

THIRTIETH YEAR

TORONTO, JANUARY 1, 1917

THE SHOE & LEATHER JOURNAL

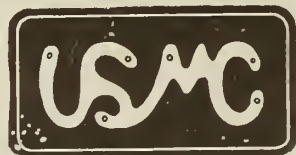
CANADIAN SHOE AND LEATHER CAPTAINS



H. E. MOLES, MONTREAL

See Page 36

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

179 King Street West, KITCHENER



Robinson and Service

For many years we have laid great stress on advertising our service, but we have laid no more stress on the advertising than we have on its actual conduct, which has been one of the foundation stones on which we have built our tremendous business.

During 1917 we shall do everything in our power to maintain the reputation and standard of that service, that you may be benefited and profited thereby.

James Robinson
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



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

FOOT TROUBLES

AND HOW TO RELIEVE THEM

Almost everyone has callouses on the soles of the feet and these callouses are frequently very painful. To give relief and comfort instantly is to win lasting gratitude. You can accomplish this easily and profitably.

Callous is a thick, hardened area of skin usually caused by pressure or friction. It is found frequently in cases where the shoes are too large and permit the feet to move about in them, rubbing upon uneven spots or prominences on the inner sole, particularly when the sole of the shoe is thin.

The most sensitive parts are at the ball of the great toe and over the heads of the metatarsal bones. At these points the protective tissue is very light and the parts are easily irritated.

Dr. Scholl's Absorbo Pads

To give immediate relief and comfort it is necessary to eliminate the pressure, to protect the affected part from contact with a hard surface.

To remove the callous, select the proper size Dr. Scholl's Absorbo Pad (Size D for the ball of the great toe; G or H for larger callouses on the ball of the foot). Then apply the pad over the callous and fasten with the adhesive tape which accompanies each pad. Be sure that the hollow of the pad is directly and completely over the callous, so that the shoulder around it will prevent the pressure upon the tender spot.

Fitting snugly and closely, Dr. Scholl's Absorbo Pad excludes the outside air and retains the natural warmth and moisture of the foot. In this way a separation takes place between the hard callous growth and the true skin beneath it. And after a short time the callous may be removed.

Size D retails at 15 cents each; G and H, 25 cents each. Other sizes for corns and tender, enlarged joints.

Write for new illustrated, descriptive catalog—just out.

THE SCHOLL MFG. CO., Limited
Largest Makers of Foot Comfort Specialties in the World

214 King St. East, Toronto

CHICAGO

NEW YORK

LONDON

N.B.—This is the seventh of the series, "Foot Troubles and How to Relieve Them," for the benefit of dealers and shoe fitters who wish to know more about the feet. Watch for the next advertisement. 1007



Beginning the New Year

A Right Start is Half the Battle
in Shoe Retailing.

Ring in the New Year with

BELL SHOES

They mean Peace to the wearer
and Prosperity to the seller.



Our Spring Models have met
with the unanimous approval
of those who know and ap-
preciate

Good Shoemaking

Let BELL SHOES do for
you this year what they have
done for others.

J. & T. BELL

LIMITED

MONTREAL

Shoemakers for over a century to Particular Men and
Women of Canada.



GUN METAL

—AND—

MATT SIDES

Do you use them, Mr. Manufacturer? If so, ask for samples of our line.

We have the fine SMALL PATTERN SIDES so desirable in a FINE SHOE and which also give SPLENDID CUTTING QUALITIES.

Our finish is close, and gives that SILKY CALF-LIKE FEEL which is so much sought after.

A sample will make a customer.

A. DAVIS & SON, LIMITED
KINGSTON, ONTARIO

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

able "HIDES," Leicester.

ESTABLISHED 1857

With our additional tannages we are now able to satisfy the wants of all Cutters of

SOLE LEATHER

with either of our six lines.

"TRENT VALLEY"

"LION"

"ROYAL"

Oak

"PENETANG"

"EAGLE"

Hemlock

"KITCHENER"

Union

THE BREITHAUPT LEATHER CO., LIMITED

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA

START THE NEW YEAR

With the now Well-Known
and Celebrated Shoe Brands

The "Doctor" and The "Professor"

*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.



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 Combination of Health, Style and Wearing Quality
not to be found in any one other shoe.

They are shoes adapted to any wear, whether in city or town,
village or country, and will stand up under
the severest tests.

No stock complete without them. Ask your Jobber about them.

The Tebutt Shoe and Leather Company
Three Rivers, Quebec Limited

BUYERS

When Re-Stocking ask Your Jobber to Show You Our Lines in
Women's, Misses', Children's and Infants'

FINE McKAYS

We also have an Excellent Line of

WHITE GOODS

Carry Our Lines, it will Mean Increased Business for You

GAGNON, LACHAPELLE & HEBERT

Shoe Manufacturers

55 Kent Street, 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 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

Let Your New Year's Trade Resolutions



include a determination to take advantage of the selling-worth and profit-making of our five brands

“Kant Krack” “Dainty Mode”
“Royal”

“Veribest” and “Dreadnought”



There's a wealth of satisfaction in handling them for their wearing qualities make them to be asked for by name.

ORDER FROM THESE JOBBER:

- 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, A.ta.
- T. Long & Brother . . . Collingwood



Independent Rubber Co., Limited
Merritton 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.



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.

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

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

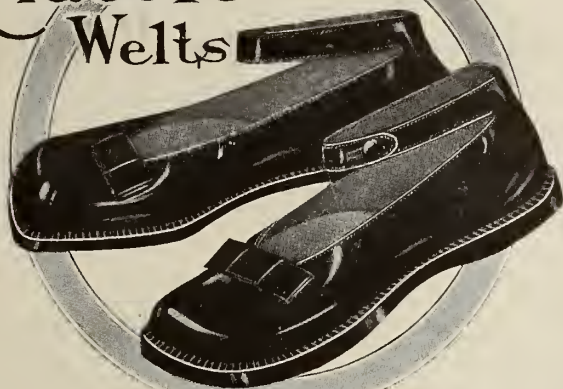
For your soldier trade, 42-inch Tan Porpoise. Also Khaki Breeches
Laces

DIES For Cutting
LEATHER RUBBER
PAPER CLOTH

*Best Quality Steel
Exact in Pattern
Prompt Service*

JAS. CLELAND, Reg'd
16 St. George St., Montreal.

The
Classic
Welts



Classic Shoes for the younger folk

Yes, Classic Shoes for the children have all those touches of style, fit, form and quality-value that have made such a splendid name for our adult lines.



Getty & Scott Limited

Galt, Ontario



Keep to the Wright
for 1917 and Always.

It is the Road to Profitville

"Hobo" No. 161

Vici Blucher, Cushion Sole
E. Width. Sizes 6-10

The Just Wright
TRADE MARK SHOE

Just Wright Shoes for 1917 will be just a little better than they've ever been before. Every day of 1917 will see us strive to have it so—and to give you better service, prompter shipments, anything and everything to make the Road to Profitville—the Wright Road.

E. T. WRIGHT & CO., INC.

St. Thomas, Ont.

Rockland, Mass.

IN-STOCK CATALOGUE ON REQUEST

"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



**BE A FOOT
SPECIALIST**



Let us help you not only to BETTER PROFITS this year, but to pleased customers, which are all prime factors in a Happy New Year.

The ARROWSMITH line of Arch Supports are all guaranteed, are not peddled about by shoe shine stands and druggists and have behind them the ARROWSMITH SERVICE. Being an *Advertised Product* they bring customers to the store and the retailer reaps the benefit. Arrowsmith Arch Supports and other specialties are backed by 20 Years of experimentation and practical experience.

Canadian-Arrowsmith Mfg. Co.

Limited

Manufacturers of Foot Specialties

Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager



Specify

AIRD & SON'S

Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON

(Registered)

MONTREAL

YAMASKA

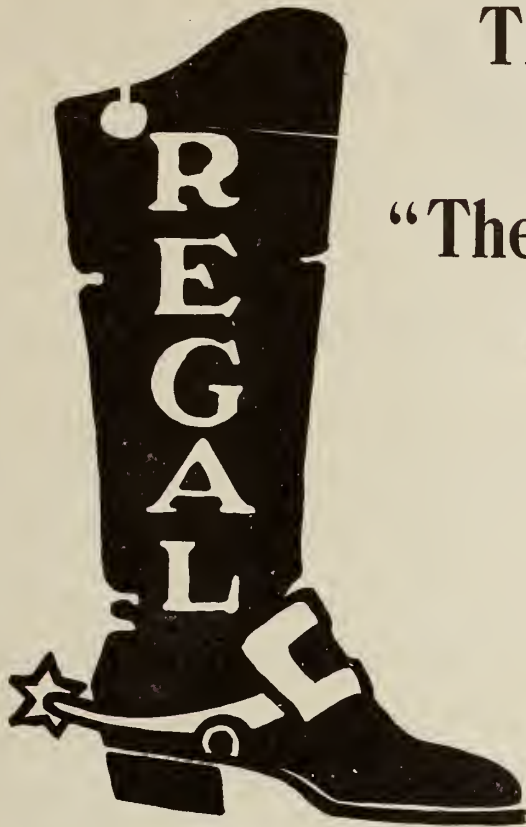
The Brand that has been serving men, women and children with genuine wearing-quality shoes for the PAST FIFTY YEARS—that's recommendation enough.

Our Spring Lines are fully up to our standard in Design, Material, Finish, Manufacture, resulting in the best possible quality.

Our salesmen are now on the road.

La Compagnie J. A. & M. Cote

St. Hyacinthe, Quebec



The Mighty Power
of
"The Regal" Reputation
For the New Year

NOW, more than ever before, people are buying by *reputation* rather than on unsupported claims and exaggerated statements.

As a result, REGAL Shoes, with their world-renowned reputation, backed up by your local reputation and your newspaper advertising are a veritable dynamo of

Salesmaking Power for
Regal Shoes and Your Store

THE REGAL SHOE CO.

Limited

Bathurst and College Sts.

TORONTO



As to Prices

The increasing cost of raw materials that enter into the manufacturing of rubber footwear and the higher cost of labor justify advances in the prices of rubber footwear. But our policy has been, and will continue to be, to maintain, as long as possible, the stability of prices to dealers, advancing just as little as possible, considering the manufacturing cost.

As to Quality

In no case will quality or workmanship of Dominion Rubber System brands be sacrificed for the sake of price. Our fixed policy is to maintain fully the quality of each and every brand we manufacture, regardless of cost. That ensures the same genuine satisfaction that has always made our brands so popular with the trade and consumer alike throughout Canada.

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

WHAT SHOULD THE RETAILER DO?

Where Are We Drifting?—What Will the Next Six Months Bring in Shoes and Leather?—Is There Any Daylight Ahead?—Is It Safe to Pay Present Prices for Shoes and Leather?—Is the Twenty Dollar Shoe a Bugaboo?

THESE are the questions that profoundly agitate the trade from "Dan to Beersheba" just now. The SHOE AND LEATHER JOURNAL, if it could solve the problem of the future of shoe prices, would be wiser than "seven men that can render a reason." No one whom we have asked within the past month will venture any positive answer, the proverbial reply being that of the Spaniard, "*Quien Sabe?*" Who can tell?

We reproduce elsewhere interviews with several shoe manufacturers, jobbers and leather men from which the impression may be gathered that no relief is expected in the near future with regard to shoe prices, and that it is rather expected that conditions will shortly be worse before they are better. These men have no reason for "boosting the market," but on the contrary, should be interested rather in keeping down costs. It seems a safe proposition that leather and shoe prices will continue to climb for some time to come unless some unforeseen circumstance transpires to suddenly change the whole situation. Should the prospects of a cessation of hostilities in Europe become anything like certain there would, no doubt, be a hesitation on the part of buyers everywhere that might cause a sag, temporary or otherwise, in the leather and shoe market. This occurred to some extent two weeks ago, in the United States, when the German peace proposals were first mooted.

But that there will be no return to former leather and shoe conditions for a long period, even should the war be brought to an end in the next six months, seems to be the unanimous feeling. Beginning with hides and ending with the shoes themselves there has been a steady depletion of stocks and it will take a long time to bring the supply back to normal. In the European countries involved in the war the civilian population has become almost bootless and the prosperity prevailing on this side of the water, coupled with the panicky feeling promoted by the prospect of "twenty dollar shoes," has contributed to make shoe buying rather more active than usual. Very few dealers have been doing any speculative buying, but have rather followed the market with the manufacturer and replaced diminishing stocks from month to month.

With the tremendous use and wastage of leather caused by the war, and the demands for meat, both for military and ordinary purposes, the cattle supply has been so seriously diminished that it will take years to put hides back near anything like a reasonable basis and, it may be taken for granted, that they will never go back to former levels.

There may be more or less inflation in certain classes of upper and sole leather that will be shaken out in any substantial change in the war outlook, but in such lines as calf, the finer grades of side leather, as well as in some selections of sole, it will take a long time to bring the supply to anything near a parity with the demand.

The policy of the shoe dealer just now should be to maintain his stock on an effective basis by purchasing at ruling prices and keep on advancing his retail prices on the basis of present costs. Manufacturers and jobbers are practically following this course and their conservative attitude is the only safe one. It may pay to take a chance on such lines as cannot shrink in value, but hand to mouth buying is the safest in the end.

"Watchman! What of the Night?"

What Those Prominent in Shoe and Leather Circles Think of the Outlook—General Disbelief as to War Conditions Subsiding—Predictions that Shoes Will Sell at Double Present Prices in Six Months

"WHAT do you think of the chances for lower prices in shoes in the near future?" was asked of a prominent firm of women's shoe manufacturers the other day. "The chances are all the other way," was the reply. We venture the prediction that within a year or even less the retail prices of all shoes will be a hundred per cent. higher than they are. We expect that the lowest priced shoe we will be making by June 1st will be six dollars and the highest fifteen dollars. That is certainly a great change in a couple of years.

"Here is a letter we have just received from an American kid house concerning an order for black vici-kid which will net us about ninety-four cents a foot laid down at the factory. That kid cost us a year ago twenty-six cents. Here is a quotation we have just received from a Boston concern of seventy cents. A year ago we were buying this stock down here for twenty-two cents. That explains the situation better than any words we could use. It gets worse every day. If we could buy a month's or three months' supply at these figures we would be glad to do so, but the chances are that next week we will be quoted another five cents a foot higher. To us there does not seem to be any probability of relief in leather costs for a considerable time to come and it will not then be of a nature to effect the situation much."

What a Men's Shoe Maker Says

A prominent manufacturer of men's shoes stated in answer to the question as to the prospects of leather prices relaxing: "I would not be surprised to see sole leather up to a dollar and a half a pound and more by spring and such upper stock as calf and vici fully as high and even higher. In fact I do not see how the calfskin business can continue, or indeed, the cattle business itself, if things continue a year longer on the present basis. I am afraid the government here and in the United States will put the ban on killing young cattle in order to protect the meat supply. I do not see how any relief is to come from any return to peace conditions for a considerable period at any rate. Over in Europe the cattle have been so largely killed off for war purposes and on account of the scarcity of feed and the need for meat, that there will be no chance for hide supplies from this source for years to come. Great Britain and France will thus have to draw largely from South America and other outside points for their raw stock and will have to depend in the meantime upon America for her leather to a very large extent. There is going to be a leather famine in from five to ten years and things will never get back to their old status. As to substitutes, the people are not in a mood to suffer them as yet. Perhaps when things settle down generally there

will be a disposition to accept cloth and other materials that are proffered as leather substitutes. In the meantime, cloth and other fabrics have been soaring, as well as leather. Speaking of sole leather substitutes, their reliability has not as yet been fully demonstrated. The tendency to crack, cut with stitching and the claim that they "draw" the feet will militate against the general use of composition soling. At the same time I think the makers of some of these substitutes are making the serious mistake just now of following too closely the sole leather market. They just seem to keep their product between number one and number two sole and go up with the market. I do not see that there is any chance of any relief in sight, even should anything come of the peace talk. There might be a 'stagger' for a day or two and some of the sole leather magnates might get cold feet and ease up a little, but I do not believe it would cut any figure in the situation. I think there are sole leather people who have made fortunes out of the war, but I think the talk about the cellars full of cheap hides and warehouses packed with sole leather is a good deal of it wind. They say that a certain Ontario tanner borrowed two million dollars to buy hides two years ago and has realized a fabulous return on his investment. The same, I have no doubt, is true of others to a greater or less extent, and this action of the tanners all over the continent has no doubt resulted in higher prices for hides as well as leather. But these men are paying now for what hides they get and it will be more than a month of Sundays before you see hides down to the basis they were even six months ago."

What a Fabric Man Says

A large dealer in fabrics who has had a good trade in this line in past years with shoe manufacturers, claims that there is a good enquiry for this class of stuff, but manufacturers are very cautious about purchasing. The high shoe is at present intimately associated with fancy leather and as long as women have the money and New York sets the pace women will turn up their noses at fabric tops. In men's it is much the same, although we are selling more stuff for this purpose than for women's wear. Best fabrics are bound to return to general use in shoes, apart from the matter of price, and even makers of women's shoes who resold some of their stock a year or two ago and quit the business are making enquiries.

"By the way," said the fabric man. "I was talking with a large shoe manufacturer on the other side of the line with an international reputation, who stated that he had just purchased a million dollars worth of sole leather at sixty-eight cents and was not going to pay a cent more. As soon as it runs



(See Page 24)

out he says he will lock up his factory unless he is able to purchase at the same figure. It remains to be seen, however, whether this millionaire concern will stick to its guns and let its business go or come to the scratch."

From a Jobber's Standpoint

A prominent shoe jobber interviewed as to the situation in general lines of footwear said:—"Every mail brings us notifications from eastern manufacturers of changes in prices. We bought sufficiently to fully cover the requirements of our customers for spring trade and have been supplying goods for sorting at ruling prices since our placing orders were taken. The situation is particularly awkward as customers seem to think their spring orders can be supplemented, as in ordinary years, at the prices at which the original purchases were made, and although they bought more largely than usual, they are trying to work in on us sorting orders at the prices of September and October. They do not seem to realize how unreasonable this is. We cannot buy shoes at prices we paid even two weeks ago and they seem to think we should sell them goods on two months' old figures and stand the loss.

We try as far as possible to think for the dealer and it keeps us busy at that, but we can't go as far as he seems to want us just now. We are maintaining our stock at its usual or rather its war-time volume and are replenishing from time to time at current prices. The retailer should do the same and be willing to carry his share of the burden. In common with all other wholesalers we have to revise our prices practically every week and just now are making out our lists for January 1st. Do I know what lies in the future? No more than you or anybody else. Who can tell? Shoes have been going constantly up for the last year and will continue to go as far as I can see for another year or at least until peace is assured. My advice to the retailer is to buy what he can from week to week. It will cost him more every time he puts off his purchases. If I was a dealer with plenty of capital, I would purchase all I think my business will require for the next six months at present prices and sit down and wait. Shoes will be worth practically twice the price by summer." Such conditions as prevail in the shoe trade today never existed before. It is like the war, *uhique*.

What the Leather Men Say

What a Boston House Has to Say to Its Customers—
A Strong Presentation of the Fine Upper Leather Situation—A Vigorous and Forceful Review of the Situation

A LARGE Boston leather house has sent to its customers in the United States and Canada a circular that puts the situation in their viewpoint in a terse and practical way. Here is how they put it:—

What Makes for Higher Leather Prices?—Everything!

We are facing a no-raw-stock situation. It is the belief of buyers of finished stock that there is an abundance of raw stock in foreign countries. But such is not the fact. Not only is there no available or present supply but even the supply of the future is gone as well.

High prices have brought out every particle, every skin, every hide, from even the utmost parts of the world. But, worse than that, high prices have made them kill the raw stock of the future. Natives can now get as much for a young calf for meat, skin and pair purposes as they formerly could get for a steer. Therefore, they take the present great value, regardless of what the future value may be and kill. The same is true in regard to sheep and goat. The kids are killed. Can you deny this?

Even the warring nations, and even with the advantage of embargoes, etc., are up against it and cannot get even enough for military purposes, leaving alone civilian demands.

Shipping is in a worse condition than ever. The ships to foreign countries have been reduced to three or four per month. As the military demand takes these ships for war purposes the number grows smaller than ever. The submarine warfare may not loom up so terribly large altogether, but when in percentage to the available shipping it is a tremendous factor.

Insurance is a tremendous factor. At the lowest it has been about 5%—and it has ranged from that up to 50 and 75%. Think of paying twice for a lot of goods, yet this has happened already and is very apt to happen again and possibly may become a regular thing.

Not only is the demand excessive from home but every country in the world is trying to buy finished leather from America and this on top of the limited and diminishing supply. Not only is this true of leather but also of shoe and all leather goods.

Now, why not face the real facts? Why say in the face of these facts that everything will come out all right. Because it won't.

Remember leather raw stock doesn't grow every season, and you can't dig it out of the ground. It is different from all other raw stocks in this respect. It takes years to develop and increase leather raw stock.

Many buyers consider that they are fully covered with contracts with leather houses. But they will be obliged to discount their orders at least 50%.

Because the leather houses are not going to get more than 50% of the orders that they have placed for raw stock. Exporters of raw stock are "laying down." There is no way to force them under existing conditions. We recently sold \$50,000 of stock to a man who had already placed his order with another some six months' previous. This house had taken his order in good faith, but bought raw stock to cover, but no raw stock had been shipped.

We congratulate everyone who has a six months' supply of leather on hand. You can to-day sell it at 100% advance. We ourselves would be extremely glad to buy it. What it will be worth in a few months is beyond us, but two and three hundred per cent. is not a dream. But only a few of the very large and very wise houses have done this. The great majority are in the market, if not for all, at least for a part of their needs. If you aren't fully covered in every line of leather, we would advise that you do so at once even on to-day's market, i.e., if it is still possible to do so.

More than that, we would advise every user of leather that he immediately cover himself to replace what he is using each day and therefore keep a full six months' supply ahead of him at all times. There is no surer way of making money.

There are a great many houses who are bluffing in regard to the finished stock they have on hand for their immediate use.

This is no time for bluffing. Nothing could cost a manufacturer more. This is the time to face cold facts and get right down to brass tacks.

It would take mighty little money today to absolutely corner both the raw stock and the finished stock. This too in a time of extreme styles. This too at a time when all colors and fancy stocks are selling better than staples. A time when, if you have colored stock on hand, you can get your price for your manufactured goods and get your profit.

As to substitutes: We hope manufacturers will use every substitute they can get. Use white canvas, black cloth, etc., but even then, what are you going to do for colors? Every user of a substitute will today help the leather man considerably. Things are exactly as bad as that; therefore, all we can advise is that you get busy at once and immediately cover yourself, and especially so on all colors, those leathers where you can get your price and make your profit. Aren't we right?

What the Retailers Think

What Some of the Prominent Men of the Shoe Business say of High Prices—Believe There is Undue Inflation—But Era of Low Prices Have Gone for Good—Cost of High Living

SOME shoe retailers are declaiming against the "profiteering" of leather men and shoe manufacturers, and say the whole market is fictitious. One of the Toronto papers came out recently with the demand of a prominent retailer to have a government commission investigate the high price of leather.

Others say that the present high prices are extraordinary, but will subside as soon as the war conditions are abated. Some have been caught with the speculative spirit and have bought considerably ahead, hoping to make neat margins on their foresight and courage. Many are quietly buying what they want from week to week, keeping their stocks up, and advancing their retail prices as the market goes up. They take it for granted that the public know conditions as well as they do, and are prepared to pay high prices for their shoes. A number are still holding off for lower prices and seeing their stocks diminishing.

The Leather Market Inflated

"Can you tell me," said a large retailer to a representative of the SHOE AND LEATHER JOURNAL, why vici kid has gone away up amongst the stars? A couple of years ago you couldn't give this kind of stock away, and now manufacturers say they are being spoon fed and have to take what kid manufacturers give them and pay anything they ask them. The morocco men got together two or three years ago down in New York or Philadelphia and really discussed whether they would have to go out of the business, and inaugurated immense advertising crusades to boost kid, with the result that its sales, began to show some development, but not the craze that has characterized the market in the last year. The frenzy that has taken hold of kid dates from the short skirt and the demand for high boots in colors. It is colors that have not only revived, the kid business but put it in the gold bond class, and as soon as the fad dies down there will be lots of kid, no matter what manufacturers may say. It is the same with other lines, although I think calf is going to stay up, but not at the present prohibitive prices. I think, dealers are to blame a good deal for boosting the market on themselves. If they would buy just what they need and go slow on the fancy stuff there would be certain relief.

Is There a Combine

A retailer who has several store and who does a nice findings business as well, said to the journalite, "Why don't you get after those sole leather men? Those people have the slickest thing that is in the country just now. They disbanded the 'As-

sociation' a few years ago, but they have been doing business at the old stand ever since, most successfully and profitably. You can't tell me that this uniform raise of two and three cents a pound is spontaneous and the result of the necessities of the market. It comes as regular as clock work. Sometimes we get a notice twice a week of changes in the prices of cut soles and so forth. There are only a few of these sole leather tanners, and they have the thing 'right in their mit.' They have been buying hides for all they are worth from the beginning of the game, and the sole leather they are selling now is made from hides that was bought from 50 to 75 per cent. less than the market prices quoted to-day. If an investigation were held it would be found that tanners have still large stocks of cheap hides and, that between these and what the packers and others are holding back, there would be plenty of leather of all kinds for general use, if they were turned loose. There is a shortage in calfskins, sheep and other light stocks, but I don't see why with all the killing that has been done in North and South America in the last year and a half, there should be any shortage of hides, even granting the British Government demands upon the market."

Why Should It Keep Up

"This talk about twenty and thirty dollar boots is all moonshine," said a prominent eastern retailer when asked what he thought the next six months had in store for the shoe business. "You could always go and get a pair of twenty-five dollar shoes if you had the price. Shoes to-day are worth what you are willing to pay for them. It is true prices have gone up, and people are paying five, six and seven dollars for shoes they once got for three, three-and-a-half and four dollars a pair. The majority of trade is still done in this class of goods, and a canvass of the retail trade will show that the proposition of fifteen and twenty dollar shoes sold is practically no greater than it was three years ago. People, especially the working classes, are doing well these days, and realize that shoes like everything else are up in price, and they are willing to pay for them. It is just as easy and, perhaps easier, to get six dollars for a pair of shoes now as it was a couple of years ago to get four. But I think prices will settle down more on this basis as soon as the fear of spending, caused by the present tremendous prosperity, eases off. People to-day are really drunk with prosperity. There are women who come into a shoe store and pay ten and twelve dollars a pair for shoes, and you wonder where they get the money. Even 'old stagers' have been

(Continued on page 37)

Shoe Fads and Fancies

What is Heard and Seen in and about the Shoe Centres—
Shoe Fashions and Styles for the Coming Summer Season

THE Spring selling season is about over and it is possible to judge what has caught the popular fancy for the coming spring and summer, and above all what is likely to be the trend of "sport" goods, which promise again to be an important feature in summer wear. People seem to be shoe crazy and are paying all kinds of prices to get just what they want.

"Sport" Styles

Already there has been a large sale of fancy outing footwear for use in the "Sunny South." Later these will be in evidence in northern resorts of the pleasure seeking hosts of this continent. The outstanding features are wide stripes and color effects to match sport coats and skirts. A favorite material is greyish black striped cloth, others are combinations of tans, blues and greens. Some fancy prices are asked for these creations.

A Thirty-Five Dollar Shoe

We reproduce on page twenty-one a thirty-five dollar shoe made in the custom shoe department of Marshall-Field Co., Chicago. This is the high water mark so far for women's shoes, as far as anyone has heard. Of course, there are fancy shoes made for actresses and other similar professionals, but this is a standard shoe for sale to "toney" customers. It is a combination of high-class patent kid and buff buckskin. The heels are full Louis XV., of wood brightly enameled to match the vamp. It is hand sewn, handfinished with a "fudge edge." It is lined with colored figured silk and beautifully finished throughout. In Chicago there is a great sale of women's shoes at twelve to eighteen dollars a pair.

New York Notions

Amongst the newest things shown by makers of women's footwear in New York is a combination of fawn ooze calf vamp, perforated ivory kid wing tip, ivory kid top, eight and a half inches in height, blind eyelets, covered Louis heel to match upper, welt. Another style is a silver grey ooze calf vamp, perforated pearl grey wing tip, pearl grey kid upper eight and a half inches in height, blind eyelets, covered Louis heel to match upper, welt. The new shades of colored kid made up in whole effects are artillery grey, citron and chartrusse. These three numbers come full foxed, with perforated imitation straight tip, covered Louis heel.

Silver grey kid is also in evidence in stylish women's shoes and promises to be one of the popular sellers for next spring and summer.

The low heel seems to be growing in popularity. While the ordinary French heel is generally found, especially in stylish footwear, there has been a great call for spring for inch and inch-and-an-eighth heels

and dealers claim the demand is growing. "Dutch" heels are used in semi-dress shoes and the "vanity" heel has taken a great hold, although there have been some complaints of the plates cracking. Low Louis Quinze heels are, however, by far the most popular still in women's shoes.

Women still show a preponderating tendency in favor of the laced shoe although for dress purposes a gradual tendency is noticeable towards the buttoned boot. In spite of the tremendous prices asked for fancy leather shoes there does not seem to be any noticeable tendency to back down or take to substitutes. Some manufacturers have felt out the market somewhat with cloth tops but even with extremely attractive patterns and combinations they have not been able to woo away the feminine love of the leather product. It is up to some ultra fashionable women to set the pace and set the ball rolling that will give the manufacturers of colored kid and calf a breathing spell.

The spat craze seems to keep up with all the clamor for high shoes and fancy combinations. During the present fall and winter the demand has been such as to leave the supply far behind. And now it has taken hold of the men for New York has begun to witness the patter of even young feet in dainty "gaiters."

Paris Shoe Fashions

The check shoe is a Paris novelty, made in black and white—also in combinations of colors and in patent leather combined with velvet. Slippers of ornamental leather trimmed with contrasting color and work—fur is a popular shoe trimming and ruffles of tulle are used in trim evening shoes.

For walking or the morning promenade, as an accompaniment to the *tailleur*, the preferred shoe is the high boot, laced to the side, or buttoned behind or at each side which is very elegant. The colored upper beige or gray cloth is very popular.

In the afternoon the graceful high heeled shoe is worn with very fine stockings. The shoe with the leather bracelet above the ankle continues to have success in the domain of novelties, and among this class I note a model in blue kid with a piping of white leather all around, and a bracelet outlined at the same side with the same piping.

Elaborate Effects

Paris styles are having their effect on a lot of the high cuts for the coming summer season which show the sharp effect accentuated to a degree that was hitherto unknown. "Jewelry" effects are also shown on the colonials and low cuts designed with buckles and other ornamentals of the most elaborate and expensive kind. Some of these lines sell as high as forty dollars a pair.

Shoes in the War Zone

The Situation Serious both with Central Powers and Allies—Restricting the Character and Sale of Footwear—Taking Care of Wastage

THE footwear question in Europe apart from the immense armies that are wearing out shoes almost faster than they can be made has become a serious one, both from the standpoint of materials and workmen, and has already created conditions necessitating governmental regulation of the most exacting character. The production and distribution of the immense quantities of footwear for the armies have necessitated a complete revolution of methods in most of the countries concerned outside of Germany, Austria, Great Britain and France, where the factory system has been largely in vogue for some years. In Italy, Russia and to some extent in France, footwear has been made in comparatively small establishments and without the equipment to be found in the modern shoe plant. As a result it has devolved upon Britain to make up the lacking in her allies in this as in other respects. The requirements of both the Italian and Russian armies have been handled largely by Great Britain as well as the needs of her own immense field force. Germany was probably the best prepared of all the warring powers at the beginning of the war. In this, as in everything else, she carried the doctrine of "preparedness" to the limit that made the German war organization a marvel to the world. Already stored away and ready for use at a moment's notice she had immense quantities of footwear for her soldiers. To some extent the same preparation had been made by Austria. The result has been the elimination of a situation which has been a serious hindrance to the opponents of this modern war moloch.

German Footwear Conditions

In Germany the requirements of the civil population were made secondary, of course, to that of the military. The government practically took over control of the production of leather and shoes, and saw that the needs of the army were properly safeguarded so that "Fritz" has had his feet well looked after from the beginning. Certain restrictions were put on the manufacturer of ordinary footwear as to materials, and make, and things have gone along without any of the hysteria with regard to footwear we have passed through in United States and Canada. Recently, however, the German government has issued an order that civilians must be content with two pairs of shoes a year, and must turn in the old ones before they can get the new. They have long ago provided in Germany for shoe wastage and in this respect have been an example to some other nations.

Shoe Legislation in England

The supply of ordinary footwear in the United Kingdom has been necessarily curtailed by the immense demand made upon the factories for army

shoes. Still there has been no serious deprivation or even inconvenience apparently as there has been a large importation of footwear from the United States and elsewhere. Recently, however, there has been a movement on foot to curtail the use of leather especially in high cut woman's lines. This has been advocated as note the following in the Shoe Trades Journal of London:

"The high legs of ladies' boots have lately been the subject of much controversy, and in the House of Commons last week a member asked the President of the Board of Trade whether his attention had been called to the prevalent fashion for ladies to wear high-legged boots, the demand for which tended to increase the cost of ordinary boots and shoes; and if so, would he state what action he proposed to take, having regard to the reported scarcity of leather. The President replied that he had received a letter from the National Union of Boot and Shoe Operatives on the subject, which would be looked into; but he was under the impression that a large proportion of the uppers referred to were made of substances other than leather.

"The matter must be regarded from a common-sense view-point, because low-cut shoes are not practicable to go with the present fashions in dress which, it must be admitted by all, are both sane and sensible. From the hygienic point of view it is undesirable that women should revert to the old scavenging skirts, and it seems highly probable that the present neat and smart appearance of women's dress has come to stay. If more material is being used for boots, there is undoubtedly a great saving in that used for dresses, and the balance is very likely on the credit side of economy. A big quantity of cloth is being used for the legs of women's high boots, but it is obvious that, in the English winter season, gaiters would have to be worn if the production of women's footwear were limited to shoes, and we take it that the high-legged boot is considered by many to be more convenient than the use of separate shoes and gaiters. The whole point rests on the quantity of leather that is being used for the uppers of high boots."

Closing Small Shops

England is putting forth her efforts to get every available man in the field. The other day a large retail shoe concern with several branch stores, and that is now employing female help largely, put up the plea that it needed a man in each store to handle heavy packages, and dress the windows. Let the windows go and get trucks for the women was the decision. The policy of the government is heading to the closing up of small establishments as witnessed by the following item from a local paper:

"The lack of uniformity in the decisions of Local

(Continued on page 37)

SHOULD DEALER REFUND PURCHASE PRICE?

Western Ontario Man Made One Exchange and Even Then his Patron was not Satisfied—Woman Demanded Return of her Money which was Refused—Customer Entered Suit and Won Case, Although it Cost her More than she Figured

"I WANT you to exchange these shoes, please. I do not like them, and would prefer another pair," remarked a well-dressed lady, as she entered a shoe store in a Western Ontario city a few days ago. The proprietor pulled down several cartons, showed her various styles, and finally exhibited another last which caught her fancy, and the transfer was made.

When Mrs. Exchange got home with the footwear, no one knows just exactly what happened. Apparently, her husband said she did not need the shoes and anyway, he did not like their looks. They made her feet appear clumsy, the toe was too broad, or the heels too high, or something else was not just right with the pedal togger.

Back came Mrs. Exchange to the shoe dealer, demanding the return of her money. He said that he had already made one exchange in his faithful effort to please her and he thought that was going far enough. The woman was insistent and then the retailer offered to give her back the first pair, but no, that would not do—she demanded her money or nothing. The shoeman refused to hand over the coin, and out went Mrs. Exchange in high dudgeon. Nothing was heard of the incident until sometime afterwards, when notice was served on the shoe dealer, that suit had been entered in the division court for the recovery of the money.

Not Much Financial Consolation

The woman told her story to the judge and won her case. The retailer got back the boots and the woman got the purchase price. However, there was not much gained by the action of this lady, as the victory was a sort of hollow one. Her husband, Mr. Exchange, hired a lawyer to whom he paid \$5.00; the cost of the action amounted to \$2.00, and he lost half a day's pay, owing to having to appear in court. This, of course, would be deducted from his wages. In all, it cost him about \$10.00, and his trouble and worry. Against this, of course, he secured the \$6.00 which was returned, but his wife did not even get the shoes. The difference between income and outcome of the little unpleasantness, was \$4.00 on the wrong side of the family account book.

This is possibly the first case that has come up in a long time, whereby a merchant who has absolutely refused to refund money has been sued in court. It is a debatable question whether "money refunded cheerfully and no questions asked," wins the retailer any extra custom, while it may entail much annoyance, disturbance and turmoil. Here are two directly opposite views on this important matter, which is a perplexing one at best.

A SHOE AND LEATHER JOURNAL representative called upon several members of the trade, and asked their opinion, as to whether money should be refunded, when shoes are returned by the customer, the same as cash is returned on purchases in a department store, on presentation of printed slip at the proper bureau.

Why Certainly Give It Back

Here are the arguments in favor of refunding the money, as announced by Mr. Upholder of this practice.

"Why, of course, we return money if a customer brings the shoes back. We do not even ask her why she has brought them back. Frequently she will voluntarily explain the reason when she feels the touch of the coin. If not, we sometimes tactfully draw out in conversation the real cause.

But the main thing to do is to hand over the collateral readily and cheerfully. Ask no questions and then the customer is in a more genial frame of mind. Having the cash in her purse, she is very apt to give some reason for returning the shoes.

"There may be half a dozen different causes. Her husband may not like them—she may have seen a better bargain elsewhere, or discovered that her old ones would answer, with some resoling. Perhaps her sister has bought a pair of a different kind at another store, and she wants a pair like them. I have even known shoes to be brought back because some unexpected bill had been presented at the house for payment, and the lady would conclude that she could do without the footwear. There are any number of reasons, but I maintain that we have won many new and firm customers by this practice.

Privilege is Not Abused

"The department stores return money, and the privilege may be abused, to a certain extent, by fickle-minded and changeable bargain-hunting individuals. When selections are restricted to shoes, there are not a great many people who are going to impose deliberately on you by buying a pair, have them sent up to the house, and then bring them back, in order to have their money returned.

"This is going to a lot of trouble, in these days of anxiety and worry, and most persons have too much to do in war time to flirt with fancy or gratify momentary whims. Practically every person entering my store does so to buy shoes, and I am able to satisfy 90 per cent. of the callers. I do not believe that more than one customer out of every fifteen ever wants his or her money back, and from the very fact that they know the cash will be promptly and pleasantly returned, if they are not satisfied, they experience a sense of freedom and satisfaction in shopping here."

No Obligation to Buy—No Refunds

Mr. Opponent, who says that he never returns money except in the most obstreperous cases, and under extraordinary circumstances, declares:—

"What! return the money? Why I would be the victim of all sorts of sudden and unreasonable changes of mind or humor. Humans would be running in here one day, making purchases, and coming back the next morning, getting their cash, and going some place else, in order to buy something which they thought was a little niftier, more attractive, or cheaper. When my patrons enter my establishment, I do not urge any of them to buy. They are permitted to exercise free choice, and if they return with any of the shoes they have purchased from me, I ask them what the fault is, and grant them the privilege of exchanging for any other pair in the shop. I extend to them a wide field of selection, and it is only in a case where the shoes are faulty, do not fit perfectly, or I have not a pair in stock of the right size and width, that I fork over the cash.

"In this store, we consider that people are rational, sensible individuals, who buy what they want and when they want it. We emphasize the fact that any service rendered in the matter of showing the different lines in stock, imposes no obligation on the caller to purchase.

"Why, if we gave money back, many a flippant young miss and dapper youth would drift in and drift out, and we would have to make refunds in many cases."

Leather Trade Jottings

What is What in the World of Hides and Leather—Peace Talk Creates Hesitation in Both Raw and Finished Products—Situation Weaker in Hides and Stationary in Leather

ALL staple products felt the effects of the recent peace overtures. Germany has hinted at a desire to talk things over, and, although the Allies have been unanimous in stating that they will not talk until the Teutons declare their position more fully with regard to the discussion, the chances for a conference and a possible cessation of hostilities has caused the usual pause in the busy operations that have been going forward, not only in war specialties, but all products the values of which have been enhanced by the chance of the conflict being protracted. The stocks of one large steel corporation dropped a hundred points in twenty-four hours, and it is not to be wondered at that other lines of trade should feel the effects of the sudden pause in feverish industrial activity. The uncertainty has to some extent been helped by the note from the President of the United States.

Hide Conditions.

At this time of the year there is always a tendency to go slow on hides, and prices slacken. It was thought a month ago that the usual holiday lull would be missing, but the peace talk seemed to put the damper on with rather more than the usual vigor. Reports from the hide markets, both at home and abroad, indicate a cessation of buying activity. It was reported that for nearly a week there has been no sales of any account, and those were the left overs, largely of former transactions. Although packers are holding firm, concessions are being offered, and as cattle are coming in more freely there is every indication of lower prices in the next two or three weeks. Both packer hides and country butchers are down a couple of cents, a sale of buffs being reported at 23 cents. Of course the quality begins to fall off at this season, but undoubtedly hide dealers have their ears to the ground. Dry hides have not shown the same tendency to sag, although sales have been reported at a half cent reduction on prices asked a week ago. The large demands from England and the high freight rates contribute to keep up prices, and the market seems to be pretty well cleaned. There is no telling, however, where prices may get should the dogs of war be leashed for a time.

The Leather Market

It is a time for stock taking with manufacturers, and usually it is difficult to get shoe men to look at leather. Some have been running so close to their requirements, however, that they are not as indifferent as usual. Nevertheless there is considerable hanging back on account of the steadying of the market under the peace talk. Reports from Boston say that for a couple of weeks there have been no important sales of sole or upper leather of standard selections made. Business has become timid on

account of the possibilities of an armistice in Europe, and while all lines are firmly held at market quotations there is no inclination on the part of buyers to anticipate these needs. Sales of oak bends have been reported at 94 cents for which 96 cents was asked a couple of weeks ago. In upper leather there has been no change in price since our last issue.

The leather situation, particularly in light uppers, is still strong, as tanners have been clearing out their stocks as fast as they accumulate, and are not disposed to listen to demands for concessions as higher costing stuff comes through. If the war were to stop next week tanners claim it would have no immediate effect as they are sold up on a basis of increased cost for a considerable time ahead. Calfskins are particularly strong, and are reported in the Boston market at 70 to 80 cents a foot for blacks and colors from 80 to 95 cents. A good many calfskin tanners have had to turn their attention to side leathers on account of the impossibility of getting raw skins. Side leathers are also strong, and seem to maintain their position in spite of the general easiness. Black chrome stock is quoted at 36 to 50 cents a foot, with fancy lines such as white buck at 65 to 75 cents. Kid is still up in the skies, 70 to 80 cents being quoted for blacks, and colors any where from a dollar up.

English Conditions.

The British Government has practically taken over the control of the hide market as well as that of leather production, and recently issued an order reducing the price half a cent on account of seasonable conditions. There has been comparatively little trouble, although a deputation of tanners waited on the government to state that they were not getting enough profit on army leather. They were given the option of turning over these plants to the authorities.

"There is still a certain amount of speculation," says the Shoe Trades Journal, "as to the number and description of army boots that will be required in the New Year. It is doubtful if there will be any more Italian orders, but it is certain that a large contract for Russian ankle-boots will be placed; in fact, some manufacturers have already had intimation to that effect, and are now only awaiting instructions to proceed with the work. There will also be big demands for British ankle-boots, although it may be some little time before the orders are placed, as certain alterations in the B5 boot are under consideration. Meanwhile, there has been a movement on foot to curtail the extravagance in women's and men's shoes with regard to leather, cutting down the height, etc."



SOME SHOW CARDS AND SELLING SUGGESTIONS

FEBRUARY is one of those months in which some merchants stand around wishing something would turn up. By the time it arrives people have become tired of winter and spring is too far away, so it settles down in a sort of in-between location and merchants of the above type settle down with it. But business must be conducted the same as usual and it is up to every merchant to make things move.

Those whose goods may be affected by seasons or styles should begin with advanced showings of spring lines. It is always well to be in advance of the season rather than just with it. It furnishes opportunity for the public to see that you are alive and progressive and ready to meet their needs when they are ready to buy.

It is sometimes advisable as a stimulus to trade to arrange a special February sale. Price inducements may be the means of bringing much business. This may assume the character of a clearing sale to rid the stock of off-sizes or goods that have not proved so saleable as anticipated. Or you may purchase a few special lines and supplement with goods from stock. Increase your newspaper advertising space and dress your windows at least two days in advance of the opening of the sale. Put price tickets on every article and complete the trim with a neat card.

You may feature St. Valentine's in your window displays and decorations. Hearts, darts, cupids, bows, arrows and quivers in various sizes may be utilized to splendid advantage. Reds will dominate the color schemes and many of these emblems are procurable at trifling expense.

Window Card Sign

The cards shown herewith are suggestions on which you may curtail or enlarge. The \$7 card is an air brush design but can be made without its use if desired. The heart can be made of red paper or card and attached to the main card and lettered in the usual way in black.

The \$2 to \$9 card is a simple design that can be worked with the brush in plain card. The small lettering may

be in black and the figures in red and shaded with pale green.

The February sale card is an air brush design but can be worked with plain patterns and ruled lines if desired, or a dark card can be used and a red or white heart cut out and attached. If red the lettering can be white or black, but if the heart is white the lettering can be red.

The \$12.75 card may be done on any mottled paper or card obtainable and may be lettered in any color that will show well, preferably red or black with pale green shading.

SHOP EARLY AND GET NO ATTENTION!

"Shop early" is the message screamed from the very housetops these frenzied days. "Shop early in the morning, early in the week, early in the month, but early, early, early," and then when one does shop early—what?

A woman went into the shoe department of one of the great New York stores at 10 o'clock Friday morning, planning, of course, to buy shoes. There were three other customers waiting; one of them seated. Oh, yes, there were salesgirls there, too. But the salesgirls were busy talking and, judging from the yawns of one of them, they had been out late the night before and were talking it over now.

What about the customers? Why, the idea of expecting to be waited upon at 10 a.m. But one of the customers was indignant, she said she had been waiting just ten minutes and none of the salesgirls had even shown a sign of interest. "If this were the day after Christmas—or after the Christmas rush—I could see some excuse for the yawn," said one of the would-be customers. She walked over to the group of girls and said, "Will one of you young ladies deign to wait upon us?" pointing to the other customers. Yes, several of them deigned upon request, but they weren't the least bit put out by the reprimand. Yet this store is known for its high class of salespeople!

Simple Window Back for St. Valentine

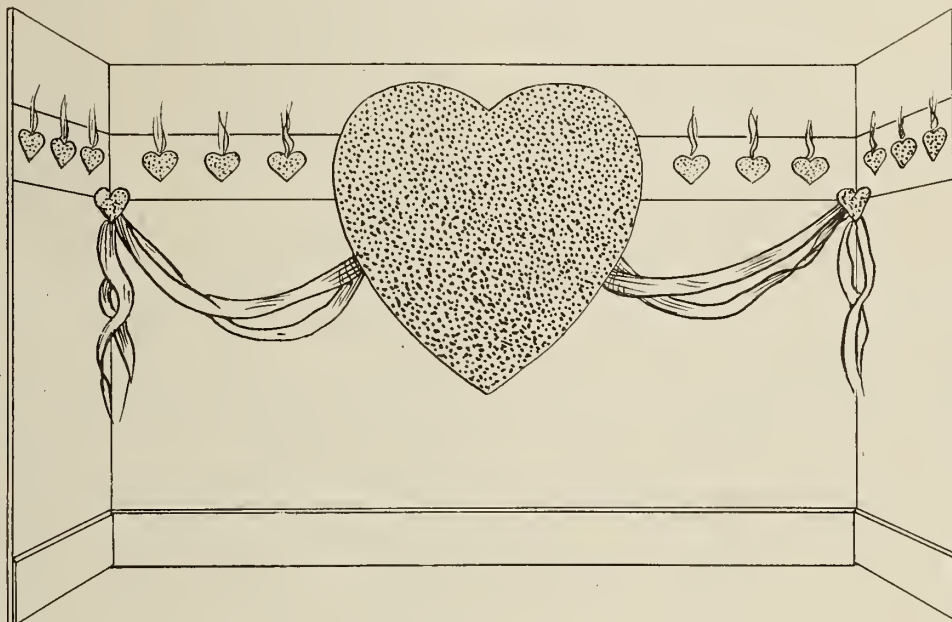
At least ten months of the year have some special feature or day that can be utilized for advertising purposes. February has St. Valentine's Day, and while it is not a public holiday it is of sufficient interest to feature in your window trimming, show cards and store decorations. It will take care of at least the first two weeks of the month.

We suggest that you keep these articles on file for reference for we shall frequently refer to instructions

placed so it would look up over the top of the heart.

Cupid's pictures and images, bows and arrows, darts, etc., can be utilized in decoration at the discretion of the window trimmer. Either crepe tissue paper, ribbons or genuine fabric ribbons, can be used to advantage in the various trims and store decorations and red should be the dominating color.

This back is designed for general use. That is, it can be adapted to almost any display of merchandise.



and illustrations given previously which will save much time and space, both of which are valuable. We think it would be advisable to make two complete sets of frames for your window back, so that when one is in use you can be redecorating the other and immediately replace the one you take out when necessary.

The background shown with this article can be made over the frames mentioned in last month's edition of this journal. A light colored or grey paper with very little pattern can be used. Or, if it is more preferable to paint it, white, cream, grey, buff or similar subdued colors can be used. The large heart can be cut out of Beaverboard and then painted red. Or it can be papered with a red ingrain wallpaper. The small hearts can be painted with a stencil and the flames painted with yellow and red, blended to give a fire effect. These may also be cut out of red paper and pasted onto the background and the flames cut out of yellow paper and pasted on also. The flames may be dispensed with if desired.

The strip behind the small hearts should be in a different color from the main background, but in a shade that will harmonize with it.

It may be possible to obtain a picture of a cupid, which may be placed in the centre of the large heart. Or picture of a cupid's head might be

Even though the window be open at the back top part, it can be utilized in some measure for the lower back part.

In the event of your lines being small, like shoes or notions, etc., it is possible to cut hearts out of red paper and fasten to the back and attach an article on to the heart. The ingenuity of the window trimmer will easily find a way to adapt this setting to any display, whether the lines are large or small.

It will add to the effect of the big heart if it is heavily padded with batting or other convenient padding material and then covered with some rich red material like velvet or plush. A border of artificial flowers may then be run around the edge. White or gold or red roses are very pretty. If desired this same floral decorations may be continued along the bottom of the border on which the small hearts are arranged.

These flowers may be substituted with a ruffle of crepe tissue paper which is inexpensive and very easily manipulated.

Of course the window decorator will always use his own judgment with the various trims, as these articles are merely suggestive in character, to open up a field that you may work and cultivate with your own ingenuity.

HOW I LOST MONEY MANUFACTURING SHOES

Launched Out in Association With Practical Man, but All Sorts of Trouble, Both Productive and Financial, Soon Loomed Up—Partners Fell Out, Creditors Pressed for Claims and Goods Were Turned Out at Too Low a Figure—Lack of System

By G. W. BROCK

"I WENT into a shoe manufacturing business, dropped all the money that I had, and now I am content to be a salesman," declared a well-known representative the other day, as we sat in the rotunda of the Windsor Hotel, Montreal.

"I thought there was lots of money in making shoes, much more than there was in selling them. I knew a fellow who was a very good friend of mine and believed that he could look after the manufacturing end, while I supervised the selling. We could get hold of a good financial man who would also take an interest in the proposition, and the three of us would make a strong combination. I had no money, however, and the thing looked very dismal, so far as realizing my dreams. But now and then dreams do come true. About three weeks later I dropped in to see a lawyer friend of mine, and he said:—

"Well, Sam! How are things going?"

"Oh, not so bad, Henry—about as usual."

"Making much money nowadays, Sam?" he enquired.

"A living," I said, and then I suddenly added, "I wish I had \$5,000."

"Why so?" inquired Henry.

"Why I would go into the shoe manufacturing business," I retorted. "I know of a very good opening."

"Do you?" was the response.

"Yes, I do, but I have not the money, so there is no use discussing it."

"Well, if that is the only drawback," came the surprising reply, "I will loan you \$5,000 right now."

"What is your proposition intended for—a practical joke?" I inquired.

"No, not at all, I mean every word I say."

"Really?"

"Yes," he replied, with earnestness.

"So this set me thinking, and I began to get my thoughts together, with the idea of launching a shoe factory."

How the Proposition Was Launched

"I know a man—Repton—by name—in fact I am quite intimate with him. He has had several years' experience in the shoemaking line, and is steady and reliable. He always earned good money and can turn out a nice shoe. I will see him at once," I declared as I departed in a happy and hopeful frame of mind.

"My practical shoemaking friend got several hundred dollars and was keen on the factory proposition. Where he got it I don't know, but he coralled it just the same. I put in a thousand, the lawyer pall of mine invested, and three relatives came in on 'the good thing.' We started off with what I will call The Planet Shoe Mfg. Co. We made fairly good progress for a time, although the samples were a long time in getting finished. We thought we would show some children's lines at the same time and imported a fellow by the name of Henchin from across the border to produce these. At the end of four months he had not done so, and one afternoon I charged him with being a four-flusher of the worst kind. He retorted that I had a good deal to say, and that he knew his business. I rejoined:—"Well, you don't—you have given us nothing but excuses since being here, and we have no samples yet. I think you are as shallow as the palm of my hand, and although you put a little money in the business, either you get out or I do."

"This little argument occurred in the hotel rotunda, just after we had had tea. I went back to the factory and he came in an hour and a half later and said: 'Well, I am here to have it out with you.'

"I replied:—"Everything is over, so far as I am concerned—either you get out of this place, or I get out. The roof is not big enough to cover the two of us.' I brought the matter up before the board of directors and they unanimously decided that Henchin must go. So among us we raised the \$1,000 that he had invested and paid him off. I have seen fellows who could work the bluff game to perfection, but never a man who was such a consummate artist in that line as Henchin. However, we made men's and women's welts, going to the retail trade direct, and found at the end of the first year that we had lost some money. We all put our hands down in our pockets and made up the balance.

A Series of Serious Deficits

"The next year it was the same story. One of our men had gone out and made a contract with a jobber to deliver so many thousand pairs a month, in order to get what he called 'quantity production.' He thought he was pulling off a great coup, but let me tell you, from the day that we started making shoes for that wholesaler we dropped money on every pair. Costs were figured far too low. I do not think a concern with the moderate output the Planet Co. had can cater to big and little fellows at the same time. Either the one end or the other will be neglected and deliveries delayed. At the close of the second year, we found again that we had lost money, and I began to inquire regarding the cause. I had several confidences with Ropeton, the superintendent and partner, who had based all his costs on an average output of 500 pairs per day. I discovered that we were not getting 300. Shoes were lying all over the factory—some half lasted some half stitched, some half-soled, and others half finished. The output never reached the 500 mark, and yet all costs were based on the definite quantity production named. There was waste and loss on all sides.

"I took Ropeton, the superintendent, to task about it, and he told me to mind my own business. 'I know exactly where I am at,' said he, 'and want none of your interference. You attend to the selling end—that is what you are here for.'

"So I do," was my rejoinder, 'you think you are getting a certain number of shoes each day, but the tags and records of shipments for the past three months, which include practically all shoes made in that period, reveal the startling fact that you have been getting an average output of less than 300 a day.'

"How do you know that?" was his insistent query.

"How do I know it? Because I have a summary of all shipments and orders filled and have done a little persistent investigation."

Superintendent Did Not Make Good

"Well, to make a long story short, Ropeton had to acknowledge his mistake, but he promised to do better—to put in an accurate system and develop more expeditious methods so far as output was concerned. We let him go on a year longer, and seeing that improvement was impossible, we made inquiries from other plants where he had worked and found that, while he was a capable shoemaker, from an artistic standpoint, yet as a productive and economical

official he was a flat failure, and never earned money for anyone with whom he had been associated. So, at the end of three years we let Ropeton go, as we had never made a dollar.

"Then we ran along with another man named Stenton for a while, although he was not much better, and in the meantime our liabilities were piling up. We had two or three leather firms who had been very generous with Ropeton, allowing him all manner of credit, and when he found himself discharged from the place, he made it his business out of revenge, to go around and induce these manufacturers to press their claims. They finally became very persistent. We owed one tanner \$6,000 and another \$4,000. It was between selling seasons and we tried to raise money in order to



LIGHT grey buck top, dull calf, National fox, 8-inch boot, plain toe, leather Louis heel—By Utz & Dunn Co.

wipe off these obligations, but found it impossible to do so. All the shareholders, after five years' experience, felt that it would be like sending good money after bad to put any more cash into the concern. I did my best to induce them to see matters out, telling them that we were just now turning the corner and things were coming our way, but to no avail. One of the leather manufacturers finally entered suit against us to cover the amount of his obligation. Seeing that disaster could no longer be avoided, and that the bank had shut down on giving us any more accommodation, and that our own shareholders had sternly refused to put in another dollar, we went to the wall. I dropped every cent I had put in the business, while my friends also were losers to the extent, in some cases, of several thousand dollars.

Looks Easy to Try it Out

"Oh, it looks easy to make shoes and sell them at a profit, but when you have to satisfy customers on the one hand and labor people on the other, when you have to deal with rising costs of materials, the successful marketing of the output, the matter of overhead expenses, collection of accounts, and scores of other worries which enter into shoe-making, not to speak of the rapid changes in styles, lasts and patterns, I am perfectly content to allow the other chap to carry on the enterprise.

"I much prefer my position on the road, with its limited salary, to the remote possibilities of growing wealthy in the shoe manufacturing line, with its ceaseless grind, its financial strain and economical adjustments. More businesses go to the wall through lack of working capital, good buying and proper figuring of costs and profits, than through any other means, and I know whereof I speak, for I have had a costly and painful experience."

AN ADVANCE ALMOST EVERY DAY

That shoes are going much higher was agreed by all the trade speakers at the dinner of the Boston Boot and Shoe Club in Boston, recently. There was talk about the possibility of shoes at \$20 by Mr. Alfred W. Donovan, former president of the club.

President Elisha W. Cobb of the Boston Leather Trade Benevolent Society, a former president of the club, who is a well-known tanner, said that "hides are nearer to what we call a corner than we have ever known." That the new wholesale prices are within about 15 cents a pair what he has been selling boys' shoes at retail was declared by Mr. Hollis B. Scates.

"The hides which we use most largely in our business," said Mr. Cobb, "are 55 per cent. higher than they were on September 1st. We may be on a gambling basis, but everything looks very strong to me. I am buying hides. The packers have taken off considerably more hides in the last two years than in former years, but they want them in every country in Europe. They cannot be grown in three years and they cannot be dug out of the ground. Who can say what the price of leather or shoes will be a year from now if we have war? There has been an advance almost every day recently. I see nothing in sight which means more hides or leather."

CANNOT GET IT AT ANY PRICE

"We have never refused to buy any kind of kid offered us in months if we could possibly use it, at any figure that was named," observed a leading manufacturer of women's footwear, this week. "This is a pretty broad statement to make, but I tell you frankly that we have never questioned prices. We were only too willing to pay what was asked, and to-day, the number of refusals that we have received is greater than the amount we have on hand, or will use in our entire spring run. For kid in the cheapest shoe that we make, we paid a year ago 16 cents laid down here for dongola. To-day, we placed an order and after considerable negotiations, and vexatious delays, we finally got it accepted in Chicago for 200 dozen, although we had asked for 500. The figure is 53 cents in that city, which will mean that with duty and freight added, 64 cents a foot when laid down here, —just four times the price of a year ago, and exactly the same grade.

"Here is another boot, in which we use black kid. We paid 24 cents to 26 cents for this kid a year ago, and to-day, we are searching the market to get a fresh supply, and have offered as high as 75 cents, with no acceptance, being turned down by one of the largest kid skin houses in America. You may draw your own conclusions from the foregoing, which is an actual recital of conditions, and not given to you with an idea of being pessimistic or exaggerating the acuteness of affairs."

Here is what one leading shoe firm now stamps on all orders to protect itself. "In taking this order it is understood that we are not to be held responsible for failure to deliver in the event of strikes, lock-outs, fires, accidents, interruption to the supply of raw materials or other contingencies beyond our reasonable control."

SERVICEABLE UPPER-LEATHER SUBSTITUTE

"Shu-Skin" is the name given to a new substitute for leather which has been adopted by some of the largest Eastern shoe manufacturers and in actual use has proven meritorious. It is used for tops, tongues, facings, button flies, etc., and appears to be excellently adapted for this work.

The manufacturers of this material have experimented extensively in order to get stock adapted to the requirements of the shoe trade. "Shu-Skin" not only looks and feels like calfskin, but it also has the essential feature of durability as well as firmness. To the layman and the majority of shoe manufacturers it would be impossible to tell this material in the finished shoe from genuine leather, unless, of course, they were able to see the backside.

The cost of this material is from eight to eleven cents per foot, depending on the weight, etc.

SHOE DEALER "GOT EVEN" WITH MANUFACTURER

Accepted the Agency for Widely Known Branded Line for Women to Retail at Certain Figure—Got off to Good Start When Makers Began to Force up the Price Without Justification—Owing to Lack of Co-operation and Interest Merchant Killed Demand

"It is a wonder you would not handle the Afton line of shoes. They are the cleanest, classiest and cleverest creations in women's footwear."

"No," responded Evanton, the shoe merchant, "I have about all the lines that I can carry and I do not care to open up any new accounts."

"Well, if you do not take our line," replied Gayson, "there is Maddox down the street who will. He is coming rapidly to the front as you know, but I am giving you a chance to get in on a good thing and get in quick."

"No, I do not think I want them," replied Evanton. "As I told you before, even if the line is widely known. I have handled the Amity and the Fidelity brands for years, and they have given satisfaction. I do not see any reason why I should make a change."

A Mean Jibe at the Start

"Well you evidently do not know a good thing when you see it," rather arrogantly replied Gayson, "I have given you a fair chance, one that does not come every day," Warning up to his pet subject, he insinuated that Evanton could not be a thoroughly representative, up-to-date shoe dealer until he handled the Afton line—the only one in feminine footwear.

Gayson declared that it was up to the minute in make, the best value on the market and widely advertised, not only in leading trade journals, but in the daily newspapers. It sold at a popular price, and the branded name "Afton" had caught on. Women were asking for it in every centre.

"Now look here, you are a smart young man, and an enthusiastic one—perhaps a little too fresh and forward, but you will get over these undesirable qualities in time," retorted Evanton rather warmly. "Do not attempt to drive anyone, or tell them they must do so and so. Force and coercion will gain you nothing. As for your intimation that I must handle your line, in order to be considered up-to-date and enterprising—and holding out the threat that if I did not take the agency, some one else down the street will, I care nothing for that brand of talk. It is pure buncombe.

"Let me tell you, I have not been in business in Shennigan fifteen years for nothing. Some eleven years ago, there was the Climax Shoe, which was more broadly recognized, and much more thoroughly advertised than your much vaunted Afton. It was made across the line, and a breezy, dapper young man blew in here one fine day, and offered me these shoes at \$3.25, laid down in my shop. They retailed easily for \$5.00, which figure was stamped on the soles, and had plenty of dash and grace, snap and character.

"Well sir, we were doing considerable publicity at that time, and mentioned prominently that we had been appointed selling agents in this burg for Climax Shoes—the great five dollar leader in female foot toggerly. The brand was already well-known by advertisements appearing in large city papers. We put in special window trims, prepared special store cards, and everything else, to boom the Climax Shoe. We had women coming from far and near, talking of its style, its dressiness, its splendid fitting qualities and its durability.

Began to Raise Price on Him

"Well, after we had sold about \$5,000 worth of the Climax, the manufacturers, on the other side, raised their

price ten cents per pair on some flimsy pretext. They thought we were wedded to this boot, and would swallow the increased cost without a murmur. We did so, and about six weeks later, up went the shoes fifteen cents more. This made them \$3.50. We thought the ascent would stop there. but in February they jumped the price again—this time to \$3.60.

"The traveler, J. C. Perne, came along in March, we had a fairly good stock of them on hand. We gave him a hearty welcome, never mentioning the high-handed methods that his firm had been adopting in jacking up the price. We still continued to dispose of the shoe at \$5.00, as its selling figure had become firmly fixed in the public mind. Perne was not to blame for the extortions of his house. We drove him around the city on his arrival, gave him a good time, and informed him we were not ready just yet to place our order. He inferred that we would be sending it in by mail later, and departed, in the hope and expectation that everything was all right.

"Well, to make a long story short, we simply 'canned' the shoes. We did not mention the name any more in our advertisements, and we made no more window displays of them; we placed what few pairs we had left at the back, and gradually cleared out our stock. No one in the store talked of the Climax shoe, and unless we were asked specifically for it, we never referred to it in any way. We started booming the Irene brand, another popular line, which had just come on the market, and in less than six months, this famous, branded, nationally-known Climax was dead.—so far as both we and the town were concerned.

Must Have Co-operation of Dealer

"This is a long story, but it goes to show that no shoe can retain its prestige and sale without well directed publicity, window displays and mutual co-operation, on the part of the merchant and the manufacturer. When the makers of the Climax thought they had safely landed us, then they began to squeeze us, thinking we would stand for it, but they reckoned without their host. They tried to place the agency with two or three other firms in the town. The houses would not look at it, as they knew that we must be giving it up for some good reason. The natural query made of their traveler was—"Why did Evanton throw it overboard, he used to boom it in great style!" The salesman could give no satisfactory answer, and the result was there is not a pair of Climaxes sold to-day in this burg—whereas, we would formerly dispose of from 100 to 150 pairs every week."

The moral is this—play the game fairly—act honestly with your patrons—develop unity and mutual confidence, and the results will be satisfactory. Attempting by underhand or coercive means—by dire threats or nasty insinuation, to put a thing across reacts with boomerang effect. Doing the right thing at all times and under every circumstance pays, and pays well.

A leading Ontario store has the following printed on the back of each sales slip: Our intention is that this Bill shall record a transaction so satisfactory in all respects to the customer that confidence in and friendship for this store may be established. If for any reason we have not succeeded we will thank you if you will call our attention to the shortcoming. Please be assured we will promptly rectify any error or omission on our part.

*The
Century
Girl*

*A Riot
of Colors
and Flowers*



*Some
Parisian
Costumes
that Words
Can Hardly
Describe*

*The
Reason
Why the
Colored
High Cuts
Persist*

GOOD HINTS ON THE CARE OF SHOES

Here are a few useful hints which the shoe repairer may use to advantage. A suggestion of this sort to a customer shows that you know your business and is of real value to the customer sometimes, so that he thinks he gets more for his money than just the repairing of his shoes. It is better to talk on such topics than to waste time in foolish talk that draws idlers. Be sociable and pleasant, but be businesslike.

Good shoe polish is necessary if shoes are to look well. For thin kid shoes liquid blacking can be used. There are several pastes or creams now on the market for black shoes that are worth trying. They can be used on dull calfskin shoes with good results and are easily applied.

If new shoes seem to be a little too big in the heel, and in rubbing against the foot cause a blister, try rubbing the inside of the heel of the shoe with a small piece of castile soap. Also powder the linings of the shoe.

Patent leather shoes need protection against sudden changes of temperature. Therefore, if the closet where they are kept is cold, they should be slipped into cotton flannel bags when they are taken off. When they are taken from their resting place in the closet they should be warmed slightly and slowly before they are put on the foot. Rub them with a little vasoline, applied with a small piece of cotton flannel, when they seem dull.

Light evening shoes should be kept covered. They should either be wrapped in tissue paper—which is a good deal of trouble—or else kept in bags or boxes. If you have room and enough old shoe boxes to accommodate them, this method of covering them is good. If your space is limited muslin bags will be found useful. These bags can be hung from the under side of a closet shelf by stout tapes.

NOT AS GOOD A BARGAIN AS IT LOOKED

When is a bargain not a bargain, is a question often asked. What may at first appear a good thing may turn out to be the opposite, and vice versa. A story is told of a visiting shoeman, who went into a large establishment the other day in search of "snaps." There were some eighteen hundred pairs of travelers' samples and other lines on the floor, covering men's, women's and children's, etc. The buyer was offered the lot at a \$1.50 per pair all around. He said that he would give \$1. Then he came up to \$1.25, but the house did not make any move to accept the proposition. After some further parley the purchaser said that he would take the lot, *holus bolus*, at fifty per cent discount off regular selling price. "Done," said the seller and they went over the goods, some of which sold at a fairly high figure. When the whole lot of samples had been gone through and marked down fifty per cent, it was found, averaging the 1,800 pairs, that the cost to the out-of-town man was just \$1.60 per pair. He had been offered the whole selection in the first place at \$1.50 per pair, which meant that, if he had accepted, he would have been \$180.00 better off than he was when his own overture of taking the bunch at fifty off was proposed.

TWO KINDS OF SHOE SERVICE

Unfortunately Mr. Brown had a theatre party on for that night. And—hang it all!—he had forgotten to purchase a new pair of shoes after leaving the office. So, directly after supper, he hustled around to one of the local stores. It was an unpretentious store of a type found here and there all over the country—a typical uptown store devoid of the higher science of merchandising which spells success, a place that stands still while the neighborhood blossoms.

There were just two clerks in the store at that time. One lounged in his shirt sleeves, a cigarette dangling from the corner of his mouth. The other, clad in a shabby coat,

sprawled on a settee, half hidden behind the sporting extra of an evening paper.

The one with the cigarette tossed its smoking stub into a cuspidore and strolled forward to wait on Brown. Now, Mr. Brown was prejudiced from the very beginning. If he had not been in a great hurry the weak looking clerk would have failed to land him as a customer, but with the theatre party waiting, Brown could not afford to waste much time in the matter of selection. He purchased a pair of shoes which did not altogether suit him and hustled off with the very wrong impression that all uptown stores in general, and this one in particular, had "punk service."

Just what gave Mr. Brown this idea? Let us analyze his subconscious thoughts upon entering the shop in question. "Shirt sleeves! Shabbiness! Lassitude!" whispers one little brain cell to the other. "Poor business methods, very poor!" And as the act goes on, Brown becomes momentarily more disgusted.

Why? Because Brown is in reality a very prim and correct gentleman himself and such faults in others irritates him. He vows that his next pair of shoes will come from a large downtown firm, where service is the watchword.

Time wore on and Mr. Brown's shoes wore off. Eventually he needed another new pair but this time he did NOT forget to purchase them after leaving the office for the day. He went direct to a large, well-equipped store near the centre of the city and entered quite confidently.

There were a dozen neatly dressed, alert clerks scattered throughout the place, some waiting on customers, some going carefully over the stock, and some re-arranging the stock of the findings case near the front of the store. But none were idle and all seemed to enjoy their work. One clean-cut young salesman was ready for Mr. Brown the moment he was seated. And Mr. B. took particular delight in noting that this clerk was as spotlessly attired as any customer in the store. He was attractive and full of ginger, too, and Brown liked him.

It seemed, also, that the young fellow knew exactly what Brown wanted. Dissatisfaction was out of the question to begin with, and consequently Mr. B. selected the second pair of shoes shown to him, and before going out stopped at the findings counter and made a liberal purchase. He left with the avowed determination to become a steady patron of the establishment. "Fine service—fine service, indeed," was his inward declaration.

What gave Brown this idea? Once more let us analyze his thoughts upon entering this popular store. "Neatness!" whispered one of Mr. B.'s brain cells to another little cell-mate. "Neatness! Neatness! Neatness!" And the other answers back: "Vim! Vigor! Snap! I know I shall be satisfied!" The sale was made before the customer seated himself.

SOME SHOE SUPERSTITIONS

The Scotch lassie believes that should she by accident drop her new shoes before they have been worn they will surely lead her into trouble. It is said that old maids believe that when their shoes come untied, and keep coming untied, it is true their sweethearts are talking and thinking about them. The sweetheart, when on his way to see his lady love, should he stub his right toe he will surely be welcome, but if he stubs his left he may know that he is not wanted. It is said that if old shoes are burned snakes will squirm away from the place, while to keep old shoes that are past wearing about the place will surely bring good luck. Should you meet a person whose shoes are "worn on the toes" you may put it down as a certainty that "he spends as he goes"; and on the same authority it is said that the girl that has her shoes "worn on the side" is surely fated to be a "rich man's bride."

Retail Footwear Prices

Should the Dealer Advance Prices on Stock Bought at Low Prices?—Are Retailers Charging Exorbitant Prices for Footwear and Making Abnormal Profits

THE daily press having threshed out the bread question, chased the meat packers, and roasted the cold storage concerns, are now out after the shoe men. The talk about "twenty dollar shoes" seems to have got everybody going. It is one of these things that make a startling newspaper paragraph, but there is nothing in it. People have been buying twenty dollar shoes for as many years, and nobody has thought it worth while mentioning it until the present situation arose. The effect has been hurtful to some extent as uninformed, nervous people, have started to lay in stocks of shoes just as they hoarded flour and sugar two years ago. A down town merchant got home the other night and found his wife had purchased five pairs of shoes, enough to do her for two years, because she had read that women's shoes were going to be twenty dollars a pair. Retailers should discourage this foolish talk, as it is calculated in the long run, to do damage to the trade. One of the worst things it accomplishes is to create distrust in the shoe dealer and drive customers to mail order houses and fake enterprises.

Retail Footwear Prices

As a matter of fact, retailers are timid rather than aggressive in regard to marking up their stock. The tendency is rather to sell at old prices while the stock lasts than to take advantage of increasing costs to get what one can for goods which have been bought at lower prices. On this account some lines of shoes have recently been sold at nearly what they realized a year ago. The result is going to be damaging to the dealer in many ways. The man or woman who buys a pair of shoes at four or four-fifty from stock that was bought a year ago may hear from a friend who has bought the same shoe, either at the same store or elsewhere for six-fifty, and who thus becomes dissatisfied. Then again, supposing the store has run out of sixes or eights and has to replenish at the new market prices, what is to be done about the tens and elevens which will be one price, while the middle sizes will be from twenty-five to fifty per cent. higher? The only way is to add to the selling price as new goods come in of a similar class, and which have to be marked at an advance to make a profit. This giving away to the customer the advantages of stock bought at low prices is poor business policy, as well as apt to lead to serious selling complications. Nevertheless it seems to be quite a common failing.

Where Is It To Come From?

Here is a retailer who bought for fall a regular line of women's shoes for which he paid \$2.65. He

has to replace these for spring with a similar line at \$3.65, where is the dollar a pair extra going to come from? Then there is the old stock that nobody seems to want these days when ultra styles are the rage. How is he going to cover himself on these. In most of the shoe stores are lines of women's footwear in the better class in which the leather values are much better than can be bought to-day for half as much again. But women will not look at these shoes because they are not up to the notch in style. The craze for high cut, colored goods, and all that sort of thing, has made dead stock of a lot of perfectly saleable lines that represent considerable investment. These goods are bound to deteriorate, and will have to be sold at a sacrifice.

Covering the Future

Another retailer puts it this way. We have a shoe that sells all the year round in the country for \$3.50. We have been paying \$2.75 for this shoe for several years, and stocked for fall pretty liberally. We are now pretty well cleaned up, and I went into the market the other day and found that I would have to pay \$3.40 for this line. Now why should I continue to sell the few dozen pairs I have on the shelves at \$3.50, when I am ordering a large supply at within ten cents of the old selling price. That has led me to adopt the plan of keeping a close tab on my stock, and when I find a line running out I advance the price more or less as I think the case calls for, so that by the time I have to re-order I am pretty much in line with the new prices. I do not see how a merchant can advance his prices all around on his stock. But he can use the high price era to get rid of his slow movers, both by display and advertising.

Selling Unmarked Goods

"We are adopting the policy of avoiding the marking of goods lately," said one representative dealer. There are a good many lines which we mark up with tolerable certainty that there will not be any material advance until stocks run low; but there are some lines of specialties that we carry that are changing so frequently that we do not give the price to the salesman or put it on the cartons in cypher. We prefer to have the salesman suit the customer, and then refer to us for the price. We find that people are willing to pay for what they want, and ask no questions as a rule. During the Christmas season we sold thousands of pairs of shoes, at a substantial advance, and did not find a customer kick. People are alive to the high cost of shoes, and do not seem to question the right of the shoe man to get an adequate profit on his wares.

A BELL PRODUCT

(See Front Cover)

Although, there has been continuity for over a hundred years in the name and in the policy of the J. and T. Bell Co., there has not been a succession of "Bells" in the business. The late John T. Hagar, who was head of the concern, for many years before his death, was a nephew of one of the Bells, but he maintained the ideals of the founders of the establishment with religious scrupulosity. When Mr. Hagar died his mantle fell upon a young man who had for over twenty years been under his personal influence and direction.

H. E. Moles is thus in direct line of apostolic if not family succession, and it has been said of him in a business sense that he is distinctly a chip off the old block. He has the quiet determined way that is the result of a lifetime spent in the same business, for it is just about thirty years since he was initiated into the mysteries of Bell shoemaking, and became acquainted with Bell ideals.

Mr. Moles is a shoemaker who follows the advice of Appelles and sticks to his last. He knows the manufacturing end as well as the selling end thoroughly, and has in the eight years he has been the executive head of J. and T. Bell, Limited, put the product of his concern up several notches.

While he sticks to business most thoroughly, he is a great believer in the open air and is fond of a game of golf, or a good run in a motor. He is in his prime, being around the half century, but looks no more than thirty-five, notwithstanding his picture which does not quite do justice, we think, to him.

NEWSY PARAGRAPHS FROM ST. JOHN

Alfred De Friez, who for some time past has been conducting special sales for boot and shoe merchants in the Maritime Provinces, recently received word that his son had been killed in action in France, and he left for his home in Toronto.

Samuel J. Warwick, late of the firm of Waterbury & Rising, Limited, who was very ill, is able to be about again. He is President of the Warwick Posting Co. Mr. Warwick at one time had charge of the boot and shoe department of the Sussex Mercantile Co.

A letter was received a few days ago from George Crosby, who is at present in France with a Canadian unit, and who formerly was employed with J. M. Humphrey & Co., as traveler. He said he was in good health and had, up to the time of writing, escaped injury.

Mayor Hayes, president of the firm of J. M. Humphrey & Co., wholesale boot and shoe dealers, recently received a neatly gotten-up Christmas card from the officers of the 69th Battalion, now fighting in France; an engraved greeting card from the Canadian Club in Winnipeg, and greetings from the mayor and council of Toronto for the mayor and citizens of St. John.

J. D. Palmer, president of the Hartt Boot & Shoe Co., Limited, of Fredericton, N.B., while in St. John, N.B., few days ago, said that his company had done satisfactory business during the year, and had over 200 employed in the Fredericton factory. When asked re the advance in prices in shoes he said that it was largely due to the upward trend in the price of leather. Mr. Palmer, who is a leading member of the Fredericton Board of Trade, and a past president of that body, expressed himself as convinced that the board would do well to push vigorously after the war an advertising campaign that had been inaugurated a few years ago. The Hartt Boot & Shoe Co., Limited, enjoys a large business throughout the Dominion. Mr. Palmer is a former resident of St. John.

Mrs. J. V. Russell, wife of Commissioner Russell, of St. John, N.B., died suddenly at her home on December 18th. Besides her husband, who was formerly one of the best known boot and shoe dealers in the Maritime Provinces, she is sur-

vived by two brothers, Messrs. George and Joseph Gray, of Gray Bros. boot and shoe store on Main street, also five sisters. She was well known in social circles and her death came as a shock to many friends and acquaintances. Her funeral was held Wednesday afternoon, December 20th.

Richard J. Walsh, manager of King street store of Waterbury & Rising, Limited, St. John, N.B., is seriously ill and has been taken to the St. John Infirmary, where he will undergo an operation. During the last few weeks he has been confined to his home, and as his condition failed to improve, his physicians decided an operation was necessary. He has a host of friends who will unite in wishing him a speedy recovery.

Douglas McRobbie, Canadian representative of George E. Keith & Co., Brockton, Mass., arrived in St. John recently. Mr. McRobbie is a son of J. H. McRobbie, boot and shoe dealer in this city. About seven years ago he left St. John and became associated with his brother in Vancouver in the shoe business. Later he secured his present position. Talking of business conditions he said he never found them better.

John F. Fitzgerald, a shoemaker employed with D. Monahan & Co., Union street, St. John, N.B., has been in the trade for a quarter of a century, and occupies the same bench to-day which he used twenty-five years ago. During that long period he rarely missed a day. He has many friends who will unite in wishing him many more years of activity.

"DOING HIS BIT"

By G. B.

They said he was only a store clerk,
 "A Cissy" they said, who sold shoes;
 And he only signed up 'cos he had to,
 Having little or nothing to lose.
 But when the call came he responded
 And acquitted himself like a man;
 They forgot that this much abused shoe clerk
 Could buck up and get out of the "tan."

So he just dropped the "stick" for a rifle,
 And prepared to get into the fray,
 Being earnest, he worked hard in training
 And the life, stiff at first, was O.K.
 He found it a change from the shoe game,
 "Getting fit" in a different "style,"
 And the next time his chums spotted Billy
 He was wearing a stripe, and a smile.

Overseas! Came the order soon after,
 So our hero prepared for a "sale,"
 His "fine trim" was not in a window,
 But the "line" he was in couldn't fail.
 So his pals said "Good-bye and good luck, Bill,
 Here's hoping you'll come through all right."
 And Bill laughed and answered "Be good, boys,
 Who said that we shoemen can't fight?"

Soon after—'twas somewhere in Flanders—
 The Huns launched a mighty attack,
 But the boys of the Maple were ready,
 And grimly they beat the foe back.
 Our friend, Bill, was in a hot corner,
 Though wounded, no duty would shirk,
 So the folk round the city were answered
 By a man, though a humble shoe clerk.

GLAD TO SEE THEM

An Ontario retail firm writes: "Your December 15th number was very interesting, especially the photographs of the shoe manufacturers. We do business with most of them, but never had a chance to see one in ten. Your journal is improving wonderfully."

Felt Goods Notes

The Season Later Than Usual—Concerns Pretty Well Sold Up—Good Demand Everywhere for Felts—Prices Up About a Third

THIS year felt men have not been any too anxious to get their lines before the trade. The high cost of materials, both felt and leather, and the frequent changes in the past month or two has made price marking an almost impossible operation. The scarcity of labor and its high price have not only created further cost problems, but interfere seriously with the getting out of goods.

Sorting Business Good

Business in sorting has been exceptionally good, and would have been better if the goods could have been got out. Dealers have been complaining that orders have only been partly filled, and in some lines they are hopelessly in the lurch. There has been a good deal of dissatisfaction and kicking on this account and it has been hard to convince customers that the impossibility of getting certain products was a fact. Jobbers have been doing their best to satisfy their clients, and have been as rough on manufacturers as the retailer has been towards them.

About Felt Prices

It is difficult to say what prices will be for placing. While some of the companies have their

samples out, there does not seem to be any new list as yet. For sorting all kinds of prices have been paid, and large buyers have been glad to get goods on the list basis and forego discounts. Sales have been made that represent from ten to twenty-five per cent. on list and, latterly, from twenty-five to thirty per cent. higher than last season's list has been obtained. It is safe to guess that the new goods will be sold on a basis of practically one-third higher than last year. Some of the concerns have been taking blanket orders, and asking their customers to leave prices to them. With the state of the market most buyers seem willing to do this.

New Styles and Designs

While there is a general tendency to concentrate in manufacture, and there will be a substantial reduction and consolidation of lines, the felt companies have introduced new features in the season's goods that keep them up to the general progress on shoe manufacturing. There are some dainty creations in women's, both in plain colors and combinations, that will entice the feminine craving for the chic and alluring.

WHAT THE RETAILERS THINK

(Continued from page 23)

caught with the high shoe fad which will not last forever, any more than other shoe extravagances have. When the clamor for high cuts and colors eases off, there will be a simmering down of shoe conditions."

"It is worth while being in the shoe business to-day," said another shoeman, rubbing his hands. "We stand a chance to get a decent return on our investment. People have lost track of shoe values and are meek and tractable in regard to prices. A couple of years ago a customer would come in and could tell you almost to five cents what he ought to pay for a certain class of shoe. Competition in the cheaper and medium grades of shoes was a nightmare and a man looked forward to the end of the year with fear and trembling. The fact that to-day the shoe merchant has to add a proper profit to his goods to cover himself and that profit is based on higher costs, means in itself increased revenue. Of course, the expense of doing business is greater with some retailers, but with the majority, who do not employ help, conditions are much the same with the exception, perhaps, of slightly higher living costs. I think the era of higher prices has been a good thing for the whole shoe trade, and I for one sincerely hope the time for the three dollar shoe in both men's and women's lines has gone the way of all flesh, and will have no resurrection. And I do not see how it can be otherwise. It will take years to get back the cattle supply to normal and it will never be what it once was, unless something wonder-

ful turns up to give us a new source of shoe materials. I don't think you will see the shoe trade back where it was five years ago in your lifetime or mine."

SHOES IN THE WAR ZONE

(Continued from page 25)

Tribunals is causing more dissatisfaction than finds public expression. But the dissatisfaction exists, and is quite comprehensible. I have before me particulars of a case in which the appeal of a shoe retailer came before a Tribunal in the Birmingham district last week. The appellant had put the whole of his savings into the business, and he carried a stock valued at £800, while his repairing plant was valued at £150. Previous to the war he employed four workmen, but three of these have joined the army, leaving only himself and a cripple, thus necessitating his devoting practically the whole of his time to the repairing department of his trade. The chairman of the Tribunal made light of the sacrifice which that man was called upon to make, and his appeal was dismissed. On leaving the room the appellant asked a trade friend for the address of a well-known multiple firm who might possibly be purchasers of his business. Of course, it is obvious that the seller of a business in such circumstances is in a position of serious disadvantage, and is practically at the mercy of any prospective buyer. And when he comes back to civil life, if he is lucky enough to return, he will have to start afresh, and take his chance of building up a business under exceedingly difficult conditions."

TENAX

The Soling of the Future

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

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

Stray Shots From Solomon

Hell is full of people who were always going to quit the tack they were on. Every old boozier you meet is going to quit getting polluted some day.

JUST QUIT Just now a good many men are shaking hands with themselves over some New Year's resolution that they have signed, sealed and delivered to themselves and the chances are that by Valentine's Day they will forget that they ever had such a serious transaction. The beginning of the year is a good a time as any for a man to cut a bad habit or tie the can to evil companions, but there is a lot of this "turn over a new leaf" business that must make the Devil laugh. Get down to brass tacks friend. You have promised yourself to quit your meanness. Make the break clean and absolute. That thing can't go on you know yourself. Let this year be a clean one—one on which you can look into the eye of your friends, your business associates, your clerks and your wife and say I am a man.

o o o o

Greed always overreaches itself and brings its own retribution. The man who stole the sawmill would have been all right if he had let well enough alone; but his greed led him to go back after the dam, and he got caught. We heard of a man the other day who succeeded in getting an allowance on his bill for shortage, then an extra discount, and finally refused the draft on account of an odd fifteen cents. It was the last straw, and the camel refused to carry the load. The paper was protested, sued and the hog had to pay a nice little bill of costs. This he not only mourns, but the fact that the whole transaction is out will make the results of his avarice rather costly. This disposition to squeeze the last cent out of others is a despicable trait. There are men who appear to be decent in every other way, but are afflicted with a strange mania for exacting concessions in settlements. In fact this evil seems so prevalent that few are free from it. It is one of those habits that few realize as being practically dishonest. Of course, as they say, the wholesaler is not compelled to accede to these demands; but when a pistol is held to a man's head on the highway, it is idle to talk about his not being compelled to hand over his wad. Decent men, in thinking the matter over, will see that the practice is neither creditable nor honorable.

o o o o

Solomon says, "Wisdom crieth without; she uttereth her voice in the streets." Listen to her. It will pay you. I stood at the corner of the street a few days ago with a friend just after lunch. As we stood, a man **PLUGS OUT** passed who was once one of the **OF YOUR EARS** most honored and respected wholesale merchants in the city, but now with unshaven face, threadbare clothes and bleared eyes he picks up a job here and there for whatever he can get. Last week he was handling

trunks for a former traveler of his at fifty cents a day and his board. All his position and prospects thrown to the winds for whiskey! A few minutes later another passed who was once well connected in business, now earning a precarious living in various ways, brought to it through "wine and women." Hardly had he passed out of sight when another followed who once drove his carriage and pair down to his counting house and back to his luxurious home, but at this particular time was making a short cut for a ten-cent lunch counter, through gambling. People do not need churches and ministers to point out the results of folly and wrongdoing. There are some men reading this article who are on the path that leads to this, and who will doubtless reap the same harvest. Friend, take the plugs out of your ears and hearken to wisdom lest it happens with you as with them at the last. "Because I have called and ye have refused; I have stretched out my hand and no man regarded; but ye have set at naught all my counsels, and would none of my reproof; I also will laugh at your calamity: I will mock when your fear cometh."

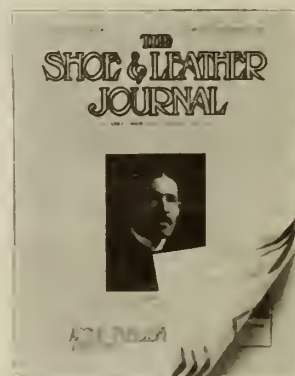
o o o o

Jacob thought he was doing a pretty smart thing when he took the skin of the kid and deceived his poor old father into thinking his first-born, Esau, was before him and thus stole his brother's blessing, but there **IT GETS** his brother's blessing, but there **ROUND** came a day when his ten blackleg sons brought in the coat of many colors, dipped in the blood of a kid, and with almost the identical trappings he had used to deceive old Isaac, deceived him into the belief that Joseph, his pet son, whom they had sold as a slave, had been slain by wild beasts. He sowed a lie and reaped ten with such sorrow of soul that it made him an old man in his prime. David did some clever thinking to get Uriah's wife and committed murder to cover up his miserable crime of adultery. What did he get? Adultery in his own family, following murder, in which one of his sons slew the other. These things get round. A man can't sow thistles and get wheat, he can't sow smartweed and get strawberries. There are some men who wonder that their sons turn out crooked. They expect a corrupt tree to bring forth good fruit. The man who sows deception will get up some morning and find himself one of the worst deceived men in the world. The man who is always tricking his neighbors and making unjust gains, will discover sooner or later that his own feet will be fast in the net. The chickens may be a little late getting back to the coop, but they will come home to roost just the same. Some thief who reads this will sneer at this prophecy, but he will think of it when he gets caught in the tolls. "Whoso diggeth a pit shall fall therein; and he that rolleth a stone it will return upon him."

Solomon

Can You Beat This for Value?

Two Dollars for One



¶ There is *Over a Dollar's Worth* of paper alone in the twenty-four issues of the SHOE AND LEATHER JOURNAL for 1916. The *twenty-ninth volume* weighs, without covers, exactly *fifteen pounds*—at present paper prices this means \$1.50. The printing and mailing brings the cost to over \$2.00 a year.

¶ There were 1,718 pages in all, or *143 pages a month* in this twenty-ninth volume, giving up-to-date information about leather, shoes, markets, styles, business methods, store displays, trade problems, news, etc., including over one hundred pages of illustrations of stores, windows and of persons and things of interest to the trade.

¶ We say without fear of contradiction that *nowhere* can anything like this return for the money that the SHOE AND LEATHER JOURNAL offers be obtained. Some shoe papers are asking \$4.00 a year for the same service.

¶ Paper costs today practically *twice* what it did a year ago. We ought to raise the price of the SHOE AND LEATHER JOURNAL but are averse to change a policy that has now been in force for *Thirty Years*.

¶ At all events we have decided to wait a little longer and see whether war prices are to continue or abate. In the meantime you can *cover yourself* as many of our subscribers have done, by sending in your renewal for *two* years instead of *one* at the old price. One old friend of the Journal recently sent in FIVE DOLLARS, saying that the paper was *well worth the price* and to date his subscription as far ahead as we thought this would carry him. This is the right *spirit* and we hope it will spread. It shows confidence and trust in the SHOE AND LEATHER JOURNAL which for *Thirty Years* has served the shoe and leather trades so faithfully and well.

