflectors, the light on the goods can easily be doubled without any increased lighting cost. It is common to find losses of 30 to 50 per cent. in window lighting installations. These losses are mainly due to the poor design or improper shape of the reflectors, which are not suited to window lighting.

The lamp and reflector are the essential elements of the lighting unit. Now that window lighting methods have become fairly well standardized, the lamps most commonly used are the 60-watt and 100-watt sizes.

Present practice in show window illumination indicates that the units for one lamp only are preferred to reflectors with more than one lamp, such as clusters, troughs, etc. The individual reflector allows absolute control of the light given off by the lamp, and delivers it on the goods within certain limited angles, thus avoiding a waste of light on the sidewalk and on the window top.

The chief factors to be considered in the selection of the window equipment are the height of the window, its depth, the height and nature of the background and trim. Windows can be roughly divided into three general classes—high, average and low—which may be either deep or shallow. High, narrow windows, such as are usually found in jewelry stores, which require a concentrated beam of light, are the most difficult to illuminate satisfactorily. The majority of average windows can be best lighted with a "scoop" shaped reflector. This kind of reflector lights the high

points of the trim and also gets light down on the lower portions of the display.

Methods of trimming show windows vary, and in many cases of high trim it is necessary to use two distinctly different types of reflectors to get an evenly illuminated display; one type to light the upper trim, and another style to concentrate light down on the middle and bottom trim.

It is only in recent years that the proper consideration has been given to the nature of the background in selecting window lighting equipment. Backgrounds may be solid, mirrored, open, or made partially or entirely of glass. Especially in the case of an open or glass background is it necessary to use care in selecting the type of reflector which comes down over the lamp far enough to prevent the direct light of the lamp from shining into the store. Customers and clerks need not be subjected to the annoying and harmful glare of the brilliant lamp filament when reflector units can now be obtained to take care of this condition.

The number of reflectors to use in a window depends upon the degree of brightness that is desired by the merchant, upon his realization of the advertising and selling value of bright windows. The closer the units are spaced the brighter the window becomes, and vice versa. As a general rule, for average installation, the lights should be spaced 18 to 24 inches apart when 60-watt lamps are used, and 24 to 36 inches apart when 100-watt lamps are used. For brilliant lighting a closer spacing is necessary.

The mechanical features should not be overlooked in placing the reflectors; much trouble in installing will be avoided if standard wiring fittings are employed. The kind of shade holders that are recommended by the manufacturer of the reflectors should be used, and the suggestions of the electrical contractor closely followed, as he is familiar with inspection requirements and insurance regulations.—Signs of the Times.





*J. McCrudden*



*J. N. Cusson, Tetrault Shoe Mfg. Co.*



*O. Franche, Supt. Eugene Guay*



*N. Macfarlane, Macfarlane Shoe Co.*



*J. B. Maroux, Ames-Holden-McCreedy*



*A. L. Dupont, Dupont & Frere*



*John Irwin, McArthur-Irwin*



*T. Hurtubise, Rep. Eugene Guay*



*A. F. X. Beaudry*

## It's Patent Leather Insurance

EVAUNOIL PRESERVES AND KEEPS PATENT LEATHER FROM CRACKING IN ALL WEATHERS

Doubles

The

Wear

of

Your

Shoes



Prevents

Your

Shoes

from

Cracking

EVAUNOIL is the only preparation made that will put life into Patent Leather, when finished. Without the strength of its fibre, leather is no stronger than paper. That being so, anything that will give life to the fibre of Patent Leather (being as it is a baked leather) will keep it from cracking like Wax Calf, the leather that retains its strength of fibre. How can this be done? In no way except by penetrating the lacquer or coating of the leather, which Evaunoil will do without affecting the lustre.

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

Canadian Distributors



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for Canadians from Canadian Made Fibre.

We stand behind our guarantee that **These Counters Will Outwear the Shoe.**

We have been serving the Shoe Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## HIGH GRADE Rubber Cement

Our cement has stood the test of time, being used by all the largest concerns in Canada and found to be equal to every test it is put to. It is made to stick and will do so on any kind of leather. Try it and be convinced.

## Woodward's Corking Shoe Filler

We are the original manufacturers of Shoe Bottom Filler in Canada, having devoted nearly ten years to the perfecting of this process. Why experiment with worthless imitations when you can buy our goods cheaper and of a higher quality right here in Canada.

**Backing of Cloth** All kinds up to 60 inches in width, backed by our special process—with either paste or cement.

### SOME OF OUR OTHER LINES

Top Facings of all kinds, Shoe Canvas of all kinds, Canvas-Insoling, Box-Toe-Lac for Leather Box Toes, Fish Glue, Plumping Cloth, etc.

## F. E. Woodward & Sons

LACHINE, PROV. QUE.



# SHOES

## For the Younger Folks

Without boasting, we feel confident that we can supply your every need in that particular trade of

Boys'  
Growing Girls'  
Misses' and Infants' Shoes

in a way that will give you unbounded satisfaction. We specialize in footwear for these younger people and give much thought, care and attention to manufacture of the various lines we make for them. We are extremely particular that these little people should have shapely shoes that will look well and wear well, all of which means that we must put quality into the shoes so that your young customers may get solid and stylish shoes at a moderate price, and

THAT'S JUST WHAT WE DO

Write your jobbing house, if they do not have them write us direct.

THE PRICES WILL INTEREST YOU

## Charbonneau & DeGuise

636 Craig Street East  
Montreal

## *The March of Time*



Time ripens and perfects when there is life. The quarter of a century or more since our Spring Announcement opposite was made has brought

### *McPherson Shoes*

to that pinnacle of perfection of style in shoemaking that gives them first place in High-Grade Canadian Footwear.



### *Our "Peaches"*

Popular expressions change with the times. We still have many "plums" to offer the shoe trade in our magnificent line, but those who have seen our Spring Range for 1917 are unanimous in the use of that slangy but expressive superlative used above.

*The John McPherson Co., Limited*  
*Hamilton, Ont.*



# CHANGES IN SHOE MANUFACTURING

The Onward March of Modern Shoe Factory Production as Evidenced by Some of the Ads Taken From the "Shoe and Leather Journal" of 1889

ON this page we reproduce from our issue of November 15th, 1889, two pages of shoe styles represented in two of the most prominent page advertisements of that number. They were regarded at the time as representative of the best ideals of shoemaking, and a comparison between the illustrations and those on other pages of this issue will afford some idea of the tremendous advances made, not only in shoe making, but in the engraver's art.

We have selected a few pages at random from that issue of twenty-seven years ago, and reproduced them on another page, and the result will be well worth more than a cursory

glance. Practically all of the concerns are now out of business or the business has passed into other hands or other management. In fact, the latter is true of all of them, for even J. T. Bell, the oldest concern in the trade, and the oldest advertisers in the SHOE AND LEATHER JOURNAL, is now a limited company, and the members of the firm at that day have both passed to the great beyond.

It might be mentioned that the production of Goodyear Welts was just at its inception, and that it was quite the thing for high class establishments to advertise hand welts and hand turns.

SPRING STYLES  
1890

*PROMINENT features of this well known western concern's Spring line set forth in their page advertisement in issue Nov. 15, 1889. Note the wonderful advance in shoe cuts as well as styles in twenty-seven years.*

CANADIAN SHOE AND LEATHER JOURNAL

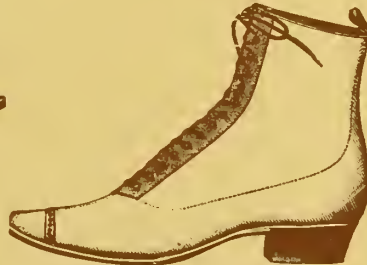
## A Few of our Plums



LADIES' AMERICAN KID - TIP - BUTTONED.



LADIES' "BHEA" BUTTONED.



MEN'S KANGAROO CALF BAL.



INFANTS' DAISY KID TURN BUTTON.



MEN'S BUFF SEWED BAL.



MISSES, GIRLS AND CHILDS WEDGE HEELS.



LADIES' AMERICAN KID OXFORD.



LADIES' DAISY KID - BUTTONED

JOHN McPHERSON & CO.,

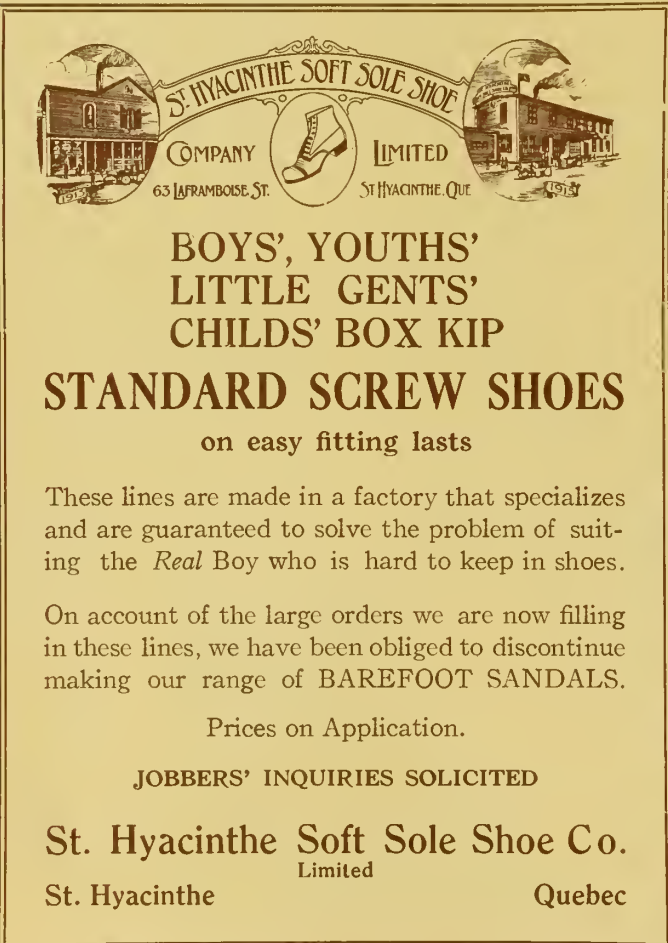
HAMILTON, ONT.

## MONTREAL'S COMMERCE

To-day the annual value of Montreal's manufactured products is over two hundred millions; fifty millions go into the pay envelopes each year at the city's factories, and the value of the buildings and machinery involved is over a hundred and fifty million dollars.

This phenomenal development is largely due to the city's unique position. Other cities on this continent have equally as good railway facilities; other cities have lake transportation; other manufacturing centres are also ocean ports—but none other has the happy combination of all three of these advantages.

Montreal can thus assemble raw material and ship manufactured product with greater facility than any other city on the American continent. Montreal to-day produces 16 per cent. of the total manufactures of Canada and pays 17 per cent. of the total manufacturing wage bill. Montreal handles a quarter of the entire trade of the Dominion.



ST. HYACINTHE SOFT SOLE SHOE COMPANY LIMITED  
65 LAFRANCOISE ST. ST. HYACINTHE, QUE.

BOYS', YOUTHS',  
LITTLE GENTS',  
CHILDS' BOX KIP  
STANDARD SCREW SHOES  
on easy fitting lasts

These lines are made in a factory that specializes and are guaranteed to solve the problem of suiting the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling in these lines, we have been obliged to discontinue making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBERS' INQUIRIES SOLICITED

St. Hyacinthe Soft Sole Shoe Co.  
Limited  
Quebec

Customs duties collected at the port of Montreal last year exceeded twenty-five million dollars. A thousand sea-going vessels dock at Montreal's wharves during the season of navigation, bringing one hundred and fifty million dollars worth of merchandise.

This is the Montreal of to-day. Though the city has always occupied the premier place commercially in the Dominion, its greatest mercantile growth has taken place within the past twenty-five years. The city did not figure as a manufacturing place until some fifty years ago, though from its earliest history it has been famous as the country's great distributing centre.

The Sherbrooke Footwear Co., Limited, of Sherbrooke, Que., has been incorporated with a capital stock of \$50,000. The company is empowered to manufacture, sell and deal in boots and shoes. The incorporators of the company are W. T. Hamilton, manufacturer, Chas. W. Cate, John P. Wells, Chas. D. White and Jean May Stewart.

## WON'T DRY OUT

Neither will it ever release its hold. Moreover, it spreads easily and evenly. That's why so many prefer

## BRODIE'S PATENT FLOUR PASTE

Order a trial keg. It will give such complete satisfaction that you will just naturally send us your future orders.

BRODIE & HARVIE LIMITED  
MONTREAL

## LOG HEELING

ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from 2-8 in. to 7-8 in. by sixteenths) can be purchased at a big saving. Let us quote on your requirements to prove this.

J. E. DUPRE The SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904

MONTREAL



**DIES** Of finest steel for all purposes. Accurate. Workmanship warranted.

GIVE US A TRIAL

BOSTON CUTTING DIE CO.  
202 A STREET BOSTON, MASS.

## PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets  
QUEBEC



## MONTREAL—GREAT SHOE CENTRE

*(Continued from page 65)*

The Slater Shoe Co., Limited, is one of the oldest and most historic concerns in Montreal and makes men's high grade welts which are widely known, and sold in every part of the Dominion. The large factory of the company has a capacity of one thousand pairs a day and the firm has an extensive in-stock department. About two and a half years ago the firm was reorganized with L. E. Gauthier as president; Ralph Locke, vice-president; A. Mereault, secretary-treasurer, and A. A. Locke, sales manager. F. J. Boyden is the efficient superintendent of the plant which under his direction is capably managed and exceptionally busy.

The La Parisienne Shoe Co., Limited, La Salle avenue, Maisonneuve, started business in a small way on Cote street in 1902, under the name of Poliquin and Gagnon, and later the style was changed to the La Parisienne Shoe Co. The company have a four storey brick building 45 x 75 feet with an output of 2,700 pairs a week and contemplate erecting an addition in the near future which will give them a frontage of 120 feet on La Salle avenue. The firm turn out women's fine welts which have a superior reputation. The officers of the company are George Poliquin, president; Jules Gagnon, vice-president; A. Jeannotte, secretary-treasurer; J. A. Lavoie and M. Gauthier, directors.

The Macfarlane Shoe Co., Limited, 61 De Normanville street, Montreal, at the head of which is N. Macfarlane, have an excellently equipped and superbly laid out factory, having moved from 92 Beaudry street to their present spacious home four years ago. The building is a four-storey brick one, 45 x 150 feet. The company make infants', children's, growing girls', and misses' turns and welts. Their daily output is about 1,800 pairs. The Macfarlane Shoe Co. have been rushed to the limit during the past few months and scarcely know which way to turn in order to fill all their orders.

The Regina Shoe Co., 330 Notre Dame street east, Montreal, at the head of which is J. I. Chouinard, make the famous Regina and Diana shoes, the former in McKays and the latter in welts and turns. Mr. Chouinard, in the past few years, has won an important place in the shoe-making world. He started a retail store in 1886, and determining to widen his field, entered the wholesale line, under the name of J. I. Chouinard, at 314 Notre Dame street east, where he still conducts a large business. About ten years ago he formed the Regina Shoe Co., which occupies the same block on the south side of Notre Dame street. The Regina shoe has attained much prestige as a classy and attractive production. In 1911 Mr. Chouinard organized the Columbus Rubber Co., Limited, of which he is president and general manager. He is also a director of the Wayland Shoe Co., Limited, Montreal, and in many other connections he has proved his executive ability and business capacity.

La Duchesse Shoe Co., Inc., Montreal, have a spacious five-storey building and are contemplating erecting an extension, in the near future, which will give them about 6,000 square feet extra. B. Vaillancourt is the progressive head of the firm, whose output is about 9,000 pairs a week of women's McKays. The company also make women's and misses' turns and do quite a large trade in men's and women's slippers. D. F. Desmarais, who is also a member of the firm, ably looks after the selling end. He is a bright and energetic young man who is bound to succeed in the footwear game and has won a high place in the regard of his customers.

Scheuer, Normandin & Co., 6 St. Helen street, specialize in felt footwear, white canvas goods and evening slippers. The members of the firm are Louis Scheuer and Jean Normandin. Mr. Scheuer has been for a long time in this branch of the shoe business, and is well known to the trade. He is conversant with felt and canvas goods from the initial process to the finished article and is considered to be an expert in this particular line. Mr. Normandin looks after the financial interests of the firm, and is a splendid office man. Scheuer, Normandin & Co., are sole agents for the Daniel Green Felt Shoe Co., Dolgeville, N.Y., and cover Canada from coast to coast. The firm represent several well-known manufacturers of felt slippers and are sole agents in Canada for C. F. Bally, Limited, of Switzerland, who make high grade satin and leather slippers. The firm also carry a complete range of English and Canadian made felt goods and show a fine selection of canvas footwear. It is their intention to include in their stock in the near future medium and high class leather goods from infants' to women's.

The Renà Footwear Co., 611 Beaudry street, Montreal, are makers of men's, boys', youth's and little gent's McKays, and specialize in women's medium priced McKays. The firm sell to the retail trade and cover all parts of Canada. Their representatives are Auguste Martineau, Montreal and suburbs, J. A. Perron, province of Quebec; H. Thompson, Eastern Ontario; W. C. Myers, Western Ontario; R. B. Chalue, Western provinces, and W. E. Demers, Maritime provinces. The company have been six years in business. A. Dessault is the president; U. Boulaire, vice-president; L. Dessault, secretary, and J. A. Cyr, manager. Mr. Cyr has been some fifteen years in the shoe arena, and is a good shoeman, who is well liked by the trade and progressive in ideals and management.

Gagnon, Lachapelle and Hebert, 55 Kent street, have been established a little over a year and have made fine progress. The members of the firm are T. Gagnon, who looks after the cutting room, J. Lachapelle, who is in charge of the finishing room and W. Hebert, who handles the sales end, and supervises the finances. The firm specialize in fine McKays for women and in white canvas goods for misses and children. They occupy a large four storey brick building and have a capacity of 7,500 pairs a week. The firm sell to the jobbers only and are very busy.

Charbonneau and DeGuise have been established over over three years. C. H. DeGuise who is still a young man comes from a family who for a long period have been identified with the shoe and leather business. F. X. Charbonneau has been engaged in the shoe game for over twenty years with various firms throughout the province and later branched out for himself. Charbonneau and DeGuise have met with much success, and their plant is now working at full capacity, turning out about five thousand pairs each week. They make men's, boys', growing girls' and infants' in McKays and Standard screw.

Jackson & Savage, proprietors of the Boy Scout Shoe factory, began the manufacture of shoes in 1911, specializing on Boy Scout boots. Since then many other lines have been added, including the Scout Master, and now a general range is made in men's, boy's and youths', women's, misses' and children's McKays and welts. H. C. Hatch is the superintendent of the factory.

The Victor Box Toe & Counter Co., Limited, of which G. J. Trudeau is the managing director, has begun the manufacture of felt box toes and fibre and leather counters at 1245-1247 St. Hubert street. The capacity of the plant is

25,000 pairs of box toes and about 40,000 pairs of counters a day. Mr. B. Fralick, formerly with E. L. Gowdy & Co., of Brockton, Mass., has charge of the manufacturing end. The company occupy two floors, 210 x 40 feet. They guarantee that all their fibre counters will outwear the shoe, while the felt box toe in uniformity, resistance and durability has been proved to be all that the most exacting manufacturer can demand. It is now employed by many of the leading shoe factories in Canada.

F. E. Woodward & Sons, who, in January last, took over the business of the cement department of Fisk, Limited, which had been running for eleven years, report business as being exceptionally brisk. They manufacture rubber cement of all kinds for the trade, corking shoe filler for filling good-year welt shoes, backing cloth of all kinds, up to sixty inches in width with paste or cement, canvas and leather insoling, top facings of all kinds, and box toe materials. The head of the firm is F. E. Woodward, while R. E. Woodward is sales manager, and K. D. Woodward factory superintendent. All were formerly connected with Fisk Limited. F. E. Woodward was in charge of the cement department of that firm, of which he was manager, until taken over by himself. He first started the manufacture of cement and afterwards introduced the other lines. R. E. Woodward joined Fisk, Limited, cement department in 1907, and worked in the factory until 1912. He has been selling since for Fisk, Limited, as Woodward & Son had charge of the sales over all Canada. R. E. Woodward has a general all round knowledge of the manufacturing end of the business. After graduating in the university of Maine, as a chemist, E. D. Woodward joined Fisk, Limited in July, 1912, and has had charge of the manufacturing end ever since. He is the superintendent of the factory for F. E. Woodward & Sons, and devotes considerable time to experimenting on new lines.

#### A VETERAN WHO KEEPS YOUNG

A gentleman who is always glad to see you, greets you with a whole-hearted smile and warm handshake, is F. X. LeBlanc, of Aird & Son, Reg., Montreal, with which firm he has been associated for the past twelve years. Mr. LeBlanc, who is highly thought of by the trade, is an expert in footwear production and sales, and has all details at his finger tips. On first acquaintance no one would have any idea of the length of time Mr. LeBlanc has been identified

#### CONDENSED ADVERTISEMENTS

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

WANTED—Shoe salesman, with long experience, to take care of shoe department. Must furnish A1 reference. Good salary to right person. Box 14, SHOE AND LEATHER JOURNAL, Toronto.

FOR SALE—A rebuilt Fleming stitcher, complete with power attachment—in excellent condition. Price, \$300. Terms can be arranged. Beal Bros. Limited, 52 Wellington street east, Toronto.

with the industry of St. Crispin, until he had the pleasure of hearing him mention names of the leaders in the trade as far back as 1880, and in such a manner as to convince his hearer that he was on intimate terms with them. Mr. Le-



F. X. LEBLANC, MONTREAL

Blanc has always kept pretty well in the background, "sawing wood and getting results." Young in spirit and enthusiasm, with him, "business is pleasure, and pleasure is business."

#### WILL OPPOSE STRAPPING SHIPPING CASES

In the Canadian Freight Classification, No. 17, which has just been published, an item appears on page 64, applying to footwear which reads as follows:—

"Boots and shoes not otherwise indexed by name, in boxes less than carload lot shipments, will carry one and one-half first-class rate.

"In boxes made of wood and strapped at each end with metal straps completely encircling the box and attached thereto, first-class rate.

"In packages named as above in carload lots, minimum weight 24,000 pounds, will carry a rate of third class."

The rubber footwear manufacturers particularly are taking serious objection to the foregoing order, and it is probable will carry their case to the Railway Commission. They say it would cost them thousands of dollars extra to bind cases with wire, and would result in delays. One leading firm told the SHOE AND LEATHER JOURNAL that while fibre cases were no doubt all right for leather shoe manufacturers and jobbers who shipped by express, they would not answer at all the requirements in the shipments of rubber shoes by freight. Several jobbers, when interviewed on the subject, declared that the regulation compelling them to strap the boxes with metal straps at both ends was a hardship, and an unnecessary expense.

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES" Leicester.



# The Shoe Repair Man

## TORONTO REPAIRERS AGAIN ADVANCE PRICES

The Toronto Shoe Repairers' Association, at a well attended meeting, recently adopted another new price list which has gone into effect. The increase, which averages from 10 to 15 per cent., has been rendered very necessary owing to the rapid advances in the figure for sole leather, tap soles and top lifts.

The Association which is not yet six months' old has a membership of over 100, and the regular fortnightly gather-

Association and at every meeting a number of applications are received.

The new Toronto repair price list is as follows:

Men's Half Soles, Sewn, and Rubber Heels.....	\$1.60
Women's Half Soles, Sewn, and Rubber Heels.....	1.45
Men's Half Soles, Sewn, and Leather Heels.....	1.50
Women's Half Soles, Sewn, and Leather Heels.....	1.25
Boy's Half Soles, Sewn, and Leather Heels (1-3).....	1.00
Boys' Half Soles, Sewn, and Leather Heels (4-5).....	1.25
Misses' Half Soles, Sewn, and Leather Heels (13-2).....	1.00
Youths' Half Soles, Sewn, and Leather Heels (11-13½).....	1.00
Men's Half Soles, Sewn only.....	1.10
Women's Half Soles, Sewn only.....	.95
Misses' Half Soles, Sewn only.....	.75
Youths' Half Soles, Sewn only (11-13½).....	.85
Youths' Half Soles, Sewn only (7-10).....	.75
Men's Half Soles, Nailed only.....	.85
Women's Half Soles, Nailed only.....	.70
Misses' Half Soles, Nailed only.....	.50
Men's Half Soles, Nailed, and Leather Heels.....	1.25
Women's Half Soles, Nailed, and Leather Heels.....	1.00
Boys' Half Soles, Nailed, and Leather Heels (1-3).....	.85
Boys' Half Soles, Nailed, and Leather Heels (4-5).....	1.00
Misses' Half Soles, Nailed, and Leather Heels.....	.75
Men's Half Soles, Nailed, and Rubber Heels.....	1.35
Women's Half Soles, Nailed, and Rubber Heels.....	1.20
Men's Full Soles, Sewn, and Leather Heels.....	2.25
Women's Full Soles, Sewn, and Leather Heels.....	2.25
Men's Full Soles, Sewn, and Rubber Heels.....	2.50
Women's Full Soles, Sewn, and Rubber Heels.....	2.50
Men's Full Soles only.....	2.25
Women's Full Soles only.....	2.25



### Comfort - V S - Discomfort

Did you ever notice after a day out you sit down heavy in your chair, and say, Oh my - I am tired, I must be getting old. I used to be able to walk twice as far as I can now?

In fact, you think all sorts of things. But did you ever take up your shoe and examine it? Just glance at the heels, and notice, how they are all worn down on one side. That is the reason you feel old! You are not walking flat. Therefore, every step you take you are straining the calves of your legs.

You are practically every bit as young as you used to be. REMEMBER WE ARE ALL AS OLD AS WE FEEL!

### GET THOSE HEELS STRAIGHTENED AND FEEL YOUNG AGAIN

RING UP HILL 2207 And I will send for them

**R. STEPHENS,**  
1088 BATHURST ST.

A POINTED AND INSTRUCTIVE ADVT BY A TORONTO SHOE REPAIRMAN

ings are marked by large attendances and lively discussions. The membership fee has been fixed at three dollars a year, and a trade mark card suitable for framing will shortly be issued to every member to hang up in his shop. Many repair men who at first held aloof are now coming into the

## SOLE LEATHER KEEPS ON AVIATING—HOW HIGH WILL IT GO?

The price of sole leather continues to ascend and during the past few days there have been two more advances. A comparative statement of the figures prevailing nine months ago with those of to-day is presented. The advances range from fifteen and sixteen cents a pound up to eighteen,

and the end is not yet in sight. No wonder that shoe repairers have to increase their prices for all lines of work.

Here are a few statistics which tell the story of increasing costs, the terms being 2 per cent., thirty days; nett sixty. How soon another jump will take place, no one can tell.

	Mar. 4th, 1916 Prices		Nov. 4th, 1916 Prices	
	10 Sides or More	Less than 10 Sides	10 Sides or More	Less Than 10 Sides
Spanish Sides, No. 1 or Best.....	42½	43½	60	61
Spanish Sides, No. 2 or Good.....	42	43	58	59
Trimmed Backs 33 1/3% Trimmed, No. 1 or Best.....	54½	55½	77	78
Trimmed Backs 33 1/3% Trimmed, No. 2 or Good.....	52½	53½	74	75
Trimmed Bends 50% Trimmed, No. 1 or Best.....	60	61	86	87
Trimmed Bends 50% Trimmed, No. 2 or Good.....	57	58	82	83
Oak Sides (Canadian), No. 1 or Best.....	45½	46½	62	63
Oak Sides (Canadian), No. 2 or Good.....	44	45	60	61
Oak Backs, No. 1 or Best.....	59	60	81	82
Oak Backs, No. 2 or Good.....	56	57	78	79
Oak Bends, No. 1 or Best.....	64	65	90	91
Oak Bends, No. 2 or Good.....	60	61	86	87
Hemlock Roundings.....	29	—	38	—

Men's Leather Heels.....	.40
Women's Leather Heels.....	.30
Boys' Leather Heels.....	.30
Misses' Leather Heels.....	.25
Men's Rubber Heels.....	.50
Women's Rubber Heels.....	.50
Women's Turned Soles and Leather Heels.....	1.50
Children's—8 to 10:	
Half Soles and Leather Heels.....	.75
Half Soles.....	.50
Heels.....	.25
Specials:	
Patches, up, from.....	.10
Toe Caps, up, from.....	.30
New Heels, up, from.....	.75
New Counters.....	.75
Heel Lining.....	.40
New Elastics.....	.75

#### MORE SHOE REPAIR PRICES

The following prices were agreed upon by the shoe repairers of Goderich, Ont. for the various lines of work.

Soling Men's Rubber Boots from 75 cents to \$1.00	
Men's Half Soles, Sewed.....	1.00
Men's Half Soles and Heels.....	1.25
Men's Half Soles, Nailed.....	.75
Men's Half Soles, Nailed, and Heels.....	1.00
Men's Heels.....	.30
Men's Rubber Heels.....	.50
Ladies Half Soles, Sewed on.....	.75
Ladies' Half Soles and Heels.....	1.00
Ladies' Half Turn Soles.....	.75
Ladies' Half Soles, Nailed on.....	.50
Ladies' Half Soles, Nailed and Heels.....	.75
Ladies' Heels.....	.25
Ladies' Rubber Heels.....	.40
Boys' Half Soles, 1 to 5.....	.60
Boys' Heels.....	.25
Misses' Half Soles, 11 to 2.....	.40
Misses' Heels.....	.20
Child's Half Soles, 4 to 10½.....	.35
Child's Heels.....	.20

Small Patch.....	.10
Large Patch.....	.15 to .25

#### GO AFTER THE SKATER'S TRADE

Skating weather will soon be here. This should mean increased business for the smart repairer who knows how to go after it. A pair of old shoes which have been discarded for ordinary wear can be fixed up to make a fine pair of skating shoes. You know this, but perhaps it never occurred to the owner of the shoes. Let them know about it. Put up a sign in your window where passersby will be sure to see it. It might read something like this:

### Prepare Now for the Skating Season

Bring in Your Old Shoes and

Let us Convert Them Into

### A FINE PAIR OF SKATING SHOES

A Patch on the Sole, A Low Common  
Sense Heel, and Presto!

You're All Ready for a Glide O'er the Ice

In fixing up shoes for skating put some extra nails in the heels, and use a reasonably good leather from the first lift to the last.

Sharpening skates is a simple operation and there is no reason why the shoe repairer can not do it successfully. But you must acquaint the public with the fact that you are prepared to do it. A neat little sign in your window reading "We Sharpen Skates" will turn the trick.

Straps and buckles on skates are subjected to rough usage and wear out frequently. Enterprising repairers should carry a stock of these goods and make a nice profit on such repair work.

#### TAP SOLES ARE STILL SOARING—WILL SOON BE DOUBLE IN PRICE

In sympathy with the constantly upward prices of sole leather, cut stock is increasing all the while. During the past nine months there have been several advances which on the average total between 70 per cent. and 75 per

cent. Here are some comparative figures on a few lines, giving those which prevailed in February last and those now in effect, which means that the shoe repairer must get prices for his work commensurate with his outlay.

				Prices per dozen pairs Feb. 6, 1916	Prices per dozen pairs Nov. 6, 1916
Men's tap soles	XXX	Grade No.	8 L	\$ 4.30	\$ 7.45
"	"	XX	" 9 H	5.30	9.05
"	"	XX	" 9½ Hm	4.90	8.45
"	"	XX	" 10 M	4.40	7.55
"	"	XX	" 11 L	3.80	6.25
"	"	X	" 120 H	3.20	5.50
"	"	X	" 121 Hm	3.05	5.25
Women's tap soles	XXX	"	34 L	2.60	4.45
"	"	XX	" 35 H	2.80	4.80
"	"	XX	" 36 M	2.55	4.35
"	"	XX	" 37 L	2.30	4.00
"	"	XX	" 37¼ LL	2.00	3.45
"	"	Xsp	" 37¼ L	1.70	2.95



## SHOE NEWS IN PARAGRAPH

Ralph Locke, of Dufresne and Locke, shoe manufacturers, Montreal, spent a few days in Toronto last week calling upon the trade.

Important dates to be remembered in placing orders for spring, 1917, are that the Lenten season begins with Ash Wednesday, February 21st, and that Easter Sunday falls on April 8th.

R. B. Gravlin, of the White Shoe Co., Toronto, spent a few days last week on a business trip to Montreal and Quebec.

Fred. P. Beemer, who represents the Blachford Shoe Manufacturing Co., Toronto, in the Western provinces, has returned from an extended and successful spring selling trip throughout the West.

Toronto Leather Company is among the concerns who have recently registered, as well as the Beaver Rubber Company, Toronto.

The Victor Box Toe and Counter Co., Limited, Montreal, have recently registered.

Roy Wilson, manager for Johnston and McCormick, shoe dealers, St. Thomas, Ont., was in Toronto last week calling upon the trade.

Messrs. Hennessey & Wilson, late of Calgary, have opened a new shoe and men's wear store in North Lethbridge. It will be known as the Cash Store.

Richard Weston, of the Weston Shoe Co., Campbellford, Ont., spent a few days in Toronto last week, calling upon the trade.

W. Alf. Moore, salesman for Beardmore & Co., who was operated upon in Toronto General Hospital a few days ago for appendicitis, is making good progress toward recovery.

G. J. Scott, who represents P. Jacobi, shoe store supplies, Toronto, has returned from an extended trip to the Western province, and is now calling upon the trade in New Brunswick and Nova Scotia.

William Taylor, Jr., of Parry Sound, Ont., who is producing lace, moccasin and harness leather, has succeeded his father, who passed away a few months ago. Mr. Taylor, Jr., is a practical man and has managed the tannery for twenty-five years.

Bert Packard, of the L. H. Packard & Co., Montreal, spent a few days recently in Boston on business.

C. S. Sutherland, general manager of the Amherst Boot and Shoe Co., Amherst, N.S., spent a few days in Toronto last week.

Geo. G. Gales, shoe retailer, St. Catharines street west, Montreal, was in New York recently on a business trip.

Mr. Howe, who was formerly superintendent of one of the Ames-Holden-McCready factories, has taken a position as foreman of the bottoming room of the Regal Shoe Co., Toronto. Mr. Whitney, late of the Brandon Shoe Co., Brantford, Ont., has taken charge of the finishing and treeing room of the Regal Shoe Co.

Nap Dupont, wholesale shoes, Montreal, has registered.

H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Kitchener, Ont., and former president of the Ontario Hockey Association, has been elected honorary president of the Kitchener Hockey Club for the coming season.

Bilodeau & Garfinkle, shoe dealers, Montreal, have registered.

In a fire which broke out recently in Sydney, C.B., considerable damage was done to D. P. MacDonald's shoe store. The premises were gutted and the stock injured by water.

W. G. Simpson, who has been engaged for the past four years with the Miner Rubber Co., as accountant in the To-

ronto Warehouse, and for the last two years in Montreal, has been appointed manager of the Montreal Branch. Many friends will congratulate him on his promotion.

Sam Long, a Chinese shoe repairer of Vancouver, proceeded with the completion of a wanted job in the shoe repair line on a recent Sunday morning, and was brought before the court on a charge of breaking the Lord's Day Act. It being the Oriental's first offence, the charge was withdrawn.

A new shoe store has recently been opened in Saskatoon by E. J. Naylor, who is well known in that city, having until recently been with the Williams and Causgrove shoe store, and prior to that time, acting as manager of the Harvard Shoe Store.

The premises of the Goodyear Rubber Co., Montreal, were burglarized recently, the thieves getting away with goods valued at \$800. A large quantity of the goods was later discovered in a cellar on St. James street, by the detectives, and identified by J. McNally, manager of the local branch.

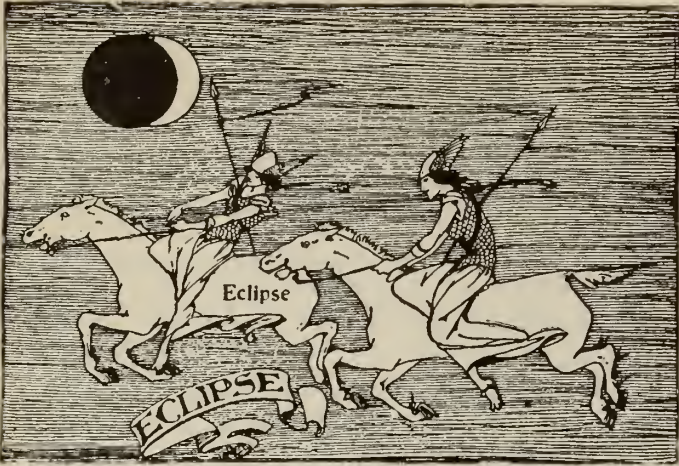
L. P. Chapdelaine, who has been attached to the Ottawa Branch of the Miner Rubber Co., is now with the Montreal office of the company. S. Sherman, late of Montreal and Granby, has taken charge of the office of the Miner Rubber Co. in Ottawa.

M. H. Shibley, of Toronto, who represents the Brown Shoe Co., of St. Louis, Mo., and has sample rooms in the Yonge Street Arcade, has returned from an extended selling trip throughout Saskatchewan, Alberta and British Columbia, and reports business as being very satisfactory. F. A. Kitley, who is associated with Mr. Shibley, returned from Manitoba and Northern Ontario after a successful selling expedition in the interests of the Brown Shoe Co.

An effort is being made to form a bowling league which will be composed of city travelers and Toronto shoe retailers. Many are adepts at the interesting game of ten pins and it is thought that teams of seven can be formed and matches held one night a week. The retailers say that they can trim the travelers the same as they did in baseball last summer, and the latter declare they would welcome a chance to get even for the defeats on the diamond. The movement in favor of a bowling league is growing strongly and will likely take definite shape in the near future.

Stark's Shoe Store, Vancouver, was the stage set for a very interesting exhibition recently when the store staff and friends were the guests of F. E. Rutledge, of Chicago, in a moving picture "evening." Mr. Rutledge, who is one of forty travelers of the Scholl Manufacturing Co., of Chicago, engaged in similar work all over the continent, gave a scientific and educational lecture on foot troubles. With the assistance of the pictures he also demonstrated the Scholl appliances for the correction and cure of foot ailments. The staff of the Stark store will be given a ten weeks' correspondence training course from the Scholl School.

A recent despatch from London, Eng., says:—"The government's demand for leather is enormous. There is a greater shortage of leather than the government anticipated. Between October 30th and November 15th they required a further 9,000,000 feet of upper leather. Also they require 7,000,000 feet for ankle boots for the British army; these boots to be delivered between now and December 30th. Sole leather is equally a serious proposition. The Russian government have given the English government an order and are prepared to take up 40,000,000 feet of upper leather for shipment between now and the middle of this month. These figures are far away the biggest and fairly put anything that has ever been heard of before in the shade for such a short delivery period. This means that there may practically be no civilian leather available in a very short time, it being the government's intention to put a tooth comb through the market and take everything they can use, whether it is suitable or unsuitable."



## What's in a Name?

Much, when one has the goods to back it up. We are justly proud of the name

# ECLIPSE

as applied to our splendid range of

**Growing Girls', Youths', Misses', Children's and Infants' Turns and McKays.**

We are banking our reputation and business future on these lines, and we give the strictest attention to every detail that they may live right up to their name which stands for **FIRST QUALITY**

BE SURE YOU SEE OUR SPRING SAMPLES

**Galt Shoe Manufacturing. Co., Limited**  
GALT, 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.

## To the Manufacturers and Retail Trade

I buy all kinds of surplus and bankrupt shoe stocks in any quantities and pay spot cash.

Do not keep goods on your shelves. They will not earn money there for you.

Get in touch with me at once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor



Mayor R. T. Hayes, of St. John, N.B., has received an invitation from the Canadian Club, of Boston, to be present at their annual banquet, which will be held in the Copley Plaza Hotel on November 20th. Mayor Hayes is president of the firm of J. M. Humphrey & Co., wholesale dealers in boots and shoes in St. John.

G. A. and C. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, have returned from a business visit to New York, and other cities. They say that it is becoming more difficult every day to buy leather at any price, and that firm found it necessary to pay as high as \$1.20 per foot for colored kid skins during the past few days.

R. M. Beal, of the R. M. Beal Leather Co., Lindsay, Ont., has returned, after spending some days in New York City.

M. J. Sheehy, superintendent of the Perth Shoe Co., Perth, Ont., spent a few days recently in New York, Boston, and Philadelphia, on business.

H. E. Moles, of J. and T. Bell, Limited, Montreal, was a recent caller upon the trade in Boston.

T. G. Bowerman, who has been in charge of the shoe department of the "Fair," Picton, Ont., has removed to Stouffville, where he is conducting a store in the Fair Syndicate System, which has now seven stores in the following places: Picton, Napanee, Gananoque, Trenton, Wellington, Brighton and Stouffville.

The name of M. Lefkowitz, & Sons, Limited, Montreal, has been changed to the British Rubber Company.

The F. and B. Shoe, Limited, of Montreal, has recently been incorporated.

A charter has been granted to van der Linde Rubber Co., Limited, with capital stock of \$350,000 with headquarters in Toronto. The company is empowered to carry on the business of manufacturers and dealers in rubbers and moulded goods, and to cultivate rubber plants, guayule, and all other plants capable of being used in the manufacture of rubber, or similar products, and to carry on the business of rubber plantations in all its branches.

The Canadian Juvenile Shoe Co., Limited, has been granted a charter, with a capital stock of \$50,000, with headquarters in Sorel, Quebec. The incorporators of the company are J. L. B. Leclaire, J. B. W. Leclaire, of Sherbrooke, Jos. E. Harpin, and Wesley H. Sharp, of Montreal. The company will manufacture turn shoes for children, and have added a full equipment for that purpose, supplied by the United Shoe Machinery Co.

D. D. Hawthorne, wholesale shoe merchant, Toronto, is making fine progress toward complete restoration to health, after his operation of some weeks ago and is now able to come down to business for a few hours each day.

John McCullough, shoe retailer, 866 College street, Toronto, is opening a branch store at 950 Bloor street west, near Dovercourt, which will be under the management of W. Ship, who has been in the employ of Mr. McCullough for several years.

The Cluff Shoe Store Co., Vancouver, has purchased the business of the Banner Shoe Store Limited at 649 Hastings west, in that city. Mr. Fred Cluff will be the manager of the new firm. He has been the manager of the Banner Shoe Store since its incorporation.

Charles Newton, manager of the shoe department of J. Robinson, Winnipeg, who recently underwent an operation in the hospital, is making good progress toward recovery.

J. E. Roome, who has been in business in Glencoe for 35 years, has disposed of his grocery, crockery and shoe business to W. J. Strachan. Mr. Roome will retain the agency for the Bell Telephone Co.

Clarence Jackman, late of the Chilliwack Shoe Co., Chilliwack, B.C., has taken a position with the Ingledew Shoe Store, Vancouver, B.C.

The Perth Shoe Co., Limited, of Perth, Ont., has been granted a federal charter with a capital stock of two hun-

dred thousand dollars. The new charter empowers the company to acquire the assets and undertakings of the old company which have a provincial charter. The incorporators are John A. Stewart, F. W. Hall, Hugh A. O'Donnell, W. E. Danner and T. J. Maher.

Fred Davidson has taken over the shoe business of H. B. Samels, Oshawa, and has moved the stock into new premises on Simcoe street, which he is having remodelled and redecorated.

Calgary shoe repair men have advanced their prices for all lines of work owing to the increasing cost of leather, nails, etc. This was decided upon at a meeting recently held.

L. F. Jackson, of Toronto, who represents the Brandon Shoe Co., and the Blachford Shoe Mfg. Co., in the Maritime Provinces, has returned from a successful spring selling trip.

A recent despatch from Boston, Mass., published in several leading newspapers, says: "Leather boots and shoes will retail at \$20 to \$30 a pair in the not far distant future, according to the prediction of leading leather and shoe manufacturers and retailers of Greater Boston. High leather shoes will soon pass and cloth tops will soon be all the rage, they say."

The warehouse of the Borbridge Saddlery Co. on Ross avenue, Winnipeg, was completely destroyed by fire last week. The loss is estimated at \$100,000. E. J. Hoover, in charge of the mail order department, was burned to death and several other employees were injured.

J. G. McDiarmid, representing the Murray Shoe Co., of London, has returned to Toronto after an extended and successful visit to the Prairie Provinces.

Alf. Winn has returned to Toronto after a trip of several weeks' duration to Quebec and the Maritime Provinces in the interest of E. T. Wright & Co., St. Thomas, Ont.

The annual meeting National Association of Tanners was held in Chicago last week. \$15,000 is to be raised for Tanners' Research Laboratory to investigate leather methods, tanning materials and effective means of disinfection against anthrax.

A prominent Yonge street retailer, of Toronto, informed a SHOE AND LEATHER JOURNAL representative the other day that four ladies of the same family came into his store, bought four pairs of shoes and gave him \$100, and received no change. Of course the shoes were particularly fancy creations, but it just goes to show what people will actually pay for stylish footwear.

It has been predicted by some of the best style authorities that button shoes are fast gaining favor with women and it will only be a short time before these dressy models are once more in vogue. One reason is that button boots have always been considered a full dress shoe and a lace shoe has always been considered as a walking or sport shoe.

Fancy cloth tops in all colors are again making their appearance for spring, and there is in some centres a tendency to go strong on this particular line.

Fire broke out recently on the two top flats of Adams Bros. Harness Mfg. Co., 204 King street east, Toronto, doing much damage. Manufacturing operations will, however, not be interrupted.

The North British Rubber Co., Limited, 43 Colborne street, Toronto, are looking for a man calling himself McKenzie and claiming to represent them. He has no connection whatever with the concern and they would be glad of information that would lead to his being located.

Henry Boulter, who for fifty years was engaged in the civil service in Toronto, and was superannuated in 1905, died recently. Mr. Boulter, who was born in Wiltshire, England, came to Canada when 20 years of age, and had attained his 80th year. He is survived by his widow, and three sons, one of whom is George E. Boulter, wholesale shoes, 3 Wellington street east, Toronto. Mr. Boulter had the distinction of opening the first money order and savings department in the Toronto Post Office.

B

# BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

B

STAPLE AND FANCY

# LEATHERS

RUSSET SIDES AND SPECIALTIES

HIDES ALL SPECIALLY SELECTED

BAG CASE TRUNK STRAP

LEATHERS

UTMOST ECONOMY IN CUTTING

BRIDLE COLLAR SPLITS BOOKBINDERS

FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

B
B

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

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

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**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

# Shoe Styles are Continually Changing

SPECIALISTS

in  
LADIES'  
McKAYS  
made  
in all  
widths  
from  
AA to D

## New Spring Models Ready December 1st

Our motive in showing spring samples next month instead of September is to enable us to give the trade what their lady patrons pay for—the very latest and prettiest effects in fashionable footwear.

Our new SPORT last will in itself be a leading feature. It possesses a character and style quite unusual in a shoe of this kind.



## Our White Shoes with Covered Wood Heels

will be particularly attractive and distinctive, commanding admiration for their smart, graceful lines and artistic appearance.



# CLARK BROS. LIMITED

St. Stephen, N.B.

Sample Rooms  
2 Trinity Square  
TORONTO

REPRESENTATIVES:  
Ontario and Quebec  
R. L. SAVAGE

Western Provinces  
G. H. FERGUSON



# THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



WM. CHAMBERLAIN, GALT, ONT.

See Page 34

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL



ST. JOHN  
MONTREAL  
TORONTO

WINNIPEG  
EDMONTON  
VANCOUVER

**AMES  
HOLDEN  
McCREADY**  
LIMITED





What the Sign of the  
REGAL BIG BOOT  
= Means to You =

MR. RETAILER, you want to handle good shoes, stylish shoes, on lasts that are correct and comfortable.

The Regal Big Boot means this kind--- attractive, dependable shoes in a wide, unsurpassed range of patterns and leathers.

The Regal agency is a worth-while proposition. It is better than ever now owing to our greatly improved facilities in the spacious and commodious new factory where our output will be more than doubled.

*Write us, or better, come  
and see us in our new home.*



**THE REGAL SHOE CO.**  
LIMITED  
Bathurst and College Streets  
Toronto, Ont.

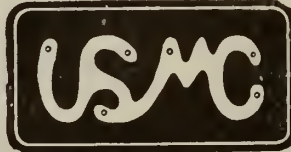
# Shoe Machinery

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 COMPANY  
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valler Street, Quebec

179 King Street West, Kitchener



# BEAUTY *AND* YOUTH



*A NEW SPORT SHOE  
IN GOODYEAR WELT*

A Striking Illustration of  
the Charm and Beauty  
reflected in our Samples  
for Spring, 1917.



GETTY & SCOTT, LIMITED

GALT, ONTARIO

# "SAVE THE LEATHER"



The above quotation is from the British Government, which is now urging that rubbers be worn more extensively.

Economists are also urging the same.

This is sure to increase the demand, and you should keep well sorted up with the popular, long-wearing Brands—"KANT KRACK," "DAINTY MODE," "ROYAL," "VERI-BEST" and "DREADNAUGHT."

Then do not be late in placing for "SPEED KING" Lines, for the demand is going to be big this coming season.

## ORDER FROM THE FOLLOWING JOBBERS:

The Amherst Boot and 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., Ltd., London, Ont.  
 McLaren & Dallas . . . Toronto, Ont.  
 James Robinson . . . Montreal, Que.  
 Brown, Rochette, Limited . . . Quebec, Que.  
 McFarland Shoe Co. . . . Calgary, Alta.  
 T. Long & Brother . . . Collingwood



**THE INDEPENDENT RUBBER CO., Limited**  
**MERRITTON, ONTARIO**



*It's a*  
"BELL"



**I**T is never necessary to give a *Fancy Name* to a *BELL Shoe*. The *Passing Century* has given to *BELL Shoes* a name that means all that *Correct Taste*, *Good Shoemaking* and *Perfect Fitting* represent to *Dealer* as well as *Customer*.

*BELL MEANS TONE*



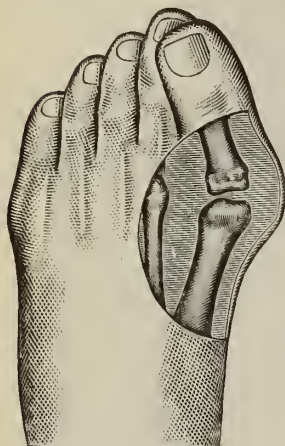
**J. & T. BELL**  
 LIMITED

*Montreal, Canada*

# FOOT TROUBLES

## AND HOW TO RELIEVE THEM

*The giving of foot comfort is not merely a matter of profit. Neither is it only a matter of service. It should be to every man a source of pleasure because of the great good he can do in this manner for his fellow men.*



Bone displacement in  
Bunion

One of the most painful of all foot troubles is the bunion. And it is a common one as well. The bunion is caused by the crowding over of the great toe, due to short or narrow, pointed shoes—short, pointed hose—or sometimes weakness of the arch which allows the toes to crowd forward and together.

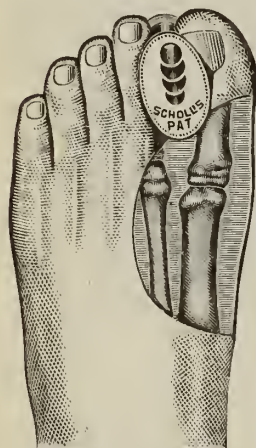
Continued crowding of the toes brings on inflammation at the joint of the great toe. The bunion forms over the joint, the cartilage becomes affected, the ligaments adjust themselves to the altered conditions and the inflammation and enlargement continue until the pain and soreness make attention imperative.

## Dr. Scholl's Bunion Appliances

The surest way of removing a bunion, next to a surgical operation, is the application of one of Dr. Scholl's scientifically designed bunion appliances. These have been successful in thousands of cases, and every shoe dealer should carry a complete stock of them—not only for the service and the profit but also for the sake of relieving the pains and discomforts of his customers.

Dr. Scholl's Toe Flex is an ingenious and accurately designed invention for correcting crooked toes, restoring normal action to the great toe, so that nature will straighten the crooked bunion toe. Dr. Scholl's Toe Flex is wedge shaped, extremely comfortable to wear, and made in three sizes and shapes to fit all feet. Retail price, 50c. each.

Dr. Scholl's Bunion Reducer is a scientific shield made of para rubber to conform to shape of bunion, relieves all pain or tenderness in bunions or enlarged joints. Takes away pressure, keeps shoe in shape, excludes air, retains moisture, and reduces the enlarged joints. Made in three sizes: No. 1 small, No. 2 medium, and No. 3 large. Also rights and lefts. Retail price, each 50c.



Dr. Scholl's Toe Flex  
in position

*Write at once for full information*

## THE SCHOLL MFG. CO., Limited

Largest Makers of Foot Comfort Specialties in the World

214 King St. East, Toronto

CHICAGO

NEW YORK

LONDON



Dr. Scholl's Bunion Reducer  
Applied

*N.B.—This is the sixth of a series of educational advertisements on the subject, "Foot Troubles and How to Relieve Them." Watch for the seventh, which will appear soon.*



# JUST WRIGHT SHOES IN STOCK



Dr. Wright's  
Cushion Sole

"Hobo" No. 161

Vici Blucher, Cushion Sole.  
E. Width. Sizes 6-10.


The sales record of the "Hobo" is abundant proof of its popularity. Dealers everywhere find it a profitable investment, and appreciate the fact that they can get it from Stock when it is needed.

You should have our In-Stock Catalog. Send for it to-day.

**E. T. WRIGHT & CO. Inc.**  
St. Thomas, Ont.                      Rockland, Mass.

# All-the-Year-Around Shoes

*THE  
Professor*

PAT. N<sup>o</sup>.  119409  
GOLD CROSS  
SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.



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



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

**T**HESE celebrated brands sell every day in the year, because they are made to meet the requirements in style, finish and quality, with an extra feature of healthfulness not obtainable in ordinary shoes.

*SPECIFY BY NAME TO YOUR JOBBER*

**The Tebbutt Shoe and Leather Company**  
Three Rivers, Quebec



# THE POPULAR COLORS FOR 1917

## ROYAL PURPLE RUSSIA

The richest shade of Russia calf ever offered to shoe manufacturers in America. A color that will not fade, and will maintain its popularity in women's and men's high-class shoes for many seasons.

## BRIAR BOARDED CALF

The "Last Word" in colored calf for shoe leather. Par excellence at every point.

## BROWN RUSSIA No. 66

The mid-night brown. One of the most popular shades of the much sought browns. Other leading colors for Spring are Mahogany Russia, Brown Russia No. 14 and Brown Russia No. 33.

**D  
A  
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C  
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F**

**DAVIS LEATHER CO., LIMITED**

**NEWMARKET, ONTARIO**

**Largest Tanners of Calf Leathers  
in the British Empire**



J 0257 G

J 0257 G \$4.25

Gem Dongola, 7-inch button boot, Genesee last, three-quarter fox, kid tip, 1½ inch heel, heavy edge turn. B, 3½ to 7½; C, 3 to 7½; D and E, 3 to 8.

J 0275 D \$4.25

Gem Dongola, 7-inch lace boot, Genesee last, three-quarter fox, kid tip, 1½ inch heel, heavy edge turn. B, 3½ to 7½; C, 3 to 7½; D and E, 3 to 8.



J 0275 D



J 0357 V

J 0357 V \$4.25

Gem Dongola, 7-inch button boot, Fairmont last, three-quarter fox, kid tip, 1½ inch Cuban heel, welt. A, 4 to 7½; B, 3½ to 7½; C, 3 to 7½; D and E, 3 to 8.

J 0375 O \$4.25

Gem Dongola, 7-inch lace boot, Genesee last, three-quarter fox, kid tip, 1½ inch heel, welt. A, 4 to 7½; B, 3½ to 7½; C, 3 to 7½; D and E, 3 to 8.



J 0375 O

## Dr. Edison CUSHION SHOE

## The Easiest Shoe for Women

This is the shoe that has won the unqualified favor of a great multitude of women. The reason for this is that it combines attractiveness and comfort which

is not true of all cushion shoes. In fact the Dr. Edison Cushion Shoe disproves the old theory that good looks must be sacrificed in shoes to gain foot comfort.

**The New Retail Price is \$6.00.** These styles illustrated are now being advertised nationally at the new retail price, \$6.00. Women will, therefore, be attracted to these four particular styles and be familiar with the new price.

**Get Them from Stock.** This is a prime time of year for cushion shoes. Order your sizes today. Also, ask for sample of mailing booklet which we supply **free** to help create added interest in The Dr. Edison.

**One Dr. Edison Agency in each city.** It may not be too late for you to procure it. Write for proposition.

**UTZ & DUNN CO. - Rochester, N.Y.**

—LOS ANGELES OFFICE—

319 Story Bldg., Los Angeles, Cal.  
C. G. McATEE, Representative

—NEW YORK OFFICE—

200 5th Ave., 5th Ave. Bldg., R. 405  
S. A. McOMBER, Representative

—DENVER OFFICE—

218 Charles Bldg., Denver, Colo.  
RICE & TIGER, Representatives





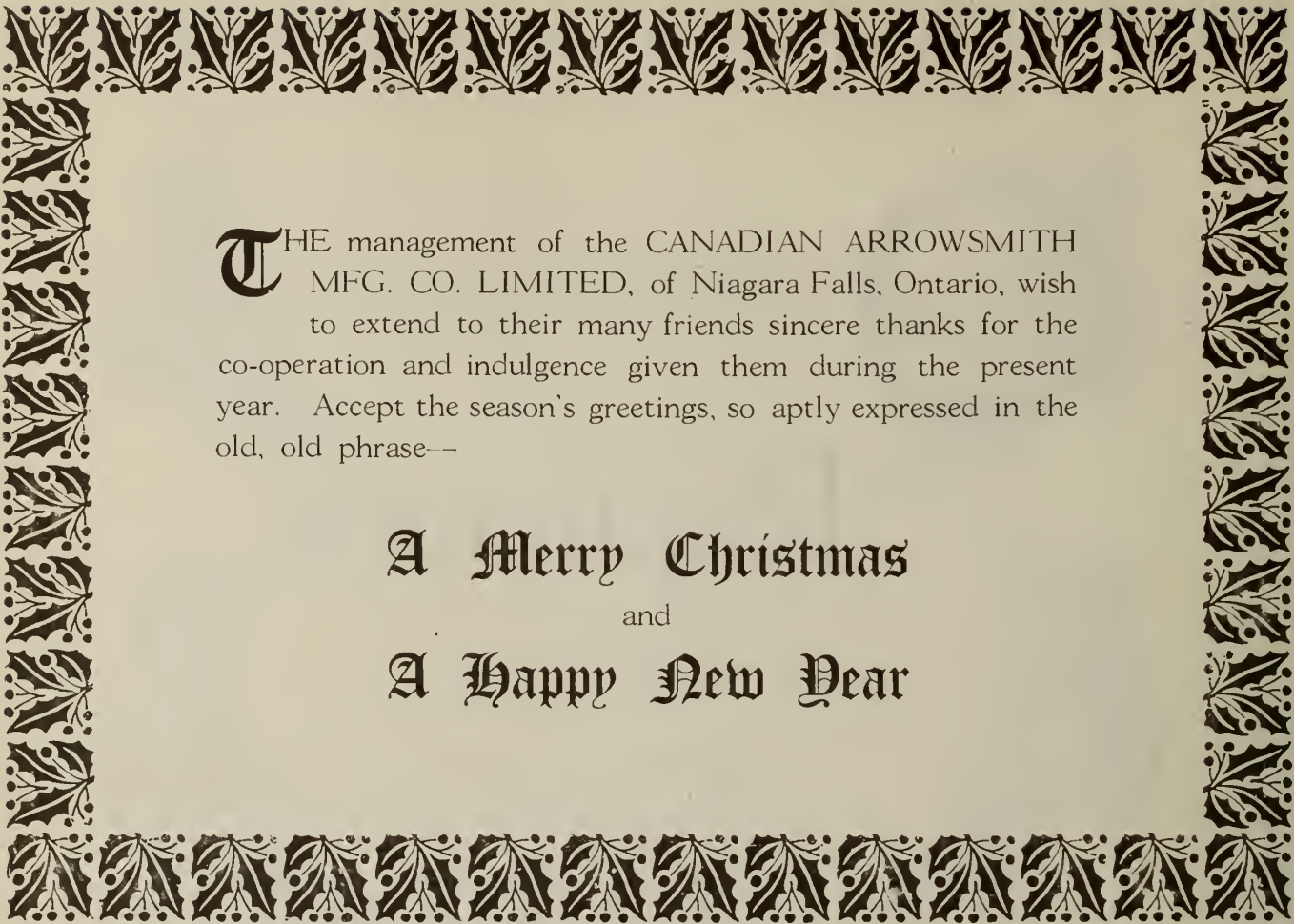
# Reputation

REPUTATION is the corner stone of any business.

A good reputation is obtainable only by the handling of reputable lines coupled with a painstaking and ever watchful service.

For 30 years we have been serving the shoe trade of Canada during all of which time we have maintained a reputation for honest, upright, square dealing, for quality of goods and for a service that we consider cannot be equalled.

James Robinson  
Montreal



THE management of the CANADIAN ARROWSMITH MFG. CO. LIMITED, of Niagara Falls, Ontario, wish to extend to their many friends sincere thanks for the co-operation and indulgence given them during the present year. Accept the season's greetings, so aptly expressed in the old, old phrase—

A Merry Christmas  
and  
A Happy New Year

# YAMASKA

The word that stands out possibly stronger than any other for good all-round every day quality in footwear for every member of the family—because for 50 years we have been giving our undivided attention to making shoes of a quality that has built a reputation—and we have attained it in

# YAMASKA

Write us for prices, or see our travelers.

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



“Where Quality Counts We Win”

**W**E have been using this slogan for some time and the splendid increase in our business fully justifies its truth.

This season's business is the largest we have ever had, and our slogan, “Where Quality Counts We Win,” has been amply demonstrated by our large sales for the past season.

Another feature is our TWENTY-ONE-DAY SERVICE by which you can keep your stock sorted right up to the last size at all times, saving yourself much worry.

Mail or Wire us sending your rush orders.



**ELECT**  
One of Our Popular Sellers

*Monarch*  
*Dr. Brandon*  
*Cushion Soles*  
*and Brandon*  
*Shoes*

THE BRANDON SHOE COMPANY, Limited  
Brantford, Ontario

*"Martin Saves The Shippers' Money"*

Always ship your products in

**MARTIN**  
CORRUGATED  
FIBRE-BOARD  
**SHIPPING CASES**  
MADE IN CANADA

Don't be Skeptical-  
**INVESTIGATE!**

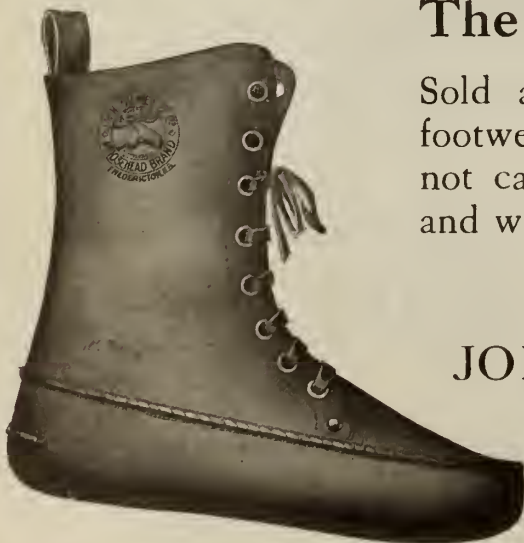
Martin Corrugated Paper  
& Box Co. Limited  
FACTORY & OFFICE  
353 Pape Ave. Toronto

*Savings*

- In cost over wooden cases " 20%
- In Freight Charges " 20%
- In Actual Packing Time 50%
- In Storage Space 90%

# "Moose Head Brand"

Oil Tanned Shoe Packs, Larrigans, Sporting Boots and Summer Packs. The old reliable line that has stood the test for nearly forty years.



## The Goods with the Reputation

Sold and distributed by the leading jobbers of footwear throughout Canada. If your jobber does not carry "Moose Head Brand," write us direct, and we will see that you are supplied.

*Booklet "N" Free on Request*

**JOHN PALMER COMPANY Limited**  
FREDERICTON, N.B.

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



Right at



LIMITED.

the Top



Stock No.			
995	Wms.	Blue Felt Juliet, 3 to 7	\$1.25
996	"	Wine " "	1.25
997	"	Black " "	1.25
998	"	Grey " "	1.25
999	"	Red " "	1.25

A FEW OF  
OUR  
FELTS  
IN STOCK  
for  
Immediate Delivery



Stock No.			
900	Wms.	Grey Felt Juliet, 3 to 7	\$1.00
901	"	Black " "	1.00

Sort up with these  
lines now while  
our stock  
lasts.



Stock No.			
1005	Wms	Lavender Moccasin, 2½ to 7, ½ sizes	\$1.40
1006	"	Nelrose " "	1.40
1007	"	Light Blue " "	1.40
1008	"	Old Rose " "	1.40
1009	"	Silver " "	1.40
1010	"	Nile Green " "	1.40

Orders filled  
Same Day  
as received



Stock No.			
985	Wms	Pink Felt Cozy, 2½ to 7, ½ sizes	\$1.25
986	"	Grey " "	1.25
987	"	Lavender " "	1.25
988	"	Nelrose " "	1.25
989	"	Red " "	1.25
990	"	Light Blue " "	1.25
991	"	Nile Green " "	1.25
992	"	Silver " "	1.25
5943	Misses'	Red Felt Cozy, 11 to 2, whole sizes	.65
6945	Girls'	" 8 to 10, " "	.60
7943	Childs'	" 5 to 7, " "	.55

**Blachford,  
Davies & Co.**  
Limited  
62 Front St. W.  
Toronto  
Ont.



Stock No.			
430	Men's	Grey Felt Cozy, 6 to 11	\$1.15



Stock No.			
915	Wms.	Grey Hi Cut Cozy, 3 to 7	\$1.00
916	"	Cherry " "	1.00
917	"	Blue " "	1.00
918	"	Helio " "	1.00
919	"	Pink " "	1.00



**D**OMINION RUBBER SYSTEM brands of Rubber Footwear are distinctive because of the fact that **QUALITY** has been made the essential feature. That applies to heavy grades for lumbermen and miners as much as it does to the lighter weights for women and children. It is as true of long boots as it is of sandals. In Rubbers, Overshoes, Gaiters, Combinations or Boots, inside and outside, sole as well as upper, we insist on maintaining our standards of excellence, and the shoe merchant who stocks a Dominion Rubber System brand has full benefit of our qualities and our unequalled variety of styles.

The largest rubber manufacturing Company in Canada and in the British Empire stands back of the Dominion Rubber System brands.

**Canadian Consolidated Rubber Co.**  
Head Office: MONTREAL **Limited**

28 BRANCHES THROUGHOUT CANADA



# Shoe and Leather Journal

*Published Twice a Month*

Subscription in Advance  
\$1.00 Per Year  
Foreign, \$2.00

Office of Publication: 1229 Queen St. West, Toronto  
**ACTON PUBLISHING COMPANY LIMITED**  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## THE LEATHER SITUATION

**Conditions Change Overnight—Business Done on the Minute—Leather Men Don't Know What to Ask—Looks Like Famine Already in Light Stocks**

A SHOE manufacturer who has just returned from Philadelphia, says he was negotiating a fair sized order for kid and left its conclusion till next morning. He was told that prices had advanced five cents a foot overnight and only by dint of pressure could he get part of his order filled at that.

We have been handed a letter recently by a local shoe manufacturer from another kid concern, which says in part: "The past few days have seen the most drastic increases in the cost of goat-skins which have yet occurred, some kinds being quoted at nearly four times their normal prices. We have our own buyers in the primary markets who are obliged to pay the ruling prices for the skins from day to day, and therefore, not knowing to what extent these prices may advance, we are unable to take orders for future deliveries of glazed kid while these very unsettled conditions of affairs prevail."

A calfskin manufacturer in discussing the situation with the SHOE AND LEATHER JOURNAL the other day, said: "Raw skins seem to be steadily advancing and sensational prices are being asked and obtained. For instance, a few have recently been allowed to come out from France under permit. They have sold at eighty cents a pound, which means ninety cents to a dollar for Russia or high class blacks made from such stock at only a moderate profit. We have had to refuse orders from outside customers for large quantities of medium grade black gun metal at seventy cents in order to protect our regular trade."

Fancy calf lines such as ooze and some other lines are now selling on the other side at a dollar and upwards. Side leathers as they continue to take the place of calfskins show the tendency to steadily increase in value and although some relief is experienced in this and the use of heavier weights in calf, the situation does not seem to be affected much.

With hides approaching the thirty-five cent mark at home and South Americans still on the rampage, sole leather continues to aeroplane, until it is freely predicted that before the turn of the year dollar sole may be in sight. Certain selections are almost unprocurable and those who buy seem to be taking stuff they would have turned up their noses at six months ago.

A shoe manufacturer who realizes what the trade is up against just now, writes us: "We might just add that we have advices from some of the leading tanners stating that sole leather will be \$1.00 per lb. and calf skin \$1.00 per foot when we are eating our Christmas dinner. If this prediction is correct, and we have every reason to believe it is, it will mean a change of at least \$1.00 per pair for men's footwear."

# PREDICTS RETURN OF CLOTH TOPS IN SHOES

Fabrics Would Materially Help the Situation as it Affects the Shoemaker who is Working Against Conditions Never Experienced Before—The Satisfactory Character of Leather Substitutes—Toronto Shoe Manufacturer Gives Retailers Some Facts

“ABOUT ten months ago I had the pleasure of addressing your Association at its annual banquet, and at that time was assured by a few of my friends that while what I said was alright, they thought it altogether too serious. However, if conditions were serious last February, they are apprehensively serious to-day.

“Having returned but a few days ago from visiting the leading shoe and leather markets in the United States, I can say that the trade is to-day facing conditions that have never been witnessed before in the history of shoemaking. I am not an alarmist, but there is no use hiding facts.” So declared George A. Blachford, President of the Blachford



GEORGE A. BLACHFORD, TORONTO

Shoe Manufacturing Co., in a timely and instructive address before the members of the Toronto Shoe Retailers' Association on Thursday, November 23rd.

Mr. Blachford imparted a great deal of interesting information and was asked several questions by those present in regard to the leather situation. At the close he was tendered a cordial vote of thanks.

Mr. Blachford declared that the way leather prices were ascending was amazing, and the shortage in supplies and raw skins, was literally staggering to one who got up against these conditions as the shoe manufacturers have to at the present time. Last June sole leather, (oak and union sole leather) was selling at about 60 cents; to-day it is 85 cents per pound with the forecast of reaching \$1.00 per pound before January 1st. In days gone by it was with a feeling of pride that a shoe traveler referred to a fine kid boot, when making a statement that it was cut from 30 cent kid, then the top notch price.

## All Leather Quotations Withdrawn

How different to-day when the better grades of kid cost from 55 cents to 65 cents per foot. Manufacturers, who formerly paid 14 cents to 16 cents for kid which went into the cheaper grades of shoes are now paying 36 cents and 38 cents with the leather inferior than when selling at the

old price. At this moment, practically all quotations in the leather markets have been withdrawn, kid selling from day to day at that particular day's price. The supply of raw stock ahead of the large kid industries is very uncertain, tanners claiming that they do not know where they are going to get their supply of skins during the year of 1917. Philadelphia and vicinity is not only the great kid centre of the world, but to-day is the centre of tremendous industries making war materials, with the result that labor in the kid industries has advanced for 75 per cent to 100 per cent., contributing a serious advance to the cost of production. The large munition plants have taken large numbers of experienced kid workers, with the result that the tanners have had to break in green and inferior help, resulting in further cost of production and inferior quality results. If it were possible in the tanning of leather to-day to work every skin out, to the utmost, it would probably result in 10 per cent. saving in leather at the shoe factories.

During the past year patent leather has been the most staple leather on the market, but recently advances have been forced on the tanners and the manufacturers in the past few weeks have been asked from 4 cent to 6 cent increase with future supplies and prices extremely uncertain.

## Sheep Skins Bring Former Kid Prices

In the matter of sheep skins, prices are now being paid for this material that at normal times we paid for kid. A few months ago the British government placed an embargo on all sheep skins, purchasing the supply as far as possible in outside markets and requiring all the skins in the market controlled to be shipped to London. We might say that the British government controls practically to-day's entire sheep skin supply, New Zealand being probably the greatest contributor. These skins are re-sorted in London, the British government retaining what it requires for the use of its own and Allied armies with the result that the balance, including the poorer and lighter weights, are allowed to be sold for neutral consumption.

The condition in the calf skin market has become probably more serious still, and it was only recently that a large American tanner claimed that after he had sold some 1,000 dozen on hand, he would have no more calf skins suitable for women's work at any price until next spring. When I reached Boston some two weeks ago, calf skins, suitable for women's work, were selling at 60 cents per foot. Four days later on returning from New York, the price had advanced to 72 cents.

## Colored Kid Over One Dollar

Colored kid is to-day selling from 90 cents to \$1.20 per foot, having advanced since last September 30 cents to 40 cents per foot with the leather manufacturers absolutely independent. It is a case of pay the price or leave it, and even at this extremely high price, this leather is being taken by the shoe manufacturers just as quickly as it can be turned out.

It was reported that a few weeks ago, Japanese traders practically cleaned up the market for what is known as India kid. This was done with the approval of the British government in order that the leather may be used for supplies for the Russian Army with the result that black India kid, which in normal times sold around 14 cents, is now being

(Continued on page 32)



# SENSIBLE AND SERVICEABLE GIFTS FOR YULE-TIDE

The Shoe Retailer has **Unique Opportunity** to Drive Home Wisdom of the Useful and Practical in Holiday Remembrances—How Representative Dealers Tell of Dainty Slippers, Warm Felt Footwear, Dressy Shoes, Military and Skating Boots



**T**HE harvest periods for the alert shoe retailer are the Yule-Tide and the Easter-Tide seasons. The former is now at close range, and the wise merchant is one who prepares <sup>now</sup> for the big business which should come his way. He must see that his stock is well arranged and accessible, that the store interior is neat and trim, and made unusually attractive with some appropriate decorations. The windows should reflect the Christmas spirit in life, color and association, and afford ample suggestion of what is suitable for every member of the family.

More and more and particularly during <sup>the</sup> war time the necessity of giving useful, practical and serviceable gifts is being emphasized. There are so many and varied selections in the ordinary shoe emporium that it should not be hard to please and satisfy the most exacting caller. The enterprising shoeman not only has his shop and windows full of the latest and most beautiful styles of house and street shoes, slippers, overgaiters, leggings, moccasins, felt boots, rubbers, overshoes, hockey boots, skates, etc., but he sees that these lines are featured in his announcements in the daily and weekly papers.

## Solving the Gift Problem

Make your printed matter radiate the gladness and festivity of the coming season of peace and good-will. Let it be known that a gift is none the less pleasing and acceptable because it possesses a sane, utilitarian character. The newspapers are urging the people to take the affairs of every day life during the present strenuous era with seriousness, calmness and fortitude, and no mercantile establishment presents more appropriate or saner offerings in the gift giving line than the family footwear dispensary.

Every announcement should have an attractive and timely caption or heading. This should be followed by a few words of greeting, explanation or instruction. The various lines which your establishment presents for the holiday season should be noted, and it is good business to indicate a range of prices, but it is not necessary to specify a figure for every shoe.

The far-seeing shoe retailer should also emphasize the necessity of early buying, explaining that when lines are complete a better selection is open to patrons, a more competent and painstaking service given, as well as personal and prompt attention. Now and then, when people wait till the last week to make their choice in footwear, they are not properly fitted, or buy something which they really do not care for. In looking over the advertisements of representative shoe retailers in Canadian cities it is gratifying to observe the quality of the publicity, its attractive nature, well-balanced display, and the manner in which the various lines handled are featured.

In this edition of the SHOE AND LEATHER JOURNAL the caption and introductory paragraphs of various Christmas advertisements are given. They will be found worthy of perusal, and offer the busy fellow, who has little or no time at this season of the year to devote to ad. writing, helpful hints, and catchy phrases.

Use the newspapers freely, at this season. They will yield you good returns, as most people faithfully peruse the

advertising columns of their favorite journal around Christmas time, in order to find out what is available in the way of Yule-tide donations. Make your advertisements edifying, interesting and helpful.

## A Handy Shopping List

Here is the list of a <sup>London</sup> shoe firm who say, "The useful gift is always the most welcome." "Look over these selections, they will help you reach a decision."

Satin Slippers	Children's Leggings
Bronze Kid Slippers	Ankle Protectors
Gold and Silver Slippers	Carriage Boots
Slippers in Ivory, African	Tennis Shoes
brown, pearl, royal purple	Football Boots
and dove grey kid	Polishing Outfits
Sterling Silver Buckles	Warm Wanigans
Cameo Ornaments	Shoe Trees
Hockey Boots	Rubber Heels
Hockey Skates	Heel Cushions
Everitt Slippers	Aero-peds
Opera Slippers	Arch Supports
Cavalier Slippers	Cushion Insoles
Pullman Slippers	Soft Sole Bootees
Romeo Slippers	Shoe Horns
Fur Trimmed Juliets	Warm Overshoes
Boudoir Slippers	Rubber Footwear
Pretty Pumps	Bathroom Slippers
Buckskin Moccasins	Silk Laces
Fancy Button Hooks	Canvass Trunks
Over Gaiters	Leather Bound Trunks
Fitted Suit Cases	Fitted Club Bags

\* \* \*

Santa himself recommends the pretty house and bedroom slippers we are showing at our store, as useful and acceptable gifts. These are very attractively priced—a full range to select from, from baby to grandfather and grandmother.—Hufner, the shoe man, Lethbridge, Alta.

\* \* \*

Give footwear this Christmas. It heads the list of the most sensible gifts, because its always useful, always comfortable, fashionable, serviceable. It's a standard in value as the good money you buy it with, also every pair is backed up by us for satisfactory wear.—W. H. Caley, Port Dover, Ont.

\* \* \*

Christmas shoe sale now in full swing. Our large store is filled daily with eager shoe buyers for their holiday and winter footwear. Never before have such values been offered to the public at this time of the season.—Quebec Shoe Store Limited, Winnipeg.

\* \* \*

Suitable footwear gifts—now is the time to select your footwear gifts from our big stock of dress shoes, evening slippers, felt and leather house slippers, hockey boots, moccasins, overshoes, rubbers, and the many other useful gifts for the Christmas shopper. Do your Christmas shopping now.—J. H. Sutherland & Bro., Kingston, Ont.

\* \* \*

Tell it to your friends, your neighbors, everyone, that Saturday, December 11th, Foster offers his big bargain giving Christmas shoe sale. An event that is looked forward



to each year by Medicine Hat's shoe buying public. In just two weeks more we will be busy taking our yearly inventory, and following our usual custom we try to make that inventory as small as possible. Shop in the morning if possible.—Foster's Shoe Store, Medicine Hat, Alta.

\* \* \*

Add to his comfort—give him slippers! Give a man something that adds to his comfort and you may be sure of his gratitude. There are few things—though you spend ten times as much—that will give so much comfort as slippers—there is nothing will please him better.—Geo. G. Gales & Co., Montreal.

Johnston's sale of Christmas footwear is now on. Don't miss this great opportunity of supplying your shoe wants at this great sale. Every pair of slippers in this store will be sold at a great sacrifice as we must unload this enormous stock before Christmas Eve.—Johnston's Big Shoe House, Vancouver.

\* \* \*

House slippers—make a most practical and suitable Christmas gift, and will be appreciated by both women and men.—McRobbie, St. John, N.B.

\* \* \*

Gentlemen's slippers men seldom think of buying

**FOR PRESENTS**

# GIVE FOOTWEAR THIS XMAS



**75c**

Ladies' Felt Slippers, same as cut, in black, brown and red. XMAS SPECIAL

Christmas is only a few days off now, and it is none too early to commence buying your Xmas present. It is useful presents that are appreciated, and this is why we offer the following suggestions to buy CHRISTMAS SHOPPERS.



**95c**

Ladies' Fur Trim Juliet Slipper, in black, red and brown. XMAS SPECIAL

<p><b>\$1.45</b></p> <p>Boudoir Slippers—Women's black, tan and red—Rubber heels</p>	 <p><b>\$1.75</b></p> <p>Men's Black and Tan Romeo Slippers.</p>
<p><b>75c</b></p> <p>Kiddies' Red and Black Felt Boots.</p>	<p><b>\$1.45</b></p> <p>Mens' Tan and Black Kid Everett Slippers.</p>
<p><b>\$2.95</b></p> <p>Women's Patent Button Boots, cloth top.</p>	<p><b>\$2.95</b></p> <p>Regular \$4.50.</p> <p>Men's Travelling Slippers, in leather case.</p>
<p><b>\$1.95</b></p> <p>Boys' School Boots, on neat last.</p>	<p><b>\$1.45</b></p> <p>Boys' Tan Everett Kid Slippers.</p>

FULL LINES OF MEN'S AND WOMEN'S HOLEPROOF HOSIERY PUT UP IN XMAS BOXES. BIG REDUCTIONS ON ALL SKATING BOOTS AND SKATES.

Men's Felt House Slippers- **95c**

Men's and Women's Felt Boots- **\$1.95**

## NICKLE BOOT SHOP

240 Eighth



Give Footwear This Christmas

It heads the list of sensible gifts, because it's always useful comfortable and acceptable.

<p><b>FOR MEN</b></p> <p>House Slippers 50c to 3.00</p> <p>Overshoes 1.60 to 3.15</p> <p>Hockey Boots 2.50 to 5.00</p>	<p><b>FOR WOMEN</b></p> <p>House and Bedroom Slippers, Pumps, Gaiters, Moccasins, Overshoes, Hockey Boots, Snow-Shoes and Pump Ornaments.</p>
<p><b>FOR BOYS</b></p> <p>Hockey Boots 2.00 to 3.50</p> <p>School Boots 2.00 to 5.00</p> <p>Slippers and Moccasins</p>	<p><b>FOR MISSES AND CHILDREN</b></p> <p>Felt and Velvet House Slippers, School Boots, Leg gins, Snow-Shoes, Pumps and warm lined Hockey Boots.</p>

Women's Kozy Felt Slippers all colours 85c  
All goods post free, Xmas Week.

**ALLEY & CO.**  
135 Queen St. Charlottetown



## XMAS. SLIPPERS

Come here for your Slippers. We have a large assortment. MEN'S at 75c, \$1.00, \$1.25, \$1.50 and \$2.00. WOMEN'S at 40c, 50c, 75c, \$1.00 and \$1.25. CHILDREN'S at 20c, 25c, 35c, 50c and 65c.

**HOCKEY SHOES**



MEN'S at \$2.50, \$2.75, \$3.00  
WOMEN'S at \$2.00, \$2.50  
and BOYS' AND GIRLS' at 1.75, \$2.00 and \$2.50  
ALL NEW COLOURS


**WESELOH'S**

NEW SHOE STORE

Opposite Market Phone 671

## SAY, DAD

I Want a Pair of RUBBER BOOTS



If you have youngsters in your home—you'll undoubtedly get that "Hint" thrown out to you between now and Xmas!

Don't forget that Ingraham's carry a large stock of the better kind—priced so as to make the least possible dent on your pocket book.

**PRICES:**

Child's, Sizes 6 to 10	<b>2.00</b>
Girls, Sizes 11 to 2	<b>2.50</b>
Little Boys Heavy, Sizes 11 to 13	<b>2.75</b>
Boys, Sizes 1 to 5	<b>3.50</b>

**A. D. INGRAHAM Co., Ltd.**  
307 CHARLES ST.

## Useful Gifts

For Christmas are Most Appreciated




**HOCKEY BOOTS**  
For Boys and Girls

Our assortment is so complete. Our prices so moderate—\$1.50, \$1.75, \$2.00, \$2.25, \$3.00, \$3.50 and \$4.00—in Black or Tan trimmed

**WOMEN'S FELT JULIETTE**  
Same as above cut, 98 CENTS.

For or ribbon trimmed, lined throughout and high cut back—all colors.

**COSY SLIPPERS.**

See our range of Cosy Slippers at 65c, 75c and 85c.

**Other Gift Suggestions**

A few other suggestions that will be appreciated by any member of the family

<b>BEDROOM SLIPPERS</b>	<b>MOCASINS.</b>
<b>FELT BOOTS.</b>	<b>RUBBERS.</b>
<b>OVERSHOES.</b>	<b>SKATING BOOTS.</b>
<b>GAITERS.</b>	<b>EVENING SLIPPERS.</b>

All Moderate ly Priced.

**BAKER & CO.**  
Phone R. 2223. 63 RIDEAU ST.



slippers for their own use. It seems to be natural for them to wait for the women folks to provide them. This season we think our range will meet with approval. The nice soft, high cut Faust, Popular Opera and Everitt, Strong Long Wearing Leather and the "Comfy" felt.—Waterbury & Rising, Limited, St. John, N.B.

\* \* \*

Nothing is more acceptable as a Christmas gift than a pair of comfortable house slippers. You'll find complete new ranges to choose from—priced moderately at Pocock's.—Winnipeg, Man.

\* \* \*

The welcome gift is the useful gift. You can find nothing more practical for a Christmas gift than a selection from our choice lines of Christmas footwear.—McManus & Co., Fredericton, N.B.

\* \* \*

Your Christmas money goes further if you give footwear from "Wallace's" store. There's scarcely anything under the sun that a shoe buyer can think of that can't be found quickly at our store. The right gift—the right quality—and the right price all combined.—Wallace Bros., Halifax, N.S.

\* \* \*

Give useful gifts this year. No gift will be more appreciated than something useful and serviceable—shoes—slippers—overshoes, etc., make real gifts—gifts that will be well thought of.—Abernethy Shoe Store, Kingston, Ont.

\* \* \*

Give footwear this Christmas. We are showing the most complete range of footwear suitable for Christmas gifts that have ever been displayed in Belleville. Moderately priced.—Adams, the Shoeman, Belleville, Ont.

\* \* \*

Varsity shoes fit well, feel well, look well, are well made and well worth the price. Purchase a pair for Christmas.—Marshall Shoe Co., Moose Jaw, Sask.

\* \* \*

A Merry Christmas! When the problem of something to give for Christmas confronts you, turn to this store for relief. We offer our trade the most practical and sensible of all Christmas gifts.—Weizel's Cash Store, St. John, N.B.

\* \* \*

Christmas shoes and slippers. Bear in mind that there is a long, hard winter ahead. Then why not buy useful presents, such as shoes or slippers. Our stock was never in better shape, so make your selection Now—make a payment on them, and we will hold them for you.—J. D. Climie, Hamilton, Ont.

\* \* \*

Baby's Christmas, the toddling pet of your home, and perhaps some friend's home, must surely receive something nice this Christmas. May we suggest a pretty pair of baby boots as being suitable. Come in and see the nice assortment we are showing.—Gorman's Boot Shop, Belleville, Ont.

\* \* \*

Good footwear will be appreciated for Christmas gifts. Do you know there is nothing more suitable, more acceptable for holiday gifts than good footwear. And this Christmas, particularly, you will desire to give substantial gifts, something your friends will appreciate because they possess value as well as a token of the spirit of the season. Don't you think good footwear will fill the bill? Everybody appreciates good footwear and it comes in so many different forms that you can have no possible difficulty in making the selection you desire.—The Wm. Taylor Co., Halifax, N.S.

\* \* \*

Christmas shoe pointers for men. Only the best quality leather enters into the making of Wak-in Shoes for men. Absolutely solid throughout. No paper. No inferior materials. No skimping. Hundreds of our satisfied cus-

tomers will gladly testify as to the A1 wearing qualities of Wak-in high grade footwear.—Wak-in Shoe Store, R. M. Howe, proprietor, St. Catharines, Ont.

\* \* \*

Quality, style, workmanship, are the three features of our shoes, which make appropriate and acceptable Christmas presents. In workmanship, in leathers, in style, our shoes are as fine as can be made. They're the very perfection of shoemaking.—The Ingledew Shoe Company, Vancouver, B.C.

\* \* \*

Christmas footwear! There is going to be a sensible Christmas. People are going to give, and people will appreciate, practical, useful Christmas gifts. Nothing will be more appreciated than some of the gifts listed below. Look them over well. You will find something good for every member of your family.—J. W. Priest, Pictou, N.S.

\* \* \*

An ideal gift—like Christmas this gift appeals to all the ladies, choice carriage boots. Look to us for the right styles in ladies' carriage boots, to wear over those evening slippers and pumps. Most society people do. The new styles are very handsome—they could not be more so. Made of black velvet with a nice white quilted lining and black fur trimming running around the top and down the front, they are tied up neatly around the ankle with silk ribbons, and the soles are covered with rubber to prevent slipping.—Ryan-Devlin Shoe Co., Winnipeg.

\* \* \*

Christmas gift suggestions at the popular shoe store. We are now ready for the great rush of Christmas gift buyers, and are showing the largest and finest assortment of holiday footwear, particularly desirable for gifts, and suitable for every member of the family. There is nothing that you can give that will be more appreciated than shoes and slippers.—George E. Reynolds, Stirling, Ont.

\* \* \*

Give footwear this Christmas. Christmas is drawing near and again those questions will come up, "What to buy?" "Where to get it?" And we won't take up your time with any arguments, just give footwear from the American Shoe Store, and you'll make no mistake. We are ready for record-breaking demands with ample stocks, highest qualities, bountiful varieties and moderate prices. We have a big range of slippers to choose from.—The American Shoe Co., Limited, Edmonton.

\* \* \*

Christmas footwear, you will see the latest ideas in men's, women's and children's footwear for Christmas and the coming winter if you visit our store. We have the largest and best range of shoes and slippers from which to make your selections.—McCallum & Son., Parry Sound, Ont.

\* \* \*

Christmas sale of shoes. Everything in footwear for everybody. The latest models in shoes for men and women. Dress slippers for women and lounging slippers for men, women and children. Military shoes for the boys doing military duty.—Slater Shoe Store, Murphy Bros., proprietors, Halifax, N.S.

\* \* \*

Christmas slippers for gifts. Slippers, the old "homely" gift—made new again by such slippers as you find here. Delightfully dainty boudoir slippers, novelties in hundreds of irresistible styles; handsome, easy-to-put-on, inviting slippers for men and women, full of comfort and service, and with that final touch of distinction found in Rannard's offerings.—Rannard Shoe, Limited, Winnipeg.

\* \* \*

Skates and boots—nothing makes a nicer present than a pair of skates and boots. We have skates from 75 cents to \$5.00 a pair, and boots in all sizes.—Pringle Stark & Co., Huntington, Que.

# HELPFUL HINTS ON SELLING SHOES FOR CHRISTMAS

**Ideas which the Footwear Retailer can use to Advantage in his Bid for Yule-Tide Business—Do Not Overlook the Youngsters as They Will Advertise Your Store—When you Arouse the Curiosity and Interest of the Juvenile Population it Pays Well**

**I**F you want to interest the parents in shoes for Christmas you cannot do better than first interest the children. When other stores, more particularly the book stores and the toy shops are vieing with one another in an effort to secure the interest of the juveniles, it is wise to make sure that the fathers and mothers are not also side-tracked in that direction.

What plans are you making for your Christmas season that will secure the interest of the kiddies. Whatever you decide upon do not overlook the new and rapidly oncoming fathers and mothers. They will be a big advertisement for you during this season. It is interesting to note the number of grown people who will stop to see the simplest children's display in a window at Christmas time. Show a window of children's slippers, moccasins, sandals and skating boots, if necessary, carefully arranged with a touch of life to it, even though dolls are used to do it, and you will interest everybody. Catering to the comforts and pleasures of the little ones will not only please the parents, but it will pave the way to sales to the parents, also besides, the boy of to-day will be the man of to-morrow. Men are but children of a larger growth. So do not forget the old people either.

It is now that footwear dealers' thoughts turn to suitable holiday attractions and to plans that will make the public look closer. It is just the time of year, too, when he is extra busy and has little or no time to devote to the actual devising of some good, novel holiday "stunt," some feature that will make the populace "sit up and take notice." The suggestions set forth here are, perhaps, not new to every reader, but the dealer who has not tried them can rest assured that the plans have been tried with every success.

From December 1st it is well to make known that all goods bought from now on will be retained and delivered any date specified, up to Christmas morning. The reason for this, is many homes have a little "busybody" or so who has a longing to poke in odd corners and hunt in secluded spots as the holidays are approaching. Mother dare not leave the house for fear the hiding place of some gift may be discovered. This can be remedied and turned to business by that oldtime notice, "Goods held till the holidays."

## Public Reception for Santa

While on the subject of holiday "stunts" to please the kiddies—and all wise men know that is the way to reach the parents—here is a plan put into operation by a leading city store. It consisted of a public reception to Santa Claus worked up in an elaborate form.

The first hint was given in the form of a newspaper "ad" entitled "A Wireless from Santa Claus." This consisted of an imitation wireless message form as follows:

Santa Claus Wireless

To the Satisfaction Shoe Store,  
Pleasureville, Canada.

Tell all the good children of your town that I will make my headquarters at your store. Will arrive at the Station as soon as I can finish making useful gifts for all good boys and girls. My arrival will be announced in good time.

(Signed) SANTA CLAUS, North Pole.

A copy of this wireless was pasted on the window, so all the children could see it and the mothers could show the children tangible evidence that such a person as the good saint really existed. Next day another wireless was posted reading as follows:

I am almost ready to visit your city. Tell all the boys and girls who ask for me, I will visit them very soon.

This was placed beneath the first "wireless" and an advertisement, calling attention, was inserted. By this time groups of children could be seen daily outside the window and parents were being quizzed with regard to the date Santa would arrive.

The next move was to post another "wireless," reading as follows:

Am already to leave the North Pole, and will arrive at the Station, Wednesday next, December 20th. Tell all the good children to meet me and those who cannot I will be glad to welcome at my home in the children's department, where I shall make my headquarters till after Christmas.

To carry out the plan so well conceived, a person of portly build was costumed as the good saint, given a seat on the train a few miles out of town, so he could "make good" the wireless and disembark at the station as per message.

Here is a sample newspaper advertisement to help you obtain the proper person for your "Santa":

## SANTA CLAUS

A man of genial disposition who can successfully impersonate Santa Claus for a shoe store. Address 713, newspaper office.

On the day appointed for Santa Claus' arrival, the crowd of boys and girls commenced to congregate outside the station; there were small kids, and tall kids, white and black, lean and fat, in fact, all the kids that could possibly get there, in the mob. Children that could not come by themselves were accompanied by parents. Promptly at the time advertised the train drew up at the station and with shouts of the frenzied little folk, Santa, with smiles and bows, was escorted to a waiting automobile and followed by frantic children. He and the children paraded through the streets, and by the time he reached the store that advertised his coming, it seemed that all the children in the town followed in the wake of the machine. Once at the store, he took up his post and remained there till after Christmas.

It is needless to say that the store reaped its reward from this move and the merchant who tries this "stunt" will be amply repaid.

## At His Headquarters

Another Santa Claus idea, one that has been used before, but always with success, is for a store to advertise as follows:

Santa Claus has taken up his headquarters in our store where he will be pleased to welcome good little boys and girls in our children's shoe department daily, from 10 a.m. till 4 p.m. Come see him surrounded by his gifts.

This, as a rule, causes all children to beg, plead and coax the "grown-ups" to take them to Blank's store. Those who are too young to read, of course, have this gratifying bit of news read to them by their parents.

At last the memorable day arrives and the kiddies are taken to the store. Behold, there is the jolly, red-faced saint, with his gifts, all surrounded by holly.



A good mechanical feature, representing a skating doll will make a good window feature in featuring hockey and skating boots, as well as skates which many shoemen handle profitably. The scheme is very easily arranged and yet can be worked so effectively as to make the illusion almost perfect. Fasten an old bicycle wheel to the ceiling of the window and connect it up with a heavy cord belt running over pulleys to an electric motor.

Directly below this, on the floor of the window, place a large mirror flat and bank up around this high piles of cotton sprinkled with diamond dust. Also sprinkle diamond dust on the mirror to represent ice.

Then suspend the doll on a thin wire or piece of black thread from a spoke of the wheel. Cut skates for the doll out of pieces of tin. These should just clear the mirror. When the wheel revolves slowly the doll will skate around in different evolutions and give the appearance of actually skating.

Dress the doll in furs or some other Christmas costume. This skating effect can be made a part of almost any Christmas window trim.

**Revolving Show Case Rack**

A revolving show card rack operated entirely by the heat waves of the furnace was successfully tried out by a Nova Scotia shoe dealer last Christmas with gratifying results.