¶ The MOST IMPORTANT POINT is that it saves our *sending out men* and leaves these men, like Sergeant-Major Tyner, who for so many years represented the Journal on the roads, to give their services to the COUNTRY instead.

¶ Wishing our readers a HAPPY AND PROSPEROUS NEW YEAR.

THE SHOE AND LEATHER JOURNAL.

Published Twice a Month.

James Acton

SEES NO DECLINE IN LEATHER VALUES

In the Annual Financial Survey of the Toronto Globe, George W. Beardmore reviewing the leather situation during the past year says:

"There has been an active trade in practically all lines of leather during the year. Hides throughout the world have been closely bought up, with the result that the demand has made enormous advances, and hides to-day are at record prices, away beyond anyone's expectations. Usually $\frac{1}{2}$ cent to $\frac{3}{4}$ cent per pound was considered a very large ad-



GEO. W. BEARDMORE, TORONTO

vance in hides, but within the past year we have had advances at one time of 3 cents per pound.

"The cost of hides and the enormous advance in tanning material, also increased cost of labor, have made it imperative for tanners to advance their prices of leather. So far as we are able to look ahead and judge, we cannot see any abatement in the early future, as there do not appear to be any large stocks, and tanners to-day are offering for sale only such leathers as they finish from week to week on replacement values.

"Harness, bridle and equipment leathers had only a fair year. Outside of a few contracts for the Canadian Government, no other 'war business' was received, a condition which was in marked contrast to 1915, when Canadian tanners were very busy all year producing leather for military equipment, saddles, harness, etc., for the allied governments.

"The black harness trade was very disappointing during the first half of the year, there being practically no demand and prices being unremunerative, but marked improvement took place the last half of the year, and to-day all are busy on both domestic and export orders and the outlook for the future is much brighter.

"Light leather tanners, who include those tanning upper leathers for shoes, experienced a large volume of business during 1916, and at nearly all times were booked up to capacity. In this branch of the trade price advances were probably more marked than in any other. Calfskins and sheepskins also show heavy increases in prices.

"Business conditions throughout the country indicate that as large a volume of trade will be done in 1917 as during the past year, and the leather industry will doubtless get its

share. Much will depend, however, on the condition of the crops and the duration of this frightful war."

WILL PUT TANNERY IN OPERATION

The plant of the Fraser River Tannery Co. at South Westminster, which has been closed for two years, will be re-opened, having been leased by the Vancouver boot and shoe manufacturers, J. Leckie & Co., who propose to operate the plant in the process of transforming raw hides to the finished product. The plant will be in operation by March, and extensive alterations are now being made to both it and the building. The plant will have a capacity of about 100 hides per day, will be operated by electricity and employ approximately twenty men.

When the tannery closed down conditions in the leather business were very different from those of to-day, when the demand caused by the war is continuously in excess of the supply. This is one of the few tanneries in the West, and was formerly operated under difficulties, mainly as to the supply of raw material. It turned out a first class leather, but failed to make a profit, and finally was closed down.

A MAN OF VARIED ATTAINMENTS

J. A. Coleman, of the United Shoe Machinery Co., has been with the company about fifteen years. He spent six years in the factory, working in most of the different departments, so has a thorough knowledge of the company's goods. He has been calling on the trade around Montreal for the last nine years and is well liked, conscientious in his work and does his best to please everybody.

He is known to the shoe trade as "Artie," and is at present the most popular salesman with the United Shoe Machinery Co., in fact, he is "the whole thing." We would



J. A. COLEMAN, MONTREAL

not care to say he made the United Shoe Machinery Co. famous, but he has done his best to do so.

He has a summer home on the lake front, is the owner and skipper of a motor boat, and we believe knows the whereabouts of several shoals and rock piles in Lake St. Louis.

He is also quite an accomplished singer, in fact, is known to his friends as the Lake Shore Nightingale. Taking him altogether he is "some boy." We wish him a long and happy life and hope he may be able to greet the trade for many years with his pleasant and cheerful smile.

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

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

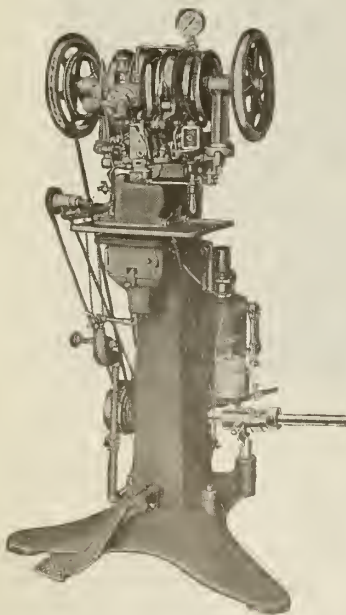
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe repair work.

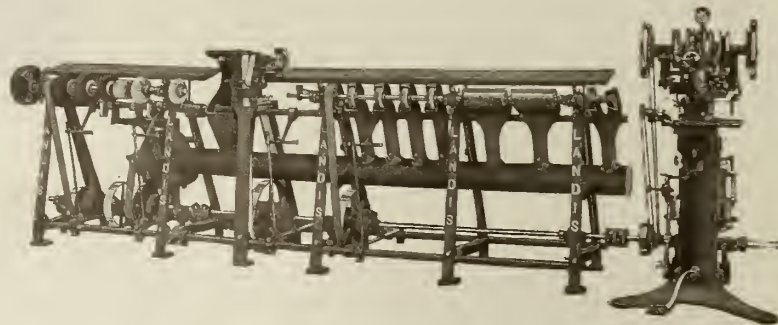
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

The Shoe Repair Man

BELIEVE SOLE SUBSTITUTE HAS COME TO STAY

WRITING the SHOE AND LEATHER JOURNAL on substitutes for sole stock, their worth, weight, adaptability and durability, one of the leading firms producing one of the several widely used materials which has come prominently to the front, offers the following observation, which will no doubt be read with interest. The name of the material will be furnished on application.

"With the information which you have on the present cost of hides, you can no doubt determine the cost of various grades of leather soles of the same sizes and thickness as ours.

"Now, in addition to this price information which we append, we will simply endeavor to give you out ideas of the situation.

"We do not believe that leather is the most logical substance for shoe soles, in spite of the fact that it has been the standard for so many years. We receive reports from people wearing our soled shoes saying that they never want to go back to leather soles. No doubt there are manufacturers of other kinds of soles who get the same report.

"As we believe there are now several other manufacturers who are actually trying to make a sole that is preferable to leather, we are convinced that our company long ago should have started to make a sole that is preferable to leather, but like in many other things, we did not realize the opportunity until the scarcity of leather brought it forcibly to our attention.

The Reason Some Have Failed

"When the scarcity of leather became apparent, a lot of manufacturers started to make soles. The majority of them went at it with the attitude that leather was scarce and that it was simply a case of making something that would do for a sole and that the people would put up with while leather was hard to obtain. Consequently, there were many cheap rubber soles made and there were a lot of poor fibre soles made. No one else started out with the idea of manufacturing a sole with advantages over leather.

"These cheap soles would have had only a temporary large sale, and then when the demand for leather does not so greatly exceed the supply, they would be practically forced off the market. In other words, they were on a make-shift basis. Our company has such a variety of products and such a large volume of business, that we felt we could not afford to build up a large production and a large business on only a temporary proposition. So, we set out to make something preferable to leather for shoe soles. Something which we felt would remain a standard and continue to give us a big volume of business always, regardless of the price of leather.

"The real interesting part of the situation, it seems to us, is that it required a scarcity of leather to make manufacturers see the opportunity, and that even then, some started out on a temporary makeshift basis, while others began to replace leather for all time in this field. It is an interesting case of the old saying that "necessity is the mother of invention."

"Here are the reasons why we conscientiously believe that our product will continue to be a big factor, regardless of the future prices of leather. It protects the feet from moisture and chill better than leather does. It wears as long or longer than the best leather. It is more flexible, thereby

making a shoe more comfortable. It does not curl or turn up like the leather sole does with use, therefore, the shoe continues to hold its shape better. It is not so slippery as leather, which is quite an asset on smooth floors, dry, icy pavements, or even on dry, clean pavements, so that one walks with less effort. It does not scratch polished floors or furniture, as does leather.

"Following are the cobblers' costs of the different thicknesses of our soles per pair:

15	Iron, Men's.....	\$1.00
12	Iron, Men's.....	.80
10½	Iron, Men's.....	.70
9	Iron, Ladies'	.55
9	Iron, Misses'	.45
9	Iron, Children's.....	.40

MAKING PROFITS ON SOLE LEATHER

A New York correspondent writes: During the period, a while ago, when leather was jumping upwards every day and sometimes fluctuating several times each day in price there were a number of instances where stock was sold and resold over again several times to different buyers, and sometimes coming back to the original buyer, and often no actual shipments were made during the period when the stock changed hands. Some interesting stories are told regarding these transactions, but the following one, which is vouched for by a member of the "Swamp" who participated in the deal, is about the most interesting of all. According to the story told, a lot of 2,000 oak bends was sold in Boston to a Philadelphia house at 60 cents. This Philadelphia concern resold to a New York dealer at 62 cents, who in turn sold to another New York house at 64 cents. The latter concern sold the leather to an exporter at 67 cents, and later bought it back from the exporter at 75 cents. This dealer then made a second sale to a Philadelphia concern other than the original purchaser at 85 cents, who in turn then sold the lot back to the original buyer in Philadelphia, who again made his second sale to the same party in New York who first bought from him. Then this New York party finally sold the leather again for export. No record of price is given after the 85 cent figure was secured, and it is understood that no more, and possibly less, was later obtained. During all this time the leather remained in a loft in New York until it was finally shipped to Europe.

CATCHING TRADE OF PASSERS-BY

An enterprising Toronto shoe repairer is making a specialty of catching the passing crowd, and is meeting with encouraging success. The establishment is known as the Balata Soling and Shoe Repairing Co., of which H. J. Eady is the proprietor. Prominently displayed in the show windows of the concern is the following: "Shoe repairers waiting service—heels, rubber or leather, ten minutes; soles, and heels, eighteen minutes; full soles and heels, thirty minutes. Waiting room for ladies and gentlemen. Slippers and newspapers and comfortable seat—then you go out with good points on your feet." The company has found that its special waiting room has proved a great attraction to passers-by, as within a short time a lady or gentleman may step in and be re-shod, and the time passes so quickly that the customer is scarcely conscious that he is being detained.



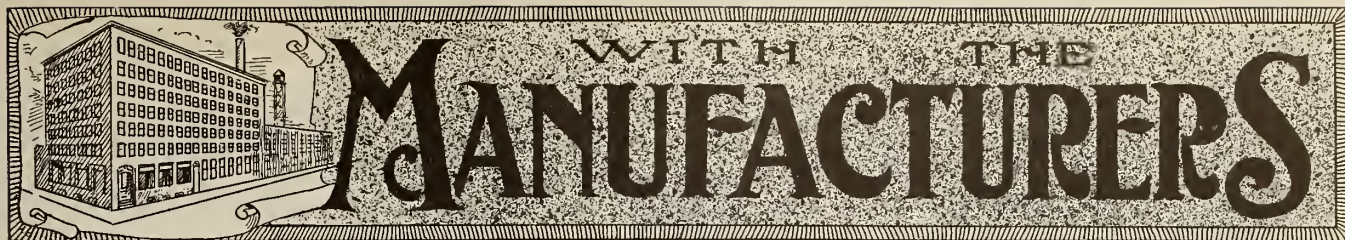
WE take great pleasure in
notifying you that
J. EINSTEIN, LIMITED,

has been incorporated under letters patent of the Dominion of Canada, dated December 5th, 1916, to take over the business heretofore carried on in Canada under the name of J. Einstein, Incorporated, of New York, and that the transfer of the business as a going concern is effective from that date.

Trusting that our business relations in the future will be as pleasant as those of the past, and assuring you of the same prompt and courteous service.

J. EINSTEIN, LIMITED,
MONTREAL





The Anglo-Canadian Leather Co. have issued a unique little calendar with a small thermometer attached. This is evidently gotten up in connection with the rising cost of leather, and will serve to curb the excited feelings of the members of the shoe trade, as they will be able to note the rise and fall at their leisure.

Messrs. Clarke & Clarke have issued their annual "Lest We Forget" desk diary. This year the diary is bound in a handsome bronze leather limp and looks like an edition de luxe of one of the minor poets. Those who receive one are not likely to forget the Clarkes.

The T. Sisman Co., of Aurora, have issued a calendar for 1917, which is most artistic in style and coloring. It is a reproduction of a celebrated oil painting, known as "Peggy." The whole thing is in excellent taste and worthy of being framed for home decoration.

The John Ritchie Co., of Quebec, have got out a very pretty calendar for 1917, representing a hunting scene entitled "The Intruders," from the painting by Belmore Browne. It is really one of the handsomest calendars so far seen.

In the last issue of the SHOE AND LEATHER JOURNAL, reference was made to the new factory of the Breithaupt Leather Co. at Penetang. This was an obvious error, as the article referred to their purchase of the tannery and equipment of the Canadian Oak Leather Co. at Woodstock, Ont. Breithaupt's have now four tanneries.

Emanuel H. Sulkis, a popular traveling salesman who covers the Canadian territory for the wholesale shoe house of Samuel Cohen, Boston, Mass., is making a six weeks' business trip in the interests of his house, and will call on the trade in all the principal cities in Eastern Canada. He carries with him a very extensive line of the latest American novelties and popular staple footwear. The firm of Samuel Cohen are well known in Canada, where they have carried on an extensive trade for several years.

A meeting of the creditors of the Milton Shoe Co., Milton, Ont., was recently held. This concern seems to have had a somewhat difficult time since it succeeded to the Winn business. The trouble recently has been the supply of materials, there being no dearth of orders apparently.

The Provincial Cut Sole Co., who recently secured manufacturing premises at 83 Richmond street west, Toronto, are doing a splendid business, and have been cutting large quantities of women's oak outsoles and men's insoles. It is the intention of the company to cut men's outsoles, and to go into various other lines of cut stock. The company is composed of Gregory Hoye, formerly superintendent of the Regal Shoe Co., and E. B. Paige, formerly assistant treasurer of the same company, and latterly connected with the Goodyear Tire and Rubber Co. The firm are doing a splendid business, having established a connection with a large number of factories in Toronto and throughout the province of Ontario.

The annual conference of the traveling staff and heads of departments of W. B. Hamilton Shoe Co., Toronto, was held on December 28th. Plans for the coming year were discussed and a valuable interchange of ideas took place. In the evening the usual banquet was held at the National Club, at which W. A. Hamilton, president of the company,

presided. There were seventeen members seated around the festive board, three being absent owing to illness. A varied and patriotic programme of vocal and instrumental music choruses, etc., was rendered interspersed with bright speeches and happy references. Among those who ably contributed to the entertainment were, Joseph Davis, Toronto; William Griffiths, Jr., Barrie; J. E. Firth, of Peterboro, and George Nicholson, of Toronto, all members of the traveling staff, while William Coulson, the veteran foreman of the cutting room, gave a recitation. The gathering was voted the most enjoyable held in many years. The company have issued a little souvenir in the form of a cartridge pencil. It is a regulation war cartridge with the screw attachment to push down the lead. They evidently are expecting to make a bull's eye this season.

The rather startling tidings has just been cabled from London that the British government has released 500,000 light oak bends, held up for months past, ostensibly for army purposes. This leather, the cable adds, will now be used for shoes for the masses. Following this important announcement the belief was expressed in trade circles that, naturally, England had had abundance of sole leather and that buying for England would be practically suspended, at least for some time. But the other day cable inquires again came from Great Britain for 20,000 bends; this, with the presence in the market of a large buyer from Paris, France, gives the impression that foreign leather buying has neither been abandoned or even suspended.

A shoe manufacturer whose average wholesale price a year ago was \$1.75 has gone through succeeding changes to \$1.85, \$2.10, \$2.15, and \$2.25. He now feels that when his supply of leather is used up, about April, that he will be obliged to raise his average wholesale price to \$2.75 per pair. This he believes will reduce his volume of sales, which have been keeping his factory operated for a long time at full capacity.

As far as we are able to judge, says the Boston Trade Bulletin, the demand for women's boots is as large as ever. At the beginning of the season it was expected that oxfords would sell well, but so far reports are not convincing that this style sold much better than previously. Low cuts of all descriptions, especially in white, were in better demand. It is apparent that cloth will be used in a very large way next year. Early in the spring good judges of the shoe business predicted that it would sell nicely for fall, but it did not. Recent happenings have demonstrated, however, that the demand for cloth will be brisk during the next few months.

The American Commercial Attache accredited to China and Japan in a recent interview, says, that China wants American shoes preferring them to all others. He said in part: "For the American manufacturer of shoes who will put in the Chinese market a neat appearing shoe to retail at from \$3.00 to \$3.50, his opportunities are unlimited. The Chinese are fast discarding the sandal and adopting the leather shoe. The American shoe in particular has met a great demand and shoes to retail at a moderate price will be well received. To date, several manufacturers have been supplying a shoe retailing at \$5.00 and up, and have met with good success. The real demand, however, is for the more moderately priced shoe. Style is secondary to price, although a good, staple, comfortable last is essential."

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^cARTHUR, IRWIN, LIMITED

Montreal

Toronto

NEWSY NOTES FROM MONTREAL

Regarding Montreal trade conditions, most of the manufacturers, particularly the larger ones are not buying any raw stuff. They feel that the price of leather has reached its highest point, and that they had better wait further developments, especially in view of the recent peace talk.

The retail stores are overstocked and the retailers are not buying. The manufacturer is beginning to find that stock is accumulating on his shelves for the first time in over eighteen months. There is, among the smaller firms, a tendency to want to dispose of this stock at a lower price, and some think that the January sales will show a considerable decrease in the price of shoes.

There is one firm on St. Catherine street, and it is not a high class firm either, who have been selling ladies' shoes at \$15.00 a pair. I am told that this firm could have sold them at \$10.00 a pair and made a fair profit, but they took advantage of the talk about shoes increasing in price to make an extra \$5.00 on each pair. This shows people are willing these days to pay for what they want.

The leather merchants seem to feel that a slump may be coming, and price is in some cases slightly lower for leather than it was two or three weeks ago. The tanners are offering lots for sale, which is something they have not done for over a year. In other words there is a tendency on the part of the tanner and leather merchant to ease up a little, and to get rid of any surplus stock they have on hand, and they are out buying much raw stuff. Most of the manufacturers will not accept any more orders, except on conditions that they charge prevailing prices for leather at the time of manufacture. In other words they are not accepting orders at a fixed price.

Of course, conditions at this time of the year are always unsettled, and there are always a few people with cold feet who are ready to get out from under if they think things are

getting slow. The general feeling is that there is nothing as yet to warrant the belief that there will be any serious change in conditions for some time.

The McArthur-Irwin Co., Limited, held a dinner and convention on Thursday evening, December 27th, at the Place Viger Hotel for the members of their staff and affiliated companies. This firm have just purchased the Allan Munro Color Co., and will operate the Munro plants at Montreal and Point Clare.

NOT TAKING ORDERS BEYOND APRIL

Shoe manufacturers in general are not taking orders beyond next April is the statement made recently in a talk on trade conditions in general.

Shoe manufacturers throughout New England continue to report heavy sales, with factories running at full capacity.

The outlook is clearly for a continuation of good business. The law of supply and demand holds good in leather and is evidenced by heavy buying in all grades and by a sharp upward trend in prices of raw and finished material at every point.

MAKING LEATHER FROM SHARKS

The scarcity of leather has induced the Department of Commerce to see whether shark skin cannot be made into an acceptable leather in this country, as is done abroad. Shark skin is very tough and durable, and leather made therefrom has a good body. Arrangements have been made by the Bureau of Fisheries with Florida fishermen for securing a supply of very large shark skins, which will be sent to tanners for treatment. The Bureau of Fisheries solicits correspondence with tanners, leather dealers and manufacturers who may desire to co-operate.

AMONG THE SHOE MEN.

Union Shoe Co., Winnipeg, Man., has sold out to C. Finkleman.

H. A. Beatty, of the A. B. C. Distributors, 67 Gould street, Toronto, has gone with his wife and family to Havana, Cuba, where he will spend the winter.

The Harness & Leather Goods Co., Limited, of Saskatoon, are applying for change of name to Saskatchewan Harness & Leather Goods Co., Limited.

D. A. Leonard, of the A. B. C. Distributors, Toronto, has returned from an extended selling trip throughout the Western provinces, going as far as the coast.

M. Fefferman & Co., dealers in boots and shoes, and clothing, Medicine Hat, Alta., have dissolved partnership.

Percy Waugh, who represents Getty & Scott, Galt, Ont., in Western Ontario, recently joined the ranks of the beneficiaries. Many friends will extend congratulations.

D. R. Hawley, of the traveling staff of Getty & Scott, Limited, is spending some weeks with his family in New York, where he intends to remain until the next selling season. Mr. Hawley resided in New York some years ago, and is quite at home in the metropolis, where he says he has met numerous Canadians, who are all doing fine.

James Grant, who, for several years represented the Slater Shoe Co. in Eastern Ontario, and more recently Scott-Chamberlain, Limited, in Northern Ontario and Manitoba, has joined the staff of the A. B. C. Distributors, and will cover Eastern Ontario, Montreal and Quebec Province.

Captain John Trethewey, a well-known mining engineer, passed away recently at the residence of his daughter, Mrs. J. J. Tilt, Toronto. He was the father of J. L. Trethewey, one of the Ontario representatives of the Brandon Shoe Co., Brantford, and the father-in-law of J. J. Tilt, until recently Western Canada salesman for the Brandon Shoe Co., but

now in the footwear department of the T. Eaton Co., Toronto.

Here is the original manner in which an Eastern Ontario shoeman sends salutations to the SHOE AND LEATHER JOURNAL: "I fully intended sending you Christmas greetings before this, but the days and nights were so strenuous that I could not make it, and several old friends failed to hear the sound of my pen. However, I am waving you a Bon Voyage as you set out upon the sea of life for 1917. I wish you a joyous sail, and may you never get away so far from the shore but that you can hear my Bon Voyage across the water and see my flag of friendship flying high for you."

Reports from various parts of the country indicate that the Christmas trade done by the shoe merchants was this year the heaviest on record. The Saturday before the holiday established a new high water mark with numerous retailers, and the weather in all parts of the Dominion was propitious for live, brisk trade. The advertising done by the shoemen in both large and small centres, emphasized the necessity of giving useful, practical, sensible gifts and the announcements were splendidly illustrated and neatly displayed. The key note was that the great war makes 1917 an exceptional year during which useful, sensible gifts will be appreciated and patrons will make no mistake by buying footwear, which is rapidly increasing in price.

As regards the army requirements in England, the latest order requires leather houses to furnish such particulars of their business as may be required. At present what is required is a schedule of all American sides, bends and backs of all weights that are at the moment on hand. No mention is made of bellies or shoulders. The impression is that all importations of this leather will be restricted in the near future, as no particulars of any Colonial leathers have been asked for.



CLAYTON E. HURLBUT, PRESTON
Who has retired after two years' occupancy
of the Mayor's chair in that town



GRIFFITH B. CLARKE, TORONTO
Newly elected Chairman of the Tanners' Sec-
tion of the Toronto Board of Trade



CHAS. E. CLEMENTS, CHATHAM, ONT.
Shoe merchant who has just been re-elected
as an Alderman in that city



WHEN YOU BUY

Columbia Fibre Counters

You Buy More Than Just a Counter.

You buy Counters made from the finest board that has been produced.

You buy the experience of expert Counter makers—not only in the actual making of the Counter, but also in fitting the Counter to the last.

Columbia Fibre Counters come so good that grading is unnecessary.

IT'S GOOD INSURANCE

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 Tenieuta Rey, Havana
- ENGLAND - - - A. Pemberton Co., 17 Belvoir St., Leicester
- AUSTRALIA - H. J. Herbert & Co., Terranora Bldg., Sydney

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

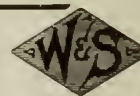
—
Selling Agents for
PERTH FELT CO.
PERTH, ONT.

Makers of the Finest Line
of Felt Shoes made
in Canada.

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL



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



Chas. E. Clements, shoe dealer of Chatham, Ont., was among those re-elected as members of the council of the Maple City for the coming year. His return by a large vote is an evidence of his worth and work in the interests of the ratepayers. Mr. Clements has been an alderman for several years and many friends in the trade will be pleased to hear of his renewed success at the polls.

Clayton E. Hurlbut, of the Hurlbut Co., shoe manufacturers, Preston, Ont., who has ably filled the Mayor's chair in that progressive town for two years, and retired recently, was presented by the business men and manufacturers with a handsomely fitted club bag, as an evidence of appreciation of his devotion to the interest and welfare of Preston.

C. A. Davies, President and Managing Director of Blachford, Davies & Co., Limited, has returned to Toronto after an extended trip throughout all the prairie provinces, going as far as the coast. Mr. Davies reports business as greatly improved throughout the West and the outlook as being most promising. He visited the larger cities and found a spirit of optimism prevailing, and trade on a good, sound, financial basis. Blachford, Davies & Co. have established a strong connection in the West, and some very large orders were taken.

A manufacturer of welt shoes in Lynn states that the men operating his welt sewing machines are earning steadily from \$60 to \$80 per week, while upper leather cutters are earning from \$20 to \$25.

The demand for the so-called "painted" calfskins is increasing. Shoe manufacturers say that it runs a more even color and facilitates the mating of shoes in the factory. Most all calfskin tanners are turning out some of this leather, although they say their individuality is lost in the process of painting the stock.

The members of the staff of the White Shoe Co., Toronto, took advantage of the holiday occasion to present Hugh White, head of the firm, with a handsome leather fitted traveling case. The presentation was made by R. B. Gravlin, accompanied by the best wishes of the employees.

Plans have been prepared for an addition to the premises of the W. E. Woelfle Shoe Co., Limited, Kitchener, Ont. The estimated cost is \$15,000. The Woelfle Shoe Co. are forging ahead rapidly, and meeting with a large measure of success.

Geo. W. Allan, shoe retailer, Carleton Place, spent a few days in Toronto last week on business.

L. B. Hutchison, manager of the Kaufman Rubber Co.'s branch, Toronto, spent the holidays with his parents in Penetanguishene, Ont.

Ed. R. Lewis, leather merchant, Toronto, was in Montreal and Quebec on business recently.

Jan. Lovell, of Toronto, representing Corbeil, Limited, was among the recent visitors to Montreal. E. A. Chalk, of Toronto, representing Daoust Lalonde & Co., also spent a few days in the city.

In the recent municipal elections in Kitchener, A. R. Kaufman, general manager of the Kaufman Rubber Co., headed the vote among the British League candidates for aldermanic honors, but was defeated by the Citizens' League. Mr. Kaufman made a splendid run, however. J. C. Breithaupt, of the Breithaupt Leather Co., was chosen once more as a member of the Water Commission on which board he has served for some years.

C. Nelson, who carried on a shoemaking business in Islington, Ont., for many years, died recently. He was 71 years of age and had been ailing for some time.

The many friends of Hon. C. S. Hyman, leather manufacturer, London, and former Canadian Minister of Public Works, will extend their sympathy on the death of his wife, who passed away this week after a short illness. Mrs. Hyman

was born in London and took a prominent part in church activities.

In addition to the labor question, says an English paper, the item of leather, as regards price, is rapidly proceeding right out of any considered limit. American prices are right out against English prices, the latest market on American sole leather showing selling prices this side, roughly, at 4s. 1½d. bends and 2s. 8½d. sides. Last Friday's

OUR PROGRAMME FOR 1917

¶ The "Shoe and Leather Journal" has made arrangements for some special features for 1917, that will put our THIRTIETH VOLUME as much ahead of our TWENTY-NINTH as beyond its predecessors.

¶ We have arranged for a series of articles on show and publicity methods to be accompanied by plans and illustrations by a special artist.

¶ We have planned that each issue shall contain a special feature that will distinguish it from all others.

¶ The articles will be pithy, meaty, and full of ginger. Just what you want these strenuous times.

¶ This last year our progress was encouraged by scores of letters indicating endorsement and appreciation.

¶ Don't be afraid of telling us when we are wrong as well as when we are right.

¶ Your renewal will be one of the best endorsements, but send a line or two with it.

advances of glace kid, 15 cents, puts a premium on glace that stops any further purchasing, so that we now have glace at 4s. already (I intimated in September that January would see glace at the price of 4s.). Leather sold this side at present is not upon a replacement basis. Business continues to be transacted between merchant and merchant so that manufacturers may not expect any easing just yet.

Wm. Hockin, who has been in the shoe business in Wallaceburg, Ont., for six years, was elected a member of the city council at the recent poll. Mr. Hockin has a neat and attractive store, has built up a large trade, and should make a faithful steward of the peoples' interests.

R. H. Partridge, city traveler for Ames-Holden-Mc-Cready, Limited, Toronto, who, with his wife and family spent the past two weeks in Kingston, has returned home.

R. W. G. Bloor, shoe retailer, of Ingersoll, Ont., who has been in business in that town for several years, was re-elected alderman at the recent municipal contest. Mr. Bloor is a live spirit in the community, a popular vocalist, and a progressive merchant.

An immediate 14 per cent. advance in the price of rubber footwear of all kinds was announced in New York recently by the U. S. Rubber Co. This represented, it was said by an officer of the company, an increase of almost twenty per cent. over the price at this time last year, due to conditions brought about by the war. The company has also advanced tire prices, effective at once, averaging 15 per cent. for casings and 10 per cent. for tubes.

NOTHING LIKE IT THERE

An English firm of advertisers say: "We often show the 'Shoe and Leather Journal' to people coming into our place as a model of a well edited and well printed trade paper. We can't get ads set and printed here like you print them."

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



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

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 require-
ments to prove this.

J. E. DUPRE

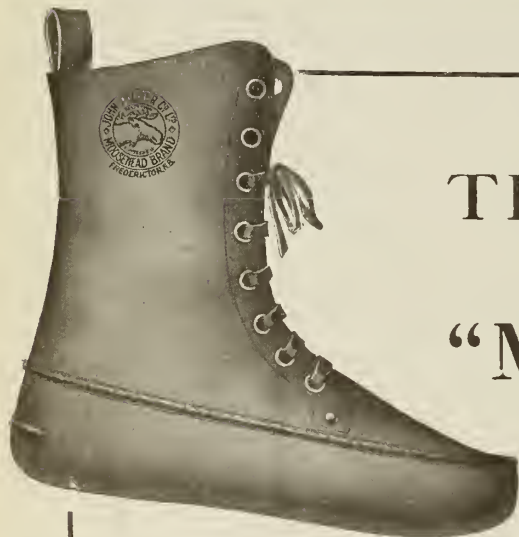
The

SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904

MONTREAL



THE BEST JOBBERS

ARE ENTHUSIASTIC HANDLERS OF

"Moose Head Brand"

OIL TANNED SHOE PACKS, LARRIGANS,
SPORTING BOOTS AND SUMMER PACKS
which are the Standard for High Grade
Quality.

We have one or more lines for your store, no matter
where you may be situated and no matter what the
class of trade you do. ORDER AT ONCE FOR 1917.

John Palmer Company Limited

FREDERICTON, N.B.

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





W. L. FRANCIS, QUEBEC
Popular sales manager of Gale Bros. who recently joined the ranks of the benedicts



R. W. G. BLOOR, INGERSOLL
Shoe merchant who has once more been made a civic father by the ratepayers



S. H. PARKER, PRESTON
Who has completed his third year as manager of Parker Shoe Co., quadrupling its output

W. Alfred Moore, sales manager for Beardmore & Co., Toronto, has sufficiently recovered from his recent illness to again attend to his duties. Many friends are pleased to see him at his desk once more.

The excitement which arose out of the liberation of the light-weight bends held in bondage at the command of the War Office is gradually subsiding, but we are unable so far to discover that the release of these goods has had any material effect upon the price of sole leather generally, except to make the position as bad as ever—or worse. One would have thought that the first effect of the opening of the flood-gates for a bit would be a slight weakening in values. Such a result would have been the case in normal times, but this and a thousand other instances go to prove that the common law of supply, and demand gets very much out of joint in abnormal times, and especially in war time.—From the Shoe and Leather News, London, Eng.

SHOE JOURNAL GOING AHEAD

A Montreal shoe manufacturer writes: "I congratulate you upon the wonderful strides the 'Shoe and Leather Journal' has made in 1916. May you long be spared to continue its useful and successful management."

"THE GALL" OF SOME SHOE CUSTOMERS

"This is my trouble day," remarked a shoe retailer, with a woe-be-gone expression, and a somewhat ruffled air. It was on a Saturday morning and one complaint after another had just been received and disposed of, some of the grievances being of the most bold-faced character.

"Now here is a sample of where a driver tries to put one over me," he said, "this young man bought a pair of short rubber boots yesterday morning for \$3.50. I told him he would not find them warm, even if he wore thick socks, but he said he was prepared to take chances on them, and his heart seemed bent on securing the boots. This morning he came in telling me that the boots were cold, and wanting his money back. They were all covered with snow and mud. I intimated that they had been worn, and he said that while he had had them on a while, he did not think any marks would show. I then told him to go and wash them

and bring them back again and I would have a look at the soles. This he did, returning in a couple of hours. He said the boots were no good to him, and thought that I should exchange them for something warmer in the rubber line. The soles showed visible marks of usage and I told him he could see for himself that I could not palm these boots off as a new pair, and I would be lucky to get rid of them for 50 cents or a dollar less. I then went downstairs and got him a pair of men's "curlers," or as they are sometimes known expressmen's boots, which are warmly lined. The price of these is \$3.00. I said, 'Now, I will charge you 50 cents difference between this pair and the rubber boots.' He then started to argue with me and told me that it was really soaking him a dollar, as I still had the rubber boots on my hands.

"'Yes,' I said, 'but they are damaged and I would be lucky to sell them even at a loss.' He intimated that I was trying to 'do' him, and I replied, I was not to be imposed upon. He rejoined that he spent a lot of money in my shop and he would not buy another pair there. I told him I did not care whether he did or not, and I was not going to have a pair of rubber boots returned to me that had been worn all day, and allow full price for them. He then took the rubber boots in high dudgeon, and danced out of the door, firing a volley of threats. But that sort of thing does not 'faze' me a bit; I am getting used to that kind of treatment.

"Then again, just a few minutes ago a lady came in with a pair of overshoes neatly wrapped up. She had come in last Friday morning asking me what a pair of women's Jersey Arctics would cost, and I told her \$2.25. She said that there was an old lady in the house, a relative, who, she thought, could be induced to go out and spend an evening if she had something warm for her feet, and she wanted to take the overshoes home to surprise her. She paid me the money and I selected a particularly fine pair, because I had my suspicions. She asked if she could return the overshoes if they did not fit or were not wanted, and I said 'Certainly, madame, but they should be back this afternoon, as our lines are very scarce.'

"She said 'All right,' and the overshoes were taken. The next morning she entered serenely, with the overshoes neatly wrapped up, and remarked: 'They do not answer after all.' I had my suspicions that the lady was trying to

put one over me, and opening the parcel up, I saw clearly the marks of wear.

"I said, 'Of course I do not want them now that they were used last night.'

"I did not see them used,' was her reply.

"Well, if you look very sharply you will see the evidences right here,' I rejoined.

"Please do them up again,' and without another word of explanation, she marched out.

"I have had too many instances of this kind put over in the past to be caught again in a like trap, and the shoeman who allows wily customers to over-reach him has only himself to blame."

PAPER IMPROVED A HUNDRED PER CENT.

A prominent shoe jobber congratulating the "Shoe and Leather Journal" upon its Christmas Number, says: "The paper has shown one hundred per cent. improvement in the past year, and it was good before."

SHOE RETAILERS SHOULD TAKE HOLIDAY

A certain amount of travel means as much to a business man as a pinch of salt does to a piece of meat.

"I haven't had a vacation in four years," said one shoe retailer in an Eastern town to another. "There are always so many things in the store requiring my attention that I haven't been able to see my chance to get away from one year's end to the next."

"That's not it," said the other. "The fact is that you get in a rut and don't know it. You don't get far enough away from your daily routine duties to get the right perspective. If you could go away for a few days you could look back and laugh at some of these little things that you have allowed to chain you down for nine years. When you get far enough away big things look little, and when you get too close to little things they look big."

"Yes, I know," said the first footwear merchant, "but my work is different."

"Not a bit of it," protested the other. "I used to think that myself, but once I had to take a trip for sad, personal reasons, and I discovered that the world really went on about the same. Since then I have frequently gone to visit

MONEY WELL EXPENDED

Enclosed please find Postal Order for one dollar (\$1.00) to renew our subscription to the SHOE AND LEATHER JOURNAL, which we consider well spent money and almost a necessity in the shoe business.

Yours very truly,

Renfrew, Ont.

GEO. THACKER.

stores in other towns and cities, and it always puts new vigor into my business. I begrudge neither time nor money spent in the right kind of travel."

CANNOT FIX THE RETAIL PRICE

That a manufacturer, when selling to a retailer, has the right to fix the price to himself, but not to go further and arbitrarily determine the price to be paid the retailer by the purchasing public was the emphatic declaration recently of Hon. T. W. Crothers, Minister of Labor, Ottawa.

The Minister said he had been making enquiries, and was astounded to find the extent to which this custom prevails. From information he has received, Mr. Crothers says there is a widespread system of contracts by which the manufacturer fixes these retail prices, and, in many instances, declines to sell to the retailer if this schedule is violated.

The department intends to investigate fully. The system of fixing prices is regarded as a combine in the worst form, and opposed entirely to the spirit of the Combines Act. Incidentally, it is doubtless a factor in the cost of living.

RETAILER HAS UNUSUAL EXPERIENCE

"A lady came into my store the other day, and after looking around, finally selected a pair of high cut Havana brown shoes. The price was \$8.00. She asked me to put them aside and she would call in a few days for them. I did so," remarks a Toronto shoeman.

"Judge of my surprise when, a few evenings later, she returned at a time when the store was filled with customers, and told me, in a rather loud voice, that I need not keep those shoes for her.

"All right," I replied, "I suppose you have seen something elsewhere that suited you better."

"No," she said, "I have not."

"Then why will you not take them?" I politely inquired.

"Oh," she answered, with an independent toss of the head, "I went up to ——— wholesale shoe house and got a pair for \$5.50. I am not going to pay you two or three profits on your boots."

"Of course I made inquiries and found out what she said was true. The reason that the wholesale shoe house gave for letting her have the footwear was a flimsy one. It appears that her brother-in-law had been in the boot business, and had been a customer of this firm. He is now in the grocery line, but on the strength of former patronage and her relationship to him this woman was accommodated with a pair of shoes. I think it is high time a distinction was made and severe lines drawn. The retail trade should be protected to a greater extent."

SETS THE PACE IN TRADE JOURNALISM

An American advertiser writes us: "The 'Shoe and Leather Journal' is the best printed trade paper that comes into this office. The paper, printing and everything is a credit to you and the trade, 'It sets a pace for the others.'"

I SPECIALIZE ON
SHOE STAMPS

STEEL STAMPS AND DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

ADHESIVE QUALITIES

BEST BY TEST

BRODIE'S PATENT FLOUR PASTE

Manufacturers who use our Paste are loud in praise of its adhesive qualities.

Send in a trial order and be convinced of its merit.

BRODIE & HARVIE, Limited
MONTREAL



**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.

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

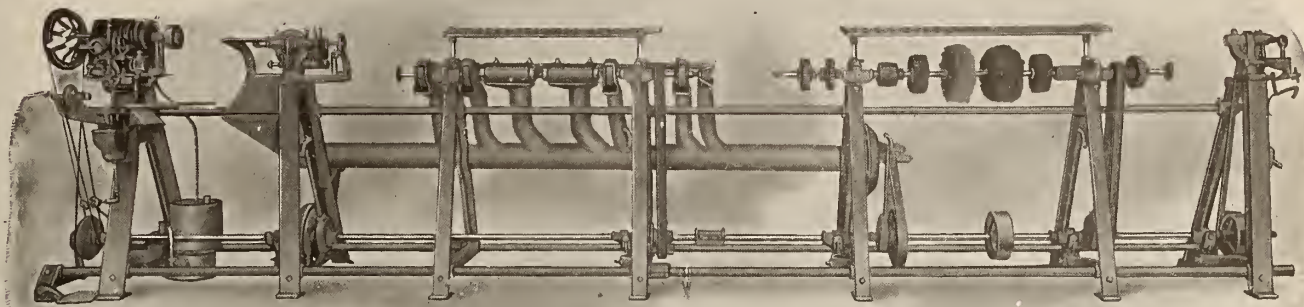
FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

INDEX TO ADVERTISEMENTS

A	PAGE	G	PAGE	R	PAGE
Aird & Son.....	16	Gagnon, Lachapelle & Helert	10	Routier, Luc	53
Ames-Holden-McCreedy, Limited.....	5	Getty & Scott	13	Regal Shoe Co., Limited	17
Armstrong, W. D.	52	Gutta Percha & Rubber, Limited	38	Robinson, James.....	3
		Guay, Eugene	10	Robson Leather	12
B		I		S	
Barrie Tanning Co.....	54	Independent Rubber Co.....	11	Samson, J. E., Inc.	53
Bell, J. & T., Limited.....	7			Scholl Mfg. Co., Limited	6
Brodie & Harvie	52	L		Shultz-Goodwin Co. (Inc.)	10
Breithaupt Leather Co.	8	Lagace & Lepinay	53	Staynes, W. H., & Smith.....	8
Borne, Lucien.....	53	La Duchesse Shoe.....	50		
Barnett, L. M.....	50	Landis Machinery.....	42	T	
C		M		Tourigny & Marois.....	53
Canadian Arrowsmith Co., Limited.....	15	Martin Corrugated Box Co.....	15	Tebbutt Shoe & Leather Co.....	9
Canadian Consolidated Rubber Co.....	18	McMartin, E. W.....	12		
Canadian Columbia Counter.....	48	Montreal Box Toe Co.....	50	U	
Clarke & Clarke	12	McArthur, Irwin, Limited.....	46	United Shoe Machinery Co., of Canada..... I. F. C. and I. B. C.	
Cleland, James, Reg'd.	12	Marsh, Wm.....	53	W	
Cote, J. A. & M.....	16	N		Wood-Milne Co., Limited.....	4
Cock of the Walk	42	Newcastle Leather Co.....	12	Wright, E. T., & Co.	14
D		P		Woodward, F. E., & Sons.....	48
Davis, A., & Son	8	Parker, Irwin, Limited.....	48		
Davis Leather Co..... O.B.C.		Pfister & Vogel.....	4	Y	
Duclos & Payan	42	Palmer, John, Co.....	50	Young, Richard, & Co.....	8

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

CUTTING OUT HIGH SHOE COSTS

Just now both SHOE MANUFACTURER AND SHOE DEALER ought to be interested in everything that makes for ECONOMY in FOOTWEAR COSTS. To meet these conditions we introduce two new lines which we will manufacture in addition to our regular lines of High Grade Calf.

BLACK DIAMOND VEAL

Is our newest effort to supply a much-felt need in the shoe trade. Has all the earmarks of gunmetal calf, and is its equal in texture, lustre and durability.

DIAMOND MAT VEAL

A perfect substitute for Mat Calf, having the full appearance, feel and wear of genuine mat calf in the shoe.

Samples Submitted on Application

DAVIS LEATHER COMPANY
LIMITED

Newmarket, Ont.

THIRTIETH YEAR

TORONTO, JANUARY 15, 1917

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



E. E. DONOVAN, ST. THOMAS, ONT.

See Page 26

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Robinson and Felts

We have revised and renewed our list of FELT SPECIALTIES for the coming season and have at once the most COMPLETE and CONDENSED range of any concern in the country.

Buy Felts Early

is our advice this year. With prices going steadily up in both FELT and LEATHER you can make no mistake in ordering ALL YOU WILL NEED NOW! But see our Men *Before You Buy!*

For Sorting Trade

We have a great range of *Well Bought* Leather Footwear that you will want to fill up your stock on. *Keep Up Your Stock* to its limit these days, is good *Shoe Sense.*

James Robinson

Montreal

Largest Wholesale Shoe Distributors in Canada

A Wonderful Growth

OUR increase in sales last year over 1915 was 90 per cent.

To produce such a volume we had to equip our large plant to turn out a pair of men's shoes every twelve seconds in each working day.

RITCHIE SHOES must be giving unbounded satisfaction or this increase in equipment to keep up with the great increase of sales would never be needed.

Shoe merchants must have found a reason for selling RITCHIE SHOES in such quantities.

Increase your business by handling more of Ritchie shoes—

MEN'S WELTS ONLY.



THE
Ritchie
Shoe

The John Ritchie Co. Limited
Quebec 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.

Last Year's Sales

of these two brand
 Forged

Steadily Ahead

That's significant when we remember that thousands of men have gone overseas. Is it not strong proof of the superiority of these shoes, of their sterling worth and selling value? We think so.

Remember they have style, appearance and finish, and are made on health-giving principles in addition to all the other good qualities. You may get them from your jobber or direct from us.

**The Tebbutt Shoe and
 Leather Company**

Three Rivers

Quebec

*THE
 Professor*

PAT. N^o. 119409
**GOLD CROSS
 SHOE**



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

DAVIS LEATHERS

The standard for excellence of QUALITY, FINISH and ECONOMICAL CUTTING. Our specialties in CALF and VEALS have those advantages of color, texture and finish that make them leaders in their class.

COLORED CALF

Our leaders in this line are ROYAL PURPLE RUSSIA, BROWN RUSSIA No. 66, BRIAR BOARDED CALF, BROWN RUSSIA No. 33, BROWN RUSSIA No. 14, MAHOGANY RUSSIA.

GUN METAL CALF

All our Standard Selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity—BLACK DIAMOND VEALS, DIAMOND MATT VEALS, BOARDED VEALS.

WE ARE IN A POSITION TO SUPPLY ALL OF
ABOVE LINES TO OUR REGULAR CUSTOMERS

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.

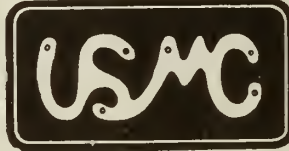
Shoe Machinery

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. Valier Street, Quebec

179 King Street West, Kitchener

They Command the Price

Retailers find no difficulty in getting the price for

BELL SHOES

They are as standard for value as treasury notes.



They have that indefinable quality of

ABSOLUTE RIGHTNESS

that is the result of a century of faithfully-lived-out ideals.



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

Three Attractive "Regals" for Spring



1. THE BARRI TER
Conservative Round Toe, Low Heel,
Black Calf.

Made in the Spacious and Splendidly equipped

NEW HOME OF THE "REGAL"

Our facilities are now unsurpassed, and the name "Regal" represents more than an idea—an unrivalled standard of Value, Service and Style.



2. THE RITZ
Modish English Model, Red Fibre Sole
and Heel, Mahogany

Write us regarding the exclusive

REGAL AGENCY IN YOUR TOWN OR CITY

You could not form a better New Year resolution.



3. THE BRITON
Sloping Toe, in Black Calf or
Mahogany.

Regal Shoe Company, Limited

Bathurst and College Sts., Toronto

Jot this Down on Your Memo Pad



It is good advice for every day in the year.

Forty years of fine shoe making experience behind the Just Wright Shoe assure you getting **STYLE, QUALITY, PLEASD CUSTOMERS** and

P R O F I T

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.

1917—Fall and Winter Footwear Season—1918

McLAREN & DALLAS

BOOTS, SHOES AND RUBBERS

Our travellers will shortly call on you with a full range of Canadian and English Felts, Hockey Boots, Moose Moccasins, Oil Tan Shoe Packs, Knit Sox, Wool Lined Sheepskin Sox, Men's Leather Slippers, Leggings, etc., for the *Fall and Winter Season of 1917-1918*, and our **BEST ADVICE** to our **BEST FRIENDS** is to

PLACE YOUR ORDERS NOW!

The unsettled condition of the Felt and Leather Markets make it **IMPERATIVE** that the dealer should see that he is **FULLY COVERED** for his season's requirements on these lines, as the prices will undoubtedly be higher. We have made arrangements

TO PROTECT OUR CUSTOMERS

in both **QUALITY** and **PRICE** for such orders as they may place with us immediately. See our **NEW LINES**, which are all selected with a view to meeting the special requirements of our trade.

FOR SORTING UP TRADE

Our travellers are also carrying on this trip complete lines of seasonable goods for Spring and Summer wear, as well as Felts and Rubbers for immediate shipment. We handle the rubbers made by the "Independent Rubber Co.", which include the well known brands "Kant Krack," "Dainty Mode," "Royal," "Bulldog," "Veribest" and "Dreadnought," as well as the celebrated

"SPEED KING"

Tennis and Sporting Shoes, which are so well thought of by the best dealers that the output at the factory has double within a year.

McLAREN & DALLAS

30 FRONT ST. WEST

TORONTO

OUR 5 BRANDS

*Stand Pre-eminently at the Head
for Rubber Wearing Quality*

Then there is
OUR SERVICE

Rubbers, above all lines of footwear are the one for which merchants appreciate prompt and attentive service. Our modern manufacturing facilities enable us to keep our jobbers well stocked at all times which insures you that splendid service so much desired.

When ordering from your jobbers specify these brands:

“Kant Krack” “Royal”
“Dainty Mode” “Veribest”
“Dreadnought”

May be had from the
following wholesalers:

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



Independent Rubber Co., Limited

Merritton - Ontario



STYLE

The young men of to-day are not buying a few pieces of leather fastened together and called a Sturdy or a Serviceable Shoe, or yet a Sensible Shoe.

What they are demanding is a STYLISH Shoe carrying the above mentioned good points.

But STYLE is the viewpoint always, so that a shoe that is not down-to-date in STYLE, Finish and Character does not interest young men, no matter how Sturdy, Serviceable, Sensible, or even Low-priced it may be.

"ASTORIA" and "LIBERTY" Shoes are STYLISH, and embody all other good features.

Scott-Chamberlin Limited

MAKERS OF

ASTORIA and LIBERTY Shoes

LONDON, ONTARIO

*Mail
Your
Orders
To Us*



*We'll
Ship
Them
Direct*

A New Shipping Plan with Our Overseas Trench Boot



Which is a big advantage to you. You do not have to carry any stock, as we carry it, resulting in a tremendous saving to you. No capital invested. Simply order a sample pair, display them prominently, send your orders to us and we'll pack and ship them direct for your customers.

Be sure and give soldier's name, number, rank, and unit attached to.

This is a new plan that's working out splendidly with other dealers and will do so with you.

There's a growing demand for these boots which every dealer should recognize.

We Make What You Want. Get It

Beal Bros. Limited

52 Wellington Street East
Toronto, Canada

Price, \$15. Liberal Discount

Postage to France, 32c.; England, 84c.

Watch Perth Line in 1917!



CONCENTRATION is our Slogan for New Year

We have the largest exclusive Goodyear welt factory
in Canada specializing in

WOMEN'S HIGH GRADE WELTS

in smart, attractive novelties and seasonable presentations.

The Perth Shoe Company Limited
PERTH, ONTARIO

PACKARD'S SHOE DRESSINGS AND POLISHES

Our travellers are now on the road—
They have several new lines including

≡ MYLO SHOE CREAM ≡

**A scientific discovery for removing
stains, etc., from colored glazed leathers.
Cleans and Polishes at one operation.**

*Do not place your order for Shoe Dressings
until you have seen our New Lines.*

The trade will be looked after by the following salesmen, viz:—

Province of ONTARIO	Province of ONTARIO	Province of QUEBEC	Province of QUEBEC
West of Toronto	East of Toronto	Quebec City and Lower Ports	Eastern Townships and City of Ottawa, Ont.
E. D. VANDINE	J. A. LEFEBVRE	J. B. CROCHIER	J. LEDDY
MANITOBA TO BRITISH COLUMBIA	CITY OF MONTREAL	NOVA SCOTIA, NEW BRUNSWICK AND P.E.I.	QUEBEC NORTH AND WEST
G. F. WADSWORTH	R. WADEY	A. W. GARDNER	LEO DE CELLES

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



The splendid Modern Plant where the Noted

PARIS, PATRICIA *and* METROPOLITAN

Also regular lines of

MEN'S AND WOMEN'S WELTS, McKAYS AND TURNS

strictly High Grade Shoes, are made from leathers produced in our own tanneries. This fact assists us greatly in our deliveries, which is an important feature to you.

Daoust, Lalonde & Co. Limited

Jobbing Branch - Metropolitan Shoe Co., 91 St. Paul Street East

Montreal

DOMINION RUBBER SYSTEM RUBBER FOOTWEAR

Brands that carry a reliable maker's name.
Qualities worthy of the name and
that fully justify the
prices asked.



The Maple Leaf Rubber Co. Limited



The largest Rubber Manufacturing Organization in the British Empire stands behind the Dominion Rubber System Brands.

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

MISCHIEVOUS CHATTER ABOUT SHOE PRICES

Newspaper Paragraphers Exciting and Misleading the Public—Too Much Wild Talk About Shoe Prices—Frightening People Into Reckless Buying and Embarrassing the Shoe and Leather Trades

SHOE values have gone up steadily for nearly a year. This advance in price has not been peculiar to the shoe trade, nor has the extent of the advance been more marked than in many other lines. In fact, the upward trend in shoe values does not begin to compare with that evidenced by some other lines in which there would seem to be less ground for excitement.

The war has eliminated many sources of supply of raw skins, and has naturally created such an unprecedented demand for leather that stocks have been rapidly and steadily depleted. The result has been that some lines of leather have almost disappeared from the market, while others have become so scarce that prices have gone up from fifty to three hundred per cent.

This state of affairs has naturally created considerable unrest, and promoted much speculation as to what the future may develop in shoes. This unfortunately has encouraged a mischievous spirit amongst newspaper paragraphers in search of exciting material for a sensation-loving public. These stories about twenty and thirty dollar shoes are to a large extent mere talk. The *SHOE AND LEATHER JOURNAL* in an issue of nearly twenty years ago, when hides were on a basis of five cents, and when fancy leather was being sold at twenty-five cents a foot, illustrated a pair of women's high shoes that sold for over twenty dollars. One could then, as now, squander fifty dollars for a pair of shoes if money were no object. It is true that shoe values are materially higher than a year ago, and that they are likely to be higher still in the immediate future; but a glance at any of the advertisements in the local papers will satisfy anyone that he can still procure satisfactory footwear at figures that will not prove a strain on his financial resources.

The mischief wrought by these extravagant statements about shoe prices can hardly be over stated. They are creating a situation with both wholesale and retailer that is re-acting upon the consumer to the latter's certain disadvantage. The inevitable result must be to establish high prices for materials as it promotes a frenzied demand for shoes that results in driving the manufacturer into the market unnecessarily for supplies, thus creating unfavorable market conditions clear through to the tanner, who is compelled to buy hides and skins at prices that make leather production still more costly than it is.

An example of this pernicious attitude was recently afforded by a Toronto paper which devoted almost two columns to this subject, adding insult to injury, by seeking to make political capital out of a situation that is as trying to leather and shoemen as it is to users of footwear.

With conditions as they obtain at present the tariff has no more to do than the Koran. The same abnormal state of affairs exists in the United States as here, the factories there being at their wits end to supply their own trade. Canadian shoe manufacturers have scoured that market for supplies with little or no results. A local shoe manufacturer, of standing, sent recently a hundred letters to American manufacturers of light upper leather making enquiries for stock, and received ninety-five replies, stating that they were opening no new accounts. The others did not deign to answer. The duty has nothing to do with the question, either in leather or shoes.

But it is the keeping up of the local excitement about shoe prices that is most largely responsible for the creating of an unnatural demand for footwear. At this time of the year the shoe trade is usually at its dullest period, but a visit to any of the manufacturing or jobbing establishments of this country, just now, will convince anyone that what was recently said by a member of the Toronto trade in a jocular vein, is more truth than poetry—"A shoeman needs to provide himself with a 'ticker' these days to keep up with the market."

Collection of Accounts

Bad Debts a Menace to Retail Business—Keep Accounts Well Collected—Right and Wrong Ways of Getting in the Money—Just Now Dealers Should Look Well to Their Books

MANY a retail establishment has gone down through giving too much credit, and especially by not getting in the money due from credit sales. Now, it is not even these days always possible to run a strictly cash business, although this is the ideal in a successful retail enterprise. When the large departmental stores and mail order houses are able to conduct their immense establishments on this line, and mostly at the expense of the ordinary dealer, it ought to be possible to do a large proportion of business to-day, even in a country store, on a cash basis.

Taking it for granted that there is credit given, judgment as to how much, and the length of time allowed is a most important thing for the man giving it. On general principles the shorter, of course, the better, and the smaller the safer as a rule.

The character and business qualifications of the debtor should be thoroughly considered. People who get their wages weekly and have to depend upon them should not be given long credit. Weekly or at most semi-monthly accounts should be the rule. Salaried people may be entitled to a little more consideration, and monthly bills should be promptly sent out. People on salaries are apt to go on spending recklessly, and settling as irregularly, unless they are reminded periodically of their obligations.

There are some people whom you can trust, and indeed, must trust for longer than a month, but this should be a matter of careful scrutiny and arrangement.

But there will always be a certain amount of credit business done even in city stores, and the effort should be to minimize the evil in its extent and effects as far as possible.

In the first place discrimination should always be used in giving credit. A merchant has no business giving credit to everybody who asks it. The things to be taken into account are the ability of the person to pay, and also his willingness to pay. Financial standing and character should be the two great considerations in allowing people to take goods from your store without paying for them. Some people with plenty of means to discharge the obligation have a distaste for paying their debts on time, and others with every desire to pay what they owe are hindered by lack of means. Some people with very limited means are the most desirable subjects for credit for, after all, character is the cornerstone of credit.

There are business and professional men who would be offended if they were "dunned" for their

accounts in less than three months, and would go elsewhere for goods if they were followed very closely. On the other hand there are even amongst this class those who prefer monthly statements.

In the collecting of accounts the first thing for a merchant to do is to carefully classify his customers. He must study the individual and make the approach as individual as possible. There are those to whom one has only to send the account, and the cheque or money comes back immediately. There are those who think it dignified and proper to wait a day or two, and those who forget, and need reminding. Then there are those who are careless and indifferent and who require close, thoughtful and persistent effort to bring to book. It is as with every other department of business, results are obtained from brains and attention.

Promptness is the great essential in dealing with accounts. Have stated times for sending your bills, and then follow them up. Educate your customers to pay promptly in this way, and your book accounts are as good as cash.

Follow up with letters and make these letters a study. Avoid abruptness and at the same time don't have them get the impression that you are not in earnest. Tact and forcefulness should characterize them. Here are two letters that demonstrate the wrong and right way of following up an account.

(1) *"Your account is now past due, and we must ask an immediate settlement. When the goods were charged you distinctly promised pay in two weeks, which has not been done. Kindly send amount by return."*

The account was paid but the customer went elsewhere for goods next time.

(2) *"No doubt you have overlooked the account for \$16.50 which we herewith enclose and which is now overdue. We would be glad if you would please let us have a prompt remittance."*

The money was paid and the customer's friendship and patronage retained.

Here is a breezy yet pointed way of stirring up a delinquent who has not paid attention to his bill.

"Yes, here we are again!"

"No doubt you are tired of these bills, so are we, especially as it costs us money to send them.

"Let us cut out this trouble, both ways. Send us a cheque for \$5.00, and will send you a receipt. You will then be

saved bother and we will be saved the time and postage.

"Thanking you in advance."

It leaves the debtor in no uncertainty as to the determination of the firm to keep after him till he pays, and does the work in an inoffensive way.

It is often a puzzle to know how to collect accounts that are guaranteed, or those of a son, daughter or wife, when the head of the house is supposed to be uninformed of the debt. It is better to send the account to the person concerned direct,

when you realize that a debtor means to beat you, don't be tender. Avoid threats. Never dun on a post card or over a telephone. Never tell anyone else your customer is a rogue or a cheat. If he is crooked he may get damages on you.

Here is a good follow up letter when a couple of polite invitations have failed.

"We have now written you twice about your account, without getting an answer. We take it that you do not intend paying until we take other means. Unless we hear



"RING OUT THE OLD, RING IN THE NEW"

THE BARRINGTON STREET STORE OF WM. TAYLOR CO., HALIFAX, WAS RECENTLY GIVEN A NEW FRONT ENTRANCE WHICH HAS EFFECTED A VERY GREAT IMPROVEMENT IN THE APPEARANCE OF THE PLACE. THE DOOR WAS FORMERLY AT THE EXTREME RIGHT, BUT IS NOW IN THE CENTRE AND CARE HAS BEEN TAKEN TO SECURE SUFFICIENT WINDOW ROOM ON EACH SIDE FOR DISPLAY PURPOSES.

and if not attention is paid to it to intimate that the account will be sent to the father. Here is a letter of this kind sent when promises of a young spend-thrift failed.

"We are taking the liberty of enclosing an account contracted by your son, George, who has made a number of promises to settle, but failed to carry them out. The account is not large, \$25.50, but I have thought it wise to call the matter to your attention. Will you be kind enough to take up the matter with him and let us know what to do."

The same idea may be followed with an extravagant wife's account, being careful to have the letter polite, considerate and reflecting in no way upon the one ordering the goods.

Take it for granted that the majority of people are willing to pay if they are able. Try moral suasion before getting out the "big stick." But

from you by 15th inst., we shall hand the matter over to our attorneys for action."

If you would like to take a third try before sending this final warning, the following might move the delinquent.

"We would not like to think that you are wilfully refusing to acknowledge our account or letters, but we will be compelled to believe you are taking this attitude unless you answer this letter. It will mean costs to you, and trouble to us, to collect through our attorneys, and we shall wait five days before doing anything further."

In following up accounts avoid bluffing. Have your remarks polite, but pointed, and carry out what you promise. In any case just now look after your accounts. Good times will not last for ever, and you can educate people now, when they have the money to pay up.

How Major Martin ^{of} Millersville Ran a Shoe Sale

Written Specially for the "Shoe and Leather" by Ralph Gordon

"NOT one line less than half a page and it must be in Saturday evening's paper," and Major Martin brought his big hard fist down on the desk in his little office with a thump that made things jingle, and he spoke with a tone that indicated he meant business. He was speaking to his junior partner, George Clark, a worthy young man who had been with him for some years, and wanting to encourage him, had taken him into the business. There was another reason which the Major knew and recognized, but did not say anything about it. The Major had no sons but his only daughter who helped at times in the office, allowed young Clark to see that she got home safely from the office whenever they thought it would be necessary for her to remain in the office till closing, and the keen old eye of the Major didn't miss that.

The Major was sixty-five years old but looked and acted the part of a man twenty years younger. He was active, alert, and right up-to-date in business. He always dressed in a neat, snappy business suit and finished up with a red necktie. He said the tie distinguished him from other people. It was a sort of advertisement. He had conducted his business in the same stand for several years and had made considerable money. So last fall he decided to take a holiday and go south for a month or so, leaving the business in charge of young Clark.

The latter was a little over cautious and thought it would be saving to cut down on the advertising. So when the Major returned things were not moving just as fast as they should. A number of lines of shoes that he took in last fall were a little disappointing in their selling qualities, sort of hung fire, didn't go quick enough to meet his pushing disposition. So he called his young partner into his office and said: "See here, Clark, we've got to get these goods moving. Call up the paper and tell 'em we want a half page ad. for Saturday evening's issue."

Clark was flabbergasted; it almost took his breath away. He spluttered away about a waste of space and money. He argued that everyone knew where their store was and if they wanted the goods they would come and get them. This rather nettled the Major. "A-hem, a harum,"

he cleared his throat. And when the Major cleared his throat, look out. He cleared for action. "By the great dog all Harry, Clark, you get my goat. Here you are a young man and you ain't got enough real old down genuine 'pep' to make a skeeder wink. Get this into your noodle and let it stick—IF YOU DON'T SOW YOU WON'T REAP."

"But," broke in the youngster, "why not take a smaller space? The paper can't get up half a page ad. for Saturday, for all the printers quit at twelve o'clock on that day."

It was this remark that caused the Major to bring his fist down on the desk and say: "Not one line less than half a page and it must be the Saturday evening's issue." Then he went on—"Now, here's the campaign. Arrange a special sale of men's and women's oddments and off sizes that are moving slowly to start sharp at 8 o'clock on Monday morning. Cut the price on these slow sellers till they will be enticing to women who know a good thing when they see it."

"But—" broke in young Clark.

"Not a word," the Major jerked out. "I ain't through. Cut the price on the slow sellers. This is the month of February. We need the money. We need the turnover. We need customers coming to our store so they won't forget the habit. This is a between season, so we want to keep the people coming to our store. Want them to make a beaten path, so they will follow it, when the spring trade opens. And the printers can quit at 12 o'clock on Saturday too. This waiting till the last minute with ad. copy is all humbug. This is Wednesday; get your copy and lay-out into the printers' hands this afternoon. Get the proof to-morrow (Thursday). Read it and return it Friday morning. They can correct it and lock it up ready to go on the press Saturday morning, and every Tom, Dick and Harry in the print shop can quit at twelve o'clock if they want to for all of our ad. which will come out in Saturday evening's paper. Now just for a leader we will sell those men's bals \$3.25 a pair.

Poor Clark. It was a brick bat to him. So he spluttered: "Why, Major, you're crazy, that's ridiculous; we're selling them at \$5.00 now."

"No we're not," came back the Major quickly, "we're just offering them for sale at \$5.00 and they are not moving half fast enough at that price. Make 'em move, boy; make 'em move."

"But look at the awful reduction," young Clark half moaned.

"Never you mind that," was the Major's answer, "I bought that line at \$2.85 before the prices started to climb, and took two hundred pairs. We'll make a drawing card of them by clearing them out at a big reduction on present prices, but still be making 45 cents a pair. That's mighty cheap advertising. Remember they are the leader, the feature for the sale. And you can add that 100 or more pairs of women's buttoned you're trying to sell at \$5.00. Sell 'em at the same price. I paid \$2.65 for them before the rise.

"As a head liner these two lots at \$3.25 will make a whole lot of people in this good old town of Millersville sit up and take some notice two or three times. In one of the bottom drawer of my desk you'll find cuts that you can use for these shoes. Hunt them out and use them. Describe the goods well with short, but pointed reading matter and quote the price in your ad.

"Surely, Major," gasped young Clark, "you don't mean to quote prices in the ad. do you? Why that will give our prices all away to our competitors."

"Yes sir, boy, everything has got to be priced in the ad. and in the store, so you better hunt up price tickets too, while on the pricing job. Never you mind about our competitors. They are running their business and we are running ours. Don't bother about any business but our own. Now here's a heading for your ad. Run it all the way across the top of the paper, seven columns in 48 point black face type.

LET US HELP YOU SAVE MONEY ON YOUR SHOES

And here's a sub-heading, run it in 24 point black face:

"On Monday morning we will start the biggest sale of shoes we have ever inaugurated. Every body in Millersville needs shoes, and here's a big opportunity for you to save money."

"Here's a leader—200 pair of men's shoes, present price, \$5.00—Sale price, \$3.25.

"Describe these lines minutely and they will be the feature.

"Now hunt out all the odd sizes and every pair

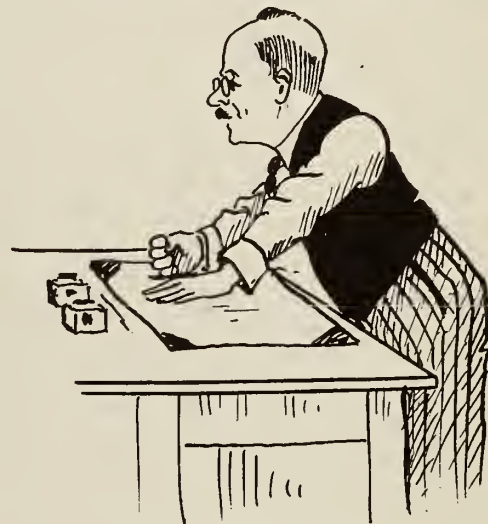
of shoes that won't move quickly, reduce the price on them and clear 'em out, we need the room.

"Get a cotton sign to go across the front of the store with this wording on it:

**"BIG SALE OF SHOES STARTS MONDAY
AT EIGHT O'CLOCK. READ OUR
ADS. IN THE PAPER."**

"And remember this, boy, these shoes and other lines are simply leaders to get people to the store; it's up to you to sell them other lines that are not advertised and on which we have a little more profit."

"I know you don't like these special sales, but mark this young man, successful men are worth following—so long as their success is



"Not one line less than half a page"

obtained by honest dealing. The big city stores are not giving up their special sales and they have tried it out for a great many years. If it does not pay why do they sell goods at them sometimes much below cost? Simply because it pays. It's one way of advertising and you always have to pay for advertising. It brings the people. Your bound to sell more goods and regular lines at that.

On Monday morning when young Clark came down to the store at 7.30 he got the surprise of his life when he saw the men and women waiting for 8.30 o'clock to buy shoes at \$3.25 a pair. And when the hour actually did come and he went to unlock the door from the inside he was nearly carried off his feet by the rush of housewives and men to buy shoes at \$3.25 a pair. The sale was a huge success and Clark was converted. He says that the half page ad. cost some money, but—IT PAID.

Leather Trade Jottings

What is Seen and Heard Amongst Leather Men—Business in Leather During the Off Season—Tanners Keeping Their Feet Warm

WE have received many congratulatory letters with regard to our full discussion of the leather and shoe situation in our last issue. A compliment was paid the SHOE AND LEATHER JOURNAL by one of the largest leather concerns in the country which asked for another copy of the last number, as one of his firm had carried off his copy of the JOURNAL. We are glad to find that these days when leather and shoes are like stocks and wheat the SHOE AND LEATHER JOURNAL is of practical service to the trade. We take occasion here to express our thanks for the many kind things said to us by leathermen and others at the close of the year.

Business Quieter.—At this period it is usual to find shoe manufacturers busy with stock-taking and preparing to begin spring shipments. The feverish state of the leather market that prevailed almost until the holidays had the effect, however, of promoting rather more buying than usual towards the end of the year, with the result that spring goods are further on than usual. Manufacturers are, therefore, on the qui vive, and are enquiring for stock rather more than usual. They are, in many cases, trying out the market and seeking concessions, but leathermen are standing pat. Stocks are pretty well cleaned up and tanners see no reason for weakening. Most of the large manufacturers have their spring requirements pretty well covered, and are seeking to get a little ahead on sorting as well as to provide for the future, which it would seem, they think is problematic as far as prices are concerned.

The Hides Market.—The hide market continues easier, but the condition of the hides is a factor in the situation undoubtedly. Nevertheless, tanners are not as keen buyers as they were two or three months ago, although the larger ones continue to pick up fair lots when they get a chance. Chicago packers are holding firm, although some heavy native steers have sold at 32 cents. Country butts are quoted at 25 cents, but have been sold as low as 23 cents. Dry hides are quiet, but some business has been done at fair prices. Calfskins are weaker on account of a large lot of Russian skins that reached the New York market last week. The limited shipping facilities are militating more and more against dry hides which do not change, notwithstanding the slackness of demand occasioned by a waiting policy of tanners.

Leather Conditions.—Sole leather has eased somewhat on some lines, but the situation is practically unchanged. There has been a quickened demand for export, but the difficulty in securing freights is preventing sales. The local demand in any case, it is thought, will consume all there is in sight. The same applies to staple lines of upper leather. An English buyer recently made an

effort to secure a quantity of certain lines of stock, but was unable to make arrangements for an adequate supply. Calf is a little quieter, the price having caused a halt for a while. The demand for side leather, however, is good, and good prices are being paid for prime stock. There does not seem to be any material weakening in the leather situation here. Kid shows a little weakening, although the report of government legislation on anthrax has stiffened things again this week.

Peace and Prices.—Will peace bring a drop of any moment in leather was asked a prominent tanner. His reply was: "There may be a temporary halt in prices and business, but I do not see how it can continue. After the war there will be a large export of leather and shoes to European countries. Undoubtedly it will take them some time to reorganize their industries there. Then there will be a rush of South American hides to England and, especially to the European countries, that have practically been closed to them. This will keep up hide prices, which means there will be a chance for reductions in leather costs for a considerable period. I think the extremely low supply of raw stocks all over the world will keep leather prices up for some years at least. Meanwhile the demand for footwear of every kind will be enormous."

Russian Conditions.—A good deal of data is appearing in the Russian press in connection with the leather and allied trades. For instance, it is stated that in the Pavloff district the industry is being organized on modern lines, and that the old-fashioned village industry is being supplanted by larger tanneries equipped with machinery. Quite a large trade in leather is already done with Bogorod, and already tanning is being done in drums in place of the old pit system. Such processes as pumping, and grinding of tanning materials, are also being done by power as against the old hand methods. The trade in this district appears to be in a specially good position, as the proximity of the Nizh-ni-Novgorod market renders it possible to procure raw goods and to dispose of the finished product fairly easily. The only drawback is the distance goods have to be horse drawn, the nearest stations being thirteen or twenty-two versts away. This and other items of news, however, which we often publish, show Russia is surely developing her industries.

Apropos of leather, it is also stated by the Minister of Finance in his report that the Russian leather industry was unsatisfactory in 1915. The shortage of leather greatly increased the difficulties of boot production, and prices rose from 65 to 170 per cent. as compared with 1914. Both the large factories and the small cottage shoemaker, however, were requisitioned to supplement the huge quantity of military boots required.—Leather World.

SHARP ADVANCE MADE IN RUBBER PRICES

High Costs of Materials, Shortage of Help, Unprecedented Demand and Delayed Deliveries Cause Average Increase of Twelve Per Cent.—To Facilitate Manufacturing and Stock Carrying There Will be no "Second Quality" Goods Henceforth

INCREASING COSTS DURING PAST YEAR

Dye Stuffs.....	about 400 per cent.
Rubber.....	25 per cent.
Chemical Ingredients.....	30 per cent.
Labor.....	33 per cent.
Cotton Goods.....	40 to 50 per cent.
Shoe Laces.....	100 per cent.
Buckles, Eyelets, Rivets, etc.....	25 per cent.
Jersey and Cashmerette.....	35 per cent.
Cartons, Cases, Paper, etc.....	50 per cent.

UP go the prices for rubber footwear. The new lists went into effect on January 5th, and the average increases on an ordinary bill of goods will run about 12½ per cent. over the figures which have prevailed since May last

Briefly, the cause is shown in the table printed above. The constantly increasing costs of raw materials entering into the manufacture of rubber footwear, the greater outlay for labor, the scarcity of experienced help, and the abnormal demand with which Canadian plants have been utterly unable to cope owing to the heavy draughts made on their working forces by enlistments, munition factories, etc. All these and difficulties due to freight congestion have brought about the inevitable diminution of supplies and the recent advances. If all the mills had been able to obtain sufficient labor there would have been no shortage in goods, but that is a matter which it has been quite impossible to overcome.

No Second Quality Lines Now

Some radical changes have also been put into effect by the concerted action of the various companies. From this time out there will be no so-called second quality. Only one price, any brand, will prevail. All brands will be sold at a standard figure whether the lines are light or heavy. Men's self-acting rubbers carry higher prices, and the usual extra charges for roll edges, extension heels, etc., still apply. The combining of the two qualities will, of necessity, eliminate certain lines, thus further facilitating manufacturing and stock carrying. The manufacturers believe that the tendency will be to level goods up to standard prices and reduce the number of lines and brands, giving the producers an opportunity to economize on production.

In no case will the quality of workmanship be sacrificed and the various companies state that their policy will be to maintain the same high standard of each and every brand. There will be one quality for all goods, prices varying, of course, according to the features which each particular shoe possess. Some factories may make a third quality rubber, but from this out there will be no second quality.

"This means," remarked a leading member of the trade, "that the number of rolls in the mills will be reduced, that there will be fewer branded cartons, less overlapping and detail, while the process of manufacturing generally will be simplified and the output correspondingly increased."

Difference Between First and Second

Generally speaking, the difference between first and second quality has been that the former carried lighter linings,

and no reclaimed rubber was used in their production. While the advance in rubber has been comparatively light the extreme advances in other materials have brought the cost of manufacturing the heavier goods fully up to first quality figures. The difference in price between heavy and light ranges has been from 5 to 10 per cent. on the lists in the past. The heavier rubber, or so-called second quality, was supposed to stand more strain and stress in rough wear, and not to be quite so trim in appearance. Heavy and light lines will still be made by the producers, but the price classification as first and second quality has disappeared.

Prices Across the Border

Rubber companies across the border in their new price lists of to-day as compared with those of a year ago, show an average advance of 22 per cent. Never was there such a rush of placing orders as during the past few days, and all records have been surpassed in volume within a short time.

"In Canada," said a sales manager of one of the companies, "there has been no such stiff increase as over the border. Last May an advance of about 6 per cent. went into effect after the placing order season. With the growing expense of manufacture and materials, on which replacement values have to be taken into consideration, I doubt if the factories, on the present basis of costs for raw stock and other supplies, help and operating outlay have been getting cost out of the goods. It has been felt for some time that a substantial advance had to come.

"You cannot realize," he continued, "the conditions that we have been up against. I know there is a liberal supply of lumbermen's goods, but in light rubber footwear there is a dearth such as I have not seen for years.

"Do you know that there was not in a wholesale house in Toronto last Saturday a pair of women's high heel rubbers. The weather has all along been propitious to a large call for rubbers owing to the wet stormy days, and the demands made upon the retail trade have been excessive. More people are wearing rubbers to-day than ever, to protect their expensive leather shoes, and it is wise economy to do so. But some one not familiar with manufacturing conditions, speaks up and says, 'why can't you change your help in the factory and switch from heavy lumbermen's goods on to light weight lines and so supply the crying need for the latter.

Cannot Shift Help at Pleasure

"I will tell you why. The man who is working on an overshoe, a rubber boot or leather top goods will not touch a light rubber. He will tell the foreman or superintendent that the latter work belongs to girls and he will not change for the convenience of any firm. You have to deal with help very gingerly under present conditions, and grant them almost any concession if you wish to retain their services at any price. As for the girl labor, many who worked in the rubber footwear factories have gone to munition plants. Then owing to fathers and brothers getting such liberal remuneration in other lines of employment many a young woman or perhaps a wife has given up working altogether, and is staying at home.

"Someone else says why not establish more factories to meet the present need? Let me tell you right here, equipment could not be obtained for at least a year and a half. We have made an exhaustive investigation into the machinery

supply market and we know. We have done everything within human possibility to give our customers service. In the last three months no goods have been received by freight as we did not know when we would get them, or be sure of getting them at all, owing to the congestion on all transportation lines. Every case reaching us from the factory has been sent by express which means a heavy additional cost to us. Only the other day some goods shipped by express from our factory took four days to reach us, whereas, under normal conditions, the time consumed should have been only two or three hours.

"The normal daily capacity of the various rubber plants in Canada is, I should estimate, some sixty thousand pairs, and not more than two-thirds of this number is being turned out and probably not that. The plain unvarnished reason is that we cannot get the help, although we have advertised far and wide and pressed any and everybody into service, while wages have been augmented fully 33 1-3 per cent. I am no pessimist, but you cannot realize what we have been up against. We make no complaints and only ask the retail trade to be reasonable and considerate under circumstances that no one, not actually in the rubber manufacturing game to-day, can adequately appreciate.

Things That Can't Be Governed

"The rubber manufacturer cannot foresee weather conditions, and to add to our tribulations there are so many styles of heels and different lasts called for that we do not know which way to turn. We cannot gauge the sorting demand. Old Probs has for the last three or four weeks been playing into the hands of the retailer, exhausting his stock and causing us to be flooded with business at a most inopportune time. But there, I am not going to assume any further the role of a professional apologist I have given you a few facts from the productive standpoint which may assist the retailer to comprehend our tremendous disadvantage and perplexities of to-day."

Some Prices that Prevail

The following are the prevailing prices on some of the leading lines as compared with the lists of 1916:

	Old Price	New Price
Men's plain over self acting.....	\$0.82	\$0.98
Men's plain over self heavys.....	.75	.90
Boys' plain over.....	.63	.72
Youths' plain over.....	.53	.61
Women's light carton croquets.....	.62	.66
Women's heavy.....	.55	.66
Misses' croquets.....	.46	.53
Child's croquets.....	.39	.44
Men's knee boots.....	3.35	3.75
Men's 2 buckle duck lumbermen's.....	2.20	2.50
Men's 2 buckle cashmerette overshoe.....	1.85	2.10
Men's 1 buckle cashmerette overshoe.....	1.35	1.55
Men's 2 buckle gum lumbermen's.....	1.75	2.00
Boys' 2 buckle gum lumbermen's.....	1.40	1.60
Youths' buckle gum lumbermen's.....	1.25	1.45
Men's 1 buckle gum lumbermen's.....	1.60	1.85
Boys' 1 buckle gum lumbermen's.....	1.30	1.50
Youths' 1 buckle gum lumbermen's.....	1.10	1.30
Men's jersey 1 buckle arctics.....	1.50	1.65
Women's 6 button jersey arctics.....	1.80	1.85
Women's 2 buckle cashmerette excluders.....	1.50	1.60
Misses' 2 buckle cashmerette excluders.....	1.30	1.40
Childs' 2 buckle cashmerette excluders.....	1.15	1.25
Men's jersey storm Alaskas.....	1.15	1.25
Women's jersey storm Alaskas.....	.90	1.00
Men's storm rubbers, heavy.....	.83	.98
Boys' storm rubbers, heavy.....	.73	.78
Youths' storm rubbers, heavy.....	.60	.67

Women's storm rubbers, heavy.....	.63	.72
Misses' storm rubbers, heavy.....	.53	.59
Children's storm rubbers, heavy.....	.43	.50
Men's light weight storm rubbers.....	.90	.98
Women's light weight storm rubbers.....	.68	.72

All footholds remain the same.

Leather Tops

	Prices		
	May	Nov.	Jan.
Men's 7 in., plain edge tan leather top	\$2.70	\$2.90	\$3.20
Men's 9 " " " "	3.10	3.50	4.10
Men's 12 " " " "	3.70	4.35	5.15
Men's 15 " " " "	4.75	5.50	6.50
Men's 7 in., black top roll edge.....	2.60	2.75	3.00
Men's 9 " " " "	3.00	3.25	3.75
Men's 12 " " " "	3.60	4.00	4.75
Men's 15 " " " "	4.50	5.00	6.00

Retail Prices Also Ascend

All live retailers have to take into consideration replacement values in rubber footwear in view of the increase in prices. Already they have done so in the great majority of instances. A few weeks ago the Toronto Shoe Retailers' Association adopted a minimum price schedule for rubbers for the present season.

They now report that the people are paying the new prices without complaint. There have been very few who have even questioned the figure and when matters are explained, the money has been handed over without further ado. "The public understand the conditions which are contributing to the high cost of both leather and rubber shoes, and are disposed to pay the price," remarked a Yonge street footwear merchant.

Such conditions as exist in the shoe trade to-day never prevailed before and may never do so again. No relief is in sight and people will have to take the state of affairs in pedal requisites the same as they do the weather—just as it comes from day to day.

The following prices are now charged by Yonge street shoe merchants, Toronto.

Men's zephyr or light weight rubbers.....	\$1.50 per pair
Women's zephyr or light weight rubbers.....	1.25 "
Women's footholds.....	1.00 "
Boys' rubbers.....	1.00 "
Youths' rubbers.....	.90 "
Misses' rubbers.....	.90 "
Children's rubbers.....	.75 "

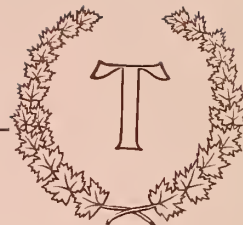
HE IS "JUST WRIGHT"

(See Front Cover)

E. E. Donovan, the head of E. T. Wright & Co., St. Thomas, is a born shoemaker. He received his technical and business training across the line, and his first Canadian experience was in connection with the Cook-Fitzgerald Co., of London, Ont., being largely responsible for the marked success of that firm's goods.

He took charge of the Canadian establishment of E. T. Wright & Co., when it was established in St. Thomas, a little over four years ago, and has built up a business in high-class men's shoes that has made "Just Wright," a household word.

Mr. Donovan is a whole-souled, genial man of whom everyone speaks in the warmest tones of appreciation. He knows his business through and through and, while he does not keep his nose on the grindstone all the time has very few hobbies outside shoemaking. To him a well designed and well constructed shoe is an achievement well worth his time and brains.



The
Tetrault
Shoe

Leads
All
Others

N. TETRAULT
Sole Proprietor Tetrault Shoe Mfg. Co.

GOODYEAR WELT KING OF CANADA

The record for 1916 establishes the claim of the TETRAULT SHOE as the most popular Goodyear Welt Shoe made in the Dominion of Canada.

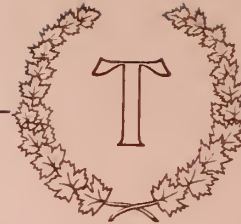
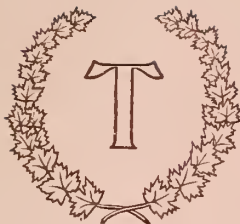
Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal



THE TALE IS TOLD

The Total Production

of Goodyear welts turned out by the Tetrault Shoe Manufacturing Company, from January 1st to December 31st, 1916, has now been finally summed up, and reaches an amount far beyond our most sanguine anticipations. The grand total as shown by our factory records, is :

Grand Total

\$2,002,094.54

This amount has been a gradual development from month to month, clearly demonstrating the fact that the popularity of the TETRAULT SHOE is not the result of a spasmodic effort or an unnatural BOOST. It shows the gradual appreciation of our efforts to give the shoe trade of Canada a shoe that

Leads All Competitors

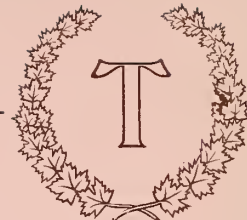
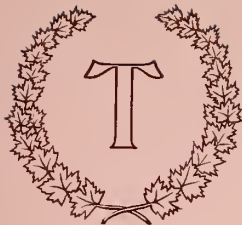
Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal



A Great Shoe Mill

Without Facilities

it would be impossible to turn out a product in VOLUME and QUALITY equal to the TREMENDOUS production of the TETRAULT PLANT, which has been so systematized and specialized that every operation is performed not only with the latest machines and appliances, but with such an arrangement of the work as to yield the BEST RESULTS.



Without Capable Men

the TETRAULT PLANT would find it difficult to turn out the IMMENSE VOLUME even of one kind of shoe. But with the ORGANIZATION and the COMBINATION of brains and skill, it is able to produce both Quality and Volume that places it in a CLASS by itself.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Montreal

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE



The Successful Guess

It was a comparatively simple matter to gauge the output of the TETRAULT PLANT for the last half of December and thus complete the year total. The growth has been so natural that it could be measured by a coup d'oeil, or glance.

Total Number of Guesses, 875

We have had many guesses from near and far. Some were considerably below the mark, and some almost as far beyond. The lucky guess, or more properly speaking, the most mathematical computation placed the production at

\$2,002,312.21

The actual production, as previously stated, was \$2,002,094.54.

**The contest was won by Mr. C. H. LUDLOW,
of Ludlow Bros., Brantford, Ont.**

We congratulate Mr. Ludlow upon his ability as a mathematician, as well as his skill as a prophet.

The Guesses and Winners are as follows:

1st—\$2,002,312.21—By	C. H. LUDLOW, (Ludlow Bros.), Brantford	- - -	Prize, \$75.00
2nd—2,001,875.75—“	ABR. MENDELSON (Regent Shoe Store), Montreal	- - -	“ 25.00
3rd—2,001,757.09—“	M. F. CARTIER (Thorne Bros.), London, Ont.	- - -	“ 15.00
4th—2,001,375.31—“	MELVIN MIDBY (c/o A. Williamson), Lethbridge, Alta.	- - -	“ 10.00
5th—2,001,254.07—“	J. P. KILGOUR (Kilgour, Rimer Co.), Winnipeg, Man.	- - -	“ 5.00

These gentlemen will receive, in due course, the reward of their skilful calculations.

The highest guess was \$2,245,109.80 and the lowest guess was \$1,925,007.25.

We desire to thank the trade for the very wide interest taken in this question and assure them of our intention to have the current year record, in a fitting way, the growing popularity of the TETRAULT SHOES.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal

"WIN THE WAR" IS THE ONE ANIMATING SPIRIT

Sir H. W. Trickett, Limited, say This is the Great Essential Thing which Must Claim First Place—Satisfactory Report Presented on Past Year's Operations Considering the Difficult and Perplexing Times—The Welfare of the Employees Reviewed

"A NATURAL question for any of the shareholders to ask is—'What about the future.' I am not a pessimist by any means. Still, I can see greater difficulties ahead, in keeping our factory going, than any we have experienced up to now. So I trust that everyone will be ready to face the difficulties that are sure to come, and I hope we may do it in the spirit that the one essential thing which must claim the first place in all our arrangements is to help all we can to bring this war to a speedy and successful termination."

"We have finished the year with a much heavier stock than usual. You will be glad to know that as regards made-up goods it is many years since the stock was so low. The increase referred to is in raw material which is without doubt, more valuable than its equivalent in cash. The result of the policy which has been pursued during the past year, of holding a larger stock of raw material than usual, has made it possible to carry on the business continuously."

So spoke Mr. Oliver Eatough, Managing Director of Sir H. W. Trickett Limited, Gaghills Slipper Works, Waterfoot, England, at the recent annual meeting of the company.

As this widely known British firm of slipper manufacturers has a strongly established connection with the trade in the Dominion, extending over many years, and maintains a permanent Canadian office in Toronto of which Mr. J. S. Ashworth is manager, its record of achievement during the past year, in the face of many difficulties in the matter of obtaining raw materials, and heavy draughts on its employees who are doing "their bit" for King and country—no less than 220 having joined the colors—a report of the proceedings will be read with much interest. The firm is to be congratulated on the splendid progress made when all the deterrent circumstances occasioned by the war are taken into consideration.

Its Representation at the Front

In the course of his remarks Mr. Eatough said:—

At this, the third annual meeting of the company, it affords me exceptional pleasure to move that the balance sheet be accepted. The directors feel that to be in a position to present such a satisfactory account of the year's working, considering the difficult and perplexing times we are passing through, is of no small interest. But before saying anything as regards figures, I would like, with your permission, to make a few remarks in general. When I spoke to you twelve months ago, I then announced that 105 of our men had voluntarily responded to the call of King and country. That number has now been more than doubled, for to-day no fewer than 220 have joined the colors. Nearly one-half of these men are serving with their regiments either in France or on the Eastern front. Ninety of the young fellows are at present undergoing training. Six of the number have been discharged. Another six are in hospital suffering from wounds. One is still reported as missing, and worst of all, twelve of these brave lads have been killed.

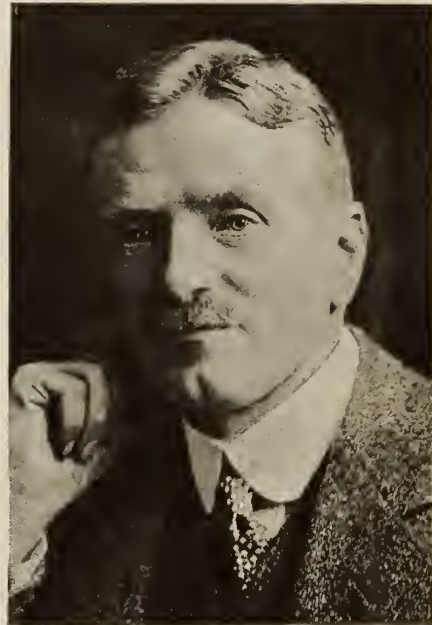
It may be interesting for the shareholders to know that the wife of each married man who enlisted prior to the Derby Scheme receives weekly from the firm the sum of 10s., and in like manner the dependents of single young men who enlisted voluntarily receive 7s. 6d. per week, making a total payment to these dependents since the war broke out of just over

£3,300. Your directors have also felt it their duty to subscribe in the company's name to the local charities and hospitals, Red Cross Society, Y.M.C.A., and towards the purchase of a Motor Ambulance Car, which to-day is doing good work in France.

Development of Welfare Work

An innovation has been made in the factory just lately, appointing a Lady Welfare Superintendent, whose duties are as the name suggests, to look after the welfare of the females in our employ, and, in case of indisposition or sickness, she will attend to them. To facilitate the work, a Rest Room has been provided, which is in charge of the Lady Superintendent, Mrs. Maxwell, who is able to render first-aid. The Rest Room has been equipped to meet all likely needs.