An old bicycle wheel is made use of in the contrivance. It is suspended some distance down from the ceiling, and has vanes made of cardboard interwoven with the spokes. The heat waves catch these and cause the wheel to rotate. The wheel is on roller bearings, so that it rotates easily.

Triangular sheets of cardboard, advertising various lines of footgear and findings, are nailed around the entire rim of the wheel. Being in continual motion they attract attention, and accordingly receive more notice than if they were stationary.

Not only does the moving wheel serve to catch the customer's eye, but if it is going slowly the proprietor knows

that the furnace needs attention, when, otherwise, in the rush of work, he might not notice that the store was getting cold.

This idea can be extended if desired. By means of belts a number of these could be operated from the main wheel, or additional registers could be used for rotating signs in different parts of the store, or in the windows. No doubt this original idea will be found of interest and value by other shoemen.

**Holiday Window Showing Fireplace**

The old custom of hanging the Christmas stocking in front of the fire place furnishes a good idea for a central feature that will catch the eye of the younger generation, and remind grown-ups that Christmas is fast approaching. The fireplace may be constructed out of old packing cases and covered with brick paper or can be built with suitable package goods. If you want to represent a fire, put an electric light under red tissue paper and cover it with charred sticks of wood. Two Christmas stockings, one at either side of the fireplace, are filled with seasonable lines, and a Christmas tree may be used at one side and stoppers, hockey boots, over-gaiters, rubbers, etc., placed on it. The tree can be illuminated by small electric lights of various colors. The latest models on stylish shoes for both dress and street wear may be placed in the foreground.

**Have Santa's Post Office in YOUR Store**

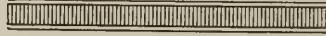
A plan that can be employed where holiday goods for young children are carried, is to have a special Santa Claus' Post Office. Rig up a decorated box with a letter slot in it. Place the box in a conspicuous place and put a sign on it, reading "Santa Claus' Letter Box." Advertise that all children desiring to write to Santa Claus should mail their letters in the box he has left at your store for that purpose. State that if this is done no stamp is required on the letters. Children should be impressed with the fact that they must sign their names in full, and also give their papa's names. These letters can be then mailed to parents with a circular, circular letter, etc., in respect to your goods.

**HANDY REFERENCE TABLE FOR SHOE RETAILERS**

Showing the Percentage of Profit on the Selling Price of Shoes that Retail from Four to Twelve Dollars a Pair—The Cost, the Retail Figure, the Gross Profit and Percentage—A Table Worth Cutting Out and Preserving

\$4.00 Retail Price			\$5.00 Retail Price			\$6.00 Retail Price			\$7.00 Retail Price			\$8.00 Retail Price			\$10.00 Retail Price		
Cost	Gross Profit	Per Cent	Cost	Gross Profit	Per Cent	Cost	Gross Profit	Per Cent	Cost	Gross Profit	Per Cent	Cost	Gross Profit	Per Cent	Cost	Gross Profit	Per Cent
\$2.60	\$1.40	35	\$3.10	\$1.90	38	\$3.50	\$2.50	41	\$4.00	\$3.00	42	\$4.70	\$3.30	41	\$5.80	\$4.20	42
2.65	1.35	33	3.15	1.85	37	3.60	2.40	40	4.10	2.90	41	4.80	3.20	40	5.90	4.10	41
2.70	1.30	32	3.20	1.80	36	3.70	2.30	38	4.20	2.80	40	4.90	3.10	38	6.00	4.00	40
2.75	1.25	31	3.25	1.75	35	3.80	2.20	36	4.30	2.70	38	5.10	2.90	36	6.10	3.90	39
2.80	1.20	30	3.30	1.70	34	3.90	2.10	35	4.40	2.60	37	5.20	2.80	35	6.20	3.80	38
2.85	1.15	29	3.35	1.65	33	4.00	2.00	33	4.50	2.50	35	5.30	2.70	33	6.30	3.70	37
2.90	1.10	27	3.40	1.60	32	4.10	1.90	31	4.60	2.40	34	5.40	2.60	32	6.40	3.60	36
2.95	1.05	26	3.45	1.55	31	4.20	1.80	30	4.70	2.30	33	5.50	2.50	31	6.50	3.50	35
			3.50	1.50	30										6.60	3.40	34
															6.70	3.30	33
\$4.50 Retail Price			\$5.50 Retail Price			\$6.50 Retail Price			\$7.50 Retail Price			\$9.00 Retail Price			\$12.00 Retail Price		
\$2.90	\$1.60	35	\$3.35	\$2.15	39	\$3.90	\$2.60	40	\$4.40	\$3.10	41	\$5.20	\$3.80	42			
2.95	1.55	34	3.40	2.10	38	4.00	2.50	38	4.50	3.00	40	5.30	3.70	41	\$6.50	\$5.50	45
3.00	1.50	33	3.45	2.05	37	4.10	2.40	37	4.60	2.90	38	5.40	3.60	40	6.75	5.25	43
3.05	1.45	32	3.50	2.00	36	4.20	2.30	35	4.70	2.80	37	5.50	3.50	39	7.00	5.00	42
3.10	1.40	31	3.55	1.95	35	4.30	2.20	34	4.80	2.70	36	5.60	3.40	38	7.25	4.75	40
3.15	1.35	30	3.60	1.90	34	4.40	2.10	32	4.90	2.60	34	5.70	3.30	36	7.50	4.50	37
3.20	1.30	29	3.65	1.85	33	4.50	2.00	30	5.00	2.50	33	5.80	3.20	35	7.75	4.25	35
3.25	1.25	28	3.70	1.80	32	4.60	1.90	29	5.10	2.40	32	5.90	3.10	34	8.00	4.00	33
			3.75	1.75	31							6.00	3.00	33			

# Bright Store and Window Cards for Christmas



Comfortable shoes for every member of the family. Do not overlook anyone in Xmas footwear gifts.

Our rubbers fit perfectly, look neat and wear well. Protect your shoes and defy the elements.

Our tailor-made overgaiters come in all the leading shades and are dressy, warm and attractive—a timely Christmas donation.

The styles of the hour are on our shelves. If you want a shoe that is distinctive and becoming, we are at your service.

Pretty patterns, solid and two-tone effects, on artistic lasts—the latest models, that will both please and attract.

Hockey boots for brother, warm overshoes for father, dainty pumps for sister and English walking shoes for mother.

Useful remembrances at this glad holiday season. Here you will find the widest selection and newest offerings for your feet.

Our range of leather and felt slippers is worthy of inspection. A holiday for tired feet during the long winter months.

Do your holiday shopping early. We can give you every assistance and personal attention in selecting your presents in foot toggery.

Style, comfort and smartness characterize all our special lines for the holiday season. Our stock was never more complete and select.

Footwear for both indoors and outdoors makes an appropriate Yule-tide remembrance. You can defy the Storm King if you purchase here

Always something new and appealing will be found here—the very latest novelties in fine footwear, trim and graceful in every detail.



# WHEN GOOD FELLOWS GET TOGETHER IN WOODS

Members of Horseshoe Hunt Club Captured Fine String of Deer—The Majority Cast Their Ballots in Guessing Contest in Favor of President Wilson—Organization is Conducted in Business-like Manner, and There is Waiting List for Membership

**T**O get out in the open and feel the exhilarating moods of mother nature in the glorious autumnal month of November, is a rare delight. When the outing is with congenial associates in a persistent chase of the fleet-footed deer and amid true camp life environs of the forest primeval, the experience is one not soon to be effaced from one's memory gallery.

The Horseshoe Hunt Club is home again from the northern wilds with every member in fine fettle.

The maximum number of members which can belong to this club at any one time is fixed by regulation at twelve. This number has been completed now for some years and there has been and is now a waiting list anxious to have their names enrolled as members so soon as there is an opportunity.

The number who took part in the hunt this year was eleven, several of whom were visitors accepted by the club in lieu of some members who, through war conditions and for other reasons, were unable to go themselves. The party consisted of John H. Ross, Brockville, president; Elmer Davis, Kingston, secretary-treasurer; Jas. L. Johnston and David S. Johnston, Ottawa; Dr. Skinner and Jas. Moore, city clerk of Guelph, from Guelph, and Rev. John Scott, Streetsville; Fred Underhill, president Underhills, Limited, Aurora, and Dr. Scott, J. R. Y. Broughton and Hon. E. J. Davis, Newmarket.

## On the Way to Hunting Ground

The club joined with the McDonald Club, of Toronto, of which Mr. J. K. McDonald, of the Confederation Life, is an active member, and attended all through the hunt, their camp being located about four miles from the place where the Horseshoe Hunt Club is established. Mr. McDonald is 79 years of age and seemed to be about one of the youngest men of the party. Together they engaged a Pullman car, which left Toronto on the Cobalt train at 8.30 p.m. on the evening of October 30th, the other members of both clubs joining enroute as was convenient for them. This car was shunted at Huntsville during the night and the party left early in the morning of the 31st by steamer across the lake and from their landing the members were driven back ten or twelve miles to their respective camps.

The Horseshoe Club had one of the most, if not the most,

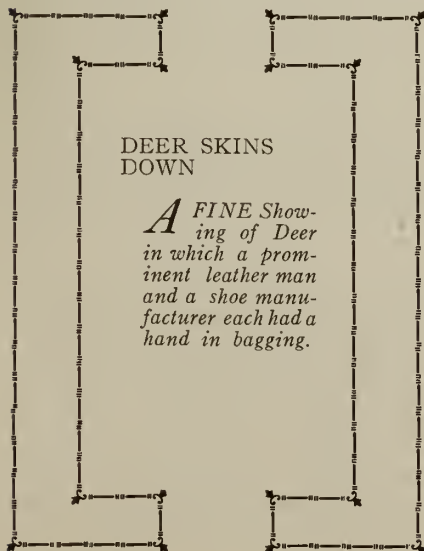
enjoyable hunts in their long experience. The weather was all that could be desired and as a result of the hard two weeks' work on the runways the full number of deer the law allows was secured by the club. This club is run in the most systematic and businesslike manner in every respect. On the evening of the 14th the annual meeting was held at which the minutes of the meeting of the previous year were read and approved and various business matters in the interest of the club taken up and disposed of in a very thorough, businesslike manner. A service was held on the afternoon of Sunday, November 6th and November 13th, at which twenty-seven persons were present. On the 6th, Hon. E. J. Davis took charge of the service, and on the 13th Rev. Mr. Scott was in charge.

The club are indebted to Mr. Broughton for taking up one of his Edison machines with a various assortment of records which added very much to the pleasure of the occasion and at the close of each Sabbath service he gave a regular Edison concert.

## Guessing Result of Presidential Election

The club seemed to be pretty good guessers, as on the evening of November 6th, in discussing the probabilities of the presidential election, which took place the next day, it was suggested that each member write the name of the man he thought would be elected on a ballot and sign it. The slips of paper were closed and sealed in an envelope to be opened after the result was known. It was about a week after the election before it was certain who was elected and then the ballots were opened. There were thirteen all told, including the cook and guide, in addition to the eleven members, and three were found to be for Hughes and ten for Wilson. It was also discovered that seven out of the eleven members were Masons and four of the seven past masters of the Blue Lodge.

The party broke camp on Thursday morning, the 16th, after taking a photograph of as fine a string of deer as ever went out from that section of the country. On arriving at Huntsville in the evening a Pullman car was waiting for the two clubs and the Newmarket nimrods reached home on Friday morning about six o'clock, the others going on to their further destination. All enjoyed a splendid time and felt very much improved in health by the outing.



# RETAILERS SHOULD SELL SHOES ON PRESENT BASIS

Leading American Shoe Manufacturer After an Extended Tour of Canada says he Found Unexampled Prosperity Everywhere—Tanners Responsible for Great Waste of High Priced Leather—Predicts the Greater Use of Fibre Soles, and Cloth Tops

**T**HERE is no hope of lower footwear or leather prices until the war ends. On the contrary leather and shoes are expected to go still higher.

This sums up the present situation and outlook as reviewed by several leading authorities who delivered addresses at a dinner of the Boston Shoe and Leather Club recently.

Among the speakers was A. W. Donovan, of E. T. Wright & Co., manufacturers of men's shoes, Rockland, Mass., whose Canadian plant is located in St. Thomas, Ont., and is under the management of his brother, E. E. Donovan. "The Shoe Retailer" gives the following report of A. W. Donovan's remarks, which will be read with much interest. He was asked to tell the club of conditions across the border in Canada, where his company operates a branch factory. He said that on a recent visit to the Dominion he found the shoe and leather situation there about the same as it is in the United States. Hides and leather are sold on a parity with prices asked for the same grades in this country and the available supply is no greater.

On a trip of 3,000 miles through Canada, during which he was particular to observe the agricultural and industrial conditions, and from his observations in the many shoe stores which he visited, Mr. Donovan said he found unexampled prosperity, despite the unfavorable influence of the war and the absence of tens of thousands of Canadians who had gone overseas to help England in her war with Germany. "They can't go broke and they can't go hungry, because the wheat crop, which is the basis of Canada's wealth, is more than double the yield, per acre, in the United States.

After summing up the business conditions in Canada, Mr. Donovan turned his attention to the leather situation in the United States. He said that the tanners are responsible for a great waste of high-priced leather when it was cut up into vamps, because they did not finish the skirts of chrome tanned upper stock to compare with the finish given the centre of the skin.

He said that it was a crime that the trimmings of upper stock costing from 50 cents per foot upward should be used for tongues, facings and stays, when every inch of it should be finished so that it would be suitable for vamps or tops.

This poor and inefficient method of finishing the skins, said Mr. Donovan, represented an additional cost of at least 12½ cents in making a pair of men's shoes, which could be saved the manufacturer, retailer and consumer. In a men's factory making 3,000 pairs per day, and allowing the waste from the trimmings of these poorly finished skins to average 10 cents per pair, the economic loss should total \$300 per working day, which, in these unprecedented times, should and could be saved if tanners would give as good finish to the skirts of the skins as they do the centre of them.

## Strong Endorsement for Fibre Soles

Mr. Donovan came out strongly in favor of the combination, or fibre sole, stating that now it was known that most of these soles were better than sole leather, that they wore longer, and gave better service. The greater use of fibre soles at this time would result in a big saving and at the same time give the consumer shoes with outsoles which in every way were better than sole leather. He also urged the greater use of cloth, in black and combinations of color, as a means of keeping down the higher cost of men's shoes.

In the retail trade, Mr. Donovan said that altogether too many retailers were not selling their shoes on the basis of what it would cost them to replace their present stocks, which, he said, was the only sane, safe and sure way of retailers meeting the present situation. He said that retailers, as a rule, were afraid to ask the prices they would on the basis of replacement, yet it was his experience and that of others in the trade that the people were willing to pay the price.

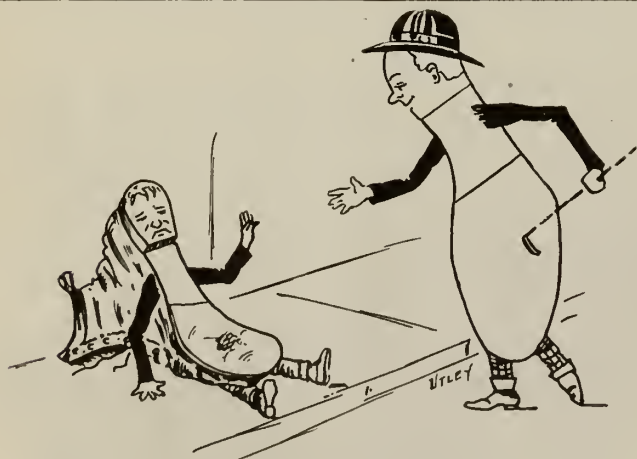
## Apoloized for Asking Five Dollars

He told of visiting a retailer's store in Buffalo, N.Y., recently, and asking for a pair of men's opera boots. The retailer, with a smile, brought forward a pair, size 10 D, which fitted Mr. Donovan, and, in an apologetic way, said the price was \$5. Mr. Donovan asked him how many pairs he had and the dealer said about 100. "Box them up and send them to me, and I will pay you \$5 for every pair, then when you want some more they will cost you \$8.65, for these boots were made in my factory."

He said the same store had a stock of 35,000 pairs of men's, women's and children's shoes which the dealer could not duplicate under \$18,000 of their former cost. These shoes, he said, should be advanced in price to include the \$18,000 which it would cost to replace them. He urged all retailers, to re-price their present stocks on the basis of the cost of replacing them.

Twenty-five or thirty years ago, said Mr. Donovan, the men's factories were filled with zebra leather, porpoise and seal, but to-day these leathers are not known in the trade and have not been a marketable product in shoes for years. He predicted that calfskins would go out as these leathers did, and that well tanned and finished chrome split leather would take its place.

In conclusion, Mr. Donovan paid a warm tribute to the business policy and efficiency of the United Shoe Machinery Co., stating that at a time when increases were being asked for all kinds of materials used in manufacturing, that shoe manufacturers found great relief in knowing that the cost of the use of machinery to make shoes remained unchanged, and that the efficiency of the company in maintaining its machinery in the highest state of perfection had made it possible for the manufacturers to handle the enormous business which they have received during the past year.



## ALL MATTER OF FEELING

Hullo Blucher, what's the matter with you?

Oh, I'm right down on my uppers.

Gee that's too bad! for pon' my sole I never felt better'n my life.



# THROWS SHOES ON FLOOR; THEN SUES RETAILER

Endeavoring On Six Occasions to Satisfy Woman Customer, Hamilton Merchant Refused to Refund Money the Second Time, Having Done so Once in Vain Effort to Please—Doubtful if Archangel Gabriel Could Successfully Cope with Some Cases

## SHOE STORY IN SHORT SHAPE

- 1.—Came in to see stylish shoes. Did not buy.
- 2.—Entered a week later to price some models in the window. Did not buy.
- 3.—Came late at night, stayed two hours and bought a pair of six dollar patent, high cut shoes. Had no money, but asked that shoes be laid aside to see if her husband would let her have patent leather.
- 4.—Came in Saturday night with husband. Had shoes fitted again and stretched. Price paid and footwear taken away.
- 5.—Returned three days later. Said she was not pleased with footwear and wanted money returned, which was refused. Shoes finally taken back and money refunded with exception of \$1 which was allowed retailer for the hours spent in fitting, stretching shoes, etc.
- 6.—Came back again in half an hour. Took another style of boot made by a different firm and paid \$5.
- 7.—Came back again with second pair of boots and demanded refund of her money, which was refused. Threw the boots down and walked out.
- 8.—Entered suit in the Division Court to recover the money, which was refunded, plaintiff having to pay costs of action.

**T**HE foregoing is a brief summary of the negotiations leading up to the fitting and selling of a pair of women's shoes in a Hamilton footwear establishment. The merchant was C. M. Haist, 26 James street north, and the customer was Mrs. J. P. N—. It illustrates a few of the trials and tribulations of a shoe retailer in seeking to serve and satisfy some women customers.

There is possibly not a footwear dispenser in the Dominion who has not had his patience exhausted, his nerves shattered and his temper soured, in trying to please certain punctilious lady patrons, but it is not often that the exasperating circumstances result in a suit in the Division Court.

"When a woman wills, she will." That is all there is about it, and even the most obliging shoe dealer is apt to give way under the severe strain and stress. If a woman calls seven times and up to that point a man's equanimity has not been disturbed, he is almost entitled to a seat among the saints. Human nature has its limit. Cold water under a slow fire will come at last to the boiling point, and the usually imperturbable temper of Mr. Haist could not, like Tennyson's "Brook," go on forever. On the 7th visit of his lady customer, the denouement of the drama was reached

and the scene shifted from the shoe shop to the chambers of the court.

Commenting upon the action of the plaintiff, or rather the plaintiff's husband, the Hamilton paper says:—

## A Doubtful Sort of Satisfaction

In connection with the action of plaintiff against C. M. Haist for the recovery of \$6, the price of a pair of shoes for his wife, which he claimed that she did not want, it was learned this morning what an expensive thing litigation is. The plaintiff won his suit, His Honor Judge Snider, ordering that the shoes be taken back and \$5 refunded, and this was done. N— had a lawyer for which he paid out the \$5 and the costs of the action amounted to \$2 besides a half-day's pay which will be deducted from his wages. In all it cost him nearly \$10 and all his trouble and now his wife has not even got the shoes.

C. M. Haist in conversation with the SHOE AND LEATHER JOURNAL furnished the following particulars of the transaction: "Yes," he said, "on a very busy Saturday, Mrs. J. P. N— came into my store and asked me to show her some stylish high lace boots. I inquired what kind she preferred.

"She said: 'Oh, I don't know, show me some.'

"I accommodately fitted on various models in all colors, including blacks, browns, greys and blues.

"After about a half an hour's work she informed me that she didn't intend buying today and was only looking around,' but, two of the styles suited her very well and would I kindly set them aside until Monday night, when she would bring her husband to help her decide which pair she should have.

## How It All Came About

"I complied with her request, but she failed to come back Monday night as promised. The following Saturday she came in again, this time only to price some styles in the window, and left once more without buying.

"On the following Wednesday night as I was just closing my place of business, about nine-thirty, intending to get home as early as possible, she, with a friend, bobbed up serenely for a third time to 'try on more shoes.'

"I marshalled all my patience and fitted on every thing from 'soup to nuts,' and, after serving her until about eleven-thirty o'clock she finally decided on taking a patent leather, high cut turn sole pair made by a leading Montreal firm. The price was six dollars.

"She then sweetly informed me that she had no money tonight and would I 'set them aside until Thursday night, to give her husband a chance to see them laced up on her and decide as to whether he would allow her to have patent leather.'

"Again I 'set them aside.' Matters went along until Saturday night, when at the busiest hour she again came in with her husband. She had the shoes fitted for his benefit. She complained of the left boot pinching a little and asked me to put the stretcher in it for a minute.

"After again lacing it up, her husband asked her if they suited. She said, 'why yes, only you don't like me to have patent leather.'

"He replied, 'O well if they suit you I don't care what you have,' so she decided to take the footwear. He paid me and I considered the transaction closed.



AN ARTISTIC DISPLAY OF WOMEN'S ATTRACTIVE FOOT TOGGER BY A LEADING WESTERN FIRM AS SHOWN IN "SHOE ECONOMIST SECTION"

"Imagine my feelings on the following Tuesday, when on returning from lunch, I found the lady back again 'fitting on shoes.' I asked her what the trouble was now, and she said that she was not pleased with the patent leather pair after all and wanted to see some others.

#### Did Not Want Pair Anyhow

"After trying on various styles she decided that she didn't want shoes at all, and desired her money refunded. This I didn't feel justified in doing and I informed her so on the grounds that I had worked hours for her to try and satisfy her fickle mind. She then asked me to accept \$1.00 for the time I had spent and also for the depreciation of the value of the shoes from such constant fitting and stretching. To get rid of her I complied with her request and refunded her \$5.00 and took the shoes back.

"In about half an hour she came back again and remarked that I couldn't get away with her money so easily and took away another pair made by an eastern firm, which she had previously tried on. She again gave me the \$5.00. I certainly thought that I had seen the last of her this time, but again at about seven o'clock in the evening she brought the second pair of boots back and demanded the refund of her money in full.

#### Threw the Boots on the Floor

"I flatly refused to give it to her, and advised her to leave the premises and take the boots with her. She threw

the boots down and walked out leaving them there, after having first informed me that she would institute proceedings to recover the money. This she did with the result that Judge Snyder gave judgment to the effect that I should refund five dollars or give her the shoes. Mrs. Nelson to pay the costs of the suit."

#### HOW HE ADJUSTS SHOE TROUBLES

"If shoes are properly sold and properly fitted there is generally no 'come back' or complaints," remarked the head of a live shoe department the other day. "There is less grievance with the novelty shoes than there used to be with the old staple shoes, because novelty shoes get soiled before they are worn out and are discarded because they are shabby before they are worn to a point that would justify a complaint.

"We do have some troublesome kicks, of course. For instance, on June 15th of this year a woman bought a pair of Colonials for \$5.95. She has a charge account in the store and this was not paid until August 5th, when she sent a check for \$3.75 to cover these shoes, claiming that within a week of the day of her check she was offered the same shoes for less than that price.

"I don't know what the office will do about that, because the store is very generous with customers and may decide to allow it, but, so far as I am concerned, I cannot see how we can do business on such a basis. From my point of view the woman who will take such an advantage of a store can do her trading elsewhere and the store which gets her business is welcome to it.

"We have had some complaints last summer of the rusting of buckles on washable white kid shoes. It seems to me that the manufacturer of a washable shoe should see to it that he uses a material in his buckle which will not rust through. I believe a customer has the right to complain in such an instance, and I have made good the complaints; but I cannot induce the manufacturers to make them good to me. In fact, I cannot buy, beg, borrow or steal buckles to replace those complained of by customers; so I have bought a number of plain white celluloid buckles.

#### ALWAYS FULL OF INTEREST

Please find enclosed express order for \$1.00 for another year's subscription to the "Shoe and Leather Journal" which we appreciate very much. It always contains some valuable information regarding the shoe and leather world.

Yours truly,

JNO. T. LAWSON.

Regina, Sask.



### BIG SUIT OVER SHOE FIRM'S NAME

Voluminous affidavits were filed in the Supreme Court, New York, recently, following the granting of a show cause order issued by Justice Cohalan requiring the Slater Shoe Co., Inc., and Harry H. Aronson, of 1159 Broadway, to explain the use of the name which is owned by J. & J. Slater. The application was made by the last named concern which has a number of stores in this city with its principal place of business at 415 Fifth avenue.

It is said that the defendants have four stores in Boston, one in Providence and one in Manchester, N.H., and one in New York at the southwest corner of Broadway and 27th street, within two blocks of the plaintiff's Broadway store. Signs covering the building of the defendant can be seen for many blocks.

The plaintiffs say that they have a large mail order business and that mail intended for them has been delivered to the defendants and customers of theirs have complained of the poor quality of shoes sent by the defendants to them on the supposition that they were dealing with the older concern. Many letters are incorporated in the papers filed in the court, together with newspaper articles telling of alleged visits to the defendants' store and the treatment accorded them.

The court is asked to grant a sweeping injunction prohibiting the defendants from using the name Slater in any manner and in addition they are asked to submit an accounting and pay over \$50,000 damages for the losses already incurred.

J. & J. Slater claim that the defendant is incorporated under the laws of Massachusetts. The plaintiffs were represented by Emile Pincus.

### CAPT. SUTHERLAND AGAIN HONORED

Capt. J. T. Sutherland, Kingston, Ont., who is now overseas, has been re-elected president of the Ontario Hockey Association, by acclamation. Nominations closed recently, and the custom of giving the president two terms in office was observed. With Capt. Sutherland at the front,



CAPT. J. T. SUTHERLAND, KINGSTON

the duties of his office will devolve upon the first vice-president, Sheriff J. F. Paxton, of Whitby. Capt. Sutherland is widely known to the shoe and leather trade, having

been for many years representative for the Cook-Fitzgerald Co. in Ontario, and later, Scott-Chamberlain, Limited, London, until he joined the colors. "Jim" comes of a well-known shoemaking family that has been in business in Kingston for nearly three-quarters of a century, where his brothers are still engaged in the retail line. The re-election of Captain Sutherland is a tribute to his popularity, enthusiasm and devotion to hockey. He has always been a staunch supporter of clean athletics.

### MAKING SUCCESS OF SHOE LINE

Percy M. Levine, proprietor of Levine's Shoe Stores in St. John, N.B., has only been in the boot and shoe busi-



LEVINE'S SHOE STORE, ST. JOHN, N.B.

ness for three years, but during that period of time has achieved marked success. When James V. Russell was elected commissioner of St. John three years ago, Mr. Levine purchased his store on Brussels street. On year ago he decided to branch out and he opened a store in Charlotte street. Since that time he has built up a good business and is receiving a fine patronage. Recently he made a few alterations to his Charlotte street branch store. The accompanying cut shows the location of the store and the proprietor standing in the door.

### WHY SHOE TREES SHOULD BE SOLD?

With the cost of shoes going up it pays to give special care to one's footwear.

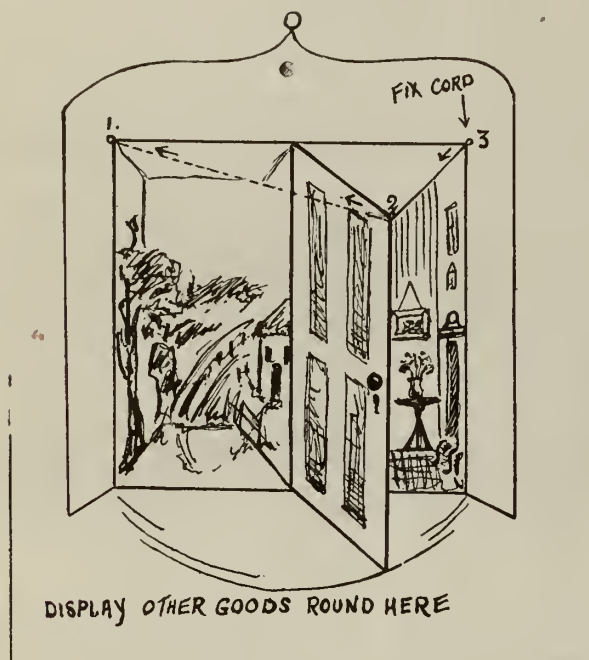
Some people seem to think that shoe trees are merely pretty ornaments, whereas they are really necessities. The leather in shoes should not be allowed to shrink, which it is apt to do if shoes are taken from moist feet and left in a warm place. If trees are used shoes will keep their shape. Wet shoes should never be dried at a stove or on a radiator, or near a heater of any description. The effect of the heat so applied is to dry the oil out of the leather and cause the shoes to crack.

Another thing not to do is to let shoes stand in a damp place, or in a closet near the heat. Leather should not be allowed to become dry. It should be kept soft, quite the same as when it is in its natural condition on the animal. Natural animal oils should be rubbed over the shoes occasionally. In many cases if one would rub banana skin on the shoes it would be sufficient. This not only cleans, but keeps the leather soft. For brown shoes this is especially good, as it takes off all stains, and one using this simple cleanser is astonished at the result.

The two principal things to be remembered regarding the care of shoes are that the shoe trees should be slipped in as soon as the shoes are removed and that the leather should be kept clean and soft.

### UNIQUE YULE-TIDE WINDOW ARRANGEMENT

This Christmas display effect requires considerable time in construction, but is really worth the trouble. Take the centre of your window and fix a door, as seen in the sketch. A boy is needed to operate the opening and closing. The one side is with background setting for outdoor goods, and the other for indoor, fixed accordingly, as an indoor apartment showing slippers, etc. The door is opened with string or cord attached to the top corner and extended each way to the back. The originator of this idea had the



boy dressed as Santa Claus at the top operating the door, and it proved one of the most striking successes yet seen. Of course the idea is one well worth trying, and would be probably new in your town. In the matter of appropriate backgrounds, many good ideas may be culled from the Christmas magazines, and carried out without much outlay.

### NEWSY BRIEFS FROM ST. JOHN.

Mayor Hayes and Mrs. Hayes have returned to St. John, N.B., from Boston, where His Worship was a guest of the Canadian Club at their annual banquet held at the Copley Plaza, Monday, November 20th. He took advantage of the occasion to extend greetings to the many Canadians assembled there. While in Boston Mayor Hayes heard "Billy" Sunday and was deeply impressed by the speaker. Mayor Hayes is president of the firm of J. M. Humphrey & Co., wholesale shoes, St. John.

Mrs. Mary E. McAvity died at her home, 43 Harrison street, St. John, N.B., recently. She is a sister of John H. McRobbie, president of McRobbie Shoe Co., Limited, of that city. She is survived by one other brother, one daughter and one granddaughter. She was president of the north end branch of the W.C.T.U. for twenty years and was one time vice-president of the Women's Council and also county president.

Local boot and shoe merchants are having difficulty procuring colored gaiters to meet the demands of their customers. Joseph Gray, of Gray's Boot and Shoe store, Main street, recently had to send a rush order to New York to get a supply to meet the demand.

Neolin and rubber soles are being used quite extensively in this city despite the fact that the price for soles is very high. Some dealers charge upwards to two dollars for resoling boots and this figure is beyond the reach of the poorer classes. If the price was within the reach of all there is no

doubt that fibre would be in great demand, as many people are dissatisfied with the wearing quality of leather used by many of the local repairers.

### PREDICTS RETURN OF CLOTH TOP IN SHOES

(Continued from page 20)

sold as high as 40 cents to 50 cents and when tanned in colors, selling as high as 70 cents per foot.

In connection with leather suitable for sole stock you will be interested in knowing that the British government was in the world's markets recently for several million cow hides; the amount is almost incomprehensible. This has resulted in price going up day by day with no relief in sight.

In reference to cotton which affects shoe linings, we understand that next season's cotton crop has already been largely bought up at prices which will, of necessity, result in higher prices for cotton linings next summer than we have yet paid.

One result of the present conditions will be to force shoe manufacturers to replace leather as far as possible in shoes. Substitutes for sole leather are well known and found to be equally as good as leather in the matter of general excellence. Undoubtedly the materials along this order will be more and more used in the near future. On the other hand, there is no real reason why leather should be used in top facings, eyelet facings or button fly linings. Fabrics are now on the market for this purpose which are proving entirely satisfactory. The use of them will help, if only to a small extent, in holding down the prices in staple and medium priced lines of shoes and I feel satisfied that in a short time these and other materials substituting leather will be standard items in shoes.

### Use of Cloth Would be Helpful

The use of "cloth" in the tops of shoes would materially help the situation to-day. While cloth top shoes will not come in with a rush, undoubtedly a strong movement for their return is on the way. Makers of high grade women's shoes are now showing high priced fabrics in their lines. If these become popular, we can hopefully look forward to the return of black cloth to style in probably a year's time, although further advances in the price of shoes may accelerate the movement. Keep in mind that cloth tops will not come back until the consumer considers them stylish or absolutely necessary. Only the other day I received samples of colored fabrics which would cost 55 cents per foot, very much less than colored leather, but about the price of colored kid two years ago.

Substitutes for leather are being used very extensively to-day. Leather box toes are becoming a thing of the past, leather counters are going only into the highest grade of shoes and it is questionable if these leather counters are giving as general good satisfaction as fibre counters, which are now in general use. It might surprise some of you if you knew to what extent leather had been done away with as an insole in McKay footwear, and now a fibre insole is on the market which is not only suitable, but will give every result desired in lower priced and medium priced welt shoes. The old claim that there is nothing so good as leather has been refuted.

On behalf of the shoe manufacturers I would ask the retailers to realize they are working against conditions never known before. The obtaining of supplies is not only uncertain but deliveries are constantly interfered, with with the result that usual prompt shipments of shoes may be affected accordingly. We cannot buy as we used to buy and it would seem of necessity that in the near future shoe manufacturers will be forced to take only immediate business for materials which they actually have, but certainly to follow the old system of taking orders months in advance would have to be discontinued until normal conditions return.



# CAN YOU GUESS ?

## TETRAULT LEADS THEM ALL

Business for Eleven Months \$1,787,637.89  
GET INTO THIS GUESSING CONTEST

1ST PRIZE - \$75.00 CASH

2ND PRIZE - 25.00 CASH

3RD PRIZE - 15.00 CASH

4TH PRIZE - 10.00 CASH

5TH PRIZE - 5.00 CASH

### CONDITIONS

- (1) Open to all handlers of Tetrault Shoes from Coast to Coast.
- (2) Record of Sales will appear in each issue of Shoe and Leather Journal to December 15th.
- (3) After December 15th daily sales will not be added at factory, to prevent information leaking out.
- (4) Guesses will not be received until after December 15th issue of SHOE AND LEATHER JOURNAL is out.
- (5) Contest will be closed January 5th, 1917, and envelopes opened by committee of well known retailers, who will announce the lucky guessers. Mark envelopes "Guessing Competition."
- (6) When sending in your guess you must give correct register number in lining of any one of our shoes.

Here is What You Have To Do:

Guess what our total business for 1916 is

### *Monthly Sales of Tetrault Shoes for 1916*

January	-	-	-	-	\$114,773.83
February	-	-	-	-	141,027.97
March	-	-	-	-	151,655.59
April	-	-	-	-	141,337.70
May	-	-	-	-	147,663.49
June	-	-	-	-	162,541.64
July	-	-	-	-	149,079.51
August	-	-	-	-	190,086.00
September	-	-	-	-	179,143.39
October	-	-	-	-	201,949.82
November	-	-	-	-	208,378.95
Total	-	-	-	-	1,787,637.89

In December 15th Shoe & Leather Journal we will announce our new total to date.

*DON'T SEND IN GUESSES TILL AFTER DECEMBER 15*

## TETRAULT SHOE MFG. CO.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

Office and Warehouse at  
9 Rue de Marseilles  
Paris, France

## MONTREAL

## SHOE RETAILERS NOMINATE OFFICERS

(See Opposite Page)

At a meeting of the Toronto Shoe Retailers' Association held Nov. 23rd, the nomination of officers for the coming year took place. Much interest was taken in the proceedings. Some of the men, who have served faithfully and well during the past year and a half positively declined to accept office again, and retired with the well earned thanks of the members of the Association.

Howard C. Blachford was finally prevailed upon to accept nomination for the presidency for another term, although he strongly urged the organization to select a new man, and infuse in it "new blood." The voice of the meeting, however, was unanimously in favor of his retaining office.

The following nominations were made, and the election will take place early in January.

President, Howard C. Blachford.

Vice-president, A. Levy.

Treasurer, C. C. Allan.

Secretary, J. H. Shinnick and J. Warden Jupp.

Sergeant-at-Arms, N. A. Roy.

Executive Committee: W. T. Fegan, J. H. Shinnick, S. C. Parks, H. A. Russell, W. B. Parvin, R. S. Ritchie, Geo. W. Warriner and Walter Burnill. From the foregoing four will be selected.

The retiring secretary, Edward Cook, who has ably and energetically discharged the duties of that position, and declined to accept renomination either as president, or as secretary, will, by virtue of his office, be a member of the new executive.

The meetings of the Association have been very well attended and characterized by instructive addresses, lively discussions, and a spirit of progressiveness and co-operation

## DO YOU WANT TO WIN \$75.00?

If you are a good guesser, study the figures in the advertisement of the Tetrault Shoe Manufacturing Co., of Montreal, the largest makers of Goodyear welts in Canada. You have a splendid chance to win the first prize of \$75.00, \$25.00 for second, \$15.00 for third, \$10.00 for fourth and \$5.00 for the fifth.

In this issue of the SHOE AND LEATHER JOURNAL a statement of the sales for the month of November appears, and in the December 15th edition will be given the sales for the first half of December. All that contestants have to do is to estimate what the last half of December will be, add up the total for the twelve months, and send in the grand total for the year. No guesses are to be sent in until after December 15th.

Here's a chance for everybody from the messenger to the proprietor to get into an interesting game without costing anything to enter. The competition is open to all handlers of Tetrault shoes in Canada. The contest will close on January 15th, and the envelopes will be opened by a committee of well-known retailers, who will make known the lucky guessers. The envelopes should be marked "Guessing Contest." There is only one condition and that is, when sending in a guess the competitor must give the correct register number in the lining in one of Tetrault's shoes.

## SHOEMAN'S SON KILLED IN ACTION

Wm. J. J. Martin, son of B. W. S. Martin, sales manager for John Ritchie Co., Quebec, Que., was killed in action in France recently. His parents received a wire from Ottawa stating that he had died from wounds at No. 4 Clearing Station, France, on November 2nd. The last letter that they had from their son was dated October 24th, and at that time he was in the best of health. Pte. Martin would have been nineteen years old next month. He stood over six

foot, and was built in proportion. Before enlisting he entered the Montreal Bank in Quebec, and after some months was transferred to the branch in Granby. In October of last year he went to Montreal and enlisted as a private with the 73rd Royal Highlanders. His regiment sailed from Halifax on April 1st, and on arriving in England was stationed at East Sandling Camp for a while and afterwards at Bramshott Camp where it was attached to the 4th Division. In August last, the boys left England, and were for some time in Belgium before going to France. Mr. Martin's many friends in the shoe trade will deeply sympathize with him in the loss of his son.

## A SHOE ENTHUSIAST

(See Front Cover)

To know the "shoe game" from end to end was the ambition of William Chamberlain when he took up the shoe business thirty years ago. He first of all mastered the selling end and so thoroughly did he become acquainted with the retailers' ideals of a good selling proposition in footwear that he made a wonderful success as a shoe salesman. Added to his knowledge of shoes and shoe selling, and entering in a large measure into his success has been a geniality and adaptability that has caused him to be known through the length and breadth of the land as "Bill" Chamberlain. He has the wonderful faculty of enthusing, not only his associates and employes, but all with whom he comes in contact.

He has put CLASSIC SHOES "on the map," so to speak, and has by his marvelous executive ability placed the "Getty and Scott" and "Scott-Chamberlain" plants in the front rank of Canadian shoe enterprises. He exercises that supervision of the factory output, and direction of sales that has steadily brought the product of the two concerns to their present enviable position.

But he is neither a grubber or driver. He finds time to devote to other matters than mere shoemaking and selling. He takes a lively interest in sports, and is a general all round good fellow, who can take his part in everything from hunting out an up-to-date shoe to making a mile a minute run to Toronto in his six cylinder.

He is a "Galt" enthusiast, and is identified with all that concerns his town's progress and development. He is proud of his town, and especially of the handsome palatial home that he has just completed and which is one of the ornaments of the city.

## A RICH SOURCE OF IDEAS

How many traveling salesmen called upon you last year?

A hundred?

If so, there were one hundred of the keenest of brains, loaded with many hundred ideas and unlimited information relating to your business, at your service—free.

Ideas are costly. Without them you can make no progress.

If you could travel half the year, as salesmen do, and visit with shoe dealers in other cities and states, you could gather equally rich and varied funds of shoe-selling knowledge.

But you cannot spare the time.

Salesmen can. It is their job.

So, it pays to let their eyes and ears work for you.

You may not need their goods, but you do need all you can get out of their experience.

Use them courteously. Ask them questions. Listen to them.

And make each man pay you for the time you give him by leaving with you at least one good, practical idea.

Then use it.





Howard C. Blachford, Re-elected President



A. Levy, Elected Vice-President



Edward Cook, Retiring Secretary



F. A. Guinivan, Retiring Member of Ex.



Some New and Retiring Officers, Toronto Shoe Retailers' Association

(See Page 34)



J. C. Budreo, Retiring Treasurer



S. C. Parks, Nominated for Ex.



Walter Burnill, Retiring Vice-President



Geo. E. Chambers, Former Member of Ex.

# TENAX

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## The Soling of the Future

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Better and cheaper than Leather.

Practically as light as Leather.

Wears longer than Leather or Rubber.

Non-squeaking.

Waterproof.

Flexible.

This product, which is a highly fibrous compound developed and perfected in our laboratories after months of research and practical test, as a substitute for Leather, will be known to the Trade under the copyrighted name—

# TENAX

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In view of the scarcity and high price of Leather this new Soling will be a boon to the consuming public.

Supplied in sheets of suitable thicknesses for all Soling, and in Black and Tan.

Tenax is a Money Saver

Gutta Percha & Rubber, Limited  
Toronto, Canada



# Rubber Footwear Notes

**Big Rush with Seasonable Weather—Largest Business in History of Trade—Better Handled Than Usual is Verdict of Retail Trade—Booming Rubbers Through Special Sales**

**T**HE rubber shoe trade of Canada never had a more successful season in its history. Placing orders came in well, in spite of the dropping of the discount for early orders, although at the outset, it looked as though booking might be a little slower. There are two factors that have contributed largely to swell the volume of business, the fact that stocks carried over from last season were small, and the general upward tendency of prices in all other lines seemed to give buyers the impression, that rubber shoes would possibly go the way of all flesh these days, and take to the air. Supplemental orders have therefore been more liberal than usual for this time of the year, and although retailers have still left themselves open for further supplies, should a seasonable rush occur, stocks are better at this time than the average. There has been no weather as yet, to call for the sale of the heavier lines, but there is abundance of chance still, for weather calling for their use.

**Rubber Selling Campaign.** As referred to in last issue, a campaign has been inaugurated to encourage the sale of rubber footwear from the standpoint of footwear economy. The advertising done in the daily and weekly press, while until recently endorsed by no particular company's name, and evidently done for the general promotion of rubber sales, has no doubt, had the effect intended, of stimulating business generally, although to what extent, the sales of rubbers are taking the place of those of leather goods, it is difficult to say. Winter has always been a time of leather economy, as people naturally wear their defective leather shoes, with rubber protection during that period of the year, when the weather underfoot permits it. Undoubtedly the tendency this year will be to save shoe leather, which has become abnormally high, and dealers can blame neither the consumer, nor the rubber people for taking advantage of present conditions. The advertising of rubbers by those interested in their production, is therefore not only good business, but common sense, and the company responsible for the large outlay that is no doubt represented by the advertising in question, is only doing the natural and reasonable thing.

**Some Retail Criticisms.** While the general purpose of the advertising may be commendable, there have been some respects in which the advertising has, so to speak, got under the skin of the dealer. The latter is naturally, jealous of the interference with the sale of a class of goods, on which he stands to make better profit, and has resented the attempts of some of the earlier advertisements to lay undue stress upon the expensiveness of leather

footwear, and more especially, the impression created, that there has been no advance in the prices of rubber shoes. While it is quite true that rubbers are amongst the few products that have not gone skyward in the past twelve months, it is equally true that they are not quite as cheap as they were a year ago. But the advance has been the natural outcome of enhanced costs in other materials than rubber, as well as labor, and it is aside from the mark to refer to times when rubber was so costly that there was practically no money in rubber shoes.

**A Wide Awake Policy.** The "Consolidated" is to be encouraged rather than criticized for its efforts to extend in every legitimate way, the sale of its product, and that of the other rubber mills who participate in the benefits of its campaign, in common with other producers and sellers. The SHOE AND LEATHER JOURNAL has encouraged in its columns, the use of all legitimate expedients in the manufacture of footwear, that will help to relieve the situation in leather costs, even at the risk of sometimes incurring the antagonism of leather men. For the same reason, it has within the past few months, been urging the development of the shoe repair department as a further help in this direction. The retailer should welcome every means to keep down the cost of his goods, and at the same time, use every effort to turn an honest penny, and as a result, the majority are looking on the whole question in the light of getting the most possible out of a most puzzling situation.

**Fitting Rubbers.** Much damage is done, not only to the rubber shoe business, but to the reputation of a store, by carelessness in fitting rubber shoes. There was a time when people thought that anything would do that would keep out the wet, and keep off the mud. To-day, there is such infinite variety in shape and style, that there is no necessity for shoving off on a customer, ill-fitting or ill-looking rubbers. A gentleman went into a prominent downtown store the other day, and asked for a pair of high rubbers. The clerk brought him a pair of broad, heavy-looking shoes that were evidently intended for country trade. After looking at them a moment, without trying them on, he got up and went out with the remark: "I do not want horse shoes, I want rubbers." In the fit, rubbers should neither be too large nor too small. The former get sloppy and the latter break down, especially at the heel. A well-fitted rubber means better wear, better satisfaction and therefore, better business.

**QUEBEC**



**QUEBEC**

THE  
**WM. A. MARSH CO.**  
Limited

*Manufacturers of  
Fine Boots and Shoes*

**Gale Bros., Limited**

Manufacturers of High Grade  
Women's, Misses' and  
Children's

**McKAYS**  
for the Jobbing Trade

GOODYEAR WELTS TURNS

**TOURIGNY & MAROIS**  
(Reg.)

Makers of Shoes for

MEN            BOYS            YOUTHS  
WOMEN        MISSES        CHILDREN

To Jobbers Only

Capacity 5000 pairs a day, enabling us to  
make 10 Days Delivery on Rush Orders

McKAYS

S.S.

**LUC ROUTIER**

Manufacturer of

Men's, Boys', Youths',  
Little Gents' Shoes in

**McKays and S.S.**

Enquiries Solicited

MEN'S  
BOYS'  
YOUTHS'  
LITTLE GENTS'

**LAGACÉ & LÉPINAY**

McKAY and S. S. SHOES

MADE FOR THE JOBBER

We are now in our new factory at

30 St. Anselme Street



Jobbers  
Our  
Specialty  
is  
Hockey  
Boots

**J. E. SAMSON, ENR.**

**QUEBEC KID**

Has a full goat grain and the fibre and texture of the ordinary kid. It comes  
in bright or dull finish. Order early for delivery as soon as possible.