On account of the high cost of living the workers connected with the slipper trade made a request for an advance



O. EATOUGH, MANAGING DIRECTOR

on their previous war bonus. On the decision of Alderman Smith, Board of Trade Arbitrator, this has been granted, with the result that to-day we are paying at the rate of over £9,000 a year in war bonus. This extra cost naturally compels us to advance the price of the goods manufactured. We are also glad to say that our workpeople are earning good wages. As an example—the average wage, with bonus, for last week, leaving out the general staff, but including all workers over thirteen years of age, was £1, 12s. 5d. So we are of opinion that both workers and shareholders alike will be satisfied with the year's result, considering we are at war. You will observe from the balance sheet that the profit shown, namely, £19,299 3s. 8d., is after making allowance for excess profits claimed by the government. There has also ample provision been made for debts owing to the company by enemy countries.

The cash balance, and bills in hand, at our bankers, namely, £12,105 3s. 3d., is very satisfactory, taking into

(Continued on page 41)



**KOSEY
CORNER
SLIPPERS**

The Daintiest
and Most
Comfortable
Slippers in
the World

Made in Canada
by Canadian Workmen

Canadian Consolidated Felt Co., Limited
Kitchener, Ontario

STRONG DEMAND LOOMS UP FOR FELTS—BUY NOW

Shortage During the Coming Year is Unavoidable, Owing to Scarcity of Wools, Leather and Dyes, and the Shortage of Labor—Stocks are Low and Prices About Twenty-five Per Cent. Higher—How the Industry has been Developed and Expanded

ONCE more the felt footwear selling season has been ushered in. The past year has been a trying one for all manufacturers in this line owing to the labor shortage, and the high cost and scarcity of all raw materials. Stocks are at the lowest ebb and deliveries have been slow and uncertain.

It is understood that the new price lists average from 25 to 30 per cent. higher than during the last placing season.

"Yes," remarked a leading manufacturer this week, "it is rather difficult to make any prophecies in regard to the future. A shortage during the coming year is unavoidable as raw materials such as wools, leather and dyes required for the production of felt footwear are almost unobtainable, and with all felt stocks including all imported "left-overs" cleaned out during the past season, I can only suggest to the wise retailer not only to buy early, but to get early shipment if possible for 1917 felt requirements."

This pretty well sums up the situation. There has been an unprecedented demand for felts and stocks are depleted in many lines. Manufacturers have done their utmost under very difficult conditions.

High Plane of Production

There is a general tendency to concentrate on many lines owing to the shortage of materials and labor, but a number of new models are being introduced from the strong, serviceable warm shoes for curling and outdoor wear, to the dainty and luxurious slipper and house boot for home and fireside.

The felt footwear production in Canada has attained large proportions and been brought up to a high plane of efficiency. Felt shoes are made with all the style, comfort and appearance of leather goods in various combinations and artistic patterns, and the new creations for the coming year were never more representative or comprehensive in character or features.

Felt in the cold climate of Canada, particularly in the West and Lower Quebec, plays a large part in promoting the individual comfort of the populace, and the story of how the old monk, St. Feutre, weary and footsore, unintentionally became a felt manufacturer is worthy of reproduction.

How Felt Was Discovered

It came to pass in the pleasant land of France, in the days of Robert the Devil, that a certain monk dwelt in the city of Caen, whose name was St. Feutre.

Now, this monk, for his sins, felt called upon to make the pilgrimage to the Shrine of St. Michel-in-peril-of-the-sea, which is on a mount placed in the ocean not far from the good village of Pontorson. So this monk set forth from the Abbey Aux Hommes, which had been founded as a religious house by William the Conqueror in expiation for his sins inasmuch as his marriage to Matilda was displeasing to Heaven. He started upon the morning of a bright day, with staff in hand, his robe girded round him, the cockle-shells in his cap, and a new pair of sandals on his feet just turned out by the brother cobbler of the Abbey.

Now, it was at the season of the year when but few pilgrims are wending their way toward the west coast, so that St. Feutre had the road to himself, and though he set out blithely each morn he was much wearied at night when he arrived at the inn or religious house where he was to sleep, and his feet were sore and worn by token that his sandals

were new and his feet unused to them, and as he walked on he thought to himself that each step taken in his new sandals was a part of the penance that he was doing for many sins, of which he hoped to be relieved when he reached the shrine of holy St. Michel. But at times, as the way waxed long, he felt that his penance was more than he could bear. From time to time on his tedious journey, he passed fields of sheep being driven by the shepherds to the nearest market towns, and he wondered within his heart whether it would be displeasing to God if he should reach out his hand and pluck a handful of wool from the back of the passing sheep and put the wool in his sandals for his feet to tread upon, and thus ease the soreness which his feet had taken from the shoes.

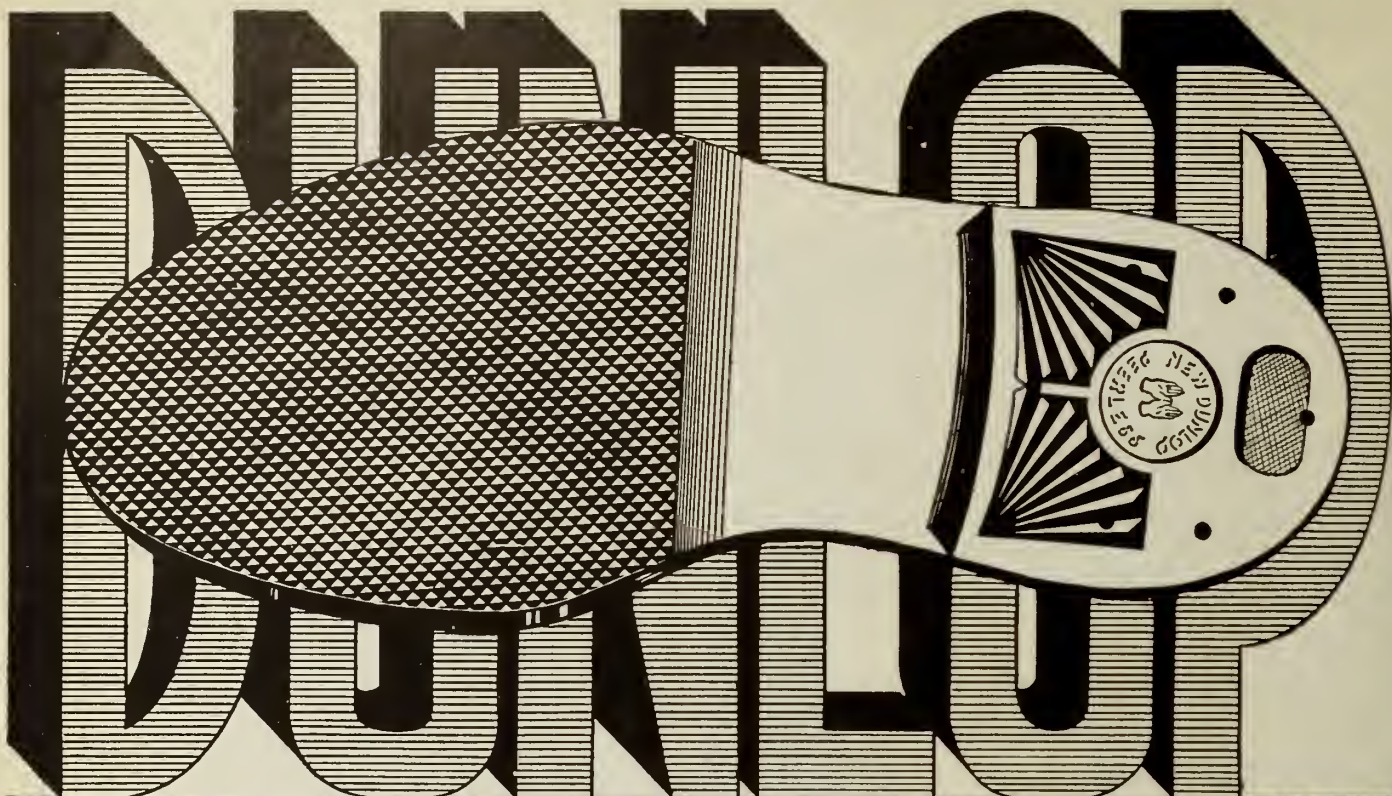
Vouchsafe Miracle To Him

And as he thus communed with himself it came to him that he would ask God to bless the action and vouchsafe a miracle to him that it had not been unfitting and he should thus make his pilgrimage more easy to his feet.

And so he plucked from the back of the passing flocks of sheep, not one, but several handfuls of the wool, which he placed upon the soles of his shoes to his great comfort, and then he proceeded upon his journey, and lo! at the end of the fifteenth day he arrived at the Island of Mount St. Michel, and as he stood before the shrine of St. Aubret the miracle was vouchsafed to him, for he pulled his sandals and in the bottom of each was a new cloth, unknown before, firm of texture, soft to the touch and strong, made from the wool of the sheep, tramped down by the daily footsteps of the pilgrim. The miracle had been performed, and thus was the manufacture of felt made possible in our day.

NEW CLAIMANT FOR FISHING HONORS

Fred. W. Wagner, who is the foreman of the turn department of the Kingsbury Footwear Co., Limited, Montreal, has returned from Rochester and Auburn, N.Y., the latter place being his old home where he spent a well-earned holiday. He was accompanied by his wife. Mr. Wagner is not in love with the recent frigid weather and the thermometer flirting around the zero mark as it deprives him of the pleasant pursuit of fishing. He is a most enthusiastic angler, and would also go across the continent to attend a clam bake. In politics he is an ardent Democrat. Of a quiet, genial disposition, mild manner and expansive smile all these desirable characteristics have disappeared during the recent stress in the weather, but it is expected they will reappear with the buds and leaves in the early spring when winter releases the streams from her icy embrace, and all nature is in tune. Then with a congenial party of friends Mr. Wagner may once more sally forth in search of members of the finny tribe. He has already entered the SHOE AND LEATHER JOURNAL contest for 1917 for the leather medal—very valuable now owing to the soaring prices of raw stock, which was captured last season by Narcisse Gagnon, of Montreal, on his great salmon angling expedition down the St. Lawrence River, while Hugh White, of the White Shoe Co., Toronto, was a close rival. The competition during the coming summer will be more exciting and more largely entered than ever.



**RUBBER
SOLES**

**RUBBER
HEELS**



Abounding in Merit

It had to come—a rubber sole that could really stand the “gaff.”

We put our experts on the job and the picture you see herewith is the result of long deliberations.

- Dunlop Rubber Soles wear indefinitely.
- Will not crack.
- Will not dry out.
- Give maximum resiliency.

Dunlop Rubber Soles have gone to the front, the same as Dunlop Rubber Heels. Quality, with an organization back of it, did that.

Why not Dunlop Rubber Soles and Soleing for your line now? All sizes—colors: Grey, Black, White and Tan.

“Peerless”—At the Front

The sensation of the rubber heel business is the buying reception given to Dunlop “Peerless” Heels.

Of course, Dunlop Rubber Heels have always led, as far as quality is concerned.

But the advertising campaign back of Dunlop “Peerless”—combined with the non-varying reliability of the heel and the dealers’ big inducement to sell—gave the public the impetus to buy.

You know the rest—that is, if you are one of the hundreds of dealers who earn good money each month by selling Dunlop “Peerless” Heels and by returning “Peerless” empty heel boxes.

All sizes—colors: Grey, Black and Tan.

We make a full line of Cements for rubber heels and patching purposes.

Dunlop Tire & Rubber Goods Co., Limited

The Shoe Repair Man

TORONTO REPAIRERS TO HOLD BANQUET

Charles F. Robertson, 457 Queen street W., was re-elected president of the Toronto Shoe Repairers' Association at the annual meeting held on January 11th in the Foresters' Hall, 22 College street. There was a good attend-



PRES., CHARLES F. ROBERTSON, TORONTO

ance and the prospects for the coming year are unusually bright.

Reports for the past term showed the affairs of the association to be in a flourishing condition with a membership of over a hundred. It is only six months since the organization was formed and, in that time, it has made great progress. Practically all the old officers were re-elected in recognition of the good, faithful work that they have done in the interest and welfare of the trade, in improving working conditions and effecting price reforms commensurate with the rapidly increasing cost of raw stock. Three new price lists were issued during the past few months and the one which went into effect in December last still prevails.

The following officers were elected:—

President—Charles F. Robertson, 457 Queen St. W.
 Vice-president—H. K. Hayward, 1658 Dundas St.
 Recording Secretary—S. Burnett, 761 Yonge St.
 Secy.-Treasurer—A. Butterworth, 457 Yonge St.

Executive Committee—J. W. Hendry, 2191 Queen street east; D. Pretty, 853 College street; A. Brodie, 229 Dundas street; J. Sagar, 100 Victoria street; W. H. Ferguson, 1307 Queen street east and D. B. Butler, 667 Queen street west.

The membership fee for the coming year was fixed at three dollars. It is proposed to hold a banquet early next month and arrangements to that effect are being carried out. Representatives of Shoe Repairers' Associations in all the leading towns and cities of Ontario will be invited to attend and the dinner will be a great get-together occasion for the exchange of ideas and pointers. Its success is already assured for the proposition is being taken up enthusiastically.

The Toronto Shoe Repairers' Association meets every second Thursday in the Foresters' Hall, 22 College street, and all gatherings are well attended. The Association has adopted a trade mark on all its literature showing the sole of a shoe before and after repairs, surrounded by a circle upon which the name of the Association is printed.

COST OF SOLE SUBSTITUTES IN REPAIRING

The subject of substitutes for sole leather is now a live one of interest and discussion among the members of the shoe repair trade. In view of the constantly ascending prices for oak, union and hemlock leather, other materials of which there are at least a dozen on the market, are being considered as effective and economical mediums for bottoming purposes.

Among the new things recently put out is Tenax Fibre Soling, manufactured by Gutta Percha and Rubber, Limited, of Toronto. This is made in two colors at present, black and tan; heels are not being made yet, although the company expect to do so later on. Tenax comes in the following sizes and thicknesses 36 x 36 and 48 x 36 in either quarter-inch or three-sixteenth inch thick. The one-quarter inch is intended for men's, boys' and youths', and the three-sixteenths for women's, misses' and children's shoes. The



SEC.- TREAS., A. BUTTERWORTH, TORONTO

approximate weight is as follows: one-quarter inch about sixteen pounds per square yard, and the three-sixteenths inch twelve pounds per square yard. Tenax soling in all sizes and thicknesses is sold at fifty cents per pound, and the terms are 2 per cent., tenth of month following shipment, or net cash end of month following shipment. It is the intention of the company to supply Tenax in moulded soles in all the standard sizes but, owing to difficulty in having these moulds made, the firm cannot supply them as yet.

Here is what the manufacturers say of Tenax—that it is

better and cheaper than leather and practically as light; that it wears longer than leather or rubber, and is non-squeaking, waterproof and flexible. It is a highly fibrous compound, developed and perfected in the laboratories of the company, after months of research and practical tests and, as a substitute for and in view of the scarcity and high price of leather, is a boon to the consuming public.

Another well known soling is Neolin which is manufactured by the Goodyear Tire and Rubber Co., Limited, Toronto. This material has been on the market for some time and is widely advertised in the press. It comes in both chocolate and black, whole cut soles and the following prices prevail to the shoe repair trade on the different thicknesses: 15 Iron, men's, \$1.00; 12 Iron, men's, 80 cents; 10½ Iron, men's, 70 cents; 9 Iron, ladies', 55 cents; 9 Iron, misses', 45 cents; 9 Iron, children's, 40 cents.

In regard to Neolin, the manufacturers declare that the product will continue to be a big factor in the trade regardless of the future prices of leather and that it wears as long or longer than the best leather, is more flexible, is waterproof, and non-squeaky, and protects the feet from moisture and chill better than leather does. It is also contended that the shoe, to which this kind of soling is attached, is more comfortable and easy than one bottomed with leather, that Neolin will not curl up like leather soles do with use and, therefore, a boot holds its shape better. It is not so slippery as leather, and does not scratch polished floors, etc.

Many arguments are advanced by makers of other sole leather substitutes along the lines already indicated. There are scores to-day, especially men who are walking around the streets, shod in shoes either made with or repaired with the new solings on the market. On the whole it appears these materials have given satisfaction. The future will tell how much larger the demand will be among shoe repairers for materials compounded and manufactured with a view to replacing sole leather stock.

OTTAWA REPAIR MEN RAISE PRICES AGAIN

The Ottawa Shoemakers' Association, Ottawa, on January 1st, adopted a new price list, which was approved by all the members of this live organization, of which E. A. Schryburt is secretary.

The new list is the third one which has gone into effect since April last, when the Association was formed. Some members are talking of a further increase, thinking that raw materials are so high that the profits on the whole do not average over 30 per cent. when overhead expenses, wages, etc. are taken into consideration.

The following is the list of new prices for best work:

Rubber Heels of any kind.....	\$0.50
Men's Sewed Soles and Heels.....	1.75
Men's Nailed Soles and Heels.....	1.50
Men's Sewed Soles, only.....	1.50
Men's Nailed Soles, only.....	1.25
Men's Full Sewed Soles.....	2.00
Men's Full Nailed Soles.....	1.75
Men's Heels, only.....	.45
Ladies' Sewed Soles and Heels.....	1.50
Ladies' Nailed Soles and Heels.....	1.40
Ladies' Sewed Soles, only.....	1.25
Ladies' Nailed Soles, only.....	1.15
Ladies' Full Sewed Soles.....	1.75
Ladies' Full Nailed Soles.....	1.50
Ladies' Heels, only.....	.35
Boys' Nailed Soles and Heels, 1 to 3.....	1.25
Boys' Nailed Soles and Heels, 3 to 5.....	1.40
Boys' Heels, only.....	.40
Youth's Nailed Soles and Heels, 10 to 1.....	.90
Youths' Nailed Soles and Heels, 7 to 10.....	.80

Girls' Nailed Soles and Heels.....	1.00
New Toe Caps.....	.40
Patches, from.....	.15 up
Sewings, from.....	.10 up
New Heels.....	.85
Buttons Fastened on.....	.25
Boots Dyed.....	.40
New sole materials when requested, at same prices.	

SHOES PARTLY MADE OF ALUMINUM

How would you like to wear aluminum shoes? A Milwaukee paper says: "Owing to the increase in the cost of leather, which has been on the upward trend for many years, there has been a demand for some substitute that will take its place to a certain extent in the manufacture of shoes and, in some parts of the country, there has been received with favor a shoe partly made of aluminum. The use of leather is not dispensed with entirely, for there is yet considerable entering into the shoe, but the sole and counter, the parts most subject to wear, are made of metal. The hard usage of the shoe comes on the heel and sole, and in the case of the aluminum the wearer walks on the heel and a rocker, across the sole of the shoe, which parts are renewable and may be readily replaced. The shoes are no heavier than those of leather, and are said to be much more economical on account of the increased service secured."

NEWS BRIEFS FROM ST. JOHN

Captain Ralph Hayes, son of Mayor R. T. Hayes, of St. John, the president of the firm of J. M. Humphrey & Co., wholesale boot and shoe dealers, is now in command of a battery of field artillery, according to Lieut. F. C. Badgley, M.C., of Ottawa, who recently arrived in the city from the Western front. He said Captain Hayes was one of the most efficient artillery officers in France and won his promotion very rapidly. Captain Hayes was in charge of one of the departments of J. M. Humphrey & Co., prior to leaving for the front.

An announcement was recently made by St. John rubber concerns that the prices of tires, tubing and other goods had advanced in price from 12½ to 25 per cent. Rubber footwear is what the majority of people are interested in, and the fact that it is soaring in price is causing many to worry, especially as leather is getting beyond the reach of many.

While some falling off in the price of leather hides was recently recorded in the wholesale market, J. M. Humphrey & Co., the largest manufacturers of shoes in St. John, say that these prices have not yet reached the manufacturer, and according to their latest advices the price of leather was expected to move upward instead of downward. They say that the public has not in the truest sense been obliged to pay for its shoes at present quotations, as most of the shoes now on the market were made from leather that was purchased when prices were far below their present levels.

Joseph Walsh, who has been employed with the firm of Waterbury & Rising, Limited, wholesale and retail boot and shoe dealers, for a number of years in the repairing department, will undergo an operation in the near future. He has been seriously ill for over a year and at times little hopes were entertained for his recovery. If the operation is not a success he will be placed in the home for incurables. The firm in appreciation of his valuable service for so many years has granted him a specified sum for the remainder of his life, providing the operation is not a success.

R. J. Walsh, manager of the King street store of Waterbury & Rising, Limited, is still confined to the St. John Infirmary. His condition is still critical.



PATRIOTIC WINDOWS VIEWED BY THOUSANDS

Two attractive and patriotic windows were installed by John Lennox & Co., Hamilton, during the recent Yuletide season. The work was ably executed by W. Pinch, artist of the firm. One painting represents Admiral Beatty's flag ship going into action at the Battle of Jutland, and the picture in the other window depicts the frontier of Belgium and France in the dead of winter, showing the camps of the soldiers behind the firing line. Each painting which aroused much interest and favorable comment was

seven feet high and nine feet wide. At night the windows were brilliantly illuminated with electric stage effects, and thousands viewed the spectacle with delight. The photographs herewith reproduced convey some idea of the beauty and charm of the presentations. One window was filled with a splendid range of club bags while in the other there were fitted suit cases, leather fitted cases and companions and a pleasing variety of general leather goods. The firm received many congratulations.



THE ERA OF ADVANCING PRICES WILL BE LONG

Leading Shoe Manufacturer Aably Reviews Conditions During Past Year—Predicts that the Cost of the Finished Shoe for Fall at Prices Now Paid will Mean an Increase to the Dealer from One to Two Dollars—How Business will Adjust Itself to Conditions

"That high prices will prevail for a long time is the consensus of opinion as expressed by many authorities; just how long is a matter of conjecture, but that the era of advancing prices will be prolonged is a surety and one on which we all should base our plans. As evidence, manufacturers of shoes are to-day buying leather in anticipation of dealer's requirements for fall which, at the prices paid, will mean an advance to the dealer in the cost of the finished shoe, of from one to two dollars per pair over and above the prices now being charged for the same lines."

THE foregoing reference from a message to the shoe trade by George A. Slater, President of George A. Slater Limited, shoe manufacturers, Montreal, indicates that not only will the present high cost of footwear continue, but that quotations for fall deliveries will be augmented from one to two dollars per pair.

On the other hand, Mr. Slater takes no doleful view of the outlook for 1917, and points out that there has never been a time when business did not adjust itself to the conditions affecting it. "There has never been a country," he declares, "which offered so many possibilities as Canada, and there has



GEO. A. SLATER, MONTREAL

never been a people with better facilities with which to develop advantageously such possibilities than have we Canadians."

Reviewing the record of events during the twelve months, Mr. Slater says: "At the opening of another year no doubt most of us can look back on twelve months of accomplishment with a feeling akin to pleasure, because all of us have overcome difficulties which seemed well-nigh insurmountable. Indeed, the retrospect is gratifying if only in the knowledge that Canada has surpassed itself in achievement. Probably most of us fail to realize the full measure of that achievement; the adverse trade balance to Canada's discredit before the war has been displaced by a balance so

favorable that it is almost astounding; instead of occupying the position of a borrowing nation we are now loaning money to our largest pre-war creditor, the Mother Country, and more and more Canadian currency is finding its way into Wall Street, the great American financial melting pot. To maintain our position, too much attention cannot be given to the policy of conservation and economy advocated by the government. Let us curtail our imports so far as we can, reasonably. Every dollar sent out of the country, be it for footwear or anything else that can be purchased to equal advantage in Canada, represents a retarding feature in our progress; particularly is this the case as applied to luxuries or incidentals not absolutely necessary to the physical welfare of the community. Far from being radical this view is really only in line with the English policy now being enforced as essential to the furtherance of the allied cause.

Indication of Country's Well Being

"In agriculture we find that in 1913 the exports of farm produce totalled slightly over \$210,000,000, while in 1916 the aggregate amount was approximately \$508,000,000. The banks of which Canada is well endowed, report greater savings deposit accounts—a true indication of the country's well being, but even more gratifying is the knowledge that we are able to finance our undertakings without external assistance. All over the country there is ample evidence of our prosperous state; the lumber industry, for many months dormant, has revived; the building trade has come into its own again; mining is being carried on with renewed energy; in fact, business in all quarters and of all kinds is flourishing, and as a result you and we have felt the recovery from the depression which existed in 1914, and trade in footwear has shown a wonderful growth. The growing pains, however, have also been in evidence; a continually rising market with other troublesome elements combined to cause us trouble and the situation is not clearing. Fortunately the condition of the country and the public's knowledge at large, of the difficulties confronting the manufacturer and the distributor of shoes, helped to solve those difficulties, but I am led to assure with diffidence the role of prophet in which capacity I am supposed to send this message. However, a few words as to the future may not not be amiss, and in that connection I would like to quote from a circular sent to me by a prominent firm of tanners:

Facing No Raw Stock Situation

"High prices have brought out every particle—every skin—every hide, from even the utmost parts of the world, but worse than that, high prices have made them kill the new stock of the future. Natives can now get as much for a young calf, for meat, for skin and hair purposes as they formerly could get for a steer. WE ARE FACING A NO-RAW-STOCK SITUATION, and it is the belief of all buyers of finished stock, that there is an abundance of raw stock in foreign countries, but such is NOT the fact; not only is there no available or present supply, but even the SUPPLY OF THE FUTURE HAS GONE AS WELL."

These are the words of one who is in closer touch with the situation than you or I, and he gives us food for thought.

"Some people may say ten and twelve dollars are prices too high to pay for shoes. Let them consider the true facts

(Continued on page 41)

WILL LOOK AFTER "NUGGET" INTERESTS

Major John Harris, who is second in command of the 256th Construction Battalion, which is being recruited at points east of Port Arthur, will leave shortly for overseas. He has always been an enthusiastic military man, and since his appointment over two years ago, as manager of the Nugget Polish Co., has won a host of friends. Major Harris is leaving at the end of the month. During his absence the



L. R. HOWARD, TORONTO

business of the Nugget Polish Co., Toronto, will be looked after by L. R. Howard, with whom is associated H. W. Parsons. Mr. Howard has been thirteen years in the service of the Nugget company, nine of which have been spent in Canada, and the firm's interests will be in most capable hands.

MAKING OR MARRING A SALE OF SHOES

"I find in effecting a sale in footwear that the transaction is either made or marred in the first few questions or remarks addressed to a customer," remarked a leading Ottawa shoe dealer this week. "If you greet a caller pleasantly and with a smile you will in turn receive a bright, cheery response. After you have invited a patron to be seated, it is well to mentally 'size up' your prospect which you can easily do without staring unnecessarily or boring with too many queries. Glance at the pair that the caller has been wearing. That will give you a clue as to the character of the footwear which the party has been in the habit of buying and, perhaps in taking the shoe off you can secure a look at the lining, which will afford you some conception of the size.

"Now when you show one style of shoe it is well to gaze for a moment at the cartons next to that pair to see if you have the next size larger or smaller as the case may be, and to know in exactly what widths you have the footwear. Then if the shoe appeals to the patron, but is a little too small or narrow you can say 'I think that I have another of the same kind which will answer admirably.' You are sure before you make this statement that you have such a shoe in stock owing to the preliminary examination of those on the shelves. Suppose a shoe has found favor, but is not a good fit, you then can get down one-half size larger or smaller. To discover suddenly and unexpectedly that you have not such a one in your store—well, such a confession and lack of acquaintance with your goods reveal a shortcoming on your part, and puts you at much disadvantage. If you have only

a certain size, and fit that on, and notice that it answers so far as style features are concerned, but you are shy on that particular selection, it is well to forestall matters by diplomatically observing that perhaps another model will look a little better and prove a little more attractive.

"Selling shoes successfully and closing a deal is an art. It requires tact, study, patience, courtesy and adaptability. A store with the stock is not the whole thing. One must know how to come in contact with customers and win their confidence and respect. It is a life long insight and the more years that I am in the game the more I am learning every day. I do not want a salesman in my employ who knows it all. He is too valuable for me. The clerk, who is ready, willing and obliging as well as efficient and energetic, is the one who will render the best service and, when you interpret the word 'service' in its broadest sense, you take in everything worth while in the merchandizing of footwear."

MEETING WITH GOOD RESULTS

J. D. Lynn, of Truro, N.S., who some time ago joined the traveling staff of Canadian Arrowsmith Manufacturing Co., Niagara Falls, has had about twelve years' experience on the road, five of which have been spent in the Maritime Provinces, where he has worked up a good connection with the shoe trade. Mr. Lynn was born in Collingwood, Ont., and is well and worthily known throughout New Brunswick and Nova Scotia. He has thoroughly mastered the arch support game, and is a close student in specialties for the foot.

The Canadian Arrowsmith Manufacturing Co. have now built up a thorough sales organization, covering every part of the Dominion, having five men representing them at



J. D. LYNN, TRURO, N.S.

the present time. J. D. Lynn, in the Eastern provinces; Edmour Brosseau in Quebec; R. J. Orr in Ontario; J. K. Vidler, Winnipeg to Calgary; and J. B. Meyer, British Columbia.

Because one lone employee was dissatisfied on a salary question the four hundred hands at the Ritchie Shoe Factory, Quebec, were forced to quit work, 150 of them having gone out on a sympathetic strike for their dissatisfied comrade. The trouble was finally adjusted and the plant is again in full operation.

THE PRESENT FOOTWEAR PROBLEM REVIEWED

Facts and Figures Showing Why Shoes are Higher in Price—One Manufacturing Cost Item Which has not Advanced is the Royalty Paid on Machines—The Human Interest in Shoe Prices is Greater To-day than Ever—Quotations Likely to go Higher

WHY SHOES COST MORE

The following table has been compiled from manufacturer's figures. It shows the cost of a pair of shoes to retail at \$3.50 in 1905, and the cost of a shoe of the same quality in 1912, March, 1916, and December, 1916, with the percentages of increases in the several intervals.

	1905	1912	March 1916	December 1916
Upper Stock.....	\$0.60	\$0.735	\$0.92	\$1.21
Sole Leather.....	.28	.295	.374	.593
Innersole.....	.12	.11	.14	.185
Heel.....	.09	.1075	.123	.162
Top Lift.....	.04	.0425	.06	.08
Welt.....	.06	.06	.07	.082
Royalty.....	.05	.05	.05	.05
Counter.....	.057	.0625	.075	.087
Lining.....	.044	.0529	.06	.079
Trimming.....	.062	.077	.09	.102
Labor.....	.602	.6144	.65	.71
Findings.....	.173	.2158	.26	.30
Manufacturing Expense.....	.201	.2226	.232	.27
	\$2.379	\$2.6452	\$3.104	\$3.91
Increase over 1905.....		11¢	30%	64%
Increase over 1912.....			17%	32%
Increase over March, 1916.....				26%

WHAT a strenuous year 1916 has been for most people. Many, of course, have been almost fabulously prosperous, but to how many times more people has the high cost of everything been a condition, and very far from a theory.

Everything seems to have been going up continuously and with no visible sign of stopping.

It costs high to live, to keep well, to play, to die. The average individual has no choice but to resign himself to the inevitable and to keep at the problem of living, trusting to luck to come out somewhere near even in the end.

Shoes We Must All Have

There are many things one can economize on or go without, under financial or other compulsion, but the list does not include boots and shoes. One's underclothes, perhaps—but never one's footwear. Footwear is seen of all men and the streets and sidewalks of the twentieth century are against going barefoot. Shoes we must have.

It is human nature to kick without much thinking. Something appears to be unjust, unfair, an imposition, and at the moment it seems wholly reasonable to kick; but it may be an impulsive conclusion and to a considerable degree without justification nevertheless.

Take the subject of shoes. Every member of the family must have shoes. Shoes are costing more all the time, and the additional drain on the household purse is considerable. Human interest in shoe prices being universal, caustic comment and indignant revolt have followed. Robbery, unwarranted advantage of war conditions, another trust move,

and the like, have been freely charged. "Who gets the extra dollar?" is asked.

Good and Undeniable Reasons

Indiscriminate criticism eases the mind, true enough, but it doesn't get anywhere. A little thought and a little inquiry show that there are good and undeniable reasons for the higher prices asked for shoes; that the higher prices were inevitable and they are likely to go still higher, and that there is no big pot of gold coming to any one set of people. No one person gets that bothersome dollar. It is so split up that only a fragment goes in a single direction.

If you were a shoe manufacturer all this would be emphatically clear. The shoes you buy at retail have got to return more money to the manufacturer, for they cost him more to make. It is a simple question of figures, of profit or of loss.

The chief expense in a shoe is the leather, and leather is much higher than it used to be, for cause. One million less cattle and half a million less calves than a few years ago are slaughtered annually in this country, a decrease of 12 and 20 per cent. Further, millions of dollars' worth of both sole and upper leather are now being exported from this country, and this scarcity of leather for the manufacture of domestic shoes is increased by absorption of millions of feet of heavy leathers to fill foreign orders for army shoes, to which should be added the million pairs of army shoes for the United States now being required. There is also an abnormal demand for leather for saddles, harness, leggings and other army accoutrements.



NEW MODELS IN FANCY CLOTHS AND IN CLOTH AND LEATHER COMBINATION EFFECTS

Chiefly for these reasons the country's shoe manufacturers must pay much more for their leathers—lessened supply and abnormal demand are always followed by this inevitable economic result, and leather is no exception.

Lessened Supply—Abnormal Demand

There are, too, contributing causes besides the increase in leather prices.

The scarcity of dyestuffs and chemicals increases tanning costs. Linings and other findings, laces and buttons are higher, labor costs continue high, rents are increasing, freights and insurance, merchandising and retail expenses are higher. Tracing the various raw materials from their original state to their combination in a finished shoe, each article and each process is more expensive than formerly and the "extra dollar" which is complained of is divided into many parts and distributed all along the way. And it is to be feared that this extra dollar, owing to the laws of trade, will be found to be too small before it is found to be too large.

These new conditions have to be met in turn by the cattle raisers, packers, tanners, manufacturers, jobbers, retailers, and each must get back his quota of the increased expense incurred.

The table, "Why Shoes Cost More," accompanying this article, shows in detail the increases in costs which the shoe manufacturer is facing and which he must meet. These comparisons are for the years 1905, 1912 and March and December, 1916. They tell a plain story and an illuminating one. Since 1905 the cost of manufacture has increased 64%; since 1912, 32%; and between March and December, 1916, the increase was 26%.

Ray of Sunshine in Gloom

In the midst of all this gloom of high prices for footwear there are a few rays of sunshine perceptible. There is today, for instance, better service in the manufacture, distribution and sale of footwear than ever before, all along the line from factory to retail shop.

In facing an uncomfortable situation it is always consoling to be able to say that it might have been worse. That consolation exists in the case of the increasing cost of footwear, for there is one item in the manufacturing cost that has not increased. For this a due amount of thanksgiving and remembrance should be recorded. And, curiously enough, this lone cost item which has not increased is the very one which by most people is thought to be chiefly

responsible for the jump in shoes prices—the royalty or shoe machinery expense.

While carefully compiled tables of the various items of manufacturing costs over a series of years show an increase of 64 per cent. in the cost of medium grade shoes, there is one solitary cost item which has not changed—the shoe machinery cost as shown by the royalty paid by the manufacturer. This has remained undisturbed during the years of higher prices at a maximum of less than six cents per pair and in most cases is much less, an almost insignificant percentage of the total cost of a pair of shoes which runs into dollars.

By reference to the accompanying table, it is to be noted that in the midst of increases in costs ranging from 16% to 111% in the different items, the royalty cost for the grade of shoe figured does not vary, but remains at five cents—the same today as in 1905.

Machinery Cost as it Was

There has been an impression more or less widespread that the required machinery cost has had much to do with the price of shoes. On the contrary, the conclusion is inevitable that with the maximum machinery cost constant at less than six cents a pair, rising prices are not in the least contributed to thereby, but indeed are lessened so long as the machinery cost remains constant. Indeed the machinery cost is the only item that seems to have behaved properly, to have remained consistently the same, without change, when everything else around it has been soaring.

A recent issue of a shoe trade paper has the following statement on this point:

"The human interest in shoe prices is greater today than ever before. But, no matter how high prices may be, the maximum shoe machinery cost to the manufacturer remains unchanged. It has been constant at less than six cents a pair since the organization of the United Shoe Machinery Company in 1899."

And it is indisputable, even in face of the higher prices, that the footwear made today has never been approached for variety and stylishness, for comfort, durability and from an artistic standpoint.

The firm of Tourigny & Marois have sent out for the year 1917 a splendidly-gotten up calendar, which is appreciated by every one who is fortunate enough to receive a copy.



WM. HOCKIN, SHOE DEALER OF WALLACEBURG, ONT., WHO WAS RE-ELECTED TO THE COUNCIL AT THE RECENT CONTEST IN THAT TOWN



THEODORE KING, OF KING BROS. CO., WHITEBY, THE NEWLY ELECTED VICE-CHAIRMAN OF TANNERS' SECTION OF THE TORONTO BOARD OF TRADE



J. H. HODGSON, SHOE DEALER OF HAMILTON, WHO WAS RE-ELECTED AS AN ALDERMAN AND IS ONCE MORE CHAIRMAN OF BOARD OF WORKS

SERVING AT COUNCIL BOARD

William Hockin, shoe retailer, of Wallaceburg, Ont., has been re-elected a member of the town council, and is chairman of the Charity Committee. He is not a stranger to municipal life, for previous to going to Wallaceburg, six years ago, he had the honor of serving the ratepayers of Dutton, Ont., in a public capacity. Mr. Hockin has met with much success in the shoe business in Wallaceburg. Before launching out on his own behalf he was associated for a quarter of a century with his brother in the T. Hockin Co., Limited, of Dutton. Mr. Hockin is a live wire in the trade, and makes good use of the advertising columns of the Wallaceburg newspapers, as well as of leaflets, booklets, etc. He believes in service, proper fitting, reliable goods and courteous treatment, all of which have helped him materially in building up a permanent and paying family trade.

HIS THIRD YEAR AS AN ALDERMAN

J. H. Hodgson, shoe retailer, Barton street east, Hamilton, was among the shoemen who were re-elected at the recent municipal contests in Ontario. Ald. Hodgson has been a member of the Hamilton city council for three years and has been appointed to the responsible position of chairman of the Board of Works for 1917. He holds the same post as last year. The Board of Works is the largest spending committee and its affairs have been ably supervised by the chairman, Mr. Hodgson has been in the shoe business in the Ambitious City for the past seven years and had met with encouraging success.

BOOT SHOP OR SHOE STORE—WHICH

"Do you call your shoe establishment a store or a shop? There is a certain punctilious party in a Western Ontario city who speaks of his enterprise as a 'store' and even takes the trouble to correct any caller when the term 'shop' is used. I had a long argument with him the other day, declared a traveler, as to whether it was proper to use the word store or shop, and I think I convinced him that shop was equally as appropriate and dignified a term as store. I notice that a number of footwear establishments are referring to their places as 'boot shops.' I like the term much better than store, but, of course, it is all a matter of choice. There

is possibly as much difference between them as there is between a fiddle and a violin, a cellar and a basement, a side-board and a buffet, a hall and a vestibule, a bureau and a dresser. The latter term in each case sounds a little more aristocratic than the former. For myself, I prefer the term 'shop' to 'store.'"

NEARLY 1,000 GUESSES SENT IN

The guessing competition conducted by the Tetrault Shoe Manufacturing Co., Montreal, on the total sales of the firm for 1916, was a pronounced success. Much interest was aroused in the big event, and hundreds of replies were received from the Atlantic to the Pacific.

The Tetrault Shoe Manufacturing Co., who inaugurated this original contest, were amply rewarded for the results could not have been more satisfactory. They exceeded even the most sanguine hopes of the firm.

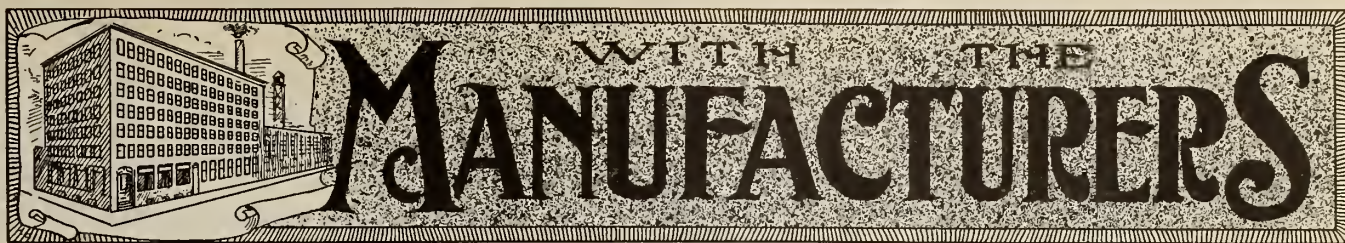
Nearly one thousand readers of the SHOE AND LEATHER JOURNAL, declare the company, took part in the great guessing contest. This is a most remarkable evidence of the enthusiasm aroused, and the popularity of Tetrault's Goodyear Welts which has made the firm the largest exclusive producers of welts in the Dominion.

The total sales for 1916 were \$2,002,094.54.

The first prize of \$75 was captured by C. H. Ludlow, of Ludlow Bros., Brantford, whose estimate was \$2,002,312.21. Mr. Ludlow, and the other winners of cash premiums, are to be congratulated on their good fortune. The result in many instances was very close and it took some days for the judges to complete their work.

The Prize Winners

- \$75.00—1st, C. H. Ludlow, Brantford, of Ludlow Bros., Brantford, Ont., \$2,002,312.21.
- \$25.00—2nd, Abe. Mendelsohn, Montreal, of Regent Shoe Store, Montreal, \$2,001,875.75.
- \$15.00—3rd, M. F. Cartier, London, of Thorne Bros., London, Ont., \$2,001,757.09.
- \$10.00—4th, Melvin Midby, Lethbridge, care of A. Williamson, Lethbridge, Alta., \$2,001,375.31.
- \$5.00—5th, J. P. Kilgour, Winnipeg, of Kilgour, Rimer Co., Limited, Winnipeg, \$2,001,254.07.



OWING to the high price of leather a well-known firm making infants' soft soles has decided to discontinue for the present at least the use of leather and will employ fabrics. Like leather, fabrics are getting dearer all the while and are hard to get, making it necessary for the firm to contract now in any of the desired lines for very large quantities. Straws such as this show which way the wind is blowing in the leather arena.

INCREASE OF OVER FORTY PER CENT.

"See here," remarked a leading jobber the other day, when discussing the ascending figure for footwear of all kinds, "in October last this boot was quoted to us by an eastern manufacturer, from whom we have bought for years, at \$3.15 per pair, wholesale. What do you suppose the price is today? Just \$4.55 per pair—a jump of \$1.40 in three months. Mind you, this is not an all calf shoe for men. It is a single sole bal, on an English last, Goodyear welt, made of gum-metal side leather, with calf top and calf tip only."

IMITATION LEATHER IN ALL COLORS

Owing to the rapid demand for something to take the place of leather for tops, facings, trimmings and sock linings there are now being put on the market several colors in imitation sheep and side leathers, in grey, black, white, mahogany, brown and other shades. Among the firms turning attention to this line is Henry Gitterman & Co., 33 Spruce street, New York, who is represented in Canada by Ed. R. Lewis of Toronto. Imitation leather comes in all widths from 35 to 50 inches and is quoted from forty-five cents to two dollars a yard, the average price being around sixty-five cents f.o.b. point of shipment.

Mr. Lewis has also been appointed selling agent for fibre counters manufactured by Duclos & Payan, of St. Hyacinthe, Que. The company guarantee these counters to outwear the shoe and offer to pay for any shoes which have broken down and become a claim through the fault of the counter and without the shoe having given reasonable wear. A good demand is reported for their line of counters.

SOLE LEATHER INCREASES AVERAGE 63 PER CENT.

Reviewing the sole leather situation a leading Canadian manufacturer said this week, the demand for hides was still very strong, but one of the chief difficulties was in obtaining help. So many men had enlisted it was exceedingly difficult to replace those who had gone to the front even though wages had been greatly increased. "The result is," he said, "that we have to take on any and all sorts of help, green and inexperienced, and our working force is not half what it was before the war. We have to move men from one part of the tannery and work them in another, and shift them about as best we can. We are operating at only a little over half capacity, and if we could get the help we could market the limit of the product of our plants. We are turning down orders both home and foreign every day.

"Regarding what the scale of prices will be for the coming year I cannot tell. We are up against conditions such as the world has never seen before. To-day (January 10th) the price of No. 1 oak bends for manufacturing purposes is

87 cents, and for hemlock 83 cents. Just a year ago the figure for No. 1 oak bends was 54 cents, and for No. 1 hemlock 50 cents. The increase has been a trifle over 63 per cent. No. 1 oak sides are selling to-day at 60 cents, and No. 1 hemlock at 58 cents. Twelve months ago the figure for similar stock was 38½ cents for oak, and 35½ cents for hemlock, an increase of 63 1-3 per cent."

GETTING READY FOR THE NEW YEAR

One of the essentials for preparedness for 1917, is the securing of an accurate list of shoe manufacturers. The 1917 American Shoemaking Directory is now ready for distribution and contains a list of all the factories with the kinds of shoes made, capacities, names of superintendent and other valuable information. This book is extremely useful to those selling anything to shoe factories as well as to the buyer of shoes who wants a list of manufacturers. Many books have been gotten out in the past which contained jobbers, cobblers and names which are not actual manufacturers of shoes, so that this new, accurate directory is almost a necessity. The book is published by American Shoemaking Publishing Co., of Boston, and the price is two dollars.

THE WRONG WAY TO RUN SHOE FACTORY

Editor SHOE AND LEATHER JOURNAL:—

I have no great desire to rush into print, but your little story in the last issue by G. W. Brock, telling how easy it is to lose money in making shoes, gave me a violent desire to say something along the same lines. I have, unfortunately, been connected in the last fifteen years with several shoe factories that found it impossible to make any headway on the profit side. I understand the manufacture of shoes fairly well, and I was near enough connected with the manufacturing end to see their faults and try to remedy them, but not near enough to have my ideas carried out.

One little incident which came under my notice lately might be of interest. You may think it a small matter, but shoe manufacturing is made up of small details, which all have to be watched carefully. The other day I was looking over a bunch of shoe laces which had been used in men's samples; I was trying to mate up a pair to use myself, and out of ten laces I found eight different qualities, evidently made in different factories. This told me plainly that the man who did the buying, bought his laces from Tom, Dick and Harry, instead of having a regular contract with a reliable firm for so many gross of a standard quality per month for his grade of shoes. Being aware of the methods of this factory, the reasons were obvious. He bought one lot of laces from one house, when the bill came due he renewed for the amount and then bought some more from another house, and so on indefinitely—using Peter to pay Paul, and getting a reputation of being slow pay.

This factory had a violent desire to make an elaborate set of samples twice a year, comprising about eighty lines of six pairs of each kind, thereby requiring a large amount of sample lasts size seven, and the output of the factory was only 300 pairs a day at the utmost. I venture to say, the actual extra cost of making, selecting of leather, extra time, and the selling of these samples at the end of the season, with the usual discount which is given on samples, would entail a

Pure
Hemlock Bark
Extract



Liquid Extract of
Quebracho
35% Tannin

Extract of Logwood, 51°

Hematine Crystals, Hematine Paste Standard

All Other Chemicals Used by Tanners

Write for Quotations

M^C ARTHUR, IRWIN, LIMITED

Montreal

Toronto

net loss of at least \$2,000 a year, which would be a fair dividend on a capital of \$20,000.

I could go much further with details of this kind, but the above two mentioned (being the largest and the smallest) will suffice for this article.

Then take the item of overhead charges; it is always about double what it should be on factories producing from 250 to 500 pairs per day. The selling end is generally very poorly handled, and the manager who is responsible tries to make it up by putting in an inferior quality of stock, and skinning the shoe out as the saying goes, instead of making a standard quality to follow the sample. I knew one manufacturer who contracted for a certain quantity of shoes at a certain price, which about cleared cost; then he thought he would create a profit by taking about ten cents out of the quality of the shoe. He shipped one thousand pairs of these, and of course had them returned. Before he got those shoes sold to stay sold, and got the money for them, they showed a net loss to the factory of over 30 cents a pair. This is one incident of the kind and I have known of many.

In conclusion, I may say that I think the shoe manufacturing game is a hard one out of which to bring a profit. There is a right way and a wrong way to run a factory. If you run it the wrong way you lose money fast, if you run it the right way you make money, but very slowly.

Yours truly,
SHOEOILIGER.


CONDITIONS ABSOLUTELY BEYOND CONTROL

"We read with interest the observations of a Boston leather man on what makes the prices of fine upper leather higher, and his assertion that we are facing a no raw stock situation," says the Breithaupt Leather Co., Limited, of Kitchener, Ont. "We would say that his estimate of the situation is based on sound reasoning. The fact that our


own government has urged stock growers to conserve their growing stock, even though at pecuniary loss and to make special efforts to increase production, demonstrates the further fact that those in a position to know consider the situation, and the future outlook serious so far as all kinds of leather raw stock is concerned. Whether the article in question is too strong or not strong enough remains to be seen. It is, nevertheless, worthy of serious consideration, and consumers will be well advised in protecting themselves to as great an extent as possible. Our own views were recently expressed as follows, and we have no reason to change them. As the cost of hides and tanning materials have 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."

FREE SAMPLES OF BLACK OIL DYE

The Lion Polish Co., Limited, 525 King street west, Hamilton, report a splendid demand for their Lion Black Oil Dye. This dye, which has no disagreeable odor when used, is, as is well known to the trade, used for dyeing faded or soiled tan shoes black. Such shoes are made a beautiful black by application of this preparation, which is put up in any desired quantity from a very small to a gallon can. Any retailer who forwards his name to the company will be sent a free sample of the Lion Black Oil Dye which the manufacturers state is the best on the market today.



AMONG THE SHOE MEN.



F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co., of Canada, spent a few days during the past week in Toronto, London and other points calling upon the shoe factories.

G. G. Parker, of Montreal, representing the Boston Last Co., Richmond, Que., was in Toronto last week on business.

A. K. Mihell, of Calgary, Alta., was in Toronto lately paying calls upon several members of the trade.

George E. Boulter, Toronto, has returned from a business visit to New York, Boston and other shoe centres in the Eastern States.

Both wholesale and retail shoe men report that while there was a lively demand for hockey boots of all kinds before the holiday season, requisitions have of late dropped off considerably. This is caused by the fact that in many of the smaller towns and cities, owing to enlistments of so many young men for overseas service, there are no hockey clubs and many rinks, which were open last winter, are closed this season.

D. D. Hawthorne, wholesale shoes, Toronto, was in Montreal and Quebec last week on a business trip.

The annual convention of the various branch managers and heads of departments of Ames-Holden-McCready, Limited, will be held in Montreal starting February 5th.

M. H. Shibley, of Toronto, who represents the Brown Shoe Co., of St. Louis, Mo., has returned from a successful convention of the company's salesmen. There was a large attendance and a most enjoyable banquet was one of the features of the enthusiastic gathering.

It is rumored that the Canadian Consolidated Rubber Co., Montreal, intend removing their large general offices up town to a more central location and that negotiations are pending for a large and well appointed building right in the heart of Canada's commercial metropolis.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, spent a few days in Toronto, recently, calling upon the trade.

S. F. Lawther, representing the Anglo-Canadian Leather Co., Toronto, is spending a few days on business among the shoe factories of the Maritime Provinces and Quebec.

J. J. Kilgour, of the Kilgour, Rimer Co., Winnipeg, was in Toronto and Montreal and Quebec, during the past few days on business.

L. C. Van Geel, of the Tillsonburg Shoe Co., Tillsonburg, was in Toronto recently on a business trip.

Col. J. W. Miller, the veteran military man and shoe merchant of Peterborough, Ont., who has been a member of the Board of Education in that city for many years, has been elected Chairman of the Finance Committee of the Board for the ensuing term.

The Regal Boot Shop, 556 St. Catherine street west, Montreal, is holding a removal sale previous to occupying new and enlarged quarters at 415 St. Catherine street west, which are now being fitted up in splendid style with every modern appointment and convenience.

Frank Ryan, late of Powell's Yonge street store, Toronto, is now with J. A. E. Snider, corner Yonge street and St. Clair avenue, Toronto.

It is said that Endicott, Johnson & Co., the world's largest shoe manufacturers, did a gross business in 1916 of approximately \$60,000,000, against some \$50,000,000 in 1915. The present shoe output of the company is about

75,000 pairs a day, and it is planned ultimately to double this production. About \$1,000,000 is shortly to be expended upon further plant extensions.

A. L. Johnson, of the A. L. Johnson Shoe Co., Montreal, spent a few days in Toronto, recently, calling upon the trade.

C. J. Howe has been appointed superintendent of the Regal Shoe Company's factory, Toronto, and entered upon his new duties. He is a former superintendent of Ames-Holden-McCready, No. 1 factory, Montreal, and has had a wide experience and thorough insight in all branches in several of the foremost plants in both the United States and Canada.

One of the most beautiful show windows ever seen in Ridgeway, Ont., was at Dunkley's shoe store, during the recent holiday season. It was splendidly designed and unique in make up.

The Montreal Box Toe and Heel Co., manufacturers of high grade box toes and heels of all kinds, has owing to the great increase in its business taken the whole building at 321 Aird avenue, Maisonneuve. The company of which J. E. Dupre is the progressive proprietor, was established in 1904, and now has some 20,000 square feet of space devoted to the heel business.

The Quebec Shoe Co., Winnipeg, recently assigned to the Traders' Trust Co. of that city.

The White Shoe Co., Limited, 48 York street, Toronto, has been federally incorporated with a capital stock of one hundred and fifty thousand dollars. The company is empowered to buy, sell and deal in shoes and rubbers. The incorporators are: Hugh White, R. B. Gravlin, T. W. Scott, George Cessford, and F. W. Scott, all of Toronto. A few years ago the firm was known as Garside & White. When Mr. Garside retired in 1912, Mr. White, who had been associated with him for a long period, took over the interest of his partner and the White Shoe Co. was formed to do a wholesale business. The name is now the White Shoe Co., Limited. All the members of the organization have been in the service of the firm for many years.

G. H. Ansley, of the Perth Shoe Co., Limited, Perth, Ont., has returned after spending two weeks on a trip to Boston, New York, Rochester and other shoe centres. He says that there does not appear to be any let up in the price of raw materials, and he found that many factories on the other side are featuring cloth tops quite extensively. The company are getting out their immediate spring and fall set of samples, together now, and so far as they can figure there will be even higher tops on some lines, particularly cloth.

On the ground that it was insufficiently signed the civic finance committee declined to receive a petition from a number of Vancouver shoemakers in favor of putting the business under the early-closing regulations.


A. J. Gahagan, shoe dealer, of Woodstock, Ont., who has been in business in that city for several years was elected a member of the city council at the recent municipal elections.

Lieut. Daryl G. Peters, son of F. A. Peters, president of the firm of C. H. Peters & Sons, Limited, tanners, St. John, has received a commission in the 236th Battalion. Lieutenant Peters returned from France some few weeks ago, after having served for more than a year in the ranks of a Canadian unit. It will be recalled that he won the military medal for conspicuous gallantry while in action.

A conference of the travelers of Daoust, Lalonde & Co., Montreal, was held recently, when all the members of the staff were present and spent a most profitable two day session discussing plans and styles for the coming season. All departments of the plant and also the fine large tannery of the company were inspected and a dinner tendered the boys by the president of the company, Mr. Joseph Daoust. M.

C. Mullarky is now assistant superintendent of the plant which is under the direction of Louis Daoust. Mr. Mullarky was for many years associated with the W. A. Marsh Co., Quebec, and will look after the fine goods of the company. Daoust, Lalonde & Co., have issued a very handsome calendar for 1917 in which pictures of their plant are shown, and also the photographs of the men on the road and others.

W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**
Leicester, Eng. and at Kettering, Northampton
 Bristol, and Norwich.
 CASH ADVANCED ON CONSIGNMENTS
 Cable "HIDES" Leicester.



DIES Of finest steel for all purposes. Accurate. Workmanship warranted.
 GIVE US A TRIAL
BOSTON CUTTING DIE CO.
 202 A STREET BOSTON, MASS.



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

PIERRE BLOUIN
 Regd.
Manufacturers of
SHOE FINDINGS
 AND
WHOLESALE LEATHER
 Corner of Colomb and Nelson Streets
QUEBEC

Narrow Fabrics



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

LENGTH OF MILL 175 FEET

Substantial Revenue and Store Tidiness



An ever ready receptacle.
A boy can operate it.

ARE THE TWO OUTSTANDING FEATURES you gain by the installation of the

Jewel Paper Baler

DON'T THROW AWAY OR BURN your shoe cartons—
bale them and bank the money.

You will find the "Jewel" a positive convenience in keeping your premises clean and tidy. The fire risk in loose cartons is entirely eliminated.

*A card will bring full particulars
re baler and your best market.*

L. H. Packard & Co., Limited, Montreal, P.Q.

General Sales Company, Stair Building, Toronto

Everyday Prosperity



Is just waiting round the corner for sellers
of the

BEST EVERYDAY SHOES

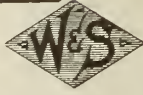
They have that quality that makes for
QUICK SALES through style and appear-
ance of HIGH PRICED FOOTWEAR with
the COMFORT and WEAR.

Make the Resolution to be an EVERYDAY BOOSTER this year
and the Best Everyday Shoes will boost your business.

The T. Sisman Shoe Company, Limited
Aurora, Ontario



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



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

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

ESTABLISHED 1857

With our additional tannages we are now able to satisfy the wants of all Cutters of

SOLE LEATHER

with either of our six lines.

"TRENT VALLEY"
"LION"
"ROYAL" } Oak

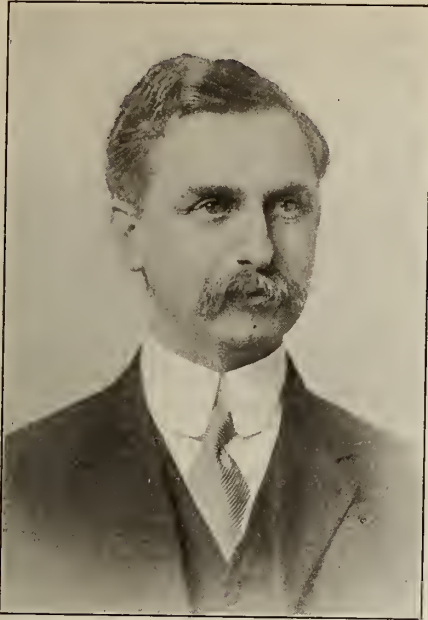
"PENETANG"
"EAGLE" } Hemlock

"KITCHENER"
Union

THE BREITHAUP T LEATHER CO., LIMITED

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA



HUGH WHITE, HEAD OF THE WHITE SHOE CO. LIMITED, TORONTO, WHICH FIRM HAS RECENTLY BEEN FEDERALLY INCORPORATED



JOHN J. TILT, WELL KNOWN WESTERN SHOE TRAVELLER, WHO HAS TAKEN RESPONSIBLE POSITION IN TORONTO DEPARTMENT STORE



CHAS. JEEVES, RETIRING VICE PRESIDENT OF TORONTO SHOE REPAIRERS' ASSOCIATION, WHO IS AT PRESENT IN ENGLAND

The idea of taking around a sample case with a real "life size" shoe is being done away with by many up-to-date manufacturers. The writer was shown recently some miniature samples which were made perfect in every detail just the same as if it had been a 4½B. When completed a buyer gets the same effect and knows just how the shoes will look when made up into an order. The combination leathers are used and the miniature samples are making a great hit. Mr. Sullivan of the Lynn Shoe Co., Lynn, said that he booked an order recently for \$10,000 worth of shoes on his miniature samples. It is certainly a practical idea and with the high cost of all materials, the manufacturer is able to save a great deal of his materials on samples and at the same time give his buyers the desired effect.

John A. Adams, of the Aero-ped Manufacturing Co., 30 Adelaide st. east, Toronto, has returned from an extended business trip to New York and Boston, where he completed arrangements for the handling of Aero-peds by a number of leading wholesalers on the other side of the line. For the present Aero-peds will continue to be made in Canada, but Mr. Adams hopes that the business which is developing nicely will necessitate starting a similar industry across the border in the near future.

W. L. Douglas, of Brockton, Mass., former governor of Massachusetts, spending the winter in Florida, says he has discovered a satisfactory substitute for leather, which can be manufactured much cheaper than leather. He refused to divulge the nature of his discovery, but declared that experiments show conclusively it can be made into serviceable shoes to retail at not more than \$3 a pair. Mr. Douglas predicted still higher prices for leather, and declared this would cause much suffering among the poor. He said there is as much leather produced as formerly, but the consumption has been greatly increased by automobile upholstery and as shoes for the great European armies. This and disorganized transportation will cause higher prices.

The merchants of Vancouver have formed an organization to fight the Saturday half holiday, for the remainder of the year, and a petition has been circulated setting forth the fact that the Saturday half holiday, as in force at the present time is a detriment to the city, but that the merchants would favor a Saturday half holiday during the summer months. Among the members of the campaign committee who will do considerable newspaper advertising against the

Saturday half holiday all the year round is Geo. B. Johnston, of Johnston's Big Shoe House, Vancouver.

N. R. Feltes, Vice-President and General Manager, of Ames-Holden-McCready, Limited, Montreal, has gone south to spend a few weeks.

J. W. Leslie and N. S. Duffield, of Hamilton, were in Montreal and Quebec last week on business.

John J. Tilt, of Toronto, who for the past two years has been an efficient member of the traveling staff of the Brandon Shoe Co., Limited, of Brantford, Ont., has taken an important position with the T. Eaton Co. He is now the assistant manager of the men's shoe section, and enjoying the work of his new post. Previous to going on the road, Mr. Tilt was for a considerable time with the T. Eaton Co. He feels that his selling experience throughout the Western provinces, which he covered from coast to coast, has given him a wider grasp and more intimate insight into the footwear line than he could otherwise have obtained.

Central Leather Co. has taken another big order for sole leather for foreign account. As high as \$11,000,000 has been mentioned as the amount involved in this transaction, but no confirmation is obtainable. It goes without saying that an order for anything like that amount of leather could only be taken for future shipments, as such a quantity is not obtainable for nearby delivery. Interests identified with the big leather company feel confident of the strength of the leather situation and of the future, whether or not peace eventuates in the near future. The fundamental basis of this position rests in the world hide situation. Before the war, Germany and Austria, combined, produced more sole leather than the United States. But since the outbreak of the war Germany has been unable to get adequate supplies of hides, and it is figured by competent authorities that when peace comes Germany and Austria will want 4,000,000 to 5,000,000 hides to get their tanneries in operation.

W. C. Myers, Ontario representative of La Parisienne Shoe Co., Montreal, spent a few days in that city recently on business.

Thomas Goode, a widely known citizen of Niagara Falls, Ont., died at his home there recently. He was in his eighty-seventh year, and carried on a shoe business up to a few days before his death. He leaves a widow and eight children. Mr. Goode was born in Huntingdonshire, England, and came to Canada about sixty years ago.

CONDENSED ADVERTISEMENTS

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

SALESMAN WANTED.—Capable of taking full charge of men's high grade shoe store. Must be competent to do the buying. State qualifications, salary, etc. Box 26, "Shoe and Leather Journal," 1229 Queen street west, Toronto.

SHOEMAN—With 15 years' experience in better class retail trade wants to represent good jobbing house, or manufacturer, as traveller, on Eastern Ontario ground. A hard worker, with best references. Write Box 24, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

BUSINESS OPPORTUNITY SELDOM OBTAINABLE

THE advertiser, conducting a shoe business of a special and refined nature, high-class in every respect, wishes either silent or active investor with about \$10,000. If you are strictly upright, educated, of good appearance, and wish connection with a rapidly growing and already established business in Toronto, answer this and arrange for interview. Positively genuine, and with a tremendous future.

"BUSINESS"

SHOE & LEATHER JOURNAL
1229 Queen St. West - Toronto

NEWSY HAPPENINGS FROM QUEBEC

Edgar Clement, tanner, of Quebec, was recently in Boston on a business trip.

A. L. Johnson, of the A. L. Johnson Co., Montreal, was in Quebec lately on a business trip.

J. R. Roche, representing Parker-Irwin, Limited, Montreal, was in Quebec some days ago on business.

In an Industrial Bowling Match held some days ago in Quebec, the Telegraph team was beaten by the Wm. A. Marsh team, and the John Ritchie team beat the B. Houde team.

Edouard Ruel, shoe case manufacturer, of Lauzon, died suddenly last month at the age of sixty-two years.

American Shoe Machinery Co. of St. Louis, Mo., have sent out a handsome souvenir to their customers, in the shape of a nice metal paper holder.

Quebec shoe manufacturers are busy and are receiving orders every day. During the week preceding Christmas, it is reported that their sales were higher than at any similar period in the past. They also report that collections are good. Nearly all the shoe manufacturers closed their factories for a week to take stock, and to give the employees a holiday, during the week preceding Christmas.

Lachance & Tanguay, shoe manufacturers, Quebec, have completed the installation of a new modern sprinkler system in their factory which will materially reduce their insurance rate.

THE ERA OF ADVANCING PRICES WILL BE LONG

(Continued from page 38)

of the case—leather is unlike many other raw materials in that it is really a by-product, and as such is subject to the whims of the producer, in other words, the cattle raiser. Cattle raising as a profession has fallen into the discard as is shown by the statistics and the present European conflict involving practically every nation, directly or indirectly, has served to make worse the situation already bad. The shortage of leather cannot be overcome in six months or even a year, because no synthetic substance has been discovered to replace the main material used in the construction of high grade shoes in the class of a product (the output of which is controlled entirely by the producer).

Consumers Attitude on High Prices

"We should take into consideration the consumers' attitude in the matter, and I think that attitude is sufficiently plastic (and is liable to become more so) to enable you to explain, with good results, that high prices are due not only to the shortage of leather and of all other materials entering into the making of shoes but also to the demands of the consumer himself (and herself) for styles and leathers, the use of which are contrary to the wishes of the conscientious manufacturer and inconsistent with the present principles of economical shoemaking.

"No one would like to sell shoes at half the present prices, better than I. Making shoes, not boosting prices, is my hobby and life-work, and in the distribution of Invictus Shoes I feel that you are actuated by motives similar to mine, otherwise you would not be handling Invictus. On this common ground I am sure we can go ahead unfalteringly into the months of the year 1917. There has never been a time when business did not adjust itself to the conditions affecting it. There has never been a country which offered so many possibilities as Canada, and there has never been a people with better facilities with which to develop advantageously such possibilities than have we Canadians.

"I extend, in all sincerity, the hand of fellowship to you at this time and in conclusion may I hope that you will be inspired by the thought which has helped me, and which has been so aptly expressed by W. E. Henley in his famous poem 'Invictus.'"

It matters not how strait the gate,
How charged with punishment the scroll,
I am the master of my fate,
I am the captain of my soul."

"WIN THE WAR" IS THE ONE ANIMATING SPIRIT

(Continued from page 31)

consideration the carrying of the heavy stocks of raw materials mentioned. Another feature which makes for the efficiency of the business is that since the company was taken over, short of three years ago, new plant to the value of £7,300 has been added, so taking the business altogether, it is in a more healthy condition to-day than ever before. Since the formation of the present company the ordinary shareholders have received a dividend of 10 per cent., and your directors are gratified to know that this year's result will enable the same amount to be paid, besides carrying forward the sum of £1,249 3s. 8d.

You will notice that there has been put aside for foremen's bonus £1,500. Your directors feel that the giving of a bonus to all foremen and assistant foremen, as well as to the general staff, has been a very good move, and one would like to add here that the goodwill and harmony existing between directors and general staff, as well as all our employees, has, no doubt had a good effect on the year's working, for wherever there is unity of purpose, coupled with ability, success is sure to follow.

D. Guihan, foreman of the stock room of Underhills, Limited, No. 2 Factory, at Barrie, Ont., was pleasantly surprised by R. Underhill, on New Year's Day, with a cheque for \$100 in recognition of his progressive management and ability. Mr. Guihan is regarded among the shoe trade as one of the best sole leather men in the country, and his long experience serves him well on all grades of work. He has been employed by several leading shoe manufacturers and cut sole houses in the Dominion.

An extra provincial license has been granted E. T. Wright & Co., Inc., shoe manufacturers, to carry on business in Ontario and to invest \$125,000 in operations in the province. The company has been successfully operating for four years in St. Thomas, Ont.

The assets of E. P. Vaillancourt, shoe maker and saddler, of Bonaventure, Que., have been sold.

J. G. Maxwell, shoe dealer, of Swift Current, Sask., has sold out.

A charter has been granted to the Ajax Rubber Co., of Canada, Limited, with a capital stock of one million dollars. Among the incorporators are Wm. D. Hamilton, R. S. Gilpin, J. F. Selby, G. W. Miller and others of Toronto. The company are empowered to manufacture and deal in rubber and rubber goods of every kind and in all articles composed wholly or in part of rubber.

H. Dallas, Toronto, who has been confined to his home a few days with illness, is able to be around again.

J. A. McLaren, of McLaren & Dallas, Toronto, and Hugh White, of the White Shoe Co., Toronto, are spending a few days calling upon the trade in Montreal and Quebec.

J. C. Moreau, western Canada representative of Blachford, Davies & Co., Toronto, has returned from an extended selling trip throughout the Western Provinces and reports business as greatly improving.

W. A. Moyer, who has been for some time on the staff of the Ryan-Devlin shoe store, Winnipeg, has formed the Moyer Shoe Co., and will open out with a general retail stock of footwear at 266 Portage avenue, Winnipeg.

Among the visitors from the West calling upon the Toronto and Montreal trade during the past few days were J. Bercuson, of Calgary; H. Cohen, of Winnipeg, J. A. Shelmitsky, Winnipeg, and F. Henderson, of Vancouver.

J. M. Clark, Teeswater, Ont., was in Toronto this week calling upon the members of the shoe trade.

In the semi-annual bowling contest at five pins held between the travelers of the White Shoe Co., Toronto, and the warehouse and office staff, the latter won easily each of the three games played. The scores were as follows:—Travelers: E. L. Williamson, 117, 147, 85; L. Fingland, 125, 96, 132; H. Braun, 124, 131, 124; E. A. Edmonds, 159, 104, 71; O. Braun, 97, 111, 112. Warehouse and office: R. B. Gravlin, 151, 100, 83; C. McFarlane, 147, 153, 182; Geo. Cessford, 141, 131, 104; A. Reeve, 128, 100, 134; A. Bawden, 164, 115, 142.

John C. Breithaupt, secretary of the Breithaupt Leather Co., Limited, Kitchener, has been re-appointed chairman of the city water commission, for the seventeenth term. This is a long and honorable record of service, and Mr. Breithaupt's many friends in the trade will extend hearty congratulations.

THE interior of Batstone's new shoe store on McNab St., Hamilton. At the rear there is a balcony with special fitting room for ladies.



HAS SPECIAL FITTING ROOM FOR LADIES

"I consider it a good tip for all shoe clerks to take a personal interest in their customers," remarked W. L. Batstone, 19 McNab street north, Hamilton, Ont., who has now been in the shoe business for himself for several months. An illustration of the interior of his well equipped store is presented on this page. Mr. Batstone, who has had some twenty-five years' experience in the footwear game, worked in the district in which he is now located for seven years, and being well-known and well thought of, has been rewarded with a splendid patronage which is rapidly growing.

One feature of his establishment is that at the rear there is a balcony which he has converted into a ladies' fitting room for all colored high-cut shoes. This is a feature which is greatly appreciated. The apartment is comfortable and cosy. Mr. Batstone states that the fair sex have made this convenience known and that when ladies enter they will walk straight for the balcony as it is private, and a saleslady is there to attend to their wants. Mr. Batstone carries a well assorted stock and his motto is reliable goods, proper fitting and prompt and efficient service.

Owing to the constant increase in business the Factory Shoe Store, of St. Catharines, has found it advisable to increase their store accommodation and have leased premises adjoining for a period of five years. This will permit of a much larger and more complete stock and better display of goods.

The Eureka Shoe Co., of Papineau Avenue, Montreal, have made arrangements to remove to Three Rivers, P.Q. A new incorporated company is being formed with a capital of \$100,000. A portion of a new municipal factory in Three Rivers has been rented, giving sufficient room to allow four times present capacity.

Among those who attended the splendid styles show at the Powers' Hotel in Rochester, N.Y., during the past week, were Wm. Chamberlain and W. G. Fallon, of Getty and Scott, Limited, Galt, Ont.; H. B. McGee and Alf. Minister, of the Minister, Myles Shoe Co., Toronto; A. Levy, Toronto, and others.

The Walk-Over Boot Shop, Yonge street, Toronto, are converting the basement of their attractive store into a well-equipped and admirably fitted up children's department. Heretofore only men's and women's lines have been handled, but now juvenile footwear will be given special attention in all its branches.

Fred. Perry, Toronto, representing the Goodyear Tire and Rubber Co., has been in Winnipeg for the past few weeks calling upon the shoe repair trade of that city in the interest of Neolin, and Wing Foot Rubber Heels, and reports business as brisk.

The Cut Rate American Shoe Store, Winnipeg, has moved to Main street in that city, taking over the old Harvard Fur Co.'s stand recently vacated by Holt, Renfrew & Co.

The staff of the Kilgour, Rimer Co., Winnipeg, wholesale shoes, were all kindly remembered at the end of the year by a substantial bonus. Addresses were delivered by J. J. Kilgour, J. P. Kilgour and A. K. Ferguson, while responses were made by George Wheeler, manager of the Findings Department; W. Patterson, one of the veteran travelers of the West, and others, while Thomas Gillis related some amusing anecdotes. President Kilgour entertained the staff at his comfortable home before leaving for the East on a business trip. He was accompanied by his son, Frank, who will take an examination in the aviation course at Ottawa, while away.

The annual meeting of the Toronto Shoe Retailers' Association will be held in the Temple Building, Toronto, on Thursday, January 18, at ten o'clock in the morning. A full attendance is requested as officers for the coming year will be elected and other important matters come up for consideration.

Montreal shoe factories are recovering from their holiday quietness and say that many retailers are inquiring for goods. Leather prices are well maintained in spite of the temporary tranquillity of the market and everybody expects a resumption of activity similar to October and November, although perhaps not quite so feverish. The seasonable weather made the rubber business so active that manufacturers and jobbers had a task to keep up with the demand. Shipping facilities were hampered by the shortage of freight accommodation.

Elmer Poyer, manager of the Canadian Arrowsmith Manufacturing Co., Niagara Falls, Ont., has returned after spending a pleasant holiday at his home in Newark, N.J.

The Palmer-McLellan Shoepack Co., of Fredericton, N.B., have adopted the use of a chrome tanned larrigan leather that is absolutely waterproof. While the goods may cost a trifle more than the ordinary oil tanned leather, it has proved to give superior results in wear and waterproof qualities.

The Davis Leather Co., Limited, of Newmarket, Ont., have recently introduced two new lines which they are

manufacturing in addition to their widely known brands of calf leather. These brands are Black Diamond Veal, and Diamond Mat Veal. The former has all the earmarks of gun metal calf and is its equal in texture, lustre and durability, while the latter is a perfect substitute for matt calf, having the full appearance, feel and wear of a genuine matt calf in the shoe. The firm have received many applications for samples and, in view of the present high prices for footwear and all lines of leather, the new brands have been introduced as tending toward economy in the production of shoes.

Three schools for returned soldiers will shortly be established in Saskatoon where the entire Y.M.C.A. building will be required. The schools will be shoe repairing, telegraphy and automobile repairing and operation. H. W. Hewitt, who is the vocational officer of the Military Hospitals Commission, has the matter in hand.

Gutta Percha and Rubber Limited, Toronto, have donated \$5,000, to endow a bed in the Toronto General Hospital in memory of the late Captain Trumbull Warren, 15th Toronto Highland Battalion, who fell in action on April 20th, 1915. Captain Warren was president of the Gutta Percha and Rubber, and son of Mrs. H. D. Warren, "Red Gables," Wellesley street. The bed will be placed in the male surgical ward, and will likely be used for patients who have undergone amputation operation. The plate has already been made for the bed.

Numerous were the congratulations and letters sent to Mr. and Mrs. Alfred W. Donovan, who recently celebrated their silver wedding. They enjoyed a trip to New York, Philadelphia, Atlantic City and Washington. Mr. Donovan is widely known for his connection with the shoe trade, having been associated in that business since a boy. Mr. Donovan is president of the E. T. Wright Co., of Rockland, Mass., but started with the concern as stitching room foreman. He is a member of many of the shoe clubs and organizations affiliated with the shoe trade. E. E. Donovan, who is at the head of the Canadian plant of E. T. Wright & Co., St. Thomas, Ont., is a brother.

A serious breakdown happened at the Bainton Bros. Tannery, Blyth, Ont., when in some unaccountable way the governor belt on the engine broke, causing the engine to run away, and as there was no person in the engine room at the time, it caused considerable damage before it stopped. The flywheel on the engine broke and one part of it, which weighed a few hundred pounds went sailing to the ceiling and roof of the building and travelled about 100 yards from the tannery, while another piece went through the cement wall.

James McCormick and Malcolm Johnson, former shoe dealers of St. Thomas, who were bought out by Cloos and Wilson, have left for Rochester, Minn., where Mr. McCormick will enter the Mayo Brothers' hospital for treatment. Mr. McCormick has been ill for some time. Messrs. McCormick and Johnson will not return to St. Thomas, but will take up their abode in some climate more suited to Mr. McCormick's health.

The request of the Calgary boot and shoe dealers for a uniform closing by-law was approved by the legislative committee, and a by-law will be submitted to the city council.

James Agnew, formerly owner of the Agnew shoe store, Winnipeg, which was damaged by fire recently, states that he disposed of his interest in the store on December 11th.

Harry B. Snook, of the firm of J. J. Snook & Co., harness and leather dealers, died at Truro, N.S., recently.

The employes of the Merchants Rubber Co., of Kitchener, were handed comfortable bonus checks in their pay envelopes recently. The company distributed in all \$3,648.37. The bonuses were given on the basis of percentage on wages. The amounts given were not for the entire year but merely for the quarter of June, July and August.

WE WANT YOUR NAME

IF YOU DO NOT USE

LION BLACK OIL DYE



Send us your name and we will mail you a free sample of the best **BLACK OIL DYE** on the market.



LION POLISH CO., LIMITED

525 King St. West
TORONTO, CAN.



*A Brand is a
Guarantee of
Quality*



Our shoes have long been the standard of quality in medium-priced goods. They have that snappiness of style that makes them attractive and saleable, and always yield a splendid profit. The Spring samples are in the travelers' hands.

DUPONT & FRERE
301 Aird Avenue, MONTREAL

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

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**

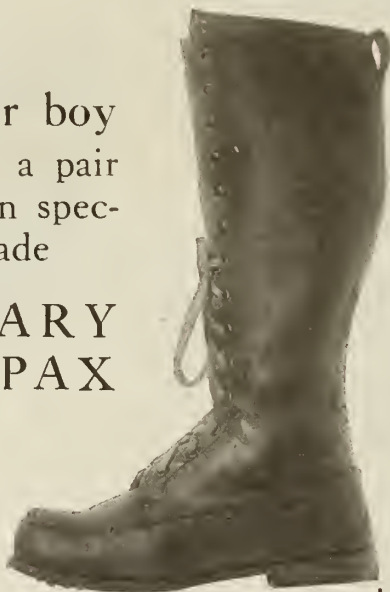
L. M. Barnett, Proprietor

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.

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.

ADVERTISES "BLACK SHOES FOR ECONOMY"

The following advertisement recently appeared in the Boston daily press. While a New York store of equal prominence links style and cloth tops, the Boston firm recommend cloth for economy:

"Buy practical shoes to get around the high cost of living.

"Buy heavy sole (Goodyear welt) shoes instead of thin turned soles and get longer wear. Buy black shoes, buy cloth-top shoes, buy lower-cut shoes to get the most for your money. The time has come, we believe, to consider shoe expenditures very carefully. If you want very high boots made of delicate kidskins, you will have to pay extremely high prices, and the more they are wanted, the higher will the prices go. We have such shoes but we do not advise their purchase. We do advise the purchase of serviceable shoes at \$5 to \$8.

"Buy 7 inch boots and save a dollar over 8 or 9 inch boots. Buy practical leather-heel boots and save 50 cents or \$1 over the cost of covered heels. Buy fancy shoes with cloth-top and save from \$2 to \$7. Buy black shoes for economy."

KID AND CLOTH LARGELY USED

A large department store of New York, had an advertisement in the newspapers of the Metropolis, regarding the advance style of a certain trade marked shoe. They illustrate a circular-foxed vamp lace boot thus described: High cut boot of patent or dull leather, quarters and heels of pearl gray suede. This boot is high-arched, with narrow toes and 2¼-inch Louis XV. heels. The same model can be obtained in pearl gray suede, patent leather, with white washable kid tops, and in all black glaze kidskins. Pair, \$10 to \$14. This announcement followed:

"Cloth top boots to be in vogue this spring. Many handsome models are already in stock: patent leather boots with pearl gray or white cloth tops; dull black kid boots with pearl gray or white cloth tops; African brown kidskin boots with cloth tops to match; African brown kidskin boots with white cloth tops; tan Russian calf boots with cloth tops to match."

This advertisement confirms the different news items recently printed concerning an increased use of cloth for spring shoes. It is quite certain that more cloth top boots will be sold to consumers during the spring months, but it is yet too early to predict that the public will favor cloth as quickly and largely as it adopted kid two years ago.

CLOTH TOPS ON THE BEST LINES

Cloth is being talked to a great extent for uppers but retailers are a little shaky, wondering whether or not it will be popular. If leather wasn't to be had, cloth sure would be popular, but as long as the manufacturers continue to scrape up enough leather to make the eight and nine-inch boots, milady will have nothing else, says a leading authority. However, many of the high-class manufacturers are turning out samples of their very best boots with a cloth top, and if the prices is made attractive and much lower than the kid boot, there is no doubt but what the shoe will be popular, and should sell from \$1.50 to \$2 cheaper at least.

Black glazed kid is having a big run with gun metal next and patent leather following. For low cuts the dull kid predominates. One neat pump recently shown had a crimped vamp, a small little bow, a light welt sole, and leather Louis heel. These are being made up in black calf, tan or white calf, kid or buck. Boots with fancy buck and kid tops are good sellers.

In the new lasts now being used the vamps are ever so much longer than before, now being 3½ inches. The "long" vamp of a few seasons ago, now looks very short in comparison. Shoes are being made lighter than ever before and the edges trimmed so close that they nearly all resemble the

turn shoe. A heavy shoe is not to be considered by milady, a light shoe, the lighter the better, is wanted, with no thought of durability, however.

HAD BIGGEST YEAR'S BUSINESS

The A. W. Ault Co., Limited, Ottawa, Ont., have just closed their year's business for 1916, and had the biggest year since their formation. Twenty-one years ago the firm of Poaps & Ault started in business at Ottawa with a capital of \$10,000.00. Their first year's sales were \$22,000. A few years later A. W. Ault bought out the interest of J. V. Poaps and the A. W. Ault Co., was formed. Since that time there has been an increase of shipments from a few thousand to almost half a million in 1916.

The firm has five travelers and the territory covered is only the Eastern and Northern part of the Province of Ontario, and the short line to Montreal in the Province of Quebec. The salesmen are: W. T. Martin, who covers the



LLOYD M. AULT
OTTAWA
ONT.

Cobalt district and the Soo branch; Joe Tucker, the Ottawa Valley and Gatineau districts; Willis Fulton, the St. Lawrence and between Ottawa and the border; George Marion the short line to Montreal, and Sam Bell the City of Ottawa.

In the fall of 1914, Mr. A. W. Ault, who passed away a few weeks ago, retired from active management of the company, his son, Lloyd, and Mr. L. C. Wilson were appointed to the joint management of the company. Mr. Lloyd Ault started the shoe game seven years ago at the bottom of the ladder, juggling cases and working through each branch until 1913, he became city salesman, but owing to his father's illness he assisted in the buying until 1915, when he took over the supervision of the warehouse, the sales management and the buying.

Mr. Upton, his stock clerk, has been on the job every minute for eight years, and the fact that the stock was turned over four times in 1916, and that at stock taking there was only a fifth of one per cent. of ends of lines and jobs speaks well for his stock keeping and Mr. Ault's buying. One or the other takes a trip each month to the shoe centres so as to be in constant touch with the leather situation.

Mr. L. C. Wilson, who is co-manager with Mr. Ault, has been with the firm since its inception, and is doing the financing and is high mogul of the purse strings. A year so successful and profitable as 1916 for the A. W. Ault Co., speaks well for the efforts of Mr. Lloyd Ault and Mr. Laird Wilson in their new role of joint management.

SEVEN HUNDRED RUBBER MEN DINE

The seventeenth annual banquet of the Rubber Club of America was held in New York in the grand ball room of the Waldorf-Astoria on January 8th, and was a brilliant function. The guests numbered seven hundred, and there were several Canadians present who report having had a splendid time. H. S. Firestone of the Firestone Tire and Rubber Co., of Akron, Ohio, president of the Club, ably presided, and among the talented array of speakers were: Hon. W. H. Taft, former President of the United States; Frank A. Vanderlip, President of the National City Bank, New York; Col. S. P. Colt, President of the United States Rubber Co., and Right Rev. Frank Dumoulin, Coadjutor Bishop of Ohio, who was the orator of the evening and aroused much enthusiasm by his eloquent address.

It was decided to change the name of the club to the Rubber Association of America. Among those in attendance from Canada were: T. H. Rieder, R. E. Jamieson, and J. M. S. Carroll, of the Canadian Consolidated Rubber Co., Montreal; W. H. Miner, of the Miner Rubber Co., Granby; C. N. Candee, W. H. Galt and Wm. Seward, of the Gutta Percha and Rubber Limited, Toronto; R. F. Foote, of the Independent Rubber Co., Merritton, and others. Rev. Dr. Dumoulin is a former Canadian, his father being the late Bishop of Niagara Diocese who for many years was in charge of St. James' Cathedral, Toronto. His son has inherited all the gifts and popularity of his illustrious sire.

WILL NOT PAY PRESENT FACTORY PRICES

"I do not know where prices are going to terminate in the shoe line and the figures which some of the Eastern manufacturers are asking are appalling," remarked a leading wholesale merchant who has returned after spending some time sizing up the situation. "I did very little buying I can tell you. I will not pay present quotations on any more lines than I can possibly help. I prefer to get along with what I have and do less business than load up with a heavy lot of goods on the new basis. I will do less trade, no doubt, but I will take chances. On orders which I placed some time ago, I have had some firms write asking that I allow them from sixty-five to ninety cents a pair more as they cannot make the goods at the prices furnished, without big losses. Of course, I am not granting their urgent requests, and permit them to cancel their consignments in some cases, before I will meet the new schedule. Why here, for instance, is a line of children's McKays, the order being taken in October. I am requested to pay from fifty to seventy cents more for the goods, and the order is only partially filled. What is one going to about it? Contracts and orders do not appear to be worth in many instances the paper they are written on to-day, and prices charged at the factories are higher in several cases than we are getting here for the goods from the retailer. I really cannot tell where the present state of things is going to end, but I will plod along, and go very gingerly on purchasing. Fortunately I am well provided with stock for some months, and after that what? There is no use in crossing a bridge until you come to it."

WHY FELT SHOE PRICES HAVE JUMPED

Speaking of the increased cost in felt footwear for the coming season, a leading member of the trade said: "I know that the increase which, in some cases, amounts to forty per cent., but which on the whole will not average over twenty-five per cent., seems excessive at first glance. There is this to be remembered that the advance has been made all at once, and prices are fixed by us for many months ahead. It is not the same with us as with the makers of leather footwear who jump figures fifteen cents this week and then another ten cents next week and follow this up with

KEEPS SALESMAN KEYED UP

Enclosed money order, two dollars, for 1916 and 1917 subscription to the "Shoe and Leather Journal," which I am always anxious to receive. I pick up a good many ideas in its columns that help me nicely as a commercial traveler. Kindly acknowledge receipt of same to my home address, and oblige.

Yours truly,

GEO. A. GADBOIS,

43 St. Mary St.

St. Hyacinthe, Que.

another increase of twenty cents a couple of weeks later, etc., which spreads the raise over several weeks. Our quotations have not been elevated gradually and, when putting them into effect all at once, they appear to be very heavy, when as a matter of course, they are not yet what they should be taking into account the increased figure for wool, its great scarcity and other difficulties. Labor has been a vital factor to overcome in our diminished output and slow deliveries. Look at the prices on the English market for wool if you want some idea of how things are today. The best wool is practically a dollar a pound and only a few thousand bales offering daily on which bidding is brisk. The highest advance in our prices has been on men's and women's dongola vamp shoes, some of the men's lines having gone up a dollar per pair, but this is occasioned by the abnormal figure for kid leather about which the trade in general is familiar. The position of the felt footwear manufacturer today with the shortage of wool, dyes and leather supplies is anything but a rosy one and we are doing our best, under difficult conditions, to overcome every obstacle and all orders should be placed early."

SHOES OR BOOZE: CHOOSE

(Collier's)

According to the Seattle "Daily Times," election day was the quietest ever in that town. There were no arrests except two for violating traffic rules. Moreover, it appears that more shoes are being sold in Seattle than in those old wet days. Here is a letter that was addressed to the Seattle Dry Campaign Committee by a local business house:

It may interest you to know that we have opened three new shoe stores in this city since the dry law went into effect January 1, 1915. These stores are at 106 Pike street, 318 Pike street, and 201 Yesler Way, all of them locations formerly occupied wholly or in part by five liquor saloons.

We are employing more men than the saloons did—are doing a flourishing business in stores that are a credit to the city of Seattle.

The increase in the sale of shoes in Seattle has been remarkable since prohibition went into effect in the State. There are 50 per cent. more children's shoes sold now than there was when the saloons were in full blast. People are also buying a better quality of shoes than formerly.

Yours respectfully,

Dinham-Strehlau Shoe Co.

By H. T. Dinham, President.

P.S.—Our motto is: "Less booze means more shoes."

A Canadian dealer says that the Saturday after the Prohibition law went into effect in Ontario equalled the Saturday before Christmas in children's shoes.

Specify

AIRD & SON'S

Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)

MONTREAL

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

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.

INDEX TO ADVERTISEMENTS

A	D	R
PAGE	PAGE	PAGE
Aird & Son..... 57	Dunlop Rubber Co..... 34	Regal Shoe Co., Limited..... 9
Ames-Holden-McCreedy, Limited..... 8	Dupont & Frere..... 53	Ritchie, John, Co., Limited..... 3
	Daoust, Lalonde..... 17	Robinson, James..... I. F. C.
		Robson Leather Co., Limited..... 54
	G	
B	General Sales..... 47	S
Barrie Tanning Co..... 58		Shultz-Goodwin Co. (Inc.)..... 46
Barnett, L. M..... 54		Staynes, W. H., & Smith..... 46
Beal Bros..... 14		Sisman Shoe Co., Limited, The T..... 47
Beal, R. M., Leather Co..... 54		St. Hyacinthe Soft Sole Shoe Co..... 48
Bell, J. & T., Limited..... 7	I	Scott-Chamberlain, Limited..... 13
Blouin, Pierre..... 46	Independent Rubber Co..... 12	
Boston Cutting Die Co..... 46		T
Brodie & Harvie..... 48		Tebbutt Shoe & Leather Co..... 4
Breithaupt Leather Co..... 48	L	Tetrault Shoe Co..... 27, 28, 29 & 30
	Lion Polish Co..... 53	
		U
C	M	United Shoe Machinery Co., of Canada..... 6 and I. B. C.
Canadian Consolidated Rubber Co..... 18	McLaren & Dallas..... 11	
Canadian Consolidated Felt Co..... 32	Montreal Box Toe & Heel Co., The..... 48	
Clarke Bros., Limited..... O. B. C.	McArthur, Irwin, Limited..... 44	
Clarke & Clarke..... 54		
Collis Leather Co., Limited..... 57		
	P	
D	Perth Shoe Co..... 15	W
Davis Leather Co..... 5	Paekard, L. H., & Co..... 16	Wright, E. T., & Co..... 10
Duclos & Payan..... 46		Woodward, F. E., & Sons..... 48

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

492
St. Valier Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.

Clark Bros. Limited
St. Stephen N.B.