Head Office:  
491 St. Valier St., Quebec

**LUCIEN BORNE**

Montreal Office:  
152 Notre Dame St. W.



### RECENT HAPPENINGS IN QUEBEC

J. Rochette, a former shoe manufacturer of Quebec, died recently. The funeral took place on November 24th, and was largely attended.

M. A. Poirier, late foreman in the lasting department of Lachance & Tanguay, is now in charge of the same department in the factory of Lagace & Lepinay. F. X. Trepanier has succeeded Mr. Poirier at the former plant.

Alphonse Renault has taken charge of the lasting department at Tourigny & Marois factory.

Louis Guay, of J. Guay & Fils, tanners, was in Montreal last week on business. He reports that trade is good but raw hides are very dear.

Sole leather is now 65 cents a pound, box calf 74 cents to 75 cents a foot; box kip, 39 cents and 40 cents, while some tanners are asking 26 cents for chrome dull lamb.

E. Thivierge, shoe manufacturer, has installed a rapid heeling machine, and is running his plant to capacity.

G. G. Parker, representing the Boston Last Co., Richmond, Que., spent a few days in the city last week.

Dupere & Garant have been appointed representatives in Quebec for the Steel Company of Canada, Limited. They will carry a full stock of nails and tacks.

Owing to the recent snow storms and sloppy weather, the retailers did a splendid business in rubber sole shoes and rubber footwear.

### CAPT. SCOTT ENTERTAINED

Capt. James A. Scott, of the 171st Battalion, C.E.F., the esteemed and genial leather merchant, was entertained at a farewell banquet at the Chateau Frontenac, Quebec, recently, by a large number of friends, among whom the boot and



CAPT. J. A. SCOTT, QUEBEC

shoe manufacturers of the city were well represented. Mr. Arthur Richard presided. Among those at the head table, besides the guest, were the Rev. R. Lagueux, Cure of St. Roch's, Col. Bernard, Lt.-Col. Talbot, Lieut. H. Scott, Mr. A. G. Russell, Mr. Eugene Trudel, Rev. Capt. Belford, Mr. J. A. Cloutier, Mr. Carter and Mr. Shaw, of Montreal.

The tables were set out with Killarney roses, maiden hair ferns and smilax. Music and menu left nothing to be desired.

Mr. J. A. Cloutier acted as toast-master. After the toast to the King had been duly honored Mr. Cloutier pro-

posed the toast to the guest of the evening, and in this connection presented Capt. Scott with an automatic service revolver.

Sheriff Blouin followed in an eulogistic speech, regarding the patriotic spirit and excellent business qualities of the officer, who was adding to the respect and esteem he enjoyed in the community the deep admiration of all, on account of his enlistment in the service of King and country. His numerous friends and many who did not know him personally would wish him bon voyage, bon success and a safe return.

In his response Capt. Scott referred to his pleasant business and social connections with those present and sincerely thanked them for the honor they had done him. "Our Guest," and "the Ladies" were also toasted, while the gathering was treated to several songs by Mr. P. Hebert, in one of which the shoe manufacturers of Quebec were made the topic.

There were about eighty guests present and the following persons were the subscribers to the banquet: Messrs. P. Bertrand, Cleophas Blouin, Pierre Blouin, J. A. Cloutier, J. A. Duchaine, W. P. Francis, Herbert Gale, Paul Hebert, Cleophas Lachance, Rev. R. Lagueux, J. S. Langlois, C. E. Lepinay, J. D. Marier, David Marsh, J. P. Parent, Edouard Picher, Wilbrod Richard, Luc Routier, J. A. Saillant, J. M. Stobo, Louis Blouin, Lucien Borne, Jr., J. B. Drolet, Ludger Duchaine, Nazaire Fortier, O. Goulet, Elie Jobin, J. P. Lagace, J. B. L. Lamontagne, J. H. Larochelle, J. C. Mahy, A. E. Marois, Pierre Ouellet, John Perkins, Arthur Richard, Cyrille Robitaille, A. G. Russell, Erienne Samson, Joseph Tanguay, Eugene Trudel.

### PRICES HIGHER—OUTLOOK DARKER

"I think the condition of affairs is getting awful," remarked a leading wholesale shoeman this week. "In my twenty-three years experience in this line, I have never seen matters as serious as they are to-day. To speak frankly, the present state of affairs is 'getting my goat.' I was down east the other day, and the prices which manufacturers are asking us for staple lines is more than we are getting from our customers, and we thought our figures were pretty high. It is impossible to get some kinds of leather at all—all quotations are withdrawn, prices changed from day to day, and if one can get any sort of an order accepted, he feels like holding a demonstration. You simply have to get down on your knees to get so many pairs of such and such a line made, and then you are not sure whether you can get them at all. I believe that we are only on the verge of high quotations, and by next fall, unless the war comes to a sudden termination, present figures, high as they seem, will be thought moderate. Every day or two, there is an advance in leather. Any man who can get shoes at any price now should be thankful, and have very little fault to find with the cost."

"I found on my visit to the Eastern market, that shoe manufacturers would not take an order or give quotations in many cases," remarked another wholesale shoe man. "If you ask them to make a certain line, they will tell you that they must first find out whether they can obtain the stock, and then they may possibly give you a figure at some distant date, but anything like present acceptance of orders, at a fixed definite price, is altogether out of the question. The advances that have taken place are amazing. Calf leather was selling at 59 cents, dongola at 45 cents, and sole leather for women's McKays at 73 cents, while buffs are practically off the market and box kip exceptionally high. The principal difficulty at present, so far as I can learn, is in getting sole leather. No manufacturer is sure of supplies in any line, and some of them are talking of closing down after the first of the year,—if a measure of relief is not afforded in certain kinds of leather."

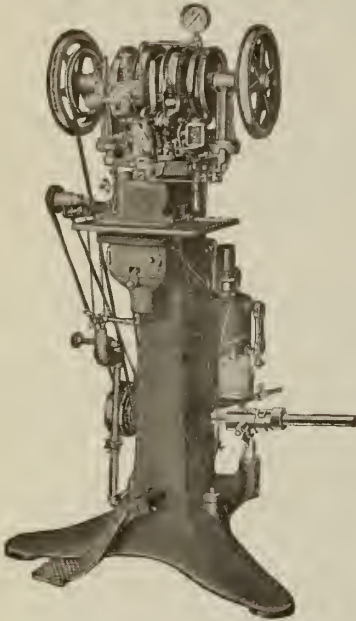
# Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe repair work.

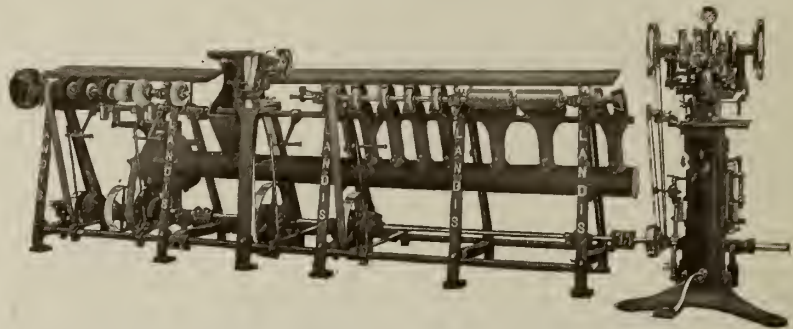
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with prices and terms.

**Landis Machine Co.** 1515 No. 25th St.  
ST. LOUIS, U. S. A.



Landis No. 12 Shoe Stitcher  
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher  
coupled to Landis Model 25 Finisher



**STOP!**  
**LOOK!!**  
**LISTEN!!!**

## PACKARD'S

Have "Something up their Sleeve" and will  
surprise the Shoe Trade with their

### New Shoe Dressings

IN NEW PACKAGES

WAIT FOR THEIR TRAVELLERS

**L. H. Packard & Co., Limited**

MONTREAL, QUEBEC

PR CES  
RIGHT

SERVICE  
RIGHT

**MAKERS OF FINE SHOE POLISHES FOR ALL LEATHERS**



# The Shoe Repair Man

## POOR BUYING CAUSES LOSSES

"It seems to me," writes a Western Canada repair man, "that certain repairers are trying to plug the wrong hole. It would suit some better to discontinue giving 20 and 25 per cent. to the stores on monthly accounts rather than to be trying to raise prices to an almost prohibitive figure. Another leak that I have noticed is poor buying in many little things, and some big ones as well, I would not mind giving 5 or 10 dollars as a prize for the best article on some such subject as, 'Cutting Down the Material Cost in the Repair Shop,' 'Eliminating Waste and Leaks in the Repair Business,' 'How and When to Buy,' etc., I believe that a good many men who might do so are not taking their discounts. They seem to think that 2 per cent. is not worth striving for.

"Another thing that I would suggest is a convention of shoe repairers to be held next year at some central point. I know of several from this section of the country who would attend. It is time the shoe repair men got together in one large organization the same as they are doing now in local associations. The latter bodies have proved beneficial and stimulating to the trade and may the good work go on. I would like to hear from fellow repair men in other parts of the Dominion what they think of a national convention."

## EACH SHOULD FIX HIS OWN PRICE

Editor, SHOE AND LEATHER JOURNAL:

If you have space in your valuable paper, and care to publish these few thoughts of mine, it may be the means of putting myself and some others right along certain business lines.

I have read several of the articles published in your paper in reference to prices adopted by shoe repair men's associations in different parts of Ontario. Having checked over several of the items, under my rule of arriving at a proper charge, I do not think they are correct. In my preparatory days of manufacturing, I was taught to fix all prices along lines of leather, workmen's wages and overhead expenses. After putting these together and adding my profit I have found this rule to work out well in my own case.

I am under the impression that such prices as are published from various associations in your paper are usually arrived at by the calling of a meeting of repair men, who assemble in a room and talk things over. Questions are put and answered and as a result prices are fixed more as a compromise than from real knowledge of what is a proper charge. I think it is brought about by not having a correct idea of what the items of overhead charges are, and by not having a proper ledger account kept of all overhead expenses, and also by not keeping a correct ledger account of the gross business done during the year. This would enable you to add the correct percentage on every dollar of work passing through your hands. Under such conditions I cannot see how you could go wrong.

Fix the price for the work you do. Add overhead charges and put on your profit. Then keep on smiling and see how you come out at the end of your business year. Now I would like some of your subscribers who know a lot more than I do to tell me where I am wrong.

After the three—leather, wages and profit—I hold that everything else entering into the work comes under the head of overhead charges. I am going to give a list of what I

consider they are, and would like someone to add such items as I have not taken into account: rent, taxes, loss accounts, telephone charges, insurance, manager's salary, nails, blacking, polish, thread, wax, oils, renewals, express and freight charges, interest on stock carried on machinery, depreciation of plant, electric power used, fuel, light, books and stationery, and all other things used that are unforeseen and not provided for, but are required for use in your shop.

With kind regards for the "Journal," I am, sincerely yours,  
Oakville, Ont. E. H. GULLEDGE.

## DOES NOT FAVOR JOINT PRICES

Writing to the SHOE AND LEATHER JOURNAL a leading member of the repair fraternity in Winnipeg, says that shoe repair prices are changing "with the wind of late, and that is quite frequent." The Association which was started some time ago has gone to the wall. The members only got their cards out in printed form when another change took place in leather prices, so the cards were torn up. Now when a person brings in a job for sole and heel, we enquire, "Do you wish the work done today?" If so, the price is quoted, and if the party says "No hurry at all," we remark that the figure is for today only, inferring that tomorrow's quotation may be higher. Most of them pay when they leave the article in order to take advantage of today's prices.

"My prices are now:—

Men's full soles of leather, Neolin, rubber, elk or felt with either leather or rubber heels .....	\$3.00
Men's half soles, sewn or nailed .....	1.25
Men's half soles, sewn, elk .....	1.50
Men's heels levelled of leather or rubber .....	.50
Ladies' half soles, sewn, oak leather .....	1.00
" half soles, sewn, elk .....	1.25
" spool heels, leather .....	.25
" rubber heels .....	.50
" walking boot heels, leather .....	.35
Misses', boys' and youths' in proportion.	

"The people are taking to advanced prices nicely, as they thoroughly understand the conflicting causes. A large manufacturer from Quebec was here recently and told one of our jobbers that the lowest priced boot that he could quote for fall, 1917, in men's welts, was \$6.00 a pair. That sounds fine, don't it?

"Yes, it is an admirable thing for repair men to tell a customer how to economize. For instance, a man comes in with a box kip blucher, slip sole, welt, which he bought a few months ago. They have gone wrong at the toes and heels and he says, 'how much will it cost me to have these understandings half soled and heeled using No. 1 stock?'"

"I say, '\$1.75.'"

"'Oh,' he'll answer, using the name of some Greek or Roman deity, 'why I paid only \$2.25 for them and I have worn them six months.'"

"It is fine for the repair man. One wholesale representative came to my shop recently and told me he could sell me No. 1 oak for 78c. per lb. in five roll lots. Soon another man came in, and informed me I could have it for 60c. in five roll lots, and during the afternoon a third fellow entered and imparted the knowledge that if I took ten rolls, I could have it for 66c. a pound, spot cash.

"How is it these prices happen to vary so much on the one day, and all for the same identical brand of leather?"



How aggressive shoemaker in Western city advertises the facilities of his modern shop



Herein is one good reason why I contend that shoe repair men cannot have a set price. One man called the other day and remarked: "Well I was just in three other shops and asked the price of a job, and all were different. Now you are still different." I added: "Well that's my price and it is on that card there in front of my counter; you can see it for yourself."

WE CALL FOR AND DELIVER



You can Save Money and Time

Letting Us Save Your Soles

THE RAPID SHOE REPAIRING SYSTEM

A. H. RANDELL

PHONE 784  
359 MAIN ST. MOOSE JAW

"'Yes,' he observed, 'I know your work is much neater and cleaner and I never have any foot trouble when you attend to my repair jobs.' I secured the work, although my figure was higher."

SOLE LEATHER VERGING NEAR DOLLAR

Since the last edition of the SHOE AND LEATHER JOURNAL sole leather has taken another jump of three cents. The prediction that it will touch one dollar a pound by January 1st next, is in a fair way of being realized. The following is the latest prices list:

	10 sides or more	Less than 10 sides
Spanish Sides, No. 1 or Best.....	63	64
Spanish Sides, No. 2 or Good.....	61	62
Spanish Sides, No. 3.....	59	60
Trimmed Backs 33 1-3% Trimmed, No. 1 or Best.....	83	84
Trimmed Backs 33 1-3% Trimmed, No. 2 or Good.....	80	81
Trimmed Backs 33 1-3% Trimmed, No. 3	77	78
Trimmed Bends 50% Trimmed, No. 1 or Best.....	93	94
Trimmed Bends 50% Trimmed, No. 2 or Good.....	89	90
Trimmed Bends 50% Trimmed, No. 3....	85	86
Oak Sides (Canadian) No. 1 or Best.....	65	66
Oak Sides (Canadian), No. 2 or Good.....	63	64
Oak Backs, No. 1 or Best.....	88	89
Oak Backs, No. 2 or Good.....	85	86
Oak Bends, No. 1 or Best.....	96	97
Oak Bends, No 2 or Good.....	92	93

TORONTO SHOE REPAIR PRICES AGAIN ADVANCED

Owing to rapid raises in sole leather, tap soles and other materials, the Toronto Shoe Repairers' Association have again raised their prices from ten to fifteen cents on all lines of work.

The new schedule which went into effect on December 1st, is as follows:

	Men's	Women's	Boys' 2-5	Youth's 11-2	Misses' 11-2	Child's 8-10 1/2	Infant's 4-7 1/2
<b>HALF SOLES</b>							
Sewn Half Soles, Goodyear Welt.....	\$1.25	\$1.00	\$1.00	\$0.85	\$0.85	\$0.75	\$0.60
Nailed Half Soles, Goodyear Welt.....	1.00	.85	.85	.75	.75	.60	.40
Turns.....	1.50	1.25	1.25	1.00	1.00	1.00	.75
Rubber Soles, Cement or Sewn.....	1.15	1.00	1.00	.85	.85	.75	
Toe Pieces, Sewn or Nailed.....	.40	.30	.30	.25	.25	.25	
Side Pieces, Sewn or Nailed.....	.40	.30	.30	.25	.25	.25	
<b>WHOLE SOLES</b>							
Leather Whole Soles and Heels.....	2.50	2.25	2.25	2.00	2.00	2.00	
Rubber Whole Soles and Rubber Heels.....	2.50	2.25	2.25	2.00	2.00	2.00	
Rubber Whole Soles and Spring Heels.....	2.25	2.00	2.00	1.75	1.75	1.50	
Whole Soles only.....	2.25	2.00	2.00	1.75	1.75	1.50	
<b>HEELS</b>							
Heels Straightened, Regular.....	.40	.30	.30	.25	.25	.25	
Heels Orthopedic, Regular.....	.50	.40	.30	.30	.30	.30	
Heels Straightened and Revolving Rubber Heel.....	.50	.50	.50	.50	.50	.50	
Heels Straightened and 1/4 Rubber Tip.....	.50	.50	.50	.50	.50	.50	
Rubber Heels, ordinary.....	.50	.50	.50	.50	.50	.50	
Rubber Heels, solid.....	.65	.65	.65	.65	.65	.65	
Toe Caps.....	.50	.40	.30	.30	.30		
Patches, sewn.....	\$0.10 up						\$1.50
Patches, cement.....	.25 up						1.00
New Counters.....	.50 up						1.00
Heel Lining.....	.40 up						.25
Triangle Plates one on each heel.....	.15						.05
Triangle Plates, two on each heel.....	.25						.15
New Vamps, men's.....							1.50
New Vamps, women.....							1.00
New Elastics, per set.....							1.00
Skates put on with screws.....							.25
Rivets, each.....							.05
Skates sharpened.....							.15



# AMONG THE SHOE MEN.

A new Walk-Over boot shop which is under the management of R. J. G. Gore, has been opened at 10 St. John street, Quebec city. The inviting establishment is finished in mahogany and has the regulation type of Walk-Over front, the same as the stores in Montreal, Toronto, and other cities. There is a mezzanine floor and the appointments and fixtures are decidedly artistic and attractive.

E. D. Pretty who has had considerable experience in selling on the road and is well-known in shoe making circles, has been appointed city representative of the United Shoe Machinery Co., Toronto, and has entered upon his new duties. He succeeds K. G. Walters who has joined the selling staff of the Regal Shoe Co., Toronto.

The King Shoe Co., Limited, of Toronto, have received through the Militia and Defence Department at Halifax, an order for 20,000 pairs of boots for the Imperial Navy. The consignment has to be completed in two months time and it is understood the price is around \$5.00. The boot is a chrome black kip blucher, with slip sole. The slip sole is attached to the insole by Standard screws and the outsole is Goodyear welted to the slip sole while the shank is McKay sewn. The naval boot in pattern and last resembles very closely the regulation Canadian Army boot.

The Regal Shoe Co. are removing from their factory on Atlantic Avenue, Toronto, to their spacious and admirably appointed new home, corner Bathurst and College streets. The cutting and fitting rooms are already in operation, and the other departments of the plant will be going in a few days. It is expected that by the middle of the month, the making of shoes in all branches will be in full swing. The new factory of the company is one of the best lighted and splendidly located that could be desired. The structure is 65 by 130 feet, and the capacity of the plant will be 1,200 pairs a day.

H. R. Emery, of Blachford, Davies & Co., wholesale shoes, Toronto, spent a few days recently in Montreal and Quebec, on business.

The excavation and foundation for the new shoe factory of the Reliance Shoe Co., in Acton, Ont., are completed. The contract for construction work has been awarded to J. B. MacKenzie, of Georgetown. The building will be of solid brick 40 x 125 feet in dimensions, two storeys and basement, and the capacity of the plant will be five hundred pairs a day.

The assets of Mrs. A. Gould, shoe store, Ottawa, will be sold.

A Russell Hewetson, of Brampton, was elected President of the Ontario Union of Christian Endeavor Societies at the annual meeting held in Toronto last week. He is secretary-treasurer of the J. W. Hewetson Co., shoe manufacturers, Brampton, and is a former president of the Toronto C.E. Union.

K. G. Walters, late of the United Shoe Machinery Co., Toronto, has joined the selling staff of the Regal Shoe Co., Toronto, and is covering Western Ontario.

Andrew McGlashan, of York Mills, Ont., died recently at the age of eighty-one years. He was born in York Mills, but had lived a good many years in Toronto. From the early years of the last century, the name of McGlashan has been associated with the leather business. Andrew McGlashan, the grandfather, being a large property owner in York Mills and Toronto, who carried on business at the south-

east corner of Yonge and Queen streets in 1854-7. The late Mr. McGlashan, who was a widely known tanner, is survived by two sons, Thomas, of Pickering Township, and Elwood, of Toronto, and by one daughter, Miss Alison, of Toronto.

E. T. Jacobi, of Toronto, and Clayton Hurlbut, of Preston, Ont., have returned from an extended business visit to Boston, New York, Rochester and other centres.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, who recently underwent an operation is able to be around again and greet his many friends.

Geo. Cloos and Roy E. Wilson, of St. Thomas, Ont. have bought the shoe business of Johnston & McCormick, who are retiring. Messrs. Cloos & Wilson have taken a permanent lease of the premises, and will no doubt continue the business in the same progressive manner as it has been conducted in the past. Mr. Wilson has been for the past few years, manager for Johnston & McCormick.

A. L. Johnson, of A. L. Johnson Shoe Co., Montreal, was in Toronto last week on his return from Winnipeg.

Geo. E. Boulter, of Toronto, spent a few days last week in Rochester, N.Y.

The Miner Rubber Company, of Granby, Que., have bought out the F. S. Carr Rubber Co., of the same town. The latter firm until a few months ago when they removed to Granby, were located in Tilbury, Ont. Granby is shortly to become a city. A bill to this effect is now being presented at Quebec, and it is expected that the first meeting of the new city council will be held on the fourth Monday in January, 1917.



**AERO-PEDS**

**Will Make Your Feet Healthy**

With **Aero-Peds** in your boots you continually walk on real air cushions that automatically generate a circulation of air at each step, and aids to keep the feet dry and warm.

**Aero-Peds** were made originally for 'The Boys in Khaki, and are now offered to the public in all sizes from the smallest in women's to the largest in men's, and retail at 50 cents per pair. Do not forget to include a pair in your next package to the front. They Will Keep His Feet Well. For sale by all good shoe dealers and in repair shops, or mailed to any address on receipt of price. When ordering state size of shoe and if for military wear.

**Aero-Peds Manufacturing Co.**  
30 ADELAIDE STREET EAST  
TORONTO

Goes  
Inside  
the Shoe

Pure  
Hemlock Bark  
Extract



Liquid Extract of  
Quebracho  
35% Tannin

Extract of Logwood, 51°  
Hematin Crystals, Hematin Paste Standard

All Other Chemicals Used by Tanners  
Write for Quotations

**McARTHUR, IRWIN, LIMITED**

Montreal

Toronto

The new warehouse of the Canadian Consolidated Rubber Co., in Regina, Sask., has been completed. The present building consists of two storeys and a basement, being 50 x 100 feet, but provision has been made for adding another three storeys when required. The new structure is fire-proof throughout being built of the Trussed Concrete Steel Co. system of reinforced concrete with outside walls of solid pressed brick. A one pipe steam type system of heating has been installed and fire protection is provided by a 4-inch stand pipe with fifty feet rubber hose and connection on each floor. Freight elevator, weighing scale, vault, ample office accommodation, etc., make the new warehouse complete in every detail.

L. M. Stock, Western representative of the Walker, Parker Co., Toronto, has returned from an extended selling trip throughout Western Canada.

J. H. Moore, who represents the Minister, Myles Shoe Co., in the Maritime Provinces has returned to Toronto, after a highly successful trip, going as far east as Charlottetown.

Morris and Smith, shoe retailers, Charlottetown, P.E.I., have recently installed a handsome new front which greatly improves the appearance of their store.

Alf. Minister, of the Minister, Myles Shoe Co., Toronto, spent a few days recently on a business trip to Boston, and other New England shoe centres.

Extensive improvements have been made to the shoe establishment of Fletcher Johnston, Limited, Stratford, Ont. A new plate glass front set in a Belgian grey oak finish, with a centre entrance, giving two show windows instead of one, as formerly, has been completed, and also the rear end of the store has been made almost all of glass to admit light to the orthopedic department, which has been newly equipped and extended to meet this growing part of the business. The whole interior of the store has been

painted and decorated and a new floor laid, making the Johnston shoe house one of the most attractive in Western Ontario.

J. J. Connor, who represents McLaren & Dallas in the Western provinces, has returned to Toronto, after an extended selling trip.

Harry Thompson, of the Thompson Shoe Co., Montreal, spent a few days in Toronto last week on business.

S. C. Cronk, of S. C. Cronk & Co., Toronto, was in Montreal and Quebec, recently, calling upon the members of the trade.

Ed. Lynch, Western Canada representative of the Minister, Myles Shoe Co., Toronto, is home after a tour covering several weeks in the West where he reports business as steadily improving.

Percy J. Steel, retail shoe dealer, St. John, N.B., is at present in Toronto taking a cavalry course at the school there. When this is completed he will be qualified for a captaincy as he has already successfully taken a lieutenant's course in infantry and machine gun work. Despite repeated efforts he has been unable to get attached to any Canadian unit.

The mitt and robe factory of the Sovereign Co., Delhi, Ont., was destroyed by fire, recently. The firm was filling government orders, and there are suspicions that the fire was of incendiary origin.

J. S. Lovell, of Toronto, representing Corbeil, Limited, Montreal, H. B. McGee, sales manager of the Minister, Myles Shoe Co., Toronto, and E. W. McTear, who is on the traveling staff of P. Jacobi, shoe store supplies, Toronto, have been nominated as candidates for the Board of Directors from Toronto on the Commercial Travellers' Association. Sixteen men are in the field and nine are to be elected. The result of the vote will be known at the end of the month when the annual meeting of the Association will be held.



Charles Holden, of Winnipeg, Western sales manager of the Canadian Consolidated Rubber Co., is a candidate for Reeve in the rural municipality of Assinaboia, Man. The election takes place on December, 19th, and Mr. Holden's many friends will wish him success at the polls.

Elmer Poyer, manager of the Canadian Arrowsmith Mfg. Co., Niagara Falls, Ont., who recently returned from a business trip to Winnipeg, Calgary, and other western points, was in Montreal last week, accompanied by R. J. Orr, Ontario representative of the firm.

J. H. Goyer, of Montreal, who represents H. B. Johnston & Co., leather manufacturers, spent a few days in Toronto lately.

The J. C. Hemond Shoe Co., Montreal, have consented to assign.

J. P. Caffery, shoe dealer, of Hamilton, has assigned to McLeod Tew.

All the travellers of Getty & Scott, Limited, Galt, Ont., who have been on the road for spring, have been recalled. The firm reports that their representatives were out the shortest space of time of any selling season, and the orders exceed in volume any preceding showing. The firm is sold absolutely up to capacity, and running to the limit in all departments.

Extensive additions are being made to the Grandy, Que. factory of the Canadian Consolidated Rubber Co. At one end the extension will be forty feet long and the same width and height as the old building. At the other end, a three storey and basement, fifty feet square, will be built. It is expected that these additions will be completed in about two months when the mill will be able to turn out nearly ten thousand pair per day. The Reclaiming Factory building at Granby has been turned into a modern warehouse for the Granby plant and manufactured stock transferred to the new warehouse.

F. X. Charbonneau, of Charbonneau & Deguise, Montreal, spent a few days in Toronto last week on business.

Ed. R. Lewis, leather merchant, Toronto, has returned from a business trip to Boston.

Harley Henry, wholesale shoe merchant, Saskatoon, spent some time recently in Montreal and Toronto on a business trip.

J. J. Tilt, who represents the Brandon Shoe Co. of Brantford, Ont., in Western Canada, has returned from an extended and successful selling trip throughout the Prairie provinces.

R. E. Bennet, representing Ed. R. Lewis, Toronto, was calling upon the trade in Ottawa last week.

Paul Roy, leather merchant, Montreal, spent a few days in Toronto recently on business.

Work is progressing favorably on the large addition to the retail shoe store of Dillon & Moore, St. Catharines. James Dillon, who was confined to the house a few days with illness, is able to be around again.

Harry McKellar, who represents the Rumpel Felt Factory of Kitchener, spent a few days recently in Winnipeg, and entertained the buyers of the wholesale shoe houses to a luncheon at the Fort Garry.

The Quebec Shoe Store, of Winnipeg, has opened a branch in the Stobart Block, on Portage avenue, in that city.

Rosecrans Murphy, representing the Julian & Kokenge Shoe Co., Cincinnati, was in Montreal and Toronto last week on business.

The shoe store of Mrs. J. Patton, 21 Gottingen street, Halifax, was visited by fire recently and considerable damage done to the stock by water.

"Pete" Cowan, who formerly represented the Brandon Shoe Co. throughout western Ontario, was in Winnipeg recently on his way to the Coast. He is buying "spuds" now in large quantities instead of selling footwear, and says that the potato life is the only one.

Letellier & Co., shoe retailers, Ottawa, recently suffered a fire loss.

The decision of the British Government, says The Manchester Commissioner, to acquire further stocks of leather, is causing considerable anxiety among boot dealers and repairers. Already all the best leathers in English tanyards have been taken by the Government, and the most recent decision is to commandeer other classes of leather from which sales are made. From 2s 6d to 3s per pound is being paid for leather which before the war cost 1s 6d and 1s 9d, and in view of this latest decision a famine in boot leathers is threatened. A number of leather substitutes are being put upon the market, and some of them are proving satisfactory. The demand for light leathers has been relieved by the use of velvet, poplin and canvas tops in women's boots, but these will be of little service during the winter.

There is no relief in sight from present high prices of shoes, according to officers and directors of the National Shoe Retailers' Association, who met recently in Pittsburg to arrange for the National convention in Cincinnati in January. The retailers were so sure high prices would continue that a lengthy discussion was held to provide a substitute for leather in the manufacture of shoes, and a committee was named to make a thorough investigation of this matter.

J. P. Kilgour, vice-president of the Kilgour, Rimer Co., Winnipeg, was in St. Paul recently on a business trip.

#### DEATH OF ESTEEMED SHOEMAN



A. W. Ault, who for the past twenty years had been in the wholesale shoe business in Ottawa, passed away recently, aged 58 years. He had been in poor health for over a year. Mr. Ault was for two terms a member of the city council and a highly respected and progressive resident of the Capital, as well as being a member of the Board of Trade, director of the Protestant Hospital and a past president and treasurer of the Y.M.C.A. Previous to locating in Ottawa, he was a member of the Stormont County Council for a number of years. Born in Aultsville, where a general store was established several years ago by his father, and is still in existence, Mr. Ault retained his connection with it as secretary. On the death of his father, about 21 years ago, Mr. Ault, who had spent five years in Chicago, returned to Aultsville, but, after a short stay in his native village, went to Ottawa, where he joined forces with J. V. Poap, wholesale shoes. The firm was known as Poap & Ault for three years, and for the past seventeen has been styled The A. W. Ault Co. They employ travelers and carry a select and representative stock. Very many friends throughout the country will regret to learn of the passing of Mr. Ault, who took an interest as well in military work. He was captain of one of the companies in the 59th Stormont and Glengarry regiment, and when pressure of business compelled him to give up military work he was placed on the reserve of officers for that unit.

He was a prominent member of the Masonic order, including Rouge Croix 18th degree.

He leaves his widow, at present at Aultsville; three sons, Lloyd, of Ottawa, Arthur Donald, of the R.C.H.A., Kingston, John Gerald at home; two brothers, Harold Ault, of Washington state, and Charles S. Ault, of Aultsville; one sister, Mrs. Ida Ault, of Toronto.

Ever since his father's illness, Lloyd Ault has taken his father's place in the A. W. Ault Co., Limited, and the business will continue under the joint management of Mr. Lloyd Ault and Mr. L. C. Wilson.

Leather to the value of \$450, stolen from the storehouse of Crocker & Co., St. Thomas, Ont., last week, was found in the woods on a farm north of the city hidden under brush and leaves.

The Chicago Cut Rate Shoe Store, which was a branch of the Harvard Shoe Store, Winnipeg, has closed.

H. C. Carter, of the Colonial Hide Co., Montreal, spent five to discourage "these vulgar fashions."

well known in the States, having formerly been in the hide business in Boston, also in Malone, N.Y. In February, 1914, he opened the Colonial Hide Co., at Montreal, meeting with success from the start. Since the date of starting less than three years ago, Mr. Carter opened other branches at Quebec, Ottawa, Three Rivers, Sherbrooke and St. John. The Colonial Hide Co. has been doing good business in Canada under Mr. Carter's able management. At the time of the Shoe and Leather Fair in Boston last July he was one of the leaders of the Canadian delegation. Although coming

into the Canadian trade almost as a stranger from the States, Mr. Carter's personality won him many friends and valuable business connections. He is well known and highly esteemed in the Canadian trade.—Hide and Leather.

A small fire occurred recently in the premises of the Central Leather Goods Co., 1191 Bathurst street, Toronto.

At a recent meeting of the Executive of the National Council of Women held in Kingston, Ont., the evil results of forcing the foot into shoes of unnatural and injurious shape, which recent fashions have made popular, were emphasized and an appeal was made to the National Executive several days in Boston during last week. Mr. Carter is

Geo. Yeo has changed the name of his place of business in Teeswater, Ont., from the Cash Shoe Store to the Classic Shoe Store. The cash system has been so successful and profitable to both the business and its patrons that there is no thought of ever making any change in that particular, says Mr. Yeo.

THE MANNER IN WHICH SHOE LEATHER QUOTATIONS ARE SOARING

**Calf leather:** men's weights, medium quality Russia for men's fine shoes.

1915	1916				
July	March	October	November 4	November 25	
\$ .29	.38	.54-.55	.60-.65	.70-.80	

Top grades 3c. more than above figures.

**Black gun metal finish** for men's fine shoes, medium grade.

1915	1916				
July	March	October	November 4	November 25	
\$ .29	.37	.50-.51	.54-.60	.68-.75	

Veals 1 cent below calf.

**Representative lines fashionable colored kid:**

1915	1916				
July	November 4	November 25			
\$ .40	.65-.90	.65-\$1.25			

**Glazed kid,** average grade, used in men's shoes.

1915	1916				
July	March	October	November 4	November 25	
\$ .17	.22	.40	.40-.45	.50-.55	

For men's shoes of medium fine quality.

1915	1916				
July	Jan.	October	November 4	November 25	
\$ .22	.23	.43	.48	.53-.58	

On low-grade light-weight, spready glazed kid for women's shoes.

1915	1916				
July	March	October	November 4	November 25	
\$ .13	.20	.32	.34	.40-.45	

**Full chrome side leather,** B grade, men's weight:

1915	1916				
Oct. 1	March	October	Nov. 4	November 25	
\$ .24	.29	.37	.41	.45-.50	

**Chrome patent side leather,** B grade:

1915	1916				
Oct.	March	Oct.	November 4	November 25	
\$ .29	.32	.40	.44-.46	.50-.56	

**Sheep leather:**

Black and colored grain, suitable for linings and topplings of men's and women's shoes:

1915	1916				
July	March	October	Nov. 4	November 25	
\$ .08½	.11	.20	.20	.20-.22	

**Natural or white chrome sheep** for linings:

1915	1916				
Dec.	March	Oct.	November 4	November 25	
\$ .10	.12	.22	.22-.24	.23-.25	

**Any colors suitable for linings:**

1915	1916				
July	March	October	Nov. 4	November 25	
\$ .09½	.11	.18	.20	.20-.22	

**White sumac grain:**

1915	1916				
July	March	October	Nov. 4	November 25	
\$ .08	.11	.18	.19	.19-.22	

**Mat sheep topping:**

July, 1915	Mar., 1916	November 4	November 25		
\$ .08	.11	.20-.22	.22-.26		

**Duck linings,** suitable for men's medium fine shoes:

Per yard:					
July, 1915	Dec.	Oct., 1916	Nov. 4	November 25	
\$ 12½	.14½	.21	.25	.25	

**Twill,** good grade, suitable for women's shoes:

July, 1915	Dec.	Oct., 1916	Nov. 4	November 25	
\$ .12	.14	.17½	.21	.21	

**Laces, Black Tubular, 4/4,** for men's shoes, per gross:

July, 1915	March, 1916	October	Nov. 4	November 25	
\$ .40	1.25	1.00	1.00	1.00	

**Belting butts,** first quality, light and medium weights:

June, 1915	March, 1916	November 4	November 25		
\$ .58	.80	.85	.88-.89		

**Union sole leather,** standard tannages tannery run:

1915	1916				
Jan.	March	October	November 4	November 25	
\$ .42	.56	.65	.70	.75-.80	

**Packer steer backs,** plump, middle and heavy:

1915	1916				
Jan.	March	October	November 4	November 25	
\$ .40	.52	.62	.70	.75-.80	

**Hemlock sole,** B.A. good damaged dry hides:

1915	1916				
July	March	July	October	November 4	November 25
\$ .28	.31	.35	.42	.48	.52

**Women's union or oak cut soles,** fine quality, 5½ to 7 iron:

1915	1916				
July	March	October	November 4	November 25	
\$ .28	.31	.36	.40	.42-.43	

Semi-fine, 1c. per pair less.

**Men's union or oak cut soles,** fine quality, 9 iron:

1915	1916				
July	March	October	November 4	November 25	
\$ .40	.49	.52	.60	.70-.75	



A VALUABLE reference from the "Weekly Bulletin" of Boston, showing the tremendous advances in calf, colored kid, glazed kid, side and sheep leathers, sole stock and many other items. No wonder shoes are steadily aviating in price.





**WEDDING OF LEATHER MANUFACTURER**

S. T. Duclos, of Duclos & Payan, leather manufacturers St. Hyacinthe, P.Q., was married on November 14th, to Mrs. L. Parent, at Spokane, Wash. Mrs. Parent, previous to her marriage, lived for some time in Spokane, where she was well-known and highly esteemed. After the ceremony, Mr. and Mrs. Duclos, spent several days at various points in the West, before returning to St. Hyacinthe, where they have taken up residence.

**HEAVY LEATHER ORDER FROM RUSSIA**

A recent despatch from New York says the Russian Government has closed a contract for \$9,000,000 of leather to be used for shoes, of which \$8,500,000 will go to the Central Leather Company, and \$500,000 to independent concerns.

**CONDENSED ADVERTISEMENTS**

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

WANTED—Shoe salesman, with long experience, to take care of shoe department. Must furnish A1 references. Good salary to right person. Box 14, SHOE AND LEATHER JOURNAL, Toronto.

I SPECIALIZE ON SHOE STAMPS

**STEEL STAMPS AND DIES**

DESIGNS ON REQUEST

**W.D. ARMSTRONG**

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

**PARKER'S FELT BOX TOES**

**Some of Our Lines**

- 
- "Waxol"
- Shoe Felts
- Polishing Wax
- Sewing Wax
- Fish Glue
- Dry Paste
- Blackings
- Dressings
- Box Gums
- Patent Leather
- Repairer
- "Carbicon"
- and a complete line of Shoe Findings.

The kind that are waterproof and are not affected by the heat or perspiration of the feet.

Ask for Samples and a Demonstration

*Selling Agents for*

**PERTH FELT CO.**

PERTH, ONT.

Makers of the Finest Line of Felt Shoes made in Canada.

**Parker, Irwin Limited**

Leading Shoe Manufacturers' Supply House in Canada

**MONTREAL**

**WHEN YOU WANT BOOT and SHOE LACES**

**McMartin is Your Man**

I have a complete stock of the lines you need, whether for Factory use or Findings trade.

I have good or cheap qualities both Tubular and Flat Round Laces, both cheap and mercerized Leather Laces in Round and Square Cut Porpoise Leather Black and Tan

**E. W. McMARTIN**

45 St. Alexander St., Montreal

For your soldier trade, 42-inch Tan Porpoise. Also Khaki Breeches Laces

**THE PASTE THAT PAYS**

The adhesive qualities of

**BRODIE'S PATENT FLOUR PASTE**

Give it a grip like a bull dog. It never lets go. That's why so many shoe manufacturers use it.

We're satisfied a trial keg will satisfy you. Then future orders will come by mail.

**BRODIE & HARVIE, Limited**

MONTREAL

**DIES** For Cutting LEATHER RUBBER PAPER CLOTH

*Best Quality Steel  
Exact in Pattern  
Prompt Service*

**JAS. CLELAND, Reg'd**

16 St. George St., Montreal.

**LOG HEELING**

ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from 2-8 in. to 7-8 in. by sixteenths) can be purchased at a big saving. Let us quote on your requirements to prove this.

J. E. DUPRE The SOLE PROPRIETOR

**Montreal Box Toe & Heel Co.**

ESTABLISHED 1904

**MONTREAL**



WHEN YOU BUY

## *Columbia Fibre Counters*

You buy a counter with not only a reputation behind it, but one with a real Guarantee behind it.

The counter is the backbone of the shoe. You cannot afford to turn out a shoe without the right sort of backbone.

Columbia Fibre Counters are made from the finest board that can be produced.

### *Canadian Columbia Counter Company*

348 Delorimier Avenue  
MONTREAL, QUE.

#### AGENTS

MILWAUKEE - - - - Harry Wilson, 415 Manhattan Bldg.  
PHILADELPHIA - - - G. S. Brotherton, Burlington, N.J.  
ST. LOUIS - Johnson Stevens & Patton Leather Co.,  
Leather Trades Bldg.  
SAN FRANCISCO - N. W. & A. L. Friedman, 717 Market St.  
ARGENTINE - Alex. R. Zoccola, San Martin 424, Buenos Aires  
CUBA - - - - Picazo & Co., 19 Tenicuta Rey, Havana  
ENGLAND - - A. Pemberton Co., 17<sup>1/2</sup> Belvoir St., Leicester  
AUSTRALIA - H. J. Herbert & Co., Terranora Bldg., Sydney



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

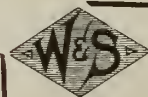
We have been serving the Shoe  
Manufacturers for 43 years.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL



The Mark W & S of Quality



## RUBBER CEMENT

Under this brand you can buy all kinds, including sole-laying, channel, chrome-folding, gem. Like all W. & S. products it makes good always.

## Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

#### Other Lines Include:

TOP FACINGS, ALL KINDS  
CANVAS AND LEATHER INSOLING  
OIL PAPER FOR SHOE COVERS  
PLUMPING CLOTH, etc., etc.

## F. E. Woodward & Sons

Lachine, Province of Quebec





# A. DAVIS & SON, LIMITED

**Tanners  
of  
High  
Grade  
Side  
Upper  
Leather**



Elk, Black and Colors; Russet Oil Grains; Mennonite Grain, Black and Red; Combination, Smooth and Boarded; Pebble; Russet and Black Collar Leather Vegchrome, Black and Chocolate; Imitation Gun Metal; Ooze Splits in Black and Colors.

Celebrated for Uniform Quality and Superior Texture and Finish.

**KINGSTON, ONTARIO**

## Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
Tapes, Ribbons, Braids,  
Inside Skirt Beltings



LENGTH OF MILL 175 FEET

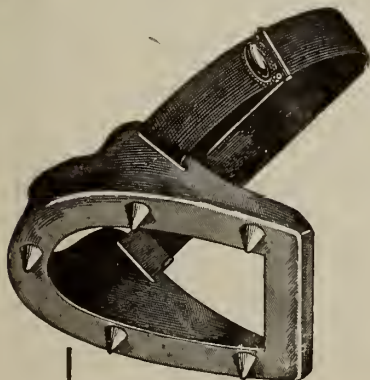
Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our capacity  
of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT



Never Slips

## THE Featherweight Ice Creeper

It's an article on which retailers make big profits. No trouble to fit and easy to sell. Made in Men's and Women's sizes.

Their grip is sure, you do not have to creep but can step with confidence. They are light, simple, durable, easily adjusted and won't come off. Order from your jobber at once, or write

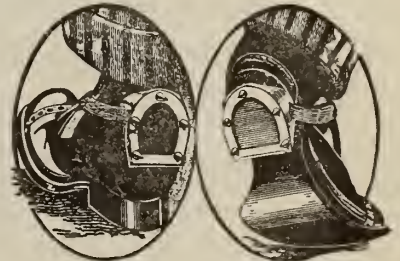


Fig. 1

Fig. 2

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.

C. W. CHURCHILL, Manufacturer, 214 Third Street, LOWELL, MASS.

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

BRANCH WAREHOUSES  
252 Notre Dame St. W., Montreal  
553 St. Valier Street, Quebec  
RICHARD FRERES, Agent

**To the Manufacturers  
and Retail Trade**

I buy all kinds of surplus  
and bankrupt shoe stocks  
in any quantities and pay  
spot cash.

Do not keep goods on  
your shelves. They will  
not earn money there for  
you.

Get in touch with me at  
once.

**Market Square Cut Rate Store  
Hamilton, Ontario**

L. M. Barnett, Proprietor



Glazed  
or  
Mat

Black  
or  
Colors.

White and Fancy Colors

**Excellent Wearing Quality,  
Superior Finish and, Con-  
sidering High Grade,  
Moderate Prices**

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy  
Leathers, Skivers, Cabrettas, as well as  
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

**NEW CASTLE LEATHER CO.  
NEW YORK**

Canadian Branch—335 Craig St. W., Montreal  
Factory—Wilmington, Del., U.S.A.

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.



# Jobbers

Who have handled  
Aird Lines in

*Men's, Women's, Boys' and Youths'*  
*McKays and Turns*

Are loud in their praises both as to the splendid values and service we are always able to render. We are now running full force in our new factory, and are in a better position to attend to the Jobbers' needs than ever before.

## Aird & Son

REGISTERED

Montreal

# RETAILERS

When buying your WHITE GOODS from the Jobber  
ask to see our lines in

*Women's, Misses', Children's and Infants'*

## Fine McKays

It will mean more money and better business for you.

Gagnon, Lachapelle & Hebert

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL

# 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 "Ryco" Matt Kid

## RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.



Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

*Stocked by all Wholesale Dealers*

The Original HEEL BALL Manufacturers



## 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



You can have this Waterproof  
Counter moulded full length  
or released end

We guarantee it to fit any last, and we will pay  
cash for any pair of shoes which our Counters  
do not outwear.

MANUFACTURERS SEND FOR SAMPLE

EUGENE GUAY - 230 St. Marguerite St. - MONTREAL

ESTABLISHED 1857

With our additional tannages we are now able to satisfy the wants of all Cutters of

## SOLE LEATHER

with either of our five lines.

"TRENT VALLEY" }  
"LION" } Oak

"PENETANG" }  
"EAGLE" } Hemlock

"UNION OAK"

THE BREITHAUP LEATHER CO., LIMITED

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA



# COLORS

We can still furnish

## Glove Horsehides

in the wanted colors though dyes are scarce. Write us for cuttings.

**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





**USMC**

Means

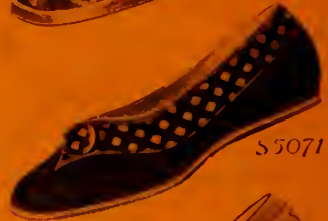
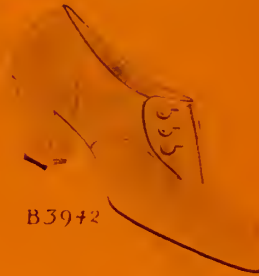
# PREPAREDNESS

Means

**USMC**

Sir  
H.W. TRICKETT LTD

WATERFOOT  
NR MANCHESTER.



Canadian Representative, J. S. ASHWORTH, Manchester Building, TORONTO



# THE SHOE & LEATHER JOURNAL

The  
Twenty-Ninth  
Year

Toronto  
December 15  
1916



Christmas Eve the Bells were rung,  
Christmas Eve the Mass was sung,  
Forth to the woods did Merry Men go  
To gather in the Mistletoe.

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL





The  
Season's  
Compliments

We heartily extend to the Trade our best wishes for a Christmas of Joy and a New Year of Happiness and Profit.

We also express our thanks for the generous support accorded us during 1916, and shall try to do all in our power to render you a service that will help you make 1917 more prosperous than any previous year.