Smart
Shoes
for
Smart
Ladies



No. 326

Gun Meta' Calf Dull Top 8-in. Lace Boot
Avenue Last
McKay 2-in. Leather Louis Heel
Widths AA to D Sizes 1 to 8

For
Your
Early
Spring
Trade

Clark Bros. Limited
St. Stephen, N.B.



No. 303

Glazed Kid White Kid Top 8-in. Lace Boot
Avenue Last
McKay 2 1/8 Leather Louis Heel
Widths AA to D Sizes 1 to 8

Clark Bros. Limited
St. Stephen, N.B.

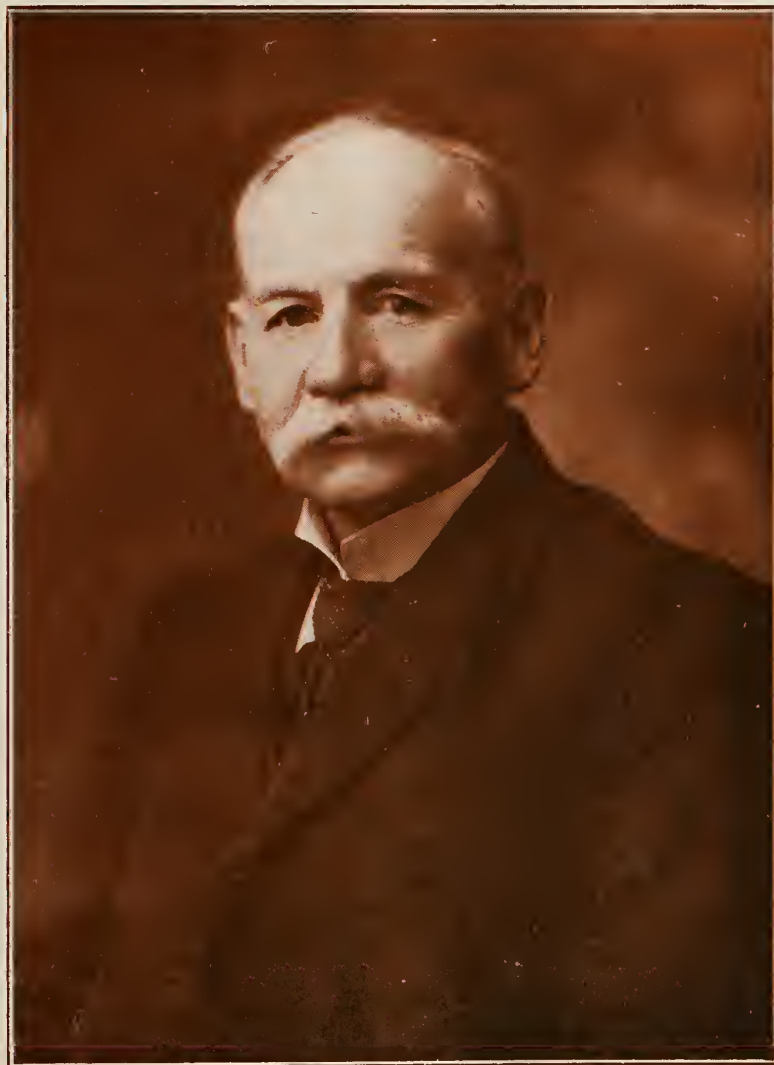


No. 317

Black Glazed Kid Gray Buck Top
8-in. Lace Boot Avenue Last
McKay 2 1/8 Leather Louis Heel
Widths AA to D Sizes 1 to 8

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

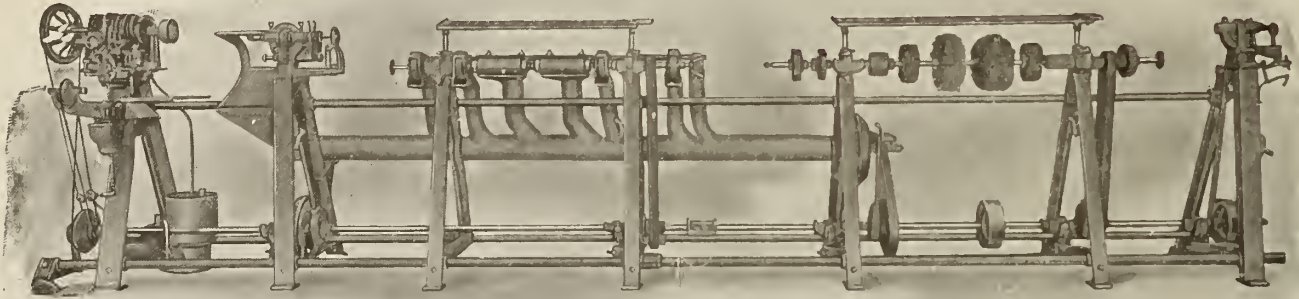


R. M. BEAL, LINDSAY, ONT.

See Page 32

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



Our New In-Stock Department

Which will be for the special convenience of Regal agents and prospective agents, and insure prompt delivery and service

WILL OPEN ON MARCH 1st NEXT

Fifteen styles of the leading Regal lines will be carried, thus improving and strengthening our splendid connection with the trade. This is a feature which is sure to be appreciated and is another evidence of our progress and expansion.

The Regal Shoe Co. Limited

Bathurst and College Sts., Toronto, Ontario



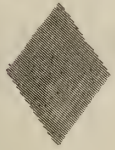
ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

A

DIAMOND



THE ACE OF SHOE CLOTHS

In All the Popular Shades of the Day

A Practical Shoe Topping of Beautiful Appearance



HENRY Gitterman & CO.

A name synonymous with integrity and square deal for over fifty years

33 SPRUCE STREET, NEW YORK CITY

Boston, St. Louis, Rochester, Haverhill, Philadelphia, Toronto, Can.





BEFORE FEBRUARY FIRST We will be in Our Own Building at
37 FOUNDRY ST. SO., KITCHENER

And Our Eastern Branch at 401 CORISTINE BLDG., MONTREAL, will be ready for business

If you haven't been doing business with us give us a trial.
We will prove to you why we have built up the largest
supply house in Canada.

The Lines we Handle are the Best in the World

WE "SERVE YOU RIGHT." GIVE US A CHANCE TO PROVE IT

EXCLUSIVE REPRESENTATIVES FOR

Armour Sand Paper Works, Chicago.
Crystolon Paper and Cloth.

Boston Leather Stain Co., Inks, Dressing,
Stains, Wax and Polishes, Cyclone
Bleach.

The Ceroxylon Co., Ceroxylon, the Per-
fect Liquid Wax.

The Louis G. Freeman Co., Shoe Mach-
inery.

H. E. Locke & Co., Cotton Threads.
M. H. Merriam & Co., Binding and
Staying.

Puritan Mfg. Co., Wax Thread Sewing
Machines, Poole Process Goodyear
Innersole.

J. Spaulding & Sons Co., Fibre Counters
and Insoling.

United Stay Co., Leather and Imitation
Leather Top Facing, Welting, etc.

Also representing Markem Machine Co.,
Marking and Embossing Machines,
Inks, Compounds and Parts.

INTERNATIONAL SUPPLY CO.

**Manufacturing High-Grade Pump Bows
and Cut Trimmings**

Factory and Main Office,
37 Foundry St. So., Kitchener, Ont.

Branch,
401 Coristine Building, Montreal

ARROWSMITH
TRADE MARK

IMPROVED "FOOT-PAD"



STYLE I

THIS has recently been brought out for the purpose of supply-
ing a particular want in the Arch Support line. This style
was suggested by shoemen whose customers have been
troubled with tired and aching feet although not afflicted with
fallen arch. There are many people who seem to think they
require nothing more than a "Pad" under the foot, securing a
gentle uplifting pressure to the arch. The Arrowsmith Improved
Foot-Pad does this, and being flexible and resilient can be worn

from the outset without any discomfort. The trade name "Foot-Pad" is the trade mark used on this particular device and tells the whole story.

The "Foot-Pad" is shaped to conform nicely to the contour of the arch of the foot, and is composed of two lifts or layers of light, high-grade strap leather, a thin, highly-tempered plate being securely riveted between the two layers of leather. The leathers are cemented together and stitched around the entire edge with silk. The upper leather, which comes in contact with the foot, presents a smooth, unbroken surface on which the trade mark is beautifully burnished.

RETAIL PRICE, PER PAIR, \$2.50

Canadian Arrowsmith Mfg. Co., Limited

J. W. ARROWSMITH, Pres.

Niagara Falls, Ontario

ELMER POYER, Manager

You are Fortunate

If you have a complete line of

BELL SHOES

These days. You can get practically what you ask for them.



Particular people are now so familiar with

BELL QUALITY

that they seldom ask the price. See that you have all the sizes.



J. & T. BELL

LIMITED

MONTREAL

Shoemakers for over a century to Particular Men and Women of Canada.

Specify

AIRD & SON'S

Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)

MONTREAL

There are no Better!

These days when the SHOE DEALER has to be particularly WATCHFUL of his buying he needs a FOUNDATION OF READY SELLERS.



YAMASKA BRAND

Are known from coast to coast as RELIABLE, WELL MADE, STEADY SELLING SHOES that for HALF A CENTURY have given satisfaction to wearers and sellers.

*Do not let your stock run low Keep your customers well covered
and insure your sales.*

Our travellers will call on you. Drop us a card if they don't.

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.

PREPAREDNESS BRINGS TRADE

One of the New Things we have had "up our sleeve" is

MYLO SHOE CREAM

There will be a big demand this year for Colored Shoes which will require Colored Shoe Dressings

Our Mylo Shoe Cream cleans and restores the leather to its original finish and is unsurpassed for use on the delicate shades of colored leathers which will be so popular

For Men's Wear Mahogany and Russet will be extensively worn



Our Colored Combination is just the thing for the busy man, gives the maximum results with a minimum of labor

On account of the high cost of leather shoes, white canvas shoes will sell like "hot cakes" during the summer months

Be prepared with white cleaners. Our White-O and White Liquid cleaners give you a Big Percentage of Profit

L. H. Packard & Co. Limited, Montreal

Shoe Dressing Manufacturers



THE BEST JOBBERS ARE ENTHUSIASTIC HANDLERS OF "Moose Head Brand"

OIL TANNED SHOE PACKS, LARRIGANS,
SPORTING BOOTS AND SUMMER PACKS
which are the Standard for High Grade
Quality.

We have one or more lines for your store, no matter
where you may be situated and no matter what the
class of trade you do. ORDER AT ONCE FOR 1917.



John Palmer Company Limited
FREDERICTON, N.B.

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

A GREAT HIT

Those who have tried out our new lines of

GUN METAL — AN — MATT SIDES

**A
Sample
Will
Convince
You**

Have expressed their appreciation and con-
fidence in the quality and finish of the
goods by RE-ORDERING.

They give the last inch in results, being manu-
factured from specially selected raw stock.

The finish is of that close, smooth, silky char-
acter that gives appearance and softness at the
same time to the shoe.

A. DAVIS & SON LIMITED
KINGSTON, ONTAR O

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.

*THE
 Professor*

PAT. N^o. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

Two Brands That You Can Feature



THE advantages of these two brands are that you have style and wearing qualities the same as you might have in another shoe, making them suitable for every day wear. Then you have the health-giving construction that makes them a feature line, for there are few feet that these splendid shoes will not fit and fit comfortably.

Be sure and specify these when you order from your jobber.

Tebbutt Shoe and Leather Co.

Three Rivers, Quebec

Limited

*Brands
 Whose
 Names
 Suggest
 Foot
 Health*



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.

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



A
Great
Achievement

**TETRAULT
WELT SHOE
FOR 1917**



A
Great
Shoe



OUR ACKNOWLEDGMENTS

We desire to extend our sincerest thanks to the hundreds of Shoe Dealers in Canada who have helped to put the

TETRAULT SHOE

where it is to-day, the most popular Goodyear Welt from the Atlantic to the Pacific. Particularly are our thanks due to the eight hundred and seventy-five who showed their interest by sending in their replies to our guessing competition

OUR NEW SAMPLES

are in course of preparation and embody many new and taking improvements in lasts, styles, materials and make.

They will not only maintain the prestige of the TETRAULT SHOE, but extend us POPULARITY in CHARACTER and PRICE

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal

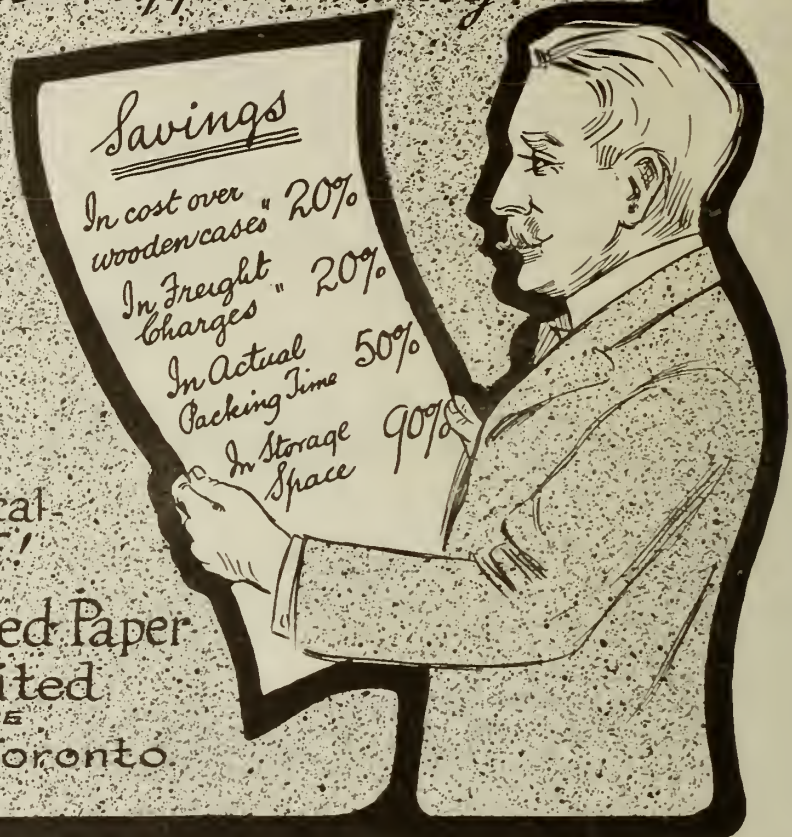
"Martin Saves The Shippers' Money"

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



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.



Independent
Sorting
Service



WHOLESALE 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., 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

THROUGH our Jobbers every Dealer has a sorting service that is without rival. These are practically distributing warehouses, keeping a full range of our brands ready for immediate shipments. This is a mighty big advantage to the Dealer.

INDEPENDENT LINES

offer a wide choice of dependable rubbers that bear the following Brand Trade Marks:—

“KANT KRACK”

“VERIBEST”

“DAINTY MODE”

“ROYAL”

“DREADNOUGHT”

Independent Rubber Co., Limited

Merritton

-

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

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 require-
ments to prove this.

J. E. DUPRE The SOLE PROPRIETOR
Montreal Box Toe & Heel Co.
ESTABLISHED 1904
MONTREAL



Satisfaction Guaranteed
by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

ESTABLISHED 1857

With our additional tannages we are now able to satisfy the wants of all Cutters of

SOLE LEATHER

with either of our six lines.

"TRENT VALLEY" }
"LION" } Oak
"ROYAL" }

"PENETANG" }
"EAGLE" } Hemlock

"KITCHENER"
Union

THE BREITHAUPT LEATHER CO., LIMITED

Tanners of Sole Leather

Head Offices: KITCHENER, CANADA

DAVIS LEATHERS

Have built up their immense popularity upon the simple foundation of MERIT. The best that money and experience can buy in raw stock and materials, and the best that skilled labor, under personal supervision can produce in the finished product has been cheerfully and consistently placed at the service of the Canadian Shoe Trade. Our specialties have these advantages to the LAST DEGREE.

COLORED CALF

Our leaders in this line are Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia.

GUN METAL CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity---Black Diamond Veals, Diamond Matt Veals, Boarded Veals.

SPECIAL CARE in the SELECTION and PRODUCTION make DAVIS LEATHERS particularly economical in cutting.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.

DOMINION RUBBER SYSTEM RUBBER FOOTWEAR

A Rubber for every shoe and a fit for every style. That's the pleasing satisfaction you experience in choosing your stock from the Dominion Rubber System Brands



The high standard of quality in these brands will satisfy your trade more than ever during Nineteen-Seventeen.

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

A SAFE BUYING POLICY

A Spirit of Hopeful Caution—All Sections of Shoe and Leather Trades Following Conservative Principles—Buying More Careful, Yet Steady—Prices Somewhat Easier, but Still Strong—What the Future May Bring No One Can Tell—Speculation in Leather and Shoes Eliminated

SINCE the first of the year there has been an entire absence of the feverishness and almost recklessness that characterized a good deal of the buying in the three previous months. With holiday trade over, retailers naturally settled down to calculate the results of the year's business, and take a look ahead. As one prominent dealer puts it, the year nineteen sixteen saw the largest and most profitable retail shoe business done in many years. But the conviction has been forced upon all sane dealers that its successor will witness a marked change for several reasons. The peak of high prices has been reached. The public has to a large extent exhausted its enthusiasm and exuberance, and seems inclined to take a breath. Then the uncertainty as to the continuance of the war through the year either through an early peace being brought about or victory being secured by the Allies later, is creating a spirit of caution with the public, that retailers already find apparent in their sales.

The effects of the recent peace whispers have not yet been dissipated in either wholesale or retail departments of trade, although this alone has not contributed to the easier situation that exists in leather and shoes. The pace in leather was too strenuous to last. Upper and sole stock took too rapid a movement not to leave room for the inevitable "cold feet" on the part of operators on both sides of the counter. The "slack" is being taken in, and it is well that such should be the case, and that the easement should be gradual and not sudden as might have happened if Germany's peace proposals had fallen on anything like willing ears.

The general impression seems to be that prices have been a little too speculative and, although upheld by extraordinary conditions for the time being, were bound to settle. At the same time the feeling prevails amongst buyers as well as sellers that there will be no drop of such a nature as to affect the general situation in either leather or shoes. Reports from all the centres in this country and the United States indicate a genuine scarcity of desirable lines of leather, and an absolute shortage of fancy leathers.

Shoe manufacturers in Canada, for the most part, have for some months past been only purchasing such supplies as they required to complete their orders, and there are very few establishments fortunate enough to have stocks of leather to go beyond the completion of their spring orders. All goods for immediate delivery are therefore feeling the effects of the high prices for leather purchased within the past couple of months.

There has not been much selling of leather during the past month, beyond the steady volume required for regular business, and a feature of the trade has been the absence of any disposition on the part of either shoe manufacturers or leather men to anticipate the market.

The policy outlined in the last two issues of the *SHOE AND LEATHER JOURNAL* is being largely followed by the best retailers throughout the country. It is outlined in a conversation with a prominent city buyer who said recently: "I have quit buying in case lots. I have done speculating in shoes. It has become dangerous. I am just buying from week to week to keep up my stock to a normal level. What the effect will be when fall samples come out is what is troubling manufacturers just now. It would not be surprising if a good many manufacturers dropped the regular plan of 'placing' orders so far ahead. Time will tell."

Wear Other Materials and Save

How the Reject of Yesterday Becomes the Fad of Today—Necessity for Fabrics Now Exists as Never Before—New Materials and New Processes will Create an Artistry in Shoemaking of Which World Has Never Dreamed—Wearers Will Accept All Substitutes When Shown Advantages in Style, Durability and Economy—Leather Will Not Go Lower in Price and is Likely to Advance Even Further

THE first whisper of peace will not end the war, nor will high wages, high cost of living or high prices for manufactured goods suddenly drop back to normal. It will take longer to get to the low level than it has taken to get to the high level, remarked President John S. Kent at the National Shoe Manufacturers' Association annual held in New York City on January 17th and 18th. Barring foreign complications, there is nothing in sight to warrant a pessimistic view of business or cause a serious drop in prices for commodities. The purchasing power of the consumer was never so great. Our great steel, woollen and cotton industries have such a volume of business booked ahead as to insure steady employment and good wages. Railroads have more business than they can handle. Shoe manufacturers are no exception to the general rule and high prices of footwear have not curtailed sales. Stocks of shoes in hands of dealers are generally normal. Manufacturers have an abundance of orders and the great difficulty seems to be scarcity of material and consequent high prices.

Cause of Much Anxiety

The steady advance in price of leather during 1916 has been the cause of anxiety to leather men and shoe men. The strength of the market has at times been severely tested, but the actual scarcity of hides and skins and the enormous demand for raw materials as well as finished leather seem to warrant the high prices that prevail all over the world.

The fact that some of the largest and best informed tanners of sole leather in this country are today buying hides as fast as they are offered shows their confidence in being able to sell union leather at 90 cents to 95 cents per pound—for that is what leather will cost based on the price of hides they are buying.

Hides in South America in January mean sole leather for delivery to shoe manufacturers in the United States in September. It looks as if the regular demands of the shoe trade in this country, together with the requirements of England for war shoe contracts, will clean up the supply as soon as it is in sight and that prices will not be lower.

What One Year Brought Forth

A brief comparison of prices of a few staple leathers in January, 1916, and January, 1917, will make plain the increase during the last twelve

months. The figures represent actual price paid by manufacturers at times mentioned:

	Jan. 1916	Jan. 1917	Per cent. advance
Union sole leather.....	.42	.80	90
Black calf.....	.35	.75	112
Colored calf.....	.34	.80	135
Black kid.....	.24	.70	191
Colored kid.....	.30	.80	166
Patent colt.....	.34	.60	78
Patent kid.....	.35	.65	85
Glazed kangaroo.....	.35	.75	112
Black side leather.....	.26	.50	96
Colored side leather.....	.28	.55	98

The advance in the price of leather seems in the main legitimate, and is based on scarcity and high price of hides and skins and increased cost of labor and tanning materials.

Another factor in high prices of leather is the leather buyer who has not only bid against his competitors for the stock he needed but has frequently bid against himself by offering more than was asked for future deliveries.

The old masters of markets, "Supply and Demand," are working overtime under unprecedented world conditions.

Wonderful Prosperity Will Continue

There is nothing in sight to show that prices of leather and other materials will be lower in the near future. There is every reason to believe that the wonderful prosperity of our country will continue during 1917. There is no reason why manufacturers or retailers should speculate in leather or shoes, or why one should expect the other to do so. Buy what you can afford to own, and be governed by what your customers demand.

The growing conservatism of buyers is a healthy sign and may have a tendency to check further radical advances in a market that has been at fever heat for more than a year.

It is impossible to see at this time where an adequate supply of hides and skins is to come from to make prices of leather any lower than to-day's quotations.

Recent peace talk has caused hesitation for a few days, but the record of the past twelve months shows that after every halt a firm advance has followed and prices have reached a higher level.

Undoubtedly the end of the period of increasing cost will come, but it is not yet in sight.

Act Upon Own Judgment

Every manufacturer, wholesaler and retailer of shoes should study the situation carefully and act upon his own judgment. One of the best authorities I know says:

"The Government statistics of the world on live stock show that the raising of cattle has not kept pace with the population of the different countries for some years, and the needs for cattle for beef purposes are not so urgent, as the consumers are feeding more on cereals than they did in former years; therefore, for beef requirements we do not need the amount of cattle we formerly did, and the world will never produce them on as large a scale as it did previous to 1900."

Cattle raising in this country is not profitable. Grain is too valuable to feed into cattle. Our growing population has less leather to use each year. The only relief in sight is the introduction of new materials into shoes. We cannot increase the supply of skins and hides for leather, but we can create a demand for other materials for shoes and thus relieve what threatens to be a most critical market condition.

Not Necessarily Skin-wear

Necessity, the great mother of invention, has compelled progress in shoe manufacturing during the past few years. We have been released from many of the shackles of tradition and custom and have done more in the line of efficient production in material for footwear since the war began than in twenty years previous. We have learned that a fully matured cow hide can be made into leather suitable in every way for fine shoes, and by allowing calves to grow into heifers and cows we will make a wonderful economic gain in a few years. We have learned that India goatskins can be retanned into strong and attractive leather for shoe uppers, and that sheepskins for tops and vamps are not to be despised. Improvements in tanning and finishing flesh and middle splits have turned out a product that will fill a place for serviceable footwear.

We no longer question the wearing qualities of fiber counters or felt boxes; of combinations of rubber and cotton or other material into the so-called fiber soles and heels. Imitation leather made with a cotton foundation and composition surface has been successfully used. Fabrics made of cotton or wool or both are entirely feasible for men's, women's and children's shoes, and particularly in tops of dress shoes. We have rubber welts and fiber welts, fiber taps and fiber top pieces for heels. We are less dependent upon leather to make satisfactory shoes than at any time since the world began.

New Sole Substitutes Wear Well

I do not advocate the use of materials other than leather except when such use does not cause a lower-

ing of the accepted standards of durability, comfort and appearance. Fiber soles and heels can be used to advantage to the wearer in a majority of all the shoes made. Cloth tops can be used to replace leather in a very large proportion of dress and street shoes. If we could reduce the area of leather used for uppers from 3 feet to 1¾ feet by the use of cloth tops in a large percentage of the shoes we make, it would materially assist in steadying the leather market. Cloth has not been used extensively in uppers in shoes because leather has been cheap and the necessity for fabrics did not exist.

New Materials and New Ideas

If the wearers of shoes are willing to turn from the beaten path and use shoes made wholly or in part of other materials than leather it will mean the saving of millions of dollars annually in the cost of footwear. It will mean the invention of new materials and new processes; the development of new ideas in economy and comfort; the possibility of styles now unthought of and the creation of an artistry in shoemaking of which we have not dreamed.

The shoe manufacturers and the shoe retailers can lead an educational movement that will make possible the emancipation of mankind from the idea that shoes must be made from skins, and prove that progressive ideas shall not be banished from the industry in which we serve our fellowmen. Artistic styles adapted to the use of other materials and co-operation of manufacturers and distributors of shoes in the effort can accomplish wonders. Wearers of shoes will accept the new materials when shown the advantages in style, durability and economy.

The Present Call for Kid

What has made possible the present unprecedented demand for kid in men's and women's shoes? A few years ago it was the least sought after of all the staple leathers.

Largely through the efforts of a few men with imagination, energy and courage the shoe trade has been almost revolutionized and millionaires have grown where skillful manufacturers of goatskins have withered. Colored kid and black kid shoes have made womankind forget her milliner and pay homage to her shoemaker.

We seek to aim no blow at the leather manufacturer in advocating a diversity of materials for shoes. He is helpless to control the supply of hides and skins. The demand under present conditions is too great. The materials we have always thought a necessity in footwear has become a luxury.

It is our duty as manufacturers to lead in this great educational movement which has for its object the equalization of supply and demand by broadening the field from which our materials for footwear shall be drawn.

Why Shoe Prices Are So High

John S. Kent, of Brockton, Mass., President of National Shoe Manufacturers' Association, Tells Retailers in Assembled Convention at Cincinnati of the Scarcity of Skins, Rising Costs and Abnormal Requisitions—The Situation Generally Defined

MOST of the shoe manufacturers are sold up to April and May and could take orders from the shoe jobbers and retailers for shoes for delivery after June if they will only accept them, said John S. Kent, of Brockton, Mass., President of the National Association of Shoe Manufacturers, in a forceful and stirring address before the recent convention of the National Shoe Retailers' Association at Cincinnati, Ohio. The only safe course for the manufacturer is to cover on leather for every pair of shoes he sells; if he sells short he is likely to lose big money; then, again, if he takes orders, covers on his leather and the market drops off, he will have to sell his shoes over again in many instances, as the tanner will expect him to take the leather that he has contracted for.

It is difficult for the tanner or the shoe manufacturer to determine just what to do. He hesitates to speculate on the market, but he must go ahead and run his factory full in order to keep down expenses.

Get More Closely Together

The shoe manufacturer has a hard proposition before him, and it seems absolutely necessary in this crisis for the tanner and the shoe manufacturer and the distributor of shoes to get closer together than ever before.

Whatever is for the interest of one is for the interest of the other, and back of it all is the interest of the millions whose feet must be shod with American shoes.

Retailers and wholesalers should keep in touch with manufacturers, putting before them matters as they get them and expressing their views, and in return getting the situation as it looks from a different angle.

Expect Higher Prices

As long as the large tanning interests continue to buy hides at to-day's prices it looks as if they expected much higher prices for sole leather. Certainly the prices they are paying will make necessary a price of almost a dollar a pound for union sole leather.

Tanners of calfskins continue in the market right along, and while some calfskins have been purchased at less than previous prices, it must be understood that these skins are not like the summer skins, and the market price has always been less. They are long-haired, and long hair holds a lot of water, salt and sand, all of which makes weight.

A 5 to 7 pound calfskin will average 6 pounds. Such skins as have been referred to, with long hair and extra weight that this hair contains, would probably weigh $7\frac{1}{2}$ to 8 pounds, and as a 7 to 9

pound skin is sold at considerably more price than the 5 to 7, it seems easy to see lower value in a winter skin. Besides this, the winter, long-haired skin does not yield within half a foot of as much leather as does the summer skin, and, being coarser does not sort up with the better grades of leather, that are obtained from summer skins.

There seem to be a thousand and one reasons why the price of leather should be maintained or even go higher.

Suitable Leather Substitutes

Leather is not necessary for all the purposes for which it has been used in footwear. Other materials are suitable for service and appearance, but use must be popularized.

Create styles that will demand cloth for tops, cotton for vamps, felt for innersoles and welts and compounds of rubber and fibre for soles and heels. Use any material in place of leather in shoes that will not sacrifice wearing qualities.

Fibre soles and heels will outwear sole leather, and this has been proved in many tests. They are waterproof, flexible and comfortable. Shoes made of cotton are well adapted for summer wear, and the volume of business in such material should be largely increased.

The use of cloth for tops will cut down the use of leather for uppers nearly 40 per cent. in every pair, and the use of dress and street shoes with cloth tops can be made popular if retailers, wholesalers and manufacturers get together and make the effort.

Enlarge Supply Market

Instead of depending upon a restricted and uncertain supply of material for footwear, we can enlarge and add to markets from which our raw stock comes. We can draw from the great rubber plantations of the East as well as the forests of South America and Mexico; from the cotton fields of the South and the wool supply of the world. We should cast aside the prejudice that exists against innovation and demand progress in shoe materials and construction. We should offer premiums to inventive genius for uses of materials not now employed, for processes of manufacture not now developed, and for economy of production and distribution that will make for efficiency in manufacturing and retailing.

Get Away From Tradition

Necessity is the mother of invention and the father of economy. Modern progress has been hampered by tradition. We have continued making

shoes of leather because shoes have always been made of leather.

For some purposes leather is superior to anything else for shoes, but not for all purposes. Use fabrics and fibres in their proper places, and use only the best quality. Don't simply try to make them fill a place in cheap shoes. Design patterns and styles that will make them popular in high-class footwear.

Our effort should be to reduce the use of leather 25 to 50 per cent. and not 100 per cent. Educate the public to know the value of fibres and fabrics and prove your own worth by wearing as well as selling and manufacturing shoes with these materials as a part of their construction.

We can take the public into our confidence and invite co-operation in this movement for better footwear and to make possible lower prices. It is not an attempt to increase profits but to stabilize our industry and in the interests of the people we serve.

Let those who choose to regard footwear as a luxury demand the most exclusive and highest priced materials in their shoes and let them pay the price. They are in the same class with limousine owners, opera patrons, tourists and metropolitan sightseers. Shoes can be made works of art if there is a demand for such luxuries.

The great American public, the men and women and children that comprise the vast majority of our population, want comfortable, sensible, attractive and honest footwear at prices that are fair to wearer, retailer and manufacturer.

Retailers Can Advise

It is not for the best interests of the shoe business that wearers of shoes are induced to buy the most expensive leathers or styles.

Retailers can advise customers to purchase black shoes instead of colored, regular instead of

extreme heights, for economy; fibre soles and heels; cloth tops or anything that will give service and attractive appearance and not increase cost. Let those who insist upon art and exclusiveness in footwear have what they are willing to pay for, but help the average man and woman to economize; not by wearing cheaper, coarser shoes, for that diminishes self-respect, but shoes made of good materials, good style and good workmanship, with extravagance in leather or patterns eliminated.

Good men's and women's shoes can be retailed at \$5 to \$10 per pair. Exclusive designs and leathers may easily cost enough to command a price of twice as much. Let the public understand this.

Popular Prices Vanish

Shoe retailers and shoe wearers must get away from the old standards of value in shoes. It will be years before footwear will be as cheap as in the years preceding 1915. I doubt if we shall see the time when so much intrinsic merit in leather shoes can be retailed at what has been called popular prices.

We must establish new standards of value for footwear and make quality count rather than price.

A year ago we knew that leather would be in limited supply and higher in price. Today we are not sure of a supply at any price. Leather has been used most exclusively in shoes because nothing else was as cheap and good. Today other materials are cheaper and in some respects better.

Leather will never be entirely replaced because for some purposes it is superior to anything else used in shoes. We can't increase the supply of skins and hides in the world, but we can create a demand for new materials for footwear and thus relieve what threatens to be a most critical market condition. There is nothing like leather, but there are other things that will serve many purposes for which leather has been used.



INTERIOR OF THE WELL LAID OUT AND CONVENIENTLY ARRANGED SHOE STORE OF H. R. SCOTT, SEAFORTH, ONT.

Enthusiasm—Its Great Value

Message from J. Ogden Armour, Armour and Company, Chicago, to the Employees of that Concern

ENTHUSIASM is the dynamics of your personality. Without it, whatever abilities you may possess lie dormant; and it is safe to say that nearly every man has more latent power than he ever learns to use. You may have knowledge, sound judgment, good reasoning faculties; but no one—not even yourself—will know it, until you discover how to put your heart into thought and action.

A wonderful thing is this quality which we call enthusiasm. It is too often underrated as so much surplus and useless display of feeling, lacking in real substantiality. This is an enormous mistake. You can't go wrong in applying all the genuine enthusiasm that you can stir up within you; for it is the power that moves the world. There is nothing comparable to it in the things which it can accomplish.

We can cut through the hardest rocks with a diamond drill and melt steel rails with a flame. We can tunnel through mountains and make our way through any sort of physical obstruction. We can checkmate and divert the very laws of Nature by our science.

But there is no power in the world that can cut through another man's mental opposition, except persuasion. And persuasion is reason plus enthusiasm, with the emphasis on enthusiasm.

Enthusiasm is the art of high persuasion.

And did you ever stop to think that your progress is commensurate with your ability to move the minds of other people? If you are a salesman this is pre-eminently so. Even if you are a clerk it is the zest which you put into your work that enkindles an appreciation in the mind of your employer.

You have a good idea—don't think that other people will recognize it at once. Columbus had a good idea, but he didn't get "across" with it without much of this high persuasion.

If you would like to be a power among men, cultivate enthusiasm. People will like you better for it; you will escape the dull routine of a mechanical existence and you will make headway wherever you are. It cannot be otherwise, for this is the law of human life. Put your soul into your work and not only will you find it pleasanter every hour of the day but people will believe in you just as they believe in electricity when they get into touch with a dynamo.

And remember this—there is no secret about this "gift" of enthusiasm. It is the sure reward of deep, honest thought and hard, persistent labor.



C. H. Ludlow, (Ludlow Bros.), Brantford,
Ont., Winner of First Prize



Abr. Mendelsohn, (Regent Shoe Store),
Montreal, Winner of Second Prize



M. F. Cartier, (Thorne Bros.), London,
Ont., Winner of Third Prize

Good Guessers and Good Shoemen

HERE are the fortunate prize winners in the great guessing contest recently conducted by the Tetrault Shoe Manufacturing Co., Montreal, in regard to their total sales for 1916. Much interest was aroused in the competition, no less than 875 guesses being received by the firm. The successful ones are being warmly congratulated and the reader will naturally be surprised that no salesladies were victorious, especially in these days when women are leading men in not a few national and mercantile undertakings.



Melvin Midby, (A. Williamson), Leth-
bridge, Alta., Winner of Fourth Prize



J. P. Kilgour, (Kilgour, Rimer Co.), Winnipeg,
Man., Winner of Fifth Prize

"FINE! YOU GOT SPLENDID PRICE FOR JUNK"

Declared the Proprietor of Chain of Stores When He Heard Some "Shelf Warmers" Had Been Cleaned Out Quickly—Manager Was Congratulated and Was Asked to Give Details—Had Initiative and Executive Ability Which Was Rudely Shocked

"I PULLED off a great stunt here the other day," remarked the manager of a branch store, the headquarters of which are in another city. In the latter the purchasing is largely done by the central concern for the subsidiary ones, and the whole organization is supposed to work together in unity and harmony for the great good. Now, our advertising man, who is also on the buying force, directs the publicity policy of the concern, and thinks what he does not know about advertising, clearing out dead lines, presenting strong arguments and marshalling shoe facts, is not worth knowing.

"One of the invariable rules of our establishment is that shoes must not go through more than a quartette of annual inventories. By this I mean that if there is any stock on the shelves on which an inventory has been taken for four years in succession, it must be cleared out within sixty days. This proviso is imperative. "So, in going over our stock here," remarked Burton, the manager, "I ran across some 123 pairs that were past the age to live, namely, four years. Well, we handle a branded shoe of our own. Most all these remnant goods were all right in their day, but they were patent leather, which had dried out and become as hard and unyielding as a clay pipe stem.

Cleared Them Out en Bloc

"Now, I knew that we could not have any kind of a sale for these, without undermining the reputation of the store, the standing of our trade-mark shoes, or interfering with our regular custom. It would have done no good to have put these few pairs on sale, because they were all such odd sizes anyway that we could satisfy very few people, and we did not want to use the term 'sale' to mislead. So, after discussing affairs in the store here we heard of a dealer who makes a specialty of gathering in odds and ends and we cleared out the lot to him, lock, stock and barrel, at \$2.50 a pair. In the selection there were some oxfords, cloth tops, Castle pumps, semi-high toes, high toes and other varieties too numerous to specialize.

"Well, of course, some of the shoes, at present replacement value, would be worth up to \$5.00, but they did not cost us more than half of this at the time they were purchased, so we considered ourselves mighty lucky in getting rid of this aggregation of junk without injuring the fair name of our branded shoes, or undermining the confidence of our regular trade.

"So I wrote in to Linton, our advertising man, telling him that we had cleared out the shoes in speedy order, and had got \$2.50 for them, and the only expense we had to pay was 50 cents cartage. Well sir, Linton went to Midler, the boss, and told him what had been done, and we received a complimentary letter from both of them in which they expressed gratification at our splendid showing and wanted to know how we had brought it all about. They commented upon the excellent all-round figure, the dispatch with which matters had been carried out, and said they wanted to use our plan of disposing of left-overs and 'has-beens' with the other branches to ginger them up a bit and show them what the S— branch could do.

Sure—Give Us All Details

"They made particular inquiries to learn how much newspaper space we had used, how long the sale had lasted, what window display features we had adopted and any other

means of publicity, in order to clear out the footgear derelicts in such a brief time and secure such satisfactory results financially.

"Well, to make a long story short, I wrote back that they had some misconception about the 'sale' that we had pulled off, that there was no sale at all, but we had disposed of a lot of 'shelf warmers' holus bolus to a dealer; that there had been no special expenditure or outlay for extra clerks, window displays, dodgers, newspaper space, or anything of that character, but we had saved this money, and in addition had realized the handsome sum of \$2.50 per pair. I also pointed out that the majority of these shoes were patent leathers which were dried out, and as hard as iron, that they carried our trade-mark name, and if we sold them to regular or casual customers they would think that these shoes should have our backing and guarantee. There was also danger of menacing the name and fame of this shoe, as well as jeopardizing our standing with our clients.

Took Them to Far-off Country

"I further pointed out that these shoes had been sold to a man who had taken them far away, so that they would never be recognized as coming from our establishment, or being sold in our community. Our regular trade was going on pleasantly and satisfactory and I thoroughly agreed with Linton and Midler, that we had been very fortunate in the foregoing transaction.

"Now, this has been a long story, but the humor of the situation is seen when I reveal to you the contents of the letter which I got in reply. It was to the effect that they had supposed that we had pulled off a sale and could have given the head store some pointers on window trimming, displays, handling left-overs, etc. While there was no direct disposition to find fault with us for getting rid of the goods holus bolus, there was a nasty little rider attached to the note, which is to the effect that 'Mr. Midler thinks, after all, \$2.50 is a rather low figure.'

"This note was added by Linton, the advertising man. Well, sir, I got hot after being praised for our good work by him and receiving congratulations on the price realized for these shoes, which should have been cast in the junk heap years ago. Then to have a sudden, round-about face attitude on the part of the management, just because we did not follow out hard and fast stereotyped ideas of doing things, was exasperating. It was too much for me. I told him that their sense of gratitude was evidently spelt with a very small 'g,' and that, in their letter of such a date, they had felicitated me on the price obtained, thinking, of course, that I had secured this average by conducting a sale.

"Because I had not conducted a sale, had not paid \$50.00 to the newspapers for extra space, half as much for extra clerks, and \$10 to \$20, perhaps, for cotton signs, dodgers, store cards, etc., they could not understand it at all.

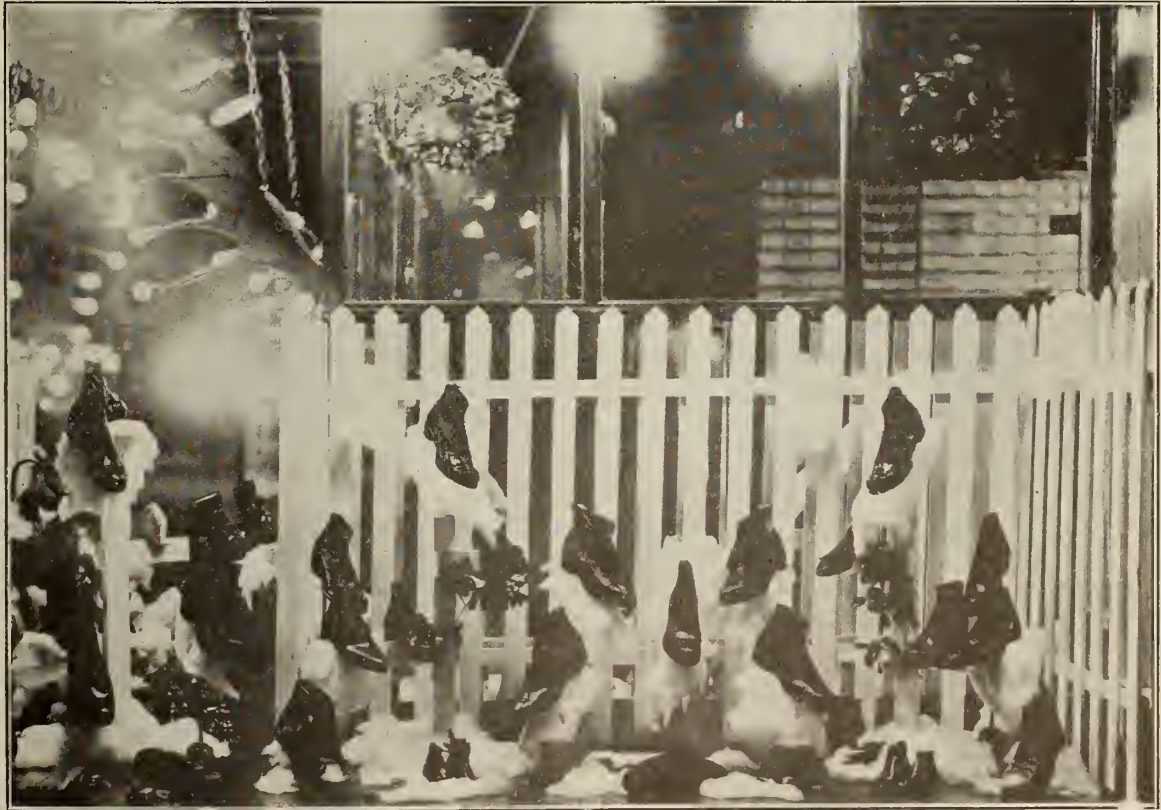
"I told them the only money that we had been out was fifty cents for cartage. Yes, this is a strange world after all. Give a man a special job at a few dollars a day, and so long as he makes the work hang out, many bosses are satisfied. If the same man undertakes a certain thing on contract, pushes it through with might and main in a decidedly short time, and clears up \$10.00 a day, then his employer begins to question him and his methods—cast doubt upon the quality of his work and give him no credit for anything he does."



TWO STRIKING HOLIDAY WINDOWS THAT SOLD THE GOODS

Two very handsome and attractive Yuletide windows were installed by R. E. Wilson, who, in company with G. Cloos, recently purchased the shoe stock of Johnson & McCormick, St. Thomas, Oht. The business is being continued under the old name. Mr. Wilson was manager for several years and is an adept in attractive and imposing shoe displays. The pictures, owing to the excessive light, do not do anything like justice to the inviting holiday trims. Suspended in the centre of one window was a very large

set of electrically lighted moose horns. These aroused a lot of attention and the whole effect created no little comment. The arrangement was entirely original, and the residents of the city never saw just such a setting. While the details of the different windows cannot be seen as clearly as one would like, the general effect will afford some conception of the display accessories, the good taste and timely showing in seasonable footwear of all kinds, one window being devoted to men's lines and the other to women's foot togery.



HAD NINE FITTINGS THEN WANTED MONEY BACK

Persistent Annoyance of Woman Customer who Desired Exchanges, New Styles and Refund—Proprietor Grew Sore in End and Told Her to Stay Out of the Shop—Type of Shoe Patron that is More or Less Prevalent in Every Centre

THE most pesky and pernicky customer that I have had to deal with in a long period was a woman who came into my shop a few weeks ago, and bought a pair of high-lace, black kid shoes," declared a London, Ont., shoe merchant this week.

"The price was \$7.50. She was fitted perfectly and took the shoes home, apparently satisfied.

"Judge of my surprise when, thirteen days later, she came back and asked me if I would not make an exchange of the footwear—that she thought she would like something else in the shop. I told her that I supposed I would accommodate her this time, although it was distinctly against the policy of my store, and so stated on all sales slips—that no exchanges would be made after one week.

"She thanked me and sat down, and I fitted her with various kinds of shoes for just one hour. She finally left, saying she guessed she would retain the pair that she purchased originally. Back she came three days after and asked my clerk if he would not exchange the original pair for a tobacco-brown, calf shoe, which she had seen in the window, priced at \$8.50.

She Was Strong on the "Come Back"

"He told her that it was utterly impossible to make the exchange without the difference being paid. She thought that we should let her have the brown pair on the strength of her being an old customer. In fact, she used very specious pleas, but all to no avail, and finally took the black kid pair home again.

"Well, sir, in another week she was back again, thinking she would like something else, and wanting to know if we had any other kind, as the shoes did not appeal altogether to her fancy. In justice to her, let me state that she had not worn the boots. I pulled off my coat in order to keep cool and stem the current of indignation which threatened to break bounds, and after fifty minutes' service, she again went away with the pair that she had first bought.

"I do not want you to think that I am exaggerating matters, but this particular customer came in no less than four times later, not staying as long as on other occasions. In the meantime she was ringing me up now and then, and wanting to know when I would have in some new lasts, and if I could not procure one with a different heel, or a broader toe, or a higher instep, etc.

When a Customer Keeps Buzzing

"I told her frankly that I did not want to be bothered with her any longer, that she had tested my patience sorely and had better keep what she had. I also informed her that I was a very busy man and there were several customers in the store and for her to please ring off.

"Well, this woman is somewhat different to champion athletes when defeated. On subsequent trials it has been demonstrated many times that they have not the power or endurance to 'come back,' but this female had plenty of stamina in this respect. She 'came back' at me again the other afternoon for the 'steenth occasion and inquired, with suave assurance and simulated meekness, if I would not please take the shoes back and return the money, and, mind you, she had bought the footwear three months previously.

"I flatly told her no—and I am afraid I lost my temper in doing so—and not to enter the shop again on any errands

such as she had been on during the last few weeks. Patience has ceased to be a virtue and serenity an asset under such distressing and annoying circumstances. She has not been back since, but perhaps I have not yet effectually silenced her.

Not a Door Mat for Cranks

"I will go to any reasonable length to please and serve a customer, but I will not be converted into a door mat by certain cranks, who seem to think a shoe merchant has nothing to do but wait on them from six to a dozen times, in order to effect a sale of a single pair—and then they will ask not infrequently if he will refund the money. Ye gods! What next?"

WORK AND WORTH OF YOUR CLERKS

Many employees feel at times that their work is not appreciated. And it is true that employers too often forget to give the credit that is due. Nevertheless, the wise employee will not become discouraged even if his best work frequently seems to go unnoticed.

The real evidences of appreciation are not words spoken with the purpose of showing approval. Nor do such evidences necessarily take a pecuniary form, as some might suppose that we are about to suggest. A raise in salary, a bonus or a gift, is, indeed an unmistakable form of appreciation—unless, of course, the raise is given, as has been done in extreme cases, in the attempt to nullify a contract. But the efficient employee can surely recall many incidents, many remarks casually let fall, which show more frankly and unmistakably than any premeditated or formal speech the favorable light in which his work is regarded.

Besides this, much of the satisfaction in work well done comes not from without but from within. "The man who has worked hard, and done his best, feels relieved and gay," says Emerson; and perhaps there is no pleasure equal to the consciousness of having accomplished a difficult task, or carried sustained effort to a successful conclusion.

It is well to bear these facts in mind, so that they will come promptly to the surface when our well-meaning but misguided friends tell us "what a shame it is that our work is not more appreciated." It is well to remember, too, that those who can work hard only when praised are unusually shortsighted in other ways, and that if their wish to be constantly patted on the back were fulfilled they would soon come to grief, since they would see little or no reason for making themselves more efficient.

Appreciation, in fact, is a sword—very useful if we grasp it by the hilt, but hurtful if we take hold of it by the blade. And, as the hilt offers just one point of contact, so appreciation should be desired only in a limited degree. Even if we had all the appreciation we could demand and even more, today, it would amount to little or nothing tomorrow: for it is what we are capable of doing, not merely what we have done, that makes us truly valuable.

Consideration of these suggestions will help many an employee to keep on working in the way that is best for himself, and for others. At the same time, we strongly advise employers to show due recognition of good work, and to show it not in a perfunctory, listless or artificial manner, but in such a manner as will produce the best results.

THE impressive front of the new Walk-Over Boot Shop, Quebec.



HANDSOME NEW STORE OPENS IN QUEBEC

Takes Rank as One of the Finest in the East—Fixtures Are of Mahogany and All Appointments of Most Approved Type—Attractive Front and Impressive Appearance Characteristic of Establishment Throughout—The Latest Walk-Over Boot Shop

A NEW Walk-Over Boot Shop, which was recently opened in Quebec, at 10 St. John St., is a handsome addition to the progressive business establishments of the Ancient Capital, and easily takes rank as one of the finest shoe stores in the eastern portion of Canada.

The building, which was formerly occupied by F. T. Thomas & Co., was transformed from an ordinary business stand into one of the most attractive and modern enterprises. R. J. G. Gore, of Quebec, who has had several years business experience in that city, and is a young man well-known and esteemed, is the alert manager.

The store, which is 70 feet deep, has a balcony running around the interior which is pleasing, roomy and artistic. The woodwork, shelving and seats are of solid mahogany, while the front is of the regulation Walk-Over type, the same

as the stores in Montreal, Toronto, Vancouver, and other cities. The appointments and fixtures of Quebec's palatial new store were manufactured and installed by D. Spring-



LIEUT. R. J. G. GORE, QUEBEC



GLIMPSE OF THE ATTRACTIVE INTERIOR, SHOWING BALCONY

man, 52 Noble street, Toronto. The lighting system is indirect, giving a very soft and pleasing illumination.

The accompanying illustrations afford some conception of the beauty of the interior and the artistic nature of the store front, which is 24 feet wide and 19 feet high. All exposed woodwork, including the door ceiling in the entrance is of solid mahogany. The best British plate glass has been used in the show windows and four-inch square bevel plate

glass set in solid copper, with two ventilators, are used in the transom. The top transom glass is four-inch square prism glass set in solid copper to reflect light into the store. Between the two transom glasses there is an awning box, covered with metal, the same as the entire front, which is constructed with the latest design of metal, the finish on the same being statuary copper. The metal construction is known as the Easysset System, and was designed and installed by the H. J. St. Clair Co., 27 Yonge street Arcade, Toronto. The bulkheads are Verde antique marble, and the tiling at the entrance is one-inch hexagon with a Grecian border. The hardware on the doors and the kick plates are of polished brass finish, and the electric lighting in the splendid show windows is the X-ray system.

During the recent Christmas period a splendid trade was done and very attractive trims were installed. Mr. Gore, the manager, reports that business has been very brisk and he is looking forward with every confidence to a most successful spring trade. Many of the leading citizens of Quebec have personally called to compliment him on the superb appointments of the Walk-Over establishment.

F. A. Guinivan, of Toronto, is proprietor of the Walk-Over Boot Shops in Toronto, Montreal and Quebec and is much gratified at the encouraging results so far secured from placing a "Walk-Over" in the Ancient Capital.

FIGURE FOR KID HAS DOUBLED

Speaking of prospects for the coming year, A. Brandon, of the Brandon Shoe Co., Brantford, Ont., says that the outlook for another advance in the price of shoes seems to be well founded. "The figure for leather is still climbing," adds Mr. Brandon, "more especially the colors, while sheep and kid skins are aviating all the while. We might advise you that kid skins, which we bought last September for forty-four cents, are now worth eighty-eight cents a foot and sheepskins, which before the war sold for six and seven cents, are now nineteen to twenty-three cents. Various other leathers are advancing in the same proportion, which means that the retailer and the consumer who want shoes of value will have to pay the advanced quotations for the coming season. All leathers will be more scarce than they have been in the past and people are demanding better shoes. It looks as though next season will see a very great shortage of leather. There is only one remedy for the hide market today and that is for the government to take up the question of killing female calves and prevent their slaughter. This would be the first decided step in remedying matters. There have been a great many substitutes for leather put on the market but they do not give the satisfaction anticipated," concludes Mr. Brandon.

TWO INDUSTRIES JOIN FORCES

The Sovereign Mitt, Glove and Robe Co., whose premises in Delhi, Ont., were recently destroyed by fire, have removed to Simcoe, Ont., where they have taken a portion of the large shoe factory of the Unique Shoe Co., of which J. W. Phillips is manager. It is understood that the two industries have amalgamated and will be operated in future along certain well defined lines.

NO SHOE AND LEATHER FAIR THIS YEAR

There will not be a Shoe and Leather Fair in America this year. The Eighth National Shoe and Leather Fair was held last year, 1916, in Boston. The Ninth Fair will be held in 1918. Date and location will be announced after consultation with exhibitors in previous fairs. The shoe and leather fairs in America were originally established in Chicago in 1906, by the Jacobson Publishing Company, publishers of "Hide and Leather." These fairs have been conducted in a thoroughly broad and successful manner by a large staff of experienced men in the east and west, well known for many

years in the shoe and leather industries. In deference to the general wishes of exhibitors, and others, these fairs are run every other year—not yearly. The Ninth National Shoe and Leather Fair will be held in 1918—not 1917.

HOW WATERLOO SHOEMAN TALKS TO PATRONS

It pays to be frank and sincere in all your business announcements. Take the people into your confidence, give them timely information and lead them to an intelligent appreciation of present conditions and the contributing causes to the high cost of all kinds of footwear. The J. S. Roos Shoe Co., of Waterloo, Ont., is a live organization and does some forceful advertising. It keeps in close touch with customers and establishes a bond of union that is mutually beneficial.

Here is a copy of an excellent leaflet recently issued by the firm which speaks for itself:—

"Wholesale and retail shoe dealers are at the present time in a dilemma. Leathers all over the world are gradually vanishing and prices steadily increasing.

"Be prepared—don't get shocked at the prices when buying shoes during 1917. Adults may expect having to pay from \$10 to \$12 for shoes of similar quality sold before the war at \$5.00. Prices of children's shoes will increase in proportion.

"Our advice is buy now and select only solid leather shoes.

"It is reported that Great Britain has contracted for all hides of cattle to be killed in Argentine Republic, the great cattle raising country of South America—to be tanned into leather for shoes for its immense army.

"The Russian Government has just closed a contract with an American Leather Company for \$9,000,000 worth of leather to be used for shoes.

"There is at present a real stampede in leather. A Boston report says: Sharp rise in hide prices; solid leather advances another 5 cents a pound; present prices of certain leathers represent an advance of 13 to 20 per cent. within the last three weeks, 32 since the first of 1916, and over 66 per cent. since January, 1915.

"The Canadian Shoe and Leather Journal reports: Situation more acute; further strong advances in materials; leather concerns selling on day to day basis; manufacturers have to do quick thinking these days; those who hesitate are left.

"Some manufacturers have called in their travelers and say that they are only going to do business for the next six months by mail.

"Where will it all end? is the general question. It is hard to say. If matters keep on going as they are it is a difficult thing to conjecture what the prices of shoes will be six months hence. People laughed at the idea of there 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.

"Boston—The great demand for shoes throughout the country, particularly for makes where price advances have been only moderate, is illustrated by the fact that one big manufacturer this week received one order for over \$3,000,000 worth of shoes.

"The same manufacturer was obliged to turn down orders at the rate of \$150,000 a day last week. These orders were for shoes to be delivered in 1917, and it was left to the manufacturer to name his own price if they could be obtained. The sold up condition of plants made it impossible to accept these orders.

"Our stock at present is well selected and our prices, considering quality, will interest you.

"We are giving the public just a little inside information in connection with 'Why Shoe Prices are Soaring' which we feel will be interesting."

AN ENTERPRISING STORE WITH LIVE SHOE DEPT.

The New Stafford Establishment in Sudbury Embraces All the Latest Conveniences—Interesting Features of the Footwear Section—How Odds and Ends Are Cleared—Attractive Fixtures With Showcase Fronts—Getting Replacement Values

ONE of the palatial mercantile establishments of north-western Ontario is that of F. M. Stafford, of Sudbury.

He is a business man who knows no reverse, and, once making up his mind to carry out a project, goes ahead with it to a quick and invariably successful termination. To tear down an old store, buy more land and erect a large new structure in war time, is something that requires optimism,



F. M. STAFFORD, SUDBURY

courage and executive ability. F. M. Stafford, of Sudbury, has just done this, and some idea of the splendid proportions of his new business enterprise may be gauged from the illustration on this page. Just ten years ago Mr. Stafford bought the dry goods business of Robert Martin, in Sudbury, taking a three-year lease of the premises, which he continued to occupy until 1912. He then bought the store and purchased an adjoining lot, upon both of which the new "Twin Stores" building has been erected. This substantial edifice has a frontage of 66 feet, is 100 feet deep, and three storeys high, with basement. Every modern convenience is provided for the comfort and pleasure of patrons. On the ground floor is a gallery, which affords a splendid rest room for customers, and here are located also the general offices and the "sanctum sanctorum" of Mr. Stafford.

Good Lighting and Imposing Fixtures

The furnishings and fittings of the store throughout are of oak and the establishment is well lighted, naturally and artificially. The "Twin Stores" carry boots and shoes, dry goods, clothing, women's and children's ready-to-wear garments and many other lines.

Frederick J. Lapp, who was for some years with S. A. Gray & Co., Meaford, Ont., is the aggressive general manager of the establishment. The shoe department

is situated at the rear of the ground floor and runs the full width of the store—66 feet. Under the balcony at the back shoes are also kept. The shelving is all adjustable, two cartons to a shelf. The men's shoes are on one side, and the children's on the other, while the ladies' footwear occupies the centre. The various fixtures have showcase fronts and shelving on each side, making an attractive appearance, and yet a clear view to the shelving at the back can be obtained.

In reference to publicity Mr. Lapp states that they do not advertise shoes in every write-up. They frequently specialize, and have certain references to footwear alone. Special window displays are also put in at certain seasons of the year most favorable to selling pedal gear. The firm are not advocates of "sales" in any department, and at the present crisis and high prices, think every merchant should get the best possible figure out of his stock of shoes. The day may not be far off when a merchant's stock will possibly be not worth what he paid for it. Just as soon as there is a drop in the market (which may not be for some time, but come it will), this will be the case and, therefore, good profits should be made on present stock.

Eliminating Obsolete Lines

At all times the firm try to keep their stock clean and up-to-date. Small sales tables are scattered throughout the department, and this means many odds and ends are disposed of. Sometimes, of course, it is necessary to resort to a special sale, but this is only when there has been a "bad buy," or when the goods in a certain line become altogether too heavy. The average stock carried is from ten to twelve thousand dollars. Among the lines are those of Clark Bros., Limited, St. Stephen, N.B., the Sardon Shoe Co., Montreal, Minister-Myles Shoe Co., Toronto, and others. The firm do a large trade in winter in heavy lines and in summer the sale of sporting shoes is very satisfactory.

P. O'Brien, who is in charge of the shoe department, has had ten years' experience, and is not only a shrewd buyer, but an alert stockkeeper. He carefully follows all the



THE NEW ESTABLISHMENT OF MR. STAFFORD AT SUDBURY, ONT.

latest styles, but does not go too heavy on them, maintaining an even balance in the various ranges.

Making Stock for Present Selling

"At the present stage of things it is very difficult to say how we mark shoes," remarked Mr. Lapp, "but when things are normal, we allow ourselves forty per cent. Today we are marking our stock for what it is worth based on to-day's prices and yet we do not think our quotations are too high."

The department system is carried throughout the store and the sales of each branch are kept, as well as those of each sales person—the one in charge being responsible for sales. Since moving into their new building, F. M. Stafford reports there has been a gratifying gain in business, not only in the shoe department, but in all other sections of the progressive establishment.

HIGH HONOR FOR SHOE WORKER

Walter Brown, who, for the past four years has been vice-president of the Toronto District Trades and Labor Council has been elected president and many friends will congratulate him on his well-deserved promotion. Mr. Brown in the business agent of local 233 Boot and Shoe Workers' Union, and is an energetic official, well-liked by all who



WALTER BROWN, TORONTO

meet him. He began his trade as a shoe cutter at Rushden, Northants, England, and came to Canada in 1907. His first position was with the Minister-Myles Shoe Co., of Toronto, where he worked for five years, when he resigned, owing to having been elected business agent of the Boot and Shoe Workers' Union, to which office he has been returned every year since by acclamation. Mr. Brown has been an active member of the local union from the date of his arrival in Canada ten years ago. There is no doubt that he will render distinct service to the Trades and Labor Council in his new character of presiding officer.

THE ISSUE WILL LIVE LONG

(From "Printer and Publisher")

The SHOE AND LEATHER JOURNAL, published by the Acton Publishing Co., Toronto, produced a Christmas issue of surpassing attractiveness and interest. It contained some very fine color work well done. A very large proportion of

the advertisements were in two colors and were Christmas greetings.

The contents included, in addition to the usual class of articles, two special articles—"The Early Ontario Leather History," "Toronto as a Shoe Centre." A commendable feature, and one of great personal interest, was the publication of many scores of portraits of men connected with the Canadian shoe and leather trades.

This issue is likely to live long in many an office. It evinces long, careful and intelligent preparation, creditable alike to publisher, editor and associated staff.

A LINDSAY LIGHT

(See Front Cover)

R. M. Beal, with General Sir Sam Hughes, has helped to put Lindsay on the map, but to "Bob" Beal it owes an industry that stand out on the skyline as one of the marked characteristics of this well-known Ontario town.

Mr. Beal has spent a lifetime in the leather business, first down in Ottawa, later in Toronto, and finally at Lindsay, and although he is by no means as old as his picture makes him appear, he has seen a lot in connection with the development of leather production and shoe manufacturing in Canada.

The fact that he is still so often referred to by his friends as "Bob" Beal is an evidence of his personal standing with the trade, for, although in many respects he is "Jack Blunt," and says what he thinks, there is a depth of kindness and good humor in him that make him a likeable man, and which has won for him friends in Lindsay as well as amongst the trade.

He has been honored by his fellow citizens in various ways, and has filled the high position of Mayor of Lindsay, with credit to himself and the city. He is public spirited and is actively identified with every good work in and outside the leather business.

He takes a great interest in social economics, and is regarded as an authority on all connected with modern thought along this line. He is an enthusiastic believer in the right of the people as against autocracy in any form.

EASTERN SHOE FIRM IS EXPANDING

W. H. Plummer, who is manager of the shoe department for J. Wiesel & Co., St. John, N.B., writes that trade is most satisfactory and that December eclipsed all previous records. Several improvements are planned for the store, including a new fixture for the cash register, which will be in the form of a horseshoe and will include apartments for parcels. In connection with this there will be a wrapping counter with a young lady in attendance who will wrap all parcels and enter the same in a delivery book. Several new arm chairs and wire fitting stools have been added. The office will be enlarged and a stockroom installed for retail convenience. This room will be located at the rear of the children's department and will mean that the firm will have 2,500 pairs of women's shoes in close connection with the retail department. The firm are also installing two large mirrors and contemplate other improvements, such as an artistic arch dividing the men's and women's from the boys' and children's departments.

Mr. Plummer reports that close attention to stock prevents an accumulation of odds and ends, which are quickly disposed of through the efforts of a competent staff. During the holiday season a force of nineteen was employed. In taking stock this year they valued most of the goods on last quotations as there seems no likelihood of easier market conditions for some months to come. The members of the firm, J. and H. F. Wiesel, have been in business at 243-247 Union street, St. John, for eight years and, in that time, have built up a remarkably large business not only in leather and rubber footwear but in men's furnishings, etc.

AN AGGRESSIVE EASTERN TRAVELER

C. Hazen McGee has been appointed salesman in the Maritime Provinces for the James Muir Co., of Montreal. For the last four years he has been selling representative of the Murray Shoe Co., of London, which position he recently



C. HAZEN MCGEE, ST. GEORGE, N.B.

resigned. Mr. McGee will continue to represent the Mac-lane Shoe Co., of Montreal, with which firm he has been connected for the past eight years and has worked up a splendid trade. He reports that business last season was the best he ever had, that conditions at present are good and a general feeling of optimism prevails. Some fourteen years ago Mr. McGee started on the road for the Hartt Boot and Shoe Co., of Fredericton, with which firm he was for a long time. He is a former mayor of St. George, N.B., a lover of a good horse and has a splendid connection with the trade in New Brunswick, Nova Scotia and Prince Edward Island.

SHORTAGE IN LEATHER IS FELT

John E. Wilder, of Wilder & Co., Waukegan, Ill., says, "the price of the product from cowhide is doubled." "The year just closing has been a most unusual one," he adds. "The consumption of leather in this country, owing to our national prosperity, has been very large—and we have been called upon, too, to supply the nations at war both with sole leather and upper leather. The result of this enormous consumption was a shortage, of course, which was particularly felt over the last quarter of the year. The prices naturally went up. The price of leather from cowhides has practically doubled. Hides that in 1893, for instance, brought 4½ cents, now bring 32½ cents, and the hide producing cattle in the country to-day number about four-tenths per capita where formerly the average was about six-tenths to seven-tenths.

"The position the country is in with reference to the leather shortage is alarming considered in its various aspects—and a short meat supply is, of course, one of the aspects. Yet the year has been remarkably successful. There can be no doubt of that. I should call it a prosperous year with a question mark behind it. That is, there has been throughout an element of doubt in the situation. Yet as the year closes we see it has been unusually, remarkably successful. A feature I have not mentioned, by the way, accounting in some degree for the increased cost of the finished product,

is the shortage in tanning materials, dyestuffs, etc., which we formerly got from Germany.

"As for the coming year, there can be no question that the prosperity will continue. All industries are going right on. The demand will continue even if the war ends. In Europe, for instance, if the war were to end suddenly tomorrow, the demand for civilian shoes would be tremendous, anyhow. So that, war or no war, I say our prosperity will continue and increase.

"There are many other leathers than shoe leather, of course. There are harness leather, belting, goatskins, sheepskins, auto leathers, fancy leathers and many other kinds. All are short and all have advanced in price. There is a decided shortage of sheepskins and the price is up several hundred per cent. Sheepskins that once brought 5 cents and 6 cents a foot, now bring 30 cents a foot. There is a scarcity of glove leathers, for prosperity consumes gloves rapidly. Fancy leathers for bags are scarce, belting is up in price.

"Summing up, I will say that the whole leather industry is on the highest plane in its history."

WILL COVER WEST FOR "THE REGAL"

R. M. Smith who has recently been appointed by the Regal Shoe Co., Toronto, to represent them in the Western provinces, has had an extended experience in the footwear game. He is an aggressive, alert salesman, has a thorough knowledge of shoes, and an ability to cover ground rapidly and satisfactorily. Mr. Smith is a native of Chesterville, Ont., in the County of Dundas, where he followed school teaching until 1886, when he started on the road for Messrs. Frank Stafford & Co. He remained with that firm until it was dissolved, when he went with Mr. Z. Lapiere. When the latter retired from the shoe business, the subject of this sketch joined the staff of Messrs. Geo. T. Slater & Sons, Montreal. That was in 1897, and every centre in Ontario



R. M. SMITH, NEW "REGAL" MAN

was visited by Mr. Smith. When the Slater Shoe Co. was formed, he took part in the organization, and was on the board of directors for several years. He made his first trip to the West in the spring of 1899, which territory he covered thoroughly for the company until about two years ago, when he was obliged to remain at home owing to the illness of his wife. This illness continued until the end of August, 1916, when Mrs. Smith passed away.

Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

THE usual January quiet has made itself felt in most lines of shoe leather during the month, although there has been a little more doing than usual during January on account of short stocks with manufacturers. So far we have not heard of any concessions worth while, notwithstanding the fact that prices have remained stationary or have sagged in some cases. The feature of the month on the other side has been the weakening of calfskins, attributed to the New York importation of Russian skins, referred to in last issue.

Canadian Shoe Trade.—Since stock taking, Canadian shoe manufacturers have been following a policy of "watchful waiting," and very little buying has been reported. Nevertheless, there has been some replenishing, and notwithstanding the statements of some shoe manufacturers that concessions have been made on fairly large lots, leather men claim that there has been no departure from prices asked for stock except in cases where quality has entered into account. Shoe manufacturers are busy completing orders for spring, and some have been busy with fall samples for jobbers. A number of the latter visiting the market earlier in the month. The fall showing so far seems to indicate marked conservatism on the part of manufacturers—several have proclaimed their intention of limiting new lines to the barest necessities of the case, and in some instances it is said that fall samples will not be shown till late in the season this year.

The Hide Market.—The hide market continues inactive, although there is some indication of a slight movement. Heavy steer hides have been selling at 32 cents, but concessions have been made on this figure. It is reported that a large lot changed hands at 30 cents. Tanners are holding off for these concessions, and it looks as though they were being given here and there. Country hides are unchanged, with tanners holding off and buying in a very desultory way. Buffs are quoted at 22½ cents for current receipt stock and tanners are offering 22 cents. Some lots have been sold on this basis. It is reported that the take off is not as large as usual at this time of the year, which makes it strange that the market should be so easy. A recent report of available cattle in the United States shows a considerable reduction for 1916, so that there does not seem to be much hope of further weakening and holders claim, as soon as the quality of the hide improves, prices will go back to the former high level.

Leather Conditions.—Sole leather is being held at old quotations, but reports indicate that a few concessions have been made. There is a good deal more activity than early in the month, and this helps to keep the situation rather firm. With the strong request for good tannages of sole leather, there does not seem to be much chance of the market weakening in the near future. The upper leather

market has also improved, although there are reports of concessions in some lines. Tanners claim that the situation is altogether better than two weeks ago. Side leathers are in particularly good demand, and although calf has suffered somewhat from the recent effects of the drop in the Boston market, it is holding its own fairly well. Calf skins are now quoted at 65 cents in Boston, and colors from 75 to 85 cents, with fancy lines as high as 90 cents to a dollar. Shoe manufacturers are beginning to inquire more frequently for stock.

Serious Situation.—"It is without doubt the most serious situation that we have ever faced," said a well-known shoe manufacturer the other day. "We have managed to get along comfortably well thus far owing to preparatory measures, and the buying up of large stocks of leather against future business. But the situation has reached a stage now where with the end of the present manufacturing season most of the firms in this section will have exhausted the leather supplies that they have been providing during the past two years. It means that many of them will be obliged to go into the market for next season's trade. That means buying leather at the present high price level and a big advance in the price of footwear. The shoe that the retailer is to-day selling for \$5 and \$6 a pair to the consumer will probably cost the retailer himself \$5 and \$6 for the same grade next season. Everything else will be proportionately higher. This will make some of the advances in price that have been made in the past look rather small, but it has got to come. There is no other way out of it."

That the only remedy is some substitute for leather is admitted, and preparations are being made by nearly all manufacturers for the use of more cloth, fibre and other substitutes next season than has been before attempted. These substitutes will have to take the place of real leather where it can be effected in the cheaper lines of shoes.

New Boot Soling Process.—United States Consul Byington, Leeds, England, writes that the attention of the Leeds consulate has been called to a recently patented method of manufacturing boot soles from scrap leather. It is claimed that the soles are non-suction, non-slipping, and waterproof, and can be produced at a much lower cost than the ordinary leather sole. Owners of plants for heel building, it is believed, will find themselves in a position to conveniently adopt the new process.

It is also claimed that the novelty of the patent may be enhanced by an ingenious arrangement of strips of rubber attached to a thin layer of canvas the rubber strips fitting into the interstices of the reather sections. This is said to give a pleasing resiliency to the step of the wearer and to do away with the aching of the feet sometimes produced by purely rubber soles.

"WE DELIVER WHAT YOU BUY"

Schmoll Fils & Co.

PARIS · NEW YORK · CHICAGO · HAVANA · BASLE

BRAZIL
CHINA
JAVA
AUSTRALIA



EUROPE
EAST INDIA
RIVER PLATTE
COLUMBIA

SPECIALIZE IN

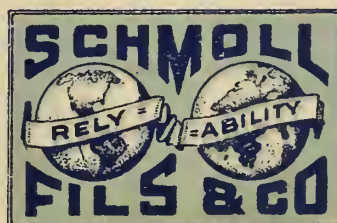
CHINA JAVA INDIA HIDES

COWS AND BUFFALOES

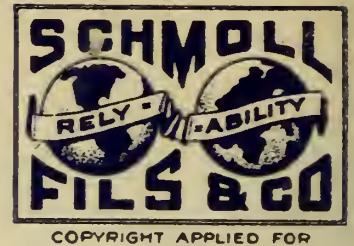
DRY, DRY SALTED, WET SALTED

SELECTED BY US FOR

SOLE AND UPPER LEATHER.



COPYRIGHT APPLIED FOR



**AN ORGANIZATION MADE TO SUIT YOU
NOT ONLY OURSELVES.**

**A PURCHASING POWER
ABLE TO GET WHAT YOU REQUIRE.**

**A COMPANY BELIEVING IN THE FRIENDSHIP OF
BUSINESS ——— A SOLID WELDING TOGETHER
OF BUSINESS IDEALS WITH PRACTICAL AND EFFI-
CIENT BUSINESS ABILITY.**

**IN SHORT WE WANT YOUR BUSINESS
BUT ONLY IF WE KNOW THAT WE CAN HANDLE IT.**

**THEREBY CREATING
THE FOUNDATION OF OUR FRIENDSHIP.**

Schmoll Fils & Co.



**28 SPRUCE STREET
NEW YORK
U.S.A.**



NEW POSITION FOR MR. MARSHALL

A. T. Marshall, who has been for several years in charge of the footwear department of Stewart's, Limited, Renfrew, Ont., has severed his connection with that firm, to take an



A. T. MARSHALL, PEMBROKE, ONT.

important position with Jas. S. Fraser, shoe dealer, Pembroke, Ont. Mr. Marshall is an enthusiastic shoeman, who takes a deep interest in his work, and is a close student of styles as well as a shrewd buyer. He was born in Haldimand county, in 1887, and after attending the schools in that section, began his career in business at the age of sixteen, by serving for three years in the general store of Wm. Brown, in Caledonia. In 1907 he went to Renfrew, joining the staff of Carswell & Co., with whom he remained five years. He left their employ to take charge of the re-organized shoe department of Stewart's, Limited. Many friends will wish him every success in his new duties in Pembroke.

HISTORIC SHOE COMPANY DOING ITS BIT

This historic shoe firm of J. & T. Bell, Limited, Montreal, who have been in business for 103 years, are doing their share in the present struggle for the triumph of liberty and justice. Lieut.-Col. C. B. Keenan, president of the company, who was with the Princess Patricia Canadian Light Infantry, has recently returned from an extended experience at the front. He was Surgeon-Major in the Princess Patricias, which corps has such a gallant record and splendid achievement in the fighting ranks. Major Lavens M. Hagar, son of John T. Hagar (the former sole proprietor of J. & T. Bell, who passed away in 1909), who has been residing in Victoria, B.C., enlisted in the Transport Division, and is now in England, being attached to the 102nd Battalion at Bramshott Camp.

Chas. E. Fice, of Toronto, Western Ontario representative of J. & T. Bell, who has been associated with the company for sixteen years, has two sons who have enlisted for overseas service. Lieut. Harold T. Fice, who was taking a special course in Y.M.C.A. work at Springfield, Mass., joined the University Training Corps, Imperial Draft, and a few weeks ago crossed over to England. Mr. Fice's second son, Lieut. Percival W. Fice, who was connected with the Bank of Commerce, Toronto, recently joined the 228th Battalion, which is now being recruited in the Queen City.

Irvine Frederick, of Campbellford, Eastern Ontario representative of J. & T. Bell for the past eight years, has one son, Charlie, lately with the Canada Life Assurance Co., but now with the 166th Overseas Regiment, at present in England, while another son, Douglas, is attending the Royal Military College, Kingston, qualifying himself for active service.

HOW SHOE FIGURING IS DONE

The uncertainty regarding the price of shoes is well illustrated in the case of an eastern manufacturer who was asked by a western jobber to quote him a figure on a tan Russia calf blucher. The manufacturer replied, "I do not know whether I can secure the leather to make up the quantity which you require and until I find out I cannot give you a price less than five dollars a pair." The shoemaker went scouring the market and finally located enough leather and told the jobber that he would be able to fill his order at four dollars and a half a pair. At first sight this may seem like a comparatively moderate price but when it is considered that the figure for this self-same boot four months ago was only three dollars and ten cents a pair it will be observed that the raise is a substantial one. Remember this is the wholesale price to the jobber and not the figure at which the shoe would be disposed of to the retailer.

MR. SMILEY BECOMES PARTNER

P. C. Smiley, for the past four years head salesman with Fred. Sutherland, shoe merchant, St. Thomas, Ont., has purchased an interest in this old established shoe business, and will hereafter have complete charge of the selling end of the business. Mr. Smiley has been associated with the shoe game in St. Thomas for over seven years, is an excellent salesman and with his thorough knowledge of the



P. C. SMILEY, ST. THOMAS, ONT.

business should make good in his new venture. He was born in St. Thomas, a son of G. W. Smiley, bailiff, and has spent his entire life in that city. He is one of the best known and highly respected young men.

The business will be conducted as in the past under the name of F. Sutherland, who will still be associated with it although not as actively.

TENAX

The Soling of the Future

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

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

NEWLY ELECTED EXECUTIVE OF THE TORONTO SHOE RETAILERS' ASSOCIATION



R. S. RITCHIE
357 Roncesvalles Avenue



W. B. PARVIN
Fil-U-Shoe Co., 1219 Bloor Street West



H. W. RUSSELL
292 Yonge Street

NEW RUBBER PRICES STRONGLY CRITICIZED

Annual Meeting of Toronto Shoe Retailers' Association Re-elects Old Officers—
Increase in Rubber Prices Discussed—Members Believe Advertising Was Mis-
leading in View of Heavy Advance and More Publicity Should Now Set Matters Aright

THE retiring officers were all re-elected at the annual meeting of the Toronto Shoe Retailers' Association held on January 18th, when there was a good attendance of members.

business trip, J. H. Shinnick ably presided. There were no contests for any of the offices but there are four new men on the Executive. Mr. Blachford, as President; Mr. Cook, as Secretary, and Mr. Budreo, as treasurer, consented, after



GEO. W. WARRINER
1243 Bloor Street West



WALTER BURNILL
75 Queen Street East

In the absence of President Howard C. Blachford, who was unavoidably detained in Buffalo, where he had gone on a

much pressure had been brought to bear upon them, to serve for another year, although all had expressed their serious

RINEX SOLES

THE increasing scarcity of sole-leather has made it imperative for shoe manufacturers to provide an alternative for leather soles. Experts who have made tests and comparisons insist that

RINEX

is the one sole producing results that best meet the requirements of conditions in Canada.

RINEX is a composition fibre sole, possessing ingredients that insure the most serviceable wear. In every respect RINEX is the equal of leather, and in many respects far better.

RINEX is soft, flexible and non-slipping.

RINEX is uniform in quality, light in weight, springy in texture and, being absolutely water-proof, will not rot.

RINEX is cheaper than leather, and better, because it will give longer wear.

RINEX is guaranteed against breaking out at the stitching or stubbing out at the toe.

RINEX conforms easily to the process of sole laying and stands the stitching.

RINEX means a continuous supply, because the ingredients are absolutely under control of scientists and experts.

RINEX may be had in black, tan and white.

If you are a shoe manufacturer you need to investigate the merits of RINEX soles. If you are a shoe merchant it is equally important that you know all about RINEX soles.

Write for samples, which will be furnished free upon request.

Walpole Rubber Co. of Canada, Limited

14 Papineau Avenue, Montreal

RETIRING MEMBERS OF EXECUTIVE OF TORONTO SHOE RETAILERS' ASSOCIATION



J. W. JUPP
810 Queen Street East



F. A. GUINIVAN
Walk-Over Boot Shop



S. B. McCALL
McCall Shoe Co., Limited

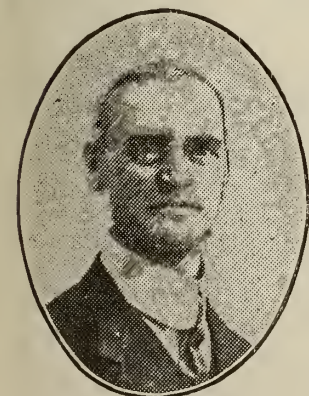
Officers for 1917

President.....Howard C. Blachford
 Secretary.....Edward Cook
 Vice-President.....A. Levy
 Treasurer.....J. C. Budreo
 Sergeant-at-Arms.....N. A. Roy
 Executive Committee—H. W. Russell, W. B. Parvin, R. S. Ritchie, Walter Burnill and G. W. Warriner.

intention of retiring and allowing others to assume the reins. Unanimously the members would not hear of any change and the Association starts off with bright prospects during 1917 and with a united and aggressive front.

It was decided to hold a dinner some time during March which will be a great get-together occasion. The function will be attended only by shoe retailers. Last year representatives of the allied lines, wholesale, findings and travelers were invited, but on this occasion the attendance will be restricted to shoe merchants or buyers. All will be welcome, whether belonging to the Association or not. The event promises to be a pronounced success.

The principal matter discussed was the rubber prices and the recent advance. The question was brought up in a



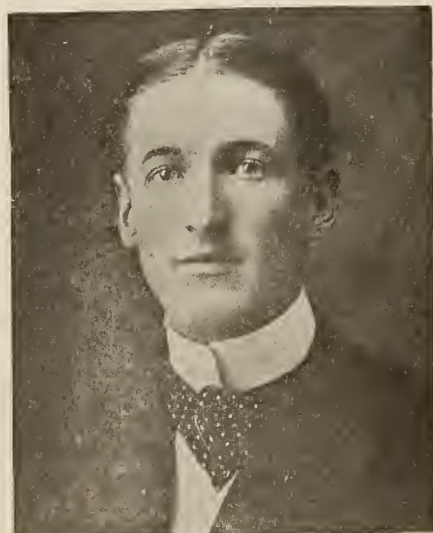
JOHN McCULLOUGH
866 College Street

letter written by Warren T. Fegan of the Big 88 shoe store, in which he said that he had hoped that a meeting of the shoemen would have been called immediately, following the action of the rubber manufacturers in raising prices. "I am disappointed," continued Mr. Fegan, "because I feel that, with the expenditure of a few dollars we could have secured the co-operation of every city in protesting to the Government against this injustice and could have secured from the Minister having charge of that branch, Hon. T. W.

Crothers, proper assistance to investigate the conditions without delay. Why have money in the treasury and not use it in such cases as these? Could you find a shoeman in Ontario who does not consider this one of the most unjust

acts ever thrust on us and who would not be only too glad to register his protest?

"The rubber manufacturers do not give a tinker's hoot for us apparently and they have a good reason for it if we allow them to insert one-quarter and one-half page advertisements in all the daily papers giving the public the impression that rubber footwear is cheaper, when as a matter



C. L. OWENS
Owens-Elmes, Limited

of fact, it is dearer and they know it. The public will discredit us as wanting to take advantage of it by asking a higher price than the preceding year and yet we allow these advertisements to go without so much as a protest as an Association—against it. We do not know what next the rub-

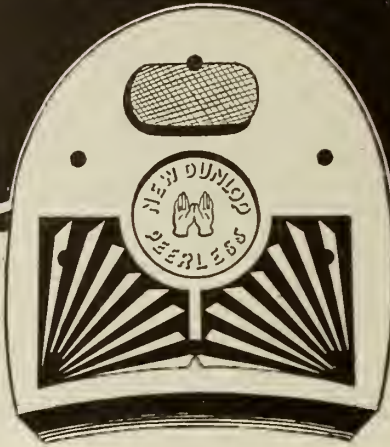
DUNLOP



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.

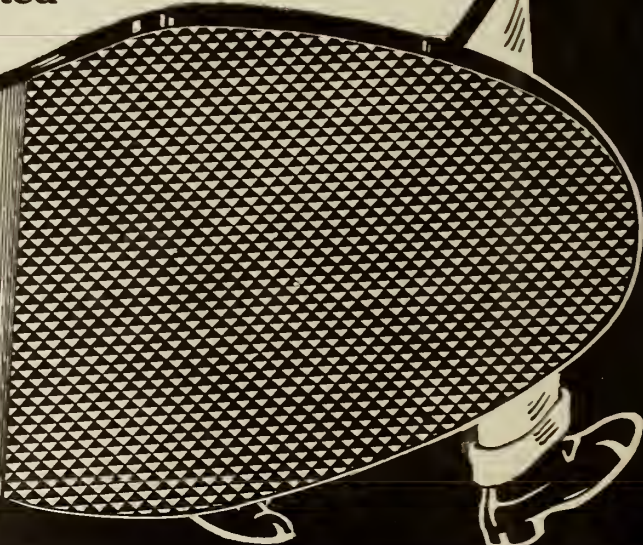
Freedom from cracking, most generous wear-well record, never a sign of drying out—these Dunlop features are bound to impress the user.

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



ber manufacturers will put over us unless we get busy and ginger up and make them feel that we are not in a trance," concluded Mr. Fegan.

Had Stopped Rubber Advertisements

Secretary Cook explained that the Executive had taken action and brought up the matter before the Vigilance Committee of the Ad Club, who called attention to the newspapers and the agency placing the announcements that the advertising came under the head of being unfair, as rubbers were not cheaper, etc. The result was that the publicity had ceased. Mr. Cook thought the Association should receive some credit for this work.

A letter was read by one of the members, from the Kaufman Rubber Co., Kitchener, which, in connection with the recent sharp advances in the prices of rubber footwear, said: "We feel that a word of explanation is in order. We regret that we are forced to make this advance but we in turn must pay an increase of an average of seventy-five per cent. over a year ago on all raw materials, including cottons, cashmerette, jersey, linings, compounds, colors, all kinds of shoe findings, and also leather for leather top lines. The only exception to the above is crude rubber, which has advanced only slightly during the last year, and it is fortunately due to this fact that we are able to keep present prices down to those shown in our recent price list. The higher cost and shortage of labor has not only assisted in forcing an advance in rubbers but has also made it very difficult for us to fill our orders. We trust that the present war conditions may soon be ended and the prices of all commodities again assume their normal values."

Alleged Wrong of Rubber Companies

The following correspondence also came up for consideration relative to the rubber footwear question. The Executive Committee of the Association sent the following letter to J. A. Connor, Division Manager of the Canadian Consolidated Rubber Co., Toronto:—

"At a meeting of the Executive Committee of Toronto Shoe Retailers' Association, held on the 10th inst., the problem of retailing rubbers came up for discussion and the existing conditions received much consideration. The opinion was that as, in the past, the rubber companies had advertised to the effect that rubbers were as cheap or cheaper than ever and that the public could purchase them at a more reasonable price than in the past, and while it was admitted that the advertisements later retracted this to some extent, yet it was felt that we, as retailers of Toronto, were entitled to the immediate consideration of the advertising department of the rubber companies in regard to further advertising the fact that the price of rubbers had been considerably advanced and that the public must pay more to receive the same quality of merchandise.

"We do not wish to appear 'grasping' or unjust in our demands but the feeling was exceedingly acute that the rubber companies should do something to further undo the wrong that was perpetrated upon the retailers and public in general by the first advertising. Trusting that this will receive your kind attention, or if out of your jurisdiction, that it will be forwarded to the proper channel and that we may have the favor of an early reply."

What Publicity Did for Retailer

J. A. Connor, Division Manager of the Canadian Consolidated Rubber Co., Toronto, sent the following response to President Blachford and the Executive:—

"Replying to your letter of the 11th inst. regarding rubber advertising, I cannot agree with you that any wrong was perpetrated on the Toronto retailers .

"Most of the trouble that they have experienced was caused by the fact that while other towns have been getting a fair profit on rubbers, Toronto dealers have been selling them altogether too cheaply, and of course this year they made a decided advance in price, altogether out of proportion to the small increase in cost. The very moment we found that they were in this position, we spent a lot of money in the Toronto papers setting them right and I believe, generally speaking, succeeded in doing so. At the present time I believe a list has been adopted, which among other things, calls for \$1.25 for women's rubbers that wholesale at 66 cents.

"Without any desire on my part to even suggest what price the retailer will sell his goods at, it is my opinion that it would need some pretty strong advertising to justify a price of this kind, showing as it does a 90 per cent. profit on the cost of the staple article.

"In further reference to the advertising campaign which was carried on, I do not think the shoe dealers are alive to the fact that this advertising did them an immense amount of good.

"In the first place it created an enormous demand for rubber footwear, turning hundreds of sales that would otherwise never have been made; and secondly, and most important, possibly from the shoe dealer's standpoint, is the fact that it justified the extremely high prices which were being demanded for leather footwear and thereby prepared the mind of the public and made selling easy.

"It is not within my jurisdiction to make a final decision regarding this matter, and I am sending it forward to the proper authorities and if it is their intention to do further advertising, no doubt your claim will receive full consideration as we fully recognize the fact that you are our friends and we must support you in every way possible."

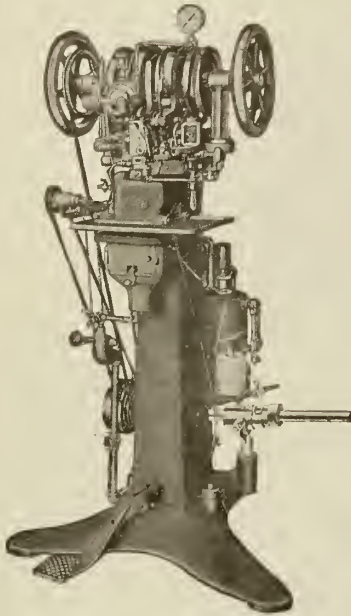
What Erroneous Impression Corrected

It was decided by the meeting that the Executive should meet at an early date and send a resolution to the Canadian Consolidated Rubber Co., Montreal, to the effect that further advertising in the press was advisable to inform the public of how rubbers had increased in price, to set forth clearly the cause and to correct any erroneous impression in the mind of the people about rubber footwear being cheaper, etc.

LIVING MODELS WORE LATEST FOOTGEAR

A very successful convention was that held recently by the National Shoe Travelers' Association at St. Louis, Mo. This was the fifth annual convention of this organization and was sure a winner, as all who attended are still talking about it. Especially interesting was the Style Show, the various kinds and styles of shoes being shown on living models. This show was held previous to and during the banquet. A runway was made in the dining hall and the models paraded up and down and around exhibiting the latest and snappiest creations that could be turned out by the shoe manufacturers. Many of the two-toned effects were shown, as well as solid colors in high boots, medium shoes and pumps of every description.