THE JAMES MUIR CO.  
MONTREAL

THE  
PATHFINDER



• SHOE •  
MADE IN CANADA





*Seasons  
Greetings*

1916-17



Most heartily do we extend to the trade our sincerest good wishes for a Merry Christmas and a very Happy and Prosperous New Year.

We also express our thanks for the generous support, cordiality and right good will shown to us during 1916, and we shall endeavor to merit your patronage through all the coming year of 1917.

**The John Ritchie Co.**

Quebec

LIMITED .



# Christmas Greetings

**W**E esteem it a great privilege at this joyful season to have the opportunity of extending to the trade our heartiest and most cordial good wishes for the merriest kind of a Christmas and a glad New Year that shall bring you much personal blessing and good business.

And to you—our friends in the trade—we express our appreciation of your splendid support during 1916, and we hope to merit a continuance of your good will by rendering you an efficient service during all 1917.

## Gagnon, Lachapelle & Hebert

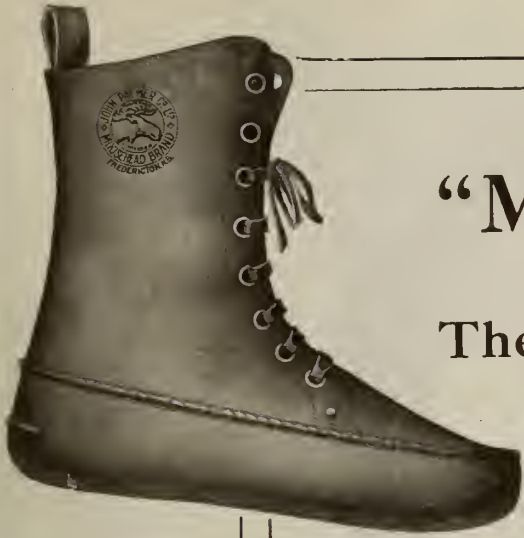
*SHOE MANUFACTURERS*

55 KENT ST.

MONTREAL







# “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 yourself to see our samples and prices for 1917 before ordering.



## John Palmer Company Limited

FREDERICTON, N.B.

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



# Season's Greetings 1916-1917



At this joyous Christmas season we extend to the trade our heartiest expressions of good will and wish for all the richest pleasures and happiness, and may the New Year be the most profitable that your history has known.

## La Compagnie J. A. & M. Côté

ST. HYACINTHE, QUE.



We extend to you our  
heartly good wishes for a  
**Joyful Christmas**  
and a  
**New Year of Hap-  
piness and  
Prosperity**

WATCH FOR OUR

## **New Samples in Women's Mahog- any Bals and Colored Tops**

ON OUR NEW LOW HEEL LAST

---

All our box toes are made of the best felt boxes  
and every pair is

**POSITIVELY GUARANTEED**

---

## **DUPONT AND FRERE**

Manufacturers of Fine Shoes

301 AIRD AVE. - MAISONNEUVE, QUE.





Our Best Wishes for  
Christmas Happiness  
and New Year's Bright-  
ness are extended to the  
Shoe Trade of Canada

J. & T. Bell, Limited  
Montreal

Shoemakers for Over a Century to  
Particular Men and Women of Canada



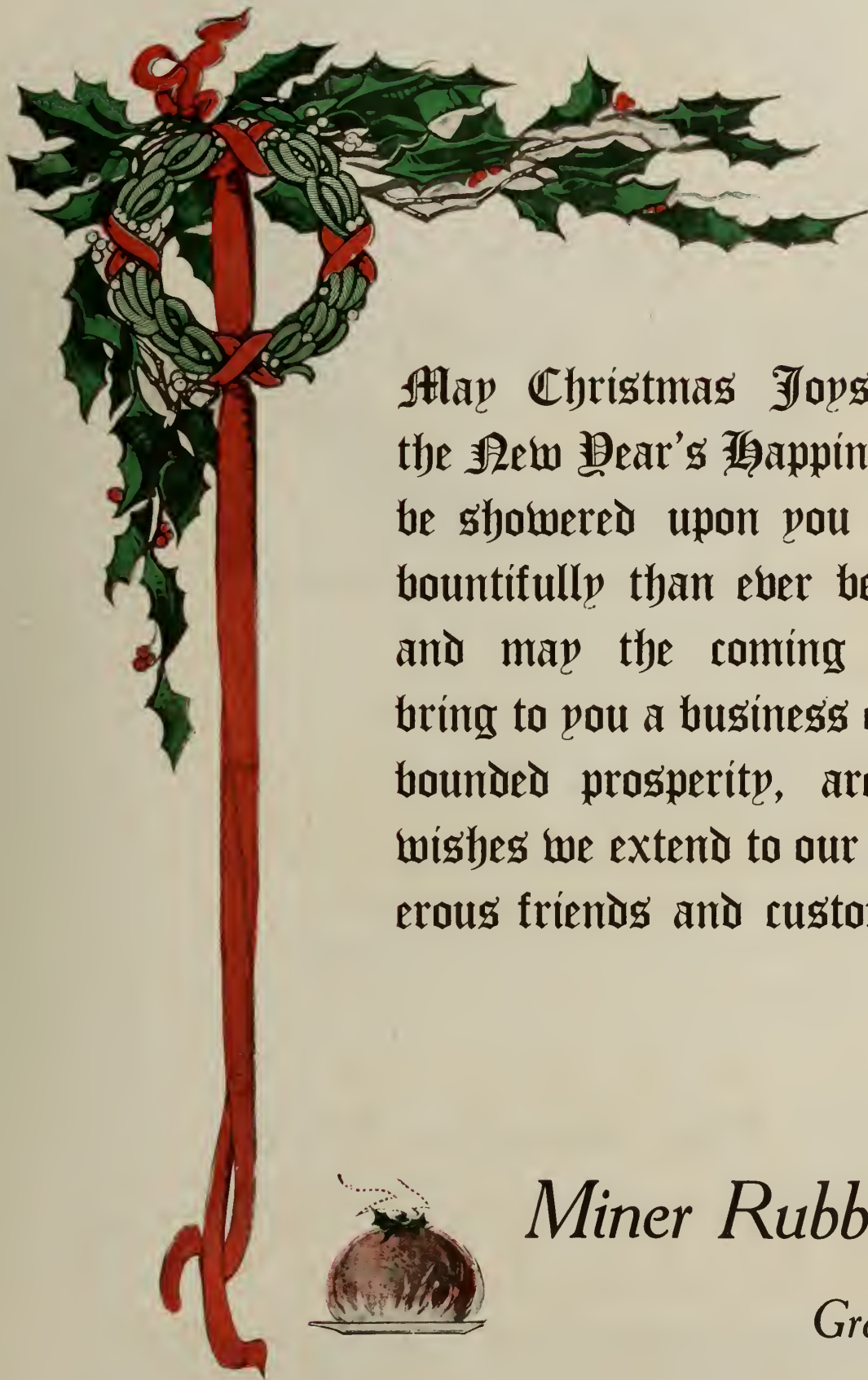


ST. JOHN  
MONTREAL  
TORONTO

WINNIPEG  
EDMONTON  
VANCOUVER

**AMES  
HOLDEN  
McCREADY**  
LIMITED





May Christmas Joys and the New Year's Happinesses be showered upon you more bountifully than ever before; and may the coming year bring to you a business of unbounded prosperity, are the wishes we extend to our numerous friends and customers.

*Miner Rubber Co.*

*Limited*

*Granby, Quebec*

1916

1917

## Cordial Yule-tide Greetings

At the close of another year—the best and most successful in our history—if we did not heartily thank our many friends and customers we would be ungrateful.

With improved facilities, thorough re-organization, and higher standards, we are in a better position than ever to take care of the interests of the trade.

We hope that the coming year may be the brightest, most successful and prosperous in the career of every present and prospective customer.

Perth Shoe Company, Limited  
Perth = = = Ontario



1916



# Christmas Greetings

1917

*May Richest Joys abound with everyone connected with the Shoe and Leather industries is our wish at this festive season.*

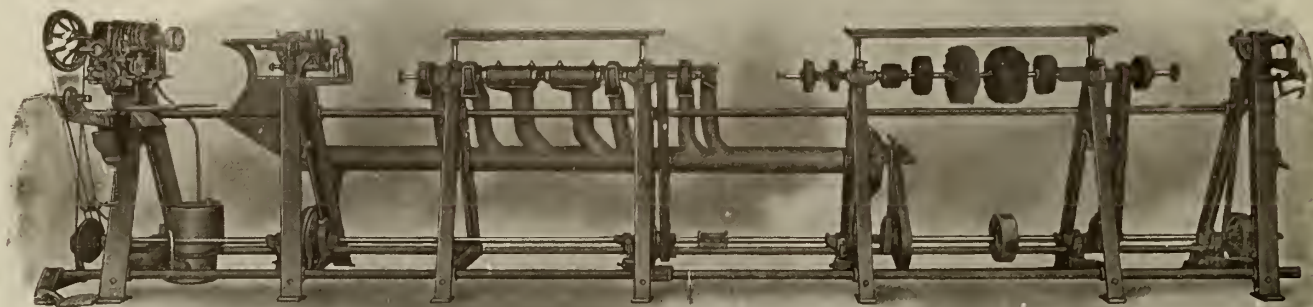
*And words fail us in expressing to the trade our appreciation of your support and good will during the year just closing, and we shall do all in our power to help you have a prosperous year during 1917.*

## Kingsbury Footwear Co. Limited

*Specialists in Ladies' Footwear*

Montreal - Quebec

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

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

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

- |  |                                  |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls           | 2 Flat X-Ray Hee 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-inch 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, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

179 King Street West, KITCHENER





May  
Joy and Happiness  
Be Yours to Enjoy  
During Christmas-  
tide and all the  
Coming year

Is our Greeting to you  
at this Happy Season

Daoust, Lalonde & Co., Limited

Jobbing Branch: Metropolitan Shoe Co., 91 St. Paul St. East

Montreal





## The Season's Greetings

1916

in which we extend to you our best wishes for a Happy Christmas and a Prosperous and Joyful New Year.

1917

We also express our thanks to the Boot and Shoe Jobbers of Canada for their good will and courteous treatment during the year just closing.

### *Aird & Son*

*Registered*

*Montreal*



## Season's Greetings to All

To our constantly increasing circle of customers and friends in the shoe trade we desire to extend our sincere thanks for the generous support given us during the year just drawing to a close.

Our earnest effort during 1917 will be a continuance of the pleasant relations existing between us.

**We wish one and all a Merry Christmas and  
a most Happy and Prosperous New Year**

**F. E. Woodward & Sons**

Lachine, Province of Quebec





We cordially extend to our host of friends our wishes for the merriest kind of Christmas and a New Year of prosperity and great happiness.

We also desire to express our deep appreciation to the trade for their splendid support during 1916, and can assure you that we shall do all in our power to render a service that will help you on the road to prosperity during Nineteen-Seventeen.

James Robinson  
Montreal

THE  
*Delcarlos*  
SHOE

# Underhills' Are Best!

That is the verdict of SHOE SELLERS when the question of QUALITY in McKay, Standard Screw and Pegged Work in High Grade Shoes comes up.



*A Merry  
Christmas*

Is the natural outcome of a full stock  
of these splendid

All-the-year-round Sellers

**Underhills' Limited, Aurora, Ont.**

Factories Aurora and Barrie, Ont.

THE  
*Fredelta*  
SHOE

## TWO POPULAR SHADES



There are a lot of FADS in colors that wise shoe men all avoid, but BROWNS and REDS are A SAFE BET.

COLLIS

COLLIS

TOBACCO

TONEY

BROWN

RED

Are the very ideals in SOFTNESS  
and TONE.

COLLIS CALF

Is mellow to the touch, economical in cutting, 'has that Rich LUSTROUS Finish that pleases the eye, and it outwears any other calf on the market.

**Collis Leather Company, Limited**

Aurora, Ont., Canada



1916

1917



We wish to extend to the trade our wishes for a joyous Christmas and a New Year of unbounded prosperity and happiness.

At the same time we also extend to you our gratitude for your valued business, which has, for three years, helped keep Tetrault at the top of the ladder of Men's Goodyear Welt Shoe Manufacturers.

It is our purpose to do all in our power to assist you in having a prosperous year by rendering you the best service at our command during 1917.

## Tetrault Shoe Manufacturing Company

Largest Manufacturers of Goodyear Welts in Canada—Bar None

Montreal

Also Offices and Warehouse at 9 Rue de Marseilles, Paris, France



## 1916-1917

**S**TANDING on the threshold of a new year, we pause to look back over the passing year. 1916 has far exceeded our expectations for volume of trade. We fully realize that your co-operation and patronage have done much to make this success possible. It is very gratifying to know that our efforts to serve and please the shoe trade have been so generously appreciated throughout Canada.

Past successes are but stepping-stones to future achievements. With the New Year our efforts shall be increased to make the **Dominion Rubber System** of still greater service and benefit to Canadians and to the retail trade of Canada. Our constant purpose, at all times, shall be to make this the one safe and satisfactory place to supply every need in Rubber Footwear.

*To one and all we extend the Season's  
Greetings and our best wishes for a  
Happy and Prosperous New Year.*

Canadian Consolidated Rubber Co.  
Montreal, Canada Limited



# Shoe and Leather Journal

*Published Twice a Month*

Subscription in Advance  
\$1.00 Per Year  
Foreign, \$2.00

Office of Publication: 1229 Queen St. West, Toronto  
**ACTON PUBLISHING COMPANY LIMITED**  
JAMES ACTON, President

MONTREAL  
13 Coristine Building  
GREAT BRITAIN  
92 Market St., Manchester

## Lest We Forget

**W**E Canadians are sailing the perilous course between the Scylla of business and the Charybdis of pleasure. We are prosperous and prosperity seems to be wielding its fateful siren influence upon the people. We are practically "pleasure mad" and that in spite of the sobering shadows of the greatest war this country or the world has ever known.

We have sent a quarter of a million of our men across the seas to fight for the greatest cause that has ever formed a battle gauge. These men have done honor to the cause and their race and thousands of them fill nameless graves in a strange land, while we sit about our comfortable firesides in our slippers, and read tales of their wonderful achievements; or throng the "movies."

The dead in France and Flanders mutely appeal to us to fill the gaps they have left. The living remnant, with hands outstretched and voice of agonized pleading, cry, "Come over and help us." But our ears are heavy, our eyes dull and our arms are palsied by the curse of prosperity and the blight of pleasure-seeking. They practically call in vain.

We encourage this cowardly faltering with the belief that the recent heroic sacrifices of these brave men and their fellows in France have brought the end of the war in sight. Therefore, "on with the dance, let joy be unconfined."

Yet the war has only begun and it belongs to the Teuton so far by all the rules of the game. Who will dare say what the next six months shall bring? Who will be responsible if the last ounce of men and means fail to be placed in the balancing scale?

In an important engagement in a war waged in the last century, a standard bearer, far in advance of his company, placed his flag on the very breastworks of the enemy's fortifications. "Come back," he was ordered. "I can't. Bring up your men!" was his reply as he fell dead at his post.

The cry reaches Canada in the midst of Christmas festivities this year in clarion notes, "Bring up your men." This is the message that is needed this Christmas more than the angels' song at Bethlehem. Will our preachers be true to the needs of the country and the world?

Will we continue to FORGET?

# Leather and Shoe Situation

- Prices Still Going Upwards—Manufacturers Scouting the Market—Leather Men Holding Back—Shoe Manufacturers Sold Up for Months—Retailers Well Bought Ahead

THE situation remains unchanged as far as the upward tendency of leather and shoes is concerned, although the talk of peace has given pause to some extent to the speculative pyrotechnics of the market in some directions. Sole leather as well as standard lines of upper stock have continued to advance until "dollar leather" for Christmas has been almost realized.

The holiday season has so far been exceptionally good, and the heavy purchasing of footwear has encouraged dealers to speculate to an extent not only far beyond anything hitherto known in the trade, but borders upon the alarming. The SHOE AND LEATHER JOURNAL has already warned retailers that there is nothing but trouble in shoe speculation just now. Should there come, through any chance, a stoppage in the flow of money that is inundating the country, people will look twice before they will buy shoes at present figures. The proposed peace conference by the Central Powers last week, was followed by a drop in wheat, and other speculative merchandise and stocks, and should negotiations begin there is not the slightest doubt that there will result a hesitation on the part of buyers of all classes, wholesale as well as retail.

There is a genuine shortage in some classes of leather, but there is not the slightest doubt that considerable stocks of other lines are being held for speculative purposes, and should any uncertainty arise as to the war continuing, there would be an immediate weakening. All those making and selling shoes should bear this fact in mind. As it is, it looks as though some shoe enterprises that have not anticipated the gymnastics of the leather market were going to find themselves in an awkward predicament in the next few months.

Meanwhile raw stock goes steadily up, and the strange thing is that there seems to be plenty of hides forthcoming as soon as the price is put on the counter. They are now worth considerably more than meat, and the tanner must feel today that his business has attained an importance that it has never yet known in the history of the industry. But what he and the rest of those interested in leather and its products cannot understand is, that in spite of the increased use of beef for ordinary and war purposes, and the fact that the demand for staple footwear on this side of the Atlantic is not so tremendously beyond the ordinary, that cow hides should outrun even the beef itself to such an alarming extent.

It is a time for wise caution and carefulness in movement, and, although a man has to be governed to some extent by what is going on around him, the wise operator will look well to his steps

in the next few months. The late Baron Rothschild gave as the foundation for his great success the principle that he never bought at the lowest price and never sold at the highest. That is business genius.

Just now, and particularly at this season, a word with regard to some of the traits developed by the exacting business conditions prevailing will be in place. There is a tendency to crowd in every stampede, and the seller is often no more to blame than the buyer. We are hearing constantly of cases when buyers in their anxiety to get in "on the ground floor" are doing things that may be good business, but bad morals. These are times when a man's character is put to the severest test in the conflict between self interest and truth, money-making and uprightness.

Let the seller as well as the buyer beware lest in this tendency to grab he gain the world and lose his "soul."

## A GREAT NUMBER

The present issue was practically a spontaneous effort on the part of the shoe and leather trades. Like "Topsy" it "grewed" and that almost in an night. This closes the twenty-ninth volume of the SHOE AND LEATHER JOURNAL which is thus still "going strong." This volume is by far the largest of the twenty-nine. Since January 1st we have given the shoe trade of Canada a book five inches thick of 1,716 pages of matter of vital interest to their business. Where can such a book be purchased for one dollar? Here is for a bigger and better 1917.

## CHANGES IN SHOE LEATHER TRADE

The publishing of our 1889 plate of the Montreal shoe and leather trades awakened such widespread interest that we have been induced to reproduce the plates of the Ontario trade issued at the same time. They afford an interesting study of the changes that a quarter of a century work in the personnel and business of an industry. In the first plate, on page 53 of this number, there are sixteen faces out of the twenty-two that through death or otherwise have been removed from the activities of the trade. In the second plate, on page 55, there are only eight out of the twenty-two that are today factors in the shoe and leather business. Only fourteen out of forty-four or about thirty-two per cent. of those engaged in the shoe and leather trades of a quarter of a century ago are still at the game.



## HOW HOTEN TRIED TO "GINGER UP" MEN'S DEPT.

Made Timely Suggestions and Picked Snappy Saleable Lasts, but was Side-Trackd in the End—Essayed to Enlist the Young Men's Interest and Enthusiasm but 'Twas no go—Getting Tired of Conservatism and Staidness he Journeyed West

"GINGERING UP" the men's department is a thing frequently discussed by shoe dealers at the present time.

Owing to so many men being at the front, or in training, the trade in masculine footwear has fallen off to a certain extent, and how to make up the loss, by inducing the lords of creation at home to buy more pairs, is somewhat of a problem.

"The only way I can see that it can be done, is to change the styles as frequently, and as radically in men's footwear, as is done in women's footwear, and this will give the youthful dressers a chance to buy more pairs than they have in the past. "However," remarked the aggressive and alert manager of a leading Western store, "gingering up the men's branch is exceedingly difficult, when you have not the sympathy and co-operation of the proprietor."

"See here, Hoten," remarked a former boss to me, 'we are paying you more money than any shoe clerk in this establishment. You have always made a good showing in every other branch, and we put you among the men's shoes, thinking that your work and worth would reveal some results, but we must say that you have been a disappointment.'

### The Same Shoes Year after Year

"I can easily account for that," I answered, 'you know I am not in charge of the department, only first assistant, and Tonkin, who is over me, is set in his ideas, staid in his notions, and conservative in his tastes. We have a lot of lasts that answer for men of middle age, or those of mature years, such as the Banker's Last, the Progress, the Straight, the London Toe and President, as well as the Right Form Foot Form, the Doctor's, etc., but we have nothing of a snappy, catchy character. Neither have we any fancy tops, and until we have all these, with perforated patterns, and wing tips, and special soles, such as neolin, fibre, ivory, etc., we shall have no ginger or dash in the men's department.'

"Well," came the reply, 'I will speak to Tonkin and he will get you what you want. I am sure that you have only to draw his attention to the matter after I have talked to him, and you will secure exactly what you require.' I may add that Tonkin had been at the helm for nineteen years, and had not been away from his post a half dozen times in that long period.

"With this assurance, I was told by Tonkin the head man, a few days afterwards, that Ralsum, who represented Craigston & Co., from whom we purchased a large number of shoes, would be in town in a couple of weeks. I was to go down and look at his latest and smartest offerings, and pick out exactly what I wanted, with the assurance that Tonkin would place them in stock. I told the latter that we certainly should get more of the young men's trade if we stocked a few classy and distinctive lines. He said—'All right, go to it.'

"A few days after I met Ralsum and he asked: 'What are you doing down here?'

### Some Natty and Nifty Stuff

"Oh," I rejoined, 'we are going to put in some nifty, up-to-date stuff. Tonkin has told me to make the selections, and I am here for that purpose.' He gave a rather sardonic smile, and I picked out exactly what I wanted and informed him that Tonkin would give him the sizes, widths, and quan-

'Ralsum said: 'I do not think Tonkin will buy these.' I inquired 'Why?'

"Oh well, he will have to undergo a complete metamorphosis, and change his ideas if he does.'

"I requested Ralsum to tell me if I had not made good selections. 'Certainly,' he answered, 'you have picked out the best selling lasts that I have. We cannot make them up fast enough.'

"Well, I know I can sell five cases on each of those lasts if you can have them delivered within four weeks,' was my parting reply, and I adjured Ralsum to try his best with Tonkin to put them over. The latter went down to the sample room in the Tertion Block, and came back with triumphant smile on his face. I met him at the door and said: 'Well, how many pairs did you order on the samples I picked out?'

"Oh," he answered, with a sauve air, 'now you really did not think that I was going to place any business on those lasts! Why, my dear fellow, we would never sell them in the world.'

"I made no protest whatever, and came to the conclusion that there was no future for me or for the men's department under Tonkin. I resigned two weeks later and secured a job in a more progressive establishment.

"Oh, I forgot to tell you of another stunt I tried to work, to boom the men's department, before I attempted to pick out lasts that were suitable for young men's trade. "Art" Dunn was the champion foot runner of our county. He had suddenly burst into fame, was a good sport, and well-liked by the young men. I went to him one evening and said: 'Arthur, would you mind using a pair of Dr. Blick's Flexoid shoes?'

### Sure, Use My Name in Ads

"Sure," he answered, 'only too glad to use them on the track. I have often heard of them, and know they are great.'

"Then, of course, I revealed the ulterior object I had in view and quietly asked him if he would mind us using his picture, and a statement in the county papers, to the effect that Arthur Dunn, champion runner of Nutane county, was wearing Dr. Blick's Flexoid running shoes.

"He gladly gave his consent. I knew that when once this advertisement appeared, all the boys in town who were taking an interest in athletics, would want a pair of these shoes. I was well pleased with the result of my interview, and went back to lay the matter before the manager of the department. But he ridiculed the idea and waxed sarcastic at my expense.

"What—give Dunn a pair of running shoes free?'

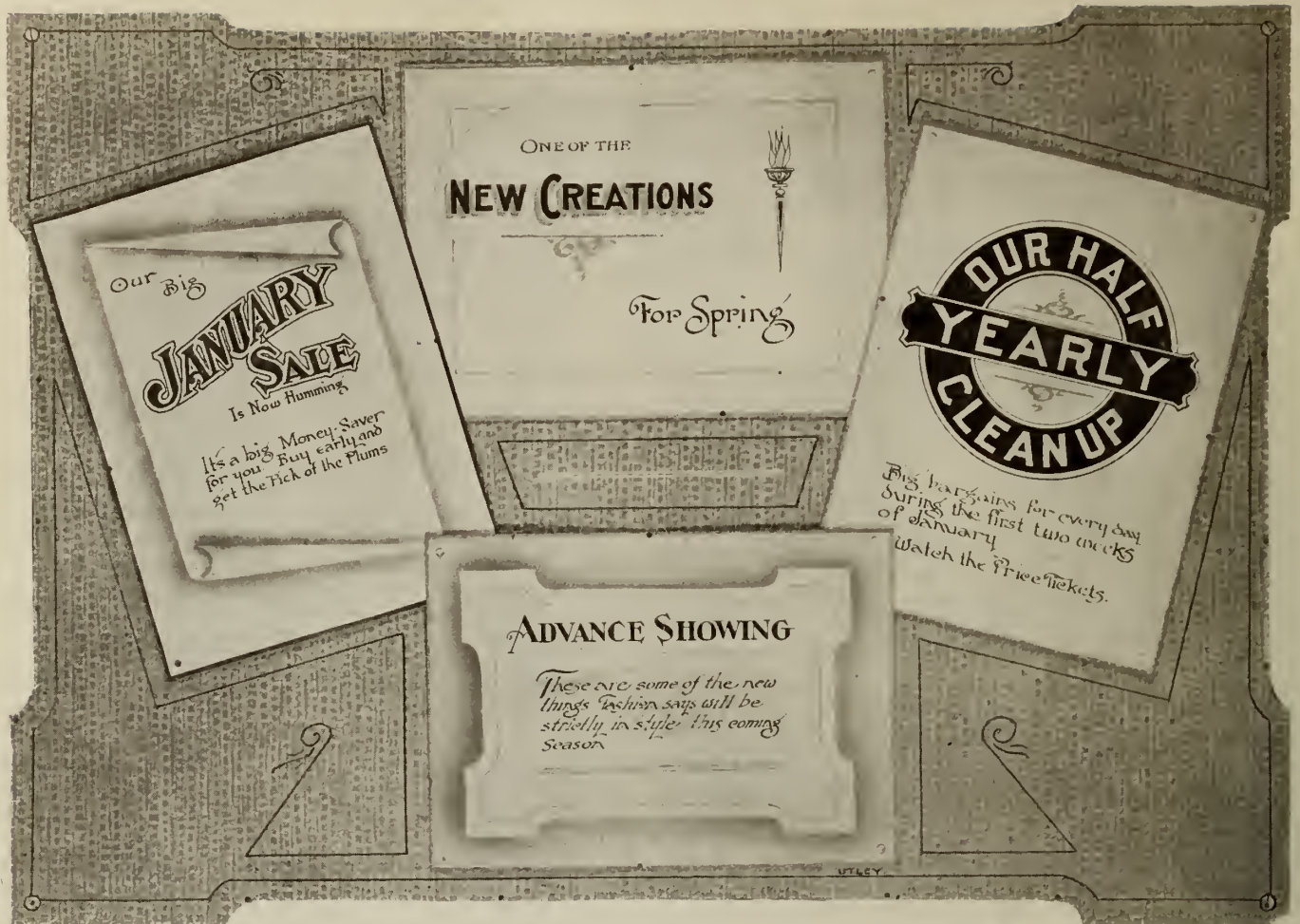
"Yes," said I.

"Never, not as long as I am managing affairs here. If he wants a pair of Dr. Blick's Flexoid Shoes, he can pay for them, the same as anybody else.'

"Now this took all heart and spirit out of me. To have presented Dunn with a pair of these shoes would possibly have cost us at that time about \$3.75. We would have got valuable advertising from it, and boosted our sales on this particular brand tremendously.

"I have only one thing to say and that is, when you are in an establishment where suggestions are not accepted, where originality is dcadened by antagonism, and conservatism, where you are given no credit for brains or initiative—why, get out quick."





## SOME JANUARY TRADE BOOSTING SUGGESTIONS

**I**F you have rushed through the water in a high speed motor boat, with the spray flecking your face as the bow turned big, smooth-faced furrows on each side, while in your wake a dancing, foaming path of ruffled swells told the tale of your exhilarating speed, and then of a sudden your gasoline went low and you were forced to creep along at a speed that left scarcely a ripple behind, or if on some blossom-day in May you have motored along a fine stretch of country road at a law-defying pace, and the song of the birds and the scent of the flowers added special charm to the sport, when suddenly "engine trouble" demanded that you should substitute a snail like crawl of three miles an hour for your forty mile rate—if so, then you will know something of the feeling of after Christmas trade-days—when you are forced into the slowing down pace of your business car.

It is the contrast that makes this slowing seem really worse than it is. But it is a fact that trade drops away after the Christmas season. There can be little doubt but the cause is simply a reactionary effect, after the extensive buying that is always indulged in during the holiday season. People get the buying habit then and buy unnecessarily, with the result that they slacken up right after Christmas.

Now it is the merchants opportunity to overcome this condition. January offers no special days or holidays to take advantage of from an advertising point of view. But at this season many merchants run a half yearly sale or a pre-stock-taking sale to put some pep and vim into business. There will always be "left-over" lines and possibly odd sizes that will need clearing out. On such it is well to make a sweeping price reduction and offer them at a figure that will make them move quickly. Make a complete "clean up" sale of everything that is hanging. Run it for ten days or two weeks according to the amount of goods you have to

clear out. In some cases it may be well to supplement with a special buy of some lines that you can offer at low prices and include in this sale. Manufacturers and wholesalers are just as anxious to unload during the month of January as you are and you may be able to pick up something at a great price attraction. Advertise the sale in the paper and place a cotton sign across the front of the store announcing it. Always be careful to put the dates of the sale on the sign, and in all the advertising. Never announce a ten or twelve days' sale without giving the dates, for it would still read a ten days' sale after it had been running nine days, which would be misleading.

Start your advertising at least three days in advance of the sale and dress your windows two days ahead. Adhere strictly to the time of starting the sale. Do not sell anything in your windows nor take orders for any of the lines on sale, one minute before the advertised time of starting. Nine o'clock is a good time to begin the sale as that allows ample time for customers to reach your place of business without standing outside to wait for store opening. If you arrange for the opening day to be on Saturday morning it will give your customers from the country an opportunity to take advantage of the values you are offering.

It should not be forgotten that the object of this sale is two fold. One to convert slow selling and off-season lines into ready cash, and make room for new goods, the other to attract customers to your store, and if possible get them interested in regular lines in which there is a greater margin of profit.

If this sale is properly handled it should prove a good business getter.

(Continued on page 94)



# DOES PARTNERSHIP IN THE SHOE BUSINESS PAY?

The Sad Experience of Some Who Rush Into Associations or Mercantile Arrangements Without Serious Thought of the Many Unforeseen Dangers and Difficulties That are Likely to Loom Up—Better to Give a Valued Employee a Share in Profits

**P**ARTNERSHIP frequently proves to be the easiest, quickest and surest road to invite business troubles.

There are, of course, instances where partnerships have been formed between men, who have known each other for years and been life long friends which have worked out well. Then again, partnerships have been formed by bosom cronies who soon after entering into a business alliance became sworn and implacable enemies.

The reasons that men go into partnership are many. Sometimes the load is too heavy for one to carry and the duties too varied for him to discharge. The idea is put forth that two heads are better than one, and that a team can draw a heavier load than a single horse. Another object in forming a partnership is the investment of additional capital with which to afford facilities for expansion and wider markets.

In some cases partnerships work out satisfactorily. Each man has certain strong points, or is a specialist on certain lines and the combined characteristics of the two, leaves no weakness in the organization; but it is not always that qualities of mind and heart dovetail so admirably that no friction, suspicion or jealousy exists.

## Suspicion and Distrust Loomed Up

"Yes," remarked a Western Ontario shoe dealer, "I had a man come along a few years ago, whom I had known for ten years. I had always heard him well spoken of, and he appeared to me in every way suitable to enter business, and put money into it. He had ample capital and his object was to associate himself with me so as to find an outlet for his ability and insight. He had grown weary of the monotony of living retired. I was a little bit crowded at that time for ready cash. My head clerk had just left me, and the circumstances were propitious for availing myself of the proposition which he made one afternoon in the store, as we sat talking about the shoe game generally.

"Things went along very well for three or four months, until the ardor and fervor of my new associate began to lag. I was on hand early every morning, but he started coming down late, offering various pretexts for his absences. Then he took an occasional afternoon off, and finally a great many. While he did not do much selling on the floor, he was supposed to look after the financial arrangements. Well, it soon developed that things were in a helpless mess. Discounts that we should have taken advantage of were not attended to and in some cases we were pressed for payment of bills which I thought had been settled long since. Customers' bills way past due were not sent out or collected, and my associate grew indolent and indifferent although quite willing and ready to take his twenty-five dollars a week out of the business every Saturday night.

## Who Paid for the Cigars?

"Then, too, to show you how suspicious one man can become of another, and the way little things may be exaggerated—take this instance—just one out of a dozen. I was a smoker and he was not. It was my usual custom on returning down town from the house to enjoy a good cigar. Every time I walked into the store with a cigar in my mouth, my partner would look at me with a rather suspicious air, as much as to say, "I wonder if you pay for that smoke yourself, or if it comes out of the general fund. Oh, it is easy to magnify bagatelles until they become in-

surmountable barriers. If it is at all possible to get along without taking in a partner, it would seem advisable to do so—that is my conviction. Our dissolution came within two years, and I paid sweetly for my experience."

"If it is absolutely necessary to take in more people and more capital, I believe the facilities of the joint-stock Companies' Act should be taken advantage of" said a London, Ont., shoe retailer. "Where a concern is a joint stock one, it is much easier and more satisfactory to handle the internal affairs of any business. Then the man with the most money invested or who controls the most stock has the say, whereas in a partnership affair, there are often divided interests. If two men are not pulling together in partnership, one is trying to exercise greater privileges, or usurp more authority than the other.

"Men enter into partnership for various reasons, very often to retain the services of an old employee, or to give employment to some relative, or friend who perhaps is out of a job and has some capital to invest. The outcome is very likely to be disappointing and unsatisfactory to a degree that can never be desisted at the outset. It is well to think long and wisely before taking in a partner. Partnerships often led to more law suits, loss of money and severance of friendships than any other combination. The commercial bulletins contain numerous notices of dissolutions of partnerships, which are getting to be as frequent in Canada as marriage divorces in Chicago."

## Debate the Matter Seriously

Speaking of tying a valued employe to you without giving him a partnership "Shoe Topics" offers the following sane and timely observations.

In the every day discussion of the legal problems of business, questions growing out of partnership will probably come up oftener than any other question. Therefore the following will strike a responsive chord in many breasts:—

I have a very good man in my employ who has been with me for about twelve years. He is a good all-round man, and has done considerable selling, both in and out of the store. He also has a good idea of advertising, and is such an employe as any retail store will not let go if he can be held. The writer is getting along in years and has thought of perpetuating this man in the business, but doesn't know how to do it. Should it be done by giving him a partnership interest? The writer has never had a partner and hesitates to go into that, owing to the danger that a man who was satisfactory as an employe might not make such a good partner. Will you please discuss this if you think it is important enough to find a place in your always interesting column. The idea is to retain the services of the employe referred to on the most effective plan, without any danger to the writer or the business.

Yours,

To take a partner or not to take a partner, is almost as much "the question" as the one asked in the famous soliloquy of Hamlet. And if business men would debate it longer and harder there would be fewer unhappy partnerships.

My advice to this correspondent, and to anybody else in the same boat, is not to take an employe in as partner if you can possibly hold him in any other way. Take a partner only as a last resort, when the result sought to be accomplished can be accomplished in no other way.

In practice I have found that the best way, everything

# The Fool



*"But it isn't playing the game," he said,  
And he slammed his books away;  
"The Latin and Greek I've got in my head  
Will do for a duller day."  
"Rubbish!" I cried, "The bugle's call  
Isn't for lads from school."  
D'ye think he'd listen? Oh, not at all;  
So I called him a fool, a fool.*

*Now there's his dog by his empty bed,  
And the flute he used to play,  
And his favorite bat—but Dick, he's dead,  
Somewhere in France, they say;  
Dick with his rapture of song and sun,  
Dick of the yellow hair,  
Dicky whose life had but begun,  
Carriion-cold out there.*

*Look at his prizes all in a row;  
Surely a hint of fame.  
Now he's finished with—nothing to show;  
Doesn't it seem a shame?  
Look from the window! All you see  
Was to be his one day;  
Forest and furrow, lawn and lea,  
And he goes and chucks it away.*

*Chucks it away to die in the dark;  
Somebody saw him fall,  
Part of him mud, part of him blood,  
The rest of him not at all.  
And yet I'll bet he was never afraid,  
And he went as the best of 'em go;  
For his hand was clenched on his broken blade,  
And his face was turned to the foe.*

*And I called him a fool—oh, blind was I!  
And the cup of my grief's abrim;  
Will glory o' England ever die  
So long as we've lads like him?  
So long as we've fond and fearless fools,  
Who, spurning fortune and fame,  
Turn out with the rallying cry of their schools,  
Just bent on playing the game.*

*A fool! Ah no! He was more than wise,  
His was the proudest part;  
He died with the glory of faith in his eyes,  
And the glory of love in his heart.  
And though there's never a grave to tell,  
Nor a cross to mark his fall,  
Thank God! we know that he "batted well"  
In the last great Game of all.*

—Robert Service.

considered, to tie a valued employee to a business is by giving him a share in the profits. This is the largest part of what he would get from a partnership anyway, except some authority which he might misuse. If I knew him and his capabilities well, I should make a long time contract with him as an employee, providing in it a regular salary and a percentage of the profits. To protect myself I should also include a provision that the contract was conditional on the continuance of satisfactory service on his part.

Giving an employee a share in the profits of course does not constitute him a partner, particularly when you have made a contract of employment with him which gives him the share in the profits as part of his compensation. Therefore he is as much subject to your orders as he was without the share in the profits, and he cannot bind you any more than any other employee can, unless you wish him to.

## How He May Injure You

Contrast this with his ability to do you harm, if you make a partner of him. The essence of partnership is agency. Each partner is the agent of the others, and can do things which, though hurtful to the firm, will still bind it. When you make an employee your partner, you are to a certain extent at his mercy in the following respects:—

1. He can bind you, and the firm, and with it any other individual members, by an act within the ordinary scope of the partnership business.
2. He may receive payment for a firm debt and give receipts, and the other partners are bound even though he never turns in the money.
3. He may compromise or release a firm claim.
4. He may draw checks against the firm's assets and endorse and cash checks drawn in the firm's favor.
5. He may make contracts, even bad contracts, with reference to the firm's business which bind the other partners.
6. He may cancel insurance on the firm's property.
7. He may buy goods on the firm's credit, even though he thereby runs the partnership into overwhelming debt.
8. He may engage employees and make contracts with them that bind the firm.
9. He may acknowledge a debt, and thus bind the firm, even though the other partner may wish to repudiate it.
10. He may make promissory notes, even though he abuses this trust for his personal benefit, and the firm is bound. He cannot waive exemption for the firm in a judgment note, however.
11. He may borrow money on the firm credit even to the point of mortgaging the partnership's personal property.

## What You May be Liable For

Even in another way the individual partner is liable for the acts of his fellow partner. He is liable for any loss to third persons caused by the fraud or wrongful act of his partner, if that act was in the ordinary course of business, even though he knew nothing about it and give his partner no express authority to do it. This extends even to the misapplication of another's money by a partner; the firm must make it good if done in the course of ordinary business.

In none of the above instances can the power of a partner be restricted, except by agreement between the partners which to be worth anything as against outsiders must be brought to their attention.

I have often thought that if I could have something like the above printed on a card, and hand it to every business man who was thinking of taking a partner, I would probably cut down the number of new partnerships, by half. And I certainly would cut down the number of lawsuits by half, and the number of unhappy business relations by half.



# LIVE SHOE HOUSE WITH SPLENDID SYSTEM

The Way that Alert Shoe Man in Chatham Keeps Tab on his Stock, Sales and Profits—Knows Every Day how each Department Stands—Manner in which Sales Slips are Made Out—Well Appointed Establishment, and How it is Managed

THE handsome and up-to-date footwear establishment of H. Grey Hodges, at 82 King street, Chatham, Ontario, is divided into eleven departments:—1, ladies' high shoes; 2, men's high fine shoes; 3, rubbers of all kinds; 4, ladies' low shoes and slippers; 5, men's staple shoes; 6, boys', youths' and little gent's; 7, infants' and chil-

and selling price of each article, the total for each department, and the percentage of profit (figured on the cost price) for the day's business.

The firm keep a book containing the amount of stock at stock taking (in February), and as invoices of shoes come in, the different departments are charged with their goods, and

THE attractive and inviting front of H. G. Hodges' shoe store, Chatham, Ont.



dren's; 8, misses' shoes and slippers; 9, findings; 10, men's low shoes and slippers; 11, suit cases and club bags.

The store is 16 feet wide and 90 feet deep and is finished in golden oak. Oak settees run down the centre, facing the shelving, which extends to the ceiling. On each side are three bicycle ladders, and in the centre is the cash desk, with

by making totals at the end of the month from these daily stock sheets, it is an easy matter at any time, if desired, to find how much stock is in any particular department.

The proprietor, H. Grey Hodges, who is now 32 years of age, has been in the shoe business for nearly half his life, starting at 16 in Chatham. The only occasions on which

DEPARTMENT SALES Thursday DATE Nov. 23 - 1916

1		2		3		4		5		6		7		8		9		10		11	
2 40	4 50	4 30	6 00	5 7	5 5	3 50	5 00	2 90	4 00	2 5	2 5	1 45	2 25	5 7	1 75	2 50					
1 00	1 75	2 75	4 00	5 7	8 6	2 25	2 00	1 80	2 50	80	98			10 5	1 50	2 50					
2 20	3 50	3 60	5 00	5 7	5 0	3 50	5 00	2 25	3 00	1 10	1 75			10 10	3 25	5 00					
1 15	1 50	2 40	5 00	5 5	7 5	1 50	3 50	6 95	9 50	1 00	1 50			2 00	2 5						
7 25	11 25	3 25	5 00	1 15	1 10	2 25	2 80			1 20	1 75			10 10							
		16 80	25 00	1 20	1 10	13 00	19 28							1 80	2 65						
				76	1 05																
				62	50																
				75	50																
				80	75																
				76	1 10																
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				82	80																
				87	85																
				82	80																
				87	85																
				87	85																
				14 37	20 50																

a young lady in attendance. The firm make out a check for every sale made, giving the salesman's number, the department, the cost price in cipher, and the selling price. For example:—

Salesman No. 2		
Department	Cost	Selling
No. 3	A N	.85

Every morning the office girl hands the proprietor a sheet, showing the sales in each department, with the cost

Mr. Hodges left the shoe game was when he spent a year and a half in the west, from 1912 to October, 1913.

Various members of Mr. Hodges family have been in the same line, extending over a period of 26 years, his father, John Hodges, and his uncle, Frank Turrill, having started business in Aylmer in 1890, removing to Chatham in October, 1892. During the present proprietor's absence, the business was carried on by his aunt, Mrs. Turrill, his uncle having died some eight years ago.

# NEAT BACKGROUND FOR THE SHOE STORE

Simpler Arrangements are Most in Demand—A Utility General Purpose Back and How Constructed—Details of the Framework

THE ingenuity of the window trimmer is always called into requisition. It is demanded that he shall be a designer, a carpenter, a painter, and an artist, a display man and finally a trimmer. To give such a man more assistance by way of suggestion is the object of this article.

Experience has proven that the simpler arrangements of backgrounds are most in demand, take less time and money to construct them. So the one that is easiest to construct is the one that is the most popular.

In the illustration is shown what may be termed a utility or general purpose back. It is made of beaver board tacked on to framework. The size of the framework will be determined by the dimensions of your window. The frame material should be about 3 inches by 7/8 inch dressed stuff. Beaver board is made in the following sizes, 32, 36 and 48 inches wide, and 5, 6, 7, 8, 9 and 10 feet long, any of the lengths may be had in any of the widths. This is a splendid material to use for trimming for it is light and works well and may be cut with saw, chisel or knife, and will take nails or tacks without splitting. There are no knots or uneven surfaces, and it can be painted over and over again and if glue sized and starch paste is used it can also be papered. Starch paste is made exactly the same as starch made for laundry work, but should be thicker.

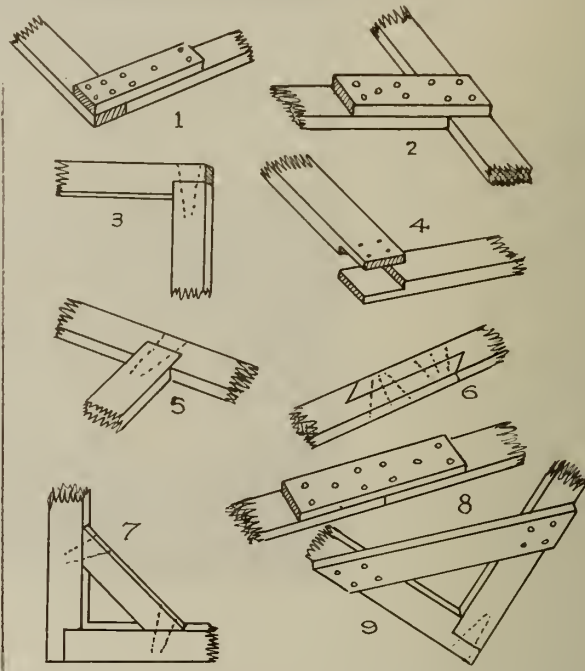
The background shown is a panel arrangement, and may be made in all one piece or in sections or separate panels. Of the latter then the narrow pieces to cover the joints must be nailed on the same side of each panel. These joint covers should be painted a dark green and the panels cream. Of course, this ground can be used as a general purpose ground but the suggestion as shown is for Christmas. The two boxes are ordinary packing cases of uniform size and can be covered with white material. As the printing on these boxes is usually stamped into the wood a little, they do not paint well, for these pressed-in letters show.

The trees are small evergreens that may be cut in the woods and ordinary pails are used to set them in. These pails should be filled with sand or stones to weight them down and support the trees.

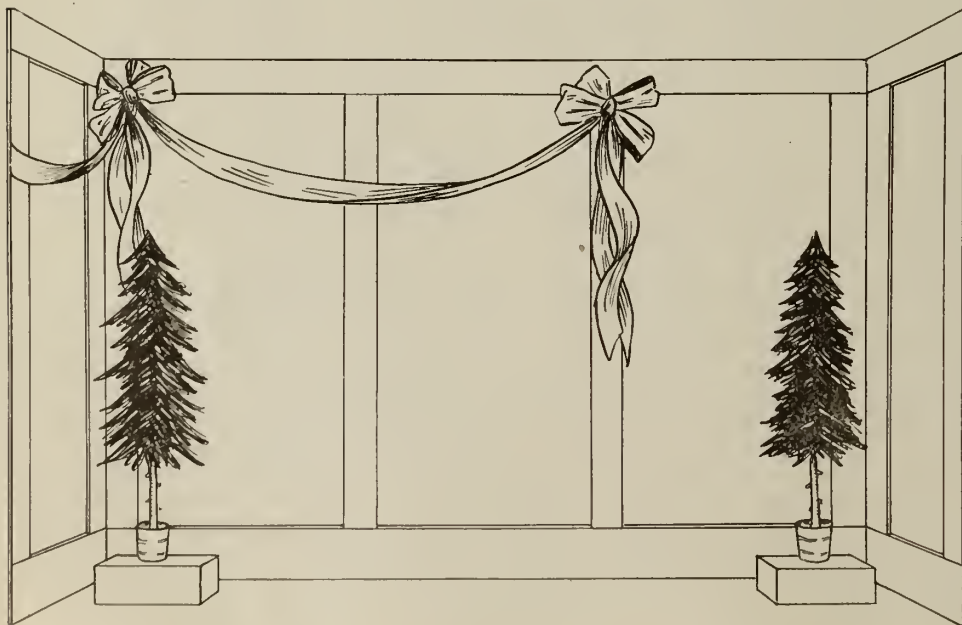
Ribbon bows and festoons may be used at the discretion of the trimmer and, of course, for Christmas the introduc-

tion of snow effects will add to the effect of the decorations.