Landis Outfits are Money Makers



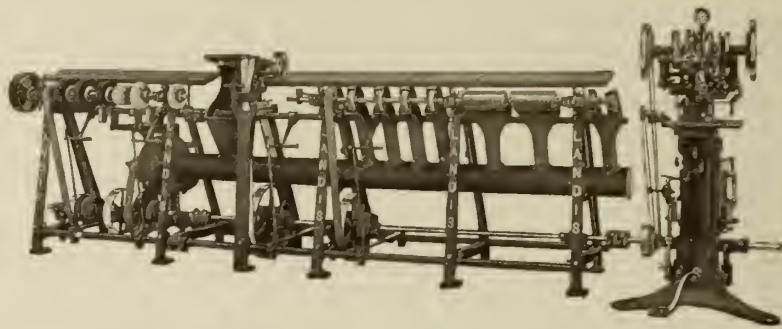
Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty

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. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher

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.

A Money-Saving Paste

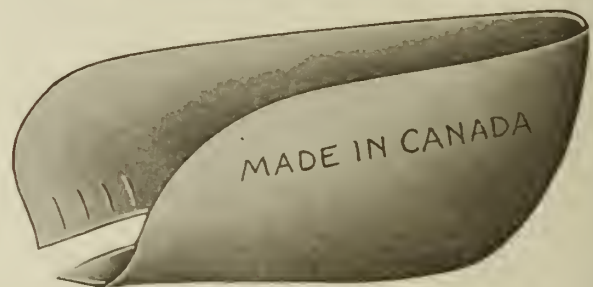
THE STICK-TO-IT-IVE-NESS OF

BRODIE'S Patent Flour PASTE

Makes it a Money-Saver, for it works smoothly, quickly and less paste is required. The best and biggest manufacturers use it.

BRODIE & HARVIE, Limited
MONTREAL

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Quebec.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

The Shoe Repair Man

SHOE REPAIRERS' BANQUET ON FEBRUARY 21st

Wednesday, February 21st, is the date decided upon by the Toronto Shoe Repairers' Association for their first annual banquet. The event will be celebrated at the St. Charles Hotel, and it is expected there will be a large attendance not only of the members of the trade but representatives of the shoe supply houses, leather and other firms. The tickets have been placed at two dollars each and a competent committee has all the arrangements well in hand. Representatives from sister associations in the province will be invited to be present and a fine toast list and programme of entertainment is being prepared. Wednesday, February 21st, will be a great night in the history of the Association and the coming event is being enthusiastically taken up. It is expected that speeches will be made by Mayor Church and leading exponents of various branches of the trade. The Toronto Shoe Repairers' Association are making excellent progress and the membership is constantly increasing. Neat membership tickets are now issued to every one belonging to the organization and the officers are most energetic and aggressive.

VETERAN BOOTMAKER OF CAPITAL CITY

J. Schryburt, who is a leading member of the Ottawa Shoemakers' Association, and whose son, E. A. Schryburt, is secretary of that body, has resided in the capital city ever since 1885. He worked in some of the best shops in Ottawa and decided to take up business on his own behalf, which he did, in 1888. He has succeeded splendidly in making custom boots, but owing to not being able to get skilled help, his plant has not developed into as large a one as he originally planned. In 1909 Mr. Schryburt made a special hockey boot, with a steel toe, which gave hockey players great

satisfaction, and in 1912 he substituted for it a fibre toe, which is still in great demand. Mr. Schryburt is the oldest shopkeeper in the custom and repair line in Ottawa, being fifty-eight years of age and next year will celebrate his thirtieth anniversary in business.

SUGGESTS FEDERATION OF SHOE REPAIRERS

S. Burnett, of the Toronto Shoe Repairing Co., 761 Yonge street, who was recently re-elected recording secretary of the Toronto Shoe Repairers' Association, is evidently the right man in the right place. The work is not new to him as he acted as secretary for three years for a similar organization in the Old Country, previous to coming to Canada in 1912. Mr. Burnett says that every town and city of any importance in England has a shoe repairers' association and all these are affiliated to the National Federation of Repairers' and Dealers' Associations. The trade press gives the association every assistance and encouragement. Mr. Burnett declares that he would like to see a similar association started in Canada covering all the shoe repairers' associations.

NEW SCHEDULE OF WAGES DRAWN UP

At a recent meeting of the Boot and Shoe Workers' Union, held in Toronto, it was reported that the Union had drawn up a new schedule of prices, which will be submitted to the manufacturers to go into effect in May. Walter Brown, business agent, stated that he did not anticipate any trouble on the part of the manufacturers, as, with the prices that they are now getting for footwear, he thought they could very well pay a little extra for labor, in view of the high cost of living. E. W. A. O'Dell, who was present, also addressed the meeting.



H. K. HAYWARD, NEWLY ELECTED VICE-PRES. OF THE TORONTO SHOE REPAIRERS' ASSOCIATION



J. SCHRYBURT, A LEADING MEMBER OF THE OTTAWA SHOEMAKERS' ASSOCIATION



S. BURNETT, REELECTED REC.-SEC. OF THE TORONTO SHOE REPAIRERS' ASSOCIATION

"MADE IN CANADA"

SHOE FELTS

A Complete Line in Stock

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.

We are selling agents for
the Perth Felt Co. and are
in a position to quote on
all lines for the manufactur-
ing trade.

White Edge Ink and Heel Ink

Easy to apply. Will not
chip or peel. Send for
samples and instructions.

Parker, Irwin Limited

LEADING SHOE MANUFACTURERS'
SUPPLY HOUSE IN CANADA

Montreal



To Play the Game Well

Each year adds to our list
shoe manufacturers who are
playing the game for all it's
worth, and playing it safely.

Here's one:

"A shoe factory making men's 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

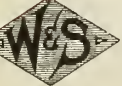
Columbia Counter Company

348 Delorimier Avenue

MONTREAL, QUE.

AGENTS

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 Teniente Rey, Havana
ENGLAND - - - - - A. Pemberton Co., 17 Belvoir St., Leicester
AUSTRALIA - H. J. Herbert & Co., Terranora Bldg., Sydney



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?

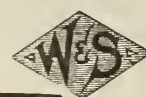
We are the original manufacturers of Shoe Bottom Filler
in Canada, having made filler here for eight years.

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



ECHOES OF THE BIG NATIONAL CONVENTION

Some of the Brightest Things That Were Said at the Recent Gathering in Cincinnati—How Leaders in Trade View Styles, Prices, Supplies and Profits—Excerpts from Addresses That Aroused Enthusiasm and Inspired the Rank and File

No Exorbitant Profits are Made

(By A. C. McGowin, Philadelphia, President)

Inventive minds are busy already in the development of materials to replace leather. We have soles for our shoes made of fibre and rubber combinations which easily outwear leather soles of equal cost. We have had since shoemaking began, fabrics for uppers that have been good looking, well fitting and serviceable. At the present time many beautiful and desirable things of this sort are being produced which will be shown you in the samples soon to be on the road. Study them with care. As these products mean a money-saving, without lessening the wearing quality of the shoe, it is our duty to the public to encourage their use in every way possible and you will soon find that your customers will back you in your efforts to help them take care of their shoe costs in a sane and sensible manner.

The public should understand that shoe retailers and manufacturers are not making exorbitant profits out of the present situation, for it is well known by those best posted that they have passed on to the consumer all their holdings and have only advanced prices when the increased cost made it absolutely necessary. Above all, we wish the public to know that we are doing everything in our power to solve the problem of high prices and that we are endeavoring to work in their interest.

* * * *

Why Kid Shot So High in Price

(By C. F. C. Stout, Philadelphia)

The conditions that brought about the rise in the price of raw material, caused by the exhaustion and regulations of the war, and the large demand for leathers, was first felt in the spring of 1916, when the price of kid leather began to rise; but the real acute situation was not brought about until the fall of 1916, when the China market opened. It was then seen that the loss of supplies from so many countries that had been absolutely cut off either by war itself or embargoes, and that the extra supplies that Germany would have used had been exhausted, that China and India were going to be cockpits of keenest competitive buying that has ever been noted.

The glazed kid manufacturer has been powerless in the face of economic conditions to control prices, and it has been his policy as near as possible to have the selling price of glazed kid represent a profit on the replacement value, including all the uncertain charges of war traffic. The application of this principle in business has shown the leather manufacturer an abnormal profit on raw material purchased at low figures, but he is at all times obligated for six to nine months at the high figures on which his selling price would only show him a fair profit. I consider that every good business man, whether he be a retailer, shoe manufacturer, or leather man, should fix the selling price so as to give him a normal profit on top of his replacement value.

I have it brought to my attention practically every week that there will be a propaganda out to "knock kid," and substitute cloth. I am here today to praise kid, and not to "knock cloth," but I do not wish to let this opportunity go by without knocking the spirit that is expressed in that expression "knocking kid."

The price of kid today is not out of proportion to other leathers; sheepskins that used to sell from 7 to 12 cents are now bringing 15 to 30 cents; side leathers that

used to sell from 14 to 22 cents, now sell for 25 to 55 cents calfskins are selling from 65 cents to a dollar, and black kid that used to sell from 12 to 35 cents, is today bringing from 30 to 75 cents, and colored kid that used to sell from 16 to 45 cents, today is 75 cents to \$1.25.

* * * *

Educate Public on Leather Substitutes

(By John O'Connor, Chicago)

Every manufacturer of fibre soles is anxious to increase the output for the simple reason that their profit is four or five times greater than in making tires or other rubber goods. The way sole leather has been increasing has caused the price of fibre soles to go up and there is nothing to cause this excepting the fact that the manufacturers of them have seen a chance to make an extra profit. We are at present betwixt the devil and the deep blue sea as far as prices are concerned, but by using fibre soles and heels in our repair shops we can force the price of sole leather down, thereby reducing the cost of the fibre soles. There is no question about the profit there is in manufacturing these soles and from what I can learn there is not a rubber plant in the country who would not like to make them.

These soles are made of about 10 per cent. rubber, new and old reclaimed, about 20 per cent. of ground rags, leather buckings, and the balance consists of zinc litharge, hydro carbon, sulphur and minerals, making the cost of making these very low, but the price has been regulated according to leather.

There is to my knowledge a large munition factory experimenting on a fibre sole. They intend to manufacture these in large quantities just as soon as the war orders cease. Thus they will be enabled to turn out anywhere from three to five hundred thousand soles a day, which thrown on the market will cause a big reduction and force down these soles where they could be sold at a legitimate profit.

The trouble with fibre soles and cloth shoes made on the last few years is that they have not had a fair showing with the public, for the very reason that in place of testing them out and putting them on shoes to retail from \$5 up, they have been tried out mostly on shoes from \$3 down, so that the public now looks upon them as a very cheap substitute for leather. This can easily be overcome by instructing salesforce as to the wearing qualities of the soles, and heels, also cloth tops, so that they can talk intelligently to the public when they meet them and not shake their heads and say they don't know.

By going carefully into the matter and using substitutes wherever possible, you will find that you will be enabled to save at least from 50 cents to \$1.25 a pair.

* * * *

Dealers Are Blind to Certain Facts

(By H. B. Seates, Boston)

Now then, it is a fact that consumers have hardly yet paid any appreciable advance in the cost of their shoes, compared to what they must pay for the same shoes if made up of leather bought subsequent to December 1st. Please bear in mind that I am now speaking of the kind of shoes that really form the backbone of our business, everyday sort of shoes for men, women, misses, children, boys and youths.

It is true that an immense amount in the aggregate have been sold in women's shoes at \$8.00, \$9.00, \$10.00

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

\$12.00 and a few even higher, but compared to our total sales, this is a smaller amount than we imagine.

I greatly fear that the vogue in women's novelty boots, and the ease with which we have sold them at high prices, has blinded some of us to true facts, and that we have underestimated the great general public's ability and willingness to pay 50 per cent. to a 100 per cent. more for their shoes.

It would probably be very interesting if we could take a poll of all the retailers who have increased their business in dollars and cents and find out exactly their total of pairs sold each month compared to past years. I hold that any retailers who have sold less pairs per month are going behind and losing customers. I don't believe we can figure it any other way. Therefore, I hold that our selfish interests, as retailers, must force us to work determinedly to accomplish two results.

We must not be stampeded into buying shoes so low in price as to bring quality to such a low point that it is business suicide to sell them. We must more than ever look to the quality of our merchandise. And we must work very hard to get our customers to pay us enough to insure quality, in their own interests as well as our own. That, I think, should be the watchword of retailers—"We will not sell shoes of a quality that will not hold our customers and build our business."

And our next job is the intelligent consideration and use of materials as substitutes for leather that will help hold down the price of shoes by decreasing the use of more expensive leathers.

I have no quarrel with any tanner or leather man, but if leather is as scarce as they claim, surely they can have no objection to our honest endeavor to relieve the consumption of leather, and work at the same time for the true interests of the people, from whom we get our living, our automobiles and yachts—the consumers of footwear.

I will cheerfully buy all the colored kid boots I think I can sell at \$10 and \$12, and no more. If I have customers who want them, I owe it to them to supply their wants. But if any maker of colored kid goes too far in full-page advertisements trying to prevent me from selling my mass of customers cloth-top boots at \$4.00, \$5.00, \$6.00 and \$8.00, I may decide to tell my customers that I think that they are foolish to pay \$10.00 and \$12.00 for colored kid boots. And I know that most of you are with me.

* * * *

Fibre Soles Have Come to Stay

(By W. H. Palmer, U. S. Rubber Co.)

We thoroughly believe, however, that once the public has had a good chance to try out fibre soles they are not going to be satisfied with other soles again. Some of the advantages of fibre soles over leather soles are as follows: They are easier to the foot, they make walking easier, they conform more readily to the shape of the foot, thus doing away with the necessity of "breaking in" shoes; they are waterproof; they do not burn or draw the feet; being a non-conductor of heat and cold they will be found cool in summer and in winter warm.

This does away with the objections that have been made in the past against ordinary rubber soles. They will give better wear than the average leather sole. Of this we are convinced from countless wearing tests that we have made in ordinary usage, as well as a special device that we have adopted for testing soles. This is not only true of our soles, but of the other soles that are being manufactured. This test consists of measuring a distance near one of the factories, where men are employed to walk in relays so that any given pair of soles is walked on continually from morning to night, so that we can know in the shortest possible time the relative wear as between different grades and kinds of soles.

Under this test fibre soles have been found to be in good serviceable condition at the end of 500 miles walking. The average person is believed to walk somewhere between two and four miles per day. If two is the correct average, 500 miles would be the equivalent to 250 days' wear. If four is the correct average, this would be the equivalent of 125 days' wear, or about four months.

* * * *

What Association Can Do for Retailers

(By A. F. Sloane, Ohio)

If I am a merchant I am a man who has ceased to be a storekeeper. If I am a storekeeper, I have not yet attained to the distinction of a merchant, and things look just a little different to me. To me as a merchant an association can be of much pleasure, some pride and some profit, but to me as a storekeeper, the association is bound to be of untold profit and a constantly increasing pride and pleasure. I may have a little bit of a shop in a country town, and by an advanced methods and policies of doing business be considered a merchant. On the other hand I may have my name over the door of the show places in a city square and be classed as a storekeeper. Now, these two retailers look upon Association work and benefits from an entirely different point of view.

The average retailer today wants to be identified with an organization engaged in the constructive work of National ideas, ideals and policies. He is no longer satisfied to pursue his own course, methods and policies. He needs and wants associated help and influence. He wants and is willing to exchange confidences. Trade and store secrets are no longer desirable or popular. In short, we all want a "hand upon our shoulder, in a friendly sort o' way." We need to meet our fellow merchants from every section of the country and listen to every problem and its solution. Where can this be done better than in an organized convention?

* * * *

Cut Out Guess Work in Your Business

(By S. P. Davis, Cleveland, Ohio)

Some of us are so conscious of the appearance of things in business that we are unconscious of the disappearance of things in business. We haven't sufficient figures; we don't know; we are guessing. Yet I know, very much like the minister said, "So many people in an audience or in a congregation come here with a mental pitchfork, instead of a mental rake. Whatever I say to them they take that mental pitchfork and throw those words over their shoulder to the other fellow, "Get that, Bill; that's all right for you, not for mt." "Get that, Jim. Do you get that?" They throw those words over their shoulders instead of taking their mental rake and gathering these things unto themselves.

The science of business today means nothing, science is nothing, but knowledge that has been organized and collected and correlated, and classified; and then when we have this knowledge organized it is science, and we are making fewer mistakes. You want to learn to substitute all those negative factors for the constructive, positive factors, and then you are going to do better buying and less sighing; you are going to do better merchandising, gentlemen, because you know what you want to know about your business.

I want to know how much there is about my business that I don't know. Yes, we have overhead expense. How much does it cost me to sell shoes? Selling cost so much. Who are the clerks in my store who sell the better merchandise, and who are the clerks who sell the inexpensive, the cheaper stuff? What is the percentage of my clerks who sell the good stuff and what percentage have I? Eighty per cent. selling the cheap stuff or 80 per cent. selling the good stuff? What is the selling cost of each clerk in the

store? Do I carry more stock this year than last year, and if so, am I doing more business? Is my overhead expense greater this year than last year, and if so have I figured my margin of profit accordingly?

I want to know what portion of my stock has been here 30 days and what percentage of this stock has been here 60 days, 90 days, and six months. Why, it was a revelation to a merchant when I got him to have the buyers submit that report. What percentage of your stock has been here six months, three months, and 30 days! What is the average selling price in this department, and that department? You want to departmentize your stock into as many units as you can, and then you will know where you are; then you are not guessing. A dry goods merchant showed me his shirtwaist stock. He said, "Here is the stock. I turn it six times and it is not making money. I can't understand why this stock isn't making money." I saw he had pretty good merchandise; in fact, the selling help, to my mind, was even below the standard of the merchandise carried. I said, "What is the average selling price of the shirtwaists you carry in stock?" He had to look it up, take a little hasty inventory. The average selling price was \$6.50.

* * * *

Service Important Thing in Retailing

(By J. A. Goldberg, Chicago)

The handling and the selling of merchandise, I believe, is very important. In former years an ordinary clerk could sell your shoes. We must encourage, from my point of view, the merchandising of shoes and elevate it to such an extent that the people who purchase our merchandise at these higher prices will appreciate this high grade and first-class service. Service is the important thing to successful retailing.

In the service in the past you will find that in the average shoe stores they would throw their new shoes around just like they would old shoes. Well, today we are selling something beyond shoes; for shoes merely cover the feet, but they are a merchandising proposition; shoes are now made of dainty materials and they must be handled in such a manner that they may be sold and shown to customers in healthy, clean condition. This is so important that when you show shoes, they should be handled just as you would an expensive gown, or an expensive hat, or some lingerie, because in the next showing, when the next person comes in, you are able to show them clean merchandise.

* * * *

Getting Good Results From Saleswomen

(By H. H. Rogers, Cincinnati)

A salesforce composed of both men and women is not as efficient as all men or all women, and all women make the most efficient selling organization.

Many dealers employ a salesman for \$20 or \$25 a week, and he spends most of his time taking care of stock, and yet you wonder why your selling expense is so high.

A good, clean cut, intelligent salesman is hard to find, and if you happen to have one everybody else wants him. He is hard to keep, because dealers are looking for such men to become buyers of departments.

If any of you gentlemen have not had good results from saleswomen it is because you expected too much of them.

You cannot drive a woman. You do not even attempt to go into your home and make your wife do anything. You know better.

Neither can you go into your department and attempt to make a saleswoman do anything, and get by with it.

I treat my girls with respect, and in return I have the respect and confidence of every one of them.

You will have to agree with me, whether you have em-

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



Trade
Mark
Reg.

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

CRAMPLIKE PAINS AT
THIS POINT INDICATE
METATARSALGIA

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

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.

Retail, per pair, \$3.00



Style No. 2

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.

Retail, per pair, \$3.00



Style No. 3

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.

Retail, per pair, \$3.50

WRITE FOR NEW CATALOG

THE SCHOLL MFG. CO., Limited

Largest Makers of Foot Comfort Necessities in the World

214 King St. East, Toronto

NEW YORK

CHICAGO

LONDON

"Watch Your Feet"

ployed saleswomen or not, women are natural born money getters.

I have tired to impress upon you the importance of organization, and now I am going to tell you briefly how I handle and develop saleswomen, and why they are superior to men.

First, my saleswomen are all placed upon the same basis, no one is more important than the other. There are no individual stars. They are all stars.

Turn-overs are not permitted, but we have very few walkouts, and few lookers who do not buy.

The girls are not called in turn, but the floorman tries to use good judgment in calling, so as to give them equal opportunity for sales.

With the exception of beginners, any saleswoman may be called to wait upon the most difficult customer. This gives them confidence.

Partiality and favoritism have wrecked many selling organizations. Saleswomen demand equal rights.

They are all instructed that the most important duty they have to perform is to sell shoes, and to sell a lot of them, and to put away the shoes they show.

Each girl has a small section of stock to attend to. I teach them to feel that stock work is not compulsory, but a sense of duty.

If for any reason they do not attend to their morning stock work, the head of stock comes along and does it for them.

In other words, my handling of saleswomen is an honor system. Each girl knows right from wrong, therefore nothing is compulsory. There is nothing they must, or must not do. They know that by asking permission they can do anything they choose within reason.

Square dealing with your selling organization brings the greatest results. Get closer to them, have more five minute talks with them, and take them into your confidence.

* * * *

Roundly Condemns P. M. System

(By A. C. McGowin, Philadelphia)

Now, I consider this P. M. business damnable, because in my experience, and we paid it in my early career with the establishment I am now in, it is paid to the drone, because you pay it on top of the salary, whether he has earned the salary or not. Now, you can't pay these excess commissions to him until he has earned his salary. His salary must be as big as that of the best salesman in your line in your city, in your town, or cross roads. You must start with that as a drawing rate. Suppose you hire a new man. You don't get him for less because you are paying him on the commission basis. You are probably paying him more than where he came from, and if you get a good salesman, hold him. You can train the preacher's son if you get him early enough and get him into your business as a stock boy. If your training has not made a real salesman out of that fellow, then boost him into some other branch of the business, because if your training has been worth while from his youth up, it is worth while for you to bear with things that he may have made a failure of in the beginning.

In your P. M. system, as I said, you pay a premium to a fellow not to earn his salary, while by the commission plan you pay a fellow when he has earned his salary, and it is a beautiful thing to go around twice a year and hand out checks, ranging anywhere from \$75 to \$175 or \$200 which pays your people from \$3—a \$75 check in 26 weeks, just roughly would be \$3 a week—more than they had been drawing, and they had been drawing as good salaries as they can get in the best shop next door to you that was not on your commission basis. And that is how commissions work out. It takes a lot of work. If the fellow that starts it—I am not pointing to my own head for I had good hands

behind me—but I was a crank in believing in it and I would like to see it established in every shoe store in the land, and if it were established, I want to say to you it would lift the shoe business on a plane above any retail business in the country.

* * * * *

Woeful Wastage in the Store

(By W. S. Byck, Atlanta, Ga.)

The wastage of wrapping and tissue paper, as well as twine, is also an item. Formerly these little expense items cost so much less that no one paid any attention to them. Today they are a big item and a considerable amount in their usage could be saved if the proper effect was put forth. The saving or cartons when shoes are worn out of the store, and re-labeling of them instead of buying new ones, will also be a considerable saving during the year.

Stop giving away laces and other findings. Instead of being an expense, they should be turned into a profit. Try to avoid the sending of so many special delivery packages which cost from 10c. to 25c. to deliver each one.

It costs more to sell goods than formerly, on account of the numerous colors and styles and the higher cost of merchandise. A customer thinks she has to try on both shoes apparently and then decides to look around, thus causing the same customer to be waited on two or three times. The remedy is better clerks, and greater profits on each sale.

Many stores have basements, or second floor departments, which are not utilized except for empty cases or reserve stock. Where there are second floors or basements, why not use the forward part, or half of them, for selling space. Put your children's department upstairs, and put your rubbers, tennis, and cheaper grades of men's, boys', ladies', misses' and children's in the basement. You will find that you can increase your volume of business considerably, and at a cost not exceeding 12 to 15 per cent., and the rent cost nothing. This will bring your profits up, and at the same time keep your ratio of expense down, and enable you to do business easier and relieve the congestion on your main floor in busy times.

* * * * *

How to Hold Farmers' Trade

(By A. Hermann, Chilcothe, Ohio)

Most stores in agricultural districts must carry from the lightest turn shoes for the ladies to the heaviest work shoe for farm use. The farmers in Ohio are fast learning that making up a long list of articles and sending to the mail order houses is a thing of the past; they realize that good service and values can be had in any progressive town and that they receive more intrinsic worth for their money than they can get by ordering by mail. They are learning that if they want good roads and good markets where they can sell their commodities they must help build up their own community; every dollar they send away is a boomerang to themselves, and they know by building up and making their nearest city a prosperous one they are also enriching themselves and putting higher values on their lands.

We have a Fall Festival each year, holding it the last week of September. It is largely attended. The stores make special displays and offer extra inducements at this time.

We have a corn show in December and prizes are offered by the bankers and merchants; we also have a farm institute held the first week in January and papers are read pertaining to farming by men who know. We have a canning factory which does a large business with the farmers. They give an annual dinner to all who raise products for them. They also give prizes for best results attained, and that is how we hold the farmer and his trade. We have a community interest. It pays him and benefits us.

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

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.

CHARGING TO STOP THE SQUEAK

Speaking of shoes that squeak in the bottom, it may be said that there is very little of this today, but at the same time a pair is seen once in a while that has the same old trouble. Manufacturers who put shoes up in this manner have no excuse to offer as so much has been said on this subject in recent years that everybody ought to know how to avoid it.

Naturally when a repairer is putting a heavy pair of taps on a pair of shoes he will take certain precautions to stop the squeaking. Some of them scrape the flesh side of a tap more or less, and then they put in some French chalk or some felt. Felt appears to be the best to use as it stays there as long as the shoes are worn and will always prevent friction between the two soles, which friction always causes the squeak.

Those who happen to get a pair of shoes that make considerable noise, have to take them to the repairer in order to find a remedy for the squeaking. Some repairers are able to remedy the matter while others are not, but in any case it will cost twenty-five cents to do the job and then the job may not be complete. This is an extra tax which comes on the consumer and a tax that could be easily avoided if proper precautions were taken in the factory where the shoes were made.

Some people have an idea that you can stop squeaking by driving many nails through the soles but the writer has seen shoes that were just as noisy after the bottom was completely covered with nails. In fact, there is only one sure way to stop the squeaking and that is to rip up the soles far enough to get something under them to stop the squeak. That is why the repairer will charge at least twenty-five cents to do the work and even at that he is not making money.



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

NEWSY HAPPENINGS IN ST. JOHN

Corporal Harry Adams, who was formerly employed on the staff of Ames-Holden-McCready, Limited, wholesale boot and shoe dealers in St. John, has distinguished himself on the battlefields of France. He left Canada attached to a unit with the first Canadian contingent and served in France for nineteen months before he was eventually placed hors de combat by shrapnel from a high explosive shell. He was injured during one of the big engagements at Ypres, but as a result of conspicuous gallantry was awarded the D.C.M. and a Military Medal. He is convalescent at Crowborough.

Fred. P. Lawson, who was formerly employed as shipper with Ames-Holden-McCready, Limited, and who later joined the Customs staff in St. John, is a prisoner of war in Germany. During a big engagement on October 8th, 1916, he was wounded in both legs and taken prisoner.

The annual dinner tendered the employes of Waterbury & Rising, Limited, by the members of the firm took place recently. E. L. Rising, president of the firm, occupied the chair. After many tempting dishes had been disposed of, one of the employes proposed a toast to the firm and Mr. Rising responded. He spoke of the goodwill existing between the firm and the employes. A musical programme was then carried out, after which the gathering broke up with the singing of the national anthem.

Friends of R. J. Walsh, manager of King street store of Waterbury & Rising, Limited, will be pleased to hear that he is on the road to recovery. He has returned to his home after a serious operation in the St. John infirmary.

The firm of C. B. Pidgeon is no more, the last of the stock having been sold by auction a few days ago. Captain Donald F. Pidgeon, of a Canadian Ammunition Column unit, who was manager of the store who recently returned from England, decided to wind up the business as he would be unable to give it his personal attention. The firm was an old established one and many will regret its passing. The shoe department was one of the largest in Indiantown.

CLOTH TOPS AND FIBRE SOLES

That cloth will figure quite extensively in the making up of samples for next fall styles in women's footwear is gathered in a summing up of the expressions of leaders in

the western shoe manufacturing industry. On a recent tour of the trade the manufacturers were asked point blank if cloth would be used to any great extent in the next fall shoes and the answer in most cases was that many of the samples would contain colored cloth tops, and every effort would be made to interest the dealers in buying these goods, but they had no assurance that cloth tops would "take" with the retailers and public and for that reason there was general hesitancy in predicting that cloth tops would prove popular.

Fibre soles are also going to be used quite extensively in shoe manufacturing plants. These soles will be shown in all the samples, in women's, men's and children's lines, according to many of the foremost Queen City manufacturers.

A number of the manufacturers were in New York City last week attending the annual convention of the National Boot and Shoe Manufacturers' Association, at the Hotel Astor, and they are expected back this week with a complete report of the happenings at the big meeting. Several dispatches from the meeting tell of the adoption by the convention of a recommendation to use proved substitutes for sole leather in the future, or until such time as this leather takes a tumble in price.

NOW OPERATING IN NEW FACTORY

The F. & B. Shoe, Limited, have begun to operate in their new factory at 86 Avenue Champetre, Montreal East. The new plant is an admirable one in every respect, the capacity being about 6,000 pairs weekly. Several new lines in McKays are being made in addition to the present range of turns. The building is 45 by 60 feet, three storeys high, with an extension 18 by 24 feet. It is erected of brick, possesses all modern conveniences, and is a decided step in advance on the part of this progressive firm, the founders of which are F. Favreau and J. A. Blais. A. LaPointe is the energetic manager of the company. Messrs. Favreau, Blais and LaPointe form a strong business combination and are thoroughly aggressive. The company formerly operated at 510 La Salle avenue, Maisonneuve, but business has been increasing to such an extent that it was necessary to secure larger quarters, and in their new home the F. & B. Shoe, Limited, will be in a better position than ever to make prompt deliveries.

MEMBERS OF F. & B. SHOE, LIMITED, REMOVED TO FINE NEW FACTORY IN MONTREAL EAST

F. FAVREAU



A. LAPOINTE



J. A. BLAIS

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

WILL HOLD IMPORTANT SESSION

The Canadian Consolidated Rubber shareholders have been called for February 14th to vote on a resolution authorizing the creation of a first and refunding mortgage bond issue of \$8,000,000. This is to provide for the funding of various obligations, including the paying off of bank loans, and the retirement of the \$2,500,000 debentures that fall due towards

I SPECIALIZE ON
SHOE STAMPS & DIES

STEEL STAMPS & DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton,
Bristol, and Norwich.

Cable "HIDES" Leicester.

the end of next year. It will also provide for funds for future development.

CONDENSED ADVERTISEMENTS

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

WANTED FOR WESTERN ONTARIO—By traveler with first-class connections, good line of shoes for next season. First-class references. Box 32, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SITUATION WANTED—Young married man, with full knowledge of retail shoe business, office work and buying included, is desirous of making a change, to assume similar duties. Present position—head clerk for first-class shoe firm doing big business. Would consider taking over territory to solicit business. Box 30, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—Salesman familiar with the shoe trade of Quebec Province, to carry on commission a line of high-grade Rubber Boots and Lumbermen's. This is a good seller and satisfactory in every respect. A good side line. Apply by letter, stating experience and references. Box 28, SHOE AND LEATHER JOURNAL, 1229 Queen street west Toronto.

BUSINESS OPPORTUNITY SELDOM OBTAINABLE

THE advertiser, conducting a shoe business of a special and refined nature, high-class in every respect, wishes either silent or active investor with about \$10,000. If you are strictly upright, educated, of good appearance, and wish connection with a rapidly growing and already established business in Toronto, answer this and arrange for interview. Positively genuine, and with a tremendous future.

"BUSINESS"

SHOE & LEATHER JOURNAL
1229 Queen St. West - Toronto

THE MINER SHOE COMPANY FORMED

The interests controlling the Miner Rubber Company, Limited, have recently acquired possession of the wholesale boot and shoe business heretofore conducted under the style of Jackson & Savage, Limited, of Montreal. The title of the corporation has been changed to the Miner Shoe Company,



A. R. ANGUS, GENERAL SALES MANAGER OF THE COMPANY

Limited, and the same business policies will be brought to bear in the new organization that have made a success of the Miner Rubber Company's business in the Dominion since its inception a few year's ago.

While the factory and main warehouse of the company will be continued in Montreal as heretofore, it is the intention of the new management to open branch warehouses in the cities of Toronto and Quebec and gradually extend a chain of service depots from coast to coast in Canada.

The Miner Shoe Company will continue to act, in succession to Jackson & Savage, Limited, as the exclusive selling agents of the product of the Miner Rubber Company's factory in the districts of Montreal and Ottawa.

The organization is such that greater effectiveness in sale and distribution of the company's lines of leather footwear are assured. A. R. Angus continues as general sales manager.

AGAIN RE-ELECTED AS TRUSTEES

The annual meeting of the Commercial Travelers' Mutual Benefit Society was held in Toronto on January 27th. Reports showed the society paid during the year \$34,753.70 in death claims, in addition to an investment of \$23,000 in the Dominion War Loan. The total amount of the funds invested, and in the bank was \$94,947.67. Among the trustees re-elected for the coming year are S. R. Wickett, of the firm of Wickett & Craig, leather manufacturers, Toronto, and A. J. Tipping, of the traveling staff of D. D. Hawthorne & Co., Toronto, both of whom have been trustees for many years.

CLOTH TOPS LEADING FEATURES AT ROCHESTER

The Rochester Shoe Fair, at Rochester, N.Y., was an event that attracted not only the shoe buying public, but also the consumer. The ladies of the Flower City were specially invited by the retailers to visit the displays arranged by the shoe manufacturers in the Powers Hotel, in the after-

noons and evenings. The exhibits were put on by the manufacturers having separate rooms. In the evenings attractive ladies, who were beautifully gowned, gave a demonstration of the leading creations. Prevailing styles in the better makes were women's patent vamps, black cloth top, 8-inch, button and bal. Women's patent vamp, pearl grey cloth, 8-inch top, button and bal, and women's plain black kid. It was predicted by many retailers that these lines will be strong sellers for early spring and fall trade.

Pearl grey kid vamp and foxing, with pearl grey cloth top were considered extremely new and chic. Black vamps with white tops were also shown very prominently. Havana brown, with cloth tops to match, and also gunmetal, with black and grey tops to match were much displayed and attracted considerable attention. In sport shoes were observed many offerings in bewildering varieties—tan, gunmetal and white buck. The tanners of white buck are finding it impossible to supply the demand. Tan calf is considered a second and blacks a third. The Tuxedo pattern was shown very prominently. Eleven-eight inch on sport shoes was the prevailing height of heels. A number of Canadian manufacturers, retailers and salesmen were present at the styles show, which was well managed.

MINER RUBBER COMPANY EXTENDS BUSINESS

The Miner Rubber Company, Limited, has purchased the Canadian business of the F. S. Carr Rubber Company, of Boston, Mass., whose Canadian factory, a fine modern plant, was located at Granby, Que., on property immediately adjoining the Miner Rubber Company's footwear plant in that busy town. In addition to well known lines of rubber footwear they will manufacture staple lines of clothing, double texture cloths for automobile tops, etc., rubber soles, heels and other specialties for the mechanical and shoe trades. The Miner Rubber Company will no doubt win the success in this new undertaking that has characterized all its efforts in the past, in which quality has always been the watchword.

ANOTHER SHOEMAN HONORED BY ELECTORS

A. J. Gahagan, of the Woodstock Footwear Store, Woodstock, Ont., who was recently re-elected a member of the city council, has been made chairman of the Fire and Light



A. J. GAHAGAN, WOODSTOCK, ONT.

Committee, and a member of the Finance Committee for the coming season. Mr. Gahagan was one of the three old aldermen to be re-elected, and in his municipal experience has served on every committee on the council. He was first elected a civic father in 1913, was out of municipal life the following year, but was returned in 1915-16-17. Alderman Gahagan went to Woodstock in 1906 and started in the shoe business, where he has worked up a good trade in reliable and up-to-date footwear.

REMEMBERED ON HIS BIRTHDAY

Mr. Charles K. Palmer head of the John Palmer Co., and one of the leading business men of Fredericton, was recently presented with a handsome leather chair and a pipe by a number of his friends. The occasion was Mr. Palmer's birthday and he was tendered a surprise dinner party at his home. A pleasant evening was spent, Mr. Palmer being taken entirely by surprise when the presentation was made.

OLDEST SOLE LEATHER TANNER PASSES

A veteran leather man, who possessed the unique distinction of being the oldest sole leather tanner in the world, passed away on January 22nd, at his home, 77 Englewood avenue, Brookline, Mass., in the person of Mr. Brackley Shaw, aged 88 years. He was born at Cummington, Mass., in 1829, where he was educated in the district school until



THE LATE BRACKLEY SHAW, PRESIDENT OF THE ANGLO-CANADIAN LEATHER CO.

he was sixteen years old. In 1848, in company with his brothers, he made his first contract to tan hides for Moseley Poor & Sons. The contract was to convert a lot of Singapore buffalo hides into sole leather. The price for the work was 53¢ cents a pound for the leather delivered at their store on North street, Boston. From that early date until his death Mr. Brackley Shaw had been prominently identified with the leather trade, holding the office of President of the Anglo-Canadian Leather Co., who have tanneries at Huntsville and Bracebridge and warehouses in Montreal, Quebec and Toronto.

The firm are the largest tanners of sole leather in the British Empire, their plants having a capacity of four thousand sides a day. The tannery of John Pratt, at Roxton Falls, Que., was taken over in 1859, after he had spent several years at his trade in Maine, and the business was carried on under the name of F. Shaw Bros. At that time the province of Quebec was covered with hemlock growth which has since been exhausted. Foreseeing this contingency, Mr. Shaw's company began building tanneries in Ontario and the present extensive establishments at Huntsville and Bracebridge are the outcome of this progressive move. The Anglo-Canadian Leather Co. was formed about twelve years ago, succeeding Shaw, Cassils & Co., Montreal, taking over the interest of

Mr. Cassils. C. Thaxter Shaw, of Montreal, vice-president and treasurer of the company, is a son, and C. O. Shaw, of Huntsville, general manager, is a nephew of the deceased, whose passing will be genuinely regretted by a large number of friends. A pioneer in the sole leather business and a man of sterling worth, high character and progressive ideals has gone to his reward.

BE FIRM IN YOUR "PRICE TONE"

"If a man does not get a reasonable price for his goods, I attribute it largely to his own fault," remarked a shrewd retailer, who believes in getting a fair profit on all his lines and still keeps them on the move.

"Now, in connection with the recent increase in the price of rubbers," he said, "when clerks come to sell them, they adopt a half-hearted, apologetic, doubtful or timid sort of air, as much as to say—'We have to charge so much, but we awfully hate to do it, or we feel as if we were taking money which we do not deserve.'

"I have increased the price of all my rubber footwear to correspond with replacement values. When people come in to buy rubbers, or overshoes, many a salesman will say, on being asked the price: 'Oh, I am afraid I will have to charge you so-and-so,' or 'You know rubbers have gone up 12 to 15 per cent., or 'Rubbers are much higher in price now than they were last year.'

"When I am asked my price on rubber shoes, storm Alaskas, storm rubbers, lumbermen's goods, etc., I say briskly, \$1.50, \$2.00, \$2.50, \$3.50, as the case may be. Perhaps I will be met with the astonished exclamation—'What!' and I again repeat, in a distinct and decisive tone—although not in an unpleasant way—the figure, giving the impression that there is no dilly-dallying about my selling quotations. It is time enough if the price is questioned, or the cause asked, for a salesman to start in explaining how it is that these goods now cost more, and the reason that prices have gone up, etc. Name your price clearly and quickly, without any qualifying adjectives or subjunctive sentences. These can be added afterwards.

"I have had people say—'Oh, I will not pay the figure you are asking; I will go some place else,' but I find that nine out of ten of these patrons, realizing that I am only getting an honest profit, will not bother running elsewhere. They could not do much better any way, except perhaps with some Cheap John—and willingly hand me over the money. I had no fewer than three cases of this kind yesterday. Each person was going to walk out, but evidently they approved of my prices and service, or were impressed with my plain and simple manner of treating my patrons, and so I made my sales."

TWO DOLLARS WELL INVESTED

We take pleasure in enclosing you herewith \$2.00 in payment of our subscription to "Shoe and Leather Journal," to August, 1918, and we must say we consider this \$2.00 well invested.

Moncton, N.B.

L. HIGGINS & CO.

A SNAP AND NO MISTAKE

As suggested, we make the subscription for two years for A. H. McC, St. John, N.B. We would be at a great loss without the Journal, and it is a "snap" at the price. More power to you.

AMES-HOLDEN-McCREADY, LTD.
St. John, N.B.



**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.

MAKING GOOD IN THE SHOE GAME

W. A. Colson is an Ottawa boy who went west several years ago and broke into the shoe game. For the past seven years he has been showing samples, closing sales and establishing an intimate connection with his customers. He covers the territory from Fort William to Regina and Saskatoon. His first position was with the Winnipeg branch of the Cana-



W. A. COLSON, WINNIPEG

dian Consolidated Rubber Co., with whom he remained four years. He was then with W. A. Marsh, Western, Limited, and when Arthur Congdon took an interest in the latter firm and it became Congdon, Marsh & Co., he remained on their selling staff. The company specialize in the "Marsh High Merit" shoes, "C.M." shoes, and Miner rubbers. Mr. Colson is of a genial disposition, a good salesman and has always taken an interest in athletics.

MISREPRESENTATION MEANS LOSS OF POSITION

"The best stunt that I pulled off when I started business a few years ago," remarked a leading Ontario shoeman the other day, "was by selling twenty-five pairs of five-dollar shoes at half price. I sent out notices announcing the fact that, in order to get acquainted with customers, I would sell the first twenty-five pairs at exactly half price and I kept my promise. When I opened up in the morning there were already a dozen persons in waiting and, as each one entered he or she was given a numbered card. The feat was talked of among the people, for genuine bargains were secured. I calculated that the advertising, which probably cost me forty dollars, was among the best that I have ever done. The successful ones all spoke about their good fortune and soon trade began coming my way. I took in over a hundred and fifty dollars the first day which, considering the rather limited area I had to cater to at that time, was really a remarkable showing. I have never lacked customers since.

"One thing that I have always insisted upon is correct fitting and rigid honesty in all statements made about the goods that I sell. If I catch a clerk telling a lady that such and such a boot is 3-B and it is a 3½-D, I warn the offender that he will be released if ever such a thing occurs again. If a customer finds out that misrepresentation has been resorted to in the sale of a single pair, she at once starts talking among her friends and can do you an infinite amount of harm. Be truthful under all circumstances. I

had another clerk once, when he was asked if 'such a shoe was American make' replied 'Oh, yes.'

"I was informed of the incident later and, when I questioned him about mis-stating matters he attempted to split hairs by explaining that he had really not falsified as the shoe was made in 'North America.' It was one that was manufactured in Montreal and, therefore, North America, according to the specious plea which this smart fellow put up. I soon got rid of him for he would quibble time and again on the make, sizes, and widths of footwear. Everyone in my employ must be above suspicion or a desire to misrepresent. Fair, square dealing pays every time in the building of permanent, paying patronage, which is the only kind that really counts.

THE FELT SHOE AND ITS SEASON

For quite a few years now certain factories, especially in the Beverly (Mass.) district, have been making a great specialty of felt work. This felt work is not confined to house shoes or slippers or that class of work, but runs in street shoes for both men and women in the majority of cases. Of course, a good many house shoes are being made in these plants, but at the same time, these are the factories that have been making a specialty of felt goods for street wear, and they have been doing it to a greater extent than factories located elsewhere.

They cannot make felt shoes all the year round in Beverly or elsewhere, or at least they have not been doing it up to the present time, as they run on these goods from March till December. Of course, the season may extend well into January in some of the factories, but it may start later in the spring. The regular run, however, will extend some eight or nine months each year, and during this time the plants seem to have all they can do on the felt line of goods.

The idea in making a felt shoe is not to make a cheaper shoe by any means, although it is likely that this sort of footwear can be made at less expense than the regular leather grades. The main idea seems to be to make a shoe that is

POSSIBLE—ONLY WITH JOURNAL

"It would be almost impossible to remain in the shoe business under present conditions without the help of your valuable Journal."

Halifax, N.S. M. A. LeBlanc, Club Shoe Co.

P.S.—Enclosed please find \$2.00 for two years' subscription in advance.

warm for the foot, and because of this about all of these felt shoes go to that part of the country where the climate is most severe. The majority of them probably go to the Northwest, where the people seem to require warm shoes more than elsewhere, and it is a curious fact to note that the demand for these shoes holds steady in that part of the country to a far greater extent than it does elsewhere. Here in New England quite a few of these felt boots and shoes were worn something like twenty years ago. There are a few of them being worn to-day, but the demand is not nearly what it was two decades ago.

A felt shoe can be all felt, as the bottom can be made of that material as well as the upper. The heel can be of rubber, of felt or of leather, or it can be a combination of the three. Then again, the felt upper can be made extra warm by being lined with a heavy woollen cloth. Some of these are made that way, in fact, and they are often called wool-lined bals, but they can be made in a blucher bal, or any other particular pattern that may be called for. As a rule they are all made on wide lasts, on roomy lasts, and most of the shoes carry a low, broad heel, as they are put up for comfort as well as for warmth.—Shoe Topics.

SHOEMAN, SPORTSMAN, FRATERNALIST, FIREMAN

H. R. Scott, shoe merchant, of Seaforth, Ont., whose establishment is known as the "Home of Good Shoes," has been in the boot game for seven years, the first four being



R. H. SCOTT, SEAFORTH

with Thomas Richardson under the firm name of Richardson & Scott. The cut on page 23 affords a good view of the interior of his store, where all up-to-date lines of footwear are handled, as well as trunks, suit cases and club bags. Mr. Scott has found business very satisfactory the past year and looks forward with every promise to a good trade in 1917.

He is a Seaforth boy and has always evinced a deep interest in many matters outside of the shoe line, having held the position of District Deputy Grand Master of the Independent Order of Odd Fellows in 1915 and taking a very active part in all branches of the order. He is also a Mason, and holds the position of secretary of the Seaforth Fire Brigade, being a former vice-president of Volunteer Firemen's Association of Ontario. Mr. Scott also held the secretaryship of the Beaver Lacrosse Club of Seaforth and of the Huron Football Club of that town, both of which organizations are well known for their records in past years.

MORE EQUIPMENT FOR SHOE FACTORIES

Many factories in Western Ontario are installing new equipment and getting ready for a very busy season. Among the machines recently installed by the U. S. M. Co. in the Kitchener district are:—The Hurlbut Co., Limited, Preston, Ont., 1 improved geared sole cutting machine, Model CC; the Greb Shoe Co., Limited, Kitchener, Ont., Pluma skiving machine, Model D, Crown tip punching machine, Model P, U.S.M.C. No. 5 lasting machine; Can. Consolidated Felt Co., Limited, Kitchener, Ont., 1 U.S.M.C. buttonhole making machine, 1 Star channel cementing machine, Model D; Kitchener Suspender Co., Kitchener, Ont., 1/4-foot improved gearless sole cutter; Western Shoe Co., Kitchener, Ont., 1/4-foot improved gearless sole cutter; Patker Shoe Co., Ltd, Preston, Ont., 1 U.S.M.C. buttonhole making machine, rapid hand method folding machine, Model B, consolidated hand method lasting machine; Brandon Shoe Co., Limited, Brantford, Ont., 2 Gr. welt and turn shoe machines, Model K; Tillsonburg Shoe Co., Tillsonburg, Ont., 2 Ideal clicking machines, Model C, consolidated hand method lasting machine; Can. Consolidated Rubber Co., Elmira Plant, Elmira, Ont., U.S.M.C. buttonhole making machine, Duplex eyeletting machine, Ensign lacing machine; Hamburg Felt Boot Co., New Hamburg, Ont., Rex pulling over machine, Model A, consolidated hand method lasting machine, Rex rotary pounding and trimming machine, Model B, toe softening machine, Model C, Rex assembling machine, Model E, double head taper nail tacker; Getty & Scott, Limited,

Galt, Ont., 2 buffing machines, Model G (latest model), 1 Goodyear insole heel seat trimming machine, Model B, Ensign lacing machine; Hydro City Shoe Mfrs., Kitchener, Ont., pulling over machine, consolidated hand method lasting machine, double taper nail tacker, 2 No. 5 bed lasting machines, 2 toe softening machines, 1 buffing machine, Model G.

ESTABLISHES NEW WHOLESALE BUSINESS

E. J. Fleetwood, for many years connected with the St. John, N.B., branch of Ames-Holden-McCready, from which he resigned the management several months ago to enter business on his own behalf, has opened an office and wareroom at 154 Prince William street in St. John. He was busy all the fall establishing his connection with the trade, interviewing retailers personally and taking orders for spring. Mr. Fleetwood reports that he has been very successful and that trade in the maritime provinces has been exceptionally good. Heavier orders than usual were placed in anticipation of higher prices and also to ensure deliveries for spring. Goods are now coming in quite freely.

Mr. Fleetwood adds that he is well satisfied with the start that he has made and while his business has so far been confined largely to boys', youths' and little gents', misses', children's and infants' lines, he is now branching out in men's and women's. Manufacturers seem up in the air as regards prices and are reticent about quoting figures for future deliveries, which makes it hard for the jobber to know what to



E. J. FLEETWOOD, ST. JOHN, N.B.

do, "especially one just starting like myself," remarked Mr. Fleetwood, "but I must say that, on the whole, they have been very reasonable and willing to do all they can, in view of the exceptional conditions, to assist me in getting under way and I am making fine progress."

WALK-OVER MEN IN SESSION

S. E. Wygant, of the Walk-Over Boot Shop, Montreal, F. A. Guinivan, T. L. Guinivan and Dr. G. L. Conquergood, of the Walk-Over Boot Shop, Toronto, attended the annual convention of Walk-Over shoe representatives, which was held recently at the Statler Hotel, Cleveland, Ohio. In connection with the gathering there was a representative styles show for the coming season, and many interesting educational and social features.

AMONG THE SHOE MEN.

At a recent meeting of the Executive of the Toronto Council of Women, a letter was read from the National Council pointing out the seriousness of the evil that arises from alleged "badly made boots." A good deal of discussion was aroused and the letter was placed on the table until further information was received.

An interesting feature of the Hotel Commonwealth, soon to be erected in the heart of New York's theatre and shopping districts, at an outlay of fifteen million dollars, will be the great display rooms for buyers and salesmen, to occupy an entire floor of the great hostelry, and designed with a special view to their needs and requirements. Here merchandise of all descriptions may be shown at any time, saving much time, bother and money on the part of both salesman and buyer.

The Lion Polish Co., Limited, 525 King street west, Toronto, report a splendid demand for their Lion Black Oil Dye. This dye, which has no disagreeable odor when used, is, as is well known to the trade, used for dyeing faded or soiled tan shoes black. Such shoes are made a beautiful black by application of this preparation, which is put up in any desired quantity from a very small to a gallon can. Any retailer who forwards his name to the company will be sent a free sample of the Lion Black Oil Dye which the manufacturers state is the best on the market today.

The Campbellton Tribune says a representative of a Massachusetts concern who was recently in Campbellton arranged with the Shives Lumber Co. to ship to their factory

some two carloads of cedar bark. This bark which has heretofore been usually burned along with other refuse was saved from the cedar blocks from which the shingles are cut and the two carloads got together and shipped to the Massachusetts concern. This shipment was an entirely experimental one, and should it prove satisfactory no doubt the bark which heretofore has been of no value will now find a ready and profitable market. The concern to whom it was shipped expects to make from it through a cooking process an imitation leather, or rather a stock suitable for the counter and insoles of boots and shoes.

The east end shoe retailers of Toronto have come to an agreement by which their stores are closed every Wednesday afternoon, thus enabling the merchants and their clerks to enjoy a half holiday.

A recent despatch from Boston says that it is understood that a big contract for sole leather aggregating probably 1,000,000 sides and valued at \$10,000,000 to \$11,000,000 has just been closed by Russia. Central Leather Company is in all probability the principal in the transaction. It is thought that Central Leather Company may take half the order and that the balance will be split up among other concerns in the leather district. This contract is for delivery over the next three or four months and is the second huge order placed here by Russia within a comparatively short time. It has been known for some days that Russian agents have been negotiating with Central Leather Company and others for a large block of leather.



GIVING SUCCESSFUL DEMONSTRATIONS OF FOOT SPECIALTIES

R. J. Orr, Ontario representative of the Canadian Arrow-smith Manufacturing Co., Niagara Falls, Ont., recently gave a demonstration in the shoe store of C. E. Smith, Peterboro. Mr. Smith made judicious use of window display and other advertising matter, as shown in the cut, as well as by using the local newspapers, with the result that the demonstration was a pronounced success from every standpoint.

The Canadian Arrow-smith Manufacturing Co., intend giving a series of demonstrations in several towns and cities of Ontario, under the direction of Mr. Orr. The company report that business is booming with them, and that the January sales were greater than those of any single month since they began business in Canada several years ago. This is a most promising start for 1917.

Jerry Robinson, the widely-known department store owner, of Winnipeg, accompanied C. H. Newton, manager of the shoe department, and Mrs. Newton, was among the recent visitors to Toronto, Montreal, New York and other eastern shoe centres on a buying trip. They called upon many members of the trade.

In a serious fire, which broke out a few days ago in Athens, Ont., the shoe store of S. A. Coons was burned, with a heavy loss. The business portion of the village was saved after a hard fight, although the telephone exchange and lighting plant were destroyed. The blaze started in a hardware store adjoining Mr. Coon's premises.

The assets of A. Piche, shoe dealer, Quebec, were recently sold.

Among the recent callers on the trade in Toronto were Wm. Shore, Stratford; J. D. McArthur, Guelph; R. A. Briscoe, Galt; A. M. McPhail, Uxbridge; J. C. Sherin, Lakefield, and E. Graham, Guelph.

G. D. Christie, shoe retailer, of Victoria, was a recent visitor to the factories in Montreal and Quebec.

W. A. Moyer of Winnipeg, who has opened a new shoe store in that city at 266 Portage avenue, spent a few days in Toronto and other eastern points recently on business.

E. E. McIntyre, of Toronto, who represents the Brandon Shoe Co., Brantford, is spending a few weeks in New York City on a visit.

At a meeting of the National Fraternity of Shoemaker Mechanics, a local union with a membership of 1,500 in Quebec, a resolution was unanimously passed urging all the members to sign the national service card.

The many friends of E. W. McTear, who has been on the traveling staff of P. Jacobi, shoe store supplies, Toronto, for many years, will sympathize with him in the death of his father, which took place on January 15th in his eighty-fifth year. The late William McTear was born in Liverpool, England, and came to Toronto in 1883.

A. C. Clark, the practical shoe sales specialist, was in Toronto recently, having returned from New Ontario, where he has conducted very successfully some large shoe sales for merchants in Sudbury, Haileybury, Sault Ste. Marie and Cobalt. Mr. Clark, who has removed from Brantford to 491 Brunswick avenue, Toronto, is widely known to the trade in his line. He has conducted sales of surplus stocks all over the province and realized handsomely on them. All negotiations with him are strictly confidential.

The Regal Shoe Co., College and Bathurst streets, Toronto, are completely located in their new premises, which have lots of light, plenty of space and ideal working conditions. The company have installed large additional equipment, in order to bring the plant up to the last minute in facilities and to materially increase the output of the factory. A Goodyear upper stapler, a model C pulling over machine, a Rex upper trimming machine, a U. S. M. Co. insole tacker, a U. S. M. Co. insole heel seat trimmer and an Economy insole outfit are among the machines recently installed.

Walter Burnill, late vice-president of the Toronto Shoe Retailers' Association, and a member of the Executive for the coming year, who has not been enjoying good health for some time, has gone to Florida, where he will spend the remainder of the winter. His many friends hope that he will be completely restored to strength.

The Brandon Shoe Co., of Brantford, Ont., have recently added among other new equipment—a model K welting machine supplied by the United Shoe Machinery Co.

The shoe store of Cohen's Limited, 569 St. Catherine street east, Montreal, was recently damaged by water and smoke owing to a fire which broke out next door.

Sergt.-Major Steele, son of Mr. Harry Steele, superintendent of the Parker Shoe Company, Preston, has received the D.C.M. for valor on the field of battle. Sergt.-Major Steele went overseas with the first contingent as a private.

On November 11th last he was decorated with the meritorious service medal for valuable services rendered during the present war. Following this the cables announced on Wednesday of last week that he had been decorated with the Distinguished Conduct Medal for gallantry on the field. A very pleasant coincidence is the fact that it was his 28th birthday.

Mr. Van Orden, superintendent for Getty & Scott Limited, Galt, Ont., who has been ill for some time, is expected to be able to resume his duties in a few days.

Mr. Sturgis, representing the United Last Co., Montreal, spent several days in Toronto and Western Ontario with a snappy line of high-class lasts both in men's and women's.

There are 92 shoe manufacturing enterprises in Lynn, including the contract shops, according to American Shoemaking Directory for 1917. It is estimated that they make 100,000 pairs of shoes daily, and that to make the shoes they cut up more than 300,000 feet of upper leather and employ 15,000 shoe workers. Most of the shoe manufacturing enterprises of Lynn are small concerns, making from 1,000 to 2,000 pairs of shoes daily. Three firms have a capacity of 5,000 pairs, two of 6,000 pairs, and one of 7,000 pairs.



W. HEBERT, OF GAGNON, LACHAPPELLE & HEBERT, SHOE MANUFACTURERS, MONTREAL, IS BACK TO WORK AGAIN AFTER BEING ILL FOR NEARLY THREE MONTHS WITH TYPHOID FEVER

Shoe manufacturers with plenty of capital and good reputation for taking all they bargained for, state freely that they think now is a good time to place orders for next fall shoes and are backing up their opinion by obligating themselves for deliveries to be made in the early part of next summer.

Miss Fleming, forelady of the fitting department of the Blachford Shoe Mfg. Co., entertained the girls, one hundred in number, recently, and a most enjoyable evening was spent. Miss Fleming, previous to her present position, was for eleven years forelady of the Minister-Myles Shoe Co., Toronto.

F. E. Woodward & Sons, of Lachine, Que., have opened a sales office at 232 Lemoine street, Montreal. The office will be in charge of R. E. Woodward as sales manager.

Billy Sunday, the celebrated evangelist, visited Lynn, Mass., recently, and preached and inspected the shoe shops. In the factory of A. E. Little & Co. they measured the feet of Billy Sunday and "Ma" Sunday and made shoes for them while they waited, a matter of fifteen or twenty minutes. Shoes also were fitted on the Sundays in the factories of E. W. Burt & Co. and of Williams & Clark.

T. J. Mullins, of the staff of the Kaufman Rubber Co., Toronto, has returned from his former home in Halifax, N.S., where he was attending the funeral of his mother who passed away a few days ago at an advanced age.

The Saskatoon branch of the Saskatchewan Retail Merchants' Association recently held a window trimming contest among the business places of the city. The stores were grouped into three classes. In class A which included dry

MAHOGAN Y
brown vamp,
buck top, wing
tip walking boot—By
Dupont & Frere,
Montreal.



goods, clothing, dry goods, clothing, men's furnishings, tailor, hat, shoe and millinery establishments, the Royal Shoe Store, Second avenue, won honorable mention.

John F. Clark and Jas. F. Clark, of Clark Bros., Limited, shoe manufacturers, St. Stephen, N.B., spent a few days in Montreal last week on business.

H. G. Middleton, of H. G. Middleton Co., wholesale shoes, Winnipeg, was in Montreal, Quebec and Toronto last week on business and called upon a number of members of the trade. He reports business in the West as being good and the prospects excellent.

F. A. Woods, of the Cairns department store, Saskatoon, and formerly of the staff of the Regal Shoe Store, Winnipeg, spent a few days recently in that city on a visit.

The factory of Eugene Guay, 230 St. Marguerite street, Montreal, was visited by a serious fire recently. The two upper floors of the plant were wrecked and the machinery damaged by fire. The loss is estimated at \$15,000. A large stock of leather counters, etc., was eaten up by the flames.

Ed. R. Lewis, of Toronto, spent a few days in Montreal, Boston and New York on business during the past week.

A. Brandon, of the Brandon Shoe Co., Brantford, is spending a few days in Philadelphia and Boston on business.

A recent despatch from Saskatoon says: "Percy H. Parrott, lately of the Parrott Shoe Company, of this city,

TOBACCO brown
calf bal—one of
the new offerings
by Dupont & Frere,
Montreal.



was today found guilty in the Supreme Court of delivering to his brother, A. C. Parrott, the sum of \$6,000 of the firm's assigned assets with the intention of defrauding creditors.

The verdict was brought in by the jury after three hours' deliberation. Accused was charged on five counts of concealing over \$14,000 of the assets of the Parrott Shoe Company, which assigned last year to its creditors.

Mrs. Henry Holmes died recently in Orangeville, Ont., at the age of 78 years. She was the mother of V. L. Holmes, who is on the travelling staff of the Greb Shoe Co., Kitchener, Ont., and the grandmother of B. R. Grosskurth, of Toronto, Ontario representative for the Slater Shoe Co.

James Robinson, of Montreal, and James Young, of Toronto, are enjoying themselves in the Sunny South, being at present in Florida, where they will spend several weeks.

The Continental Shoe Button Co. has been taken over by the Federal Button Co., 365 Market street, Newark, N.J.

H. O. Tonquin has taken over H. H. Harder's shoe store in Herbert, Sask.

American Hide and Leather in the quarter ended December 31st earned \$1,069,962 for its \$13,000,000 preferred stock, equivalent to 8.23 per cent. for the quarter, or at the annual rate of nearly 33 per cent. This breaks all previous records.

At the recent municipal elections in Victoria, B.C., G. D. Christie, shoe merchant of that city, was elected an

SUGGESTION FOR RUBBER COMPANIES

Enclosed please find express order for two years' subscription to the "Shoe and Leather Journal" which we regret was not attended to before this.

We are always glad to have the Journal, and pleased to see by a late number that the rubber companies are cutting out making second quality rubbers. If they would at the same time cut out guaranteeing rubbers of any kind it would be a great blessing to a large percentage of the retail dealers, and would be a great financial saving to the manufacturers.

Wishing the Journal every success, we remain,

Yours truly,

Pictou, N.S.

A. HENDERSON & SON.

alderman, standing fourth on the list. Ald. Christie who was given strong support, he was formerly a member of the Board of School Trustees. Many friends in the trade will congratulate him on his new honor and are confident he will make an energetic and faithful representative of the ratepayers in the capital city of the Pacific Coast province.

Miss Clara Burgess, who for some time past has been cashier in the Slater Shoe Store, King street east, Hamilton, has taken a position with the National Cash Register Co. of that city.

A recent despatch from Winnipeg says: "Albert Geller, a bookkeeper in the Quebec Shoe Store, appeared in police court to face charges of complicity in an alleged fraud committed by Abraham J. Taub, manager of the store. A. J. Andrews and A. M. Shinbane appeared for Geller and Taub. R. A. Bonnar, K.C., and H. P. Grundy appeared for the prosecution, which was conducted by Wilfred J. Pocock, of the Pocock Shoe Store. Evidence that an account opened in Taub's name, to be charged against his salary, was later transferred to his wife's name, and that he collected his salary without deducting the items in that account was introduced by the prosecution. The charge is that creditors were defrauded by that means. The case was adjourned before the prosecution had concluded. Taub will appear on a similar charge as soon as the case against Geller is over.



The "Jewel" keeps your store clean and earns you money while doing it.

The boy looks after it.

You've been throwing money away In Your Shoe Boxes

Don't do it any more

By means of

A JEWEL PAPER BALER

You can bale all your old cartons, wrapping paper off incoming parcels, old newspapers and all other waste paper that will naturally accumulate and litter up your premises.

The "Jewel" will keep your place clean and neat, will take up little space, and the baled paper will return the small cost of installing, many times over.

The fire risk in loose paper is entirely eliminated.

Write for full particulars about the Jewel and where to sell your paper.

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

General Sales Co., Stair Building, Toronto

H. R. Hamilton, of Montreal, who has been manager of the eastern division of Gutta Percha & Rubber, Limited, has joined the head office staff, Toronto, being appointed assistant manager of the shoe department, under R. H. Greene, and has entered upon his new duties. Mr. Hamilton's successor in Montreal is R. B. Reid, who has been assistant manager for some time. Chadwick Mather, of the head office staff, Toronto, has been attached to the Ontario division, of which W. H. Alderson is manager, and will give particular attention to the shoe department. The Ontario division has opened new quarters at 45 Yonge street, Toronto.

L. L. Ward, who, for the past year and a half, has been on the staff of the Invictus Boot Shop, 93 Yonge street, Toronto, has just been appointed manager. He succeeds J. L. Chisholm, who has resigned to enter business with his brother, M. S. Chisholm, they having taken over the widely known establishment of their brother, A. Chisholm, 1680 Dundas street. The latter has retired, after sixteen years in the retail shoe line, in which he was most successful and built up a splendid connection. Mr. Ward, the new manager of the Invictus Boot Shop, has had eighteen years' experience in the shoe game, having worked in some of the largest stores in Bradford, Leeds and Liverpool, England. He came to Canada three years ago and has since resided in Toronto, having been on the staff of the Regal Shoe Store, Walter Burnill and latterly the Invictus Boot Shop.

Geo. A. Slater, of Geo. A. Slater Limited, Montreal, spent a few days in Toronto during the past week.

Major F. P. Myles, of the 170th Battalion, who has been in England and France, has returned home. Major Myles is a member of the firm of Minister-Myles Shoe Co. and will spend some time in Canada.

R. B. Chalue, of Toronto, who represents several eastern

shoe manufacturers, left for the west recently with several new lines of samples.

J. F. Tobin, for several years in charge of the cutting room of the Brandon Shoe Co., Brantford, has accepted a similar position with the Regal Shoe Co., Toronto.

At a meeting of the Executive of the Toronto Shoe Retailers' Association, held this week, it was decided to hold a dinner on Thursday, March 8th, in the Board of Trade rooms, Royal Bank Building. There will be some noted speakers from outside points to address the gathering, which will be limited exclusively to shoemen. The tickets have been placed at one dollar each and it is expected there will be a very large attendance.

J. A. McLaren, of McLaren & Dallas, Toronto, and Hugh White, of the White Shoe Co., Toronto, have returned from an extended business trip to Montreal, Quebec and Boston. While in the latter city, they saw Walter May, one of Mr. White's side partners on his fishing trip of last year. It may be stated that already in company with Edgar Clement, of Quebec, Mr. May and Mr. White are lining up a plan of action for next summer, which is going to throw into the shade any fishing trip that has hitherto been attempted. Mr. Emile Gagnon's friends warn him that an attempt is going to be made to wrest his vigorously won honors from him, and that he must be on the alert to safeguard them. On the other hand, it is whispered that Fred Marois, of Quebec, and Mr. Gagnon have a certain scheme which they are now developing, but they will not divulge it for fear of it reaching the ears of Mr. White and his confederates, who, Mr. Marois says, would stop at nothing in their efforts to capture the much-coveted SHOE AND LEATHER JOURNAL trophy for 1917. It is murmured, however, that there are one or two dark horses who are going to enter the competition but "more of this anon."

W. F. Martin and W. E. Short, of the Kingsbury Footwear Co., Montreal, spent a few days in Boston and other shoe centres during the past week.

E. R. McBride, manager of the Haines Shoe Houses, Belleville, spent a few days in Toronto and Kitchener, lately on business.

Hugh Davidson, of the Macfarlane Shoe Co., Montreal, spent a few days in Boston and other shoe centres recently.

W. E. Woelfle, of the Woelfle Shoe Co., Kitchener, Ont., was a recent caller upon the trade in Montreal and Toronto.

The many friends of J. T. Lawson, shoe retailer, of Regina, Sask., will sympathize with him in the death of his mother which took place at Orangeville on January 15th, at an advanced age. Mr. Lawson has been spending some time in Ontario.

A number of jobbers are taking time by the forelock, and showing all fabric shoes for the coming season in brown, grey and black. They carry eight inch tops, Louis heel, and come considerably cheaper than all leather shoes. Several manufacturers will in their new samples include a pleasing and varied range of cloth tops and all cloth shoes.

W. G. Parsons, of C. Parsons and Son, leather merchants, Toronto, has returned from spending a few days at Atlantic City. Mr. Parsons was recently married in New York City to Miss M. E. Cruso, of Cobourg, Ontario.

Bennett, Limited, with a capital stock of \$300,000, and headquarters in Chambly Canton, Quebec, have been federally incorporated. The company are empowered to manufacture, buy, sell, deal in fibre, any fibrous material, hides, leather, any and all leather products, fibre-board, leather-board, shoe-findings, counters, boots, shoes and footwear of every kind and description; and to carry on the business of tanners, dyers and bleachers.

Geo. C. Wilson, who for several years has been the Western Canada representative of the James Muir Co., Montreal, has entered upon his new duties as superintendent of the factory. Mr. Wilson is a thoroughly practical shoe-

man, who has had a complete insight into both the selling and making ends of the business.

Harry Lyons, head of the firm of Lyons & Co., shoe store supplies, 122 Duane street, New York, was in Toronto last week, calling upon members of the trade.

D. D. Hawthorne, of D. D. Hawthorne & Co., wholesale shoes, Toronto, is, his many friends will regret to learn, confined to the house, seriously ill. For some months Mr. Hawthorne's health has not been of the best, but he has managed to come down to business most of the time.

H. D. McKellar, of Kitchener, was calling upon the wholesale trade last week in Montreal with a fine range of felt footwear samples.

Robt. D. Ayling, of Toronto, Canadian representative of Church & Co., Northampton, Eng., who has been confined in the hospital for six weeks, owing to an attack of fever, is able to be around again and is once more calling upon the trade.

Blachford, Davies & Co., Toronto, have issued a pretty calendar to their many friends and customers. It is entitled "Orchids," and depicts an attractive young lady, attired in evening dress, carrying a bouquet of orchids and waiting for someone. The coloring is most artistic.

Joseph Duffy, of the Yale Shoe Store, Winnipeg, has resumed his duties after two weeks holidays.

L. D. Farewell, of Winnipeg, who represents the Hartt Boot & Shoe Co. of Fredericton, N.B., is spending a few days in Fredericton, Montreal, Toronto and other points. He is a son of John Farewell, of the selling staff of D. D. Hawthorne, Toronto, who is the oldest shoe traveler in years of service.

The Sovereign Mitt and Glove Company, who suffered a loss by fire of their entire plant and stock at Delhi recently, are placing machinery and raw material in the plant of the Unique Shoe Factory at Simcoe, Ont. It is rumored that an agreement has been reached and that the new firm will possibly be known as the Simcoe Mitt and Shoe Co.



THEY COVER THEIR GROUND THOROUGHLY AND WELL

A profitable and successful conference was recently held by the travelers and heads of departments of Daoust, Lalonde & Co., Montreal, and the Metropolitan Shoe Co. They have issued a handsome calendar, presenting splendid illustrations of the shoe factory, tannery and wholesale warehouse, together with the officers of the company and heads of departments. The firm employ eleven travelers,

who thoroughly cover their ground. In the accompanying illustration the following familiar faces of the members of the selling staff are seen. Reading from left to right: —1, J. Jobin; 2, H. Champagne; 3, O. Paiement, sales manager; 4, O. A. Lachapelle; 5, J. H. Auget; 6, E. A. Chalk; 7, L. Lamarre; 8, E. Desjardins; 9, W. F. Copp; 10, A. Champagne; 11, J. Larue.

In a \$60,000 blaze in the business section of Strathroy, Ont., recently, in which two stores were burned and two flooded, Freel's Shoe Store suffered a heavy loss from water.

Frank Adams, of Adams Bros., Limited, of Winnipeg, spent a few days in Toronto recently on business.

G. J. Scott, Western Canadian representative for P. Jacobi, shoe store supplies, Toronto, leaves next week on an ex-



MAJOR F. P. MYLES OF THE 170TH BATTALION WHO HAS RETURNED FROM OVERSEAS. MAJOR MYLES IS SECRETARY OF THE MINISTER, MYLES SHOE CO., TORONTO

tended selling trip throughout the West, and will go as far as the Coast.

W. A. Lane, leather merchant, of Montreal, spent a few days in Toronto recently.

Several shoe manufacturers are already working on their fall models and among the firms which are well advanced in this respect is the Minister-Myles Shoe Co., Toronto, who are showing some of the latest creations in all-cloth boots and those with cloth top and grey or ivory kid, purple, mahogany and patent leather vamps. Among the new fabrics are broidiere, which has a raised effect, and is particularly attractive, crinkle cloth, art reignskin, diamond cloth, eve-cloth, corkscrew and tex-buck, the latter being an imitation of buck, in chamois and pearl grey. In the new colors for the coming season are seen silver grey, neutral grey, forest fawn, canary and electric. Many of the cloth creations have leather eyelet facings, collars, foxing, tips and other fancy effects. Fabrics are now being made to match any desired shade of leather.

Mr. Berger, of the Newcastle Leather Co., Montreal, spent a few days in Toronto last week on business.

The eighth annual ball of the Benefit Society of Getty & Scott, Limited, Galt, Ont., will be held in the city hall, Galt, on Friday, February 16th. This event has always been a splendid success, and will likely prove equally as enjoyable on the present occasion. Neat invitation cards have been issued, showing one of the new horn vamp pattern shoes of the firm, made with blue kid vamp and collar, and gold cloth top. The officers of the Mutual Benefit Society are:—F. S. Scott, M.P., and Wm. Chamberlain, honorary presidents; James Wallace, president; Geo. Peeling, vice-president; William Cudney, secretary; William Booty, treasurer. The following are on the committee:—C. Peacock, J. Palmer, H. Kelford, J. Hollis, A. Fenemore, and F. R. Delafield.

INTERNATIONAL SUPPLY CO. GROWING RAPIDLY

One of the striking successes in the shoe trade is exemplified by International Supply Co., Kitchener. This firm started in a small way in April, 1915. Messrs. H. O. McDowell and H. N. Lincoln, who have had years of experience in shoe machinery and factory supplies, saw the possibility of creating a successful business in Ontario and located at Kitchener.

Through their knowledge of the business and extensive acquaintance in the States, where they are highly regarded as responsible business men, they were offered Canadian agencies by some of the largest American manufacturers of machinery and supplies.

A year ago machines were installed for making pump bows and for the past five months they have averaged a daily output of 2,500 pairs which is a record that is really remarkable.

Compelled to seek larger quarters three times in less than two years, it was decided to provide for the future. The two-storey mill construction building at 37 Foundry street was purchased and is being prepared for their occupancy.

Many of the lines handled are on an exclusive basis, there being no other agent in Canada. These lines required attention in Quebec and the Maritime Provinces and a



NEW QUARTERS OF INTERNATIONAL SUPPLY CO., KITCHENER, ONT.

branch has been opened at 401-402 Coristine Building, Montreal. Mr. Geo. A. Butler, a practical shoeman, who has represented the Puritan Manufacturing Co. for the past five years, is manager of the Montreal branch where a fine business is already being done.

The company are exclusive agents for the Poole Process Goodyear innersole, which eliminates channeling and gemming. This process in connection with Spaulding's oak tan innersoling makes an ideal shoe.

Messrs. Lincoln and Butler are practical shoemen, both having held responsible positions as foremen. Mr. McDowell has had years of executive and office experience in this line of business and the slogan of the firm is "at your service."

Mr. Shoe Retailer—

Have you any surplus stock?
Do you want to real ze on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

**Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.**

PUT THIS WHERE YOU CAN ALWAYS SEE IT

20 per cent. added to cost—16 2/3 per cent. profit on selling price.

25 per cent. added to cost—20 per cent. profit on selling price.

30 per cent. added to cost—23 per cent. profit on selling price.

33 1/3 per cent. added to cost—25 per cent. profit on selling price.

40 per cent. added to cost—28 per cent. profit on selling price.

50 per cent. added to cost—33 1/3 per cent. profit on selling price.

60 per cent. added to cost—37 per cent. profit on selling price.

75 per cent. added to cost—42 per cent. profit on selling price.

80 per cent. added to cost—44 per cent. profit on selling price.

90 per cent. added to cost—47 per cent. profit on selling price.

100 per cent. added to cost—50 per cent. profit on selling price.

DEFTNESS AND DEXTERITY OF IDEAL CLERK

In the shop where we buy our shoes the proprietor is an enthusiast in his own line, says a lady correspondent of a popular weekly publication. He never talks to you about the weather while nonchalantly harpooning a portion of the skin covering your instep into the buttonhole, as it is the custom with many of the bored young men who make a shoe clerk's living; neither does he gaze around the store abstractedly, or interestedly out into the street, while you are gauging the fit of the most highly priced shoes in his shop, which he has assured you with authority is the only style and last suitable to the peculiarities of your feet. And another thing he never does—and that is loudly announce for the benefit of all the other clerks and any customers who may be present, the humiliating result of his measurement of your pedal extremity—a most irritating custom, especially if your size calls for anything more unflattering than a four A. Shoe clerks should be drilled in the vital importance of the secrecy of their work, an absolute essential if they are to make a success in that department devoted to "ladies' footwear." But our shoeman is an artist; he does none of these things, and merely takes an absorbing interest in your individual case, and his remarks, a steady stream of them, bear altogether with the business in hand—or in foot, as the case is.

From him we learned, while being fitted for shoes the other day, the economy of buying expensive shoes. It seems that the price of leather has advanced so rapidly, that only in the best quality of footwear is the genuine material being used. In cheaper grades one may count upon deception

from the best of the trade. To buy cheap shoes at this time is so much money thrown away. The shoes will not wear any length of time, and when another pair has to be purchased the price will be found to be higher still, for the greatest scarcity of leather has not yet been reached. Then, again, good shoes, properly cared for, will retain their shape and smartness for an indefinable period. By proper care, he explained that they must be kept in shoe-trees when off the feet, and that perfect cleanliness is necessary. Kid shoes, and especially the lighter shades, may be kept in excellent condition by the frequent use of gasoline, well rubbed into remove all dirt and stains of weather. Good shoes should not be allowed to lie about the floor or be dropped carelessly into a shoe box. A very good method of disposing of them is to have a long rail, such as is sometimes used as a towel rail, extending several inches from the wall and screwed into it at the back of the wardrobe, and on this your shoes may be hung by their heels in an orderly row. Or they may be kept in pretty shoe bags made of cretonne and bound with cotton tape, which also provides a hanger. This professional advice as to the eventual economy of apparent extravagance is very comforting when you feel that you simply cannot live without a certain pair of slippers which cost you just about double the sum you anticipated paying.

From our shoeman also we learned that there is a very intimate connection between gray hair and wrinkles and the fit of our footwear. He explained very convincingly that half the beauty doctors and "massage artists," as he was pleased to call them, would go completely out of business if the day ever came for the universal scientific and correct fitting of footwear. Hundreds of women cultivate wrinkles from uncomfortable shoes, and if we are to believe that discomfort and unhappiness are jointly responsible with age for the graying of locks, then badly-fitted shoes do their share in the process. His advice, too, was that women spend less time with the manicurist and more with the chiropodist, especially in the winter, when the sudden changes from outdoor cold to indoor heat are liable to make the feet very tender and sensitive.

WEAR 'EM LOW, GIRLS, AND GET 'EM CHEAPER

"It is not the high cost of shoes, but the cost of high shoes. If the women would consent to wear low shoes, which don't require so much leather, they would be as cheap as in your grandmother's day."

This was the statement made by John S. Kent, president of the Shoe Manufacturers' Association, at the annual meeting in New York.

"Whether the women like them or not," he continued, "they will have to wear low shoes this spring or else compromise on cloth topped boots."

The war is not the only reason for the high cost of leather, and there is little hope that when peace is restored the price of shoes will decline. The cattle industry in this country has fallen off so that there simply isn't enough leather to go round, Mr. Kent explained.

"If the wearers of shoes are willing to turn from the beaten track," he concluded, "and use shoes made wholly or in part of other materials than leather, it will mean the saving of millions of dollars annually."

Statistics were read showing the difference in the cost of leather between this year and last. In some kinds of kid there was an increase of 199 per cent.

A report by a joint conference of the shoe interests—manufacturers, jobbers, retailers and travelers—came before the convention for action and was approved. The report concluded:

"To preserve a just balance in the cost of materials in the construction of shoes we strongly recommend the use of commodities other than leather, whose wearing qualities and adaptability have been proved."

DECIDE WHAT YOUR WORK IS WORTH

Has your store a trade mark? Perhaps not, in the ordinary sense of the word trade mark; but a trade mark is only a symbol by which an article of merchandise can be distinguished from all others, and its value is in proportion to the quality and good will which it represents. You can mark your store in other ways than by the copyrighted symbol. You can give it the trade mark of quality; in fact you cannot help doing it if you are running your store on a quality basis. And when you have branded your store with the mark of quality people will come to know that mark just as well as they do the copyrighted trade mark of any standard article; they will be influenced by it, and they will influence others through it. To brand your store with the trade mark of quality you must turn out the best of work. You must use the best of materials. You must stand for all that is progressive in your industry. You must be an active worker for the best interests of the industry as a whole; which means that if your fellow workers are organized in a trade association you must be a member and do all in your power to boost the association and all it stands for; and if there is not an association in your community you must do all in your power to promote one. You must not indulge in cut-throat competition and charge 90 cents for a job because your nearest competitor charges \$1.00. You must firmly decide to charge what your work is worth, and allow nothing to swerve you from this course; and you must strive to the utmost to promote fair dealing among fellow workers. You must keep your shop up-to-date, clean and well-lighted, and carefully study the demands of your customers. This is what we mean by trade marking your store.

CHILDREN'S SHOE TRADE BUILDER

The chart shown on this page is an idea that was originated by an Eastern store in connection with a sale of children's play shoes, says the "Shoe Economist Section." The shoe manager had made a large advance purchase of these shoes, on the understanding that he would be given enough advertising to justify his course. As a part of the advertising campaign a circular on which the chart appeared was mailed to the store's entire list, including charge and mail-order customers.

That the circular did good work was proved by the fact that many people brought the charts to the sale, marked to show the length of their child's foot.

The end of the sale was not, however, the last that was seen of the size charts. Many parents who did not use the chart during the special sale of play shoes had the foresight to take it along with them when they moved to their summer homes. Charts kept coming back to the store all summer long with mail-orders for children's play shoes, and, occasionally, for high shoes.

The shoeman saw that the idea was a convenience to customers and could be made a direct aid in the development of the children's shoe business. They should be issued every summer, he believed, and several copies should be sent to the mailing list, in addition to those distributed in the store's packages.

It will occur to many shoemen that this same chart holds far greater possibilities than the selling of play shoes. Why should it not be a business getter for the children's shoe department the year round? As a means of selling shoes for children under five years of age it should have its greatest use in the cold and stormy days of winter.

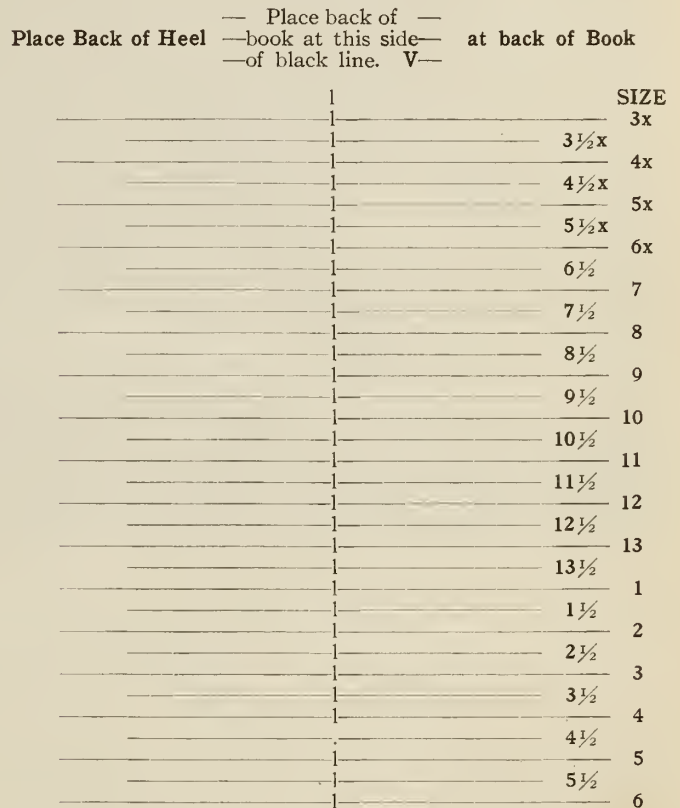
The need of shoes will not tempt a mother to take her child outdoors when the weather is severe and the going is hard. New shoes can wait, no matter how badly the old ones are worn. This is a serious condition for the shoe business, and this is where the chart can be made to do good work.

It is not uncommon, after parents have waited in vain

for mild weather, for father or mother to go out and buy the child a pair of shoes, taking along one of the old pair, to show the size. Many satisfactory purchases are made in this way, and some even by the aid of a pencil outline of the child's foot. Both of these methods, however, are uncertain in their results, and, therefore, they are generally employed only when the purchase of new shoes has been delayed.

The chart, on the other hand, is not something that would be used as a last resort. On the contrary, it is a standing inducement to buy the child a pair of shoes, and, hence, should be the means of increasing the sale of children's shoes by hundreds of pairs a year in an average department.

It will be noted that the chart is made in a good size for an envelope stuffer, with one fold. On the reverse side there is ample space for the name of the store, and an advertisement of children's footwear, with a few small cuts.



Be sure that paper is smooth and touches the floor at every point. Do not smooth with flat-iron as the heat may contract the paper. Charts mailed free on request.

This chart corresponds exactly to the standard foot measure used by shoe stores. By following the directions closely a correctly fitting pair of children's play shoes can be purchased by mail or telephone. School shoes may also be purchased successfully by this same method.

DIRECTIONS

Lay paper on a smooth, hard floor, stand a book meeting exactly the place indicated. Then place the bare foot in the centre of paper with the back of the heel touching the book. Mark the cross line next beyond the extremity of the toe, seen by looking straight down from above. Send the number of the line marked to us with your order.

As the chart is set up in type and rule that are in the equipment of any printing office, there will be no expense for engraving. It will be wise, however, not to use too light a quality of paper. A weight and quality should be used that will hold its shape fairly well and not break in the crease.

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.

INDEX TO ADVERTISEMENTS

A	PAGE	G	PAGE	R	PAGE
Aird & Son.....	8	Gutta Percha & Rubber, Limited	38	Routier, Luc	57
Ames-Holden-McCreedy, Limited.	4	Guay, Eugene.....	52	Regal Shoe Co., Limited	3
Armstrong, W. D.....	54	Gitterman, Henry, & Co.	5	Robson Leather	16
		General Sales Co.....	63	Robinson, James	O.B.C.
B		I		S	
Barrie Tanning Co.....	68	Independent Rubber Co	15	Samson, J. E., Inc.....	57
Bell, J. & T., Limited.....	7	International Supply Co.	6	Scholl Mfg. Co., Limited	50
Brodie & Harvie.....	44			Schultz-Goodwin Co. (Inc.)	52
Breithaupt Leather Co.....	16	L		Staynes, W. H., & Smith	54
Borne, Lucien.....	57	Lagace & Lepinay...	57	Schmoll, Fils & Co.	35 and 36
Barnett, L. M.....	54	La Duchesse Shoe	16		
		Landis Machinery	44	T	
C				Tourigny & Marois	57
Canadian Arrowsmith Co., Limited...	6	M		Tebbutt Shoe & Leather Co.	11
Canadian Consolidated Rubber Co...	18	Martin Corrugated Box Co.....	14	Tetrault Shoe Co.....	13
Canadian Columbia Counter.....	46	McMartin, E. W.....	44		
Clarke & Clarke.....	12	Montreal Box Toe Co., The...	16	U	
Cleland, James, Reg'd.....	16	McArthur, Irwin, Limited.....	48	United Shoe Machinery Co., of	
Cote, J. A. & M.....	8	Marsh, Wm.....	57	Canada.....	I. F. C. and I. B. C.
Cock of the Walk.....	52			Ullathorne & Co.....	16
Clark, A. C.....	54	N			
		Newcastle Leather Co.....	12	W	
D				Wood-Milne Co., Limited.....	12
Dunlop Tire and Rubber.....	42	P		Woodward, F. E., & Sons	46
Davis, A., & Son.....	10	Parker, Irwin, Limited.....	47	Walpole Rubber Co. of Canada, Ltd.	40
Davis Leather Co.....	17	Pfister & Vogel.....	14		
Duclos & Payan.....	44	Palmer, John, Co.....	10	Y	
		Packard, L. H. & Co.....	9	Young, Richard, & Co.....	54

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

179 King Street West, Kitchener

28 Demers Street, Quebec



Robinson Advice

It is not merely a matter of PRICE but of GOODS just now. Don't let your stock run down. KEEP IT UP as religiously as your INSURANCE. Good shoes to-day are as good as money.

Robinson Protection

We are doing our best to keep our customers COVERED. We have the pick of what is going in

SHOES, RUBBERS and FELTS

BUY EARLY⁵ and KEEP BUYING. There is no Cheap Leather, Cheap Felt or Cheap Rubber in sight.

*We
Have
What
You
Want*

James Robinson
Montreal

THIRTIETH YEAR

TORONTO, FEBRUARY 15, 1917

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



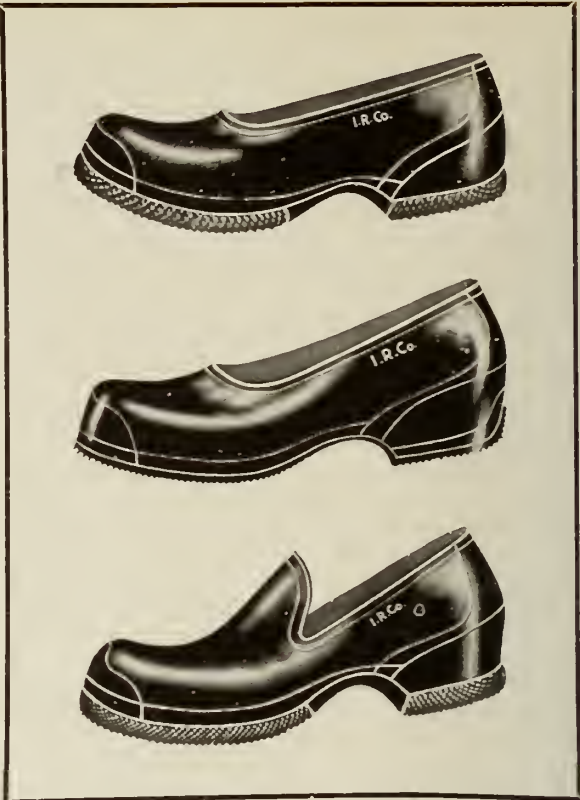
NARCISSE GAGNON, MONTREAL

See Page 32

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

FOR
IMMEDIATE

SORTING



There are two long months yet in which rubbers will be needed. The snowy and slushy month of March, and the wet, rainy month of April.

Your rubber trade is worth catering to, so be sure that your lines are well sorted.

The INDEPENDENT SERVICE and its many distributing agencies will make your sorting a simple matter, for it means immediate delivery of goods.

The NEW SEASON for placing opens about March 1st. Our advice is to make out your order and place it AT ONCE as the early orders have all the advantage.