The easiest way will possibly be the quickest way to make the various joints in your framework. Nos. 1 and 2 are a corner joint with a wood "strap" on it. The two pieces of frame are not cut or checked in any way. No. 3 is a "half check" joint on edge of frame material, while No. 4 is a "half check" in the edge, but requires too much work to be practical. Nos. 2 and 5 are side joints. No. 2 cross piece is just butted against the side piece, and the strap



holds it securely. No. 5 is the same, but the cross piece is half checked into side rail. Nos. 6 and 8 show a splice joint to be used in lengthening a piece. Nos. 7 and 9 show how to use corner braces to strengthen corner joints, also to hold the frame square. The dotted lines show how to drive the nails. Note the "dove tail" position of them.



SUGGESTION for general purpose window background







THE  
*Empress*  
SHOE

**W**E desire to convey to all lovers of "EMPRESS SHOES" throughout Canada our HEARTY APPRECIATION of their loyalty and support through the unprecedented pressure put upon production and service during the past year. We extend to them

**Our Sincerest Wishes**

for all the happiness this Holiday Season can bring, and the utmost prosperity that the coming NEW YEAR promises.

The Walker, Parker Co. Limited  
Toronto, Ontario





John D. Palmer

## Greetings from the Hartt

It gives to us special pleasure to have this opportunity of extending to you—our friends and customers in the shoe trade—our heartiest good wishes for a Christmas season of unbounded Joy; and may 1917 bring extraordinary possibilities that shall yield for you a year of unprecedented prosperity and genuine happiness.

**The Hartt Boot & Shoe Co., Limited**

CANADA'S BEST SHOEMAKERS

**Fredericton**

**New Brunswick**







# “Have a HARTT”

Hartt's blazed the way for the Production and Sale of Men's High Grade Footwear



GOLD MEDAL  
Awarded 1915

## HARTT'S GOLD MEDAL

### Shoe

GOLD MEDAL SHOES have proven that Canadians are willing to pay the **Price** for the Right Kind of Shoes.

Just now people are paying High Prices for Shoes that are not in any sense High Grade.

**Hartt Shoes** are not much more expensive than the commoner kinds and they have the Quality and Style in them that mean profit as well as satisfaction in selling.

When you are being asked high prices for all kinds of footwear, why not “Have a Hartt”?

## The Hartt Boot & Shoe Co., Limited

CANADA'S BEST SHOEMAKERS

Fredericton

New Brunswick



ON TO  
**\$2,000,000**

THIRD AND LAST CHANCE

**CAN YOU GUESS**

Our Total Business for 1916?

SALES FOR TETRAULT SHOES

January	-	-	-	\$114,773.83	July	-	-	-	149,079.51
February	-	-	-	141,027.97	August	-	-	-	190,086.00
March	-	-	-	151,655.59	September	-	-	-	179,143.39
April	-	-	-	141,337.70	October	-	-	-	201,949.82
May	-	-	-	147,663.49	November	-	-	-	208,378.95
June	-	-	-	162,541.64	December 1st to 15th	-	-	-	107,369.16

**Business for 11½ Months, \$1,895,007.05**

1ST PRIZE - \$75.00 CASH

2ND PRIZE - 25.00 CASH

3RD PRIZE - 15.00 CASH

4TH PRIZE - 10.00 CASH

5TH PRIZE - 5.00 CASH

CONDITIONS

- (1) Open to all handlers of Tetrault Shoes from Coast to Coast.
- (2) After December 15th daily sales will not be added at factory, to prevent information leaking out.
- (3) Guesses will not be received until after December 15th issue of SHOE AND LEATHER JOURNAL is out.
- (4) Contest will be closed January 5th, 1917, and envelopes opened by committee of well known retailers, who will announce the lucky guessers. Mark envelopes "Guessing Competition."
- (5) When sending in your guess you must give correct register number in lining of any one of our shoes.

Address Letters to "Guessing Contest"—

**TETRAULT SHOE MFG. CO.**

Largest Manufacturers of Goodyear Welts in Canada—BAR NONE

Office and Warehouse at  
 9 Rue de Marseilles  
 Paris, France

**MONTREAL**



## NEW METHOD OF DISPLAYING SPRING STYLES

Clark Bros. the First Firm in Canada to Show Samples Artistically Mounted on Mat Board—The Leathers, Colors, Patterns and Combinations Presented in Convenient Form—Only Few Sample Lasts Carried, While the Great Range is Extensive

**B**Y means of the Sample Savings System the special line of new spring models of Clark Bros., Limited, St. Stephen, N.B., are being presented to the trade. Only a dozen sample shoes are exhibited in the interesting and representative range of spring productions, but scores of others are displayed, mounted on mat board. The mountings are in the same leather of which the shoe is made and the stock used for soles, heels, trimmings, etc., is also shown in this novel method of selling. The cards are set up in the sample room with a collapsible support at the back. When packed away the cards are filed in a receptacle on the same principle as important documents in a filing cabinet and occupy but little room.

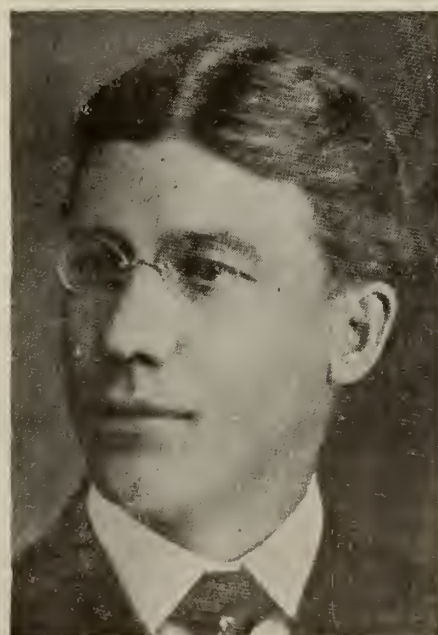
For many years all lines of furniture have been sold by travelers by means of photographs. The new system of presenting footwear samples is superior to this method, as

sentative and distinctive ever turned out by this progressive firm. Among the new effects is the cavalier bal, which comes in brown and gun metal calf, plum, ivory, brown and green



R. L. SAVAGE, TORONTO, EASTERN REPRESENTATIVE

kid, white and grey buck, white reignskin and canvas with covered wood Louis heels. Many models carry white ivory soles. The new sport last of the company is particularly



GEO. H. FERGUSON, VANCOUVER, WESTERN REPRESENTATIVE



PLUM KID CAVALIER BAL MOUNTED ON MAT BOARD

the shoe is shown in real leather with patterns, colors, perforations and trimmings all complete. The Sample Savings System is located in Haverhill, Mass. The shoe manufacturer using this economical and convenient arrangement furnishes the company with the specifications and patterns of the styles that he desires and supplies the leather. The cards are mounted in an artistic and realistic manner. It is no longer necessary for the traveler to haul hundreds of sample shoes around the country, which means much expense, labor and delay. The only shoes carried by him are a few typical of the different lasts, all the patterns, colors and combinations being strikingly depicted on the cards.

R. L. Savage, of Toronto, is showing the new Clark models in this way in Ontario and Quebec, while the Western Provinces are being covered by George H. Ferguson.

The spring offerings of Clark Bros. are the most repre-

fetching and having a higher heel than usually seen on lasts of this character, possesses both style and comfort.

The sport last carries both plain and wing tips and comes

in all leathers and all widths. There is observed an abundance of perforations, while the pointed recede toe predominates.

In pumps there is an absence of buckles and other ornaments. Straight and wave collars are characteristic of the range and some have small tongues. The low-cuts carry covered wood Louis heels. They come in white and grey buck, plum, ivory, black and other colors in kid and also in white fabrics. The showing of white in both high and low cuts is extremely strong for the coming season. A novelty feature is the art rose embroidered top, in various colors, on the white shoes. High-cut bals are still in the lead, although there is a very fair assortment in buttons. The novel method of presenting the exclusive models of the firm is warmly commended by scores of retailers who are congratulating Clark Bros. on their enterprise and progressiveness.

#### HAS HAD SUCCESSFUL SEASON

The sales force of the Rena Footwear Co., Montreal, has been considerably strengthened by the addition of Mr. Auguste Martineau, who joined their selling staff some months ago. Mr. Martineau, shortly after coming to the firm, selected and introduced a complete change of lasts. The Rena Co. are now showing the latest American designs. Mr. Martineau says that their new lasts have taken exceptionally well in spring selling which has just closed. Mr. Martineau



AUGUSTE MARTINEAU, MONTREAL

needs no introduction as he is well known and popular among the shoe men of the Province of Quebec. He has a fine sample room at 502 St. Catherine street east, where he is always pleased to meet his customers and friends.

#### RUBBERS WILL COST MORE

Along with many other materials and commodities, the cost of production in the rubber boot and overshoe field has increased to such an extent that higher prices will be asked for these goods after January 1st by at least one big manufacturer, the United States Rubber Company. While announcement to this effect has been made by the company, inquiry

#### WHAT SHOE SALESPEOPLE OUGHT TO KNOW

The following excellent summary is printed by the Dry Goods Economist.

How to ascertain the customer's wants by a brief introductory conversation.

Know the different types of feet and the type of shoe that each requires.

Ability to discover quickly the condition of the customer's foot on removing the shoe—detect weakness, corns, bunions, etc.—is a great help in giving satisfaction.

Knowledge of shoe accessories, arch supporters, bunion protectors, foot-powders, etc., will aid you in the above direction and in advising their purchase. For example, a foot with a falling arch will gradually press down the arch in the shoe and the foot will lengthen, so that soon the shoe will become too short, although apparently correctly fitted at the start.

Keep posted as to style and novelty tendencies in men's as well as women's footwear. Such knowledge will often enable you to sell more shoes.

Women's footwear styles depend on the styles in women's dress. Study, therefore, the fashions of the day, with particular reference to the length and width of the skirt and the dominating colors in women's suits, dresses and coats.

Know the different kinds of leathers and their wearing qualities under various conditions, so as to be able to instruct the customer as to the care of the shoe which is purchased.

Be familiar with the various substitutes for leather.

Keep informed as to the conditions which cause price changes.

Letting the customer handle a shoe which is under consideration while you are seeking another pair gives the customer a better chance to decide.

Advise each customer to own at least one pair of trees, as tending to preserve the shape of the shoe, give it greater durability and make it more comfortable to the wearer.

disclosed that it was not yet known just how great the increase would have to be in order to cope with the increased cost of manufacture. It was said, however, that the advance in the finished goods would be substantial and that actual figures would be given out in a statement that probably would be issued this week.

According to the initial announcement, the materials entering the manufacture of rubber footwear show an average increase of 20 per cent. over the corresponding prices in 1915. These materials include rubber, zinc, lamp-black, wool and cotton. In addition, labor costs have increased. European war demands and the difficulty in obtaining freight space in ocean-going steamers are among the reasons cited for the rise in certain materials.

The opinion was expressed in jobbing circles recently that, while current stocks of rubber footwear are lower generally than they have been for many years, if not ever, the advances in prospect probably will not reach the consumer until next year. The jobbers' salesmen, it was said, leave about February 1st with lines of leather and rubber footwear on which they take orders for fall delivery, so until these goods are shipped, their added cost will not be felt by the retail trade.



## GIVING BACK PURCHASE MONEY NOT ADVISABLE

Retailer Who Follows This Plan Opens Wide the Door for All Manner of Trouble and Misrepresentation—Many Persons Abuse the Privilege and This Results in Losses of Sales and Time Spent in Fitting—Merchant Who Has Tried It Speaks

“I WAS an easy mark when I first started in the shoe business. I had worked for some years in a department store, and naturally thought I should follow the same practices that I had been used to when acting as a salesman on the floor,” declared a leading Toronto footwear retailer the other day.

“For about a year I advertised, or rather made it known, that I would refund the money on all purchases and do it cheerfully, and without any questions asked. I soon found that I was being imposed upon, and one day it came to my ears that I was regarded by certain women as a ‘softy.’ Then my ire was aroused—I began to take stock of myself, and find out whether it paid to hand the money back. I have had women call on whom I would spend nearly an hour fitting and serving, and then they would come back next day and say:—“I do not think I want these shoes.” I would say, ‘Well, is there anything wrong with them?’ and the answer would be an evasive one, followed by the question—‘You give the money back, don’t you?’

“‘Oh yes,’ I would reply, ‘I give the money back, but you know that I spent a long time trying to satisfy you, and you were apparently pleased when you went out. What has caused you to change your opinion?’

“‘Oh, never mind that,’ would be the sweet and evasive response. ‘Do you not give the money back?’ Then I would throw up my hands and give in.

### Time Means Money to Retailer

“I never objected so much to handing the money back as I did to the practice of being imposed upon, and to the loss of time in fitting and satisfying a customer. Having gone all through this, one suffers a dead loss on all returned shoes, for time is money, or should be, to the busy shoe retailer.

“Now I refund the money only on one condition, and that is in case the sales slip has printed on it ‘on approval.’

Sometimes people buy for others, or do not care to try on the shoes in the shop, and want to take them home. They pay for them in any event, but in order to give them a measure of freedom, and see that they are not ‘stuck,’ on request we stamp ‘on approval.’ If these words are not on the slip, there is no such a thing as refunding with us nowadays. We will make any exchange desirable, provided we have not moved the buttons or stretched the shoes, or they have not been worn. If they come back to us in as good shape as they left the shop, there is no difficulty in the matter of arranging an exchange.

### The Tales that They Tell

“But I have had people come in with the button holes torn, the lining soiled or the soles marked, and say they were in that condition when they got them. They innocently proclaim that they did not wear the footgear at all. Of course, such parties are fabricators, pure and simple, but you cannot exactly call them by this name to their faces. You simply have to swallow the falsehood, and get out of such transactions as best you can.

“If people want their money back for shoes now after they have bought them, and if there is no approval mark on the slip, I always tell them I will give them their cash less 25 per cent.

“‘What!’ they gasp.

“I inform them again that I will be glad to hand back the sum paid less 25 per cent.

“‘What! You charge me 25 per cent. and you get the shoes back too?’

“‘Oh no, that is not the way to look at it. I am really giving you 25 per cent. to keep the shoes.’

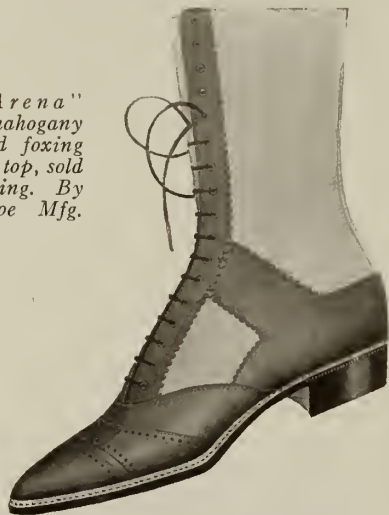
“When they hear my proposition distinctly they generally realize that they can go no further with me, and arrange to take some other pair, or keep the original shoes.

*THE commodious new warehouse of the Canadian Consolidated Rubber Co. which has just been completed in Regina, Sask.*



"If a shoe dealer starts in to give money back, without asking questions, he will be subject to all sorts of annoyances, deceptions and impositions. He never knows when goods are really sold, and in the case of a refund he is out all the time spent on that customer. Possibly when waiting upon such a one at a rush period, he has lost the sale of other shoes, owing to the inability of himself or his staff to attend to the wants of all callers. This is particularly true on a Saturday, or the night before a holiday. We endeavor to fit every one perfectly, and never urge people to buy. We give them every attention and bestow every courtesy. There is no reason why we should refund the money any more than a street car conductor should hand a passenger back a ticket after

**N**EW "Arena"  
boot, mahogany  
calf vamp and foxing  
and white buck top, sold  
largely for skating. By  
Blachford Shoe Mfg.  
Co., Toronto.



it has been dropped in the box, or a moving picture showman rebate the entrance fee if one went inside the door and then suddenly turned around and walked out. Or a person buy a check for a pineapple sundae at the cash desk in a department store and afterwards regret the purchase and request that the dime be refunded. These are only a few examples to show the absurdity of this money back plea which is untenable and unreasonable in the shoe business. It may apply to some kinds of merchandise, but these lines do not require as much time and attention, special care and expert knowledge in serving, fitting and selling as do shoes."

#### SERVICE STATION FOR BUTTON MACHINES

The Independent Button Fastener Machine Co., of Boston, are now in a position to make prompt shipments of their Isbam foot-power button attaching machines. They have opened up a Canadian office at 5 Wellington street east, Toronto, where an experienced machinist is in charge of their service station. This is a feature which will be of great benefit to the shoe retailer, as it does away with the trouble and expense of sending machines back to the United States to be repaired. Prompt service is rendered in the Toronto office of the company.

The Isbam machine will be kept in order free of charge for one year. Machines sent in to be repaired will be attended to and sent back the same day as received, which is a most important feature.

The Isbam button machine is sold outright with 100 coils of wire (100,000 operators) and will be shipped on 30 days' trial. It does perfect work and resets or adjusts quickly the buttons of any kind of shoe.

#### GRATIFYING GROWTH OF KINGSTON FIRM

The Midland Shoe Co., Kingston, Ont., recently removed to a large three-storey building on King street in that city owing to increase in business. They have now over ten thousand square feet of floor space. The commodious

warehouse possesses every facility for quick service and handling of the representative stock carried. On the ground floor are located the offices and sample rooms and there are two fine display windows. The company have been in business since 1906 and their record has been one of steady expansion under F. G. Lockett and his son, G. H. Lockett. Mr. Lockett, Sr., has been in the shoe line for nearly forty years and is in close touch with all branches of the trade. The company carry every range of leather and rubber footwear and have an efficient warehouse and traveling staff. Their branded lines, "Midland Maid" for women and "Midco" for men, are well and favorably known throughout the entire Midland district.

#### AN INTERESTING VISIT TO ALASKA

Mr. Austin A. Briggs, the advertising manager of the Dunlop Tire & Rubber Goods Co., Toronto, recently returned from a very delightful business trip through Canada, including a visit to Alaska. Speaking of his trip to a representative of the SHOE AND LEATHER JOURNAL, Mr. Briggs said that next to the kindness of the Western Canadians, the most outstanding impression upon his mind was the antiquated immigration regulations kept in force by the United States and applied to that territory. The same regulations that existed at the time of the gold rush of 1898 seemed to still prevail. For instance, here are some of the questions that even tourists to Alaska have to answer:—

"Are you an anarchist?"

"Are you a polygamist?"

"Who paid your fare up here?"

"Were you ever an inmate of an almshouse or a house for the insane?"

"Have you \$50?"

"Are you crippled or infirm?"

Mr. Briggs said the people going to Alaska were examined almost like cattle, in the presence of the United States medical inspectors and immigration authorities.

The majority of the people going to Alaska, Mr. Briggs said, are Americans and Western Canadians, the majority of them tourists. Canadians from the East did not seem to have the time, even when they were West, to go to Alaska, though it was well worth while. The best time for a tourist to go to Alaska was in the month of June.

On the visit he renewed his acquaintanceship with the West by touring Vancouver Island by motor car, climbed Pike's Peak, making the journey 15,000 feet above the sea by motor car, visited Soapy Smith's tomb at Skagway, where he added his name to the list of visitors, and imbibed all that western vision enables one to mix talk of automobile tires with icebergs, fish, gold mines and wheat, and make you feel that Canada is a great country of great possibilities and opportunities.

Mr. Briggs paid a tribute to the services of the C.P.R. and the G.T.R., who operate modern boats and obtain the largest part of the traffic. As a Canadian passing through the country, Mr. Briggs had a feeling of regret that the coast line should be American territory and no longer Canadian.

Along the coast line valuable fishing industries were being operated, the majority of the fishermen being Japanese. There did not appear to be much trade possibilities outside fishing and mining. The copper mines in Alaska were fast being developed. The scenery was magnificent, though in some places wild and monotonous.

Mr. Briggs visited the western branches of his company at Victoria, Vancouver, Calgary, Edmonton, Saskatoon, Regina and Winnipeg, and toured the country in the vicinity of the branches to get a grasp of the opportunities for business in their particular lines. As a result of his visit he was quite enthusiastic about their Western Canada organization and the prospects for still bigger business.





CHAS. A. BLACHFORD



GEO. A. BLACHFORD

### Our Wish

May you have the health to enjoy, the heart to enter into, and the power to give to others

A Merry Christmas  
and A Happy  
New Year

Blachford Shoe Manufacturing Company, Limited  
TORONTO





1916  
1917



Advertising



Editor



President & Managing Director



Portland No. Service



Secretary-Treasurer

To Our Friends:  
May the closing days of 1916  
be the threshold of a New Year  
of opportunity and Achievement  
such as you have not hitherto known.



Montreal Rep.



Circulation



GETTY & SCOTT extend their greetings to the Canadian Shoe Trade, thanking them for kind patronage during the past year, and trust their Christmas will be a merry one and their New Year one of full and plenty.



*One of the new horned vamp patterns, made in blue kid vamp and collar and gold cloth top.*

**Getty & Scott, Limited**  
Galt, Ontario

## How Shoe Dealer Built National Business

Story of the Coward Shoe as told by "Printers' Ink"—The Way a Down Town "Buck-Eye" Became a Continental Shoe House—Employs Two Hundred and Forty Salesmen, and Disposes of over Ninety Thousand Pairs of Shoes a Month—The Pulling Power of his First Catalogue—An Idea Which Saved the Business Many Years Ago

**M**AIL-ORDER advertising has many successes to its credit, but few are more illuminating than that which has been attained by James S. Coward, one of the largest shoe dealers of New York. Fifty-one years ago he opened a small retail store in which he sold what he called "good sense" shoes that were manufactured by workmen on the premises. His principal customers were the market-men and merchants doing business in the lower end of Manhattan. In time he built up a very fair volume of trade, but later on other shoe stores were opened in the vicinity, the big wholesale Washington Market was moved uptown, the character of the neighborhood changed, and the demand for Coward shoes fell off to a disquieting degree.

It was at this point that Mr. Coward's son, John, a young man with an alert mind and considerable business foresight, happened to run across a catalogue issued by a Western shoe manufacturer for the purpose of selling his product by mail. The catalogue idea immediately appealed to him. Why wouldn't it be a good scheme to get out a similar catalogue to advertise Coward shoes and sell more of them? Young Coward spoke to his father about it. The latter did not believe that publishing a catalogue would help the business, but because of his son's enthusiasm he reluctantly gave his consent. A few thousand copies were printed and distributed in Greater New York, and in the suburban cities. When the printers' bill came in the elder Mr. Coward had to go to the savings bank for the money with which to pay it. "You have nearly broken your father," he said to John, reprovingly, and the latter felt so hurt that that night when he went to his room he cried.

The result of the catalogue advertising is best told by John himself:

### Met Them While Going to Dinner

"The second day after they were mailed, father and I were going to lunch, together as usual, leaving a clerk to 'tend store.' Within a block I spotted a woman coming toward us reading our little red-covered booklet. She stopped us and asked if we could direct her to Number 270. I showed her the way. Then a man asked us the same question, though he was not reading the booklet. Before we reached our eating-place, another woman wanted to be 'shown,' and thereupon I told father to go and have his dinner—that I was going back to the store.

"When I arrived, I found the place crowded, every chair filled, and several were standing around waiting. I called the men from the benches upstairs—aprons and all—stripped off my coat, and we all got busy. That showed us what advertising

would do—and it was the beginning of the growth of this business."

This was the first experience the Cowards had had with real advertising, and it was so satisfactory that they saw in it a means for extending the business and making it a great success. The trade brought to the store by the first catalogue increased from week to week. More clerks were hired, and more shoemakers were put to work at the benches upstairs over the store.

Mr. Coward's first newspaper advertising appeared in the Staats-Zeitung, and this was how it happened: The Ridder family, of which Herman, who afterward became editor of that newspaper, was a member, lived "hard by" the store and bought shoes there for many years. When Herman asked him to advertise in his paper Mr. Coward did so more out of friendship than anything else. But the results were so good that other foreign-language papers were taken on to catch the polyglot population of the district adjacent to the store, and which included Greeks, Italians, Turks, Armenians, Chinese, Syrians, Arabs and Jews. After those the English newspapers, both morning and evening, were employed.

### Seemed to Large to Undertake

The local and suburban advertising met with such a gratifying response that the desirability of entering the national field became apparent. A large shoe factory had been erected in Brooklyn with sufficient capacity to take care of a much greater volume of business than the store was then handling. Mr. Coward had no desire to sell shoes at wholesale, preferring to confine his activities to the retail and mail-order trade. The national advertising field seemed so large and intangible that for a long time he hesitated, but at length took the plunge in 1896 with a fifty-line ad, single column, in the Ladies' Home Journal. Simultaneously, he added to his catalogue directions for ordering shoes by mail. All charges were to be borne by the customer, even to the return charges when goods were to be exchanged.

Concerning the effect of national advertising on his mail-order business, James Coward said:

"We had developed a kind of system for filling mail orders before we started national advertising, by assigning that work to a few of our older salesmen. They filled the mail orders in the leisure intervals between waiting on trade. But when the Ladies' Home Journal ad bit—as it did right suddenly—we were completely at sea for a time. Orders piled up unfilled and got mixed so that some



were badly delayed, and we were utterly unable to cope with the rush of business.

"Very promptly, therefore, we had to organize a mail-order department, devoting special employees to it. For a time, we did not segregate the stock, but sold right off the shelves. But soon we found that impracticable, because our shelves require constant replenishing for store trade alone. So we set up a duplicate store, fully stocked, on the second floor; and mail orders are filled there.

"We insure correctness by fixing responsibility, fining the careless, and passing the amount of the fine to the careful as a reward. The wrapping clerks naturally have an intimate knowledge of the stock. Errors are graded and draw various penalties. The heaviest is 25 cents, for sending out mismatched shoes; the lightest is 5 cents, for an error in directing a package. The fine is paid over to the one who discovers the mistake.

"One of the most important of the employees in the mail-order department is the young woman who handles the postage stamps. We use as high as \$500 worth a day—sometimes more. All our stamps are cancelled by the Post-Office before being delivered to us. The girls puts the proper amount on each package and as she does so checks the address.

#### Girl Who Cannot be Replaced

"Long practice has enabled her to develop an almost uncanny knowledge of names and addresses and post-offices over the entire country. She knows unerringly an incredible number of our customers and where they live. Besides that, she is able to check hundreds of parcels wrongly addressed to new people by her knowledge of post-offices. She has a guide on her lap all the time, and refers to it constantly, but many packages are caught simply because the addresses do not look good to her.

"In every department of the business we have understudies ready to take the job 'higher up' on any vacancy; but I am frank to say that were this girl to leave or get married, we'd be up against it for a while. It would require not less than three fairly competent people to fill her job at the start-off.

"We carefully enter in our card-index every name, address, style of shoe, etc., so that we can duplicate orders or send the right sizes of new styles desired, without trouble. We have hundreds of special individual lasts which are tabulated in the same way. Our mailing package is substantial, but plain, and costs 4½ cents."

One effect of the national advertising was to compel the Coward store to carry many more lines and styles of shoes than formerly. The common-sense shoes, with which the business was started, are still manufactured and sold in large numbers, but they are only one out of hundreds of styles that are popular with the firm's customers. During the Spanish war a government official in Washington who picked up one of the Coward catalogues was so impressed by the description of the common-sense shoe that he purchased every pair in stock, \$10,000 worth, for the use of soldiers.

Mr. Coward employs 240 salesmen in his

Greenwich street store, where he carries a stock of 600,000 pairs of shoes. The sales in the mail-order department alone will average 1,000 pairs a day. When asked whether he was not liable to be caught long on some lines that suddenly lose their popularity and go out of fashion, Mr. Coward replied:

"We are mostly immune from style disturbance. We manufacture all our stock, can keep supplies close to requirements, can put through a hundred, or a thousand, or ten thousand shoes of any kind or assortment on an order. We keep close-hauled on fad shoes, and generally have no trouble in sensing the decadence of a fad shape within a month of its death. And, with sales of 91,000 pairs of shoes a month, thirty days notice is about all we require. We control our mail-order demands by our advertising. For a large percentage of our ads feature one style, last, or character of shoe. The orders we receive run mostly to that kind of a shoe."

The mail-order department was still young when customers began asking Coward to send them a box of stockings with a pair of shoes. This suggested the advisability of expanding the stock into "everything for the feet," which is the present idea. The primary step was to arrange for specially woven hose for men, women and children, which should be distinctive of the store. So the hose was made "foot-form", broad of toe, on the "orthopedic" order. The sales-argument is that stockings are as important as shoes for foot-comfort.


It was obvious immediately that every additional item Coward could sell to the same customers would add to the net profits from the mail-orders, so he has extended his lines until now they include his own make of insoles, foot powder, shoe oil, leather dressings, corn cure, shoe forms, and many other specialties. It is interesting to note what war conditions have done to some ingredient costs—salicylic acid for example, which costs 25 cents in normal times, but just now is worth around \$9 the pound.

#### Did Not Want Chain of Stores

As the business has grown from year to year Mr. Coward has been asked many times why he did not establish a chain of retail stores throughout the country. His reply is interesting.

"For two reasons. We believe in the unit system; and we make our shoes entirely for the consumer—there is no room for an additional profit in them. We know that retailers everywhere want the Coward agency, for we get requests for it constantly. Hundreds of retailers have used our name—sometimes innocent of wrongful intention, but not always. A few have imprinted our name on their lasts, and we have had to go after them. That is why we have all these signs about the store and print warnings in our catalogue ringing changes on the theme that 'Coward Has No Agents' and 'Sells Only in This One Store.'

The first advertising appropriation made by Mr. Coward was \$300, and was given to W. H. H. Hull & Co., advertising agents, who have handled the firm's advertising ever since. The amount invested annually for several years has been about \$80,000.



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# GREETINGS

We extend to the Trade our sincerest wishes for a Merry  
Christmas and a Happy and Prosperous New Year

In these Strenuous Times

MY

EXPERIENCE SAVES YOU MONEY

To make money in your business you must purchase leather. Start the New Year right by placing your orders with us, we can give you leather at a price, quality considered, that breaks ahead of any stock on the market.

Twenty-three years' experience in the American and Canadian tanneries has given me that expert knowledge that assures you when placing your orders that you are getting absolutely the best tanned leather available in

## Kid and Sheep

Remember we have purchased the Glazed Kid stock of J. A. Scott, Quebec. We have also just received a further consignment of \$50,000 worth of KID and SHEEP SKINS

## WATCH US GROW

# W. A. LANE

LEATHER MERCHANT

218 Notre Dame St. West, Montreal, Quebec





# With the Shoe Manufacturers

Pithy Note and Comment on Shoe Matters—What the Makers of Shoes are Saying and Doing—Shoe Facts and Fancies

**R**EGORANIZATION of the Perth Shoe Co. is now completed and the plant is exceptionally busy turning out daily 600 pairs of women's high class Goodyear welts. The factory is 45 x 220 feet, well lighted, admirably appointed and splendidly located. The new president of the reorganized company is J. A. Stewart. W. E. Danner is vice-president, T. J. Maher, secretary and H. A. O'Donnell, treasurer. G. H. Ansley is the general manager and M. J. Sheehy is the superintendent. The superior lines now turned out by the company are meeting with instant favor in all the leading shoe centres of the Dominion. For the first two months of the present selling season the volume of business booked was as large as during the whole of the last year. This fact sets forth convincingly the prestige and popularity of the company's distinctive and attractive offerings in women's welts in which the Perth Shoe Co. specializes exclusively.

## THE QUALITY OF THE LINING

A writer in one of the shoe trade papers claims to have seen boys' welt shoes with double linings to hold the foot in shape. He also claims that upper leather that is backed will not stretch much, and in that case the lining could be of cheaper quality, or no lining at all may then be practical. These are somewhat peculiar ideas.

Now, if you back the shoe, which means the attaching of adhesive backing cloth, which would be the best method, and don't put any lining into it, the backing cloth shows on the inside of the shoe. It does not come clear to the edges of the shoe usually, and makes a funny looking shoe inside.

Furthermore, this backing cloth is light weight usually, and one would soon wear through it into the gutta percha. It is not the intention of backing cloth to remove the necessity for linings, but merely to strengthen the weak or stretchy portions of the leather so they will correspond with the best portions of the leather.

If one puts a weak lining into a shoe because it is backed, he has a lining that will soon wear out, and everybody knows what a mean thing a worn-out lining is in a shoe. The better the quality of the linings the better the shoes. Put in a good drill or duck sufficient to help hold the shoes in shape, and give the wearer a run for his money.

## MEN'S FACTORIES TURNING TO CUT SOLES

There are more sole leather rooms using cut soles today than at any time in the history of the trade. This means men's as well as women's rooms. The women's shops have been using cut soles for a long time and slowly, but surely, the men's are following suit.

This is noticed now in many shops and it is becoming the rule in factories where all shoes are in high priced welts as well as in shops where both welts and McKays are made and in several different grades at that.

In one big shop on men's they were cutting sole leather all the time down to some two years or so ago, when they began to buy a cut sole and they have continued to use such a sole ever since. The output in this plant is some 2,400 pairs of men's welt shoes per day, ranging in price, at retail, from \$5 to \$7 per pair.

With all of the experience behind them they have found that it is best to buy and use cut soles. These soles cost a lot of money and the chances are that they will cost still more in the future, but this will make no difference as the relative cost will be the same and the same reason that forces them to buy soles instead of leather will continue.

It is a curious fact that all of the sole leather foremen are not agreed that it is best for the factory to use a cut sole and this is often the case right in the shops where all cut soles are used. In fact there is just as much difference of opinion among foremen, in this matter, as there is between the manufacturers themselves.

## VARIANCE IN LIMBS AND IN SHOES

The left leg is a trifle longer than the right leg and for that reason the body is bound to imperceptibly move toward the right. As a matter of fact, it is nearly impossible for a person to walk in a straight line for a long distance, as invariably the tendency will be to move toward the right. That is the reason why most everybody will choose between two roads the one at the right side. But what has this fact to do with shoemaking?

At the setting of the tip seam on the last, lasters will swing the tip beam on the left last toward the inside, while on the right last the tip seam will be swung and set toward the outside. The writer has been a laster for several years and, although he has never believed in so doing, he has seen it done so often by first-class lasters that he is forced to believe that the difference in the length of the legs may have something to do with the theory that the left foot tends to turn the tip seam toward the outside, while the contrary happens with the right foot, and that it may be well to set the tip seam as above explained in view of counteracting this tendency.

Let us consider still further the difference in shoemaking, whether or not it relates to the difference in the length of the legs between the operations on the left and right shoe. Take the welt sewing machine and it is a fact that the left shoe will be lasted in tighter by the welt guide than the right shoe, simply because the long shank is sewed in first on the left shoe, and a tack should be left in the middle of the outside shank on the left shoe to withstand the strain from the opposite side when the welt guide strikes the shoe and forces the entire upper to move toward the inside.

This variance in tightening the upper of a welt shoe on the last may account for the theory that the left foot is larger than the right foot—due to the fact that the left shoe is always smaller and tighter on the foot. The right shoe, in all makes is generally made better in all the details than the left shoe and it is difficult to explain the reason for this difference in shoemaking results. It is thought by some shoemakers that if the right shoes were all made by one operator and all the left by another better final results could be obtained. That system at lasting has been tried and it was found that the left shoes were not as well made as the right shoes. It is because we are partial to the use of the right hand and of the right foot.

A notable example of this is found at wiping toes—the toes of the right shoes are always wiped in better and easier perhaps than the toes of the left shoes. In testing this theory

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Extract



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Quebracho  
35% Tann ..

Extract of Logwood, 51°

Hematin Crystals, Hematin Paste Standard

All Other Chemicals Used by Tanners

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Montreal

Toronto

do not tell the operator beforehand, as he will put in extra work on the left shoes. The idea is to have shoemakers pay special attention to left shoes and see to it that they favorably compare with the right shoes.

It is impossible to have exact uniformity in all shoes and even in a single pair of shoes. In making a boat the sides can never be shaped exactly alike and it is important that both sides be alike. In shoemaking uniformity in the same pair of shoes is of prime importance but very difficult to have. Machines do not operate equally well on right and left shoes and, as before stated, workmen for some unaccountable reason do not get the same results on left shoes that they do get on right shoes.

Uniformity is specially desirable at the toe and the toe part is the most difficult part to construct in any and all kinds of shoes—but more so in welts than in any other kind.—American Shoemaking.

#### BLACKINGS ARE VERY EXPENSIVE

Manufacturers of shoe blackings and stains have their troubles today with the high cost of raw materials, as well as other people. One blacking man recently said they had orders on their books for 300 barrels of blacking, but could not fill the orders because they didn't have the raw stuff. He said it was hard to get color from the dye houses; that recently he received 100 pounds of color, enough for about four barrels of blacking, a mere drop in the bucket.

Nigrosine, one of the most important materials in making blackings, like other coal tar products, is very high and scarce. It sold for 25 cents a pound before the war but now users have to pay \$1.50 a pound. Blacking manufacturers who have long time contracts with the dye houses, secure colors for 90 cents or \$1.00 that sell for \$1.50 in the

open market. Another advance of 25 per cent. is probable about January 1st. Shoe manufacturers are paying 50 cents more per gallon for blacking for heels and edges of soles than before the war.

There are many rumors in circulation at present about a trust controlling all dyes in the United States after the war. It is said that 90 per cent. of the aniline salts and oils are so controlled.

#### COMPARING THE PRICE OF SHOES

It is often laughable to hear manufacturers rave when they are comparing prices with other factories. It is said that "figures do not lie." Perhaps they do not, but if all conditions are taken into consideration there may be enough difference to make one think that figures alone do not tell the story, or that figures alone may be very misleading. When comparing wages of workmen, the conditions of living must also be considered.

For instance, it is a well-known fact that workmen in similar lines of trade in Europe get much less than men in this country. But if commodity prices are also considered it will be found that difference between income and outgo is not as big as comparison of wages. Of course, men in this country live much better, while over there, although a man may get much less, he can live like his fellow-workmen for much less also.

For instance, the question of rent is different. Many workmen in this country pay \$18 or more per month and with the wages they get they can well afford to do so. What workman in the old countries would ever think of paying that much rent.

Sometime ago I read where an American manufacturer was decrying the fact that American manufacturers pay



twice as much as they do in England. No doubt this was true, but it costs twice as much to live in this country as it does over there.

I can well remember one time a shoe manufacturer complaining about his having to pay  $4\frac{1}{2}$  cents a pair for cutting certain shoes when in a nearby town they were only paying four cents for the same thing. It was suggested to him that before taking it up with his cutters he get all the facts. He did this and found that he paid four and a half cents for cutting the entire shoe while in the other town they paid four cents for the upper, one half cent for tips and one half cent for backstays. Therefore, considering all, he had his cutting done as cheap or cheaper than in the other town.

#### NOW OPERATING FOUR TANNERIES

The Breithaupt Leather Co., Limited, of Kitchener, Ont., have taken over the plant of the Hamilton Oak Tanning Co., at Woodstock, Ont., and have commenced operations in that city. With this addition the Breithaupt Co. are now operating four sole leather plants—Penetang, where the "Penetang" hemlock sole leather is made; Hastings, where "Trent Valley" oak is produced; Kitchener, where "Eagle," "Kitchener" and "Lion Oak" are turned out and Woodstock, with "Royal Oak." The new acquisition to the properties of the company is a large brick building admirably suited for the business. The number of employees in Woodstock will be increased and the finest quality oak sole leather will be tanned. The Breithaupt Leather Co. manufacture a complete line of sole leather and, with their added facilities, are able to supply shoe manufacturers, jobbers and retailers with anything required in bottom stock. The company report that they are very busy.

#### WILL ELIMINATE THE SQUEAK

The application of a good coat of chalk to the inner and outsoles is said to eliminate the squeak from McKay shoes. The squeaking is caused by the friction between the outer and inner soles and the thinner and poorer the filler the louder will be the squeak. From experiment it is found that a thin layer of felt will accomplish the same result, but it is more costly.

#### THE RECEPTION MANAGER

Just the other day I had occasion to visit the main office in Boston of a large shoe manufacturing concern which operates several factories.

I went there in search of a man in authority, with whom I had business to transact.

As I went into the outer waiting room I was confronted not by a girl chewing gum and checking numbers, who wanted to know "what I wanted to see him about," but by a fine looking gray haired man who came over to me with a smile on his face asking me how he could serve me.

When I gave him the name of the party I wished to see, he opened the door of the inner waiting room for me, saying: "Come in and I will help you find him."

Then when I was seated he went and found the man for me and brought him to the office.

More and more as I go about I find the Reception Manager taking the place of the office boy and of the girl at the window, especially in other lines of business.

This new official of big business is an encyclopaedia of the business, a diplomat, an artist.

The standard on which The Reception Manager works is that no person shall be met in such a manner that he will go away feeling resentment against the house.

I believe that this modern departure means real money and real success for the firms making the innovation.

Many a high-class salesman or well paid executive finds it necessary to visit shoe factory offices and the reception which they sometimes meet there is an insult to able men.

Such men cannot help but feel antagonistic to the house even though they may disguise their real feelings.

But it pays to have every man pulling for you. It never pays to stimulate hatred.—American Shoemaking.

## NOTHING TOO GOOD FOR CANADIANS

**Commodore C. G. Marlatt who has Returned from England, Speaks of Confidence Everywhere in Evidence of Final Success of the Allies—The Leather Outlook**

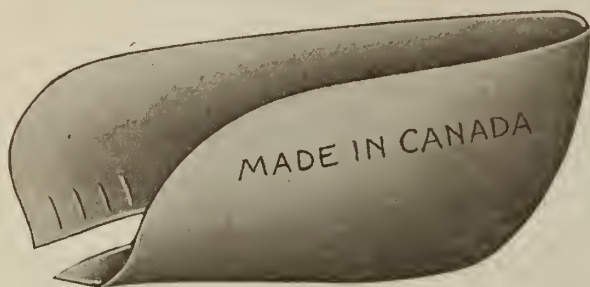
MR. C. G. Marlatt, of Oakville, Ont., has just returned from a visit to the Old Land. His principal object was to meet his son, Capt. Kenneth Marlatt, of the Mounted Rifles, who was on a two weeks' furlough to London. Capt. Marlatt has gone through his fourteen months of service on the firing line without a scratch, and with the exception of the general sobering influence of the strenuous conditions at the front, he remains as bright and unchanged as ever. "He is emphatic," said Mr. Marlatt, "in his statement that the British absolutely dominate the air."

Mr. Marlatt, of course, spent most of his time in the old land with his son, and his visit was very largely personal. Nevertheless, he had abundant opportunity for observing conditions generally while there. He says that two things stand out pre-eminently, first of all the absolute confidence animating everyone that we are going to win this war. No one, he says, has the slightest shadow of a doubt or the least wavering of purpose in regard to this.

The other thing that strikes everyone is the fact that nothing is too good for Canada. Again and again Mr. Marlatt and his son had that demonstrated to them in the most practical way, for everybody in the Motherland appreciates Canada's effort to stand by the Empire in her hour of peril.

Mr. Marlatt talked most interestingly of conditions in London where, he says, that an absence of the former evidence of poverty and discontent is absolutely wanting. London is a strange city as compared with three or four years ago, both during the day and in the night, but especially at night sessions, when it is practically in Egyptian darkness. The Oakville manufacturer tells of an incident while he was stopping some distance outside the city proper. Someone came around when he was retiring and called his attention to the fact that there was a light showing his curtains and explained that there was a fine of £50 sterling should the police happen along.

Leather conditions are thoroughly mixed. The Government has practically commandeered everything necessary for the production of footwear and this has left shoe manufacturers in a most awkward predicament with regard to supplying the needs of the ordinary consumer. Mr. Marlatt was struck, however, with the wonderful system that was evident in this and in all other matters in which there is Government control. To his mind England is learning a lesson of exactness and precision from this war that was perhaps needed. He had an opportunity of investigating one of the large munition plants and was struck with the tremendous production and care with which orders of the Government are being carried out. Mr. Marlatt, who is commodore of the Royal Canadian Yacht Club, Toronto, was interviewed by a New York Herald reporter regarding the Canadian attitude in connection with the war. The Herald, in large headlines, communicated his opinion, which is that Canada is with England in this war to the finish. Mr. Marlatt brought home a considerable number of war trophies from the battlefield.



## DUCLOS & PAYAN FIBRE COUNTERS

Are "Made in Canada" by Canadians for  
Canadians from Canadian Made Fibre.

We stand behind our guarantee  
that **These Counters Will  
Outwear the Shoe.**

We have been serving the Shoe  
Manufacturers for 43 years.

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ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## Baker's New Bottom Polish *Cock-of-the-Walk*

TRADE MARK



(COCK-OF-THE-WALK)

Is a "World Beater"

Made with the finest materials from the old original  
Baker Formula, by a new process, that  
puts it in a class by itself.

MADE BY

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BOYS', YOUTHS'  
LITTLE GENTS'  
CHILDS' BOX KIP

## STANDARD SCREW SHOES

on easy fitting lasts

These lines are made in a factory that specializes  
and are guaranteed to solve the problem of suit-  
ing the *Real Boy* who is hard to keep in shoes.

On account of the large orders we are now filling  
in these lines, we have been obliged to discontinue  
making our range of BAREFOOT SANDALS.

Prices on Application.

JOBBER'S INQUIRIES SOLICITED

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ONLY MAKERS IN CANADA

Lifts made by this process (in all sizes from  
2-8 in. to 7-8 in. by sixteenths) can be purchased  
at a big saving. Let us quote on your require-  
ments to prove this.

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MONTREAL



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Workmanship warranted.

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202 A STREET BOSTON, MASS.



# Narrow Fabrics

Silk and Cotton Gal-  
loon Bindings, Stay  
Tapes, Shoe Strapping,  
Facings, Button Hole  
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LENGTH OF MILL 175 FEET

Elastic and Non-Elastic  
Surgical and Bandage Webs

Elastic Suspender  
and Garter Webs

Weavers of Medium and Light  
Weight Fabrics up to three  
inches wide. Makers of Tassels,  
Pompoms and Novelties for  
Shoe Manufacturers. Our cap-  
acity of Shoe Bows is twenty  
thousand pairs per day.

**Shultz-Goodwin  
Co. (Inc.)**

BOSTON OWNERS EVERETT

## LEATHER STOCKS VERY LOW

As a result of the foreign and domestic demand for leather there are no stocks of any size on hand anywhere in this country, says a despatch from Boston. Leather is being used up as fast as it comes through the tanneries. Domestic business, with the active conditions in the shoe industry, is overshadowing foreign business.

There are rumors of a purchase of leather in Boston by representatives of the Allies, aggregating about \$600,000. For the most part, however, no large quantities of leather are available for sale in any such quantity as the big Russian transaction, aggregating 750,000 sides, valued at about \$8,500,000 some weeks ago. Tanners and dealers are unwilling to contract far ahead, in view of the present hide market and the possibility that leather may advance further in price.

The United States continues to ship leather in large volume abroad, particularly to England and Russia, and purchases are going on all the time.

## WHY SHOES AND LEATHER ARE SO DEAR

F. C. Sherriff, 1122 Cook street, Victoria, B.C., writing to the press in that city says, "For several years before war was declared leather was getting scarcer, and prices going higher. The reason was the demand had outgrown the supply. When war was declared leather became a serious question; in fact, it became nothing less than munitions of war, as boots and equipment were just as necessary as rifles. In normal times we did not feel the strain on leather, but, owing to the enormous amount wanted for war, all stocks have gone. Then again, cost of labor in the tan yard has gone up from \$2 to \$9 per week. Tanning materials have also more than doubled in cost. Freight and insurance have gone up to unheard of rates, making leather scarcer and prices higher than ever known in history. But it is not the

present price of leather, boots, etc., oak sole leather being near the one dollar per pound mark. The question is how many dollars per pound we will have to pay if the present struggle lasts. Although if the war ended at once we cannot hope for any release in price, as it will take from ten to fifteen years to get back to normal conditions. We have only just begun to feel the pressure here in Canada and United States of America. And all the stocks are now depleted when now we require the largest amount. The British Government require 64,000,000 hides per year, also 200,000,000 pairs of army boots are needed per annum.