Remember, too, you can't get better value anywhere than is found in

- “KANT KRACK”
- “ROYAL”
- “DAINTY MODE”
- “VERIBEST” and
- “DREADNOUGHT”

Some of Our Distributing Agencies:

The Amherst Boot and Shoe Co., Limited . . . Amherst, N.S.	The J. Leckie Co., Limited, Vancouver, B.C.
The Amherst Central Shoe Co., Limited . . . Regina, Sask.	The London Shoe Co., Ltd., London, Ont.
A. W. Ault Co., Limited . . . Ottawa, Ont.	McLaren & Dallas . . . Toronto, Ont.
White Shoe Co. . . . Toronto, Ont.	James Robinson . . . Montreal, Que.
Kilgour, Rimer Co., Limited, Winnipeg, Man.	Brown, Rochette, Limited . . . Quebec, Que.
	McFarland Shoe Co. . . . Calgary, Alta.
	T. Long & Brother . . . Collingwood

Independent Rubber Co., Limited
 Merritton - Ontario

Ritchie's Men's Welts

¶ Buy your Men's Welts from the factory that makes a specialty of nothing but men's shoes.

¶ New Fall samples are now ready for inspection.

¶ You need to see these to get the right goods at the right prices.

The John Ritchie Co., Limited

Quebec Manufacturers of Montreal

THE

RITCHIE

THE Ritchie Shoe SHOE

Doctors
 ANTI-SEPTIC
 SHOE NON
 PAT 1906 1909 PERSPIRO



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

A Dead Sure Thing

These are perplexing times for the Shoe Man. It is well to have a SAFE BET on which you can put your money with some chance of being a *Winner*. The great question is—
WHAT IS GOING TO SELL?

Here's A Pair

that will meet all the exigencies of present footwear conditions. Suit the professional man or the ordinary lover of *Foot Comfort*, combining

STYLE
FIT
WEAR

Tebbutt Shoe and
Leather Company
Three Rivers, Que.

*THE
Professor*

PAT. N^o. 119409
GOLD CROSS
SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

McLAREN & DALLAS

30 FRONT ST. WEST
 ~ ~ TORONTO ~ ~

MORE SO THAN EVER IS QUICK SERVICE ESSENTIAL

to the success of the Shoe Merchant. It is unnecessary to say why, because there isn't a merchant who is not experiencing difficulties of some kind or other in obtaining his requirements.

It is our business to do everything within our power to relieve the situation in any possible way, shape or manner. And you may be sure we'll attend to our business.

Our travellers are now out with lines for Fall and Winter Season of 1917-1918, including—

**CANADIAN AND ENGLISH FELTS, MOOSE MOCCASINS,
 OIL TAN LARRIGANS LUMBERMEN'S KNIT SOX
 HOCKEY BOOTS, ETC.**

We have made arrangements to take care of our customers in Quality always and Price up to a certain point. After that uncontrollable conditions will not permit us to make further promises.

You will therefore readily understand our advice to our friends as to the necessity of their making provision for their season's requirements, by placing immediately.

Complete lines for Spring and Summer Seasons are also being carried by our travellers on their placing trips.

IN STOCK we have Women's Grey and Brown 8 in. Kid Bals., in Solid Colors and Color Combinations.

READY FOR IMMEDIATE SHIPMENT

Rubber Footwear Brands

**"KANT-KRACK"
 "DAINTY MODE"
 "ROYAL"**

**"BULLDOG"
 "DREADNOUGHT"
 "VERIBEST"**

**"SPEED KING"
 Tennis and
 Sporting Shoes**

The "MAPLE LEAF" Brand
 Solid leather working shoes, every pair guaranteed

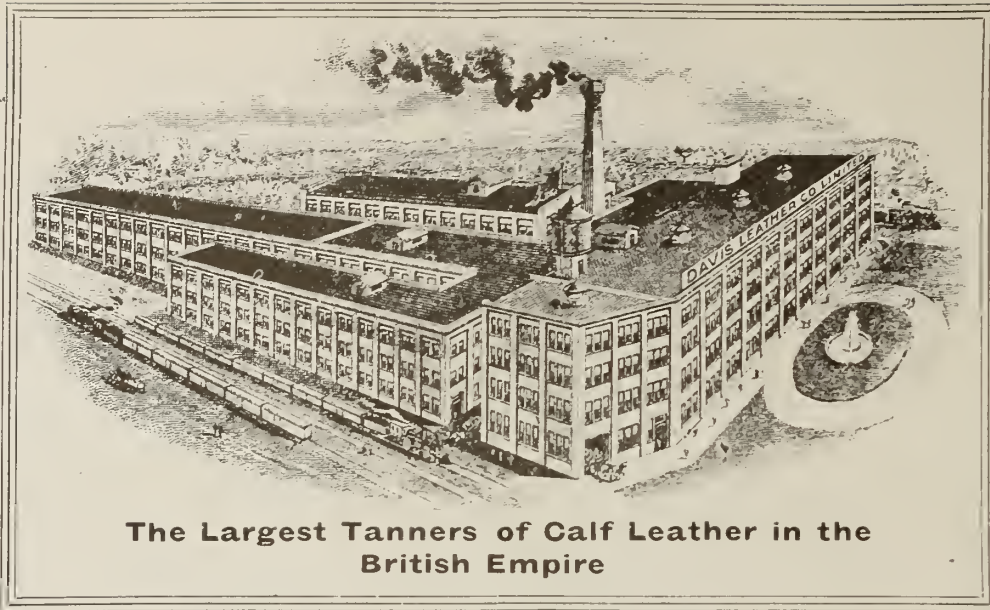
The "VARSITY" Brand
 Men's, Boys', Youths' medium fine shoes, McKay Sewn

The "IMPERIAL" Shoe
 FOR MEN AND WOMEN
 Made in all fine leathers—Goodyear Welts and McKay Sewn

"WITCH-ELK"
 Prospectors' and Hunters' Boot

The "SPORTSMAN'S" BOOT
 Made in Chocolate Calf; Pearl, Black and Smoked Elk

The "LITTLE CANADIAN"
 An extra fine line of Misses' and Children's Shoes



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

The name has become
the Synonym of
QUALITY in Texture,
Color and Finish.

DAVIS LEATHERS
stand for the best of
RAW STOCK, the
most SCIENTIFIC
TREATMENT, the
most skilful EXPERT
FINISHING.

The Manufacturer
knows what he is
cutting---The Retailer
knows what he is
SELLING.

Made from the most
carefully SELECTED
SKINS, yielding the
uttermost in CUT-
TING, and the
Highest Excellence in
FEEL and LUSTRE.

COLORED CALF

Our leaders in this line are Royal Purple
Russia, Brown Russia No. 66, Briar
Boarded Calf, Brown Russia No. 33,
Brown Russia No. 14, Mahogany
Russia.

GUN METAL CALF

All our standard selections in men's and
women's weights.

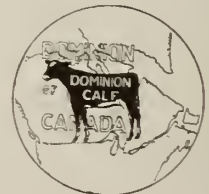
VEALS

Our Veals are meeting with exceptional
popularity---Black Diamond Veals, Dia-
mond Matt Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





One of our latest models which has met with the approval of discriminating buyers.

It has all the grace, characteristic of the BELL range, representing the best in materials and craftsmanship as well as being exclusive and smart in style.

It is the shoe which attracts the profitable trade.

J. & T. BELL

LIMITED

MONTREAL

Shoemakers for over a century to Particular Men and Women of Canada.

Specify

AIRD & SON'S

Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)

MONTREAL

THERE IS A DIFFERENCE

There are others that claim to be as good, but there are none quite the SAME as

<u>COLLIS</u>	<u>COLLIS</u>
<u>LONDON</u>	<u>MAHOGANY</u>
<u>BROWN</u>	<u>BROWN</u>

They have just the right TONE and just the right MELLOWNESS.



When you wish to be sure you are getting the right thing for economy in manufacture and reliability in wear specify

COLLIS CALF

BRIGHT, GLAZED RUSSIAN AND
BOARDED FINISH.

Collis Leather Company, Limited

Aurora, Ont., Canada



PERTH SHOE STYLES

for Quick Delivery show all the Latest
Novelties in

COLORED BUCK, COLORED KID and
COLORED CLOTH COMBINATIONS

PERTH SHOE CO. Limited

Largest Manufacturers of Women's Fine
Welted Shoes, Exclusively, in Canada.

PERTH, ONTARIO

TORONTO OFFICE
3 Wellington St. East

MONTREAL OFFICE
248 St. James St.

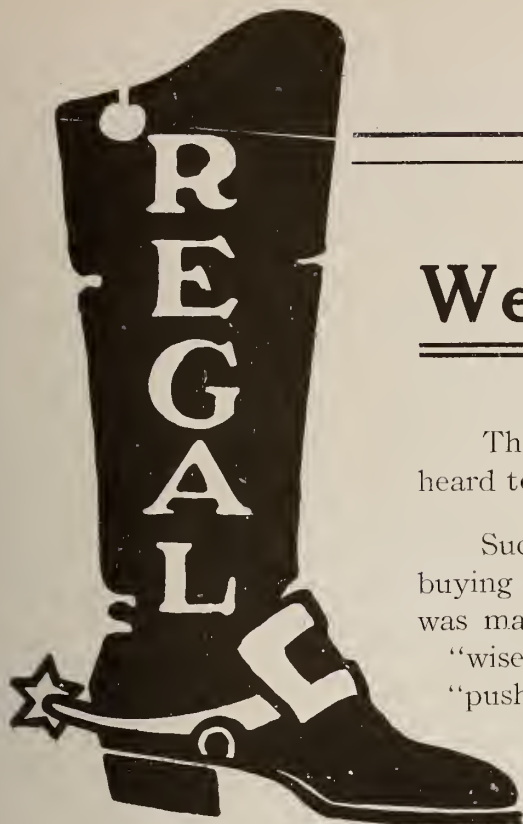


ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



We Have the Leather

The other day a leather man was accidentally overheard to say, "Those people are 'wise' to that leather."

Such a remark these days speaks well for a concern's buying power. We have no idea as to whom the reference was made, but it goes to show that some buyers are not "wise", and that leather of inferior quality **is** being "pushed off" onto a good many manufacturers.

YOU want to avoid the possibility of suffering through the mistakes of others. Buying leather these days is an enormous proposition. Safeguard **yourself** by dealing with

people whom you **absolutely know** can give you **real leather shoes**.

A look into the future showed us that leather conditions were grave. We increased our supply to such an extent that now we do not **have** to buy and **have** to take what the market offers. We buy **only when** each individual member of our staff of buyers passes on the leather.

Don't doubt your shoes—your sales will suffer if you do. In the past you could guarantee your shoes. You can guarantee **TO-DAY** that **REGAL SHOES** are leaders in Style Appeal, Value Fulfilment and Price Satisfaction.

Regal Shoe Co., Limited

472-474 Bathurst Street

TORONTO - ONT.

Everyday Profits



Are sure so long as you handle goods that the people want EVERY DAY.

BEST EVERYDAY SHOES

Have proven their claim to be the best all-round everyday sellers on the market.

These days when BUYERS have to walk cannily it is perfectly safe to keep covered with these SELLERS.

The T. Sisman Shoe Company, Limited
Aurora, Ontario



YAMASKA BRAND

stands for staple shoes for everyday wear for every member of the household — MEN'S, WOMEN'S, BOYS', YOUTHS', GIRLS' and CHILDREN'S. The brand on which we have built our reputation and which will stand up for *Style, Manufacture, Fit, Finish, Quality* and *Value*, this season the same as for half a century past. There is no guess work in stocking YAMASKA BRAND Lines.

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



ROBINSON HAS IT!

You need not have a moment's doubt in your mind as to where to turn when in SHOE PERPLEXITY.

EVERYTHING IN FOOTWEAR

is the measure of our capacity to meet the demands of our customers.

From now on your needs will be MANY and PRESSING. There is bound to be a growing scarcity of Saleable Shoe and Leather Staples. We have prepared for this shortage in our

LARGE AND VARIED STOCK

Write, telegraph or telephone if our travelers do not get around soon enough.

ORDERS FILLED SAME DAY AS RECEIVED

*We
Are
Head
Quarters
For
Felts*

James Robinson
Montreal

ABSOLUTELY NEW

In pursuance with the JUST WRIGHT policy of SERVICE we beg to announce a complete new IN STOCK DEPARTMENT for JUST WRIGHT customers and those who wish to take the WRIGHT ROAD TO PROSPERITY. Complete new lines on our best selling lasts and leathers will be ready for delivery by March 15. WIDTHS A to D.

The insistent demand for narrow widths is met with JUST WRIGHT promptness to satisfy. Descriptive lists will be mailed immediately. If you are not on our mailing list write us.

KEEP TO THE WRIGHT

E. T. WRIGHT & CO.

INC.

St. Thomas, Ont.

Rockland, Mass.



Dull Kid High Cut Button Boot, Louis heel—one of the leading conservative styles of the season, and a sure seller.

Style Models in Women's Fine Footwear



High Cut Lace Bal—One of the newer designs for well-dressed women—to harmonize with the latest decree of fashion

THESE two illustrations reflect in some measure the charm and elegance of our models for the coming season.

They are in every way up to the high standard so much in demand in footwear, and will meet the requirements of style while giving comfort and excellent wearing qualities.

And their selling qualities are greatly enhanced because of their moderate price.

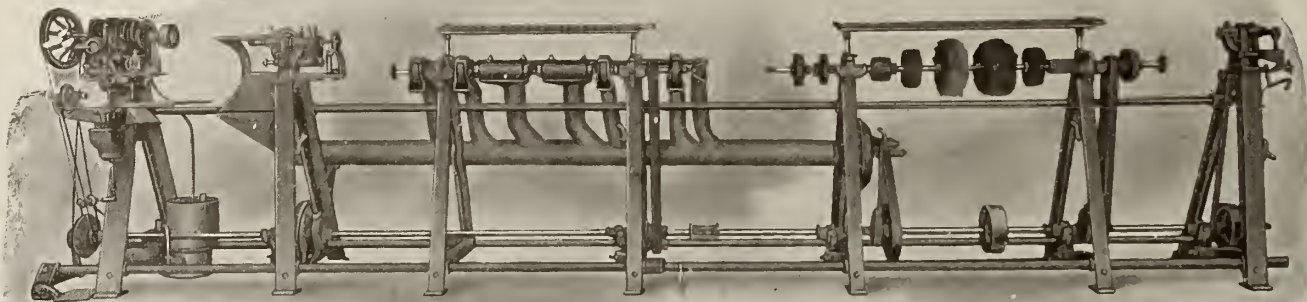
Orders placed now will receive prompt attention.

Canadian Footwear Company

Factory : Limited Sales Room :

Pointe aux Trembles and 44 St. Antoine St., Montreal

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

Preparedness Brings Trade

One of the **New Things** we have had "up our sleeve" is

MYLO SHOE CREAM

There will be a big demand this year for **Colored Shoes** which will require **Colored Shoe Dressings**.



Our Mylo Shoe Cream **cleans** and **restores** the leather **to its original finish** and is unsurpassed for use on the **delicate shades of colored leathers** which will be so popular.

For Men's Wear Mahogany and Russet will be extensively worn.



Our Colored Combination is just the thing for the busy man, gives the maximum results with a minimum of labor.

On account of the high cost of leather shoes, **white canvas shoes** will sell like "hot cakes" during the summer months. *Be prepared* with white cleaners. **Our White-O & White Liquid Cleaners** give you a Big Percentage of Profit.

L. H. PACKARD & CO. Limited, Montreal
SHOE DRESSING MANUFACTURERS



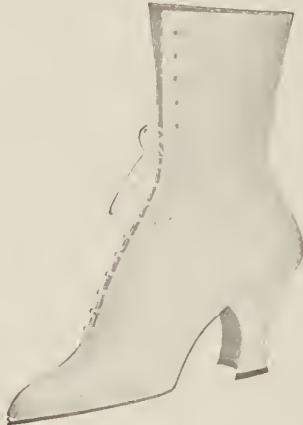
J 375 K— \$5.00
 Women's black glazed kid well boot, 8 inch height, full quarter lace, black satin top facing, fudge edge welt, plain toe, 1 7/8 inch leather Louis heel. Madison last. AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.



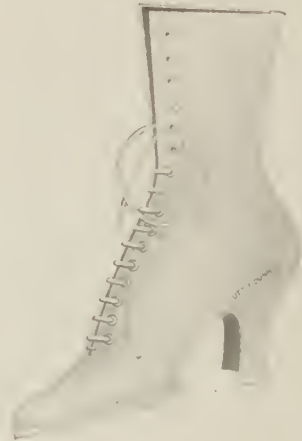
J 172 E \$4.00
 Women's black glazed kid, flexible McKay boot, 7 1/2 inch height, circular fox, lace, plain toe, leather half Louis heel. Belmont last. A, 3 1/2 to 7; B, 2 1/2 to 7; C, and D 2 1/2 to 8.



J 0384 E \$5.50
 Women's white Delhi calf welt boot, 8 inch height, whole fox lace, imitation wing tip, perforated vamp and lace stay, regular leather sole, close edge welt, wood covered half Louis heel. Touraine last. AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.



J 194 E... \$3.25
 Women's white canvas, flexible McKay boot, 8 inch height, full quarter lace, plain toe, regular leather sole, wood covered half Louis heel. Belmont last. A, 3 1/2 to 7; B, C and D, 2 1/2 to 7.



J 394 J \$4.25
 Women's white Reigskin welt boot, 8 inch height, full quarter lace, Vaughan's white ivory sole and welting, close edge welt, 2 1/8 inch wood covered half Louis heel. Touraine last. AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.



J 347 G \$6.00
 Women's Hazel Brown kid lace boot, 8 inch height, whole fox lace, plain toe, fudge edge welt, 2 inch leather Louis heel. Ritz last. AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.

Service for Your Profit——

These six are some of the good ones we have in stock. You can enjoy the satisfaction of immediate service on them. As to their worthiness—we suggest a trial order by return mail or wire.

ASK FOR NEW CATALOGUE

UTZ & DUNN CO. - Rochester, N.Y.

LOS ANGELES OFFICE

319 Story Bldg., Los Angeles, Cal.
 C. G. McATEE, Representative

NEW YORK OFFICE

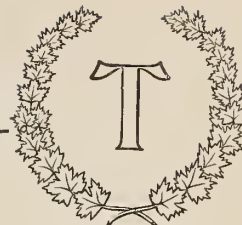
200 5th Ave., 5th Ave. Bldg., R. 405
 S. A. McOMBER, Representative

DENVER OFFICE

218 Charles Bldg., Denver, Colo.
 RICE & TIGER, Representatives



The
TETRAULT
WELT SHOE



“There’s a Reason”

Why the **TETRAULT SHOE** has attained the popularity shown by last year’s record. Have you asked yourself why so many dealers have apparently found it a profitable proposition?

JUST PLAIN
SPECIALIZATION

We devote our immense factory to the Welt business. Every man in it is an expert in his particular line. The result is not only saving in **COST**, but exactness and thoroughness of workmanship in producing the **TETRAULT SHOE**.

OUR WELTS ARE
BETTER and CHEAPER

than others because we know the Welt business from **LAST** to **FINISHING ROOM**, and give our customers the benefit. That is the secret of

“THE TETRAULT SHOE”

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal



YOUR constant effort is to increase trade by holding old customers and gaining new. To retain the old you must give them service and goods that will please and satisfy. There must be no "come back" because of dissatisfaction.

That is why you can pin your faith to Dominion Rubber System brands. Their qualities are of the kind that give absolute satisfaction. We stand back of our brands with a warranty that they are free from imperfection in workmanship. That protects you and your customers and ensures their good will, which means bigger business and increased profits.

Canadian Consolidated Rubber Co. Limited

Head Office - Montreal

SERVICE BRANCHES AT

HALIFAX	ST. JOHN	MONCTON	QUEBEC	GRANBY
OTTAWA	KINGSTON	BELLEVILLE	TORONTO	
PORT DALHOUSIE	HAMILTON	BRANTFORD	LONDON	
KITCHENER	NORTH BAY	FORT WILLIAM	WINNIPEG	
REGINA	SASKATOON	EDMONTON		
CALGARY	VANCOUVER	VICTORIA		

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

WHAT WILL COME AFTER?

After the War What?—Getting Ready for the Future—A Safe Policy for Retailers—Watch the Buying—Watch Expenses

IT is altogether likely that the war will come to an end sometime this year. Some think mid-summer will see the finish, and others not till late fall. The signs all seem to point in this direction.

What will be the effect of peace on business? This question is beginning to press for consideration, and wise men are just now putting on their thinking caps. The banks are encouraging everybody from the manufacturer down to the retailer to develop a spirit of caution with regard to the immediate future.

Canada's debt at the close of the war will be in the neighborhood of \$2,000,000,000 on which the interest charges will be about \$60,000,000 annually. This with pensions will make it necessary to raise nearly \$100,000,000 a year for some time to come on account of the war alone. Our foreign trade has gone up by leaps and bounds until it is nearly four times what it was before the war. This will undoubtedly be considerably decreased as soon as Europe begins to raise its own food-stuffs, and quits importing munitions and other manufactures. It is true that there will be a considerable demand for some of our natural products for a while, but there is no doubt that we shall feel the effects of reduced exports which may be helped out by the fact that some of the imports will be cut off from the natural tendency towards home production.

At all events the safe policy for business people to follow from this out will be that of "watchful waiting." Buying should be done on a most conservative basis. From this out speculation will be as dangerous a policy in business as flirting with the real estate market at the close of a land boom. There will not perhaps be the drop this time that usually follows business inflation, but there is certain to be a period of caution and lassitude just as soon as the end of the war is definitely in sight.

Stocks are fairly good value at present prices, but the wise and prudent operator will see to it that he is not overloaded when the "stagger" comes. Above all he will see that he is caught with a supply of goods that will be "liquid" enough to enable him to realize on them readily.

There is little change in the leather situation, although conditions would appear to be somewhat easier. Hides are high, even at the prices quoted, considering the quality and tanners find it difficult to secure adequate satisfactory supplies.

Shoe manufacturers find it impossible to procure stocks ahead and the recent flurry occasioned by the break between the United States and Germany afforded an indication of the greater stringency that will result, should an open break occur and war ensue.

The discussion in this issue on the fall samples question is enlightening. The majority of manufacturers of staple shoes are prepared to curtail their lines, and follow a policy of selling for immediate delivery. Makers of high grade specialties seem to have decided to go out with samples at the usual time.

Fall Shoe Samples

Shall Manufacturers Go Out as Usual With Full Lines?—Will Leather and Shoe Conditions Permit Orders Being Taken So Far Ahead?—What Manufacturers, Jobbers and Retailers Have to Say on the Question

A SHOE manufacturer in the East rather surprised his sales staff early in the month by announcing to them that the firm did not intend to get out new samples for the fall season, but would merely make a shift in some of its lines and continue to sell for immediate delivery. "We are done garbling in leather, and although we are as well fixed for materials as any house in the trade we do not see why we should go out and sell shoes three or four months before they are made and guarantee the price." This was the statement given to the travelers who at first were rather shocked at the attitude of the head of the firm, but soon realized the sanity of his position.

The SHOE AND LEATHER JOURNAL to whom the conversation was repeated as the policy of the firm, wrote to a number of manufacturers, wholesalers and large retailers, asking for their views and we give herewith, on request of many of those written to, the opinions without names, for obvious reasons.

Manufacturers Against Sending Out Samples

The preponderance of opinion, especially amongst those handling a general line of shoes, seems to be in the direction of cutting out fall selling as it is usually done, while manufacturers of special lines seem to see no good reason for any change in the established custom of the trade to go out at the regular time with fall samples.

An Ontario manufacturer of staple lines says: "We are of the same opinion as you express in your letter. We can hardly conceive of a manufacturer placing orders in advance for prices such as will have to be obtained if present price of leather is to be considered. We are also holding back with our samples for fall for the reasons mentioned. It seems to us if there ever was a time when the way had to be 'felt' in the shoe trade, it is now."

Another Ontario manufacturer says: "We have on hand sufficient leather to complete our spring orders, and are going to cut it up and wait developments after that date. While we may have to change our minds it is our intention to book no fall orders but make shoes to order at prices at which they can be made, as we do not feel it is safe for us to assume the responsibility of booking a lot of high priced shoes which in the event of a drop in leather would be left on our hands or be sold at reduced prices. We feel sure that the retailers will look at it in the same light and refuse to buy fall goods at these advanced prices."

Another Ontario concern remarks: "We think that judging from the feelings we find prevalent

among the jobbers generally, that they are holding off buying at this season, on account of the very high prices now quoted by the manufacturers, which they cannot as yet realize that will have to be obtained when the manufacturers have to go into the market again for their leathers. Most of the jobbers bought very freely last fall, and have quite a lot of goods yet to be delivered to them, and will only buy from 'hand to mouth' for anything they are compelled to buy, until there is a more settled condition in the leather market, either at present or higher figures. There are few manufacturers who have any large surplus of stock which they can offer at last year's prices, so that for any business taken on now, they will have to buy their leather in to-day's market at to-day's prices, so that there is no likelihood as far as we can see of there being any lower prices, as the tanners of both upper and sole leathers have their tanneries full of high price hides and skins, and further—should the war cease suddenly, of which there seems to be no probability, while there will no doubt be a very serious commotion in business generally, for a while, we do not see how it can bring about for some time to come, very much reduction in the cost of leather, so that summing it all up, we think it best policy to go slow in buying for the present."

Will Feel Out the Trade

Another Ontario manufacturer replies: "We have talked matters over, and have decided that we would go out when the time comes, and get the feeling of the retail trade. Everyone speaks of being filled up for months to come and may not feel inclined to place any further orders at this high point. However, our own idea is that prices of leather can not drop very much, on account of the tanners having high priced hides in their vats, and there seems to be no surplus leather anywhere, that is in sole and side leather. Also, the United States of America will, no doubt, now go in for preparedness, which will mean that they will require a lot of leather for shoes and other equipment. One thing we do hope and that is that the time is near at hand that shoe manufacturers, will soon be able to cut out spring and fall datings and sell on regular terms from date of shipment. There is no reason why we should start shipping fall goods in April and May, and date them 2 per cent. 10 days, or net 60 days, October 1st. We used to get such dating from the tanners, years ago, but that has been done away with, and we pay for leathers on the regular terms from date of shipment, and

hold it for the accommodation of our customers."

A Quebec manufacturer observes: "Our policy is now one of watchful expectancy; the time for speculating on stock is now passed. We are working on our stock, and filling orders as quickly as possible. On account of the uncertainty of the leather market, we have decided not to put any new lines on the market for fall. We are only modifying our present lines."

Orders Only 60 Days Ahead

Another large Eastern firm replies as follows: "We have for the past eight to ten months adopted the policy as outlined in your letter. We have not been taking any orders ahead beyond 60 days, and we fill in our line of samples when the styles change sufficiently to warrant us doing so, and send our men again over the same territory selling for immediate delivery. While we have been able to keep our factory running at full capacity in this way and now have plenty of orders in the factory to keep us running full for the next thirty days, we do not anticipate any trouble in selling enough shoes to keep us going when we go out with a line for immediate Easter delivery. I do not consider it a safe policy for shoe manufacturers to sell beyond thirty to sixty days ahead of their output and neither do I consider it a proper policy for shoe manufacturers to book orders for four to six months ahead and buy the material in order to protect themselves against a raise in price and thereby clean up all accumulations, carrying the stock that was formerly carried by the tanner, and give him an opportunity to hold prices firm. Even though they are not turning over stock it would take them sometime to get as much leather on the floor as they formerly carried before the shoe manufacturer adopted the policy of buying large quantities of leather. While no doubt many manufacturers have made some money in speculating in leather, we have always felt that we could compete with the manufacturer who was buying ahead and buy our goods on the market and sell them at prevailing market prices, which we have been able to do."

Will Make No Fall Samples

Another far Eastern manufacturer declares: "We are very glad indeed to note that there are other shoe manufacturers besides ourselves who have decided not to prepare regular fall samples. Under present conditions we do not think, especially making a general line as we do, anything will be gained by doing this, and we will merely take out some lines, for which we are not able to buy raw material today and substituted others in their place."

A Quebec concern writes: "We wish to say that we quite agree with that shoe manufacturer you allude to, and believe that in acting as he intends, he will be as wise as we would like to be. Retailers we notice have bought very heavily this season, and are likely to have a heavy stock of high priced goods the coming season, and with the uncertainty that exist as to future prices of leathers, will likely not be very anxious to buy, and the manufacturer

realizing this situation, will naturally do likewise, and for our part we believe this a good safe policy, and for this reason intend to follow it."

Manufacturers Should Go Slow

Another Quebec manufacturer writes: "We are planning to put out a very staple line this season, getting down to the principal lines for general trade and are planning to sell our goods only on short dates, and as near immediate delivery as possible, not looking for long dating ahead as we find it impossible to have any contract for future supplies of material. We carefully read over your letter, and also the printed circular enclosed and feel that the only thing for the manufacturers to do is to go slow and there certainly has been an unhealthy advance caused by over buying by retailers and manufacturers. Unless the retailers have an exceptional good trade this spring, it looks to us as if a lot of them are going to be overstocked and will find it somewhat hard to meet their payments."

A well-known concern says: "I will not put out any samples at all for fall, I will use the same ones as for spring, and I will accept no order unless I have the stock in the place."

Many Difficulties in the Way

A Montreal manufacturer opines: "We are not making samples to sell for fall delivery, but only putting new styles and lasts so to be able to sell only assortments. We realize that it is very hard for a manufacturer to make samples, and sell for fall delivery unless he had a stock of all kinds of leathers, but we doubt that there is one in Canada that could do this and we know that for our part that we will not take the risk of such a long delivery but will go on the road to sell for an immediate delivery and will certainly be pleased if our views of this situation correspond with others."

An Ontario manufacturing concern states: "We have as yet scarcely broken into our spring work, and shall have all we can do without taking another order until May 1st. It will certainly be absolutely necessary to get out some fall samples to take the place of the many leather lines which will have to be dropped for we do not think that any dealer will pay the prices for some of these lines which we shall have to charge if we make them. Just how we are going to find time to make these samples we do not know at present, as yet we have not even decided which lines we shall carry. As to our policy in selling, we do not think there will be any serious difficulty in fixing prices as, if they go any higher it will mean practically taking leather off the market altogether. The only difficulty will be to decide whether it is wise to take contracts at any price at all. However, the whole thing is up in the air at present, and we shall have to await further developments before we decide."

Adopting a Conservative Course

A large Ontario concern says: "We are seriously considering at present booking orders for such delivery as we can best give irrespective of whether

(Continued on page 41)

Pointers For Small Retailers

The Family Shoe Store Will Live Forever as People Like to Patronize the Neighborhood Shop for Several Reasons, Declared Ben Jacobson of New York, at National Convention in Cincinnati—Good Buying Means Knowing When and of Whom

NINETEEN HUNDRED AND SIXTEEN will be remembered as the greatest prosperous year in the history of the shoe business. It will be remembered as the year in which every branch of our business was revolutionized. It will be remembered as the year in which the high-price shoe market was created. Retail stocks increased in value so fast that extra profits were fairly forced on dealers. Yet during all this most interesting situation, the daily life of some of the average size shoe retailers is sometimes tiresome and monotonous because they do not know how to keep busy.

When I say "The Average Size Retailer," I mean the fellows who are usually known as the small dealers; the men who conduct family shoe stores. Yet it is estimated that about 75 per cent. of the shoes manufactured in this country are distributed to the wearer through these family shoe stores. Only about 5 per cent. of these small dealers ever become big dealers; the other 95 per cent. sit in their stores waiting for customers and watching the stock and cash drawer, if they have any—so that no one runs away with it.

Every now and then some friendly traveling man or a casual customer will talk of this or that shoe merchant doing a big business. The dealer and his clerk—if he has one—for the time being wish that they, too, could some day be big, but when the conversation is over and the deal closed or the sale made, all is forgotten, without ever stopping to investigate how the big fellow became big. What did the big fellow do to become big? Can I do the same?

There are a great many men in the shoe business who have never learned the necessity of counting their money—I mean balancing their accounts to see how much they are really worth—whether they are making money or losing it. Most of them know the amount of money they have in the bank, but they do not know how much money their stock represents nor what they owe against that stock. These are the men the Convention Committee had in mind when they asked me to talk on "Safe and Sound Business Methods" for small retailers.

How to Get Proper Profit

We all realize that if we succeed in teaching these men how to conduct their business properly, we will have gone a long way towards bettering the shoe business. There is no good reason why one dealer should turn his stock four times a year and his neighbor who caters to the same class of people, turn his stock only twice a year. There is no good reason why one dealer should make a net profit of 10 per cent. on his sales and his neighbor sell goods for less than they cost. It is the duty of each

dealer to add his expense of conducting business to the cost of the merchandise. In other words, if a shoe costs \$3.00 and if it costs that man 25 per cent. to do business, that \$3.00 represents only 75 per cent. of the cost; therefore this \$3.00 shoe, the minute it is on the shelf, costs the dealer \$4.00 and he must figure the net profit on the \$4.00 and not on the \$3.00.

Family Shoe Store Will Stay

There was a time when the department stores began to spread out and people thought the days of the family shoe store's prosperity was over. It has since been proven that same is not so. Then came the chain store proposition and they do not hurt the family shoe store very much. In my personal opinion the family shoe store will live forever—people like to patronize the neighborhood store for more reasons than one. It is only up to the individual owner who conducts the family shoe store to do his business in a businesslike manner and not blindfolded.

An Ohio dealer had two sons in the business, besides two clerks. He had, perhaps, forgotten that as his sons grew older they needed more money; having kept no records of expense or profit he continued along the same way and his business did not grow very fast. From the figures I was able to gather from his son, I showed him that his selling expense was 15 per cent. and his regular overhead charges about 15 per cent., making a 30 per cent. expense to conduct the business and his profits were less than 25 per cent., with the result that one of the clerks was discharged and one of the sons secured a job elsewhere, reducing that selling expense to almost half. Instead of the two men, he then engaged an extra Saturday clerk. This man is again prosperous and is to-day a good merchant, for he knows enough not to spend any more money than his business can afford.

Don't Buy More Than You Need

In order to be successful in the retail shoe business, or in any other retail business for that matter, one of the principal things to know is financing. No man can afford to carry more stock than his business and his capital warrant. Over-buying is the cause of more ruination than any other fault a dealer may have. The small dealer must buy his shoes the same as he would his meals. If he has eaten a very good dinner and is perfectly satisfied and five minutes after eats another dinner because some one showed him where he could get a better meal for less money, he is sure to need the doctor the next day. If he buys more shoes than he needs he is sure to have as much trouble as the dinner would give him.

The safe and sound method for business financing for a small dealer is to own two-thirds of the stock. He can discount his bills, providing he makes a fair turnover, which should be at least three times—five if possible. If he owns only half of the stock and makes three or four times turnover, it will take him 60 days to pay his bills, but if he owns half of the stock and only turns it twice, he will soon have financial troubles. The best way to avoid over-buying is not to buy twelve pairs when he needs only eight, and not place orders for spring or fall merchandise for any larger amount than 50 per cent. of his sales for any particular month's delivery. In order to follow this advice, he naturally must have records of goods sold in previous years.

Neat Windows and Store Interiors

Next to financing, a successful dealer must study cleanliness and attractiveness. He must know how to trim his windows and keep the interior of the store always in a manner pleasing to the eye of the public. The window trimming must not be done spasmodically. Windows should be trimmed at least once a week and the shoes displayed must be fresh and clean, for plate glass will magnify any little fault of the shoe—such as burnt laces, crooked vamp seams or a spot on a colored shoe.

He must be a good buyer. Good buying does not always mean the shoes that sell quickly, but a good buyer must know when to buy, of whom to buy and how much to buy. In this connection the safe way of buying is to select a very few houses and give them all the business he possibly can. He will then be somebody's pet account, but if he scatters the buying, no one will take care of him the way he should be taken care of. The careful buyer must manage to have a full assortment of sizes on his staple lines and avoid extreme sizes on the extreme styles. It is better to do with a fewer styles and have more sizes and widths. It is a mistake to sell good shoes on one width as is done in many stores today. No small dealer should buy a straight run of sizes without taking his own stock into consideration. Thousands of pairs of good shoes are shipped out of this country at ridiculously low prices, because somebody bought too many of the wrong sizes. Men's shoes below six and above ten in narrow widths and women's shoes below four are the cause of many losses.

The wise buyer will get sufficient profit on his stock, while it is new, to act as a sort of insurance against these possible losses. Five per cent. extra profit on an individual pair is not much of an item, but five per cent. up or down on the entire stock will sometimes make or break a dealer.

He must be a good salesman. It is a very important point that the dealer or his clerk in a family shoe store be able to converse in a friendly way with the customers, because they are the ones who see the same faces over and over again. They must sell their shoes in a manner that will not make them ashamed to see the customer again.

He must be honest and truthful with his customer as he should be with his creditor. He must not make any promises he cannot fulfil. He must not praise the quality of an article he is not sure of.

Next to selling, it is most important for the dealer and his clerk to know the stock.

I do not like the word "stock-keeping". I think stock-moving ought to be the proper name for it. I saw a stock of shoes which inventoried at \$12,000, sold for \$3,800. Another costing \$40,000 sold for \$9,000. Each of these stocks was cleanly kept having tissue paper around each shoe, but if these dealers were stock movers instead of stock keepers, these stocks would have been sold before they became old and worthless.

The dealer must be able to analyze his business. He must compare his store with some other more successful store. He must have an aim to higher things in the business. He must be a friend to his neighbors. He should meet his competitor on a friendly basis; get him to join local associations; exchange ideas for the benefit of both.

Avoid all business mistakes, but if he should happen to get into trouble of any kind keep it to himself, not spread it through the neighborhood. If he needs advice, ask for it of his creditors. A dealer came to our credit manager about one year and a half ago and asked him how it was that he had been in business nine years and had never been able to discount his bills. After the manager asked him the usual questions as to his assets and liabilities, his expense and his profits, he found the figures this dealer mentioned should have netted him about \$2,000 a year, or \$18,000 for the nine years: yet this dealer carried a stock of only \$10,000 and could not discount his bills. After showing him how to keep proper records of his business and how to regulate his expenses and increase his profits we have succeeded, in less than a year's time, in putting this dealer on a discount basis. He is now able to make a financial statement to the bank which will lend him sufficient capital to conduct his business.

In this connection you know that the bank is anxious to lend money—they cannot make money unless they lend it out, but in order to be able to borrow money from the bank, the dealer must make a statement that will stand the acid test.

Cut Out All Guess Work

I know a young man who is ambitious and will, no doubt, some day become a big merchant, yet the first time he went to borrow money from his bank, the banker was astonished at his statement and asked him where he got the figures. The dealer admitted that they were guess work—whereupon the banker advised him to install some sort of a system in his business that would tell him the correct figures instead of guess figures. Within two months' time this young man knew how to handle his own affairs. He was able to get the money he needed to finance his business.

No man can hope to succeed without proper records of his business. It is a common mistake among all small dealers for each one to think that his problem is the worst and that his neighborhood is the poorest. I hear it from dealers every day. "I do not need any system, my people are all honest, only my customers are rotten." But just as soon as one of them is helped out of some tight place he becomes a "rooter" for education and association.

BANKRUPTCY ACT FOR ALL THE PROVINCES

What the Canadian Credit Men's Association Desire—The Various Provisions Set Forth—Some Facts Concerning Assignments Which Everyone in the Footgear Arena Should Read With Interest and Weigh Carefully—Need of Uniformity and Expedition

THE Association has for some time past been urging the preparation and adoption of an uniform Assignments Act by the various provinces in Canada, but as this course would not overcome the present weakness of our insolvency laws, which do not provide machinery for forcing an insolvent debtor into involuntary bankruptcy, nor provide any method by which an honest debtor could obtain his discharge, and as there appears to be a strong feeling throughout the country that the time is now ripe for a Bankruptcy Act, the Legislative Committee of the Association decided to support a Federal Bankruptcy Act if the cumbersome and expensive features of the English and United States Acts could in some way be eliminated.

Exhaustive enquiries have satisfied the Association that the methods now in force in most of the provinces of Canada of closing up and realizing upon the assets of an assignor are less expensive and more expeditious than under the Bankruptcy Acts of England or the United States or Australia.

A rough outline of the objects of the Association in connection with this legislation is as follows:

1. To retain so far as possible the present method now followed in most of the provinces of realizing upon the assets of an insolvent and distributing of the moneys among the creditors, by having such assets vested in a trustee to sell and realize on them with the advice of the inspectors in each estate, and to declare dividends from time to time direct to the creditors whose claims are to be filed (not in court but) with the trustee, and without the necessity of frequent court applications.

2. Have one or more trustees appointed in each province with either limited or unlimited territorial jurisdiction, such trustees to furnish security to the Government in an amount sufficient to protect creditors in respect to all assets in their hands.

3. Provide that a debtor may always make an assignment for the benefit of creditors to a trustee appointed under the Act, and provide that an assignment may be made to any person other than a trustee so appointed with the consent of at least fifty per cent. in number and amount of creditors; the assignee, however, to give security if deemed advisable by the creditors.

4. Provide that if the debtor commits any act of bankruptcy (as outlined in the Act), he may, on a creditors' petition, be declared bankrupt, and a receiving order made by the court.

5. The receiving order is to direct that all the property of the debtor be vested in a trustee under the Act for sale and distribution among the creditors.

6. Provide that a debtor, whether he has made an assignment or been declared a bankrupt, is to have the right, after a specified period, to apply to a judge in bankruptcy for a complete discharge from his liabilities; the provisions of the English Act in this respect are to be substantially followed. See Sections 26 to 29.

7. Make provision for confirmation by the court of compositions, extensions or other schemes with creditors, provided that the same have been approved of by a certain percentage of the creditors, say 75 per cent.; the object being that if a debtor is justly entitled to a composition or extension, and such appears to be in the best interests of the creditors generally, a few small creditors cannot successfully oppose it.

8. Provide that the court having jurisdiction in each

province will prepare general rules as to the practice in bankruptcy in each such province.

9. Dispense with most of the complicated and expensive machinery in the English and American Acts—a few illustrations of which are briefly as follows:

(a) There will be no necessity to make provision for the presentment by a debtor of a voluntary petition in bankruptcy, for the debtor's proper course will be to make an assignment direct to a trustee without the intervention of a court or referee in bankruptcy, or official receiver.

(b) Very few creditor's petitions to have a debtor declared bankrupt will ever be filed, because the debtor will generally make an assignment, for three very good reasons: First, with a view to obtaining his discharge he will desire to retain the good-will of his creditors by avoiding unnecessary expense; second, there will be a strong sentiment against being declared a bankrupt; third, the debtor will be subject to certain disqualifications if declared bankrupt until he receives a certificate of discharge.

(c) Under the American Act there are too many officials; for example, the referee, whose duties and compensation are set out in sections 39 and 40 of the American Act, and with whom claims are filed, and who declared dividends to creditors notwithstanding the fact that a trustee appointed by the creditors has charge of the disposal of the assets, whose duties and compensations are set out in sections 47 and 48 of the said Act. There seems no good reason for two officials, both of whom must furnish bonds, and for two sets of fees and remuneration, when one official could quite easily do the work. A somewhat similar provision exists in the English Act, where we have the "Official Receiver" provided for by section 7, a "Special Manager" provided for by section 10, and a "Trustee" to be appointed by the creditors under section 19, and although (unlike the American Act) these officials do not act concurrently, there seems to be no necessity for the appointment of an official receiver so far as Canada is concerned. The English procedure is further complicated by applications to the Board of Trade and the court.

(d) We see no necessity for the court to call meetings of creditors, or for a judge, referee or official receiver to attend the first of any meetings of creditors, nor for the public examination in open court of "every bankrupt" as provided by the English Act. There will be many cases where the examination of a debtor would be unjustifiable expense.

(e) In the "Appendix of Forms" to the English Act there are over 200 forms, and this alone is some indication of the complicated nature of the proceedings thereunder, while a perusal of the scale of "Solicitors' Costs" (see Williams on Bankruptcy, p. 677) convinces one that these costs, added to court disbursements, official receiver's fees and trustee's remuneration, make the system a somewhat expensive one.

(f) The procedure under both the American and English Acts appears to be somewhat similar to the proceedings under the Dominion "Winding-Up Act," and it is well known that the machinery under such last mentioned Act applied to insolvent estates would not be satisfactory to commercial interests in Canada.

10. Give jurisdiction in bankruptcy to the high court in each province, for as very few bankruptcy matters will come before a judge there seems to be no necessity for giving jurisdiction to the lower courts. Applications of debtors for discharges will be practically the only matters requiring a judge's consideration, except in the few cases where receiving orders are made.



THE attractive and inviting front of Murray's Ltd., Calgary, Alta.

AN ENTERPRISING WESTERN SHOE FIRM

The shoe establishment of Murray's, Limited, at 102A Eighth avenue west, Calgary, is one of the neatest and most progressive in the hustling western city. The proprietors are M. L. Savage and Geo. H. Ferguson, both of whom are widely-known travelers, who have demonstrated that they can sell shoes retail, as well as on the road.

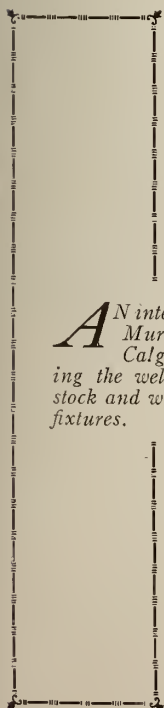
Some three years ago they formed a partnership, under the title of Murray's, Limited, and have built up an excellent business in the better-class trade. Their store is 16 feet wide by 50 feet deep, and has an imposing front, as the accompanying illustration shows.

The fixtures are of white enamel, and the single carton system prevails throughout, imparting an impressive and

uniform effect. All the latest styles in high-class footwear are carried, and a first-class service is given.

For several years Mr. Savage has represented the Tetrault Shoe Manufacturing Co., Montreal, and J. A. & M. Cote, St. Hyacinthe, Que., in Western Canada. He is one of the most successful salesmen on the road, and enjoys a splendid connection with the trade throughout the Prairie Provinces. R. L. Savage, of Toronto, who represents Clark Bros., Limited, in Ontario and Quebec, is a brother.

Geo. H. Ferguson for many years represented the Hartt Boot & Shoe Co., of Fredericton, N.B., in the west, and for the last year has been covering the Prairie Provinces and British Columbia for Clark Bros., Limited, St. Stephen, N.B. He is well thought of and well spoken of by the trade.



AN interior view of Murray's, Ltd., Calgary, showing the well kept shoe stock and white enamel fixtures.





Established 1848



Largest Combined Shoe Manufac-
turing and Jobbing House
in the Province

THIS MEANS

Special Facilities for Supplying

**BOOTS, SHOES,
RUBBERS and FELTS**

When Wanted — an undoubted
advantage to the Retailer

JUST NOW

Write, Telegraph or Telephone



W. B. HAMILTON SHOE CO.
TORONTO





LATE JOHN GRIFFITHS, BARRIE, ONT.



W. A. GRIFFITHS, BARRIE, ONT.



W. D. GRIFFITHS, BARRIE, ONT.

Father, son and grandson, covering the same ground for over half a century.

THREE GENERATIONS SELLING SHOES FOR 52 YEARS

All for the Same Firm and on the Same Territory—The Third Generation of Customers Being Called Upon—Veteran Traveler Tells of the Struggles of Early Days and Recalls Interesting and Exciting Episodes—How Styles, Selling Conditions and Manufacturing Have Changed

THREE generations of shoemen, all in the service of the one firm, covering a period of 52 years actual selling, and dealing with the third generation of customers, is a remarkable and outstanding record. It is probably without a parallel in the vending of footwear. No change in territory, no change in selling representation and no change in the old established firm except in the passing of the responsibility and activity from grandfather to son and on to grandson in the sales end, and from father to sons in the manufacturing end.

The house which has this unique history is the W. B. Hamilton Shoe Co., doing business in Toronto since 1848. The name at that time was Childs & Hamilton. Later the organization was known as W. B. Hamilton, Son & Co., and then the W. B. Hamilton Shoe Co., Limited.

From messenger boy to traveler, shareholder and director of this honored institution sums up the career of W. A. Griffiths, of Barrie, Ont., who is one of the veteran shoe salesmen of Canada, having been identified with the W. B. Hamilton Shoe Co. for the long period of 37 years. He is still covering the same ground, assisted by his son, W. D. Griffiths, jr., as he did away back in 1880.

Driving Tours of Three Months

Fifteen years before 1880 the late John Griffiths, father of W. A. Griffiths and grandfather of W. D. Griffiths, had looked after the same territory, starting prior to Confederation for the same firm. The mantle of selling shoes for a pioneer house has fallen from grandfather to father and from father to son, representing fifty-two years of continued, unbroken salesmanship and connection. The late John Griffiths, who passed away over a quarter of a century ago, was a saddler by trade, and two years before Confederation started selling

shoes. He owned a team of horses and a wagon, and drove the country over. His son, W. A. Griffiths, sr., now in the sixtieth year of his age, who has been on the same ground for thirty-seven years, is still enjoying fairly good health, and for the last three years has been "breaking in" his own boy, W. D. Griffiths, to assist him in the work. W. A. Griffiths is one of the four oldest shoe travelers in Canada. He possesses a singular record, as already mentioned, in that he has sold all the time for the one house, while the other veterans have represented different concerns at various periods of their respective careers.

"Yes, they were great days, those early days," remarked W. A. Griffiths to the SHOE AND LEATHER JOURNAL recently when recalling old times. "I remember I went to work in the warehouse when all goods were shipped loose. I was told to dump a load on a wheelbarrow and take them down to a certain establishment on King street east. The streets were very muddy and a policeman would not let me proceed on the sidewalk with my barrow, so I had to take the middle of the road. I said, 'Enough of this for me,' and I fired up the job.

"Well, it was not long after that my father, when coming out of a store in Kleinburg, Ont., one day slipped on the steps and broke his leg. The limb was a long time in healing, and he naturally had to have someone to drive around the country with him. So he engaged me and for several years I was his associate and helper. All trips were made by driving in the late sixties and early seventies. There was a railroad from Toronto to Meaford and another to Orillia, but there was no steel laid to Penetang, Midland and many other places which it was necessary to visit. Oh, those driving trips were great. They lasted from twelve to fifteen weeks at a stretch, the average distance covered being

about 125 miles a week. Travelers never thought of returning home on Saturday to spend Sunday. We worked on Saturday the same as on any other.

His First Certificate in 1880

"It was in 1880 that I bought my first commercial traveler's certificate. It then cost me \$2.00, and today the fee is \$10.00. Traveling away back in the early eighties was also two cents a mile—cheaper than today. My father removed from Toronto to Barrie in 1870. After serving fifteen years on the road, and being considerably over seventy years of age he retired in 1880 and I succeeded him. Although I had served an apprenticeship under him for several years I was not what might be called a regularly constituted salesman of the firm. However, I applied when he stepped down and got the job. It was not long after that I sold the team and wagon. It was recognized that the old method of driving was rapidly disappearing, as railroads had begun to branch out in every direction. We used to carry about 300 lines in those days and the style problem was not a vital factor in selling as it is today. We would sell a man a bill of goods for everything that he required—felts, rubbers, working shoes, leg boots, low shoes, gaiters, in fact anything in the footwear family.

There were no goods cartoned in those days. Half sizes were unknown, and samples were displayed without any fillers, laces, coverings, or other attractive accessories. Few, if any, of the hotels outside the larger towns had sample rooms, and it was not an infrequent occurrence for the traveler to gather up some boards and improvise a sample table as best he could. The boards were often covered with white paper instead of the fine, attractive draperies of the present. Except in Collingwood, Barrie, Orillia, Meaford and Owen Sound the hotels were \$1.00 a day, and in the five places mentioned the rate was \$1.50. The latter had sample rooms, but no charge was made for them.

When Refreshments Were Cheap

"On each sample table was a bell of some kind for use in ringing for refreshments, with which all customers were supposed to be entertained. All drinks were five cents in those days, and every cigar sold for a nickel. Our favorite brand was the 'Highland Lassie.' I remember the first ten-cent cigar that came out. It was the 'El Padre,' was thought costly for the average man to buy. Hotels aroused us early to be something super-excellent, and was regarded as too in the morning and a boy would pass down the corridor at six o'clock vigorously ringing a dinner bell as a signal for everyone to get up. Of course, times have changed greatly. The traveler is now the greatest patron of hotels, whereas in those days road representatives were few, and the lumbermen's and farmers' interests were more looked after than those of the commercial man. We used to leave our shoes outside our room door at night, with five cents put in them. The porter would come along, gather them up and return the footwear. In order to keep tab on the boots, he would put the number of one's room in chalk mark on the soles, but occasionally these would become mixed, and the shoes belonging to an occupant of room No. 12 would be left at room No. 15, and vice versa.

"You ask me how merchants received us in those days as contrasted with the present day reception. Well, they generally kept their appointments very promptly, as there were not nearly so many travelers. Now retailers are literally run off their feet by numerous representatives handling this specialty and that specialty. As I said before, we carried a general line in the days of thirty-five or forty years ago.

"Everybody wore long-legged boots in those times. They had colored sheepskin top facings, were made of kip and cowhide, and a few of the finer grades came in calf. Then we had a heavy pebble leather lace boot with a fleece lining for women. We showed one style of overshoe with a

single buckle and fancy designs worked in the vamp, and one type of heavy gum rubbers, without buckles, constituted our lumbermen's goods. Prunella was a favorite material in shoes for men and women. When we went to call upon a merchant he would frequently ask, 'What is your lowest price in a prunella congress,' and if we would say '47½ cents,' he became interested at once, and would ask us if we had opened up yet. If so, he would be right down to see us. It was rather a strange coincidence, but if any traveler had a low-priced prunella congress or gaiter boot, it was his introduction to a favorable and prompt reception.

"Then we sold what was known as a men's split Bunkin for 72½ cents, which was a lace boot for rough work, and there was the old Cobourg, a low shoe, selling at 70 cents. Practically every boot disposed of was either pegged or McKay sewn and all were made on straight lasts, there being no rights or lefts. If one wanted a particularly fine dress shoe, he or she went to a shoemaker's shop for it, as many of the retailers kept a large force of shoemakers working in the back of their establishments, doing custom shoemaking. Some of the leading lines in the late seventies and early eighties were buff, wax calf, shell cordovan and fine seal (kid). The terms in those days were four months net, often running into six months or a year before settlement was made. We allowed five per cent. for cash in thirty days or 6 per cent. in ten days, the month following shipment. We had no such thing as samples or models in the present day meaning of the term. We took certain shoes from stock and these were all the 'samples' we required. There were no season styles, no variations in heels, vamps, patterns, stitching, foxing, etc., all of which were after developments. Today most shoes are sold at two per cent. ten days net, sixty."

May Sell Shoes by Aeroplane

"Yes," continued Mr. Griffiths, "I have had a number of interesting experiences. Today, we do no driving whatever except in an auto, and if the same progress is made in the next thirty years, as there has been in the past, I tell my son that he will be visiting some of the smaller towns in a flying machine. One cannot realize the changes and improvements that have taken place. In my thirty-seven years on the road, I have been off only twice on account of illness. Once I was in a serious railway collision at Beeton Junction, once in a fire at a hotel in Everett, escaping only in my night clothes. Fortunately my samples had not yet come up from the station, and another time I was in a runaway. Coming down a steep hill the reins broke and the horses descended at a mad gallop. Fortunately nothing gave way. On the whole I have had nearly forty years of pleasant, active life in the shoe trade, and now my son, who has been assisting me for the last three years, is going to look after a large portion of my territory, although I expect to see all my customers, at least once or twice a year. I am selling in many instances the second, and in some cases, the third generation of buyers, such as the A. Ronald Co., of Minesing."

Contrasting Conditions Then and Now

Mr. Griffiths, who has resided in Barrie for many years, covers the territory north to North Bay, west to Shelburne and Owen Sound, and the country around Midland, as well as the Midland division. "In the early days it was thought," concluded Mr. Griffiths, "that four times a year was plenty often enough to see a merchant, but now many of our customers are seen eight and ten times, in order to satisfy their wants. This is the age of specialization. Years ago, it was one of generalities. This is the period of comfort, swiftness, convenience, dash and style. That of four decades ago was remarkable more for leisure, solidity, conventionality and simplicity. The country was not nearly as prosperous then as it is today. The standard of retailing has been raised in every respect. Shoes have infinitely more beauty, grace,

(Continued on page 46)

Stray Shots From Solomon

There are some men who think they have a stock of truth when they pick up a few chunks of cheap wisdom from text books and sermons. Wisdom is dear because it is scarce

BUYING
TRUTH

and truth is scarcer than wisdom. Therefore, says the wise man, "Buy the truth and sell it not."

Truth is the result of picking that makes the fingers sore and the eyes ache. You have to pay for truth a price that the wise man says is "above rubies." Buy the truth let it cost what it may in perplexity, anguish of soul and weariness of the flesh and when you get the vision don't barter it for money, for influence, or even for life. What this age needs now more than any other thing is "truth." The man with the vision of eternal things that are not moved by the little affairs of man and his baubles.

o o o o

Don't take it all out on the Germans. There are lots of Huns right here in Canada, and some of them are reading these "presents." Nietzsche has plenty of disciples in business and many of them subscribe to the

CANADIAN
HUNS

"thirty-nine articles" and the Westminster "confession." The

doctrine of force shines in the Devil's saying "business is business." We heard the other day of a concern that stole away a competitor's clerk, then took his bookkeeper and followed up by making their victim a ridiculous offer for his business. The competitor was besides a man suffering with serious physical disability. No doubt this business harpy called his methods "shrewd business," but if any man can tell the difference between this sort of thing and the "thug" who holds up a pedestrian on a lonely road he is a pastmaster at the art of making black white. Men who resort to these tactics are thieves at heart and would put their hands in their neighbors' pockets if they were sure they would escape the penitentiary. "There is a way that seemeth right to a man, but the end thereof are the ways of death." The fellow who does this sort of thing will get his some day.

o o o o

When you hear a man shouting you can put it down there is a slat loose. A man may be clever, he may have energy and may make a reputation for doing things but if he can't control his mouth he spoils it all. It is like a cow that gives a good pail of milk and kicks it over. "Let wisdom dwell with prudence." The fellow who lacks gumption may be as smart as can be but he will wind up at the scrap pile. The world is full of failures who have not known how to keep their mouth shut. Don't be one of those chatterers who speak first and think after. Don't be one of those fellows who always "says what he thinks" and keeps decent people busy picking up the beans he spills. A man's mouth is his own but when he lets it run amuck he can't complain if he gets it smacked. Prudence is

the home of wisdom. The kind that comes forth from under such a roof is the brand that the world sits and listens to. We all talk too much and all need to be warned that it pays to think twice before we speak once. There is a kind of bravery, too, that is on the same level. He that "refraineth his lips is wise." So also with his hands.

o o o o

World records are broken when conscience gets after a man. The distance a guilty man will put behind him when he thinks the avenging Nemesis

GOOD
SPRINTERS

is on his track is downright astonishing. Men have been known to run clear to Mexico without stopping because some-

body looked at them in a way that seemed to reveal a knowledge of their secret crimes. A preacher who addressed a colored audience the other day had a good time until he incidentally mentioned chickens, when even the deacons began to look around at the door and shuffle their feet uneasily. The same restlessness may be noticed in almost any congregation when the preacher begins to get a little closer to common failings. Solomon realized this. You have only to load up with a good dose of moral buckshot and fire point blank and the birds begin to drop. It is like the old farmer who went out with his grandson squirrel hunting. The old gentleman's business was to shake the tree and the boy did the firing. After several ineffectual shots the old man asked a show at the gun, and with the remark that he "couldn't hit anything," the boy handed it to him. A squirrel was soon sighted and the old gentleman raised the weapon in his palsied hands and fired almost before taking aim. "I knew I would git him," said the old chap delightedly. "Of course you would," sneered the lad, "anyone who aimed all over the tree like you did would be sure to hit something." Truly "the wicked flee when no man pursueth."

o o o o

Feeling is all right in its place, but a cabbage head is better than a mushy heart when it comes to keeping a fellow out of trouble. Use your head,

HEAD vs. HEART but he that walketh wisely shall be delivered." A clear eye and a steady step for a dangerous road, and save

us from the fool who trusts to luck on a dark night, on a swamp trail. There are a lot of people who are luckier than they think, for somehow Providence does seem to favor fools. "It is better to be born lucky than rich," nevertheless, lots of men would be richer if they had less luck and more brains. The man in business these days who trusts to luck rides an uncertain skate, that will land him sooner or later in the ditch.

Nine-tenths of the failure in life are good hearted fellows who never got down to bridling their foolish impulses.

Solomon

A SHOEMAKER, A HUNTER, A FISHERMAN

(See Front Cover)

One of the finest men in the shoe manufacturing field of the east is Narcisse Gagnon, proprietor of Aird & Son, Montreal, who has made a remarkable success of his life work. Specializing in the manufacture of shoes for the jobbing trade of the country Mr. Gagnon has built a remarkably large business. In addition to sterling qualities of his own Mr. Gagnon has the benefit of the long experience and ability of his right-hand man, F. X. Leblanc, who looks after the financial and selling departments.

Mr. Gagnon was born at Rimouski May 18th, 1860, and received his education in that town. While still a boy he became apprenticed to his father, who conducted a shoe shop, and for several years learned the rudiments of shoemaking, under the exacting eye of his father. He came to Montreal in 1880 and was engaged in the retail shoe business until 1885, after which he went into manufacturing. In 1899 he bought out the business of Aird & Son, then conducted in a factory on St. Timothy street, which Mr. Gagnon enlarged. In 1912 the present factory was erected on Ontario street. It is 50 x 140 by five storeys and employs 250 hands. The extent of the firm's output can be estimated when it is known that annual sales are reported to be running close to a million dollars.

Mr. Gagnon, being a thorough shoemaker, has always taken an active interest in his business, but not to the extent of being a slave to it. He is a mighty hunter—in fact it is reported that he shot a bear last fall, although he never produced an affidavit to this effect. His prowess as an angler he comes by naturally, as everybody from the lower St. Lawrence district is taught from childhood how to lure the big fish from the salt waters of the wide St. Lawrence.

Mr. Gagnon was married in 1886 and is the proud possessor of two daughters and two sons. Emile, his eldest boy, is in the business with him, in charge of the order department, and the second son is at college studying law.

NEW POSITIONS FOR SEVERAL OFFICIALS

Several important changes and promotions have taken place on the staffs of the Canadian Consolidated Rubber Co., Montreal.

R. E. Jamieson, who has been general sales manager for

the past few years has been made a director in charge of sales for the whole Dominion Rubber System.

J. M. S. Carroll, who has been manager of the Quebec Division for several years, has been promoted to the post of general sales manager, succeeding Mr. Jamieson.

Hugo Wellein, late manager of the Winnipeg Division, succeeds Mr. Carroll as manager of the Quebec Division, and will have his headquarters in Montreal.

Charles H. Holden, former Western sales manager, has been appointed manager of the Manitoba Division succeeding Mr. Wellein.

Two new divisions have been created—at Calgary and Regina, which were formerly under Winnipeg. A. C. McGiverin branch manager at Calgary, has been made division manager, and L. T. McGiverin, formerly manager of the Saskatoon branch, has been promoted to the position of manager of the Regina Division with headquarters at Regina.

George Bergeron is the new assistant manager, Quebec Division, and H. R. Nixon is chief clerk to director in charge of sales.

RUBBERS OR COUGH MEDICINE—WHICH?

"If I were a shoe dealer," says R. R. Thompson, in "System" magazine, "I would place in my window a pair of rubbers and a large bottle of cough medicine, one beside the other. Behind them I would place a display card reading something like this:

WHICH?

Safety first, or cough syrup—second?

Your health is too important to neglect by taking a chance in this weather.

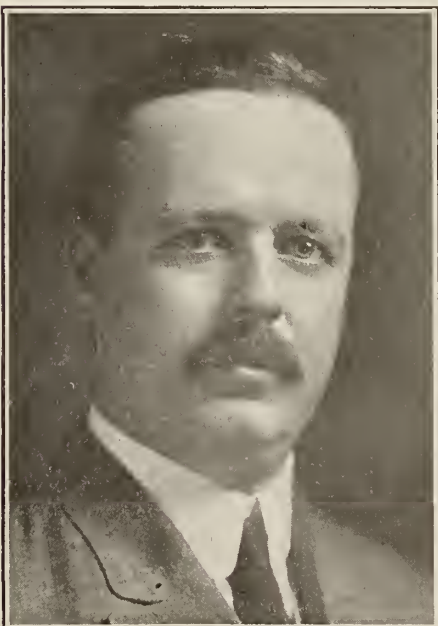
Buy a pair of dollar rubbers.

I would play up this feature particularly on rainy, sloppy days. And, in addition, I would make up very small sample bottle of a cough cure for family distribution during bad weather. On these specimen bottles I would say:—

THROW THIS AWAY

You won't have to take this syrup if you buy a pair of Rogers' Rubbers now.

By thus catching prospects at the moment they were really likely to be suffering from a bad cold—due to the fact they had not worn rubbers—I would make a striking appeal.

WELL DESERVED PROMOTIONS FOR OFFICIALS OF DOMINION RUBBER SYSTEM

J. M. S. CARROLL, MONTREAL
New General Sales Manager



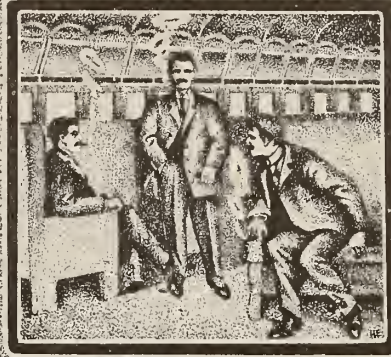
R. E. JAMIESON, MONTREAL
New Director in charge of Sales



HUGO WELLEIN, WINNIPEG
New Manager of Quebec Division



On the Road



THE HOUSE THAT PROTECTS ITS SALESMEN

"I have read in your paper of sharp practices and underhand tactics that have now and again been worked off on a retailer by a traveler, who possibly has not as much regard for his word, his record and his house as he should have."

"Let me tell you," remarked an eastern Ontario shoeman, the other day, "that I know of a merchant who sought to play a sinister act upon a well-known salesman. This footwear dealer lived in the city where the traveler makes his home and told the latter one day if he would send down his samples he (the retailer) would look them over. The salesman complied, and a portion of the stock room at the back of the establishment was used for showing the new models. After going carefully over the line, the merchant took a note of a few numbers and remarked very pleasantly: 'Well, I have a good idea now of what I want, and will let you know in a few days the quantities, sizes, etc.'"

"The traveler then had his trunks removed and taken back to his sample room, believing, of course, that a liberal order would be awaiting him within a short time. Judge of his surprise when a few days later he got a letter from his firm stating that they had received a communication from Mr. Retailer, who wanted such and such numbers—so many pairs of each—and asking their very best prices, since he was placing the order direct and not through a traveler.

"Well, to the credit of this house, be it said, they protect their travelers, and replied to Mr. Retailer that if he wanted to purchase shoes he could do it through their representative and not direct.

"The house had been informed of the rather sharp trick of the dealer in having samples specially sent up, looking them over, and then seeking to get a special price by eliminating the traveler, and depriving him of his commission."

Trying to Keep Down Commissions

"Now that is what I call a pretty mean characteristic," added the speaker. "For a retailer to ask a salesman to send up his trunks and cart them back (which must have cost the traveler anywhere from a dollar to a dollar and a half), gain all the knowledge he could of the line and then forward an order direct, in the hope of securing special concessions, is, to say the least, hitting below the belt. Such methods do not appeal to the open-minded, honorable man."

"Yes," spoke up another member of the company who was present, "I know the house from which this man sought to buy direct, and they have always stood loyally by their travelers, but there are some concerns who will not do this. A few years ago I was in the employ of a jobbing firm, and it was agreed that I should receive a certain percentage on my sales. Of course, I thought all the business that came in off my territory would be credited up to me, and I would get the commission, but no, I found out that the house

endeavored several times to get a man to come in and buy personally, or to send in his order by mail. The result was that no matter how much work I might do in a certain town or what connection I might establish, unless I actually booked the order on the spot, I got no credit for the sale. Let me explain how.

How it May Work Out

"We will suppose that Mr. J— has opened up a new store in the town of S—. On my first visit I call upon Mr. J— and tell him whom I represent; what lines I have. Possibly I induce him to come down to my sample room and look at the shoes. He looks them over, but nothing appeals to him just at that moment, or he is not in a position to buy then but I and my goods have created a favorable impression. I leave my card with him and maybe the number and prices of certain lines, etc. In the course of two or three weeks, or possibly some months, when I am out on the road, Mr. J— comes to the city on business, and believing that we have something special in stock that he requires, or that it would be advisable to call, at any rate, he does so. Before leaving, he places an order for three to six hundred dollars worth of goods. Naturally, I conclude that, having done all the educational and pioneer work, I will receive any benefit accruing from the sale, but no sir, the house looks upon it as clear gain, and even goes so far as to tell Mr. J— that if he sends in any order by mail it will be all right—that it will get prompt attention and quick shipment, etc., all with a view of cutting or keeping down the commission of the traveler and giving him no credit for his enterprise, aggressiveness or preliminary efforts.

Get All that is Coming to Them

"I know other houses that use their men right, and all the business coming in off their territory is credited to them, and they receive a full commission. Some wholesalers are so mean that no matter how much diligent, faithful work is done by the traveler, unless he books an order then and there, nothing is coming to him in the way of a commission. It all puts me in mind of my experience the other day, when buying an overcoat. I went to one clerk and he waited upon me fully three-quarters of an hour but did not show me exactly what suited.

"Going out, I accidentally saw a garment which immediately caught my eye. I asked another clerk standing near how much it was and he told me the figure. It took me about two minutes to decide on taking this particular style of coat, and when making out the sales slip I told him that the credit for the transaction should go to clerk No. 1, who really spent much time on me and showed a great deal of patience,

(Continued on page 46)

SHOE MANUFACTURERS ELECT OFFICERS

The annual meeting of the Boot and Shoe Manufacturers' Association of Ontario, was held in the Bank of Hamilton building, Toronto, on February 7th. There was a large attendance and many interesting matters were dis-



A. BRANDON, CHAIRMAN, BRANTFORD, ONT.

cussed, including the leather situation, and the outlook for the coming season. The manufacturers as a whole feel fairly well satisfied with present conditions in the shoe busi-



J. A. WALKER, VICE-PRESIDENT, TORONTO, ONT.

ness, as the advanced prices have put the factories in a more healthy condition than they have been for several years. In spite of the advanced cost for raw material, orders have

been very gratifying and most of the plants are exceptionally busy.

The officers of last year were re-elected as follows:—Chairman, A. Brandon, Brandon Shoe Co., Brantford, Ont.; vice-president, J. A. Walker, Walker-Parker Co., Toronto; executive—A. Minister, Minister-Myles Shoe Co.; J. S. King, King Shoe Co.; C. B. Hamilton, W. B. Hamilton Shoe Co., Toronto; N. B. Detweiler, Hydro City Shoe Manufacturers, Limited, Kitchener; W. S. Duffield, John McPherson Co., Hamilton; Chas. A. Ahrens, Chas. A. Ahrens, Limited, Kitchener.

\$45 SHOES ONLY FOR MUNITION MILLIONAIRES

"I've read so much in the newspapers of dollar-fifty kid, and \$45 boots, that I took a little trip to New York and saw there not a single pair of \$45 boots, but I did see a raft of shoes of good kid leather at \$4 and \$5 a pair. So I came back to my tannery and resumed my usual work of making kid leather for shoes for the masses; for those are the people we must please in the long run," says a Lynn, Mass., leather merchant in "Hide and Leather."

"There are only a few munitions millionaires who can pay \$45 for a pair of boots. The bulk of the people have to plod along in shoes as cheap as they can buy them. When the newspapers feature, in their sensational ways, the few \$45 boots, and forget the \$4 and \$5 shoes then they pile up trouble for us makers of kid leather.

"Already they have stirred up the competition of the rag and rubber shoe. Wherein is the economy of this shoe? It will never wear as well as a real leather shoe, no matter how many apologies and inducements and explanations may be offered with it. There is plenty of leather in this country, of which to make low-price lines of shoes, and it would be well if shoe manufacturers stuck to their last and continued to make leather shoes, instead of chasing to the new pastures that look green far away.

"We exported 100,000,000 feet of kid leather, at an average price of thirty cents a foot last year. If American shoe manufacturers had kept their eyes on this leather, and had bought it, they would have had material in plenty with which to make \$4 and \$5 shoes these days, and there would be none of the elaborate apologising for the use of substitutes for leather. There is still thirty-cent kid leather to be had, and even twenty-five and twenty-cent leather. Some shoe manufacturers are going to have plain common sense enough to buy it, and to make of it shoes for the masses, and I think they will win out.

"It's all right to feature \$1.50 kid leather, and \$45 boots, among munitions millionaires; but it is not business to talk about them as if they were the whole thing in the shoe and leather trade, any more than it would be sense to urge that the wheatfields be turned into gardens of American beauty roses.

"I believe that we should get back to a shoes-for-the-masses basis, and the quicker we do so the safer we will be. There will be less clamor over luxurious prices, and more argument for the tariff on leather that we will surely need after the war; also less disposition on the part of Congress to share profits with the manufacturer through new and almost piratical forms of taxation levied for the purpose of increasing the great national squandering."

GOOD BUSINESS IN TRENCH BOOTS

The John Palmer Co., of Fredericton, N.B., have made a large number of trench boots on private orders and have sent during the past few months many hundreds of pairs direct to the trenches and to the training camps in England. The company have also made some of these boots on army contract.



STRIKING DISPLAY BY WESTERN SHOE HOUSE

The Royal Shoe Store, 155 Second avenue south, Saskatoon, won "honorable mention" in a recent window dressing contest conducted in that city by the local branch of the Retail Merchants' Association. D. J. M. McGeary, manager of the store, was the skilled decorator and the accompanying illustration affords some conception of the attractiveness and beauty of his work. The background was of white flannelette and there was white enamelled lattice work around the top and around the built-up ledge at the back. There were also lattice forms on which were arranged roses and holly. The floor was covered with red velour and the stools and stands with skins of different colored leather. The shoes were arranged to show their individuality and graceful lines and there were neat, artistic tickets on the majority of them. The impressiveness of the display was added to by several vases of roses. All the accessories and the floor were sprinkled with "snow" and the holly was arranged so as to impart a genuine Yule-tide effect.

WHERE WILL SHOE PRICES END?

Writing to a leading Ontario shoe merchant a manufacturer of women's footwear who is never given to thoughtless speech or reckless forecasts, does not take a very reassuring view of the future so far as prices are concerned. He believes that every merchant, who is not well covered now for spring goods, should place his order as speedily as possible for whatever he requires. "If you are covered," he adds, "your shoes are worth two dollars a pair more to buy. The prices for raw materials are going up at a lively clip and our next revision of quotations will startle you. We will be almost ashamed to name the figures. Conditions are really getting something fierce. Just think of having to pay eighty to eighty-five cents per foot in the American market for black

kid, and 20 to 25 cents more per foot for colored kid. Sole stock of the grade that we use is now 89 cents a pound and we cannot get a lining fit for a shoe under 27 cents a yard, whereas we used to pay only 16 cents. Sheepskin, that we used to put in our top bands, for which we formerly paid 8 and 9 cents per foot is today 22 to 26, and now that our good neighbors are likely to be mixed up in the war, it is certain that goods will not be cheaper."

DO TIGHT SHOES CAUSE FAT?

Miss or Mrs. Fat Lady, do you know that your feet may be responsible for your obesity? says "J. & K. Shoe News." Tight shoes cause avoirdupois, we are told, the explanation being as follows:

There are twenty-seven bones in the foot, which are "bound around" with various ligaments, muscles, tendons, blood vessels, nerves, etc. There is not enough room for all these in the average shoe unless it is the correct size to fit the foot. When the front end of a foot is cramped, the remainder is naturally spread so that corns and bunions result. With tight shoes go high heels, and as a consequence the wearer not only has the corns and bunions, but is presented with a few aches and pains in the calves of the legs.

Now, with all this suffering, what woman is going to walk more than is necessary? The answer is, "No one." She will sit around all day, fail to exercise, neglect her appearance, soon become flabby, fat and "forty"—and "good night" to that "girlish figure."

The chain of reasoning is as certain and as mercilessly cold as the fate of the movie heroine bound to the railroad track—there's no escape unless some hero comes along in time. And the only hero to save many a fair damsel or matron from a fatty fate is the shoe salesman with enough nerve to fit the foot in the size really needed.

INTERESTING NEWS FROM ST. JOHN

Percy J. Steel, who for many years successfully conducted a boot and shoe business in St. John, N.B., recently gave a demonstration of patriotism which evoked much favorable criticism from men high up in military and civic life. Although a well qualified officer he enlisted in a machine gun section, attached to the 165th Battalion, as a private. However, his superior officers realizing his ability soon promoted him to sergeant and in future he will look after recruiting for this unit in the province of New Brunswick. Sergeant Steel is a qualified captain in the infantry, a qualified lieutenant in cavalry and a qualified lieutenant in machine gun work. He has many friends in this city who are confident that he will soon rise in the ranks and eventually have the stripes replaced by stars.

Mrs. Emma Sabean, of Millidge, avenue, St. John, N.B., received a telegram a few days ago notifying her that her son, Private A. C. Sabean, had died from wounds sustained in France. He is a brother of Sergeant Archibald Sabean, who is at present in a hospital in England convalescing from wounds, and formerly was manager of the boot and shoe department of Bucknam & Colwell, of Eastport, Me.

Paul McAloon, one of the oldest and best known residents of St. John, died recently after a brief illness. He was in his 99th year, was unusually active, and maintained the full use of his faculties until his death. He was born in Ireland in the same year that the late Queen Victoria was born, 1819, and as a young boy learned shoemaking. At the age of twenty-eight years he migrated to this country and until a decade ago was engaged at the trade he learned in Ireland.

St. John handlers and manufacturers of leather differ in their opinion as to the trend of the leather market. A few days ago it was stated by one of the local firms, dealing in hides, calfskins and such commodities, that the leather market was weak and that reductions might be expected in a short time. Opposing this the head of one shoe manufacturing concern said that the market was far from being on the decline, although the manufacturers were holding off from buying and the price of hides was perhaps tapering off.

STAND UP FOR FAIR PROFIT

There is no line requiring more careful attention than the shoe business, and no line is so burdened with complaints. Now it is in addition a style line, with all the risk that goes with style goods. And yet shoe merchants have been taking thirty per cent. where the millinery people, for example, have been securing one hundred per cent. Millinery often turns as fast as once a month; shoes are doing very well indeed if they turn five times a year in the men's sections and three times in the women's—and still the shoe men take the narrower profit, says a leading western shoe merchant who operates several stores.

"But, as I say, a change for the better is noticeable. Shoe merchants are beginning to stand up for a profit that is fair to their business.

"They should get at least ten per cent. on their selling prices—then if they turn their stocks three or four times a year they will make from thirty to forty per cent. on their investments.

"The rising costs are not mythical, by any means, and justify a part of the adjustment in profits to which I am referring. The costs have been rising for the last fifteen years, but it is only within the last four or five years that merchants have been paying much attention to them. I have noticed an increase of from forty to fifty per cent. during the thirteen years that we have been in business. Of course the one best way to meet this increase is to turn the stocks faster. In our line, buying novelties for a quick turn

—which is the only way they should be bought—will result in speeding up the combined rate of turnover for the entire stock of the store.

"The big items in these increases in costs are higher rents and payrolls. In addition to turning the stocks more rapidly, it is of course possible to fight the rising costs by working out ways to get more from the rental and payroll. Advertising is one means for making the rent charge produce more, for if it is successful it increases the use to which the space is put. But you must of course watch the advertising bills and not let them run away with the proposition.

"As for the payroll, I think profit-sharing is an unsatisfactory means for endeavoring to get more out of it. If you start sharing profits, you are likely to run into trouble because the employees will not understand the necessity of depreciating stocks, fixtures, and so on, properly. They will say: 'Here, these stocks, and so forth, are perfectly all right—they are worth one hundred cents on the dollar—it is not fair to reduce the profits by depreciating them.' Still, you know they must be depreciated.

"I think commissions and drawing accounts give the best satisfaction. Of course there is a danger that customers will be unduly forced to buy or given unsatisfactory stock. There are ways to guard against that danger, however.

"We give a drawing account and a commission. When we put a man on the payroll we ask him if he is single or married, and how much he thinks he can live on. Then we fix the drawing account to cover what he can properly get along on—sometimes it is too low; in other cases too high. Then we give commissions, over and above this drawing account, according to the sales.

"Our managers get a percentage of the increases in sales which they obtain over and above the minimum agreed upon. We figure out what we believe to be the lowest volume each store should get, and then say to the manager: 'Here is the smallest sales volume you should get. We will give you two per cent. on anything over that.' We have found that the best plan."

WHAT WOULD YOU HAVE SENT HER

Mail order customers are sometimes not very clear or explicit in telling what they desire in the line of footwear. Frequently they are more emphatic in giving instructions regarding what they do not want than they are in setting forth their exact requirements. A rather striking example of both negative and positive wants is noted in the following letter which was recently received by H. & C. Blachford, Yonge street, Toronto, from a woman residing in a town in Saskatchewan.

It reads as follows:—

"Enclosed please find bank draft \$6.00 for one pair of shoes size 4½, not patent leather, gun metal or cloth, laced, low heels, broad last, in a narrow last. I take size 5, as my foot is broad. These shoes are to be worn only for walking and standing during business hours, and I am hoping that you can supply me with a wide-toed, sensible walking shoe. If the enclosed amount is not sufficient for a shoe of the style described, please let me know at once."

If the recipients had observed all the instructions in the letter following the word "not" it would have been difficult to know what to forward the writer. However, the firm sent a black kid bal, carrying a low heel and wide toe and as no complaint has been made, it is presumed that the footwear is giving the customer every satisfaction.

CLEVERLY CONCEIVED HOSIERY WINDOW

The remarkable window in the illustration below was arranged by the display manager for the William Filene's Sons Co., Boston, says "Dry Goods Economist." As the reproduction shows, the costume of the central figure is made entirely of hosiery. No less than sixty different shades and colors were employed.

The hat, too, was made of hosiery. The feet of the hose formed rosettes on the brim. The hair of the figure was puffed through, so as to form a crown.

The figure was posed before a drop curtain and the window was brilliantly illuminated by footlights. It will be noticed that the drop curtain did not extend entirely to the floor and in the intervening space are seen the feet and ankles of three ballet girls:

Each of the shoes arranged on the floor of the window was in some unusual shade and all matched the colors shown in the hosiery.

The display, which attracted much attention, not only served to emphasize the extent and diversity of the hosiery stock, but by its extreme novelty and originality must have created an impression most favorable for the store.

RETAIL SHOEMEN'S DINNER ON MARCH 8TH

Wednesday, March 8th has been decided upon as the date for the annual dinner and get-together meeting of the Toronto Shoe Retailers' Association at the Board of Trade

headquarters. The dinner will take place at 8 o'clock and, it is expected there will be a record attendance of shoe merchants and their clerks. The event will not be open to any one else, and stirring and instructive addresses will be given on organization and salesmanship. The one for the benefit and "gingering up" of the employers, and the other for better service and greater efficiency in the store. There will be an interesting entertainment and a large number of tickets have already been sold. It is expected that the event will be the most helpful, entertaining, and well-managed of any that have taken place in recent years. At the regular meeting of the Association, which was held at the Temple Building on Thursday, February 15th, the city was divided into districts and enthusiastic members of the organization decided to canvass their respective districts. Everything augurs well for the success of the shoe retailers' dinner on Thursday, March 8th.

RUB AND THEN POWDER THE FEET

You can tell your customers that if they have poor circulation they should rub their feet briskly before retiring, then powder them, says an exchange. If they do, they'll be pretty sure to escape feeling the cold during the night. Talcum powder or corn starch will absorb the perspiration from the skin and also will fill up the pores and thus decrease the excretion of perspiration. Powder used too freely may start bunions, but it is perhaps better to chance bunions than to have cold feet, for feet thoroughly chilled are a menace to health.



THE ENTIRE COSTUME INCLUDING THE HAT IS MADE OF SILK STOCKINGS

MR. LYNCH JOINS "REGAL" STAFF

Ed. L. Lynch, who, for the past six years has been western Canada representative for Minister-Myles Shoe Co., Toronto, has joined the staff of the Regal Shoe Co., Toronto, and will cover eastern Ontario, as well as Toronto and Ottawa cities. Mr. Lynch has spent eleven years in Canada and previous to becoming identified with the Minister-Myles organization, was for five years a salesman throughout the Prairie Provinces for the Cook-Fitzgerald Co., London, Ont.



E. L. LYNCH, TORONTO, ONT.

By his genial nature, obliging disposition and devotion to the interests of the firms with whom he has been associated, Mr. Lynch has won a large number of friends in the trade. He is regarded as a most successful and aggressive shoeman. Born at Winsted, Conn., he pursued special courses in Worcester College, Mass., and Fordham College, New York, in which he took a prominent part in all lines of athletics. He was for some time on the staff of the Hanan Shoe Stores, in the metropolis, previous to coming to Canada. Mr. Lynch resides at 429 Wellesley street, Toronto.

WHAT NEXT IN NEW COLORS AND CLOTHS?

In the making of colors, shades, tints and hues there is apparently no end, and in the new cloths secured by shoe manufacturers for immediate and fall models, one notices silver grey, neutral grey, steel grey, platinum grey, gunmetal grey, forest fawn, electric, canary, periwinkle blue, Copen blue, tapestry blue, drake (a blue which bears a tinge of grey and green), myrtle, spruce green, pampas brown, clay brown, etc.

There are almost as many materials for tops as there are different colors. Among the leading cloths are crinkle cloth, broidiere, art reignskin, brocade cloths, Venetian cloth, diamond cloth, eve cloth, corkserew, box cloth, tex-buc, and half a score of other varieties.

There are firms who guarantee to supply cloth to match any shade or hue of leather, and before long, it is expected that some enterprising leather house will be sending out announcements to the effect that they will produce colored kid to match any shade of cloth. Thus there will be reciprocity of interests, until all the colors of the rainbow with numberless variations have been presented.

Many of the new cloth shoes have fancy leather trimmings in the way of foxings, facings, stays, vamps, saddle

straps, inlays, tips, collars, cuffs, etc. The combinations and contrasts of leathers, which were so marked last season, are being extended to include both fabrics and leather. The result is some of the smartest and cleverest all fabric and leather and fabric creations that have been seen for years. The all cloth boot will also be shown—some having Neolin, Rinex, Tenax, fibre and other kinds of soles. Among the popular shades in leather are grey and ivory kid, mahogany, tobacco brown, steel grey, royal purple, briar, etc. Just how well cloth tops will take it is impossible to foretell, but certainly the high-cut offerings in the splendid and attractive fabrics which cost all the way from \$3.00 to \$9.00 per yard, exclusive of duty, should make a strong appeal to My Lady Fair. There is only one draw back, and that is, as soon as there is a steady, insistent demand for any particular fabric up goes the price, which makes its employment in shoemaking about as costly as fancy colored kid.

FATHER OF SOCOZY BOUDOIR SLIPPERS

Clayton E. Hurlbut, of the Hurlbut Co., Preston, Ont., writing to the SHOE AND LEATHER JOURNAL, says: "In your last issue I notice a picture of John McCullough, 866 College street, Toronto, who is a retiring member of the executive of the Toronto Shoe Retailers' Association. This calls to mind that Mr. McCullough is the real 'father' of 'Socosy Boudoir Slippers.' Some fifteen years ago when I was selling the retail trade, Mr. McCullough outlined the idea of a soft sole bedroom slipper, and encouraged me to experiment along those lines. Mr. McCullough bought the first consignment of these slippers ever made in America. They certainly were a 'phony' lot, but he was pleased with them and ordered more. From this small beginning a large business has been developed on this line."

TURNING WASTE PAPER INTO MONEY

The appeal sent out a short time ago by the Trade and Commerce Department at Ottawa, urging upon the people of the Dominion that they save their waste paper material, has brought the question of the baling of paper very seriously to the attention of retail merchants.

Just at the present time there is a scarcity of paper material and high prices are being quoted.

Shoe dealers frequently find that waste paper accumulates very quickly about the store. It finds its way into the store from various sources, and the footwear man soon finds his storerooms or his cellar filling with waste paper. Not only is the danger from fire very great, but to burn such quantities in the furnace is but to clog it up, which proves a great source of annoyance and trouble. The General Sales Co., 203 Stair Building, Toronto, are distributors for Canada for the "Jewel" Baler. It is a compact affair, strong, durable, and easy to operate, in fact, it is so simple that any boy can operate it. There is always a ready market for baled waste paper, and the additional advantage of having the floors and premises tidy, while the risk of fire is reduced to a minimum. Full particulars regarding these balers can be had on application to the above mentioned firm.

SEEK MORE HIDES FOR CANADA

A deputation of leather dealers conferred in Ottawa recently with Sir Geo. Foster in regard to the scarcity of leather. Mr. F. N. Beardmore, of Montreal, and Hon. E. J. Davis, of Newmarket, asked that something be done to induce Australia to relax its restrictions on exports of hides to allow Canada to get a supply. They represented that the situation was serious, that boot leather was reaching impossible prices, and that even after the war was over it would be scarce in Canada.

The Shoe Repair Man

USELESS WORK FOR REPAIRERS

Shoe repairers have advanced their prices slightly, says the "Shoe Repairer." In the opinion of the writer their prices are very low compared with the rise in cost of stock. Sole leather used on the bottoms has advanced from 40 cents a pound to 95 cents, and all other requisites used in the repair shops have raised in price, but the repairers in the eastern cities have made a very slight advance. In the judgment of the writer, who makes an occasional skip around among the repairers, the machine repairers are the safest ones to employ. What work they do is sure and accurate and they use the best of stock, while some others who work by hand use very poor stock and dope. What is meant by doping is this: They use a peculiar grade of leather which is called "stuffed leather." They put a heavy wax finish on the bottom and sometimes light paint. They use a great quantity of wax on their edges and heels. Sometimes we see them with a cake of wax in one hand and the hot iron in the other, and they melt the wax on to the edge and heel. They dress the upper with dressing suitable for upper stock—if vici kid with vici kid dressing, if gun metal with gun metal dressing. The shoes look well when they go out, but after being worn one day they look as though they had been worn a month. Now the machine repairers use the best oak strips and they trim the edges nicely and set them up solid on the machine without any wax. Heels are treated in the same manner. There is no unnecessary or useless work on the bottoms, and if the uppers need shining the shoe shining artist does that. That useless work on the bottoms and super-abundance of wax is suggestive of inferior stock.

THE FINISHING OF BOTTOMS

The finishing process on a cheap grade sole is not the same as on a high-grade sole, and the writer noticed a repairer in a large establishment lately finishing the sole in the following way: First, a stain of brownish shade was applied and after drying, the stained sole was sanded lightly over and a second application of the stain was again applied and the sole was finished to a gloss. This was on a cheap sole leather and the stain was used in the first place to fill in the pores, not the surface pores, but the finer ones under the surface, which is soft and worthless. This repairer had a roll especially intended for this process of finishing, since the sand paper would readily fill up and get full of stain and be of no use for regular soles. This idea struck the writer as a valuable one, as the method is a quick one and entirely practical even in a small repair shop. A fan was used on the floor shaft to help dry out such stained soles, so that no time would be lost between the staining and sanding operation. Both the forepart and heel could be finished in that manner at bottom finishing.

FLAT vs. ROUND BOTTOMS

The idea of straightening out the shoe bottom during the application of a new sole is not to be encouraged. Leave the shoe in its original state, as the feet of the wearer will not be at ease for a long time in a shoe repaired that way. Especially is this true in the case of whole-soleing. A short tap will not hold the shank, so that even if the forepart is flat, the

wearer will experience no difficulty in getting the shoe to adapt the shape of his foot. The question of flat and round bottoms is not yet decided, even in the largest repairing establishments. Some still claim that the people, generally speaking, prefer the round bottom to the flat. In the writer's opinion the kind of shoes one has in mind in speaking on this subject has much to do with it. Take the turn shoe, and the round bottom is the only kind, not only because the particular shoemaking process so demands, but also for the reason that the round-shaped bottom is the best for comfort. With a welt or McKay shoe the flat bottom seems to be the one most preferred by manufacturers, but is it so with the wearers? It is a well-known fact that people who once wear round bottom shoes are never satisfied with flat bottom shoes thereafter. Repairers would do well to inquire of customer about the shape desired, as it is entirely possible for repairers to bring about a round bottom. The writer has in mind the so-called "Napoleno Sale," which means a double sole, the outward sole having a rounded edge, due to the skiving down of the leather all around.

LEATHER AND SHOES OF HORSEHIDE

It seems to be just about as hard to get horsehide today as it is to get any other kind of stock. There are some tanneries that seem to be making a great specialty of this leather, along with sheep, and it is just about as hard to get one as the other at the present time, says "Shoe Topics."

All parts of the hide are used to make leather today and it is all used to advantage. In some cases it looks much like calf and many people probably take it for calf. But, however, when it is finished, it is generally pretty good stock to wear and it is always good leather when made right. It is a leather that should not be too dry, as it will have a tendency to crack. But this is something that can be said of most any upper leather, as it has long been a settled opinion among shoemakers that leather has very little wearing qualities once the oil has left it.

Horse has been used now for some time but it is likely that there were many shoemakers who never had heard of it as late as a generation ago. These were the shoemakers who had worked all their lives on the real heavy work, in which there was no colt or horse ever used. If such stock was run in the men's boots and shoes of forty and more years ago, the writer never heard of it. Cowhide was the regular upper in the working shoes and as there was plenty of it not much else was ever tried.

It seems that horsehide has been used in certain other lines for a long time and it has been adapted for some of these in a great measure, too. It was a great leather to put into a razor strop, for instance and for that purpose it has been a pronounced success. It makes a very smooth strop and there appears to be some quality about it that imparts a very keen edge to the razor.

There is a good deal of horse being cut just now in many of the men's cutting rooms and especially in those rooms where they are cutting a medium shoe. The leather is put into vamps and that there is a good demand for it may be judged from the steadily advancing price. Take some of the splits, for instance, and they are actually selling for thirty cents a foot at the present time, whereas if the leather men

could get twelve cents for it, as late as three years ago, they would consider themselves extremely lucky.

The supply of horsehides comes from all parts of the world. Many people do not understand where all the stock comes from but it may be said that a tanner with plenty of money can get all he wants, even today. But this refers to the present more than to the future. The future is very uncertain, to say the least, and to make it more so the supply is growing shorter all the time. This, at least, is the opinion of the men who make leather and they are in a position to know more about it than most other people in the trade.

HAMILTON REPAIR MEN GET TOGETHER

The Hamilton Shoemakers' and Repairers' Association of Hamilton, Ont., has been organized with a strong membership and bright prospects. The regular meetings are held the second Monday in each month, and already the organization has over thirty members.

John A. Ross is President of the Association; Thomas Grayson, vice-president, and Fred. C. Tebbs, 662 King street east, is secretary-treasurer. The executive committee is composed of F. H. Revell, A. Miller, W. Greer, H. Henderson, F. R. Clark and H. Wood.

The following is the price list which has been drawn up:

Miscellaneous

New Heels	\$0.75
Changing Wood Heels to Leather	1.00
Patches, all kinds	.15 up
New Counters	.50 up
Heel Linings	.40
Triangle Plates, per pair	.15
New Vamps	1.50
New Welts	1.00 up
Hob Nails, Sole and Heel	.50
Hob Nails, Sole only	.35
Buttons Fastened	.15 up
Back Straps	.40 up
Skates Ground	.15
Skates Rivetted on, per rivet	.05
Skates Put on with Screw	.25
Dyeing Tan Shoes Black	.30 up

Half-Soles

	Sewn	Nailed
Men's...	\$1.25	\$1.00
Ladies'	1.00	.75
Boys', 1 to 5	1.00	.85
Youths', 11 to 1	.85	.75
Misses', 11 to 1	.75	.65
Children's, 8 to 10½	.65	.55
Infants', 4 to 7½	.45	.45

Whole Soles and Heels

Gents'	\$2.50
Ladies'	2.25
Boys'	2.25
Youths', 11 to 1	2.00

Toe Pieces

Gents'	\$0.40
Ladies'	.30
Boys'	.30
Youths', 11 to 1	.25

Turns, Half Sole only

Gents'	\$1.50
Ladies'	1.25
Boys', 1 to 5	1.25
Youths', 11 to 1	1.00

Heels

	Men's	Women's	Boys'	Youths'	Misses'
			1-5	11-1	
Straightened	40c	25c up	30c	25c	25c
Orthopedic	50c	40c	40c	30c	30c
Revol Rubber Heels	50c	50c	50c	50c	50c
Whole Rubber Heels	65c	65c	65c	65c	65c
Quarter Rubber Tips	50c up	50c	50c	50c	50c

Toe Caps

50c up	40c up	40c up	30c	30c
--------	--------	--------	-----	-----

REPAIRERS' BANQUET WILL BE HUMMER


Toronto Shoe Repairers' Association have perfected arrangements for their first annual banquet, which will be held at the St. Charles, on Wednesday, February 21st. It is expected that about 100 members of the trade and representatives from jobbing houses will be present to enjoy the splendid programme of speeches, delightful entertainment, and sumptuous repast which will be provided. The committees have been working enthusiastically for the success of the gathering and visitors from outside points have been invited to attend. The regular fortnightly meeting of the Association will not be held on February 22nd, as everything is being centred on the banquet, which bids fair to be a big success.

WHY YOU SHOULD ADVANCE PRICES

The following card, being sent out by an eastern firm, is worthy of every repairer's close study:

Twenty reasons why you should advance your prices on repair work. Following is a partial list of approximate advance on shoemakers' necessities during the past six months:

	Per Cent.
Awls	20
Dies	20
Eyelets	50
Heel Plates	10
Eyelet Hooks	50
Leather Insoles	20
Shoe Strings	300
Leather	25
Machinery	10
Brass Nails	60
Wire Nails	40
Heel Nails	40
Machine Thread	70
Silk Thread	20
Silk-Finished Thread	15
Linen Bobbin Thread	25
Rasps	7
Sandpaper	50
Rubber Heels	10
Tar Felt, etc.	50



A GENTLE REMINDER

You intended sending in your renewal for the Shoe and Leather Journal, but the bill was mislaid or it escaped your memory. Send along whatever you happen to have loose and we will boost your label accordingly. DO IT NOW!

FALL SHOE SAMPLES*(Continued from page 23)*

they are required for fall sale by the merchant or not, and, of course, all prices are subject to the material that we have on hand. It may be possible that we will put this policy in force. Our salesmen will probably leave for their respective grounds during the month of March with instructions to sell from such samples as we have prepared for quick delivery, for what might be called immediate shipment from stock, and from such samples as we have prepared for what might be considered fall trade, according to the time that we can make delivery, and we will probably ask the customers to give us the latest date which they will accept delivery, and we ourselves will regulate any earlier delivery from our factory. Of course, the prices on our samples are subject to the approval of the company."

Manufacturers Favoring Fall Samples

A large maker of men's shoes states: "The writer has been east in Boston and other centres for the last week, and went through the leather market there thoroughly, also general conditions in the shoe business. From the information that I have gathered I think it will be a mistake for the manufacturers to hold back their samples and not go out as early as they have done in previous years. We were all a little late last fall, but last March we went out early and I believe it to be the better way to go out early as from the leather market prices will be higher before very long on sole leather and kid leather. Kid skins are very scarce and the prices to-day over last September are 100 per cent. higher, calf skins are not quite as high but calf skins are very scarce especially the light weights, cut sole leather is very firm so that there is no outlook for reduction in leather for the coming season. Orders at the present time in the East are not as good as they were last year at this time, but manufacturers are hopeful for a good season, and are making preparations accordingly. Buying has been very light during January and will also be light for the later part of February owing to the manufacturer having bought all his leather last fall in order to get correct prices. In March you will find prices jumping very high and the manufacturer who does not get in first will find himself handicapped getting his supply of leather that he requires. The retailer naturally retrenches when he has to advance prices, but the retailer that doesn't keep his stock up and buys from hand to mouth, will find that he has got to pay a higher price than the retailer who comes out and buys at the proper seasons. The retailer who does not buy in March and April will have to pay more for his shoes in May and June. It is almost impossible to get kid skins to-day since the United States on February 3rd has broken relations with Germany. The insurance rates have gone so high that a great many of the insurance companies refuse to insure boats from India. One manufacturer in Boston went his own security on his insurance to get his skins over as the insurance companies refused to handle it. In some centres the public have been buying two pairs of shoes where previously they only bought one pair, but that is an exception, the general public has not been doing this, and when a higher price is asked they will not hesitate to pay it. So that for the Canadian manufacturer I believe the one that goes out early, that is about the first or second week in March, will be better off than the one that starts later."

A large manufacturing and jobbing house says: "We are making only a few lines for our fall trade such as skating, hockey and a few fall staples. Our travelers will leave as usual with prices subject to change. We generally give our travelers a certain period to sell at ruling prices, say a month at the time, according to the leather we have on hand, and then we advance our prices and give them another month at these prices and so on. We have never been in favor mak-

ing big jumps in prices, as the advances appear less when we increase our prices gradually."

A far East manufacturing concern answers: "We have been curtailing our line for some little time, and have reduced the number of samples we usually carry, very materially. We expect to send our travelers out for fall orders as usual. Orders must be placed some time ahead, so that the manufacturers may have time to make up the goods, if retailers are to have their merchandise at the proper time. Of course, manufacturers must see to it that their leather requirements are covered and prices will no doubt have to be changed from time to time, in keeping with the higher cost of the raw material. The situation is most critical, and requires careful watching."

A large Montreal house takes the following view: "As far as we are concerned, we intend to do just the contrary, our travellers are leaving earlier than usual, because we feel the longer we wait the more money our customers will have to pay for their goods. If the United States should declare war, we will get our men out as early as possible, as leather will then go higher than it is now."

Another Montreal concern says: "We are making our regular set of fall samples, because we have a certain quantity of material on hand to cover these orders only that will be given early, delivery to be made when the goods are made and terms to be regular; no special terms for early placing. Of course, these orders will be limited to the amount of leather or other material that we have in stock; all the other lines outside of this, will be sold for immediate delivery. We think this is the best policy to follow in the circumstances."

One of the oldest and best Eastern concerns writes: "It is our intention to send our salesmen out at the usual time, around April 1st, with prices which we hope to maintain throughout the season, with the exception, possibly, of a few specialties. So far we have been in a position as regards supplies, to enable us to maintain prices throughout each season, and in so doing, afford the same opportunity to our far Western and far Eastern friends, as to the local trade, who have the option of purchasing some two or three months earlier. We are in a position to maintain this policy for the coming sale and therefore see no necessity for 'holding back fall samples.' A service based on a 'hand to mouth' policy cannot prove as satisfactory to our friends the dealers, who should appreciate the opportunity of covering for their requirements on a definite price basis and in ample time to ensure seasonable delivery; and as we cannot hope for any recession from to-day's values, to any extent at least, there should be no risk in so doing."

Will Not Sell So Far Ahead

A well-known progressive Western firm of manufacturers says: "This is a question which we will be unable to decide until just before our men go out which will, of course, be some little time hence. We hardly feel in a position to give any general suggestion in a matter of this kind because we think every manufacturer, jobber and retailer will have to do as he individually thinks best. If a seller has ample supplies, he will be able to go out and take business pretty nearly in his usual method. On the other hand, if his stock is short, he would probably follow pretty much an immediate business policy. A purchaser on the other hand, if his stock is in good shape and he feels conditions warrant it, would still probably take advantage of any opportunity to secure an ample supply of his regular merchandise for fall business, while if his stock is large, he would only follow up purchasing as closely as possible to his selling season. We do not feel that any general policy can be recommended to either a buyer or a seller on the present market, but that each individual will have to do as his condition and judgment indicate best. We do not believe any manufacturer will go out and sell his product as far ahead as has been done in the past, but because one party may feel it necessary to sell only

for immediate delivery is no reason why another party, whose foresight may have placed him in a better position, should not, to his advantage, go out and take fairly generous business for fall. While we feel that everyone should be exceedingly cautious from now on, we cannot see anything in the future which would warrant a pessimistic view of the future particularly in reference to any serious drop in the price of footwear. What we need now is good sensible caution coupled with the fact that everybody expects to be in business next season, and will require a certain amount of reasonable merchandise to do business with."

A prominent manufacturer of men's shoes expresses himself thus: "Notwithstanding the uncertain conditions, we have entered a full line of fall samples into the works, and, in fact, have been perhaps a little more elaborate in our method of lining them up, such as regards new lasts, leathers and patterns, than we ever have before. We are looking forward with confidence to an increased business regardless of the higher prices, and our salesmen seem to share in this optimism. The conditions which have arisen in the United States in the last few days may necessitate some change in our policy."

What the Jobbers Think

A prominent Western jobber writes: "From our standpoint, we would much prefer having the manufacturers make up their fall samples in the usual way, although we can quite understand that this season they would prefer to follow a different course. The trouble is that if they adopt this expedient then they might be disposed to continue it in future which I think would be quite against our best interests, and against their own interests. Manufacturers who sell to the retail trade only, make up a set of fall samples and visit the trade at the usual time, showing a large and attractive range from which the retail merchant may choose. If the jobber is unable to show a similarly attractive range he has little chance to compete with the result that the retail manufacturer gets the business and the jobber and wholesale manufacturers lose it. If the jobber is able to secure his samples in the usual way, he can send them out to the retail trade and get a pretty good idea of what the customer is going to buy for the coming season, before he is obliged to make large purchases, and this is the better way for the jobber. If the manufacturers do not make fall samples the jobber then is obliged to depend entirely on his own guessing and place orders accordingly. These goods he has to take into stock and consequently he is obliged to confine his samples to the lines that he has purchased. This increases his stock, reduces the selection he will offer to his customers and necessitates increased capital. This is the way the proposition looks to me."

A large Eastern jobber says: "It is our intention to have our travelers leave here in the near future and call on our customers in the regular way for next fall delivery. The uncertainty of the leather market at present has forced us to buy all our stock before the men leave here. This has resulted in the lines being cut down considerably, as we do not like to take chances in buying fancy shoes so far ahead."

A far Eastern wholesale firm declares: "Our intention is to show samples of all heavy goods for which we have provided the necessary raw materials. For some lines it is impossible to procure leather that will cut anywhere within reason as to price. The policy of selling for immediate delivery only during the approaching season is much safer than the policy of manufacturing a large stock in advance of what may be a falling market. Our policy has been to sell in advance any goods, stock for which has been provided by the acceptance of our orders by manufacturers."

Another Eastern jobber says: "As far as we are concerned we think that now is the time for shoe buyers to be very conservative, and we have decided that we will only

buy for immediate delivery, goods that we may require from time to time. We might say that we will also instruct our travelers when starting out for fall to sell only goods actually purchased and that we are sure we will have in stock."

An Ontario jobber says: "We are of the opinion that the present price of leather is the high water mark, and we propose to shape our business in accordance with that belief. We feel that it is a time for conservative buying and selling. There is the crying need for shortening of credit terms and the discontinuance of fall placing orders. We are advising our customers and are ourselves, going on the 'hand to mouth' plan of buying. In any event, we are satisfied that there is no possibility of staple shoes or leather being reduced in price to any extent. Any downward fluctuation there may be will affect freak shoes only. It is very evident that the markets for both sole and upper leather are cleaned up of all old stock and the hides in the hands of tanners to-day cannot be tanned and sold below the present market price, and the fact of the tanners in the country being in a position to hold the stock, makes it reasonable to suppose that they will not sell below their cost, no matter what changes may transpire. To sum up, 'watchful waiting,' seems to us to be the best policy."

Another Ontario jobber writes: "It has been our habit in the past, to only put in new samples once a year, that is, for our spring trade, as we have never seen the necessity for changing our lines twice a year. As to whether the manufacturers do this or not will not affect us to any great extent, as it has been our habit and still is, to carry staple lines only, and there are very small variations as regards lasts in staple goods. At a time such as the present we feel that shoemen, from the manufacturer to the retailer, would be very foolish to insist on two style changes a year, as the leather situation is so exceedingly serious that it will be sufficiently difficult to get goods on any last, without insisting that the manufacturers secure new styles. We have found after different buying trips—that have lately been made—that manufacturers are already putting into effect, the taking of immediate business only, and if this is carried out by all manufacturers, it will simply mean that retailers will have to accept goods as they require them and will not be in a position to place orders for shipment three or four months later. We do not know as to whether the time has come that the retailer will stop buying in large quantities. We personally are finding that our sorting business is quite fair, considering that our placing business for spring was the heaviest that we ever had. There will, no doubt, be a tendency toward careful buying, but we have not yet felt the effect of any of our customers buying fewer goods. The most serious feature of the shoe business, at the present, is, that in the event of the participation of the United States in the present war, that their government will likely place an embargo on both the shipment of leather and shoes for export, and if that condition comes about there is no question that the price of boots will go up in leaps and bounds, and that it will be exceedingly difficult to procure sufficient quantities of goods for the jobbers to accept the large orders which they have been taking in the past and this in itself will make it entirely likely that orders will be accepted for immediate shipment only."

No Exception to Usual Practice

A Western Ontario jobber replies: "Both in the United States and here manufacturers for the past few years have made few samples for fall, and no doubt this year will be no exception to the rule. We are of the opinion that the shoe trade will be much quieter this year than for the past year or so, and as a consequence the manufacturers will no doubt experience a period of dull trade. As the merchants have bought freely the past season consequently stocks on hand or on order are heavy, it will make little difference to the prudent buyer if fall samples are held back as they are not now

(Continued on page 46)

DEATH OF MR. D. D. HAWTHORNE

After a gallant struggle of several weeks for recovery, D. D. Hawthorne, wholesale shoe merchant, Toronto, passed away on February 15th, aged fifty-seven years. Mr. Hawthorne had not been in good health the last few years. In 1912 he was attacked with peritonitis and recovered after several months' illness. He then took a trip south, where he had gone at different periods since. A few months ago, Mr. Hawthorne was seized with an affection of the bowels, but once more, pulled through. It was confidently expected that in his last relapse, serious as it was, he would again conquer his ailment, but it was not to be. The immediate cause of his death was septicemia.

"Dan" Hawthorne, as he was familiarly known, had a singularly successful career in the shoe trade, both retail and wholesale. Born in Toronto, he spent several years in his youth learning the trade of cabinet making. Thirty-three years ago, he went into partnership with J. W. Blair, in a retail shoe store on Queen street west, between Spadina avenue and Cameron street, where a most successful business was conducted for ten years, when Mr. Hawthorne retired, and embarked into the wholesale line in 1894. His first warehouse was at 41 Yonge street, Toronto, where he remained six years. He then removed to 71 Front street west, but his establishment was wiped out in the great fire some thirteen years ago. He resumed business at the corner of Yonge and Front streets, in two upper floors of the premises now occupied by the Canadian Consolidated Rubber Co. From there he removed to 24 Front street west, where he occupied a fine large building for nine years, and in August, 1915, the present commodious, and splendidly-fitted up warehouse at 27 Wellington street west, which was owned by him, became the home of his large interests.

For years the deceased had resided with his brother, J. D. Hawthorne, 94 Heath street west, who has been associated with the wholesale house since its inception. The surviving relatives are J. D. Hawthorne, brother, David Bain, (one of the city travelers for the firm), who is a nephew, and two half sisters. The late Mr. Hawthorne was of a quiet, genial disposition, and by his energy, thorough knowledge of the shoe game and high ideals of integrity and service, gathered around him a competent and pains-taking staff, many of whom have been associated with the establishment for a long period. Mr. Hawthorne had one of the largest wholesale shoe businesses in Canada, employing a staff of nine travelers, covering all parts of Ontario and the West.

During his long connection with the trade, he made hosts of personal friends, who held him in high regard for his many excellent qualities. He believed in calm methods and in

industry, application and perseverance. These qualities had helped to place him in the forefront, and he inspired the same characteristics in others.

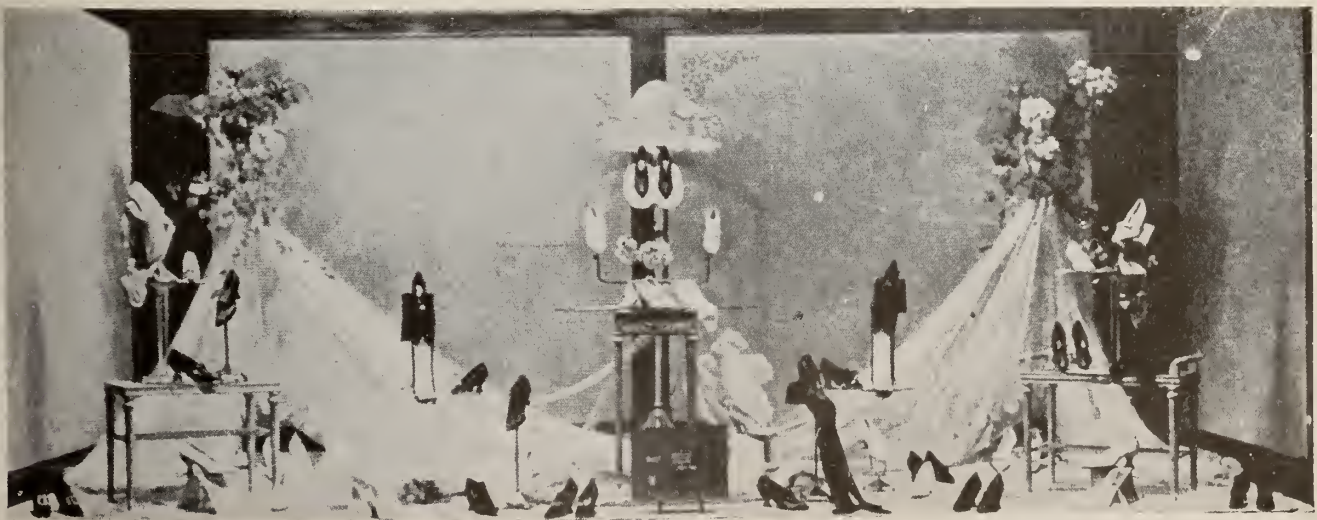
THE HIDE OUTLOOK IS NOT IMPROVING

T. S. Lough, of Buenos Aires, Argentina, is spending a few weeks in Toronto and renewing old acquaintances among the leather and shoe trade, after an absence of seven years. For the last thirteen years, Mr. Lough has resided in the metropolis of South America, which has a population of one million three hundred thousand, not including the suburbs which are very large. There are some thirty-seven thousand English residents in Buenos Aires, and they have sent five thousand men overseas to aid the cause of the Allies, which is a remarkable representation. Mr. Lough states that the war is the one absorbing topic of conversation in the city where he has made his home since 1904, and that the feeling against the German is very bitter, much more so than in Canada. Mr. Lough, who has been associated with Beardmore and Co. for the last thirty-four years was, previous to going to South America, sales manager for the firm, and enjoys a wide connection with the leather trade. He has been purchasing representative for Beardmore & Co. for wet salted and South American dry hides used at their tanneries in Acton and Gravenhurst, and also buys for some American leather firms.

Regarding the outlook for hides. Mr. Lough is of the opinion that the situation is not improving any at present, and prices, now the highest ever known, may further advance, but no one can foretell the future.

"If the war should end suddenly my personal opinion," said Mr. Lough, "is that there would be an agitation somewhat similar to what occurred at the outbreak of hostilities nearly three years ago. Values might fall for a month or two, but there would be a sudden recovery and prices would again go as high or higher than they are now and there remain for perhaps a year or more. When things settled down there might be a gradual recession in quotations. After every panic, when hides have taken a sudden drop, they have recovered more quickly than any other commodity. There have been numerous instances of this in the past."

Mr. Lough added that Argentina was essentially a cattle raising country, and that experiments in wheat, in certain parts, had not been successful. There was a long drought last season which caused the death of many thousands of cattle, but this was unusual. People would, in his opinion, go more extensively in the future into cattle raising than they had in wheat for the former was steadier and more certain of returns.



AN ATTRACTIVE DISPLAY OF FASHIONABLE FOOTWEAR IN LEADING EASTERN STORE

SHOEMAN BUYS FRUIT FARM

A. L. Bartlett, 596 College street, Toronto, has purchased a fruit farm of fifty acres in the Grimsby district. The property is on Barton street east, near the town line, between Saltfleet and North Grimsby, and is covered with peach, pear, cherry, plum and other trees. He intends spending a portion of his summer there, but will not neglect his shoe business on College street. Mr. Bartlett is a son of W. H. Bartlett, of Brampton, a veteran shoeman of that town and spent several years learning the shoemaking trade with his father, afterwards holding positions with Williams Shoe, Limited, Brampton; C. B. Dayfoot & Co., Georgetown; the old Excelsior shoe factory, Toronto; Aylmer Shoe Co.



Aylmer, and the J. D. King Co., Toronto. Some fourteen years ago he launched the United Vulcanizing Shoe Repairing Co., at 555 King street west, Toronto, a pioneer establishment in the repairing of shoes by machinery. Mr. Bartlett later opened shoe stores on Queen street west, Spadina avenue and Bathurst street, and has been located on College street for several years. He is an enthusiastic motorist and drives a high-speed "Sunbeam" car.

FIRST RUBBER FACTORY IN CANADA

The following interesting facts relating to the early rubber history of Canada were recently published in "The Dominion" and will be read with profit.

Many readers may not know that the Dominion Rubber system dates back its origin directly to the first rubber factory established in Canada. Building operations on the first rubber factory in Canada commenced in 1853 and manufacturing started in the spring of 1854. The factory was erected upon ground at the corner of Monarque and St. Mary's streets, Montreal, which to-day forms part of our Canadian Rubber Factory site. The development and history of this factory is almost identical with the history of the rubber industry in Canada.

In 1853 Edward M. Chaffee, of the National India Rubber Co., Providence, Rhode Island, an intimate friend of Charles Goodyear who discovered the process of vulcanizing rubber, formed a partnership with A. Hibbard and later accepted Thomas Brown as a partner. They conducted business under the firm name of Brown, Hibbard and Bourne Co.

The next oldest unit of the Dominion Rubber System is the Granby Rubber factory, built at Granby, Que., in

1883. The following year, 1884, the Maple Leaf Rubber factory was built at Port Dalhousie, Ont. This plant was completely destroyed by fire in 1889 but was re-built on a larger scale in 1900.

In 1897 the Dominion Rubber factory at St. Jerome was erected and in 1903 the Merchants Rubber factory commenced operations at Kitchener (formerly Berlin), Ont. In all these factories, rubber footwear has been the principal article of production, although at the Canadian Rubber factory, the manufacturing has been extended to mechanical rubber goods, druggist's sundries, fire hose and waterproof clothing.

The greatest undertaking of the Dominion Rubber System was brought about during 1912 and 1913 when the Dominion Tire factory was erected at Kitchener, Ont.

The latest addition to the chain of factories that comprise this great rubber organization, said to be the largest rubber manufacturing organization in the British Empire, is the Elmira Felt factory at Elmira, Ont. As announced in our last issue, this plant will be used for the manufacturing of "Fleet Foot" shoes.

In a later issue we hope to give some information about the early days of the rubber industry in Canada.

IMPORTANT CHANGE IN MONTREAL PLANTS

Greater efficiency and economy in production are the reasons given by N. R. Feltes, general manager of Ames-Holden-McCready, Limited, for a change which that company is making in its Montreal plants.

Plans are ready and contracts are now being made for extensive alterations and additions to the company's plant on Mount Royal avenue east, in order that the company may vacate its factory at Lagauchetiere and Inspector streets, and concentrate all its factory operations in Montreal at the former location.

This move has been contemplated by the officers of the company for several months, as the company owns 137,000 square feet of land on Mount Royal avenue east, only a portion of which is now occupied by its present plant.

Although the consolidation of the two plants will be effected so that they will remain two distinct factory units, with a capacity equal to the present output, a considerable reduction in manufacturing expense will be effected by the move. The east wing of the plant will be used for the manufacture of women's shoes, and the west wing for men's shoes. The company's offices will occupy the entire front of the first floor facing on Mount Royal avenue.

In making the change, considerable new machinery of the latest improved type will be installed, making this plant the most modern and largest shoe factory in Canada.

The company expects to be installed in its new quarters by May 1st, the Inspector street building having been leased from that date.

The Montreal Distributing Branch of the company, which is now combined with the general office in the Inspector street building, will be operated in the future as a separate unit. Its office, sample room and warehouse will occupy a five-storey building in the jobbing centre of the city.

The company's factory, located at St. Hyacinthe, Que., which manufactures staple shoes only, has been operated to capacity during the entire past year, and it may be necessary to provide for additional manufacturing facilities for that plant in the near future.

The factory and warehouse of Ames-Holden-McCready, Limited, on Inspector street, Montreal, have been leased for a term of years by the Canadian Consolidated Rubber Co., who announce that greater manufacturing facilities have been rendered necessary. The executive offices of the Canadian Consolidated Rubber Co. and the clothing manufacturing department will be transferred to the Inspector street warehouse in a few weeks.



SOME ATTRACTIVE SHOW CARDS FOR MARCH

As a rule March does not bring any too inviting weather. For centuries it has been noted for its winds and lamb and lion-like weather caprices. But for all of these uncertain and unsettled atmospheric conditions, everyone welcomes the month as a harbinger of spring. How appropriate then spring shoes should be emphasized in your advertising and window displays. In fact the advertising button, which keeps the current of commerce in constant contact, should be persistently pressed for the spring trade.

It is always well to be a little in advance of the season, by which we mean that one should not wait till spring actually arrives before beginning to boom spring lines. Start early that the public may be unwittingly educated as to what the prevailing styles will be, so they will know what to buy and where they can buy them when they are ready to purchase.

Only in extraordinary circumstances should you have any special sales in March. This may mean an over stocking, a special purchase, or some other out of the ordinary conditions that will warrant the sale.

The introduction of spring flowers and foliage into your store and window decorations a month ahead of the season will impress your up-to-dateness on the public, and being up-to-date in your store decorations will create the impression that your lines of shoes will be in advance.

March offers St. Patrick's Day, which is full of suggestions for decorations in both store and windows. The dominant color will be green. Among the emblems will be harps, shamrocks, pipes, hats, etc. The harp should be the feature emblem. Large ones may be cut out of some of the various wallboards or large cardboards. These are very pretty gilded. They should first be given a coat of shellac and then gilded. Green and gold harmonize artistically in decorating and give a most pleasing and brilliant effect. Ribbons and crepe tissue paper may be utilized in the decorating work and very excellent results are obtainable.

Small sizes of the various other emblems, hats, shamrocks, pipes, etc., are very pretty and appropriate for price tickets. These may be had at any good stationers or fancy goods store.

Some time during the month arrange your spring opening. It is then you should decorate with flowers and foliage,

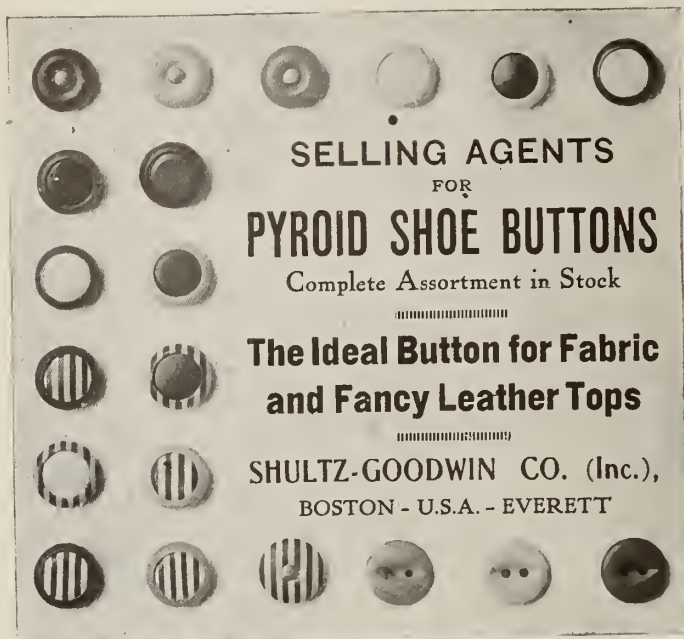
etc. These to a great extent will be artificial, but a number of palms and similar plants may be rented from your florist and will lend an air of springtime to your showing. Some delicate perfume sprayed throughout the store will increase the springtime effect of your efforts. Music should be dispensed at this event and its character must be determined by the size of your store. In smaller towns and cities these openings are sometimes preferable in the evening, or they may start in the afternoon and continue into the evening. Of course, these details must all be determined by local conditions. A little thought and planning will work wonders with a feature event of this character.

The cards shown this month will form a basis for ideas for other designs for your spring trade. The shamrock design is a simple air brush effect, the leaf being cut out of stiff paper and laid on while the background is air brushed. This color should be a pale green. The lettering may be in red or black. Another effect is obtainable by laying the mat on and air brushing the leaf a green shade. By "mat" is meant the part of the paper with the opening in it the shape of the leaf. This card is a suggestion for a St. Patrick's Day window.

The \$6.00 new spring lines is a purely March design in character. The lamb and the lion and the March hare are all legendary associations of the month of the winds. These figures are little more than outline drawings and should not be hard to execute. This card will look well if done on a light brown ground and the centre and top part cut out and a white back pasted on. The top line may be in black and shaded with a light brown and the price may be in red shaded with the same tint as the top line.

The spring wear card is very simple in design and therefore very easy to do. It has two bands across it that may be done in almost any color so long as the color is well subdued. The words Spring Wear may be in any color to suit the taste. The shading should be the same as the tint used in the two bands across the card.

The spring opening announcement is more difficult to execute but it is possible to cut a figure of this character from some paper and paste it on to the card. This can be in very fancy colors and the banner may be a tint to harmonize with the colors dominating the window dressing.



SELLING AGENTS
FOR
PYROID SHOE BUTTONS
Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT

FALL SHOE STYLES*(Continued from page 42)*

in the market and would be slow to anticipate future requirements on account of high prices."

A large city retail concern writes: "We are anticipating a considerable delay in being called upon by the representatives of our various manufacturers, with fall samples, and for this reason we are doing already a considerable amount of purchasing through the mails, where the buying is mostly sizing up staples of standard styles and common sense goods. However, referring to the purchasing of such footwear as comes under the heading of 'millinery of the feet,' we would

CONDENSED ADVERTISEMENTS

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

WANTED—Salesmen familiar with the shoe trade of Quebec Province, to carry on commission a line of high-grade Rubber Boots and Lumbermen's. This is a good seller and satisfactory in every respect. A good side line. Apply by letter, stating experience and references. Box 28, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—Two shoe travelers on commission—one for Quebec and one for the Maritime Provinces. Must have good connection in shoes, for line of women's McKay goods; fifty to sixty samples. No objections to other lines, not conflicting. Address SHOE AND LEATHER JOURNAL, 13 Coristine Building, Montreal.

ESTABLISHED SHOE BUSINESS—Shoes bought at old prices. Repairing running from \$40 to \$50 a week. Terms, invoice price. Reason—Lieutenant in army. Apply Box 34, Acton Publishing Co., Toronto, Ont.

say that we shall be most conservative in whatever may be chosen and bought and by all means accept only shipments where the 'at once' orders come within four to six weeks. As far as we can see into the future at present, the above will be our policy for the bulk of our fall purchasing."

A dealer with a large town trade says: "Judging from the uncertainty of the leather and shoe markets, because of the world wide conditions made so by the war, the manufacturers would be justified in holding back until this extraordinary situation adjusts itself. One would be safe in advocating a policy of the utmost carefulness, as I am personally of the opinion the aftermath of war is going to be a hard one for our country for a less or greater period. When the slump comes look out for disaster. Your warning on page 19 of the 15th December issue of SHOE AND LEATHER JOURNAL was a timely one."

A large Eastern Ontario retailer asserts: "It is not our intention now to buy any leather goods for fall; we will place our felt and rubber orders as usual and let the leather lines take care of themselves."

THREE GENERATIONS SELLING SHOES 52 YEARS*(Continued from page 30)*

snap and novelty. Footwear prices are literally staggering now as compared with those at which shoes were sold in the early seventies.

"Traveling is now a pleasure, with every care and consideration shown for the road representative, whereas in the olden times, a man and his grips could shift for themselves. Shoes were handled very much the same as any staple commodity and supplies bought to last a long period. There were no fall and spring or mid-season selling trips. Any old time was a selling season, so far as taking goods from stock and shipping them out loose was concerned. If a man wanted a rush order, the footwear was tied together in pairs, dumped in a bag and sent out by express. I could recall many other interesting associations of the days that are gone, but I have already talked too long. You have asked me to contrast traveling, selling, buying, styles, etc., of forty years ago with those of the present and I have done so.

"I may tell you that I have taken the SHOE AND LEATHER JOURNAL ever since it was first issued and have watched its progress with increasing interest and enthusiasm. I get many pointers from its pages, and read with eagerness the paragraphs which appear from time to time touching the movements of the men in the trade, the trend of footwear fashions, the growing scarcity of leather and the rapidly ascending costs."

THE HOUSE THAT PROTECTS ITS SALESMEN*(Continued from page 33)*

industry and attention. Clerk No. 2 demurred and thought he should get the credit. I told him that he should not receive any at all, as he only happened to be "Johnny-on-the-spot." All he did to make the sale was to answer a simple question regarding the price. He was, however, rather determined in his stand. I informed him that if he continued to maintain his present attitude I would not take the garment at all, but would go to the proprietor and tell him exactly how matters stood. He then yielded, and admitted that clerk No. 1 should get the credit, but I had to adopt the tactics already narrated in order to get him to see matters as I did."

W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton,
Bristol, and Norwich.

Cable "HIDES," Leicester.

AMONG THE SHOE MEN.



R. E. Young, shoe merchant, of Stayner, Ont., has sold out to A. Chrysler.

Basil Healy, who for the past year has been on the staff of the Murray Shoe Co., of London, covering northern Ontario, will represent the firm in the Maritime Provinces during the coming selling season.

Paul Roy, of J. Einstein, Limited, Montreal, was in Toronto, London, Kitchener and other centres in western Ontario last week on business.

Elmer E. Wilson, proprietor of the Criterion Shoe Shop, Stoney Creek, Ont., has sold his business to M. St. John, who has taken possession.

John Baker, who had attained the age of 92 years, died at his home in Paris, Ont., recently. He was engaged in the shoemaking business until he was burned out a few years ago and at the time was the oldest business man in the town. For twenty-seven years he served as a member of the Paris town council. One son and three daughters survive him.

W. A. Lane, leather merchant, of Montreal, was in Toronto, Kitchener and other centres last week on a business trip.

How much higher will prices for fall deliveries of shoes go? Many firms have not yet made out their price lists as samples are now only in course of preparation, but it is predicted that the advance will be all the way from fifteen to twenty-five per cent. higher on certain lines.

Jas. Heffering, of Toronto, spent a few days in Montreal last week on business.

Mr. Goff, shoe dealer, of Charlottetown, P.E.I., has returned from spending a few weeks in California and other southern States.

William Chamberlain, of Getty & Scott, Limited, Galt, spent a few days recently in New York, Boston and other eastern shoe centres picking up the latest pointers in styles and patterns for the coming season.

An athletic club has been organized among the employees of the Nursery Shoe Co., St. Thomas, Ont., under the leadership of Mr. Whiting, who is a great hockey enthusiast. An interesting game was played recently between teams of the employees captained by Mr. Whiting and Mr. Shanahan. The contest was a spirited one and the score ended by 5 to 2 in favor of the former team.

W. F. Martin, Kingsbury Footwear Co., Montreal, was in New York and Boston last week on business.

Wm. Edwards, of Edwards & Edwards, leather manufacturers, Toronto, spent a few days in Boston and New York recently on business.

The many friends of S. Mullett, of the Williams Shoe, Brampton, are congratulating him on the recent advent of a daughter in his home.

The McCrudden Shoe, 1747 Des Erables, Montreal, manufacturers of misses', children's and infants' McKays, recently made an assignment.

N. J. Collins, of Christie, Grant Co., Winnipeg, was in Toronto and Montreal last week on a business trip.

Hugh White, of the White Shoe Co., Toronto, and wife, are spending the month of February at Wilbur-by-the-Sea, Florida.

There has been an increase of about twenty-five per cent. to the retailer in the price of cork insoles, which are now selling at \$1.00 a dozen to the shoe merchant. Heel plates have also gone up about ten cents a gross. Nearly every

day jobbing houses are receiving advices of advancing costs in all kinds of findings.

A. Sachs, representing the New Jersey Footwear Co., Newark, N.J., was in Toronto last week calling upon the trade.

H. Cohen, of the Standard Shoe Store, Main street, Winnipeg, was among the visitors to the east during the past month.

J. W. McCready, city clerk of Fredericton, N.B., passed away recently, after an illness of several years. He was one of the organizers of the Fredericton Board of Trade and had



CORPORAL N. L. KNECHTEL, BRAMPTON, ONT.

Corporal N. L. Knechtel, only son of Gideon Knechtel, who is a representative of the Williams Shoe, Ltd., Brampton, is a signaller in the 118th Battalion. Prior to enlisting, about a year ago, he was a member of the office staff of the Canadian Consolidated Felt Co., Kitchener, Ont.

performed valuable work for the city. Mr. McCready was also one of the founders of the Hartt Boot & Shoe Co. in 1899, and had been secretary of that concern since its inception. He was also a member of the board of directors.

H. W. Stark, of H. W. Stark, Limited, shoe dealers, 468 Main street, Winnipeg, was in Toronto, Montreal and other shoe centres lately on a buying trip.

Major L. M. Johnston, of Galt, a former well-known shoe traveler and shoe merchant, of that city, who has been overseas for some months, has returned to Canada and is at present in Galt.

E. M. Foster, shoe retailer of Edmonton, was in Montreal, Quebec and Toronto lately on a business trip.

H. Grey Hodges, of Chatham, Ont., spent a few days in Toronto lately calling upon the trade.

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

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 shoe repairers of Hamilton have organized a live association and the prospects for the success of the new organization are very bright. F. C. Tebbs, of the East End Shoe Repair Co., is secretary-treasurer of the new body, which starts off with a live, growing membership.

The many friends of J. W. Hendry, proprietor of the Granite City Shoe Repairing Works, 2191 Queen street east, Toronto, are congratulating him on the advent of a daughter.

H. W. Parsons, of Nugget Polish Co., Toronto, is on an extended business trip throughout the Western Provinces. The company are showing some new preparations this year.

Western Tanners, Limited, Vancouver, B.C., have incorporated with a capital stock of \$25,000.

George H. Anderson, manager of the Amherst Central Shoe Co., Regina, Sask., spent a few days recently in Montreal, Amherst and Boston on business.

W. L. Francis, sales manager of Gale Bros., shoe manufacturers, of Quebec, spent a few days recently in Toronto on business.

The assets of the Allies Shoe Co., of Montreal, were sold recently.

The curriculum has been extended at the Ontario School for the Blind, Brantford, Ont., and among the trades added to the course is that of shoemaking and repairing.

M. Silbert & Sons, leather dealers, of Winnipeg, have registered partnership.

F. W. Smith, of Weyburn, Sask., was in Toronto and Montreal a few days ago on a buying trip.

J. M. S. Carroll, sales manager of the Canadian Consolidated Rubber Co., Montreal, was recently appointed by the Board of Management of the Dominion Commercial Travelers' Association as official delegate to Montreal Chambre de Commerce for the coming year.

Ackert & Rathwell, shoe dealers, of Lucknow, Ont., have moved into a fine new store which is in every way a

credit to this enterprising firm. The front entrance and show windows are of the latest style—deep, narrow entrance with large plate glass on either side. The interior is roomy and bright with every convenience for customer and clerk. The rear is fitted into an up-to-date repair shop.

Walter Binmore, treasurer of the Canadian Consolidated Rubber Co., Montreal, has been spending a holiday with his family in Florida.

The motor truck of Kitchener, Ont., responded to a call from the Gourlay & Fogelberg shoe factory, to extinguish a fire which had suddenly broken out among the contents of the big 18-inch blow pipe. Outside the cutting of a hole in the pipe no damage was done.

Edmund McDermand died of paralysis recently in Petrolia. He was in his 81st year and for many years conducted a shoe business in Petrolia, retiring in 1906. Mr. McDermand was a pioneer member of the town council and had been active in public affairs.

J. B. Pelletier, shoe dealer, Fort Frances, Ont., has sold out to L. Parade.

The new four-storey addition to the Canadian Consolidated Felt Co., at Kitchener, Ont., is nearly completed and will soon be in readiness for the installation of machinery and equipment.

R. E. Jamieson, director of sales for the Canadian Consolidated Rubber Co., and F. A. Todd, accountant of the Montreal branch, were in Winnipeg recently on a business trip.

Edmour Brosseau, who was on the selling staff of Corbeil, Limited, last year, has taken a position with the Walk-Over Boot Shop, Montreal, and entered upon his new duties.

George E. Chalk, son of E. A. Chalk, shoe traveler, 75 Sorauren avenue, Toronto, recently enlisted for overseas service. He is a former employee of the Kaufman Rubber Co.'s Toronto branch.

Sir Herbert Ames, of Montreal, M.P., has been named as chairman of the Special Parliamentary Committee at Ottawa, which has been appointed to consider during the recess the care, vocational training and re-employment of returned Canadian soldiers. The committee will hold its first meeting on February 21st.

George G. Gales & Co., shoe merchants, 481 St. Catherine street west, Montreal, are holding an amalgamation sale. For the past few years they have conducted a second store on St. Catherine street east, but have transferred the lease of the latter establishment and will henceforth have only the one store on St. Catherine street west, where they have been in business for many years.

A recent despatch from Chatham, Ont., says: The city council at a meeting decided to commence criminal proceedings against E. S. Hunt, of London, formerly manager of the defunct Chatham Shoe Company, on the grounds that he secured \$7,500 from the city by reason of certain representations which were fraudulent, and the machinery placed in the building and on which he secured the advance was not his property as claimed, and was covered by liens. He secured \$7,500 just before the company went into liquidation.

Geo. Poliquin, J. A. Lavoire and M. Gauthier, of the La Parisienne Shoe Co., Montreal, were in New York, Boston and other shoe centres recently, in search of the latest pointers on styles for the coming season.

W. H. Miner, of the Miner Rubber Co., Granby, Que., has again been elected a member of the council of that city.

The branch managers of Ares-Holden-McCready, Limited, Montreal, held a successful conference in that city during the past few days. The prospects for the coming season were discussed and matters of policy considered, while an interchange of views on styles for the coming season was most profitable and helpful. The different factories were visited and gratifying reports presented on the operations of the past year. The gathering was presided over by R. E. Dillcine, general sales manager, and among those in attendance were H. W. Pearson, Toronto; F. M. Morgan, Winnipeg; W. M. Angus, St. John; R. W. Clark, Montreal; E. P. Hall, Edmonton, and F. A. Richardson, Vancouver.

Eugene Guay, manufacturer of counters, whose factory was situated at 230 St. Marguerite street, Montreal, and was recently burned, has secured premises at 1870 St. James street west. Most of the machinery is installed and Mr. Guay expects to have the plant in full operation in the course of a few days.

J. A. Vallary, of Toronto, has returned from St. Louis, Mo., where he was spending the past three weeks. He has been appointed representative in Ontario, Manitoba and Saskatchewan for the Hamilton-Brown Shoe Co., and carries a comprehensive range of footwear in all lines as well as many attractive novelties. Mr. Vallary is also representative of the widely known brand of Daniel Green's felts and is showing a fine assortment of felt slippers. He has represented a number of leading Canadian firms in his sixteen years on the road and is a popular and progressive salesman.

Canadian soldiers will continue to wear Canadian-made boots so long as the troops are supplied with equipment through Canadian channels. That was the statement given out recently by the Militia Department, Ottawa, in reference to a recent press despatch from London intimating that a large order was being given out to British manufacturers for boots to be worn by Canadian troops. All troops in Canada and all Canadian units in England are supplied with rations, clothing, etc., through the Quartermaster-General's branch here. These supplies are, of course, obtained as far as possible in Canada. When the troops go to the front the War Office takes over the duty of finding for all the British forces in France, and the cost of supplies thus given is being defrayed by Canada on a pro rata basis of six shillings per man per day. Some of the equipment which Canadians at the front

are given is, therefore, of British or United States manufacture, but until the men really get to the front Canadian-made equipment is provided wherever practicable.

Remember the annual dinner of the Toronto Shoe Retailers' Association which will be held at the Board of Trade rooms on Thursday night, March 8th. The tickets are one dollar.

NEWSY HAPPENINGS FROM QUEBEC

J. W. Matheson, representing the United Awl & Needle Co., West Midway, Mass.; Jos. Goyer, of H. B. Johnston & Co., Toronto; M. L. Ste. Marie, of Belding-Paul Corticelli Co., Montreal, and A. A. Deverell, representative for Novelties, Limited, Toronto, were in Quebec recently on business.

A. Isseman, of the Walpole Rubber Co., Montreal, was in the city the other day, showing the company's new line—Rinex soles and riddle soles for factories and Rinex tap soles for cobblers. He reports business as very good.

Leonidas Alain, shoe dealer, of St. Romuald, Levis, died suddenly from heart disease a few days ago at the age of forty-seven.

Business in general is good, but the recent snowstorms and cold weather have not assisted country trade to any



"WHAT IS YOUR CALF MEASUREMENT?"

"SIR!"

"BUT, MADAM, NUMBER FOURS COME IN TEN CALF SIZES."

great degree. Salesmen report that the roads are very bad, which makes traveling difficult.

Eugene Thivierge, shoe manufacturer, has reorganized his sample room and in a few days expects to show his new samples in heavy shoes.

Magace & Lepinay, the John Ritchie Co., O. Goulet and Ludger Duchaine are running to full capacity in their factories and pushing ahead with their new samples.

In a recent fire in St. Joseph the private residence of O. Goulet suffered damage from fire and water to the extent of \$400. The family of Mr. Goulet had a narrow escape.

H. Picard, foreman of the cutting room of Tourigny & Marois, has purchased a new private residence on St. Ambroise street.

Railroads are away behind in their delivery of freight, goods shipped from Montreal on the 31st January being still en route for Quebec.

A new leather is being used by some shoe manufacturers, which is an imitation of kid, made of chrome split. It is very smooth and cheaper than the regular kid and can be used on medium shoes. The price asked is twenty-three cents a foot. The price now asked for sheepskins is thirty cents a foot.

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

FOUND ROLL OF LEATHER IN HIS HOUSE

When Mr. Narcisse Gagnon, proprietor of Aird & Son, Reg. shoe manufacturers, Montreal, returned to his home in that city on New Year's Eve, he found a roll of sole leather blocking the passage way in the hall. At first he could not believe his eyes and thought that some one must have mistaken his private dwelling for his factory on Ontario street west. Coming a little nearer the large bundle he discovered a sign dangling therefrom which bore an inscription in French as seen in the accompanying illustration. Translated it reads, "New Year's Day, 1917—to Mr. Narcisse Gagnon, champion hunter and fisher of Canada. Wishing you a very happy New Year. From a friend." This startling and novel incident recalls an interesting tale. It appears that about four years ago Mr. Gagnon and party were on their way to a summer camp up near Mt. Laurier in the Laurentians. They stopped for lunch at St. Agathe de Monts where they met William Davidson, of the Marlatt

& Armstrong Co., Montreal. The shoe manufacturer informed his friend, the leather salesman, that he was going on a hunting expedition. "What," exclaimed Mr. Davidson in well feigned surprise. "On a hunting trip? Why you could not hit a door let alone anything on foot or wing."

"Can't I," responded Narcisse. "I'll bring you back a brace of partridge."

The good natured banter passed at the time and nothing more was thought of the incident until last fall when Mr. Gagnon was hunting, and among his quarry were some nice partridge, which he sent to Mr. Davidson on returning to Montreal. In recognition of the kindness, and the fact



SOLE LEATHER LEFT IN THE HALL

Mr. Gagnon had demonstrated that he could hit something besides a barn door, or the side of the Laurentian hills, Mr. Davidson sent up the large roll of leather to Mr. Gagnon's home. Mr. Davidson is now pleased to admit that Mr. Narcisse Gagnon is the champion hunter and fisher of the Province of Quebec. The event has stirred up considerable rivalry among other members of the trade, who intend to try and wrest the honor from Mr. Gagnon as soon as the spring days arrive and nature is once more in a joyous mood. Mr. Gagnon is open to all comers and is confident he can defend his title.

TO ENLARGE ITS FACTORY SPACE

The Scholl Manufacturing Co., Chicago, manufacturers of patent appliances and remedies for the feet, have just taken on another floor of approximately forty thousand square feet, to cope with its fast increasing business.

Dr. Scholl, the president of the company, states that in addition to greatly increasing the present output of the company, provisions will be made for several new features. They will install a complete pharmaceutical laboratory in charge of an expert chemist, new cylinder press will be added for the printing and advertising department, and it is proposed to have lunch and rest rooms for its employees. There will be big enclosed space devoted to the educational features—lecture rooms, demonstration room, chiropody departments, etc., all conducted for the benefit of retail merchants. The company's goods have become a staple with practically every shoe dealer throughout the country, which accounts for the needed increased quarters and facilities.

Mr. Shoe Retailer—

Have you any surplus stock?
Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.

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



DIES Of finest steel for all purposes. Accurate. Workmanship warranted.

GIVE US A TRIAL

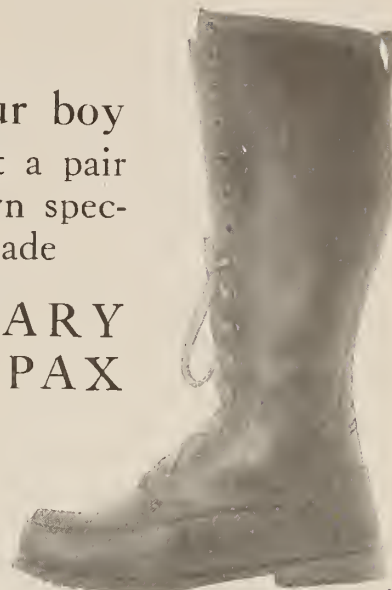
BOSTON CUTTING DIE CO.
 202 A STREET BOSTON, MASS.

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.

PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
 QUEBEC

ESTABLISHED 1857

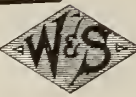
With our additional tannages we are now able to satisfy the wants of all Cutters of

SOLE LEATHER

with either of our six lines.

“TRENT VALLEY”	} Oak	“PENETANG”	} Hemlock	“KITCHENER”
“LION”		“EAGLE”		Union
“ROYAL”				

THE BREITHAUP T LEATHER CO., LIMITED
 Tanners of Sole Leather Head Offices: KITCHENER, CANADA


 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
 




**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

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Quebec.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory Sales Office and Warehouse
ST. HYACINTHE 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

You'll Like Brodie's Patent Flour Paste

There's a big number of Manufacturers WHO DO. It has the grip of a vice, and is smooth and easy to work.

It's a Money-Saver

BRODIE & HARVIE, Limited
 MONTREAL

Substantial Revenue and Store Tidiness



Waste paper bin and baler
combined

ARE THE TWO OUTSTANDING FEATURES you gain by the installation of the Jewel Paper Baler.

DON'T THROW AWAY OR BURN your shoe cartons—bale them and bank the money.

You will find the "Jewel" an absolute convenience in keeping your premises clean and tidy. The fire risk in loose cartons is entirely eliminated.

A card will bring you full particulars re baler and your best market.

L. H. PACKARD & CO., LIMITED
Montreal

GENERAL SALES COMPANY, Stair Bldg., TORONTO

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.

CYCLONE BLEACH

MANUFACTURED BY

Boston Leather Stain Co.
Kitchener Ontario

READY FOR DELIVERY
ABOUT FEBRUARY 15TH

CYCLONE BLEACH is the only bleach that will remove Glucose Spots and make a Clean, Uniform, Light Colored Finish on any kind of Sole Leather.

POOLE PROCESS GOODYEAR INNERSOLE

We are Sole Canadian Agent for
PURITAN MFG. CO.
Makers of Machines, Duck and Welt

and

J. SPAULDING & SONS CO.
Oak Tan Fibre Innersoling



International Supply Co.

SHOE MACHINERY AND
SHOE FACTORY SUPPLIES

37 Foundry St. S.
Kitchener Ontario

401 Coristine Building
MONTREAL

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.

INDEX TO ADVERTISEMENTS

A	Page	D	Page	R	Page
Aird & Son.....	8	Davis Leather Co.....	6	Robinson, Jas.....	13
Ames-Holden-McCready, Limited	10	Duclos & Payan.....	52	Regal Shoe Co., Limited.....	11
				Ritchie, John, Co. Limited.....	3
				Robson Leather Co., Limited.....	53
				S	
				Shultz-Goodwin Co. (Inc.).....	46
				Sisman Shoe Co., Limited, The T.	12
				Staynes, W. H., & Smith.....	46
				St. Hyacinthe Soft Sole Shoe Co...	52
				T	
				Tebbutt Shoe and Leather Co.....	4
				Tetrault Shoe Co.....	19
				U	
				Utz & Dunn Co.....	15
				United Shoe Machinery Co. of Canada.....	16 and I.B.C.
				W	
				Woodward, F. E., & Sons.....	52
				Wright, E. T., & Co.....	14

B	Page	G	Page
Barnet, L. M.....	50	General Sales Co.....	53
Beal, R. M., Leather Co.....	51	H	
Barrie Tanning Co.....	54	Hamilton, W. B. Shoe Co., Limited	28
Bell, J. & T., Limited.....	7	I	
Blouin, Pierre.....	50	Independent Rubber Co.....	I.F.C.
Breithaupt Leather Co.....	51	International Supply Co.....	53
Brodie & Harvie.....	52	M	
Boston Cutting Die Co.....	51	McArthur, Irwin.....	48
		Montreal Box Toe & Heel Co.,The	52
		McLaren & Dallas.....	5
		P	
		Perth Shoe Co.....	9
		Packard, L. H. & Co.....	17

C	Page
Canadian Consolidated Rubber Co.	20
Canadian Footwear.....	15
Clark Bros., Limited.....	O.B.C.
Clark, A. C.....	51
Clarke & Clarke.....	51
Collis Leather Co., Limited.....	8
Cote, J. A. & M.....	12

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

179 King Street West, Kitchener

28 Demers Street, Quebec



No. 326

Gun Metal Calf Dull Top 8-in. Lace Boot
McKay Avenue Last 2-in. Leather Louis Heel



No. 317

Black Glazed Kid Gray Buck Top
8-in. Lace Boot Avenue Last
McKay 2 1/4 Leather Louis Heel



No. 303

Glazed Kid White Kid Top 8-in. Lace Boot
McKay Avenue Last 2 1/4 Leather Louis Heel

Our Exclusive Styles Bring the Price

All shoes must be sold at a higher figure than ever before in the history of the world.

Our smart models command the highest price as they possess that dignity and distinction which places them in the very front rank.

Our offerings are also the most advanced that are presented to the Canadian trade.

We are specialists in Women's High-grade McKays in all widths from AA to D and in sizes 1 to 8.

CLARK BROS., LIMITED

St. Stephen, N.B.

REPRESENTATIVES—

Ontario and Quebec
R. L. SAVAGE

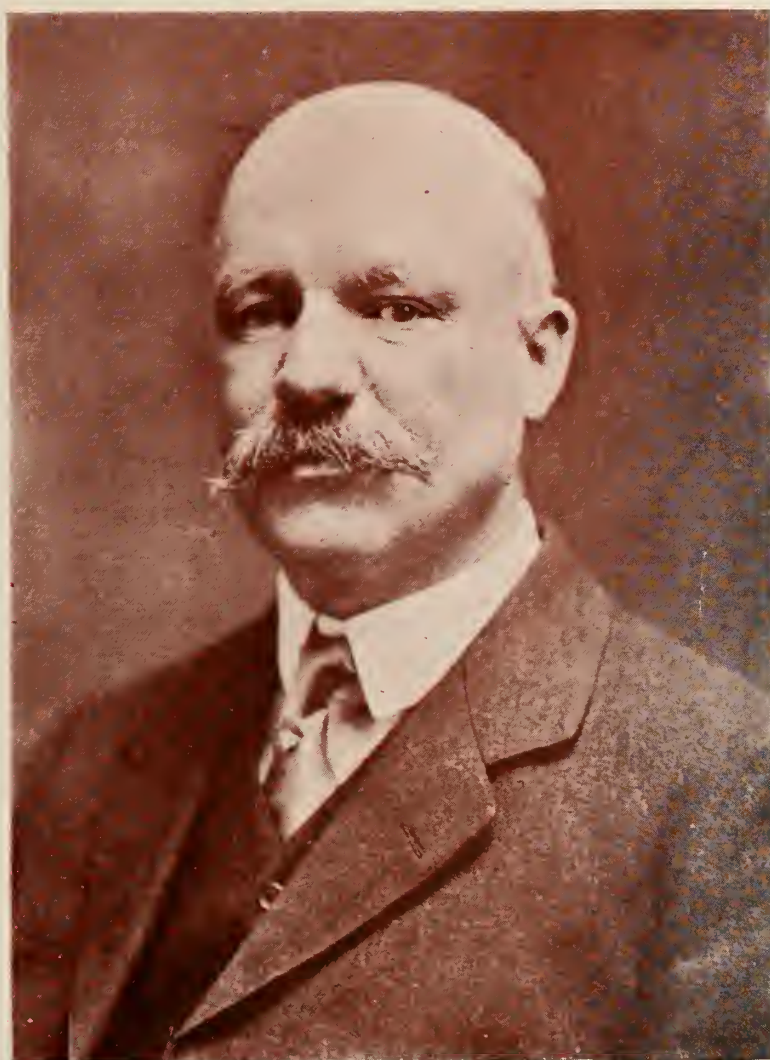
Western Provinces
G. H. FERGUSON

SAMPLE ROOMS—

2 Trinity Square
TORONTO

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



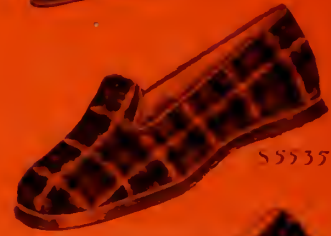
JAMES ROBINSON, MONTREAL

See Page 50

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Sir
H.W. TRICKETT LTD

WATERFOOT
NR MANCHESTER.



Canadian Representative, J. S. ASHWORTH, Manchester Building, TORONTO



The
TETRAULT
WELT SHOE



Another Reason

Why the **TETRAULT SHOE** has not only maintained, but acquired its lead on other makes, is the fact that it is

ALWAYS UP TO THE MINUTE

We never stand still. We don't believe in trading on last season's record. Success in Shoemaking and Shoe selling is to "BEAT THE OTHER FELLOW TO IT." You will understand what we mean when you see

Our New Fall Models

which will convince you that for style, make, quality and price there is nothing to compare with

"THE TETRAULT SHOE"

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



We are now showing

The most complete line of rubber footwear we have ever produced. A range which embraces all the latest ideas in both

Fine and Heavy Lines

The high quality of our goods coupled with the

Miner Service

means exceptional facilities whereby dealers, through our many branches are enabled to conduct their footwear departments on an economical and profitable basis.

Wait For the Miner Salesman

FULL STOCKS CARRIED AT THESE POINTS

EDMONTON, Alta.	The Miner Rubber Co., Limited
HAMILTON, Ont.	R. B. Griffith & Co.
LONDON, Ont.	Coates, Burns & Wanless
MONTREAL, Que.	The Miner Shoe Co., Limited
	The Miner Rubber Co., Limited
OTTAWA, Ont.	The Miner Shoe Co., 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
TRENTON, Ont.	C. Weaver
WINNIPEG, Man.	Congdon, Marsh Limited

MINER
EANS
ERIT

Miner Rubber Co.
Limited

MINER
EANS
ERIT

Specify

AIRD & SON'S

Women's McKays and Turns

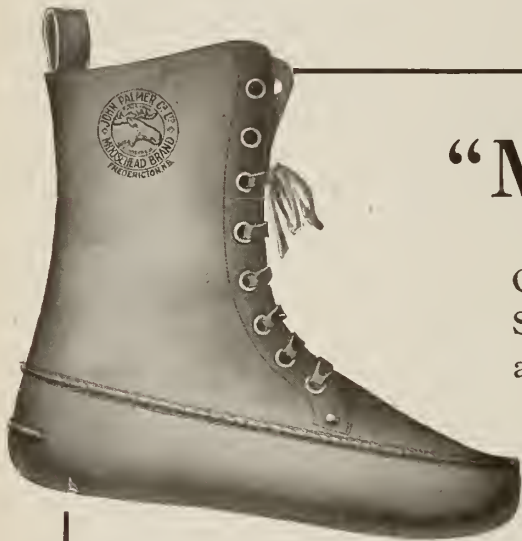
When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)

MONTREAL



“Moose Head Brand”

OIL TANNED SHOE PACKS, LARRIGANS,
SUMMER PACKS AND SPORTING BOOTS
are carried by

LEADING JOBBERS

Because this brand stands for all that's best in
this class of footwear.

There's a market for these in your town.

John Palmer Company Limited

FREDERICTON, N.B.

Most Extensive Manufacturers of these Lines in Canada
—Also the Oldest.





Buyers of BELL SHOES may be exacting in taste and particular as to quality, but they are willing to pay the price.

They are the customers who appreciate footwear which embodies refined elegance and good taste.

Our shoes hold the premier position in regard to high quality and good values.

J. & T. BELL
LIMITED

MONTREAL

Shoemakers for over a century to Particular Men and Women of Canada.



Life-Buoy Footwear

Life-Buoy Footwear



“LIFE-BUOY”

Superior Quality Rubbers

Life-Buoy representatives will call on you during March with a complete

Range of New Samples

soliciting your orders for this well-known brand of Rubbers for Fall delivery.

We request you to delay placing your order elsewhere until you have had an opportunity of looking over our range and the new features we have to offer.

The Kaufman Rubber Co., Limited

KITCHENER, ONTARIO

BRANCH WAREHOUSES:

VANCOUVER EDMONTON SASKATOON REGINA WINNIPEG LONDON TORONTO
 OTTAWA MONTREAL QUEBEC ST. JOHN TRURO CHARLOTTETOWN



Life-Buoy Footwear

Life-Buoy Footwear



A Few Life-Buoy Lines



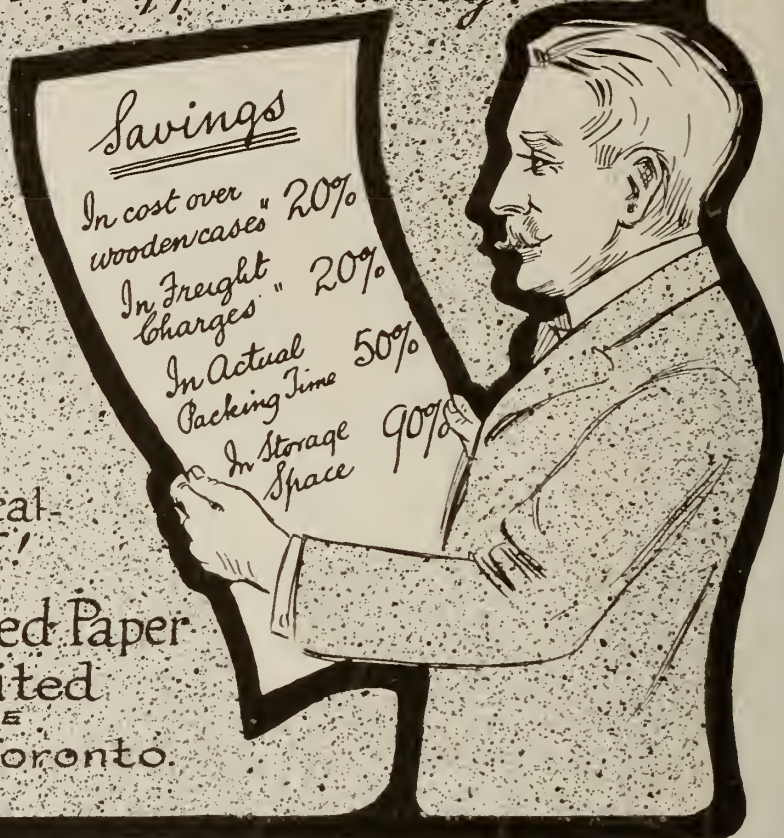
"Martin Saves The Shippers' Money"

Always ship
your products in

MARTIN
CORRUGATED
FIBRE-BOARD
SHIPPING
MADE IN CANADA
CASES

Dont be Skeptical
INVESTIGATE!

Martin Corrugated Paper
& Box Co. Limited
FACTORY & OFFICE
353 Pape Ave. Toronto.



They Fill the Bill

Those who are using Our New Lines of

GUN METAL
AND
MATT SIDES

Try
Out
A
Sample
Lot

Are enthusiastic in regard to their adaptability to all the requirements of high-grade shoes. Above all they CUT WELL, which is a great point for the shoe manufacturer. They have the texture, finish and appearance that means SELLING QUALITY in the shoe. They have the quality that means WEAR.

A. DAVIS & SON LIMITED
KINGSTON, ONTARIO



Dr. Scholl's Foot-Easer Eases the Feet

The widest seller and most generally needed of all foot appliances. That's why there are more sold than of all other foot devices combined.

Price \$2.50 per pair

at retail. Wholesale price is \$15.00 per dozen pairs, thus allowing the retail merchant exactly

100% Profit

Besides, the giving of foot comfort assures increased popularity for the dealer and thus causes the sale of **more shoes** and the making of **new customers**. There is

Something For Every Foot Discomfort

in the Scholl line. Find out more about it.

THE SCHOLL MFG. CO., LIMITED 214 King Street East
TORONTO, ONT.

CHICAGO

ALSO
NEW YORK

LONDON

YOU TAKE NO RISK

When you invest your money just now
in Bread and Butter Lines like



YAMASKA BRAND

that are in as common demand as Flour or Sugar. See to it that your stock is **Well Kept Up**. It will pay you. Users of this brand of footwear always come back. Do not disappoint them or offer them substitutes.

Drop us a line if you can't wait for travellers.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

TRADE
ARROWSMITH
MARK



TRADE
ARROWSMITH
MARK

20 years of advanced manufacturing of First Aid and Permanent Foot Specialties have brought our several lines as near to perfection as is possible with human effort.

The insistent demand for high-grade

ARCH SUPPORTS

Makes it almost imperative that you should carry
ARROWSMITHS.

All Made-in-Canada Goods.

TRADE
ARROWSMITH
MARK

Canadian-Arrowsmith Mfg. Co.

Limited

Manufacturers of Foot Specialties

Niagara Falls, Ontario

J. W. Arrowsmith, Pres.

Elmer Poyer, Manager

TRADE
ARROWSMITH
MARK



*Where
They
Are
Made*

Quality
The Watchword

We Tan Our Own
Leather

The foundation of a shoe, as of a house, must be sound, to start with. No matter what the appearance or finish, the **LEATHER** must be there.

It is in **leather quality** that our lines have taken hold of the hearts of the Canadian trade.

PARIS, PATRICIA
AND
METROPOLITAN

These lines are not only sound, as to foundation, but are built throughout on the best principles of **good shoemaking**. They have Style, Workmanship and Quality, an unconquerable trio of **SHOE MERIT**.

Daoust, Lalonde & Co. Limited

Jobbing Branch - Metropolitan Shoe Co., 91 St. Paul Street East

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

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.

*THE
 Professor*

PAT. N^o. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

A PAIR OF WINNERS

Yes, this pair of special brand footwear have been WINNING for a long time because they possess that splendid combination of

Form, Fashion, Fit and Finish

making them just the shoes you require to round out your stock.

Then they are special winners when comfort and foot-health are a consideration with a customer, and they cost no more than the ordinary.

Tebbutt Shoe & Leather Company

Three Rivers, Que.

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.

Look Out

We are
Headquarters
for
Felts



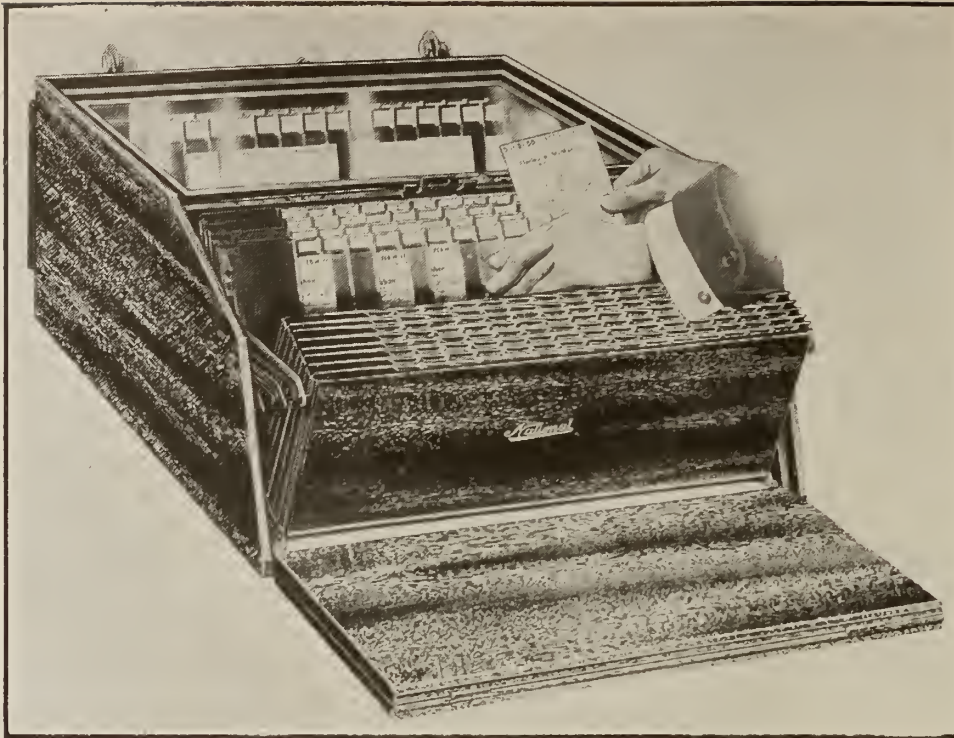
For our travellers who are now showing the most comprehensive range we have ever carried.

We have everything in

Footwear

In this line every wanted style and shape is shown. You cannot go wrong in buying Our Salesman's samples. These samples are the result of careful study both as to market conditions and the trend of fashion.

JAMES ROBINSON
MONTREAL



A New N.C.R. Invention

*As important to you as your
telephone or cash register*

It's a new credit file that *safeguards* your credit business—in a better, easier, safer, quicker way than you thought possible.

It is so simple that anyone can operate it.

It is so speedy that all entries are made in the presence of the customer, who leaves with a statement of the purchase—plus a record of the balance carried forward.

It is so convenient that you can set it on any size counter, table or desk. The exact balance due from any customer is instantly available, and the file can be operated with one hand while the other holds the telephone receiver.

It is so complete that a true record of the whole credit business is always available in short order.

And this knowledge alone is worth more than the cost of the file.

It is so safe that records once filed in its locked compartment cannot be lost or destroyed. Records can be seen, but not tampered with.

A few weeks' use will pay for it.

There's nothing else like it, and it can be seen at the N.C.R. office near you, or a letter to us will bring you complete information.

See this new file or find out how it will stop your losses, please your customers, and relieve you of work and worry.

Use the coupon.

The
National
Cash
Register
Company of
Canada, Limited
Toronto, Ontario

Please send full information about your new Credit File.

We have about.....
Charge and C.O.D. accounts.

Name.....

Firm.....

Address.....

The National Cash Register Company of Canada, Limited

Toronto, Ontario



RUBBERS

FOR
NINETEEN
SEVENTEEN
AND
EIGHTEEN

IT WILL PAY YOU

To buy your RUBBERS from the
Largest Dealers in Canada of the

MALTESE CROSS BRAND

These now celebrated lines have been time tested and proven to be superior in style and wearing quality.

There is no order too big for us; there is none so small but it will receive our best attention. We can handle any order either in staples or specials.

Wait for our travellers—they'll reach you soon.

Enquire about our
STUBB-PROOF BRAND

W. B. HAMILTON SHOE CO.
TORONTO



We Have The Leather

Having anticipated a shortage of raw hides owing to the world wide unsettled conditions, we took measures to provide against such emergencies, and have made arrangements whereby we can supply your leather requirements for

Kid

Kip

Sheep and

Cabrettas

The stock being on hand we can ship you promptly. Ask for prices.

Watch Us Grow

W. A. LANE & CO.

Leather Merchants

218 Notre Dame St. West

Montreal, Que.

Aero



Peds

Pneumatic Tires for the Feet

How many of your customers know what inner tubes for tires are?

Those who do, know that riding automobiles or bicycles without them is decidedly uncomfortable.

There is the same relation between shoes with or without Aero-Peds--Aero-Peds are miniature pneumatic tires.

Shoes with Rubber Heels are Good.

Shoes with Aero-Peds are Much Better.

Aero-Peds in combination with Rubber Heels are the acme of comfort and perfection.

When you sell Aero-Peds, you are not selling mere inside cushions--you are giving your customers something that makes life's walk a daily delight.

Have your Jobber's Representative demonstrate this to you.

Made in 3 sizes for men and 3 sizes for women. \$3.50 per dozen pairs. Retail at 50 cents per pair.

Aero-Peds Manufacturing Company

30 Adelaide Street East, Toronto



Independent Shoe Button Attaching Machine

Represents

Economy - Efficiency - Service

For the Shoe Retailer

This machine represents the highest development of a Shoe Button Attaching Machine and meets every demand required by a modern up-to-date shoe store.

A machine that will set all sizes of buttons quickly and neatly.

SOLD OUTRIGHT
with 100 coils wire (100,000 Fasteners)

We guarantee to maintain and keep this machine in good working order for one year, without any cost to the user, from our service station at Toronto where repairs are effected and machines returned same day.

— WRITE TO-DAY —

Independent Button Fastener Machine Co.

5 Wellington St. East - Toronto, Ontario

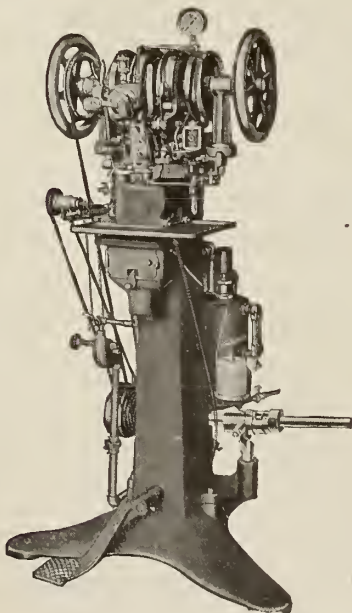
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe repair work.

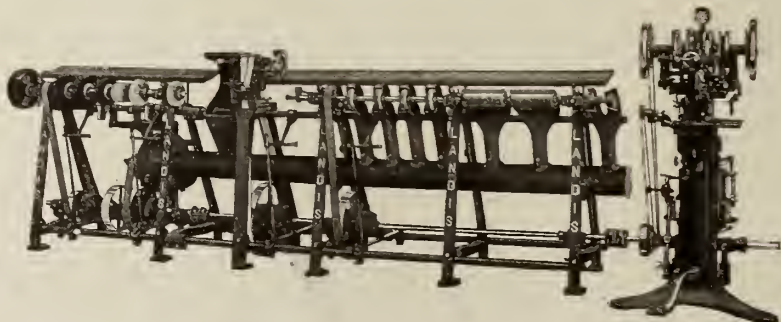
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price 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

“PONTIACS”

Sporting and Outing Footwear

To the thousands of Canadians who indulge in outdoor sports and pastimes, “Pontiacs” will be warmly welcomed as the ideal summer footwear. They are light weight, cool, dry, pliable and comfortable, made on natural tread lasts, that allow perfect freedom to the foot.

“Pontiacs” are worn for golfing, bowling, yatching, canoeing, camping, fishing, hunting, etc., made in trail shoes, canoe slipper, oxfords and blucher style, in chrome elk, oiltan, muleskin and buckskin leathers.

“Pontiacs” are made from the best Canadian tanned leather, by expert Canadian workmen in our Toronto factory, they are all hand stitched, and will wear like iron.

If you have any summer trade you will find “Pontiacs” a ready seller, and a good money maker.

Our traveler will call on you with samples, but in the meantime we suggest that you write us for fuller particulars and illustrations.



Men's Auto Blucher, 6 to 10 \$2.90



CANOE SLIPPERS

Men's, 6 to 10	\$2.25
Ladies', 3 to 7	2.00
Boys', 2 to 5	2.00
Misses', 11 to 2	1.75



OUTING OXFORDS

Men's, 6 to 10	\$2.25
Ladies', 3 to 7	2.00
Boys', 2 to 5	2.00
Misses', 11 to 2	1.75
Child's, 6 to 10	1.50



SANDALS

Misses', 11 to 2	\$1.35
Child's, 6 to 10	1.15

The Reliance Shoe Co. Limited
350 Sorauren Ave., Toronto



A boy can operate
the Simplex

DOLLARS IN BUNDLES OF WASTE PAPER

The expression is literally true. You are burning up waste paper and shoe cartons every day for which you can get good money.

The Simplex Baler

simplifies the matter. It is a recent and decided improvement on previous models at no added cost to you. It keeps your premises tidy and eliminates fire risk.

Let us send you full particulars about this money maker and your best market.

GENERAL SALES COMPANY
123 Bay Street, TORONTO

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of SHEEPSKINS Of all kinds

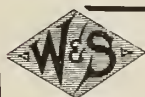
Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent



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



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.

RUBBERS

**You will make
no mistake**

in placing your orders EARLY for
these well-known makes of

INDEPENDENT RUBBER CO.

of which we carry a complete range.
They are unexcelled in the country for
Style, Quality and Make.

When placing Rubber Footwear
orders, do not fail to see LONDON
SHOE salesmen for values second
to none.

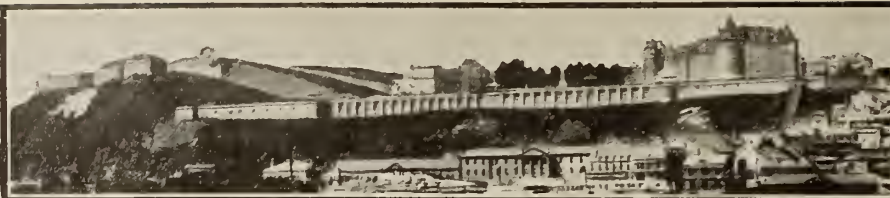
LEATHER GOODS

For sorting trade we have a complete
range of READY SELLERS, and can
fill your orders on a *moment's notice*.
Call us up when in need of goods at
any time in a RUSH.

THE LONDON SHOE CO., LIMITED

Wholesale Shoe Merchants

LONDON, ONTARIO



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.

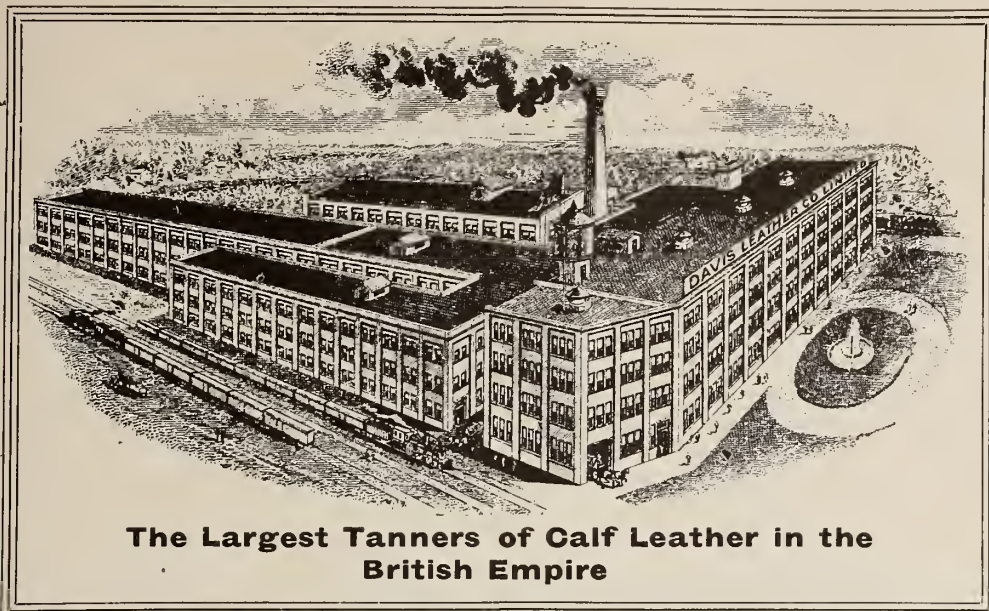
QUEBEC KID

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 Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The name has become the Synonym of **QUALITY** in Texture, Color and Finish.

DAVIS LEATHERS stand for the best of **RAW STOCK**, the most **SCIENTIFIC TREATMENT**, the most skilful **EXPERT FINISHING**.

The Manufacturer knows what he is cutting---The Retailer knows what he is **SELLING**.

Made from the most carefully **SELECTED SKINS**, yielding the uttermost in **CUTTING**, and the Highest Excellence in **FEEL** and **LUSTRE**.

COLORED CALF

Our leaders in this line are Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia.

GUN METAL CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity---**Black Diamond Veals**, **Diamond Matt Veals**, **Boarded Veals**.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





When the Dominion Rubber System salesman comes your way on the Placing Order trip, you can afford to anticipate your next season's rubber footwear needs by buying early and liberally.

Even the shrewdest cannot foretell what the market conditions may be during the coming months. That is why the "wide-awake" shoe dealer will not hesitate to take advantage of the present situation. Those who do are likely to fare better than those who wait.

Canadian Consolidated Rubber Co. Limited

Head Office - Montreal

SERVICE BRANCHES AT

HALIFAX	ST. JOHN	MONCTON	QUEBEC	OTTAWA
TORONTO	HAMILTON	BRANTFORD	LONDON	
KITCHENER	NORTH BAY	FORT WILLIAM	WINNIPEG	
BRANDON	REGINA	SASKATOON	EDMONTON	
CALGARY	VANCOUVER	VICTORIA		

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

CONDITIONS IN THE SHOE AND LEATHER TRADES

**Still Playing a Waiting Game—Each Section Watching Its Neighbor—
The Situation Practically Unchanged, but the Feeling Steadier—The
War Situation the Prime Factor**

DURING the last two weeks the general situation has been steadier. Retailers have been more inclined to buy and seem willing to pay the prices asked for shoes. This has given manufacturers and jobbers confidence, and there is not the disposition to push sales there was a month ago.

Leather men, shoe manufacturers, jobbers and even retailers seem to talk as though there were little hope of the situation easing to any extent in the near future. Both jobbers and retailers admit they are heavily stocked, but do not seem to be giving way to any fears as to the outcome.

Leather prices do not weaken at all, if tanners are to be believed, and shoe manufacturers seem to back up their statements. The belief that as soon as the quality of hides improves, prices will stiffen has prevented leather men flirting with manufacturers who have tried to sound price possibilities on large orders. Stocks of desirable tannages especially in light leathers are small and manufacturers even at the price cannot get all they would like to secure.

The announcement of the embargo in Great Britain on leather, and shoe imports has created widespread interest. The United Kingdom has been a heavy importer recently of both leather and footwear from the United States and undoubtedly the effect will be felt across the line, although not to the extent some predict. The amount is not sufficient to make any appreciable difference in either leather or shoe prices there, and will be more than offset by the requirements of the United States Government in connection with proposed military equipment.

There can be no immediate effect upon prices in Canada as we have not figured to a sufficient extent in this class of trade with Great Britain. The result may be easing of the sole leather situation to some extent, but not enough to be worth consideration. The only thing that can have any appreciable influence upon shoe and leather conditions is the chance for an early end to the war, which will undoubtedly mean at least temporary dislocation of business and prices. But the chances for this are not at present very promising.

The rubber footwear companies are venturing forth with their new season's samples, and next week will endeavor to get retail shoe dealers to place orders for next winter's supplies. The recent advance will likely preclude the necessity for new lists or any changes of terms. With the exception of such lines as cashmerettes and others in which dearer materials are involved, there will not likely be any upward movement in prices. In fact, from what may be gathered the tendency will be rather in the other direction. There will, therefore, be little need for buyers holding back, although no doubt it is realized that rubber would be the first to experience the effects of a cessation of present hostilities in Europe.

Few Changes in New Lists

Rubber Schedule Which Went Into Effect in January Prevails With Small Increases on Jerseys and Cashmerettes While Certain Other Lines Have Been Reduced—Past Winter in Rubber Selling was Largest ever Known—Companies Had to Face Many Difficulties and Never Caught Up on Orders—Placing Season Starts March 5th and Big Rush of Business is Looked For—Review of the Present Situation

THE placing season for rubber footwear selling starts this year on Monday, March 5th, and will continue until May 5th.

It is understood that the new price lists will show little change from the figures which went into effect on January 5th last, when quotations were advanced, owing to the high cost of materials, shortage of labor and unprecedented demand by an average of twelve and a half per cent.

On some lines there has been a small reduction while in others there has been an increase. On the whole, however, there is a decrease of between one and a half and two per cent. Owing to the constantly ascending quotations for cashmerette and jersey cloths, there has been an advance on these lines of goods, while rubber boots, men's plainovers and duck lumbermen's are a few cents cheaper. Other lines remain practically the same as announced in the price lists of January 5th last.

Crude rubber has been ascending in price and during the past few weeks there has been an augmentation of fifty per cent. It is expected that the coming placing season will reveal the largest business ever known in the history of the trade.

A Record Demand for Rubbers

Since the elimination of the so-called second quality or heavier rubber, and the one price, any brand, going into effect some months ago, there have been few if any complaints heard. The past season has been the busiest one ever known in rubber selling game on the part of the retail trade. There have been days and days of wet weather and slush which called for the wearing of rubber shoes and, owing to the high cost of leather footwear, thousands of persons who never thought of protecting their leather shoes in the past have gone in for the use of rubbers.

They also realized, owing to the prevalence of pneumonia, la grippe and other diseases, which often have their inception in damp, chilled feet, that it was both wise and profitable to go about dry shod. The most casual observer riding in a street car or railway train could not help but have his attention drawn to the greater use of rubbers than ever. Persons, who never bought a pair before, did so this winter, and there has been no let-up in the demand for this class of goods while the factories have never been able to catch up with the abnormal business. When people are called upon to pay from seven to fifteen dollars for leather togs, which they formerly purchased at from five to eight they believe in the policy of protection, and economy—not only in the matter of physical well being, but in safeguarding

leather from the deteriorating effects of wet and slush.

What Companies were Up Against

The reason that the rubber companies have not been able to overtake the numerous requisitions from the trade has been primarily owing to the scarcity of help. If all the plants had been able to obtain sufficient labor there would have been no shortage in goods. Enlistments for overseas service have drained heavily the ranks of experienced workers while the munition factories with their liberal scale of wages have proved an irresistible attraction to hundred of girls and boys. Although rubber concerns have advanced wages on the average of thirty-three per cent. and advertised in every available medium for help, they have been unable to secure anything like the number of workers required with the result that production has been curtailed fully one-third. Green labor of all kinds has been pressed into service and the very best possible has been done under the trying circumstances to meet the demand. There were many other obstacles to contend with such as the shortage of supplies, delayed shipments due to the freight congestion, etc.

Advisability of Early Ordering

The numerous difficulties which the rubber manufacturers have had to meet were fully reviewed in a recent issue of the *SHOE AND LEATHER JOURNAL* and since then there has been no material change in conditions of manufacture, shipments, labor, and increasing costs. The companies have done their utmost. The one safeguard for the securing of the necessary stocks required for next season is in placing orders now and not deferring the matter as has been done in many instances in the past.

Some retailers have been in the habit of holding back thinking that they could secure the goods at any desired time. The inevitable result, even under normal conditions, has been that they have made requisitions too late, each one perhaps thinking he was the only person whose order was being sent in at the time, and forgetting that scores of others have been doing the same thing. Then wonder is expressed at the delay.

"I tell you," remarked a leading manufacturer the other day, "it is like this. Persons who should have got in their coal last summer did not do so thinking that they could have delivered whatever number of tons they required at any time. In the past they have got away with this practice. But what has been the result this year with thousands

of householders all over Canada. They have been having the most anxious times of their lives and many homes have been on the verge of having no fire at all in them. The coal companies owing to the freight congestion, lack of deliverymen, cars, engines, etc., have been unable to fill individual orders for a single ton while some fuel merchants have had to deliver in quarter and half ton lots. I will guarantee that the people during the coming summer will put a full stock of dusky diamonds in their cellars, and it will be easy on the part of a coal salesman to take orders. In past summer seasons he has been given none too cordial a reception. People would say what is the use of me buying now when I can secure what I want at any time and the difference in price for present delivery is too small an inducement to warrant me tying up my money. 'No thank you I will come around when the cold weather arrives.'