"As regards the general public, they cannot expect cheap boots or leather for a long time to come. In Canada the bootmakers and repairers have formed associations to help them fight the high price of leather, as they must have an increase for their material and labor, or go out of business. Shoe repairers all over the country are waking up to the fact that at present prices for leather and supplies it is impossible for them to do repairing at the old prices, and are consequently raising their rates. This is usually best accomplished by intelligent co-operation with other repair men, and many associations have been formed in Canada during the past few months."

## WHEN MR. PRICE AND MISS STYLE MEET

When Mr. Price and Miss Style meet nowadays, there's nothing to it, as they say over on the Bowery. It's all Mr. Price, says H. N. Lape, in the "Shoe Retailer." He dominates the situation like some of our professional office-holders, and you simply cannot overlook him or underestimate his importance. Price is "It," and with a capital letter, if you please. All else seems to be playing second fiddle in the orchestra of shoedom.

Prices have been going up like a Fokker aeroplane. They are still going—and I want to say that it does not re-

# PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets  
QUEBEC

# THE PASTE THAT PAYS

The adhesive qualities of

**BRODIE'S PATENT FLOUR PASTE**

Give it a grip like a bull dog. It never lets go.  
That's why so many shoe manufacturers use it.

We're satisfied a trial keg will satisfy you.  
Then future orders will come by mail.

**BRODIE & HARVIE, Limited**  
MONTREAL

WE EXTEND TO ALL OUR PATRONS  
OUR BEST WISHES FOR A

**Happy Christmas**  
AND A  
**Prosperous New Year**

**L. H. Packard & Co., Limited**  
Canada's Largest  
Shoe Store Supply House

quire the seventh son of a seventh son to venture the prediction that they are going to continue to go up, up, up. This will probably continue until people who may be kicking to-day about "high prices," will look back to the fall of 1916 and sigh for the inexpensive footwear they got in those "dear old days."

There's no question in my mind that shoes will undergo another advance of 50 cents a pair by the first of the year—and that's not so very far away, either. You know there are a lot of angles to this rising cost question, some of which do not seem to be very well understood by the public. They've been told a good many things about the shortage of leather and its high price, but not many appear to reckon with the important factor of shortage of labor and mighty high prices for what labor the manufacturer can get.

The fact is that the various munitions factories have taken over a large supply of the tanners' employes, leaving them very much in the "soup." Why? Because the tanner cannot even think of meeting the exorbitant wages being paid by the munitions manufacturer.

And so the tanners must suffer—the shoe manufacturers in turn—the retailers in their turn and last, but by no means least, the much maligned consumer. But we shouldn't worry about what we are forced to do to the con-

sumer. Remember what manufacturers in other lines are doing to us—for you know that you and I are consumers for the things that we do not make or handle.

The fact remains that the munitions men are paying \$50 per week to the same employes who used to get \$15 from the tanners. As a result some tanners refuse positively to take any more orders, because they cannot procure the labor. A big advance came last week in kid and also sole leather. The only conclusion I can reach is to make the best of things and be as happy as the law allows. Forget yesterday and yesterday's conditions; live to-day, but as a gentle hint, keep a weather eye peeled for to-morrow.

**ALL TENNIS LINES ADVANCED**

A new price list has gone into effect on all lines of outing shoes. There is an average increase of ten cents a pair on men's, boys' and women's tennis shoes and five cents a pair on youths', misses' and children's. On an ordinary bill of goods it is figured that the advance will average about eight per cent. Since the placing season opened on September 1st, there has been a remarkably large business done, far ahead of other years. The coming summer will, according to all indications, witness the greatest trade ever in sporting footwear.

**W. H. Staynes & Smith,** **HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.** and at Kettering, Northampton,  
Bristol, and Norwich.

Cable "HIDES" Leicester.



# Early Ontario Leather History

## The Province Always Pre-Eminent as a Leather Producing Centre—Sketch of One of the Oldest Tanneries in the Dominion—A Celebrated Character

ONTARIO has always maintained its position as a leather centre. Its almost inexhaustible supply of tan bark and its abundance of good water made the tanning of leather a matter of course, even before the facilities provided by machinery and steam lent their aid to make it the banner leather province of the Dominion.

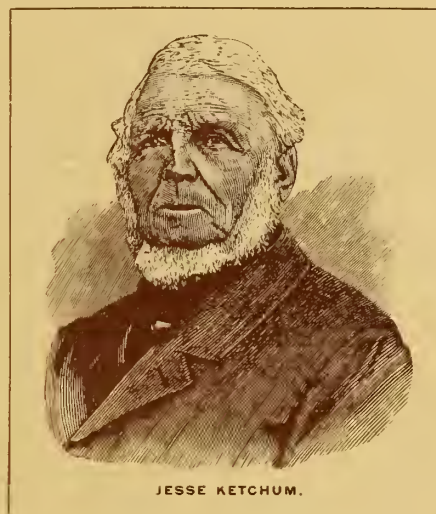
Towards the end of the eighteenth century and early in the nineteenth, there were scattered here and there throughout the wilds of what was then called Upper Canada small establishments that in a crude way supplied the needs of the inhabitants in the matter of foot coverings. When that which the immigrants brought with them from older lands was worn out a great many of them had to be content with home made tannages of leather that while answering the purpose, did not have the appearance or suppleness of stock made later, or at the large centres.

It was not until after the first quarter of the nineteenth century that real tanneries appeared on the principal settlements such as York, Kingston, London, Hamilton and smaller places. Naturally two or three sprang up about York, (now Toronto), both in the town and on Yonge street, as that highway was opened up into the northern wilds.

### Tanning One Hundred Years Ago

The earliest mention of Toronto dates as far back as the year 1686, and is found in a communication from the French Governor of that time, de Denonville, to his Sovereign, the King of France. The name Toronto was for many years, it is supposed, given to the whole district stretching as far back as what is now known as Lake Simcoe, then called Toronto Lake. Years later the French built a fort called Rouillé, near where our Ex-

hibition grounds now stand, and this point formed for a long time a link in the long chain of forts reaching from the mouth of the St. Lawrence to the



Mississippi. In the year 1793, some years after Canada had come into the possession of the English, the name was changed to York in honor of the son of George III., Frederic of York. It was again altered to Toronto by Act of Parliament of Upper Canada in the year 1834, when the town was finally incorporated.

Toronto was early associated with the manufacture of leather. About the close of the eighteenth century the wants of the inhabitants of this section of Canada, in regard to foot covering, were being but indifferently met by two small tanneries, one about eight miles up Yonge street at Hog's Hollow, and another recently built upon what was then a short road running off Yonge street, called Newgate, (now Adelaide street). The tannery at Hog's Hollow was run by Seneca Ketchum, who emigrated here from New York State. About the year 1800, his brother Jesse, also crossed the border and engaged with him in the tanning industry. Upon the death of Seneca, Jesse Ketchum succeeded to the ownership of the tannery. About the year 1812, at the outbreak of the American war, he moved into the town, purchasing the tannery on Newgate street, then in a dilapidated condition. This, with the surrounding premises, reaching half way to King street from Newgate street on Yonge, and along Newgate street for a considerable distance, gave



JESSE KETCHUM TANNERY AND HOME, TORONTO, 1834



## *Holiday Greetings*

To our many friends who have labored us throughout the past year—-one of the most unique and trying in the history of the Canadian shoe trade—-with their courteous and loyal consideration, we desire to express our warmest appreciation and to extend to them our best wishes for a

**Happy Christmas**  
and a **Prosperous New Year**

W. E. Armstrong  
F. L. Witheridge  
J. J. Connor  
W. G. Berscht  
M. E. Hunter

James Flynn  
F. M. Downs  
W. E. Bates  
G. H. McCrady  
A. J. Hart

J. A. McLaren

*McLaren & Dallas*

*30 Front St. W.*

*Toronto, Ont.*



him an excellent position for a business which he commenced at once to establish.

He purchased for a nominal sum other large tracts of land in the town of York, some of the owners being aliens and fearing the result of the war just begun with the United States. It was thus that we find him the owner of the whole block of land bounded by what are now respectively Yonge, Queen, Bay and Adelaide streets, besides large blocks on what is now Victoria street, Yorkville, and Yonge street south of King street.

Upon the north-west corner of Yonge and Newgate (Adelaide) streets he erected a fine residence, considered so at least in those days, built as shown in the illustration, somewhat after the American

shop, where busy hands were blacking and polishing the tanned leather of various sorts. The further end of the main building and immediately next to the currying shop were the beam house and vats, the the entrance to the tan yard. At this end of tannery was small addition at the farther end being the lime house, where the hides were unhaired.

The building was a long, storey-and-a-half frame one, the upper portion being used for the purpose of drying hair and leather. For some time this modest establishment amply met the requirements of the limited trade in leather, all grades of sole, upper, harness, sheep, hogskins and bridle leather being made. It was soon found that an extension was necessary, and outside vats were



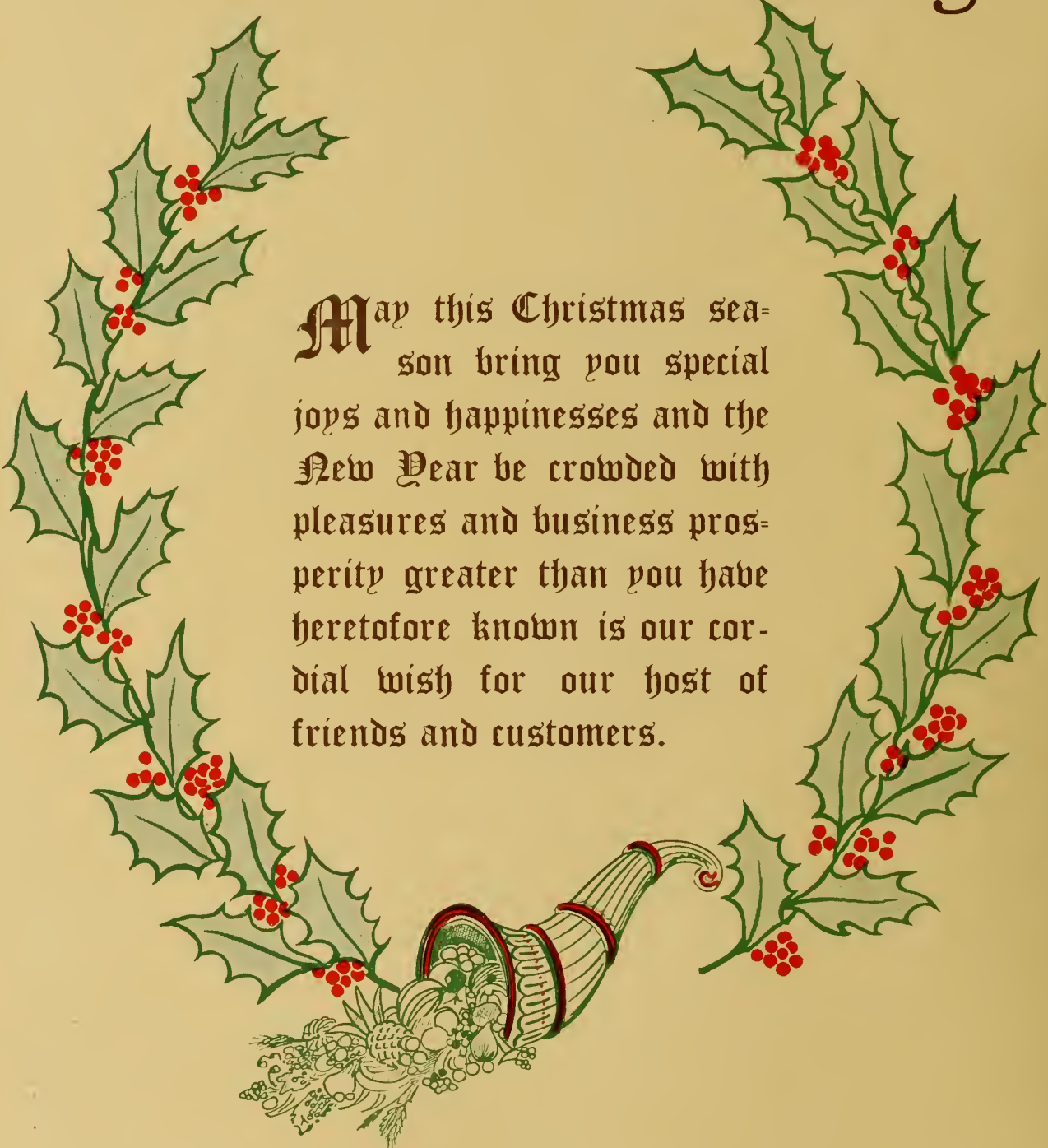
VIEW OF TORONTO, 1889

style, with large windows and turret roof. Flush with Yonge street, it stood back a few feet from Newgate street, a neat picket fence enclosing the steps and front. Immediately west of the residence on Newgate street, was the tannery office and leather store combined, a long, low, brick building, where the finished product was wholesaled and retailed, and where most of the business of the concern was transacted. Back from Yonge street, close to where Temperance street now runs, was the large barn, latterly used as a hide house, with the wash house to the left towards Newgate street and slightly in the rear. Another frame barn stood farther back, almost in a line with the front one.

The tannery stood on the opposite side of Newgate street, commencing a short distance from Yonge street and running about a hundred feet or more west. The building was somewhat neglected when it came into Mr. Ketchum's possession in 1812, but he succeeded in putting it into good repair in a short time, and soon did a good trade. Upon the south-west corner of Yonge and Newgate streets stood the huge piles of tan-bark, rising above the high board fence and extending half way to King street. Between the tan-bark and the end of the tannery stood a wide gate, through which was the bark mill, a square compartment, where the bark was prepared for the tan pits. Through the small window the youth of the thriving town of York used to watch the four horses go their weary round cutting up the bark, while the cheery voice of the little Welshman Owen stirred their lagging pace. Next to the bark mill was the currying and finishing

built immediately in the rear of the tannery proper. These were used in summer, and late in the fall up to Christmas they were stocked with sole hides placed in alternate layers of bark and hides, securely covered and protected, and left till spring to be opened. St. Patrick's Day was usually the time set apart for the breaking of the vats and resurrection of the sole leather, which usually came forth in prime condition. The sole leather of Jesse Ketchum's tannery earned a great reputation in the early days of York. Notwithstanding the sobriquet of "wet leather" that used to be commonly given to Jesse Ketchum, his stock was always regarded as prime and of good value. Some amusing instances are related of the extraordinary demand there was for his leather, especially later in the history of the tannery, and more particularly during the years of the Rebellion (1837-8). At that time much of the shoemaking was of a "house-to-house" nature. The Knight of St. Crispin made arrangements with farmers and others to spend a few days with them for the purpose of doing their making and mending. On one occasion, it is related, an anxious farmer secured a side of Jesse's best sole and took it away in his ox cart. As the shoemaker was about two weeks longer in reaching him than was originally promised, he had the leather hung up in his kitchen. A remark as to the weight of the side brought from the man of shoes the assertion that it did not weigh so much as the farmer said. On weighing it was found to be six or seven pounds short. When the farmer on his next visit to the capital complained, Jesse, with a twinkle in

# Christmas Greetings



May this Christmas season bring you special joys and happinesses and the New Year be crowded with pleasures and business prosperity greater than you have heretofore known is our cordial wish for our host of friends and customers.

Minister Myles Shoe Company  
Toronto Limited



his eye, remarked that he ought to have left it with him two weeks longer and saved shrinkage. In course of time the increase of business made it necessary to extend the premises still further, and additional outside vats were added to rear of the



E. J. DAVIS, M.P.P., KING HORN, 1889

last building. Further accommodation for the carriers was also sought in buildings facing Yonge street at the rear of the property for a while.

The tannery when in full running order gave employment to an average of twenty men, which was considered no small complement a hundred years ago.

#### Early Days of the Trade

About the year 1850 the late Louis Breithaupt, who was then a young man living in Buffalo, made a visit to Berlin, now Kitchener. He fell in love with the then village and one of its most attractive maidens. In 1857 he built a tannery in Kitchener and started to make various kinds of leather. Louis J. and J. C. Breithaupt, present heads of the Breithaupt Leather Company, are sons of the founder, Louis Breithaupt, who had first launched a retail leather store. American sole leather was the principal product sold by him, there being free trade at the time, and out of this retail establishment grew the tannery. Louis Breithaupt made leather in the good old-fashioned way and the demand for his product grew steadily. It was not long before better buildings had to be provided and more yard room. From this humble beginning the present extensive plant and premises of the Breithaupt Leather Company developed. Some years later when they realized that their Berlin plant was being taxed to its utmost and the question of bark supply had become urgent they purchased a property at Penetanguishene, where 800 sides of sole leather are turned out a day. Later a plant was secured at Hastings and very recently another at Penetang.

#### Tanneries on Yonge Street

It was about 1856 that John Davis, grandfather of Hon. E. J. Davis, president of the Davis Leather

Co., Newmarket, and A. Davis & Son, Kingston, had a small tannery on Yonge street, opposite the old time Finche's Hotel. His grandfather on his mother's side, Elihu Pease, also had a tannery a little further south on Yonge street, opposite what was known as the Golden Lion Hotel. Naturally, these establishments were small and crude, and some years later Elihu Pease, in his travels through the country, found the township of King had excellent forests for hemlock bark. 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, 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 & Sons' 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 Can-



THE LATE S. D. MARLATT, OAKVILLE, ONT.

ada. 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. Hon. E. J. Davis is president; Aubrey Davis, vice-president; Andrew J. Davis, general manager; E. J. Davis, jr., superintendent of the works.

# A Word of Thanks



In the past year of strenuous shoemaking the poet's wild query, "Do you know the reason why?" has given place to "Can you tell us when?"

This is the burden of every mail, and the shorter the supply of leather and men the more insistent the cry becomes.

We desire to thank the many handlers and sellers of WESTON SHOES for their kind forbearance, and to assure them that we have left no stone unturned in order to meet this most extraordinary condition. All that the utmost of method and equipment can do to meet the unprecedented demand for WESTON SHOES is being done, and will be done.

In the meantime, we desire to extend to our many friends and customers our

Heartiest  
Holiday  
Greetings

with the hope that the New Year may bring brightness and prosperity in the fullest measure.

**Weston Shoe Co., Limited**  
Campbellford, Ont.







*We desire to extend to our many friends who have favored us with a share of their trade this year, and to express to you, personally, our thanks. Hoping that we may all have a happy time this Christmas Season and that the war across the sea may soon disappear and the British Nation, that knows no defeat and whose flag never falls, will remain victorious over all our enemies, bearing good will toward all men, the maxim of Him of Whose Day we do celebrate.*

**THE WHITE SHOE CO.**

48 YORK ST.


TORONTO






SHOE AND LEATHER TRADES, 1889.

First Row: Jas. Copper, J. C. Smith, Jas. McPherson, Geo. Valrant, Wm. Griffiths, C. Stevens, J. S. Glass. Second Row: Thos. Ryan, Chas. A. Ahrens, Fred. Bornhold, J. D. King, John Hally, Jos. Bonnick, D. W. Alexander. Third Row: L. J. Breithaupt, J. C. Breithaupt, Chas. King, P. Jacobi, Geo. W. Beardmore, Chas. Knees, C. G. Marlott. Bottom: W. D. Beardmore.



Our  
Thanks and  
Good Wishes



To "BEST EVERY DAY" People

*We desire to extend our thanks for their  
aid in making 1916 a Record Year for  
"BEST EVERY DAY SHOES."*

*May Christmas Morn and New Year's  
Dawn bring to you Blessing and  
Good Cheer in Unstinted Measure.*

**The T. Sisman Shoe Co.**

AURORA, ONT.

Makers of the "Best Every Day" Shoes





# Toronto as a Shoe Centre

Early Shoe History—Has Gradually Become a Distributing Point  
Rather than a Manufacturing Centre—How the Smaller Cities  
and Towns Have Taken to Shoe Manufacturing

WHEN Toronto was incorporated in 1834 its population was less than ten thousand and its factories of all kinds could be counted on one's fingers. It was not until a decade or more later that shoe manufacturing took root in the city and it was fully a generation before it might be properly designated an industry. In the fifties the first real shoe manufacturing was begun, but it was not until the sixties that the volume became such as to mark Toronto a shoe centre.

It was between 1870 and 1885 that the greatest development took place, when concerns like W. B. Hamilton, John Holmes & Co., Cooper & Smith, John Turner, Damer, King & Brown and others laid the foundation for a business that soon became one of the staple industries of the growing city. When the SHOE AND LEATHER JOURNAL came on the scene in 1888, Toronto was reckoned second to no city in Canada for its volume in shoe production, and the shoe factories outside the city in Ontario could practically be counted on one hand. Toronto was at the zenith of its shoe manufacturing prosperity in 1889, when the strike of shoe operators took place which drove shoe manufacturing to Quebec to purchase a large portion of their requirements.

With comparatively low wages in the province of Quebec the start thus obtained told seriously upon the western factories and soon the latter were not only reduced in numbers but those that remained cut their production down to a minimum. At this time the jobbing business got its start and establishments sprang up in Toronto, Hamilton, London and other smaller points with the result that soon Ontario became a little more than a distributing point for shoes.

As wages began to go up in Quebec, however, until they finally reached a parity with the scale established in Ontario, trade began to drift back again with the result that new enterprises were established and manufacturing began to take on a swing. Instead of centring in Toronto, however, they sprang up in the smaller places outside until all over the province are to be found today manufacturing of footwear of all kinds, so that the Queen City has never since regained her supremacy as a shoe manufacturing centre.

There are now being made in Ontario all kinds and grades of footwear, from the finest men's or women's shoe, to the more substantial lines that once were conceded as the special sphere of eastern establishments. In the past twenty-five years the ground has thus been more than redeemed and in the redemption have followed better methods, better styles, better quality and better working conditions.

There are now in Ontario about fifty leather and felt shoe factories with an output of about seventeen thousand pairs a day. Nearly one-third of these are located in Waterloo county, where, in order to meet the growing demands of the plants and to supply machinery parts and efficient service, the United Shoe Machinery Co. opened an office in Kitchener a couple of years ago. Up to that time the only office of the company in Ontario was located in Toronto.

There are some twenty wholesale shoe houses in the province, half of which are located in Toronto, which city has eight shoe factories. Hamilton and London are also well supplied with wholesale foot-



CITY HALL, TORONTO

wear firms, while Ottawa, Kingston, Belleville, Brockville, Brantford and other places have shoe jobbing establishments.

There are half a dozen felt footwear factories in Ontario which are doing a flourishing business, the larger number of them being situated within the borders of Waterloo county. In the line of tanneries there are some forty-two in the province turning out nearly every kind of leather, and four large rubber footwear plants afford employment to hundreds of men and women. Over four thousand pairs of felt shoes and about twenty-five thousand pairs of rubber shoes are produced daily in the banner province of the Dominion, where business is brisk and the outlook for the coming year most encouraging.

# Outstanding Leaders

IN STOCK TO-DAY

## "The Midland Maid"

A High Grade Shoe  
at a Popular Price

Specially Recommended—Cleverly Created

a705—Pat. Colt Polish, Dull Calf Top, 8-inch	\$3.75
a711—All Dong. Kid Polish, 7½-inch..	3.60
a713—Gun Metal Bal, Imitation Blucher, 7½-inch..	3.35
a715—Vici Kid Polish, Dull Calf Top, 8-inch...	3.75
a717—Velour Calf Polish, Dull Kid Top, 8-inch .	3.75
a727—Mouse Brown, Special Pattern, 8-inch	5.95

The above have Louis Leather Heels.

Use our sample numbers when ordering.



No. 709—Velour Sport Shoe, 8-inch.

## "The Midco"

IN STOCK

A Modish Man's Model  
in the Latest Lasts

a06—Havana Brown Bal, Neolin Sole, R.H.	\$4.60
a14—Dark Winter Calf Military, Solid Heavy Oak Sole.	4.60
a37—Pat. Colt Blucher, Dull Calf Top...	4.25
a41—Gun Metal Calf Bal, Medium High Toe, Slip Sole	4.25
a45—Kidduck Cushion, Tip, Slip Sole.....	4.50
a64—Tan Winter Calf Blucher, Heavy Viscol .....	4.50
a65—Mahogany Calf Blucher, Viscol Sole .....	4.25
a75—Havana Brown Bal, Recede, 19 Last.....	4.25



A postal will bring samples to you PREPAID without obligation to buy

NEW WAREHOUSE——NEW STOCK——QUICK SERVICE

# THE MIDLAND SHOE CO.

Kingston, Ontario





*Hon. E. J. Davis,  
Davis Leather Co., Newmarket*



*L. J. Brethaupt,  
Brethaupt Leather Co., Kitchener*



*John Sinclair,  
Barrie Tanning Co., Barrie*



*C. G. Marlatt  
Marlatt & Armstrong, Oakville*

*SOME  
FAMILIAR  
FACES  
IN THE SHOE  
AND LEATHER  
TRADES  
IN  
ONTARIO*



*Charles Robson,  
Robson Leather Co., Oshawa*



*R. M. Beal,  
R. M. Beal Leather Co., Lindsay*

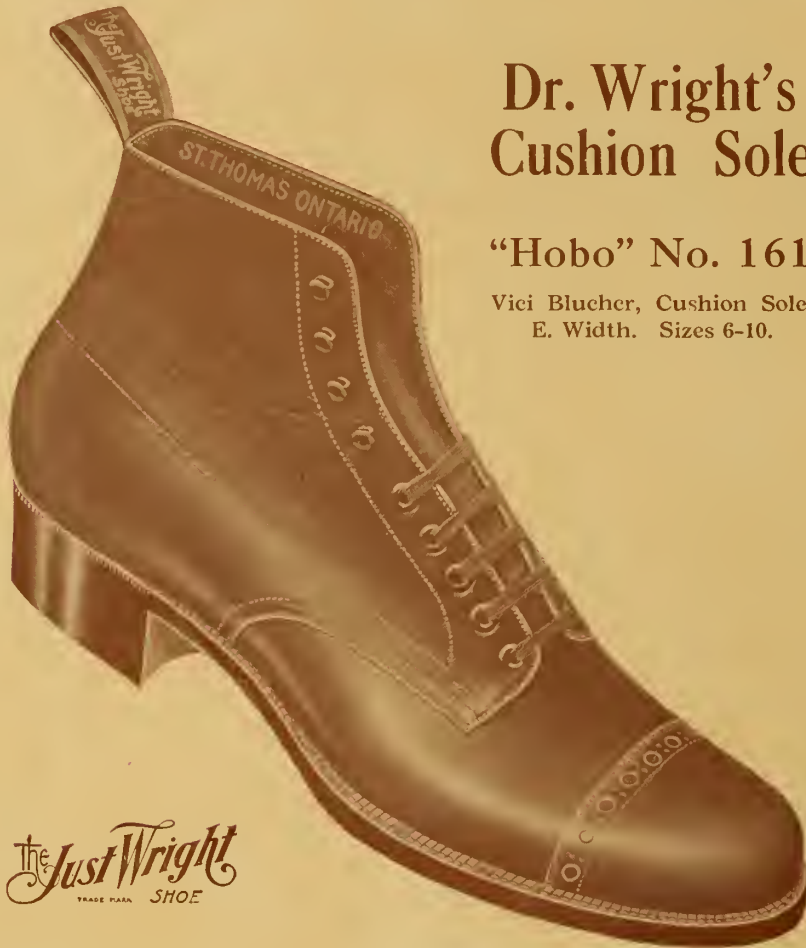


*A. O. Beardmore,  
Beardmore & Co., Toronto*



*S. R. Wickett,  
Wickett & Craig, Toronto*

# The Season's Greetings



## Dr. Wright's Cushion Sole

"Hobo" No. 161

Vici Blucher, Cushion Sole.  
E. Width. Sizes 6-10.

*The Just Wright*  
TRADE MARK SHOE

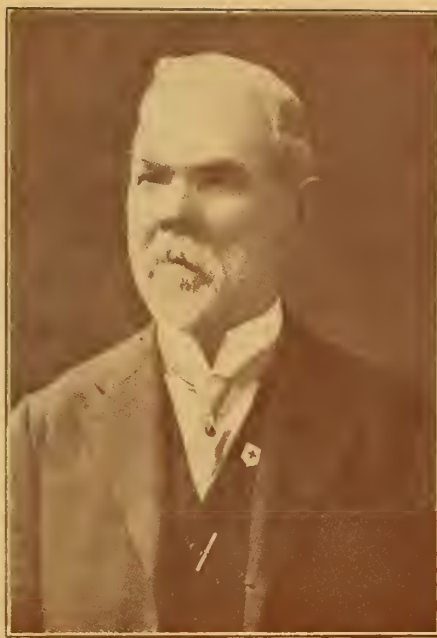
There is nothing better that we could wish you for the New Year than that your Just Wright profits continue to grow and multiply.

**E. T. WRIGHT & CO. Inc.**  
St. Thomas, Ont.      Rockland, Mass.





*Geo. W. Beardmore,  
Beardmore & Co., Toronto*



*Wm. Craig,  
Wickell & Craig, Toronto*



*Fred N. Beardmore,  
Beardmore & Co., Toronto*



*C. O. Shaw,  
Anglo Canadian Leather Co., Huntsville*



*Geo. P. Beal,  
Beal Bros. Toronto*



*F. G. Clarke,  
Clarke & Clarke, Toronto*



*Ed. R. Lewis,  
Toronto*



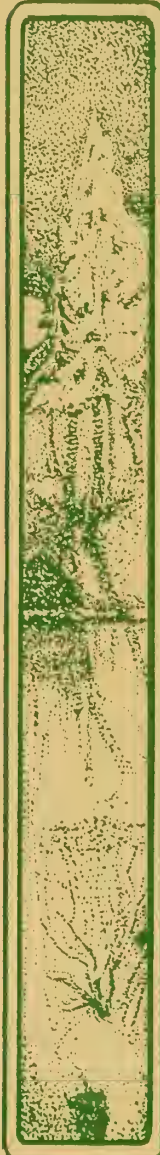
*Griffith B. Clarke  
A. R. Clarke & Co., Toronto*



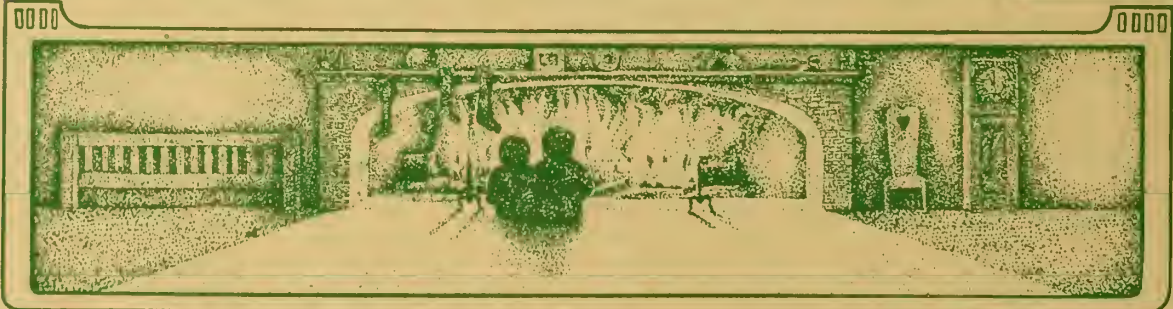
*Elmer Davis,  
A. Davis & Son, Kingston*



May all  
Christmas Joys  
be Thine  
to Enjoy



Scott-Chamberlain  
London Limited







*John A. Walker,  
Walker, Parker & Co., Toronto*



*Alf. Minister  
Minister-Myles Shoe Co., Toronto*



*F. S. Scott,  
Getty & Scott, Galt*



*J. T. Parker,  
Walker, Parker & Co., Toronto*



*Geo. A. Blachford,  
Blachford Shoe Mfg. Co., Toronto*



*Wm. Chamberlain,  
Getty & Scott, Galt*



*E. E. Donovan,  
E. T. Wright & Co., St. Thomas*



*Charles A. Ahrens,  
Kitchener*



*W. A. Hamilton,  
W. B. Hamilton Shoe Co., Toronto*



Wishing  
You  
All  
You  
Wish  
Yourself



*THE NUGGET POLISH*  
*COMPANY, LIMITED*

*9, 11, 13 Davenport Road, Toronto, Ontario*





C. H. Corson,  
Regal Shoe Co., Toronto



A. Brandon,  
Brandon Shoe Co., Brantford



Major F. P. Myles,  
Minister-Myles Shoe Co., Toronto



W. E. Woelfle  
Woelfle Shoe Co., Kitchener



T. Sisman  
T. Sisman Shoe Co., Aurora



N. B. Detweiler,  
Hydro City Shoe Manufacturers, Kitchener



Fred Weston,  
Weston Shoe Co., Campbellford



Richard Weston  
Weston Shoe Co., Campbellford



V. A. Armbrust  
Lady Belle Shoe Co., Kitchener



M. J. ADAMS, PRESIDENT

## Our Friendly Christmas Greetings To the Shoe Trade

IN extending our heartiest good wishes to you all for a Christmas of cheerfulness and blessing and a New Year that shall abound with happiness and plenty, we also wish to express our appreciation of the splendid support accorded us during the past year. We shall endeavor to serve you to your advantage during 1917, that the same cordial business relations shall continue.

**The Adams Shoe Company, Limited, Toronto.**





252

Box Calf Shoe, Lad's, Whole Quarter, Slip Sole, Hooks,  
Last 24, E Width.  
5-7½ 152. 8-10½ 252



3960

Patent Leather Dress Shoe, Cloth Top, Slip Sole,  
20 Last, E Width.  
8-10½ 2960. 11-2 3960

THERE'S A NIFTY STYLISHNESS ABOUT

# ADAMS SCHOOL SHOES

For Misses and Children that makes them Popular Sellers.

Our positive guarantee of the workmanship and material of every pair is abundant assurance of their quality.

It will help your sales to know that ours is the ONLY UNION SHOP (No. 69) in Canada specializing on these lines.

The Adams Shoe Company, Limited

TORONTO, ONT.



3920

Box Calf School Shoe, Solid Leather, Last 20, E Width  
4-7½ 1920. 8-10½ 2920. 11-2 3920



913

Misses' Patent Bal., Cloth Top, Last 90, McKay,  
E Width  
11-2 913 8-10½ 813





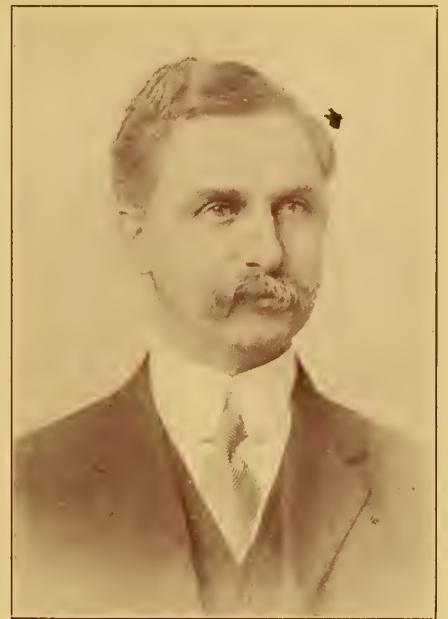




*J. A. McLaren,  
McLaren & Dallas, Toronto*



*Chas. A. Davies,  
Blachford, Davies & Co., Toronto*



*Hugh White,  
White Shoe Co., Toronto*



*John Lennox,  
John Lennox & Co., Hamilton*



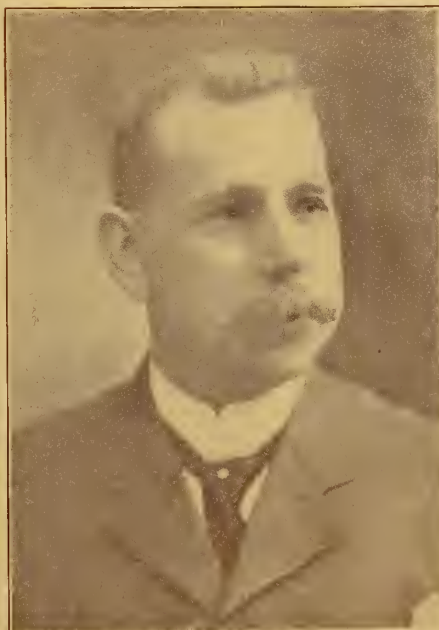
*E. O. Weston,  
F. J. Weston & Sons, Toronto*



*S. N. Sterling,  
Sterling Bros. London*



*H. W. Pearson,  
Ames-Holden-McCready, Toronto*



*Philip Pocock,  
London Shoe Co., London*



*F. G. Lockett  
Midland Shoe Co., Kingston*

# Independent Shoe Button Attaching Machine



*The machine that has solved  
the button problem*

A machine that will set all sizes of buttons quickly and neatly.

SOLD OUTRIGHT with 100 coils wire (100,000 operations).

We guarantee to maintain and keep this machine in good working order for one year without any cost to user.

No need of heavy expenses and long delays by sending machine back to U.S. should machine get out of order, as a first-class service station is maintained at Toronto where repairs are effected and machines returned same day.

Thousands of these machines are in use throughout U.S. and Canada and are giving universal satisfaction.

== WRITE TO-DAY ==

**Independent Button Fastener Machine Co.**

5 Wellington Street East  
TORONTO - ONT.





*C. N. Candee,  
Gutta Percha & Rubber, Toronto*



*R. F. Foote  
Independent Rubber Co., Merritton*



*R. H. Greene,  
Gutta Percha & Rubber, Toronto*



*Jacob Kaufman,  
Kaufman Rubber Co., Kitchener*



*J. A. Connor,  
Canadian Consolidated Rubber Co., Toronto*



*A. R. Kaufman,  
Kaufman Rubber Co., Kitchener*



*G. C. Yearlesy,  
Miner Rubber Co., Toronto*



*L. B. Hutchison  
Kaufman Rubber Co., Toronto*



*W. J. Connor,  
Canadian Consolidated Rubber Co., London 71*



## *Christmas and New Year's Greetings*

**T**hat this Christmas shall  
be to our many friends  
and customers the merriest  
in their experience, and the  
New Year be rich in plenty,  
unbounded in prosperity and  
real true happiness is our  
wish to you.

*Independent Rubber Co.*  
*Merritton, Ont. Limited*





Alex Inrig,  
Lody Belle Shoe Co., Kitchener



G. H. Ansley,  
Perth Shoe Co., Perth



Chas. A. Blachford,  
Blachford Shoe Mfg. Co., Toronto



E. Merner  
Hamburg Felt Boot Co., New Hamburg



L. W. Hanson,  
United Shoe Machinery Co., Toronto



P. E. Rivett,  
Reliance Shoe Co., Toronto



Wm. C. Coloff,  
Tillsonburg Shoe Co., Tillsonburg



F. L. Wagner,  
Aylmer Shoe Co., Aylmer



I. C. Van Geet,  
Tillsonburg Shoe Co., Tillsonburg



## Cordial Christmas Greetings

WE take this opportunity of extending to the trade our right good wishes for a Christmas that shall be merry, and a New Year heaped with the best gifts known to human mortals.

And please be assured that we appreciate the support you have accorded us during the year now ending, and we hope to merit your continued patronage throughout 1917.

**Ed. R. Lewis**

21 Scott Street

Toronto, Ont.

# C. Parsons & Son Limited

79 Front Street East, Toronto

SELLING AGENTS FOR THE PROVINCE OF ONTARIO FOR

## Lamontagne, Racine & Co.

MANUFACTURERS OF

Union, Fibre, Leather Board and  
Solid Leather Counters

All Leather and Combination  
Innersoles

QUOTATIONS FURNISHED AND  
ORDERS SOLICITED

**The Leather Warehouse of Canada**



The late Chas. Parsons



W. G. Parsons





Wishing our Friends and Patrons  
**The Season's Greetings**  
and all good things for  
**1917**

**W. B. Hamilton Shoe Co. Limited**  
TORONTO



## Our Biggest and Best Thanks are Due The Shoe Trade

for the liberal support and goodwill extended us during the past year, and it gives us much pleasure to tender them our heartiest and best wishes for a

Merry Christmas  
and a  
Happy New Year

We shall always try to do our part by rendering a painstaking service that shall fill the New Year with profit and prosperity for all who handle GROSCH FELT SHOES.

The Grosch Felt Shoe Co., Limited  
Milverton





H. R. Emery,  
Blachford, Davies & Co., Toronto



W. E. Wing,  
Kaufman Rubber Co., Kitchener



T. A. Karn,  
Karn Shoe Co., London



Robt. Coates,  
Coates, Burns & Wanless, London



Peter Gauthier,  
Miner Rubber Co., Ottawa



R. B. Wanless,  
Coates, Burns & Wanless, London



E. E. Code,  
Kaufman Rubber Co., Ottawa



R. B. Grailin  
White Shoe Co., Toronto



V. J. Kimmel,  
Cobourg Felt Co., Cobourg



A. BRANDON



We are heartily glad to extend to the trade our sincerest wishes for a joyful Christmas and a New Year filled with the best things earth can yield.

*“Where Quality Counts  
We Win.”*

The  
Brandon  
Shoe Company,  
Limited  
Brantford,  
Ontario





*Lt. Col. F. C. McCordick,  
St. Catharines*



*Major Robt. Myles,  
Minister-Myles Shoe Co., Toronto*



*George S. May,  
Geo. May, & Sons, Ottawa*



*W. G. Parsons,  
C. Parsons & Son, Toronto*



*Harold W. Davis,  
A. Davis & Son, Kingston*



*E. T. Jacobi,  
P. Jacobi, Toronto*



*L. O. Breithaupt,  
Breithaupt Leather Co., Kitchener*



*H. V. Tilley,  
Charles Tilley & Son, Toronto*



*G. A. Bickell,  
Barrie Fanning Co., Toronto*

**1916**

## Many Thanks To the Shoe Merchants of Canada

For their generous patronage during the year now closing, 1916 has been the most satisfactory in our career. In expressing our appreciation we desire to wish you all a

**Merry Christmas and Happy New Year**

We assure you during 1917 there will be no cessation of our endeavors to render you the very best service. In our spacious new home we have exceptional facilities for meeting the ever widening demand for "REGALS."

## Regal Shoe Company, Limited

Bathurst and College Streets  
Toronto

**1917**





*S. Mullett,  
The Williams Shoe, Brampton*



*H. B. McGee,  
Minister-Myles Shoe Co., Toronto*



*Clayton E. Hurlbut,  
Hurlbut Co., Preston*



*W. J. Sisman,  
T. Sisman Shoe Co., Aurora*



*Geo. F. Hennessey,  
United Shoe Machinery Co., Kitchener*



*Capt. A. E. Medcalf,  
Nursery Shoe Co., St. Thomas*



*Albert Harris,  
Reliance Shoe Co., Toronto*



*Robert E. Bennet,  
Ed. R. Lewis, Toronto*



*C. M. Iredale,  
Canada Last Co., Toronto*







H. C. Dayfoot,  
C. B. Dayfoot & Co., Georgetown



George E. Boulter,  
Toronto



A. L. Breithaupt,  
Canada Trunk & Bag Co., Kitchener



A. E. Wallace,  
P. B. Wallace & Son, Toronto



J. S. Ashworth,  
Sir H. W. Trickett, Toronto



H. S. King,  
Joseph King, Toronto



C. B. Dayfoot,  
C. B. Dayfoot & Co., Georgetown



J. C. Breithaupt,  
Breithaupt Leather Co., Kitchener



Wm. Breithaupt,  
Breithaupt Leather Co., Kitchener

# DUNLOP



SEAL OF  
QUALITY

## RUBBER HEELS

Live  
Rubber

Wear  
Longer

### THE "PEERLESS" WAY

The growth of dealer interest in the "Peerless" line has been no less phenomenal than the sales growth of Dunlop "Peerless" Heels. We receive hundreds of requests every month for the empty box rebates.

If you have never sent in the empty "Peerless" cartons, to receive for each the one-and-a-half cents in cash by return mail, ask one of your cobbler friends to show you what his earnings from these returned boxes represent.

All this double-earning capacity of "Peerless" Heels is possible because the Dunlop Line sells readily through being a Quality product, backed up with a sufficiency of advertising.

Your jobber will ship you the necessary supply of "Peerless" Heels. Be sure to mention the name "Dunlop" to him.

Made in all sizes—and in colors Grey, Black and Tan.

### DUNLOP SOLES ALWAYS LEAD

Rubber Soles are more and more coming into popular favor. Some people wouldn't be without them winter or summer.

Once a customer of yours knows from experience that Dunlop Rubber Soles are just as efficient, just as surpassingly good as Dunlop "Peerless" Heels you will find he will have no other make of rubber sole.

Freedom from cracking, most generous wear-well record, never a sign of drying out—these Dunlop features are bound to impress the user.

Manufacturers in great numbers use the Dunlop Rubber Sole in making up their stocks—another good sign of quality and consistent behavior reaping their just recognition.

Made in all sizes and in colors Grey, Black, White and Tan.

**Dunlop Tire & Rubber Goods Co.,  
Limited**

F. 3

H. 77

## RUBBER SOLES





**A HISTORIC CONCERN**

The recent historical references to Montreal and the shoe trade brings up the name of a man intimately connected with the establishment of shoe manufacturing in



LATE CHAMPION BROWN, MONTREAL

Montreal, that of the late Champion Brown, whose photograph appears herewith.

Mr. Brown came to Montreal in the early forties and established a shoe factory in partnership with the late Mr.



LATE W. B. HAMILTON, TORONTO

Childs, the firm name being Brown & Childs. Their factory was located on the south side of Notre Dame street, a little east of Notre Dame church and almost opposite the old English church of that day.

The introduction of machinery in the manufacture of

*(Continued on page 94)*

# Our Mail Order Man is Looking

for some between season business.

Here are a few prices to induce you to **ORDER BY RETURN MAIL** your immediate requirements.

**HOCKEY LEATHER LACES**

36-inch	-	-	-	-	\$ 7.50
45-inch	-	-	-	-	10.50
52-inch	-	-	-	-	11.75
60-inch	-	-	-	-	13.00
72-inch	-	-	-	-	15.00

**GREY FIBRE SOLING**—The new Soling Material that keeps out the cold and the wet, as durable and cheaper than leather, 45c. lb.

**A HIGH GRADE 36-INCH MOHAIR LACE** (No. 1200) at \$1.45 per gross.

**MEN'S CORK INSOLES**, solid sizes, \$8.75 per gross.

**HEAVY WIRE BUTTON HOOKS**, 45c. per gross.

**RINGLET HORSE SHOE HEEL PROTECTORS**, 65c. per gross.

**FANCY COLORS HEEL AND EDGE FINISH** for repair work on light colored shoes.

A full stock of Dressings and Blackings. Sterling English Waterproof Dubbin, \$9.00 per gross.

**C. Parsons & Son**  
LIMITED  
 79 Front Street East  
**TORONTO**

*The Leather Warehouse of Canada*



The  
Season's Greetings

MAY all joys be yours at Christmas Time and may the New Year be filled with unusual gifts of happiness and prosperity is our wish to the trade.

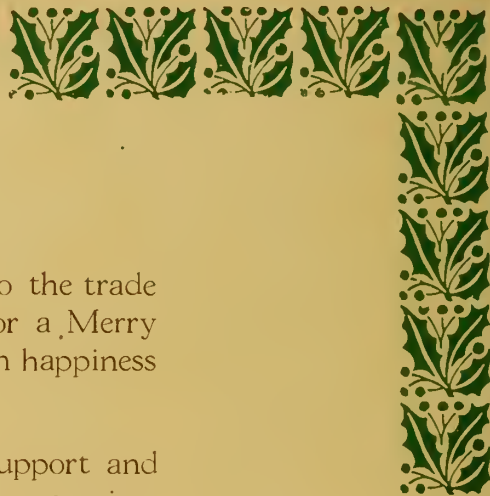
Lady Belle Shoe Company, Limited

Makers of

Ladies' Fine McKay Shoes

Kitchener, Ontario

The Season's  
Compliments



We deem it a privilege to extend to the trade our very best regards and wishes for a Merry Christmas and a New Year filled with happiness and much business prosperity.

And we appreciate your splendid support and patronage during 1916, and trust our services shall be such that they will hold your every confidence during the year of 1917.



Hydro City Shoe Mfrs.

Limited

Kitchener







JOHN LENNOX



## The Season's Greetings

An expression to—the shoemen of Canada—of our great appreciation of your splendid loyalty and support during the year of 1916.

And we wish for you a Christmas season laden with joys and pleasures in excess of any past season, and a New Year crowded with happiness and business satisfaction begotten only by a wholesome prosperity.

**John Lennox & Co.**  
HAMILTON





Philip Pocock

## To You All:

To Our Many Friends who have been so Good-natured and Staunch through days of Shoe Perplexity and Leather Stringency, we extend our Hearty Appreciation in Good Wishes for a

**Happy Christmas**  
and a  
**Prosperous New Year**

*Yours For Happy Days To Be*

**The London Shoe Co., Limited**

London - - - Ontario





## "COME ON YOU CANADIANS"

There need be no fear of foot trouble in the trenches if the boys are equipped with

### Our Overseas Trench Boots

Overseas troops writing home do advise this very

boot for those going overseas, as they cannot be had in England.

They are perfect comfort for the feet and a sure protection from colds and illness.

Made of Oil-tanned Stock, 16-inch Leg, Full Bellows Tongue, Oil-tanned Bottom Drawstring Type, Patent Heel that cannot run over. No nails, no hard seams, no artificial stiffener, no added Counters. Double Full Soles, Hobnailed. Extra Rawhide Laces, Felt and Leather Combination Insoles.

Price \$15.00

Seams are welted, which assures  
an absolutely Waterproof Boot

These Boots should be included in your stock,  
for the present war conditions demand their use.

*Manufacturers of all Types of Larrigans,  
Shoe Packs and Moccasins*

# Beal Bros. Limited

52 Wellington Street East  
Toronto, Canada



# IS THE JANUARY SHOE SALE BEING OVERDONE?

Some Retailers Hold Clearance Campaigns on Slight Pretext—Consider Well Before Getting Rid of Good Selling Lines as Replacement Values Are Very High—Don't Announce Shoes at Bargain Prices and Then Fail to Make Good

**H**AS the January sale business in the shoe line been overdone? While this may have been the case in the past it is doubtful if so many sales will be held by the trade next month as has been the custom in years gone by. The reason is that retailers are not inclined to put on so many clearances because they have to renew their stocks at very much higher figures. Every time the merchant enters the market to replace a certain line of footwear, which has moved exceptionally well he discovers that it has gone up in some cases to a point above what he has been selling them at.

The confidence of your customers is a valuable asset. Before deciding on holding a sale consider whether you are prepared to give actual reductions from the original price, and remember all shoes in your establishment are worth from one dollar to three more per pair than they were a year ago. Before six months are over they will be still more valuable. If you intend to clear out certain lines which you do not want to replace, or have a few odds and ends which are worth more if turned into money even at a loss than they are lying about your shelves, by all means clear them out. In your advertising, however, do not seek to convey the impression that you are holding a clearance of all your stock.

## Be Candid With Customers

Be honest, frank and specific in the matter. It does not pay to mislead or misinform the public, for in the end you will be found out. It is advisable to give reasons for your sale as the public like to have information on such matters. If you think it wise or expedient to hold a sale after taking stock, you may state that starting the new year you find that you have a considerable number of broken lines in such and such sizes and leathers and that you do not want to continue them. This may apply to certain colored kid shoes, or others which you have found unprofitable to handle. On good selling lines it will not pay the dealer to reduce prices and enter the market for more at the exceptionally high quotations today.

You naturally ask why should you hold a sale at all? Should you confine the sale to odds and ends, broken and slow selling lines, or should this sale cover everything that is in stock? Every shoe store has a number of goods that may be termed "stickers." Nobody seems to want them. In such cases you are fairly safe in making a liberal reduction, even though you find it necessary to cut the price in half.

## Avoid the Long Drawn Out Sale

A long drawn out footwear sale is a big mistake. It is much more profitable to put all the "ginger" possible into a sale of a few days, preferably about a fortnight, than to let it drag along for several weeks. Many dealers have found that a sale advertised to last a month loses much of its effectiveness before the first week is over. People who read the advertisements notice that the sale will last for some time and they do not make any special effort to purchase their requirements early. In fact, many of them are under the impression that they are likely to get the best value by holding off until the last days. Better have a short sale and let your customers know it, and keep things "on the hum"

Whether you are relying on your permanent sales staff or are employing additional help during the course of the special sale, you will find it worth while to get your sales force together often, let them know just what your plans are and how you would like them carried out. Some dealers

have found it profitable to have a meeting of the sales force each night at the close of the day's sales and openly discuss what has transpired during the day and why certain shoes are still on hand. If your salesmen know what a loss it is to the store to have a large accumulation of odd lines they will take pride in cleaning up as many of these as possible.

Dealers plan their pricing in different ways. Some use a special reduction price tag of a color that is most noticeable, either red or green. For the average sized dealer it is probably best to gather the shoes together and group them in one section of the store, or on tables by themselves. This not only makes the showing much more imposing, but it facilitates quick sales as well.

## Mark Both Prices

In marking these price tags see that the former price and the marked down price are both given, otherwise customers may become suspicious, and avoid the slightest opportunity for suspicion. This makes it easy for a prospective customer to get information, and many dislike to ask salesmen too many questions if they are not sure of buying. Then again, if the salesman are all busy, the prospective customer can secure the information he wants from the cards since everything is marked in plain figures. This system of marking has other advantages—a stranger to the store will feel that he is being accorded the same treatment as everyone else or old customers.

Before preparing your advertising for a sale of this kind, you should have full particulars before you, as to the lines you are going to sell, the original price and complete description, of the footwear. This not only makes it much easier to prepare your advertisement, but you are safe in making your statements. If at all possible, illustrate your advertisements liberally and use prominent figures when quoting prices. If you are located in a town or city where there are daily papers, from three days to a week should be given up to advertising in it. In case you have only weekly papers to depend upon it is necessary that you use at least two issues, in which case you should use liberal space.

## Catch Eye of the Public

Newspaper advertising, of course, should be supplemented with circulars and window card announcement. Three or four days preceding the sale get out some attractive descriptive circulars announcing the date of the sale, showing the real values you are giving and the opportunity for saving money.

Do not fail to make all the use possible of the telephone. It is good policy to call up as many as possible of your customers preceding the sale. With the rural telephone serving such a splendid purpose, a great many of the well-to-do farmers in your community could be acquainted with the sale.

It is advisable too to give reasons for holding your sale. The public look for it. State that the sale will close positively on such a date, and to get the best values buyers should come early.

Do not fail to back up your advertising by live window displays. The public will look for your windows to keep them posted as to what is transpiring each day of the sale. They will look for some of the specials in your windows. Use bold placards in connection with your windows and change your windows every day of the sale.



# The Shoe Repair Man

## CHATHAM REPAIRERS INCREASE PRICES

Since the last repair prices were made in 1912, the figure for leather has increased 100 per cent., making it necessary to raise the price on all repair work in Chatham, Ont., to the following rates:—

Men's sewed soles and heels.....	\$1.50
Men's sewed soles.....	1.25
Men's sewed soles, whole to heel and heels....	2.00
Men's nailed soles and heels.....	1.25
Men's nailed soles.....	1.00
Men's heels.....	.35
Ladies' and gent's rubber heels.....	.50
Ladies' sewed soles and heels.....	1.25
Ladies' sewed soles.....	1.00
Ladies' heels.....	.25
Ladies' nailed soles and heels.....	.85
Ladies' nailed soles.....	.60
Boys' soles and heels, 1-2.....	.75
Boys' soles and heels, 3-5.....	.90
Boys' heels.....	.30
Girls' soles.....	.50
Girls' heels.....	.25
Child's soles.....	.40
Toe caps.....	.30
New heels.....	.75
Patches.....	.15c. up

All other work in proportionate rate. The new schedule of prices is signed by J. J. Side, Geo. W. Cowan, Grey Hodges, J. Clements, A. Hall, C. W. Huson, J. L. Campbell, Chas. Bast, J. Clantler, A. Hind, E. Deksty, Chas. Clements, A. Sidex.

## ANOTHER ADVANCE IN OTTAWA

A ten-cent increase all round on shoe repairs has gone into effect in Ottawa. Sewn sole and heel repairs are now \$1.50 instead of \$1.40 and with rubber heels \$1.75. Sewn soles only have gone from \$1.15 to \$1.25. "We can't help it," said an experienced repairman. "Leather has gone up very many times during the last six months. Sole leather is now nearly \$1.00 a pound, and it used to be 40 cents. Tap soles were \$3.65 a dozen pairs and are now \$7.00. Even thread for sewing is up from 75 cents to \$2.50 a pound. We must live." According to some of the shoe repairers, leather for boots and shoes will soon be a luxury.

## USE OF OLD ARMY BOOTS

The difficulty of obtaining adequate supplies of men's stout working boots at reasonable prices has necessitated recourse by retailers to all sorts of expedients to meet the demand in other than the usual manner. Probably the best method is to collect from the army authorities the disused footwear from the "front," and by cleaning and repairing, fit them up in suitable condition for working man's wear in civil employment. This expedient has been developed by Peacock and Sons, London, Eng. Many thousands of pairs of disused army boots have been repaired and disposed of to retailers and repairers for sale in all parts of the country. We have seen these boots received direct from France in their original dirty condition, and at first sight it would almost seem that they were past being useful, but after

they have been thoroughly cleansed and resoled, heeled and polished, the result is an article likely to yield many months of hard wear under the hardest of conditions. Messrs. Peacock and Sons quote these at 4s. 6d. a pair and they could be retailed at about 5s. 6d. or more. Those not repaired but with sound tops and well suited for repairing are quoted at 2s. a pair.

There are, of course, large quantities of boots not good enough for repairing, and these are very suitable for clogging, and are quoted very cheap by the ton. We would recommend traders wanting men's cheap footwear to look into this army returned footwear proposition, feeling assured that they provide the working man a better purchase than the cheap concoction made of leather board inner and middle soles and compo heels, with a cheap semi-chrome printed belly upper.

The firm mentioned, Messrs. Peacock and Sons, of 369 Hackney Road, London, E.C., will be pleased to supply further particulars upon application.—Hide & Leather News.

## STUDY THE QUESTION OF PROFITS

A steady stream of customers pouring in and out of your shop all day long does not mean you are prospering, if you are not getting fair prices for your work, says "The Shoe Repair Shop." In fact, the more work you do, the more money or opportunity you are losing. A repair shop opened up on a busy thoroughfare in a city with a big bluster about "good work at low prices." The man at the helm had the mistaken idea that if he got a lot of work it would compensate him for the very low prices he charged. He had several helpers, and all were first-class men. They did good work. Soon the shop had a very large trade. It was one of the "shoes repaired while you wait" establishments, and there was always a bunch of people waiting. They were amazed to find that they could get really high-class work at such ridiculously low prices, and naturally were not averse to taking advantage of it. They brought in all the old shoes they could find, and told all their friends about the place. The shop looked like a bee hive. It was one constant hum of industry; and Mr. Proprietor rubbed his hands with glee. BUT—at the end of the month, after paying his men, his rent and other overhead expenses, after paying all his bills for materials and supplies, he found that he had been doing business at a loss. He had been paying high prices for his materials, high wages to his men, and instead of getting the high prices which his work deserved he had devoted no attention whatever to the study of his profits and the financial management of his business; and when he vainly tried to make things balance he realized what a mistake he had been making. He has learnt his lesson and now conducts his business on a systematic basis. When he has to pay more for his material he knows that he has to charge more for his work. He knows that the bankruptcy court is the inevitable end for any man who cheats himself by failing to charge legitimate prices for his work.

And so the story goes. There are others who are beguiled into the low price mistake by competition. If a man comes into their shop and asks prices on a job, and then starts out with the comment that a nearby competitor will do the job much cheaper, they allow themselves to be bluffed into lowering their price. This is the wrong idea altogether. Do not be so weakminded and greedy for busi-

ness, which your better judgment should tell you is not worth having. Let such customers go to the other fellow. You know what it will cost you to do the job, and how much profit you have to make to exist. You know that you are not trying to hold up the customer, but on the other hand are refusing to be held up. So stand your ground. Name your price and let the customer take it or leave it.

To the timid who are afraid to add a reasonable profit, we would say that they must keep in mind not only what the job will cost them, but the actual value of the work to the customer. When you stop to think of the present exorbitant prices for new shoes, and consider that a repaired pair will look just as well and wear just as long, you are justified in adding a liberal profit for yourself. Should a customer express the opinion that the charge is too much ask him how much he paid for the shoes when new, and then compare that price with the price you are making for repairs. Ask him if he would not consider it a big saving to give the shoes another lease on life for even half of what he paid for them when new. He will see the point and admit its justness. There is no reason why the shoe repairer should live a hand-to-mouth existence. Charge what your work is worth and make the business a profitable one.

**HAVE THREE QUALITIES OF WORK**

Owing to the constantly increasing cost of sole leather, cut soles and all materials used in the repairing of shoes the shoemen of Clinton, Ont., have been compelled to advance their prices. The following prices for all kinds of work are subject to change at any time. The tendency of the leather markets is toward still higher prices:—

	1st Quality	2nd Quality	3rd Quality
Men's Nailed Soles.....	\$1.50	\$1.25	\$1.00
Men's Nailed Soles and Heels.....	2.00	1.75	1.50
Men's Sewed Soles.....	1.75	1.50	1.25
Men's Sewed Soles and Heels.....	2.25	2.00	1.75
Men's Heels.....	.50	Levelling	Extra
Women's Nailed Soles.....	1.00	.85	.75
Women's Nailed Soles and Heels....	1.30	1.15	1.05
Women's Sewed Soles.....	1.25	1.10	1.00
Women's Sewed Soles and Heels....	1.55	1.45	1.30
Women's Heels.....	.30	Levelling	Extra
Boys' Nailed Soles.....	1.00	.85	.75
Boys' Nailed Soles and Heels.....	1.30	1.15	1.05
Soling Boys' Packs.....	.....	.....	.....
Soling Boys' Pacs.....	.....	.....	1.50
Youths' Nailed Soles.....	.85	.75	.65
Youths' Nailed Soles and Heels.....	1.15	1.05	.95
Misses' Nailed Soles.....	1.00	.85	.75
Misses' Nailed Soles and Heels.....	1.30	1.15	1.05
Children's Nailed Soles.....	.85	.75	.65
Children's Nailed Soles and Heels....	1.10	1.00	.90
Infants' Nailed Soles.....	.75	.60	.50
Patches—Machine sewn.....	.15	and up	.....
Patches—Hand sewn.....	.25	and up	.....
Toe caps.....	.40	and .50	.....
Elastic—per sett.....	1.00	.....	.....

Writing to the SHOE AND LEATHER JOURNAL a Clinton correspondent says:—"We start with first quality men's, using No. 10 cut soles at \$7.55 and so on down the line. We are using a grade lower than anything that we have ever used to take in our third quality. We have also added a pretty fair price for nailing because of the difference between 25 cents in the average town, whereas a man can put on three pairs nailed in the time it takes to sew one pair."

**OAK BENDS NOW DOLLAR THE POUND**

Sole leather continues to soar in quotations and during the past week there was another advance of four cents per pound. Increases in price are coming faster and more furious than ever experienced in the history of the trade and there is no relief in sight.

Dollar a pound sole leather before Christmas, which was freely prophesied, is here, when No. 1 oak binds are taken into consideration.

The following price list to the retail trade went into effect in Toronto on December 11th:—

	10 Sides or More One Shipment	Less than 10 Sides
Spanish Sides No. 1 or best.....	67	68
Spanish Sides No. 2 or good.....	65	66
Spanish Sides No. 3.....	63	64
Trimmed Backs 33 1/3% Trimmed No. 1 or best.....	81	88
Trimmed Backs 33 1/3% Trimmed No. 2 or good.....	84	85
Trimmed Backs 33 1/3% Trimmed No. 3	81	82
Trimmed Bends 50% Trimmed No. 1 or best.....	97	98
Trimmed Bends 50% Trimmed No. 2 or good.....	93	94
Trimmed Bends 50% Trimmed No. 3.....	89	90
Oak Sides (Canadian) No. 1 or best.....	69	70
Oak Sides (Canadian) No. 2 or good.....	67	68
Oak Backs, No. 1 or best.....	92	93
Oak Backs, No. 2 or good.....	89	90
Oak Bends, No. 1 or best.....	1.00	1.01
Oak Bends, No. 2 or good.....	96	97
Hemlock Roundings.....	42	....
Hemlock Shoulders.....	52	....
Hemlock Heads.....	34	....
Oak Roundings.....	42	....
Oak Shoulders.....	52	....

**AN EVIDENCE OF APPRECIATION**

Here is a copy of a neat card which a Toronto shoe repairer sends out with each job done.


The favor you have extended to me is appreciated. To be of service is a real pleasure, and it is my earnest desire to serve, that when again in need of shoe repairing, you'll be sure to return. There is no chance to lose when you trade here. I am behind everything that leaves this store, and its broad guarantee affords absolute protection. If boots repaired by me fail to make good, bring them back, and satisfactory adjustment will be made. Your interests are my interests —always. Our prices are just as low as the high quality of merchandise permits.

Come again.


**GREASE YOUR SHOES AS OF-YORE**

Writing to the SHOE AND LEATHER JOURNAL a leading maker of McKays and Standard screws says, "We consider you would do a good work for the country if you would advocate that the people grease their men's, boys' and youths' shoe uppers like they did 25 to 40 years ago. We consider the uppers would last 30 to 40 per cent. longer on shoes that get rough wear. At the present price of leather, we think the people would be likely to take to the idea, and merchants would advocate it among customers. This, we believe, would be a great benefit to the country under present leather conditions."





# AMONG THE SHOE MEN.



N. Macfarlane, of the Macfarlane Shoe Co., Montreal, who recently returned from a trip to Boston, has been confined to his home with an attack of la grippe.

J. E. Warrington, of the John Ritchie Co., Quebec, has returned from a trip to Winnipeg and reports business as the very best.

R. E. Dildine, general sales manager of Ames-Holden-McCreedy Co., Montreal, spent a few days at the Toronto branch last week.

P. A. Doig, sales manager of the Star Shoe Co., Limited, Montreal, spent a few days in Toronto last week.

L. S. McKindsey, western representative of the W. B. Hamilton Shoe Co., Toronto, has returned after a successful selling trip throughout the Prairie Provinces.

F. W. Love, shoe retailer, Aylmer, Ont., was in Toronto lately calling upon the trade.

W. F. Locke, manager of the shoe department of the T. Eaton Co., Winnipeg, was in Toronto last week.

R. Murray McGowan, of the Kaufman Rubber Co., Winnipeg, was in Montreal, Quebec and Toronto lately on business.

H. W. Rising, of the firm of Waterbury & Rising, wholesale shoes, St. John, N.B., was in Montreal recently.

Bob Scroggins, of Getty & Scott's office, Galt, Ont., was recently presented with a wrist watch and military mirror by the members of the staff. Mr. Scroggins has joined the Divisional Signallers for overseas service.

S. A. Poirier, who has for several years conducted a general business in Campbellton, N.B., has decided to go into the shoe line exclusively and has put in a large and representative stock of footwear.

A serious fire badly damaged the tannery of C. Falardeau, corner of Caron and St. Helen streets, Quebec, recently. The fire was caused by an explosion in the varnishes and acids in the upper storey of the factory.

John Clucas, shoe dealer, Medicine Hat, Alta., has sold out.

Walter Dow, shoe dealer, Edmonton, has discontinued business.

W. J. Detweiler, shoe merchant, of Sault Ste. Marie, Ont., was in Toronto last week on business.

The stock of J. O. Leduc, dealer in shoes and dry goods, Beauharnois, Que., has been sold.

B. Leonard, of Leonard Bros., shoe merchants, Quebec, was in Montreal recently calling on the trade.

George Lennox, wholesale shoes, Winnipeg, was in Montreal recently on a business trip.

N. L. Wiggett, of J. A. Wiggett & Co., Sherbrooke, Que., was in Montreal last week calling upon the trade.

The stock of Mendelson Bros., St. John's, Que., consisting of shoes and dry goods, has been sold.

Jas. T. Clark, of Clark Bros., shoe manufacturers, St. Stephen, N.B., was in Winnipeg recently on business.

J. A. Connor of Toronto, and W. J. Ashplant of London attended the recent Ohio Whist Congress in Cleveland.

A. M. Jarvis, manager of the Murray Shoe Co., London, and J. G. McDiarmid, of Toronto, western representative of the company, have returned from an extended business trip to New York, Boston and other shoe centres, in search of the latest pointers and ideas on styles and lasts for the coming season. They state that the darker shades of brown and grey are in strong demand and indications are that the

coming spring and summer will be the greatest white season ever known. In not a few instances they found indications that patent leather was returning to favor.

President W. H. Robinson, Vice-president T. H. Rieder and Director A. D. Thornton, of the Canadian Consolidated Rubber Co., addressed the employees of four factories of the company in Kitchener, recently, in the Grand Theatre. The object of the meeting was to establish a thrift plan among the employees and to interest them in a movement to obtain better city government. Mr. Rieder said that manufacturers should be compelled to make truthful declarations of their assessable incomes and thus share the burden of taxation with the working men. He openly charged prominent manufacturers with falsifying their declarations.

A tentative arrangement has been arrived at in the trouble between the Leckie shoe factory of Vancouver and their employees, which culminated lately in a strike of the latter, and they are now back at work. It is understood to be binding on both parties till the first of January next. J. D. McNiven of the Department of Labor helped to bring about this settlement, one part of which made provision for a stated sum to be given by the company to its employees as a sort of bonus. The employees of the Leckie factory have recently organized themselves into a local of the Boot and Shoe Workers' International Union.

W. Alfred Moore, sales manager for Beardmore & Co., Toronto, who some time ago underwent an operation for appendicitis, is spending a few days recuperating in Atlantic City. He expects to resume his duties at the commencement of the new year.

J. T. Lawson, shoe retailer, of Regina, Sask., is spending a few weeks in Toronto and at his old home in Orangeville, on a visit. His many friends are always glad to welcome him on his annual trip to the East.

Fire broke out in the Pacific building, Scott street, Toronto, recently, and did considerable damage. The leather stock of Ed. R. Lewis had a close call from the flames, as his premises were filled with smoke, but the good work of the firemen prevented any serious loss.

F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont., was in Toronto last week calling upon the trade.

S. Snierson, general manager of the Independent Button Fastener Machine Co., Boston, Mass., whose Canadian offices are at 5 Wellington street east, Toronto, spent a few days in Toronto lately and reports business with the firm as most encouraging.

There has been a large demand for overgaiters this season, the prevailing colors being light and dark grey, white, chamois and fawn. The eight-button overgaiter is proving to be very popular and manufacturers are utterly unable to keep up with orders.

Jobbers report a great scarcity in all lines of felt goods for which the demand is very brisk. Stocks were never so low as at the present time.

The new Cut Rate American Boot Shop is commencing business in Lethbridge, Alta.

A letter has been presented to the City Council of Vancouver from the Health Committee stating that Saturday being the only day that many mothers are able to get their children's shoes repaired, the police department be requested not to enforce the early closing act with regard to shoe repairs.



Dupont Freres, Maisonneuve, have added a new line of lasts for the manufacture of their range in growing girls' shoes. The firm state that the new lasts have met with a wide appreciation by the trade.

The Macfarlane Shoe, Limited, Montreal, has been federally incorporated with a capital stock of \$400,000 divided into four thousand shares of \$100 each. The company is empowered to make and deal in all kinds of shoes, etc.

J. Einstein, Limited, Montreal, has been federally incorporated with a capital stock of \$25,000 to take over as a going house the business being carried on in Canada and elsewhere of J. Einstein, Inc. The company is empowered to manufacture, buy and sell cloths of all kinds, leather, silks, fabrics, etc., for use in the manufacture of shoes, shoe supplies and findings.

Plans have been completed whereby the Ajax Rubber Company will take over the Racine Rubber Company of Racine, Wis. It is understood that the capital of the Ajax Company will be increased from \$5,000,000 to \$10,000,000.

The large brick building in Elmira, Ont., vacated some time ago by the Elmira Felt Co., on its removal to Kitchener, Ont., is being fitted up by the Canadian Consolidated Rubber Company for the manufacture of tennis shoes. It is expected the new Elmira industry will be in full operation by the middle of January, and that about 4,500 pairs of outing shoes will be produced daily within a few weeks. The Canadian Consolidated Rubber Company have for some years specialized in tennis footwear at the Dominion Rubber Co. plant in St. Jerome, Que., where the capacity is 8,000 pairs a day. Business in this line has developed to such an extent that it has been found necessary to equip a second plant in Elmira for the production of athletic shoes.

W. G. Fowler, who for several years has been manager of the Calgary, Alta., branch of Gutta Percha and Rubber, Limited, has been made manager of the company's Pacific Coast Division, with headquarters in Vancouver. He succeeds A. G. McKenney, who has been in the employ of the company for over a quarter of a century and for the last fourteen years as manager of Pacific Coast Division of the company. Mr. Fowler will shortly take up his abode in Vancouver. He has been succeeded in Calgary by W. R. Weyman, who has been on the staff of Gutta Percha and Rubber, Limited, for some years.

Alfred Marois, Jr., who has been attached to the staff of D. D. Hawthorne & Co., wholesale shoes, Toronto, for several months past, has returned to his home in Quebec. He is a son of A. E. Marois, the widely known shoe manufacturer, of the Ancient Capital.

C. F. Tugman and N. A. Smythe, of the Royal Shoe Co., Toronto, were recent callers at the La Parisienne Shoe Co., Quebec. They were accompanied by W. C. Myers, of Toronto, Ontario representative of the firm.

W. L. Francis, sales manager for Gale Bros., Limited, Quebec, was married recently in Boston. Many friends will extend congratulations and wish him and his bride every happiness and prosperity. Mr. Francis is the son of W. P. Francis, vice-president of the John Ritchie Co., and is well and worthily known to the shoe trade in the Dominion.

Narcisse Gagnon, shoe manufacturer, Montreal, and his son Emile, have returned from a couple of weeks' hunting trip in the Laurentians. They went on their expedition loaded for the biggest kind of game, but report having secured only forty-four rabbits.

With the employees of the Leckie Shoe Co., Limited, as a basis, there will shortly be in existence in Vancouver a local of the International Boot and Shoe Workers' Union. The organization will take in not only the employees of the Leckie factory, but also all journeymen working in the many shoe repairing shops of the district. It is expected that the new local will start with fully one hundred members.

After sixteen years in the retail shoe line, in which he has built up one of the largest and best trades in Toronto,

Alex. Chisholm, who has one of the finest and most attractive stores in the province, is retiring from business, and will spend a lot of his time in travel. His business is being taken over by his brothers, M. S. Chisholm, who has been associated with him for some years, and John L. Chisholm, who for the past year and a half has been manager of the Invictus Boot Shop, Yonge street. M. S. and J. L. Chisholm will assume control the latter part of January, and as both are exceptionally well qualified they should make a success of their undertaking. About the first of March, they will remove to the premises now occupied by May Bros., hardware merchants, 1680 Dundas street, which will be splendidly fitted up, while May Brothers will take possession of the present Chisholm store. Many friends will wish Messrs. Morley and John Chisholm every prosperity, and on the retirement of Mr. Alex. Chisholm from the trade, trust that he may enjoy many years of health and happiness.

What is sure to prove a most agreeable surprise to the citizens of Quebec in general is the new Walk-Over Boot Shop at 10 St. John street, the building formerly occupied by F. T. Thomas & Co. The building has been transformed from an ordinary business stand into one of the most attractive and modern stores of any description in the ancient capital. Mr. F. A. Guinivan, of Toronto, proprietor of the Walk-Over Shops who was in Quebec in connection with the grand opening of the Quebec branch, stated that the Quebec shop is modelled after the Walk-Over stores in the larger cities of the United States and Canada. Quebec has in the Walk-Over boot Shop an up-to-date establishment where, the management states, the latest style creations will be shown simultaneously with other large cities. Mr. R. J. G. Gore, of Quebec, has been appointed manager of the Quebec branch.

Among the new products which have been recently placed on the market, as an effective substitute for sole leather, is "Tenax," manufactured by the Gutta Percha and Rubber, Limited, Toronto. This new soling is now being handled by leading jobbers, who report the sale as very encouraging. "Tenax" is a highly fibrous compound, developed and perfected in the laboratories of the company, after months of research and practical test as a substitute for leather. It is guaranteed to wear longer than either leather or rubber, is non-squeaking, waterproof, flexible and practically as light as leather. The manufacturers say that it is also better and cheaper than leather. It comes in sheets of any desired thickness for soling, both in black and tan. "Tenax," 3/16 of an inch thick, weighs twelve pounds to the square yard, and 1/4 inch thick sixteen pounds to the square yard. "Tenax" is sold at fifty cents a pound, and it is estimated that 17 1/2 pairs of soles can be cut from a square yard of this new leather substitute.

#### QUEBEC NEWS AND HAPPENINGS

The following visitors were in Quebec recently: H. Hurlbise, representing the Panther Rubber Mfg. Co., Sherbrooke; H. H. Thompson, representing Geo. E. Hunter, Toronto; R. E. Woodward, of F. E. Woodward & Sons, Montreal; Louis St. Arnaud, of Independent Silk Co., Limited, Montreal, and F. J. Peregó, of the Steel Company of Canada, Montreal.

The death took place recently of Alex. Leueille, foreman of the cutting room of La Compagnie des Cuirs et Chaussures, of Plessisville, Que., at his residence in Levis. The funeral services were held at Notre Dame de Levis, and the interment was at Mont Marie Cemetery. A large number of friends were present to pay their last respects. Edmond Gaumond, superintendent, represented the company at the funeral.

La Compagnie des Cuirs et Chaussures, Plessisville, Que., have installed a new No. 4 Heel Compressor, a rapid Standard Screw and a Headaway stitch separator. The firm



are working to capacity and are now increasing their plant to keep pace with their growing business.

A serious fire took place at 7.30 a.m. on the morning of the 11th inst. in the premises of Cyr Falardeau. The loss was \$12,000, but is covered by insurance. The fire broke out in the patent leather department.

Fire broke out recently in the new wing of the factory of Max Clement & Fils. A portion of the building was burnt, but the loss is fully covered by insurance.

Messrs. Lucien Borne, Pierre Ouellet, W. Richard, J. E. Samson and Luc Routhier spent several days around Lac Edouard on a hunting expedition recently.

The sample room and general offices of J. M. Stobo have been recently enlarged. When all improvements are completed the firm will have one of the finest sample rooms in Quebec for the display of their new models, on which they are at present working. The firm are exceptionally busy at the present time.

Tremblay & Gosselin, shoe manufacturers, have installed a new fitting room department in order to increase the capacity of their plant.

J. Benoit Goulet, son of O. Goulet, shoe manufacturer, of this city, was in Montreal some days ago on a business trip.

#### NEWSY BRIEFS FROM ST. JOHN

The firm of C. B. Pidgeon, St. John, N.B., is going to retire from business. The business was founded forty-five years ago by the late C. B. Pidgeon, and on his death, twenty years ago, was continued by his son, David B. Pidgeon. It now comprises tailoring, men's clothing, furnishings and boot and shoe departments and is one of the most important establishments in its line in the city. The stores still occupy the same site on which the business was founded almost half a century ago. The reason for retiring from business is found in the continuance of the war. The proprietor, Captain D. B. Pidgeon, went overseas early in the conflict and is now home on a short furlough. As the end of the war is not in sight he has decided to close out his business so as to leave him quite free of other interests when he returns to the front.

Lieut. Daryl Peters, son of Fred. A. Peters, of the firm of C. H. Peters Sons, Limited, city tannery, arrived in St. John, December 4th, on the steamer Missanabie to take a command in the 236th Kilty Battalion. On his breast was a red and white ribbon indicating that he had been awarded the Military Medal for gallantry in action. Like all brave men he was reticent in speaking of his own experiences, merely say, "It was nothing." It was on June 31st, of this year, that Lieut. Peters, then a corporal, won his decoration and incidentally his commission. A raid was planned by Lieut. F. B. Winter, and Lieut. Peters was one of the men picked for the hazardous work. Officers of the "fighting 26th," who are now home recuperating from injuries, say that young Peters went out with the party under cover of darkness and remained out in "No Man's Land" under a perfect hell of shell fire and established communications with the battery behind the lines and there directed their fire. They claim that it was a miracle that he was not killed.

H. M. Garson, who for the past two years conducted a boot and shoe store in Main street, St. John, N.B., is selling out and has opened up at 103 Union street, in West St. John.

Private William O'Connor, of the 236 Kilty Battalion, who was formerly junior clerk for the firm of Waterbury & Rising, Limited, arrived home a few days ago from Fredericton where his unit is stationed. While in the city he received a letter from his brother Frank, who is in England convalescent from injuries sustained in France. In his letter he told of being offered a commission in the Imperial forces.

Waterbury & Rising, Limited, have placed on the market a new composition to replace leather soling. It is called Tenax, and is becoming quite popular.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, is in Montreal on a business trip.

#### GUESS THE AMOUNT OF SHOE SALES

The guessing contest inaugurated by Tetrault Shoe Manufacturing Co., Montreal, in connection with the total sales of this progressive organization for the past year is arousing much interest. By reference to another page it will be seen what the sales have been for each month of the eleven months of the year, and also for the first half of December. Shrewd merchants or their clerks should not have much difficulty in arriving at a pretty correct estimate regarding what the sales will be during the last two weeks of 1916. By adding this to the total for the eleven and a half months, any one will stand a splendid chance of capturing one of the valuable cash prizes offered. There are no conditions attached with the exception that when sending in a guess the party must give the correct register number upon the lining of any one of the Tetrault range of shoes. The competition is open to every one handling Tetrault shoes, and \$125.00 is given in prizes. To the party guessing the correct amount, or coming nearest thereto, \$75.00 will be given. The contest closes on January 5th.

#### SAFETY FIRST IN EVERY CASE

Here are some "don't's" that are particularly apropos at this time of year, when the danger from fires through the use of inflammable materials in window dressing is rife.

Don't use tinsel or other metallic decorations in the immediate vicinity of lamps, as they are likely to work their way into the sockets and cause fire from short circuiting.

Don't use wire supports if they are attached to lighting fixtures from which the current may leak.

Don't put temporary wiring in the vicinity of the display unless it be kept secure and out of reach of the careless or inquisitive shopper.

Don't use electrically operated specialties in show windows or display rooms, unless the inspection authorities have been consulted as to their safety.

Don't use wires and supports unless they are mechanically secure and not liable to electrical derangement.

#### A THRIVING CANADIAN CONCERN

Milverton, Ont., is the home of one of the most progressive and up-to-date felt shoe manufactories in this part of the province. The business was started about eleven years ago by J. G. Grosch and his sons, W. H. Grosch and S. J. Grosch, and has been going steadily ahead ever since. They Grosch boys are well known in the town as progressive and energetic and have grown up in the place and with the business. The senior member of the firm, Mr. J. G. Grosch, has been in the shoe business on Milverton for almost fifty years and there is no detail of the shoe trade with which he and his sons are not familiar. Like many other Canadian concerns at present they have been handicapped through a large number of their hands having enlisted and while they are justly proud of this fact, and to some extent have been able to train new help, they regret that it has held them back a little with delivery of goods. But they say their customers have been exceedingly patient, and they appreciate this fact. They make a high-grade range of felt footwear and have had a most prosperous year during 1916.

Mr. W. H. Grosch is well known all over the country as

## CONDENSED ADVERTISEMENTS

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

FOR SALE—A shoe store doing a thriving business—established in Western Ontario city. Reason for selling—belong to army. Stock, \$50,000. Can secure good lease, or buy building. No curiosity seekers, but real buyers wanted. Apply, Box 20, SHOE AND LEATHER JOURNAL, Queen street west, Toronto.

TWO EXPERIENCED SHOE TRAVELERS WANTED—One residing in Ottawa, just for Ottawa and Hull cities; one residing in Winnipeg, just for Winnipeg and St. Boniface. Box 22, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

one of the best authorities on horses in Canada and owns three celebrated Grand Circuit campaigners—Gilbert Patch (2.06¾), Widower Peter (2.14¾), and Tramp Quick (2.10).

The members of the firm have been liberal contributors to patriotic funds for the district and in money and men have one their bit as true Canadians. In addition to other contributions they handed to Sir Adam Beck for Red Cross work a standard registered mare that sold for \$617.00 and have sent hundreds of pairs of shoes for the Belgian Rleief

### CONDITIONS NOW BEYOND CONTROL

A leading sole leather firm has sent out the following notice to its customers, which shows the gravity of the situation:—

“As the cost of hides and tanning materials has advanced far beyond levels anticipated, we are compelled to make all prices subject to change without notice. We cannot hold open any offers under present conditions.

“We are desirous of making all advances as light as possible, and we will do our utmost to take care of our customers, but we wish our friends in the trade to fully realize the seriousness of the situation, and would suggest that they govern themselves accordingly in disposing of their own product.

“These steps are necessary because conditions have reached a point where they are absolutely beyond our control.”

### PASSING THE BLAME ALONG

The following from a Montreal paper will be read with much interest as applying to the present situation in shoes:

Boots and shoes are away up—and some say they are going higher. Mr. Montreal learned that to-day when he went to buy a new pair.

He knew his ice bill was higher than ever before but he had not thought about the boot and shoe situation until the prices of the boots were told him.

“What?” he exclaimed, as the clerk told him what he would have to pay for the pair he liked.

“Why, I used to get just as good ones for about half that sum. Why?”

The clerk did not explain; he simply repeated the price of the goods and let it go at that.

Possibly he was tired explaining—or rather trying to explain—why shoes cost almost twice as much now as they did a couple of years ago.

Mr. Montreal sought the proprietor after he had ordered the boots sent out to his home that afternoon.

“Why do I have to pay such exorbitant prices for foot-gear?” he asked that gentleman. “I remember when I used——”

“Yes, yes, yes, I remember the same thing you do,” interrupted the merchant. “I recall days when just as good

shoes as I have in stock now—possibly even better—were sold in this same shop at prices away lower. But I cannot do it any more.”

“Why?”

“I blame the war.

“The first cause of the present condition is the shortage in raw materials.

“So many of the countries which used to supply the greater part of the hides for the tanners are at war or their trade is severely demoralized by the war.

“Then, there is an utterly unprecedented demand for leather for military equipment or the footwear of the contending armies.

“Sole leather, it is claimed, is now twice as costly as in the ante-bellum days, while upper leather shows even a greater increase in prices.”

So it goes. The retailer blames the wholesaler; the wholesaler the manufacturer; the manufacturer the tanner; the tanner—war!

But it makes no difference who is to blame for the soaring prices; the wearer pays the bill.

### A HISTORIC CONCERN

(Continued from page 85)

shoes is to be credited to this firm, the result being serious riots in which the premises of the firm suffered severely.

About 1846 a branch establishment was opened in Toronto under the name of Childs & Brown, the names being reversed. In 1848 the late W. B. Hamilton, a brother-in-law of Mr. Brown, took the latter's place in the Toronto organization, the firm name being changed to Childs & Hamilton. This concern was really the pioneer shoe manufacturing house of Toronto and its goods were standard for years throughout Ontario. When Mr. Childs died some years later, the business was continued by the late W. B. Hamilton, who later took his son into partnership with Mr. Arthur Blachford and the late Jas. Buik. The firm then became and was known for years as W. B. Hamilton, Son & Co. Later, the W. B. Hamilton Shoe Co., Limited, was formed. The present directors are W. A. Hamilton, C. B. Hamilton, W. T. Purvis, W. A. Griffiths, L. S. McKindsey, G. A. Secombe.

The firm have throughout these changes and during all these years maintained their prestige and effectiveness as amongst the most reliable and progressive of Canadian shoe concerns. They have continued intact the policy of the founders in giving the Canadian people and Canadian dealers shoes that are in every-day request, avoiding the extremes of faddishness and maintaining their reputation for goods that, while up-to-date, have those qualities in them and behind them that meet the requirements of the great staple majority of the purchasing public.

### SOME JANUARY TRADE BOOSTING SUGGESTIONS

(Continued from page 22)

Two of the cards shown are suggestions for a sale as mentioned above, and two are for regular lines. The “half yearly clean up” card may be done in black, blue or red and the small lettering in black. The January Sale card is an air brush design a little more difficult to make than the “clean up” card. The “January Sale” words should be red with a black outline, and the small lettering in black.

The other two cards are for regular spring lines. The one is a simple design, with an oval and plain border. The lettering is in red and shading and decoration in pale green or grey.

The “Advance Showing” is an air brush design with large letters in red and small ones in black. These card are merely suggestions that you may adopt to your own needs.



ESTABLISHED 1857

# MADE IN CANADA



Eagle Tannery

## Hemlock Union and Oak



Penetang Tannery

# SOLE LEATHER

Our Well-Known and Popular Brands:

- EAGLE (Hemlock and Union)
- PENETANG (Hemlock)
- TRENT VALLEY (Oak)
- LION (Oak)
- ROYAL (Oak)



Woodstock Tannery

In Sides  
Backs  
and Bends

UNRIVALLED for Profitable Cutting Qualities as well as for Satisfactory Wear to the Consumer

Cut Soles  
Counters  
Shoe  
Findings  
Etc.



Anything  
and  
Everything  
in  
Sole  
Leather

TANNERIES AT KITCHENER, PENETANG, HASTINGS AND WOODSTOCK



Head Office, Kitchener

## The Breithaupt Leather

Company, Limited

Kitchener, Ontario



Warehouse at G.T.R. Station,  
Kitchener

## To the Manufacturers and Retail Trade

I buy all kinds of surplus and bankrupt shoe stocks in any quantities and pay spot cash.

Do not keep goods on your shelves. They will not earn money there for you.

Get in touch with me at once.

**Market Square Cut Rate Store**  
Hamilton, Ontario

L. M. Barnett, Proprietor

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

BRANCH WAREHOUSES  
252 Notre Dame St. W., Montreal  
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.

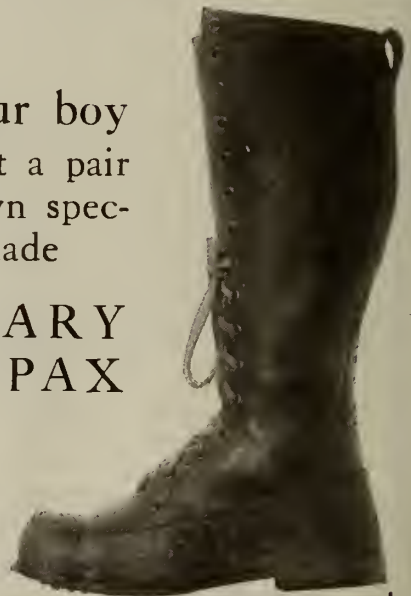
611 ST. VALIER ST.  
QUEBEC, QUE.

Send your boy  
at the Front a pair  
of our own spec-  
ially made

**MILITARY  
SHOE PAX**

**Absolutely  
Waterproof**

These will in-  
sure him dry  
feet at all  
times.



17-inch Leg, Full Sole Leather  
Sole and Hob Nailed

MADE BY

**The R. M. Beal Leather Co.**  
LIMITED

Manufacturers of the justly celebrated JOHN  
BULL Oil Tan Larrigans and Shoepacks  
LINDSAY, ONT.



# ONTARIO TANNERS HOLD ANNUAL MEETING

**Genuine Scarcity of Hides—Mr. Charles Robson in Annual Address Deals With Situation Created by Wartime—Demand for Boots is Brisk—Griffith B. Clarke of Toronto is the New Presiding Officer**

**I**N his annual address before the Tanners' Section of the Toronto Board of Trade recently, Mr. Charles Robson, the chairman, strongly advised the members that on the threshold of the new year it would be well to pause, analyse the conditions which have brought about the existing prosperity, take stock of what has been done, and carefully consider what the future has in store for the tanning industry of Toronto.

Referring to the rapid increase in prices of hides and skins since the outbreak of the war, Mr. Robson said: "In spite of the tremendous slaughter of cattle in Canada and the United States, there remains to-day hardly any stocks unsold in any of the great hide centres. There had never been a time when packers had fewer hides to sell than at the present. They are the masters of the situation, and they know how to handle the situation to their own best advantage. We also know that Great Britain, to safeguard her interests, has prohibited to a more or less degree the importation of hides and leather into the neutral countries of Europe, thereby creating in those countries an unprecedented demand for both hides and leather, a demand which will certainly not be satisfied during the continuance of the war, and probably not for a long time after.

## France a Large Importer

"France, the great cattle producing country, which has not permitted the exportation of hides for the past two years, is now obliged to import about 150,000 hides monthly to fill her tanneries, and is also obliged to continue the importation of leather, because the French tanners cannot produce sufficient to supply the demand for leather.

"Throughout Canada and the United States, where labor is so well employed, and prosperity appears to rule, the demand for good shoes at good prices is continuing, and will continue as long as the present prosperous times in both countries exist. And so long as the war continues so long will the military demand for leather goods continue, and just as long will the purchasing power of labor be above normal. It is difficult to conceive any change in the present situation as long as the abnormal and extraordinary conditions continue.

## May Prohibit Slaughter

"As a consequence of the enormous slaughter for years back, and the decrease in cattle, the European Governments, as well as the Governments of Canada and the United States, may deem it advisable to prohibit the slaughter of female cattle up to three years of age, thereby creating a further scarcity of calfskins, kids and light hides. This experiment

has already been tried in Argentine, with very good results. It may also be well to remember that the Orientals are beginning to wear the European styles of footwear, and it is only a matter of a few years when the hundreds of millions of people in the Far East will be active competitors for all kinds of hides to supply their own domestic requirements.

"Only by conservative operations can we in Canada stem the tide of still higher prices for raw material. For us the lessons of the situation are manifold. It should mean in



CHARLES ROBSON, OSHAWA, RETIRING  
CHAIRMAN OF TANNERS' SECTION

the first place closer and better co-operation of our tanning fraternity, to obtain, if possible, statistics so necessary of the conditions bearing on the hide and leather markets in all parts of the world, also co-operation with our Government in order not alone that we be advised of the many opportunities in which our industry might be extended and preferred, but also that we by individual and combined effort, assist our Government in the execution of the many contracts, and in this way do our little bit to help along in the victory which is sure to be ours for glorious and everlasting peace."

## New Officers Elected

Following are the officers for the ensuing year: Mr. Griffith B. Clarke, chairman; Mr. Theo. King, vice-chairman; Mr. F. G. Morley, secretary-treasurer; Executive Committee, Messrs. G. P. Beal, A. O. Beardmore, J. C. Breithaupt, F. G. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, Theo. King, G. C. H. Lang, C. G. Marlatt, Chas. Robson, J. Sinclair; Legislation Committee, Messrs. G. P. Beal, R. M. Beal, A. O. Beardmore, C. E. Clarke, Hon. E. J. Davis, H. B. Johnston, Theo. King, C. G. Marlatt, Chas. Robson, S. R. Wickett; Transportation Committee, Messrs. R. M. Beal, A. O. Beardmore, L. J. Breithaupt, W. J. Heaven, G. C. H. Lang, Chas. Robson, John Sinclair, S. R. Wickett, Theo. King.

## AN EVER WELCOME CALLER

"Please find enclosed, express order for \$1.00, for a year's subscription to the 'Shoe and Leather Journal.' We thoroughly appreciate this Journal, as it always contains some valuable information regarding the shoe and leather world."

Yours truly,

JOHN T. LAWSON.

Regina, Sask.

# 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.

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**USMC**

Means

# PREPAREDNESS

Means,

**USMC**



No. 154

Plum Kid Cavalier Bal., white stitching, leather Louis heel.



No. 167

White Fabric Bal., with art rose top, covered wood heel.

## Exclusive Models

# That Bring the Price

We are Specialists in Women's High Grade McKays

Our new creations in plum kid, black kid and patent leather with buck and cloth tops, in the smart Cavalier patterns, are exceptionally attractive for early Spring trade.

Our Cavalier cut Bals. in white kid, buckskin, brown and gun metal calf, reignskin and canvas, with wood heels and white ivory soles, are most inviting for Spring and Summer.

OUR NEW SPORT LAST, owing to its carrying a higher heel than generally shown in this line, has more style to it. It comes in all leathers, with plain or wing tips, and in every width from AA to D.

Our representative range of pumps with featherweight edges and covered wood heels completes a most distinctive and artistic showing for Spring.

Sample Rooms:

2 Trinity Square  
TORONTO

REPRESENTATIVES

Ontario and  
Quebec:

R. L. SAVAGE

Western  
Provinces:

G. H. FERGUSON

# Clark Bros., Limited

ST. STEPHEN  
N.B.



No. 177

Patent Pump, with white wave collar feather edge, wood heel



No. 209

Black Glazed Kid Pump, with white collar, feather edge, wood heel.

