Forewarned is Forearmed

"In a certain parallel sense this has been the practice of some shoe retailers in the matter of ordering rubber footwear. With the barriers that the factories have had to cope with in 1916, and the utterly unforeseen and abnormal state of affairs in the way of transportation, labor, supplies, etc., I am looking for the greatest placing season ever known. Across the border where the placing order period starts on January 1st, all records for volume of business were broken during the first two weeks. The companies never saw such an inrush of orders and I am of the opinion that the lesson of the past season will result in more business being placed in our line during the next two months than was ever known in the history of the trade. This will arise from two reasons—to be assured of the goods when wanted and also to the fact that the sale of rubber has and will continue to increase at a rate never known before.

"Regarding prices I am no prophet, but this one thing I do know that, considering the advance in quotations in all other lines of wearing apparel, rubber shoes are cheaper comparatively than anything else. The cost of leather shoes has, I am safe in saying, increased all the way from fifty to one hundred per cent. and the new prices for fall are not yet out, while rubber footwear has been advanced on the average of about twelve per cent.

Will Take Orders only to Capacity

"Another thing that contributed to the shortage of rubber footwear during the past season," declared another manufacturer, "was because the factories were virtually called upon by the Canadian government to furnish the soldiers with trench rubber boots, two buckle overshoes and tanovers to the extent of hundreds of thousand pairs or more. These contracts had to be executed within a certain time and taxed the capacity of the plants. All war work had to take precedence. The industry may be called upon again to supply the militia authorities with thousands of pairs of rubber shoes and I would advise every member of the shoe trade to place his order as early as possible."

It is stated that some factories will only book business this season to the extent which they can

produce the goods under the present labor conditions and other obstacles and will then stop short. There are some 1916 orders which have never been touched so great was the demand for rubber footwear during the past season. Rather than disappoint customers, the factories will not undertake obligations which they can see no way of meeting in an operating or productive way.

How Britain Controls Rubber Supply

The fact that rubber has not increased in the same proportion as other lines of goods was set forth very clearly in an address delivered last week in Montreal by A. D. Thornton, of the Canadian Consolidated Rubber Co. He described the steps taken by Great Britain to corner the rubber supply of the world at the outbreak of the war, thus preventing the enemy securing a portion of this very necessary commodity.

The first action taken by the British Government was to declare rubber contraband, but this did not stop Germany receiving a certain amount through neutral countries. Then Great Britain

AN AUTHORITY IN SHOE TRADE

Enclosed you will please find postal note for two dollars for two years' subscription to the "Shoe and Leather Journal."

I must say in reference to your Journal that it is improving rapidly, and have no doubt if the supply of paper holds out, your publication will continue to improve. I find the Journal is quite an authority on leather and rubber goods, and gives the cause of advancing prices, etc. This should enable the retailer to convince his customers why he has to advance prices.

Trenton, N.S.

Yours truly,
HUGH MACKAY.

ordered that all crude rubber be shipped direct to London. There was, however, a supply of perhaps 50,000 tons per year which Britain did not control, so the final step was to buy up this supply.

"There was a furore in Canada and in the United States at that time," said Mr. Thornton, "for the lack of rubber would have put the industry out of business. The rubber men of the United States went to Washington, but Washington could do nothing. Finally the Rubber Club of America sent a delegation to London, and it was arranged that rubber would be shipped to the United States on the understanding that all manufactured products should be shipped from the United States via London. Thus to-day Great Britain absolutely controls the world's supply of rubber, and supplies it at a lower price than it was before the war."

Mr. Thornton gave a most interesting address on the general question of rubber, its sources, methods of manufacture, etc. The rubber industry, he said, was to-day competing with the cotton industry for second place among the industries of the world, steel being the first. He described the miracle of Ceylon, where rubber trees, imported from Brazil, had outdone the trees of South America, and given Great Britain a tremendous hold on the rubber industry.

Special Sales Plans for Dealers

Making Surveys of Market Possibilities in a Locality and
Showing How a Merchant May Take Advantage of Them

By CHARLES KAYE

FROM discussions of the subject I've had with possibly 250 merchants during the past months, it is evident that the next development along dealer-service lines will not be so much the physical things but practical merchandising service. Evidences of this are cropping up everywhere—the retailers' attitude toward the work of the A. A. C. of W., various trade publications, college short courses in merchandising, and more recently the work of two or three influential corporations.

With most manufacturers the present extent of their dealer helps ends abruptly with what they term "a complete assortment of store displays, window cards, electros and lantern slides." These things are important in their place.

The manufacturer can be of more vital assistance, however, by telling his dealers how to cooperate with other merchants in the promotion of community enterprise, conducting Special Farmers' Days, Spring Openings, Dollar Sales and various stunts that attract the trade to town. The dealer wants to know about mail campaigns and the manufacturer can help by multigraphing letters for the retail merchant when such facilities do not obtain locally. Where a foreign population dominates he can assist in the translation. These are little things that the merchant appreciates.

We have lately read how several general stores in cross-road towns do a business running into the hundred thousands by broadening their selling radius until it takes in most of the country. Few small-town merchants, even the most ambitious, realize their business possibilities and all these ideas can be passed along by the manufacturer if he is keenly alert to the fact that anything that stimulates the merchants' general business will boost the sales of his particular merchandise.

Be Awake to Your Opportunities

This applies to the larger towns as well. Recently the agent in Fond du Lac for a large builders' hardware manufacturer complained that he couldn't sell the goods. He said there was no demand. Yet when the sales manager secured from the local newspaper a survey of business conditions he found that eighty new residences had been built during 1915—not to mention several large buildings, movie shows, stores, etc. The merchant was not awake to his opportunities. When the sales manager confronted him with these facts and told him who to go right out an interview the proper people he agreed to make another try. Advertising would probably not have helped him. It was a sales plan he needed—not mere window displays or store

cards or literature, but practical merchandising advice.

Help Which Increased Sales Twenty Per Cent.

Another merchant in Kansas City wrote that he was thinking of putting in a cheaper line of kitchen utensils and enameled ware. He liked the line—a well-known, advertised brand—but complained that his neighborhood seemed particularly irresponsible to all his efforts to attract business. The case was placed in the hands of the manufacturers' merchandising expert, who, after making a complete study of conditions, reached the conclusion that nothing was wrong with the neighborhood or the character of merchandise sold, but in the type of the store and the merchant's selling policies.

The merchant was situated in a high-class residential neighborhood and was making a price appeal instead of a service appeal. Formerly located in a cheaper section of town, he had not adjusted his sales tactics to the needs of the new community. No thought was given to the finer features of service that are needed in catering to a high-class trade.

The result of the merchandise man's findings were tactfully submitted to the merchant. He was not merely told to improve the appearance of his store, study his windows, arrangement of show-cases and cultivate the feminine appeal. He was told how to do it. Sketches for window backgrounds and materials for decoration were submitted, together with catalogues of standard fixtures. A floor plan for departmentalizing his store was made with suggestions for a model kitchen where various utensils could be demonstrated. The merchant was instructed how to emphasize those finer touches of courtesy that are appreciated in the better residential sections. Special service features, such as free telephone and deliveries, were emphasized. A definite sales policy was suggested—based upon a knowledge of the community's needs.

Here is an interesting thing, too. In studying the store location it was found to be situated almost next to a popular high-class moving-picture theatre. Yet the merchant's windows were not illuminated after 6.30, although the audiences did not commence to arrive until 7.30! He was losing this splendid chance to attract people to his store.

Advertising alone would not have accomplished much. It needed a business analysis to point out the merchant's weak spots so he could adjust himself better to his trade. I had the privilege to read some of the correspondence that passed and recall a letter in which the merchant said, "I now realize the fault

was chiefly mine. I must make my store less like a junk shop. I must arrange my merchandise into departments. I must display seasonable goods in my windows and change them every week. I must cater to the needs of the community. So far I am glad to say my sales have jumped 20 per cent. over the previous months."

Better Stock Arrangement Which Sells Goods

Let me relate what one manufacturer is accomplishing in coaching merchants to make effective arrangements of stock. Many stores had not been making an individual display of his goods. A few packages were placed on the counters, some in the rear and often most in the basement. The impression on the customer was negative—he did not realize that a complete assortment was carried, and consequently went to the store selling these goods exclusively. The dealer usually complained he had no room. Hence many sales were lost.

This went on for a long time until the manufacturer conducted a special campaign for the more prominent display of his goods. Several sets of blue-prints of model shelving were prepared to fit various spaces. For instance, there was one of a seven-foot shelving, one for a ten-foot shelving, etc. They were made in units so the dealer carrying a hundred-dollar stock would need two sections twenty-eight inches wide and seven feet high; a two-hundred-and-fifty-dollar stock would fit into four sections of ten feet high. The shelves were all of the right measurements to fit different-sized packages, the weight was evenly distributed, the most popular-sized articles placed within easiest reach.

The dealers were amazed to see what could be done when the shelves were so arranged that no space was lost. They could never figure this out themselves. Then when the manufacturer explained the convenience, elimination of lost motion and the improved appearance of his stock, it was not difficult to get his goods into the most prominent position in the store. This was a real service to the merchants—something they appreciated and for which the manufacturer secured immediate returns in increased sales. For merchants who had no available wall space, plans for two simple portable display racks were designed so the stock could be moved to a conspicuous position during the active buying season.

Frequently dealers complain that they don't secure proper returns from their investment in certain kinds of merchandise. Yet if the manufacturer makes a study of the situation he will often find this is due to the fact that so many dealers carry parallel lines. Take paints and varnishes, for instance. Instead of sticking to one single standard brand you will find many dealers carry two or three kinds of furniture polish, varnish stain, floor varnishes, etc., not because their trade demands them, but because some clever salesman has slipped in a case or two. This is also true of other lines. To the firm whose exclusive agency the merchant happens to represent, the problem is a serious one. It cuts down the volume of sales and makes the merchant dissatisfied

with his general return. He says there's no margin in paints and varnishes.

A Stock-keeping Help

A simple stock-keeping system will often eliminate this difficulty. But it must be presented in the right manner and devoid of all red tape. It must be workable in a few moments each day. Such a plan will give the merchant an accurate record of his sales, mark-up and net profits, and he will quickly realize that if he carries parallel lines he is increasing his investment, slowing up his turnover without making extra sales or larger profits. Incidentally you can show how by sticking to your single line he reduces slow-moving colors and odds and ends, cuts down valuable shelf space and is able to make a better impression on his customers. Consequently he will discontinue competing lines.

The amazing increase in mail-order business presents a serious problem to manufacturers selling through retail channels. Yet few have made an actual study of the situation and given the dealers sound advice and selling knacks to use in counteracting the local influence of the catalogue houses. A pocket sales manual giving specific arguments for the dealer to use is something much appreciated. Instead of "knocking" the mail-order concerns it gives a dozen quick tests and selling stunts that demonstrate the advantages of the particular brand of merchandise he sells. A recent check-up in small-town general stores indicated that 90 per cent. considered the mail-order house their most serious business problem.

When it comes to store and window equipment to display their merchandise, many manufacturers have the impression that it is necessary to furnish everything gratis. Most of this is of stereotyped design, suited for stereotyped stores. Yet if you explain to the merchant how he can construct racks, panel displays, signs, etc., he will often be glad to do it himself in order to give his store an individual touch. Moreover, the things he makes himself he will appreciate far more than anything you can supply him with. Give the subject some study and present it through the pages of your house-organ. You will be surprised how the merchant takes to it. Moreover, there is no objection to mentioning various articles of store equipment that can be purchased from the manufacturers—such as window-display units, artificial flowers and other decorative ornaments, showcases, etc. Often the dealer is at a loss to know where to get such things.

How Help Is Given the Clerks

We all recognize that the retail clerk is one of the most important factors in successful merchandising. But what have you done to educate the clerks in the stores that sell your goods? There is great opportunity for constructive work here. One manufacturer I know has perfected a series of ten weekly lessons with the privilege of asking questions concerning any phase of retail salesmanship. He is in intimate personal touch with seven hundred enrolled clerks. Think what an asset this represents! —Printers' Ink.

WASTE NO TIME ON "HA HA" WOMEN CUSTOMERS

They Like the Shoes, the Price, the Fit and Everything Else but Can't Just Make Up Their Mind or Do Not Know Whether They Really Need Them Just Yet—Do Not Deliver Without Getting Deposit and Give Curiosity Seekers Little Encouragement

I LIKE a man who can close up a sale when he has spent sufficient time in waiting on a customer," remarked a London, Ont., shoe retailer the other day. "How long he should spend with a customer must, of course, be governed by circumstances. No set time can be laid down.

"There are many salesmen who know how to properly approach a customer, get her interested and fit her correctly and then when all is said and done, cannot assist her in coming to a decision. They belong to that class of unfortunate people which you meet now and then. You have known public speakers who did not know how to close an address after they had said all that was worth while, or persons call at your home and not know when or how to depart. They linger and linger and remark that they must be going, but they never go. They talk on about everything and yet really nothing, after topics of interest have long since flagged. There are scores of salesmen in every line good at meeting and discussing efforts or propositions with prospective clients yet can never bring affairs to a head.

"They dilly dally, they lack the reserve force to reach a climax, to get the signature on the dotted line of an order or induce the prospect to say the necessary word that terminates the transaction.

"Well, the other Saturday night a stylishly dressed lady entered and wanted to see a pair of grey suede, high-cut bals that we had on display in the window. The store was pretty full at the time and the figure for the shoes was ten dollars. In this transaction, let me say at the outset, the woman did not object to the quotation, so there was no reason for delay on that score.

Close it up Right Away

"Well, I am not going into the minute details of the negotiations touching upon the sale of this particular pair of shoes, but John, one of my clerks, had fooled and fussed around the caller for fifty minutes and all of the rest of us were on the jump. People were starting to leave because they could not get served. Going over to John I told him in an aside that it was about time to close up the deal, that he had already spent too much time. Still he kept at it and seemed unable to do anything. Instead of handing over the woman to me or to another member of the staff to deal with, as he should have done when he found that he could not make the sale in reasonable time, he was still talking and fitting on shoes.

"I then took a hand in the game and asked the lady rather pointedly if she had not obtained a fit, and she said, 'O, yes, they are perfect in that respect.' She knew by my intent look and serious demeanor that I meant business and inquired casually if I could send the shoes up to a certain address.

" 'Yes, I can,' I remarked.

" 'To-night,' she further ventured.

" 'Yes, to-night—within an hour,' I replied distinctly.

" 'Well,' she drawled, 'I can scarcely make up my mind whether I want them to-night or not.' She showed a disposition to linger longer and I showed equal determination that she should not.

"I remarked you can think the matter over. I have a full stock of the line and telephone me on Monday if you take a notion to buy.

" 'All right,' she said and out she went.

"The following Monday morning she called me to the telephone and remarked, 'Mr. K——, can you send me at once that grey suede pair, size 3, B width, which I was looking at Saturday night?' I was in the store alone at the time and told her the messenger was out but that I expected him back any minute. I would have the shoes up to her dwelling within an hour as requested. She retorted, 'Do not fail me, will you?' and I replied, 'Certainly not.'

"One of my clerks who had been out a few minutes then came in, the messenger boy not returning. 'Here, Joseph,' said I, 'take this pair of shoes up to No. — and collect for them. Here are car tickets.' And off he went. He was there within twenty minutes and was met with a bland smile by the fair plausible one, who declared that she did not want them now, that she had changed her mind, and in this short interval. Here I was out car fare, the clerk's time and all the bother and attention bestowed the previous Saturday evening. I took particular pains to remember the address in the event of the female calling me up again and I certainly was going to give her a piece of my mind.

Could Not Say Just Then

"The next day another lady entered and wanted a beaded kid slipper which I sell for five dollars. She told me that she had observed my window displays of footwear and that I had a fine representative selection. She had been comparing my prices with others and thought that I was selling shoes more reasonable than they were. I told her that we made only a fair profit and that we always gave good value for the money. After being fitted she began to wonder if she really wanted the shoes or not and inquired if I would send them in case she telephoned later in the afternoon. I inquired where she lived and found that it was fully two miles from the store and in a district plentifully supplied with footwear establishments. Remembering my previous experience I narrated the facts to her. She disclaimed that she was the kind of woman to put a retailer to so much trouble and go back on him.

" 'Did you not know when you left home whether you wanted a pair of kid slippers or not?' I inquired.

The Dealer Was Very Firm

" 'No,' she replied, 'I thought I might and saw these in your window. I really do not know yet whether I should take them.'

" 'Well, if you will pay a deposit on the shoes I will be pleased to send them up,' I continued, 'but otherwise, no. I cannot agree to deliver to such a far off point as you reside and then you not know whether you will take them or not.'

"Finally she left, stating that she would call me up later by telephone. This she did and wanted to know if I would send the shoes. 'Oh, yes,' she really wanted them and would pay the money and all that sort of thing. Promises are seductive at best and I told her that I could not agree to send the footwear that night as I was alone in the shop and it was nearly the closing hour—nine o'clock.

"Well, she must have the slippers at once as she was going to a dance. She wanted to know what time I closed and I told her. 'If you will not send the shoes here,' she went on, 'will you have them go out right away to another and nearer address?' She named it. It was the identical num-

(Continued on page 62)

VALUE OF COST MARK SYSTEMS TO RETAILER

Code Words Are Convenient and Used by Many—How Key Figures May be Used to the Best Advantage—Often Decided Detriment to Business to Have Clerks Know Cost Price of Your Goods—The Way Invoices and Lines May be Numbered

"DO I let my sales force know what my shoes cost me? Well I should say not," remarked a leading Western Ontario retailer the other day. "I know that some merchants may not agree with me in this attitude but I have found out that if I secure a good-looking, snappy line of shoes at a special price—ones that will command a good figure—if a clerk knows that I am making more than the usual profit on such a range, he will not put heart or enthusiasm into the selling of them. He is apt to think that the boss is getting too much out of the public and unless a clerk has conviction and confidence he makes a poor attempt in many instances at disposing of a particularly profitable line. Thus the effect of a fortunate purchase is negated to a certain extent. I maintain only the buyer or the head of each department, but not others, should know your costs or cost code. If it is common knowledge, a clerk on leaving your service may carry away valuable information to your detriment and tell tales. I believe in keeping such matters as the cost of each line of footwear to myself. My cost code is secret, not public or store property.

The majority of progressive retailers believe that there is real necessity in having the cost mark on the carton as well as the selling figure. The latter may or may not be in plain figures as the merchant decides, but the larger number of shoe houses have the selling price written or stamped in plain figures. The cost price is, of course, always in cipher and there are many occult character marks and figures which cannot be understood or unravelled by every person in the establishment.

There are a great many schemes used to disguise even the fact that the cost prices appear on the goods at all.

An ideal cost mark must be one that can be spoken. That is why some of the best character marks are not suited for some businesses. It should be one that is easily remembered and one that cannot be deciphered in any but the right way, as mistakes are often very costly.

The Use of Key Figures

One that is decipherable at sight and well suited to the shoe business is the following:

Use the figures, 1, 2, 3, and 4 as key figures. Let the figure "1" placed before a figure or set of figures mean that that figure is to be doubled to give the cost price. Let the figure "2" placed before a figure mean that it is to be divided in two. Let the figure "3" placed before a figure mean that it is to be divided by three. Let the figure "4" placed before a figure mean that it is to have half of itself added to itself to give the cost price. There may be other key figures used, but the more there are the greater the confusion.

Examples of the above are: "150" would mean that the cost is "100" or twice "50." In the next case we have "2350" making the cost "1.75," or the half of 350. "360" would mean that the cost is only "20" cents. "4230" would make the cost price "3.45."

These figures can be preceded by the abbreviation of the word "number" in this manner: "No. 4230"—\$5.00-- and a very effective blind is secured.

By varying the use of the keys the customer will often be confronted by several sample numbers of different value at the same selling price. Should there be any suspicion that this "sample number" is only a "dodge," the variety of figures will be misleading. For instance, if the cost is \$4.00, it might be expressed in either of the following different ways: "1200," or "2800." It will be found that to express

this figure in either the third or fourth method it will involve fractions which are likely to give the plan away. If the cost is \$3.00, it can easily be stated in all four ways, as follows: "1150," "2600," "3900," "4200."

Even a clear-headed clerk may be kept from suspecting such a cost marking system if the figures are varied from time to time so that the same "sample number" does not appear on too many lines of shoes at the same time. At any rate he may not figure out the cost as easily as from a code word. Yet code words are convenient and are used by a majority of merchants.

Should Clerks Know Cost Price?

If the store is a strictly one-price store, there is no reason on earth why the clerk should know what the cost mark is. It is often a decided detriment to the business to have the clerk know the cost price. If a clerk finds that one shoe costs a quarter less than another, he immediately decides that it is of that much less value, when as a fact it might be the better value of the two. This is one of the reasons why some merchants are advocating a change from the code word system. It is so easily decipherable that it does not keep secret the price of anything. But in the small store the use of a cost marking system is the sorest trial because it so soon becomes public property. Tom Jones, a clerk, knows the cost mark. He leaves and goes to work for Brown, and he tells every customer of Brown that Smith's code word is "blacksmith," and soon every one is telling Smith that he is asking too much for his shoes, and telling him what they cost him. The only way to avoid this is to have a new cost mark used often or to employ a different system altogether.

It is surprising what a little thing will throw the curious off the track in this matter. If the above system should be used and further reduced one-half, the mark would be undecipherable to those who know it in its original form. Take the above examples: "1150" would become "575," "2600" would be "1300," "3900" would become "1950," and "4200" would be "2100." This would soon be easily read, as one would remember that "575" meant \$3.00. But in the main this would be likely to cause trouble and create errors in figuring. Any system that is likely to result in error should be avoided.

The objection to any system, in which the cost price is not placed on the shoes that the writer has, is the fact that when it comes time to take inventory, the labor of looking up the items is almost unthinkable.

Such a system leads the retailer to guess the cost in a great many cases, and to guess wrong.

Inventory at Selling Price

In some of the large department stores the inventory is taken at the selling price only. The buyer, or head of the department, figures upon making a certain per cent. on his wares. When the stock inventory is taken it is taken at the selling price, as all selling prices are constantly being revised and are supposed to represent actual selling values. The estimated percentage of profit is then deducted from this to give the cost price. Where this is done there is no reason why a cost price should be placed on the articles. But in place of the cost price there are certain other figures that give information of considerable value to the one who is in a position to find out their meaning.

In some of these stores, as well as in some smaller stores, the system adopted is more than a cost system as it includes

the following information that is often of value in looking up an article. The figures show: first, the season in which the article was purchased; second, a reference to the price as it shows where the price can be ascertained. This is usually an "invoice-and-line" number, a reference to which will give the cost price.

Numbering Invoices and Lines

Here is a plan in a nutshell: All invoices as they are received are given a consecutive number. This may be preceded by a season letter if a letter is thought advisable. At any rate the first is numbered "1," the second is numbered "2," and so on. These are pasted in an invoice book, or placed in a file in the order in which they are numbered so that they can be easily found if wanted. Each item on each invoice is numbered from "1" up to the end of the list. If there are ten lines there will be ten numbers, and so on.

As an example, let us suppose a case. Let us suppose that we are beginning the year and the first invoice of the year comes to hand. We number the invoices in the upper left hand corner "1," and we proceed to number the items from "1" to the end of the list. We get another invoice, and number this "2" in the same upper right hand corner. We also number the items from "1" to the end. When the goods arrive and are to be marked we take item "1" on invoice "1" and placing the season letter first follow it by the figure "1," then a stroke and another "1." It is then "J1-1." This means that the item is from invoice number one and is item one on that invoice. The cost price is to be found by looking up that particular invoice. Each season's, or each year's, invoices are kept separately thus facilitating finding the cost price at any time, even years afterwards.

This is an effective manner of hiding a cost mark, but it is of very little use in a small, or in an exclusive store. Cost prices are often wanted in a moment's time, and this will necessitate keeping the office records away from the office. The items can be copied into a stock book, and this is done in some stores, but the labor required is never repaid in any manner or form of value to the establishment.

A Combination Cost System

Where a dealer finds he has trouble in keeping his mark secret, he can use a combination cost mark that will puzzle the most of those who may wish to ferret out the real figures.

1	2	3	4	5	6	7	8	9	0	R
a	b	c	d	e	f	g	h	i	j	
k	l	m	n	o	p	q	r	s	t	y

If we take the above table as a combination mark we can baffle almost every one who attempts to figure out our cost mark.

The cost price \$3.25 can be represented in any of the eight following combinations:

cbe cbo cle clo mbe mbo mlo mle

The cost price \$3.00 can be represented in as many ways by the use of the repeater, and two other ways by not using the repeater, as follows:

cjy cyj mjy myj cty cyt mty myt cjj ett.

Having this number of marks for the same figures will be confusing if the cost is to be known at all times, but in the majority of stores it is not necessary, except on exceptional occasions. When one gets accustomed to this combination and knows that a and k stand for 1, and that b and l stand 2, and so on, it is an easy matter to figure these costs out in the head. A cost code can be carried in the vest pocket for handy reference, as it need not take up any more room on a card than as shown on this page.

One might continue to quote systems that are in use by showing the minor variations of each system, but it will be found that all systems are founded on, or are variations of those already shown.

CANADA'S OLDEST SHOE RETAILER DIES



LATE L. BILODEAU

After sixty-six years in the shoe selling line, Louis Bilodeau, who was Canada's oldest footwear retailer, passed away in Quebec in the 87th year of his age. He started as a bench shoemaker and his first store was situated in the locality known as the "Breakneck" stairs. After ten years in this place, he removed to larger quarters at 45-47 Sous-le-Fort street. In fifty-six years he made no

change in premises, which in itself is a remarkable record, and previous to 1880 his store was the largest in Lower Town. Mr. Bilodeau had of late years not taken an active part in business owing to his advanced age, but he could recall numerous incidents of the early days of shoemaking and shoe selling. He attributed his success to the fact that he always gave his customers full value for their money and never sought to misrepresent goods. He found his practical knowledge of the trade of great help to him in buying and conducting his business. Mr. Bilodeau was fond of recalling the changes that had taken place in merchandising methods. Thirty-five years ago, when lasts and styles were not changed so frequently as they are now, he kept less than half the stock that he had of late years, and yet did practically the same volume of business. He had numerous customers from all parts of the north and south shores of the St. Lawrence, as well as in Quebec city. Farmers had dealt with him for several decades, even unto the third and fourth generations. The passing of Mr. Bilodeau marks the severance of another link, connecting the present with the past, and the death of this pioneer in shoemaking and shoe retailing will be learned with wide regret.

SHOULD TAKE UP SUBSTITUTE SOLES

A great deal of discussion is now going on among the various trade associations as to the steps that shall be taken with regard to sole leather substitutes. The opinion is generally expressed that the vast majority of repairers (and shoe manufacturers, too) are adverse to the use of any kind of substitute while real leather can be got, says an English exchange. But with the prospect of a greater shortage of sole leather than has ever been known, the possibility of many repairers having to use substitutes is by no means remote.

In these circumstances the Federation has to bear in mind that an important subsidiary business is open to their members, and the time has actually arrived for a prompt decision as to whether they will thoroughly investigate the value of the new business offered them or whether they will allow it to pass into other trades as occurred in the case of rubber articles for shoes.

Even now we have information that fibre soles are being taken up by trades not really connected with the shoe and leather industries, and no time should, therefore, be lost in coming to a decision as regards the value of substitutes to our trade. We believe there is still the opportunity to secure and hold this business, which is now being strongly pushed by the makers of the various products offered.

In this country it is highly probable that these materials will be used to supplement the leather supply rather than to replace it; but in America they are entering into strong competition with leather, and are freely advertised not as substitutes but as products superior to leather. Our Government has again requisitioned all sole leather except bends under 10 pounds, and a large quantity of light bends is being sent to France, we believe, for military purposes, while it is quite possible that supplies of the same class will later on be sent to Russia, likewise for army work.

LEATHERLESS SHOE WILL SOON BE ON MARKET

New Footwear Will Have Composition Sole and Heel While Upper Will be of Various Kinds of Cloth, Soft and Durable and Resembling Leather—Public Cannot Afford to Pay Present High Prices and Manufacturers Cannot Afford to Buy Leather

DETERMINED to do all within his power to combat "unreasonable" leather prices and to prevent the price of shoes from further advancing, E. W. Burt, of the E. W. Burt Shoe Co., Lynn, Mass., will within the next two weeks place upon the market an innovation of his own, the "leatherless" shoe.

Already Mr. Burt has orders for about 25,000 pairs of these new shoes, and he said recently that he believes it will be an easy matter for him to sell 100,000 pairs of them within a year. The leatherless shoe is to be made in black, white or tan and will retail for about half the present shoe price, or \$5.00, says "Lynn Item."

A Pioneer in New Line

Firm in his conviction that present prices being charged manufacturers for leather, and which promise to go even higher, are unreasonable, if not prohibitive, Mr. Burt cited that staple footwear is now costing \$7 and \$8 to the public, and he predicted that shoes are soon likely to be \$9 or \$10, let alone prices already being demanded for fancy footwear.

"Now, the public, the masses, cannot afford to continue

to pay any such prices for shoes," said Mr. Burt, "and I do not believe people will do so for any great length of time. Yet shoes are one of the prime necessities of life. Folks have got to have them, and what are they going to do about it? It is as though bread were advanced to 50 cents a loaf.

"Manufacturers cannot any longer afford to buy leather. The public has got to get over the old idea that a shoe cannot be made of anything except leather. I cannot control the leather market, and admittedly there have been some legitimate causes for advance of leather prices. Some kinds of leather manufacturers can no longer obtain at all.

"I am vitally interested, however, in keeping shoe prices down where the public can wear shoes, and it interests me to do business in a way which will benefit the people, for the pleasure I take in business is not all confined to the dollar.

Will Retail at Five Dollars

"I am determined to prevent further advances in shoe prices so far as possible, and I hope to bring staple shoes to not more than \$7 a pair. At any rate, I am going to put a



SOME OF THE LATEST PRESENTATIONS IN STYLISH FOOTWEAR SHOWING ALL CLOTH SHOES AND ARTISTIC COMBINATIONS OF LEATHER AND CLOTH WITH A FEW NEW DESIGNS IN VAMPS, PATTERNS AND QUARTERS.

shoe on the market which has all the good qualities of staple leather footwear and which will not retail for more than \$5."

Mr. Burt expressed the belief that once people get wearing them this leatherless shoe is one that should remain permanently on the market even if shoe prices some time do go back to the old normal figures. He expressed his idea that while shoes are having enormous sales at present, there is bound to be a break sooner or later, Mr. Burt thinks by spring. He thought both the present leather and shoe prices have soared too high; leather so high that, as he put it, "The leather men are hurting their own business, because we manufacturers cannot buy." Mr. Burt's idea is that present shoe prices, or higher ones, will ultimately mean a dropping off in shoe sales.

Prices That People Can Pay

"Henry Ford," said he, "has made his success through placing upon the market cars of the sort demanded at prices the masses could afford. I want to do the same thing in the shoe business. I do not believe shoes are going to go \$20 a pair, and I know that I am not going to close down my factory. We are going to continue to do a lot of business, and we can do more business by producing good footwear at prices the masses can afford to pay."

Mr. Burt has been at work for many months on the leatherless shoes which he has perfected and tried out by actual wear to an extent that he is willing to place it on the market bearing the name of his firm.

Said he, "my agents laughed at me when I told them that before long we were not going to buy leather. Since then we have seen what has happened in the leather market. It was this soaring and prohibitive price of leather and the growing demand from my agencies throughout the country for a shoe made from some substitute for leather on the Ground Gripper principle that set me to work with my leatherless shoe as the result."

How the Shoe is Made

"This leatherless shoe," continued Mr. Burt, "is made to supply the public with a durable, flexible shoe for street and rough wear in all sorts of places where shoes are now being worn. It is made at the same labor expense and on the same last as our other Ground Gripper shoes. It has the same medical features, only more of them, because of even greater flexibility than can be secured in leather. Its greatest feature, however, is that it will retail at about half the price of the leather shoe."

The new leatherless shoes as produced and designed by Mr. Burt may be described briefly as follows: The sole is of composition instead of leather. The upper is made of various kinds of waterproof cloth, soft and durable, as near in appearance to leather as possible. The heel is of a composition of rubber and other ingredients.

Many Orders Now on Hand

E. W. Burt & Co. have already received orders for about 25,000 pairs of these shoes, 20,000 pairs of these in a single western order. The new shoe will undoubtedly also be introduced in the 30 exclusively Ground Gripper stores which are scattered about the country.

The first of the leatherless shoes will be put on the market within the next few weeks, although the firm will continue its manufacture of leather shoes as formerly.

The new shoes are made in both high and low cuts and for both men and women.

WHY SHOULD SHOES BE CHEAPER?

Occasionally the question is put to the manufacturers and others in the trade as to when the retail price of shoes

will come down, and will the ending of the war affect the present level of prices, wholesale and retail. On this point the opinion of a western salesmanager of shoes, is in line with the feeling that the manufacturers have. He says:

"Why should shoes be cheaper, if it were possible to make them for less than they are costing the shoe manufacturer and the shoe dealer today? The farmer is getting the same price for three bushels of wheat that he formerly got for five, and this is typical of nearly all commodities. The cost of production, transportation and distribution of all commodities is higher than it was two years ago.

"In all lines of commodities better retail prices are being obtained, not necessarily on the increased cost of materials, but, better still, on a basis of better merchandising. The retail dealer, whether it is of shoes or some other line of wearing apparel, should sell his stock of goods on the basis of values and style, getting for them a price which the consumer willingly pays where he is getting what he wants. Shoe merchants never had a better opportunity than today for selling footwear on a basis of real values and getting the right price for the shoes sold.

"While shoes cost more to produce, and the retail price necessarily must cover the advance in cost of materials and manufacturing, there is something more than this basic cost to be figured in by the dealer who really merchandises his goods instead of merely swapping dollars with a fixed retail profit, irrespective of the value attached to the shoes sold because of the style, pattern or design. These elements are just as intrinsic in value to the consumer as the actual materials put into the shoe.

"In the past the retail price of footwear was practically arbitrarily fixed on the basis of cost of actual materials in the shoe plus a profit. Retail prices in fact became fixed for grades to the extent that the shoe dealers insisted upon a shoe being made to fit that retail price. In other words the retail price was a fixed quantity in the shoe dealer's mind toward which he operated. Today he has his opportunity, and thousands are acting accordingly, for retailing shoes at prices which take into consideration wholesale cost, style, value and a successful working or business profit.

"The shoe merchant does not ask himself the question, will shoes cost or sell for less, but how best can he present to the consumer the real values found both in styles and materials in the shoes he is selling. He should not worry about how little he can get for the shoe he is selling, but how much they should sell for on the basis of values, styles and materials offered. This attitude of mind or merchandising ability makes for the success of the shoe business."

CAN CLOTH BE REALLY TANNED?

If supplies of hides and skin get too scarce, can tanners put cloths in their vats and tan them at a profit to themselves and to the public generally?

To tan cloth would be nothing new. It would not be a new means of tanners for combatting the growing use of cloth in place of leather in shoes, or in auto tops and other articles.

Cloth has been tanned for centuries. Fishermen of the Mediterranean have for generations tanned with sumac the sails of their fishing boats. So have other people. Gambier is applied, says George E. Anderson, U. S. consul at Hongkong, China, to sails, fishing nets and similar fabrics, to prevent rot. Silk treated with gambier is one of the standard cloths of China, he also adds.

Now is there a possibility of modern American tanners applying the ancient Chinese idea, and tanning cloth? Cloth, like leather, is a fibre, and it's the tanner's business to tan fibre. Is the time coming when Gambier & Sumac tanners will hang out a sign "tanners of leathers and cloths"?

FIVE PER CENT. TOO LOW FOR SHOE TRAVELER

The Recent Cancellation of Passenger Trains and Advances in Hotel and Sample Room Rates Greatly Increase Expense Bills and Wholesalers Should Take Cognizance of These Conditions, Declares Well-known Salesman Who Furnishes Facts

"I SEE that you are discussing the matter of turnover of stock, profit figuring, store help, trend of styles, replacement values in shoes, overhead expenses and many other live issues in your paper," remarked a well-known shoe traveler who has covered the same ground for twelve years.

"I read these articles with interest in order to talk them over with my customers, for practically every one that I call upon takes your valuable Journal." There is a matter regarding which I do not see a great deal and that is the commission and salaries paid to shoe travelers.

"I have no complaint myself on this score, but I know of many who have. Fortunately I am with a liberal minded house which gives me a commission on all business coming off my territory, whether by mail or personal buying, but others, I understand, are not in the same position. I know a young man who had been eleven years in the retail game and knew shoes backwards and forwards. He had an alert, pleasant manner, the faculty of making friends, and was ambitious and energetic. This chap would, so far as I am able to read character and recognize capacity, have turned out to be an excellent salesman on the road. He knew of an opening in an Eastern house, and went after it. The matter of his coming on was all arranged, but the salary and when it came down to that, the proprietor told him that he would start at fifteen dollars a week and expenses for the first six months. 'No thank you,' remarked the applicant. 'I have been getting seventeen where I am selling shoes by individual pairs, and I do not think that I will make a change for less money when it comes to disposing of footwear wholesale.'

Vital Importance of the Salesman

"Now," continued the speaker, "having informed you plainly that I have no personal grievance to air through your paper, I cannot be accused of any bias or narrow mindedness in what I have to say. Too few manufacturers adequately appreciate the value or importance of their travelers. Certain firms, if doing a good paying business, are apt to lull themselves into the false conception that the goods are so stylish and well made, so widely advertised or so attractive in appearance and price that they virtually sell themselves. The traveler after all is a mere order taker or a visitor pleasantly saluting customers with, 'Well how many pairs of such and such a line do you want,' and the retailer literally falls over himself to place business with the house. Now no goods sell themselves and never will do so, no matter how exceptional the value, reliable the make or widely recognized the trade-mark or the house. Shoes are not like postage stamps, railway tickets or express money orders, which persons must have. True there is bound to be a certain steady demand for some lines of footgear, but I have never found a dealer sitting up nights or tearing his hair in his anxiety for you to come around and sell him.

The Strongest Link in the Chain

The shoe traveler is, I maintain, the most important link in the footwear manufacturing chain to-day. He is the ambassador of trade, the developer of business, and the current of merchandise transmission. Let any house take travelers off the road to-morrow and seek to sell the goods by mail, or wire and the demand would fall off so suddenly and so flatly that they would wonder what had struck them.

Hugh Chalmers, one of the shrewdest business men on the American continent to-day, once made a remark to the effect that most any concern could make good goods, but the main thing was to sell them. Therein many a good house has gone under. They have not looked after the selling end properly, and have secured cheap, inefficient men, or have not used good ones as they should. A good man may work for a low salary for a while as he has to keep the home fires burning, even if coal is ten dollars a ton and potatoes nearly five dollars a bag, but he will not put his whole heart and soul into his work. The best will not be brought out in him. There are numbers of mediocre chaps, who are willing to try anything and get away with it for a while, but I have noticed that where a progressive house pays well and extends fair treatment, there are few changes in the staff. Changes are expensive and undermining to say the least.

No Increase in Many Years

"I do not suppose that there has been an increase given to the ordinary salesmen of shoes in the matter of commissions in the last thirty years. The most of them still get five per cent. and in the West six and seven per cent. for there the distances are greater and traveling and hotels more expensive. Now I know a clothing house which pays its travelers ten per cent. on sales. If a man sells fifty thousand dollars in a year he gets five thousand, less his expenses, and he would not be out only about half the time that a representative of a shoe firm who gets only five per cent. on sales would be. The latter would earn only twenty-five hundred dollars on this total, and over half of it would go for expenses, covering say forty weeks. It takes much more effort to sell shoes at about one-third the average price of ready-made suits and overcoats, and the aggregate does not pile up nearly so fast.

Too Few Trains are Running

"You know that the railways have cancelled a great many trains of late which has increased the difficulties, delays and expenses of the average shoe salesman to an extent that one who does not have his hand in his pocket all the time cannot understand. Until the 1st of January, one was able to cover many towns in a week by catching trains, and so get over a good deal of territory without losing many hours. Now in most small places there are only one or at most two trains a day in and out, and after a traveler, has finished with his customers he has either to sit around half a day or more, waiting for the next train, and thereby lose time or secure a livery rig and drive with his trunks to the next nearest place which he formerly could reach at most any time with the splendid train service.

How Traveler is Up Against It

"Last week a friend of mine in having himself and trunks transferred by liveries to a number of these small places, spent at least twelve dollars more than he formerly would have to, had the transportation service been what it was last season, and he did not sell any more shoes than usual.

"Another matter is the increase in rates for sample rooms, transfer of baggage and the raise in hotel fees which are at least thirty-three and a third per cent. Salesmen are not disposing of any more goods than they were a year ago, and the commission is the same in spite of all these extra outlays. You see how the representative on commission

is effected not only by the high cost of living on the road, but, also by the train handicaps which I have mentioned.

"Is it not about time that wholesalers and manufacturers took cognizance of these facts, at the present time when a dollar buys only a little over half as much in foodstuffs and fuel, as it did two years ago. Shoe merchants are getting more profit on shoes, and makers figure all things into the cost of production when setting prices on their lines, but the traveler is the last one to come in for consideration. I would like to hear from others on this question of commission on sales. The five per cent. basis is altogether too low for a man to make any thing, live decently, and put a little aside. I could not do it myself only that mail and house orders on my ground amount to several thousand a year. I get credit for them, otherwise I would have to borrow money to make ends meet."

SOME FIRMS NOT ANXIOUS FOR ORDERS

It is always interesting to learn how the other fellow views matters, and the following from the Montreal Star is readable.

By way of attracting attention from the price of eggs and the price of coal, the price of potatoes, and the price of milk, and rent, and canned tomatoes, it has been decided by those who control these things that seven-dollar shoes are to sell for twelve dollars in the spring.

This announcement, which will add a spice of zest, not to say zip, to the problem of providing the family with bread and cheese after fitting it out with shoes, was made by Montreal shoe retailers. They declared they were selling shoes from stock now at a lower price than they were paying wholesale for the new spring ones.

The increase will be more noticeable in the cheaper lines of shoes. The day of the four-dollar shoe, retailers say, is past. This spring, they declare, a \$6 to \$7 shoe will be very cheap indeed, while the average price will be from \$10 to \$12.

"The increase in the retail price of shoes is to be from \$2 to \$5," said the Walk-Over Boot Shop, "and there is no hope that the price will go down again before the end of the war. It keeps on going up, steadily."

They attribute the rise to the impossibility of getting leather from Russia, and the difficulty of importing it from the East Indies, now shipping is so scarce. The European embargoes against leather also have a great effect on this side of the Atlantic, he says.

"Dealers and manufacturers in Montreal are refusing to take orders," another merchant said. "They have all they can do to get leather to supply old customers. A shoe man from Lethbridge came to me to find out where he could buy shoes wholesale. I recommended him to a firm from which I buy 12,000 pairs a year. They told me they were not anxious to take any orders, particularly new ones, and could not supply the Lethbridge man with what he wanted."

In the United States substitutes for leather are being tried out on a big scale. Shoe men in Montreal are not very ready to adopt such substitutes. "There's nothing like leather," they say.

"We are not using any more substitutes now than a year or two ago," one dealer said. "Perhaps the reason is that the substitutes have got dearer as well as leather. A well-known composition did very well at first. There was quite a rush on it, but it is gone off now. Perhaps the fact that the price of the substitute has advanced twenty-five per cent. has something to do with it."

HOW HE KEEPS THINGS ON THE MOVE

Joseph McGillivray, manager of the shoe department for the 2 Barkers, Limited, Amherst, N.S., who conduct one of the largest department stores east of Montreal, has been with the firm for the long period of fourteen years. He attributes

the success of the footwear branch to the fact that all customers are met with a handshake or a smile, and that their business has been built up strictly on the cash principle and one price only and money back if not satisfied. If the goods are returned in proper condition the purchase price is willingly refunded. Mr. McGillivray says that he finds by doing this more people can be waited upon and goods sold more quickly. "Our motto," he adds, "is quick sales and small profits," and strictly cash, even to our own employes of whom we have



JOSEPH MCGILLIVRAY, AMHERST, N.S.

over forty altogether. We always offer special lines every Saturday and Monday, and our prices are about cost or ten per cent. above on the sale days and whatever stock is left goes back to the old figure after. I find this a good way to clear up odds and ends that are left over from the week's business and in this manner we keep our stock in good order, and properly sized up. I am a firm believer in making a big display of shoes on tables and on our moving cabinets. Often customers walk through the department and seeing a shoe will buy it at once whereas if all the goods were in the cartons and on the shelves they would never think of making a purchase. I change the tables every two or three days, and I find that this plan works out to advantage. Something new and different is put on each time. Last year was the best we have ever had in the shoe game, but we expect that the present one will beat it out. I find that people are buying better footwear all the time and they have now more money and spent it more freely than they did a few years ago."

CALFSKINS LIKELY TO STAY IN RUSSIA

While New England shoe manufacturers are scouring the world for leather and prices of footwear are soaring, there are millions of calfskins in Russia under an embargo, says Dennis J. Haggerty, recently secretary of the American Consul General at Moscow, now connected with the Russian-American Commercial & Industrial Joint Stock Company, who was in Boston recently.

These calfskins will probably remain in Russia while the war lasts, says Mr. Haggerty, though all sorts of offers have been made by Americans for them. Still, he says, clothing and shoes in Russia are expensive and hard to obtain by civilians. A pair of shoes costs \$20, an ordinary business suit from \$65 to \$75 in Moscow, while fuel and foodstuffs are scarce.

Due to the tremendous influx of refugees from the war zone and the constant arrival of wounded soldiers and prisoners of war, Petrograd and Moscow have for many months been overpopulated. The hospitals, Mr. Haggerty says, are packed and the treatment anything but thorough and scientific.

Special Announcement

WE desire to announce that the Wholesale Shoe and Rubber business, conducted by the late D. D. Hawthorne under the style of D. D. Hawthorne & Co., for the last twenty-three years, will be continued by his brother, J. D. Hawthorne, who has been closely associated with the business ever since its inception.

There will be no interruption in the service to our customers, or in the very large and representative stock carried in every line, while the same competent and painstaking staff will be retained in all departments.

It will our aim to maintain the splendid facilities, efficiency and progressiveness, which have marked the expansion of the business for nearly a quarter of a century.

We assure the trade that we appreciate their many favors and trust the same pleasant and satisfactory relations may continue in the future.

D. D. HAWTHORNE & CO.
27 Wellington St. West - - Toronto

RINEX SOLES

The Best Alternative for Leather Soles

The good qualities of leather and rubber are combined in "RINEX" Soles. Shoe and leather experts claim that the "RINEX" Sole is the one sole that best meets the needs of Canadian conditions. Our own experts say that "RINEX" is the best composition sole on the market to-day.

"RINEX" is a composition fibre sole that wears better than leather and costs less. It is superior to leather because it is uniform in quality, weight and thickness and it is absolutely waterproof.

"RINEX" Soles will stand up under the severest test. That is why we want every shoe manufacturer and every shoe dealer to put them to the test.

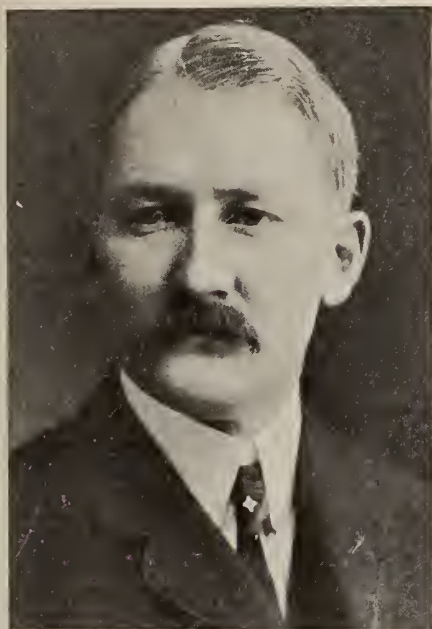
*Write for sample and judge for yourself what
"RINEX" means to the trade in Canada*

The Walpole Rubber Co. of Canada, Limited
14 Papineau Ave. - Montreal

SUDDEN DEATH OF W. P. FRANCIS

On the morning of Tuesday, Feb. 20th, Quebec as a whole, and more particularly the shoe industry, lost one of its most progressive and eminent factors in the person of Wm. Parsons Francis.

Mr. Francis was vice-president and general manager of the John Ritchie Shoe Co., and since his advent to Quebec



THE LATE W. P. FRANCIS, QUEBEC

some three years ago had made a host of friends through his genial personality and kindly treatment of all with whom he came in contact.

The deceased had been ailing since before Christmas, but nothing serious was anticipated, although he had been confined to his home for a little over a month. However, he seemed to be fully on the way to recovery and had made arrangements to leave for a short stay at Atlantic City prior to resuming his duties at the factory, but he was suddenly taken with a relapse and passed away a few hours later.

Messages of sympathy and condolence with the afflicted wife and family have been coming from all over Canada and the United States. Amongst the floral tributes received were wreaths from the Quebec Shoe Manufacturers' Association, H. V. Gale, The Robson Leather Co., Oshawa, E. A. Shee, the employees the John Ritchie Co., the Collis Leather Co., Aurora, Ont., and the United Shoe Machinery Co.

Wallace Francis, sales manager of Gale Bros., Quebec, son of the deceased, accompanied the remains to Brockton, Mass., where interment took place.

WILL EUROPE GO BAREFOOTED?

A recent despatch from Rome says: "A barefooted Europe is not improbable if this war continues," said John F. Stucke, vice-president of the American Chamber of Commerce in Italy and general manager of an American shoe machinery company, in an interview concerning supply and business conditions met by Americans abroad.

"At the present time a pair of heavy mountain shoes lasts a soldier but six weeks," he said. "These shoes have their heels and soles studded with nails at that. The shoes are largely made in Italy, but with American machinery and American leather, and the quality of the materials is the best we can furnish, but that quality is, of course, inferior to that sold before the war. When manufactured by the hundred

thousand, these shoes cost the Government about four dollars each. But the supply is always behind the demand, since materials arrive very slowly from America. On one ship, the Palermo, which was torpedoed in the Mediterranean, off the coast of Spain, in early December, the material for nearly half a million pairs of shoes was lost.

The retail shoe trade in Italy is now obliged to pay nearly seven dollars wholesale for shoes that before the war cost three and a half, and it is probable that American shoes will be selling in Italy soon for ten and twelve dollars the pair because of their shape and fit, having long been the chief product on the market here, and particularly since the war, as the hand-made shoe cannot be made quickly enough."

OUTING SHOE SALES WILL BE ENORMOUS

The accompanying illustration represents one of the new outing shoe cards, in six colors, that will be supplied by the makers of "Life-Buoy" footwear this spring. The increase in cost of leather soles has resulted in an exceptionally heavy demand for canvas shoes with rubber soles, and the sale this season will probably double or treble that of any previous year. The trade, of course, recognize the

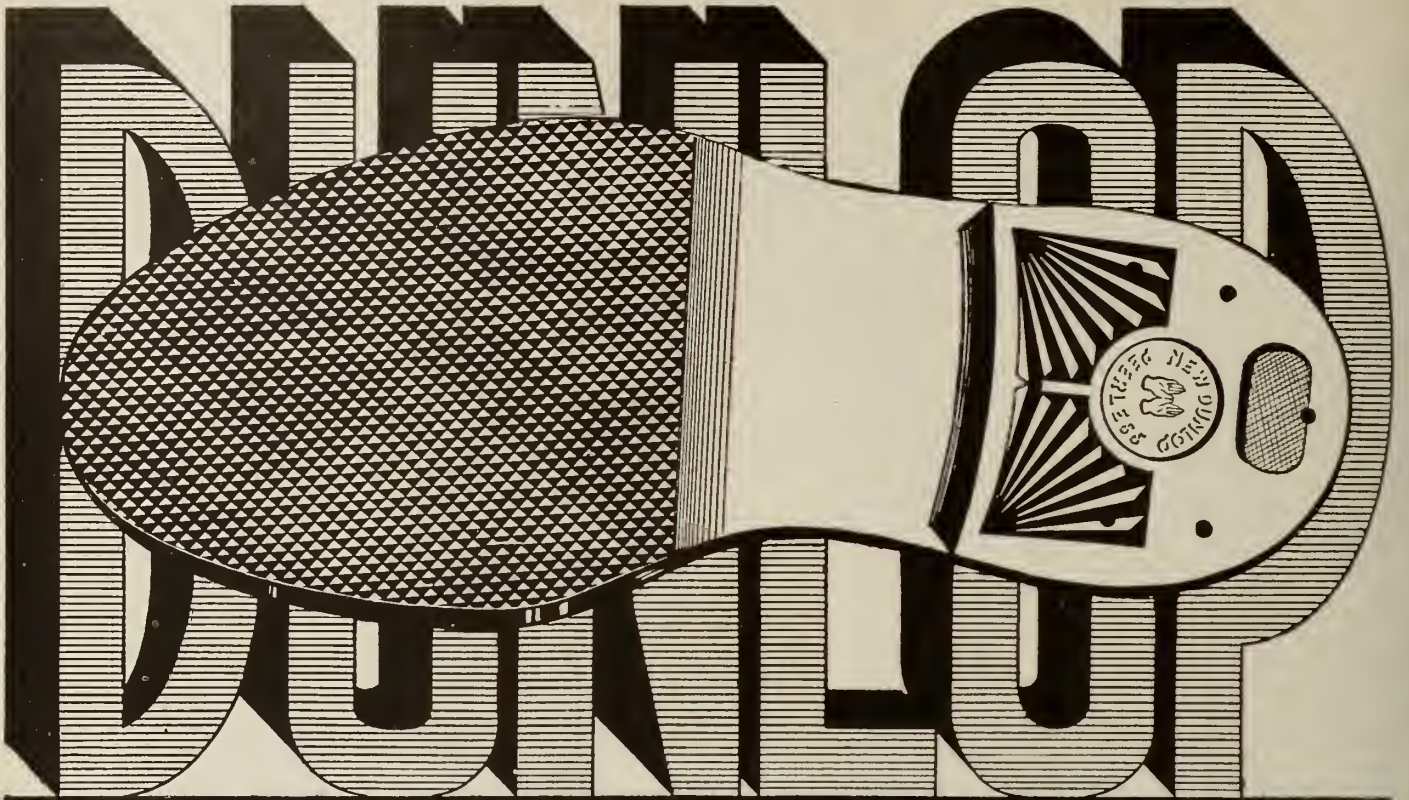


immense improvements that have taken place in this class of footwear and the many different varieties that can now be procured for practically every purpose.

Not only have the manufacturers endeavored to take care of the demand for lined shoes used in the past principally for sporting purposes, but extra attention has been given to lines with heavier soles and solid heels for street wear and also for the workingman for every-day wear. Some of the lines are made of exceedingly heavy duck and of a quality of soling whose wear will compare favorably with the average leather shoe.

Canvas shoes with rubber soles have some advantages over leather shoes that can not be overlooked, such as the protection of the foot against dampness, and the ease and elasticity while on the foot. These shoes are also noiseless, and will not mar floors like the heavier grades of leather shoes sometimes do.

The demand for this class of goods will no doubt be sufficiently heavy to take all that the manufacturers can possibly produce, and the merchant who is wise enough to protect himself at this time against such demand will find it to his interest.



RUBBER SOLES

RUBBER HEELS



Abounding in Merit

It had to come—a rubber sole that could really stand the “gaff.”

We put our experts on the job and the picture you see herewith is the result of long deliberations.

- Dunlop Rubber Soles wear indefinitely.
- Will not crack.
- Will not dry out.
- Give maximum resiliency.

Dunlop Rubber Soles have gone to the front, the same as Dunlop Rubber Heels. Quality, with an organization back of it, did that.

Why not Dunlop Rubber Soles and Soleing for your line now? All sizes—colors: Grey, Black, White and Tan.

“Peerless”—At the Front

The sensation of the rubber heel business is the buying reception given to Dunlop “Peerless” Heels.

Of course, Dunlop Rubber Heels have always led, as far as quality is concerned.

But the advertising campaign back of Dunlop “Peerless”—combined with the non-varying reliability of the heel and the dealers’ big inducement to sell—gave the public the impetus to buy.

You know the rest—that is, if you are one of the hundreds of dealers who earn good money each month by selling Dunlop “Peerless” Heels and by returning “Peerless” empty heel boxes.

All sizes—colors: Grey, Black and Tan.

We make a full line of Cements for rubber heels and patching purposes.

Dunlop Tire & Rubber Goods Co., Limited

"GREET BROTHER REPAIRER AS TRUE FRIEND"

Toronto Shoe Repairers Hold First Annual Banquet—The Spirit of Unity and Co-operation Emphasized—Better Men, Better Conditions and Better Prices as Result of Organization—Numerous Greetings From Outside Bodies and Allied Interests

THE spirit of enthusiasm, unity and co-operation was manifest on every side at the first annual banquet of the Toronto Shoe Repairers' Association which was held at the St. Charles Hotel on Wednesday, February 21st.

The proceedings were enjoyable, the menu appetizing and the hospitality pronounced. It was a rather ambitious undertaking for an association only eight months in existence and that it was a distinct success and admirably managed was the expression of every one of the ninety-two guests who sat around the festive board to partake of the many good things provided and join later in an interesting and delightful programme of speeches, songs and choruses.

There were visitors from the newly formed Hamilton Association in the persons of Fred. C. Tebbs, secretary-treasurer, F. H. Revell, and Fred Wilman, who conveyed hearty greetings and gave voice to the hope that at no distant date they might return the compliment.

Pleasing Mementos for the Officers

One of the features of the evening was the gift of beautiful gold watch charms, suitably engraved and bearing the trade mark of the Toronto Shoe Repairers' Association, to President Charles F. Robertson, Recording Secretary S. Burnett and Secretary-Treasurer, A. Butterworth, as slight tokens of appreciation for energetic and faithful work on behalf of the organization. The presentations were made in a neat speech by H. K. Hayward on behalf of the members of the trade.

The wish was uttered by several speakers that, at no distant date a Federation of Shoe Repairers' Associations might be formed in the province of Ontario for the elevation and welfare of the members of the craft. Associations are being formed in other towns and cities. The co-operative movement—the get-together idea—is gaining strength and support from week to week. The weal and welfare of each and all is being sounded.

Harvey Lloyd, entertainer, contributed several humorous songs during the evening and was warmly applauded. His funny stories put every one in the best of humor, while the piano selections of Bert Spence were much appreciated. The choruses from the "hymn sheet" were sung with vim and heartiness and the remarks in response to the various toasts were bright and instructive. There was not a dull moment during the entire evening and everything went off with a swing and precision that was most commendable. Wm. Skilling gave a couple of cornet solos in good style. A telegram was read from Walter Burnill, who is spending the winter in Florida, conveying best wishes.

President Charles F. Robertson made a capable and popular chairman and kept things on the move. After the toast of the King had been honored, the toast-master expressed his pleasure at the large attendance and referred to the marked progress of the Association, which had been organized in July last. Today they had a membership of ninety-six which was steadily increasing. The improvement in conditions of the trade was touched upon. The interchange of ideas and experiences at the regular fortnightly



A FLASHLIGHT PHOTO OF THE COMPANY ASSEMBLED AROUND THE FESTIVE BOARD

ENERGETIC OFFICERS HONORED BY THE TORONTO SHOE REPAIRERS' ASSOCIATION



CHARLES F. ROBERTSON
PRESIDENT



SAMUEL BURNETT
RECORDING SECRETARY



ARTHUR BUTTERWORTH
SECY.-TREAS.

meetings had been profitable and helpful. In union there was strength and all were coming together for the uplift and betterment of the trade. Sister associations were being formed in many places and he hoped the day was not far distant when there would be a federation of associations for the greater good of the craft and the welfare of every brother repairer. The cost of all kinds of materials had been going up rapidly and it was necessary to secure higher prices for all their work and also to make operating conditions more agreeable in the way of shorter hours, more progressive methods and brighter shops. In this the Association had been doing an effective work and he had been assisted by every officer and every member.

The Welfare of Every One in Trade

A. Butterworth spoke along similar lines and told of the advancement that had been made. Each one was necessary and could do his part to further the interests of the Association. Leather and other materials had increased all the way from fifty to two hundred per cent. during the past year. Although the schedule of prices of the Association had been raised three times the figures were still too low, showing an advance of only about twenty-five per cent. Either the members were losing money now or they had been making money before the present conditions had to be faced. He felt that they should all get a fair return for their work, and it was to foster the spirit of co-operation and mutual helpfulness, to become better acquainted all around and unite for the advancement of the trade that the Association had been formed. It was difficult to satisfy everyone but there had been broadmindedness and fairness shown on all sides and the future of the work looked brighter than ever. The relation between jobber and tradesman had been improved. Each was necessary to the other and no one could not prosper alone. The membership was growing all the while and all were doing their share to give matters a boost.

S. Burnett stated that when the association was formed he knew very few men in the trade but now he was acquainted with a large number whom he was pleased to meet. He had found them good, fair-minded fellows. They should all hold together. The repair men had been fighting one another long enough and now that they were coming together frequently, they had become better friends and more efficient

business men all around. The craft of shoemaking was the oldest in the world and they had every reason to be proud of its history and association. The trade was being elevated and broadened by the work in which they were engaged and conditions made much better.

Harry Moore, of Rochester, N.Y., representing the Campbell, Bosworth Machinery Co., of Boston, who had been attending a convention of the Harness Makers' Association, was accorded a cheerful welcome and expressed his pleasure at the success of the gathering and the animation and enthusiasm of those present. He said that working together meant success. Nothing caused as much trouble in any trade as bickerings and misunderstandings and by association these were cleared up. Men in the same line who got to know one another found that the chap across the way or down the street was not such a bad one after all when met in a proper and friendly spirit. The greatest study of all was humanity and getting together brought out all the best thoughts, sincerest efforts and most friendly qualities of every man. Of course, there would always be a few who would hold back but the most progressive members of any trade were ardent supporters of co-operation and good-natured competition as well as the spirit of "live and let live."

Good Wishes from Sister Associations

"The toast of Sister Associations" brought forth greetings and best wishes from Messrs. F. H. Revell, Fred C. Tebbs and Fred Wilman, of Hamilton, who referred to the success of their new organization and how it was developing rapidly.

Mr. Revell incidentally dwelt upon conditions years ago when men worked fifteen and sixteen hours a day around a tallow candle with dirty aprons and in shops that were anything but inviting. The improvement in working conditions, hours of labor and methods had been most marked. The repair man today was getting better prices, had more tact and courtesy in dealing with customers and his equipment was such that he could turn out neat, well finished jobs. He thought that any man owning a shop should get sufficient returns for his work that he earned at least four dollars a day for himself which, after all, was small considering that unskilled labor was receiving as high as twenty-five cents an

(Continued on page 62)

SHE DID ALL THE TALKING FOR HER HUSBAND

Purchased Size too Small for Him and then Accused Retailer of Misrepresentation and Falsehood—Irate Wife Even Visited Police Station in Search of Vengeance—Bargain Hunter Wore Boots for Some Days and then Wanted Her Money Back

"TALKING about experience," said a shoeman the other day, "a woman came into my store recently, and wanted a tan lace boot for her husband—at least, she said it was her husband, although no male biped was along at the time. I asked her what size her husband wore and she said 'six,' and I showed her a whole quarter blucher with a slip sole.

"'Oh my!' she exclaimed, 'that is altogether too large—ever so much.' I then took down a 5½. She did not ask what the size was, neither did I tell her. She thought that pair would answer very well, and out she went.

"About two weeks later she entered the shop, followed by a rather meek looking man, who appeared more like a son than a protector and provider. She informed me that I had sold the shoes under misrepresentation. She demanded a new pair, although they had been worn for several days.

"It appears 'hubby' had tried them on, and while they were loose enough at first, they grew a little tighter and began to pinch him, and his spouse took up the cudgels on his behalf. With violent tongue and wild gesticulation, she insisted upon a new pair. I told her I certainly would not give her another pair, and that I had sold the shoes under no misrepresentation. She declared I had. I said I would do my best to satisfy her, and would stretch the shoes. She clamored that this would not answer at all—I was either to give her a new pair of shoes, or hand back the money.

"This I refused point blank to do, and she said she would make me, and, leaving her husband in the store, she went out to the police station. She came back somewhat subdued and got the shoes, and, with her husband, marched out again, evidently to constabulary headquarters. What they said or did over there I do not know, but on their return to the store some twenty minutes later, hubby was very cool. He had subsided considerably while his loquacious better half had a little of the fighting spirit taken out of her, after raising such a scene, and calling me everything that tongue could utter. However, the whole matter was wound up by my agreeing to stretch the shoes, and on this understanding we parted.

"How unreasonable some people can become at times and what unjust accusations they can make against a shoe merchant, only one who has been many years in the trade can rightly comprehend."

Lovely Woman—Hard to Please

"Yes," declared another retailer, who was standing by, "I meet all classes and conditions of people. A woman was in my shop the other night, who had been in pretty nearly every store in the city in search of a \$5.00 high-cut kid boot, and not being able to get one, she came here. I had nothing to her liking in the way of an eight inch bal, except a McKay in black kid, which I sold at \$5.50. I had made a fortunate purchase and was able to clear them out at this figure and make a little something. After much indecision and cross-questioning, doubt and hesitation, the lady finally paid the \$5.50 and walked away.

"Four days later she came in again and told me that the boots did not fit properly, that they were 'slouchy and flabby,' and that I had misrepresented the size. I told her size five was what she asked for, and that she had got five. She wanted to know if I would not take the pair back and restore her the money. I told her that I certainly would not—that she had gone away satisfied, and that what she was

evidently looking for was an eight or nine dollar shoe for five dollars, with all the snap, finish, appearance and distinctive characteristics of the higher priced goods.

"I finally appeased her, and she came to the conclusion that after all she could stand the looks of the shoes better than she could stand for a bigger price, and out she went, and we have never seen her since.

"We are well rid of a certain class of women customers. Any shoeman who makes a dollar out of such bargain hunters and cranky fault finders will please hold up his hand."

CUT OUT SOME OF THE "GUSHERS"

Since January is the most acceptable time of the year for making resolutions, why not corner this idea for your 1917 advertising: cut out the "mosts," says the J. and K. Shoe News.

* * *

Those "mosts," "greatests," "grandests," "most remarkable," and other forms of exaggeration get to be awfully stale and UNBELIEVABLE. They work on a customer's nerves until he or she resolves to look for some store where modesty gets a show once in a while.

* * *

Your advertisements will be more impressive and sound many times more sincere if they have an air of absolute conviction and ring true with sound comparison.

* * *

While the majority of the advertising of the shore retailers is showing a distinct improvement, some still sounds mushy, gushy and slushy. There are too many bargains of the "biggest" and "best" variety. It's all right to wax enthusiastic once in a while to use words which convey that your merchandise is really excellent, but a little self-praise goes a long way. So take this hint and make your resolutions accordingly.

JUST KEEP A-GRINNIN'

By RALPH GORDON

If troubles come and sorrows too
As life's silk thread you're spinnin',
Just throw 'em off, an' don't get blue,
And keep right on a-grinnin'.

There ain't no good in bein' glum
When other folks are winnin';
Get up and push, and you'll win too,
So keep right on a-grinnin'.

The Lord ain't been no worse to you
Than others who've been sinnin';
You've got stack loads to thank Him for,
So keep right on a-grinnin'.

Don't let the troubles of last year
Spoil this from its beginnin';
A little leaven spoils the lump,
So keep right on a-grinnin'.

Make every season of this year
Pure white with charity's linen,
And everyone will love you more,
For keepin' on a grinnin'.

SOLVING THE PROBLEMS FACING SHOE DEALER

Retailing is Divided Into Three Operations, Good Buying, Good Stock Keeping and the Careful Handling of the Three C's, the Customer, the Clerk and the Cash, Declared S. P. Davis at the Recent Great Shoe Convention in Cincinnati, Ohio

YOU can't be any bigger than your business; if you are not big your business is not going to be big, and if you are a big man you are not going to remain long in a small business; you are going to get out, or build that business.

What you are and what you can be depends entirely on what you know and what you do and how well you do it. This is the thinking age; it is the thorough age in business, and as you become more constructive in your thinking you are going to build better, because you are going to plan and think better. The science of business is not a dream, it is not a theory—the science of business is not an experiment. Sometimes a man says to me, "Oh, well, I can get along without all these scientific things. I am right without it." Don't you know that a clock that doesn't go at all is right one minute every twelve hours, but it isn't a good clock? Why, even a dog can run awhile on three legs. But the one-line dealer, the small-town dealer who would catch the scientific spirit of the times through just such splendid organizations as this, if he wants to be a bigger merchant, a more profitable merchant, I want to say to him that he has to get rid of that self-complacency and that smug confidence; he has to substitute interest for indifference. He has to substitute receptivity for independence and the more psychology you put into business the less apology there is going to be.

Business at Loss—Don't Know It

Some new conditions and many problems are facing the modern retailer today; perhaps this year may be an exception, but I want to say that thousands of dealers are doing and have been doing business at a loss and they don't know it! And they can't trace it! Because they haven't the figures. Retailing is divided into three operations—good buying, good stock keeping and careful handling of the three C's, the Customer, the Clerk and the Cash. You know some speakers divide their talk into three parts; firstly, they choose a subject; and secondly, they stray away from it; and thirdly, they never get back to it. I want to stick to my subject.

Look at Figures, Not Fixtures

The more we observe the methods, the actions of successful men in commerce, in finance, the more you will recognize this fact, gentlemen, that they analyze. They know. They have figures. They are looking at the figures, not merely at the fixtures. They have their charts and records and comparative tables in front of them and they have results and not regrets. They have statistics and not guesses. The successful business man today is not guessing; he has all sorts of figures in front of him and when you credit men with good judgment or good foresight it is invariably because these men analyze; they look before they leap, they aim before they fire. It means that ton of preparation before the ounce of effort; analyzing means that hour of thought before the minute of talk; it means the weeks of planning before the day of action; and then you can come to conclusions instead of confusion; then you know what might happen, instead of having to relate "how it happened."

The man who analyzes is not afraid of having a thorough and complete account of his business from every standpoint. He is knowing in advance, because you know if you are going to take a long walk or some journey up a road you want to know before you go whether you are on the right road or not; you don't want to find out at the end of the road.

And yet you know so many of us analyze our failures, we analyze our mistakes; we don't analyze our successes sufficiently, because we credit ourselves with knowing; it is a natural matter of course, it must be a success. But the merchant who analyzes his success as he goes along knows every day and he knows every hour where he is, where he stands, where he is going to arrive and when he is going to arrive.

I say to you that the slow progress of thousands of dealers is due to the personal blindness, to the personal ignorance of the true condition of their own affairs. Local conditions and competition haven't anything to do with the years that you spend in personally just making a living, because if your individual business isn't growing it is dying, but you have to know more about your business.

Success Means Expert Analysis

Profits come from the efficient and economical administration of your business. It means knowing where the leaks are and stopping the leaks, because if there is a leak in the rowboat, no matter how hard you row, you are not going to get very far. You can't go broke making a profit. Make a profit on your goods. When you have this information these comparative tables, these charts, these statistics, these analytical records of everything that you want to know, when you have this information then you are visualizing your business, you are looking upon your business as an investment and not an enterprise merely; you are looking at the figures, not the fixtures. You are looking at your business with your mind, not merely with your eyes. If a man asks me, when I go into a store, "What do you think of my business?" I say, "I can tell you better when you show me the figures."

Some of us are so conscious of the appearance of things in business that we are unconscious of the disappearance of things in business. We haven't sufficient figures; we don't know; we are guessing. Yet I know, very much like the minister said, "So many people in the audience or in a congregation come here with a mental pitchfork, instead of a mental rake, and whatever I say to them they take that mental pitchfork and throw those words over their shoulder to the other fellow, 'Get that, Bill; that's all right for you, not for me.' 'Get that, Jim. Do you get that?' They throw those words over their shoulders instead of taking that mental rake and gathering these things unto themselves."

Correlating Business Knowledge

The science of business today means nothing. Science is nothing but knowledge that has been organized and collected and correlated and classified; and then, when we have this knowledge organized it is science and we are making fewer mistakes. We want to learn to substitute all these negative factors for the constructive, positive factors, and then you are going to do better and sigh less; you are going to do better merchandising, gentlemen, because you know what you want to know about your business.

I want to know how much is there about my business that I don't know. Yes, you have overhead expense. How much does it cost me to sell shoes? Selling costs too much. Who are the clerks in my store who sell the better merchandise and who are the clerks who sell the inexpensive, the cheaper stuff? What is the percentage of my clerks who sell the good stuff and what per centage have I? Eighty per cent. selling the cheap stuff, or 80 per cent. selling the good stuff?

What is the selling cost of each clerk in this store? Do I carry more stock this year than last year, and if so, am I doing more business? Is my overhead expense greater this year than last year, and if so, have I figured my margin of profit accordingly?

How Long Has Stock Stood?

I want to know what portion of my stock has been here thirty days and what percentage of this stock has been here sixty days, ninety days, and six months. Why, it was a revelation to a merchant when I got him to have the buyers submit that report. What percentage of your stock has been here six months, three months and thirty days? What is the average selling price in this department and that department? You want to departmentize your stock into as many units as you can and then you will know where you are; then you are not guessing. A dry goods merchant showed me his shirtwaist stock. He said, "Here is stock I turn six times and it is not making money. I can't understand why this stock isn't making money." I saw he had pretty good merchandise; in fact, the selling help, to my mind, was even below the standard of merchandise carried. I said, "What is the average selling price of shirtwaists that you carry in stock?" He had to look it up, take a little hasty inventory. The average selling price was \$6.50.

"Now get your sales slips for ninety days; I want to know what has been the average sales made in this department."

You can apply this to shoes; I don't care whether you are selling shoes or slippers, or hardware, or liver pills, or locomotives, or pickles; the principle is the same. The sales check for ninety days showed an average sale, gentlemen, of \$2.25. I said, "There are your profits in the 60 per cent. of the stock that you have turned about once. This 40 per cent. of the stock you may have turned seven, or eight, or nine times, but your money is locked up in that 60 per cent. that you haven't sold."

He says, "Well, then, I could have made just as much money with less stock. I see I could have done just as much business with less investment." I said, "That is not your problem; your problem is a bigger sales check. If it cost you 6 per cent, Mr. Brown, for Mamie Jones to sell that \$2.25, it will only cost you 3 per cent. if you can educate your people to selling 7, 8 and 9 dollar waists."

Increase Ability—Decrease Cost

The same thing applies to shoes, to footwear, and when you increase selling ability you decrease selling cost, and you are getting something else; you are giving your customer a certain satisfaction in quality that permanentizes your business. The average sales-persons lack that ability; they are not efficient; do not have sufficient confidence in themselves to show and tell about, and sell the better merchandise. That is why this merchant wasn't making money. That is why he didn't have the figures in front of him.

That sales slip tells you so many things. I have asked a merchant to get a lot of sales slips together; for instance, of one man, one salesman, and later on the others. Look at that sales slip. Here, in the last thirty days, Jim Wilson has sold about 95 per cent. single-line items; these sales slips show that he hasn't sold an additional article to the same customers; on 5 per cent. of his sales he has sold them some extra article.

Sometimes the sales slips will show nothing but low-priced goods. Another sales slip will show that this is the man who sells good stuff. Sometimes you will see a fellow very busy; oh, he makes more sales than anybody else in the store; they may be small sales; he is making sales, but is he making friends? The profitable business man, the profit-maker in a store today, is the friend-maker, not merely the sales-maker; the friend-maker, the man who can sell quality merchandise, the man who can sell more than one article.

You know there are waiters and chefs; a waiter fills your order, he supplies an existing demand; that is all the average waiter salesman does. But a good cook can create an appetite, even if you are not hungry. Salesmen should be more like chefs, and as they sell more they decrease their selling cost. But, gentlemen, unless you have all these figures and facts and statistics and comparisons in front of you, daily records, weekly records, why, you are in the dark and you can't see the light. I don't want to talk here today on the turnovers; it is a fact that too many merchants today are doing altogether too little business on too much capital.

I believe in good merchandising, and good merchandising means good figures. It means turning the losses of yesterday into the profits of today. When you don't know you are going to have an accumulated stock which means cut prices, and special sales, and you know what special sales do—they breed and develop a waiting list of chronic bargain hunters, who live on your profits throughout the year. "When are you going to have another sale? When are you going to have a special sale on this?"

Standardize and Concentrate

Twenty-two years ago I wrote a four-page article to *Printer's Ink*, at that time decrying the practice of special sales and cut prices, which means cut profits. I believe in concentrating and standardizing my lines. A shoe merchant buys out a dealer who had failed. He finds ten lines of shoes selling for \$3, \$3.50 and \$4.00 (that wasn't recently). This man cleaned out that stuff and he put in four lines of shoes instead of ten, to sell at these prices. What is the result? He did a better business on a smaller stock because his lines were complete, and he did not lose sales through broken sizes and broken lines; he made a better profit because he was not compelled to sell goods at cut prices.

His lines were complete, his stock was always fresh and with these four complete standardized lines he could satisfy his trade and permanentize instead of having broken lines. That is one of the advantages of concentrating, but another is—

He had wholesalers or manufacturers who took an interest in his business, who knew about his business, who could help him if he wanted help. Isn't it far better to have ten or twelve loyal creditors than twenty-five hundred poor ones? Standardize and concentrate and make a profit.

When you underestimate what goes into your expense of doing business you are undermining your financial health. In a little town in Indiana a man proudly told me that his overhead expense was only 18 per cent. and it looked it. He showed me his check book where he and his younger partner had each taken out \$1,500 in "dividends," as he called it. I said, "How much do you allow yourself a week? What do you draw?" "Oh," he said, "I live in my own house; I draw only \$15 a week and my partner boards with us and he draws \$12 a week." "And you call this check here 'dividends'? Why that is nothing but back wages, that's all. Would you work for \$15 a week managing a store?" "No." "Could you hire a man to manage your store for \$12 or \$15 a week?" "No." "Then why didn't you charge your business with what it cost to run business?"

It is no wonder that he could not afford to put in a new front or new fixtures or beautify his store in over fifteen years.

Cultivate Executive Ability

The average small-town, one-line merchant is a very poor executive. He hasn't time, he hasn't time to do this or that, and when I ask questions, he does not know. Last night I asked a shoe dealer "How many school children, boys and girls, are in your town, are going to school?" "Oh," said he, "there must be 30,000." "Well, how many pairs of boys' and girls' shoes do you sell?" "By jingoes, a mighty small proportion of that 30,000!"

Figure! "How fast does your town grow?" He said, "It has increased 60 per cent. in the last three years." His

business has increased only 5 per cent. Now, if you have the statistics, not merely about your merchandise but about your community, you can tell whether you are going ahead or whether you are getting your full proportion. Do you ever furnish your salesmen, if it is only once a week, with their quota or what is expected of them to sell as compared with last year? If your business is increasing 20 per cent. or if you want to do a business based on an increase of 20 per cent., if your clerks in your store know that a year ago this week you sold so much, that your daily average was so much and your average sale was so much, they will know by twelve o'clock on Monday or one o'clock on Tuesday, or two o'clock on Wednesday whether they are going to make good or not. These young men are living in an atmosphere of figures; they become saturated with the idea of records; but no, your clerks are in the dark; you tell them after it is too late instead of ahead.

Develop Responsible Employes

Now, if every one of your clerks can know from week to week what is expected of them to sell today, and this week, just the same as our large buyers get this information daily and weekly from our successful department stores, they will know, hour by hour, where they stand. But no, the retailer is too busy, he is a poor executive.

The reason why so many dealers get along so slowly is because they do not put their co-workers on their own responsibility and let them develop their initiative and get into their confidence and deputize them. Then you can supervise and realize. But the average retailer is a plodder instead of a planner, and the ability of the business man to-day lies in using the ability of other people. I have seen business men, or dealers, so busy making mistakes that they haven't time to make a profit. They are so busy from the neck down—\$2 a day—that they haven't time to make money from the neck up—where their thinker is located. I have seen them so busy checking goods coming in at the back of a store that they haven't time to get a check on customers going out of the front of the store.

He Plans Big Undertakings

Now, what is the use of trying to sell a pair of shoe-strings or a box of blacking upstairs, if you don't know a box of shoes is missing downstairs? It is very much like the country grocer, who so busy outside selling ten cents worth of turnips he did not know a barrel of molasses was leaking in the cellar. And when you retailers do so blamed much \$10-a-week work, why, you are only going to work a weak \$10 business.

The successful man builds because he plans big; he thinks in bigger units of results; he soars to greater heights because he interprets himself in a higher key. He doesn't remain a piker; but you are going to be small if you think small, if you underestimate the ability of your co-workers.

There was a time when we thought that the retail man knew his business, the average retailer, that is, and we found out differently, and the credit men and the bankers to-day are asking a different set of questions than they did years ago. They can judge from the statement that you make out whether you understand your business and whether you have the facts and figures in front of you.

Getting Most Out of Business

It is the man who has the figures who knows all the details; he is the fellow who gets the most out of his business and is an executive; the best boss doesn't boss. He instructs and enthuses and inspires.

The successful merchant does not make a training school out of his business and your brains are no good to you if everybody else gets more out of it than you do. A fellow was operated on for appendicitis some time ago and after he was sewed up the doctors missed the little silver

scissors. They opened him up and got out the silver scissors; they then missed the silk sponge and rather than take any chances they had to open him up again and they found the silk sponge. Then they missed something else and were about to open him up again, when he opened his eyes and said, "Doc, don't sew it up again, just put buttons on it."

Too Much Merged in Detail

The average retailer is so completely sewed up with detail that he hasn't any time to put on buttons of executive ability in his business. Oh, he is awfully busy! Do you know the average man who has to look after everything hasn't time to look forward to anything? He is always behind. Now, don't be so busy making mistakes and making a dollar and a half a day. Let your brains and your hands, your brains and your eyes, supplant your hands and feet. Why, for years the average one-line-small-town dealer, the man that has two or three clerks, has been waiting on the customers himself until now the customers wait for the boss. I told a retailer that instead of getting down on his knees to fit the feet, he should get up on his own feet and fit his mind.

The Boss as a Salesman

There is too much of this boss waiting on the customers; it is all right enough to bring your personality before them, to see that they are properly served and so on, but you can't be an executive and you can't be a merchant and you can't find time to look after the figures if you are doing something that you should have someone else do for you. That is why the human element is playing such an important part in the great drama of business to-day.

Get good men and get good out of men. Use the right employes and then use the employes right. You are the higher source and the clerks should get their inspiration from you.

AN OUTSTANDING FIGURE

(See Front Cover)

THERE is a name which the last quarter of a century has given to the shoe trade of Canada, which is one of the most outstanding of the whole period.

James Robinson, who began as a shoemaker, graduated into wholesale shoe selling in Quebec, and twenty-five years ago launched his little jobbing enterprise in the basement of his residence in Montreal.

The unlimited energy and push that have been his characteristics in everything he has touched, soon took the shoe enterprise down town to more commodious quarters, where in time it became what it is to-day, the most representative shoe jobbing establishment in Canada.

Meanwhile rubber shoe manufacturing interested its head and the Port Dalhousie mill was taken over and reorganized into the Maple Leaf Rubber Co. When this was merged with the "Consolidated," the Independent Rubber Co. was formed, with the same "go" that characterized its predecessor. For a while Mr. Robinson was also identified with the Bowmanville rubber industry, but finally centred his efforts upon footwear at the Merritton Mill.

"Jim" Robinson has become personally identified with the shoe trade of Canada, perhaps, more intimately than any other man in the trade. His strong individuality—his aggressive business methods, his unbounded optimism have made him one among a thousand. He has the reputation of being as strong in his friendships as in his antagonisms, and while he is a hard fighter he has gone out of his way again and again to help enemy as well as friend.

He has been a relentless foe to meanness and chicanery, and his record in the Montreal City Council was one of persistent and constant fight against graft and incompetency. In spite of recent illness he is still "going strong," and can voice an opinion or tell a good story with the best.

INDEPENDENT :: ALL READY :: SEASON 1917-18

The Five Celebrated Rubber Brands

“Royal” “Dreadnaught”
 “Dainty Mode” “Kant Krack”
 “Veribest”

*Now Obtainable from the following Wholesalers
 and 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, Ont.

The Dependable Rubber Footwear of Exceptional Merit and Value

THE INDEPENDENT RUBBER CO.
 LIMITED
 MERRITTON, ONT.



INDEPENDENT Distinctive Quality



Independent Heavy Service lines are made by a special process the same as used in the making of Automobile tires. These goods then are capable of standing the same terrific wear to which auto tires are subjected.

That's where they stand out in quality—distinctive quality. It's **THE WEAR** they give. That means much to a dealer, for his customers will ask for Independent lines by name.



The Independent
Rubber Co., Limited
Merritton, Ont.



INDEPENDENT EXTRA VALUE

Quality and Value are almost inseparable. Independent lines are a guarantee of quality because of our watchful care in the special processes of making. Their splendid wearing qualities, stylish models, and excellent finishes, coupled with the fact that they are always priced within the reasonable range, make them in every respect EXTRA VALUE.

That's why so many dealers prefer INDEPENDENT LINES, because of their Distinctive Quality and Extra Value.



The Independent
Rubber Co. Limited
Merritton, Ont.





Independent Styles and Service



Our range this season is even wider than ever, both in heavy and light goods. We have tuned our models to harmonize with the varying style demands of prevailing modes. We know you will be able to make a selection from our goods that will fill your every rubber requirement.

Service:—Our widely located distributing agents insure you the promptest kind of service, which is an all important factor with a shoe dealer.



The Independent Rubber Co. Limited
Merritton, Ont.

REFUND MONEY ONLY WHEN SHOES DON'T FIT

Retailer Declares That Trade is Too Ready to Hand Back Cash to Fickle-Minded or Bargain-Hunting Customers—Such Practice Undermines Steady Business and Gains Merchant Nothing in the Long Run—One Indignant Patron Called Policeman

THE refund problem is one that perplexes all retail shoemen. Like its brother, approbation, it bobs up serenely nearly every day.

The question naturally arises how far is a dealer supposed to travel in the direction of refunding money? Can any hard and fast regulation be laid down by the average boot merchant. As long as the sun shines and water runs there will always be persons of changeable mind, easily influenced by what others say, or not knowing three hours in succession just what they want. On the spur of the moment they buy one style and on getting home conclude that they do not really need the footwear. Perhaps they have seen something in the window of another shop which has caught their passing fancy. Then they rush back to the store which made the sale and demand their money back, furnishing any sort of flimsy excuses.

Getting Others to Do Dirty Work

Too often it is not the purchaser who returns with the goods. A man will send his wife or a wife her husband; a brother will send his sister or vice versa and, on some trumped up charge or thin pretext, will request that they be rebated the purchase price, forgetting for the nonce that they were perfectly satisfied with the fit, value and style when buying and that the shoeman or one of his salesmen may have taken a long time to fit and serve them.

There are, of course, cases where the money should be handed back without question or quibble. If a husband buys a certain style of shoe for his wife—say a dove grey kid bal, size 4½, E width—and makes the remark that he thinks that will suit her admirably. He goes home and finds that his better half cannot wear this size, and while she likes the footwear in every particular, she must have a half size or a size larger or smaller and of different width; then a refund is advisable, if the retailer has not that particular size in stock. It would be ill-timed to try and induce the purchaser to take something else.

Stamp Refund on Sales Slip

"I refund money only when I cannot properly fit the party with the size and style of boot desired," said a Toronto footwear merchant the other day. "I make no exception to this rule, unless the shoe is faulty in quality or workmanship, or the purchaser has taken the precaution to say, 'If I do not like these when I get home or they do not seem to me as nice as they appear in your store, can I get the money back?' I always say, 'yes,' and stamp the sales slip with the word 'Refund.' This is kept on file in my office and I allow ten days for a return of the shoes in good condition to be accompanied by the sales slip so marked.

"I will, however, not exchange shoes on which the buttons have been moved or the soles soiled. I have had many interesting experiences in this exchange line. Not so many weeks ago a woman came in and bought a mahogany walking boot for nine dollars. The next day she came again and said that she thought that she would prefer a button boot. I knew she was fishing around to get her money back and I told her that I would get the shoe for her, which I did. She came a little later and added that she did not like the button style as well as she thought she would and would I give her her money back. I told her positively no, that I had gone to considerable trouble to secure just what she desired and now she coolly requested a refund.

"She declared that I was taking a pretty firm stand and

I added that such was my policy, as if I gave back money we would have to keep a special staff to undo all the business that we did on Saturdays and other busy days, when I employ special clerks.

She Brought in Policeman

"Well, she grew very obstinate and said with considerable anger that I was 'a confiscator, a tight-wad and a mean, contemptible fellow.' I stood all this but did not recede from the position that I had taken.

"She then said that she would show me and would call in the police. Out on the street she went and soon returned with a blue-coated minion of the law. Carrying her head high in the air she once more demanded her money. I paid no attention to her whatever, but stepping up to the constable I asked him what I could do for him. He remarked with considerable show of authority that he was not in the store to buy boots but to see 'that this woman got her rights.'

"I told him there was the door and to get out at once.

"He replied that he would do so 'when I had dealt out justice to the woman.'

"I once more told the constable to go but he budged not.

"'You have no right to enter this shop,' I firmly informed him, 'except in the case of robbery, murder, or some violation of the city bylaws—unless it is to buy shoes.'

"'I'll show you that I have,' he impudently exclaimed.

"'And I will show you that you have not,' I answered.

"I took his number and stepping to the telephone remarked with vigor that I would communicate with the chief of police and see whether he had any right to intrude.

The peeler started for the door and left the woman. I think he was a green 'cop' and wanted to show off a bit, or he did not rightly understand his duties. The woman, when she saw that she had been deserted, she wilted and said that she guessed she would keep the button pair after all. She went out and I have not seen her since until last week when she came in and bought a pair of school shoes for her eight year old boy.

"I am willing to go to any length to oblige customers but I will not be imposed upon. This was a clear case of imposition. The retailer today needs a little more backbone. I have noticed before entering business here that, if you hand back the money easily and without any queries, the news soon travels around. The party who receives the cash will tell some one else and thus half your time will be taken up in putting shoes back into stock and traveling to the cash register for refunds.

Buying is Matter of Choice

"Did any one ever get on a street car, put a ticket in the box and after riding a block say to the conductor, 'Oh, I guess that I will not go down town after all; please give me back my ticket'? Did any one ever enter a theatre and after staying fifteen minutes or half an hour, wander to the box office and secure a refund of the admission fee? You say that the thing on the face of it is absurd. Not a whit more so than in the shoe business, only the amount is smaller.

"My customers are never importuned by my staff to buy and are under no obligation when entering the door. I blame the department stores for most of this refund craze. If they want to build up their business in that way, all right, but they have so many lines they know that the cash returned will be spent in another department before a woman leaves the premises. Not so in shoes alone."

JOINS STAFF OF BRANDON SHOE CO.

R. J. McAllister, who has been with Geo. A. Slater, Limited, Montreal, for the past seven years, has joined the staff of the Brandon Shoe Co., Limited, Brantford, Ont., and will cover the Western Provinces in the interest of that firm, succeeding J. J. Tilt, who, some time ago, took a position in the service of the T. Eaton Co., Toronto. Mr. Mc-



R. J. MCALLISTER, MONTREAL

Allister has traveled in Quebec, Western Ontario, Saskatchewan and Manitoba. His experience in selling shoes has been wide and thorough, and he has a strong connection.

SHEEP SKINS SOLD ONLY TO THE ALLIES

Regulations governing the sale of sheep skins, which will be of interest to Canadian importers, have been adopted by the Commonwealth Government in Australia, according to the report of the Canadian Trade Commissioner there. After provision has been made to meet Australian demands, 4,000 bales of skins will be sold monthly to the Imperial Government. The balance of sheep skins will be sold by public tender, a reserve price being fixed by the Central Wool Committee, to approved buyers, who will be compelled to furnish evidence that the exports are to other parts of the Empire or allied countries. It is stated that consideration is being given by the Canadian Trade Commissioner to the situation in the hope that the time is not distant when conditions will have improved to such an extent that permission to ship to Canada hides, especially those suitable for military purposes, will be granted by the Commonwealth Government.

KNOWS SHOE GAME IN ALL BRANCHES

One of the most successful and aggressive shoemen of the West is Charles H. Newton, manager of the footwear section of Robinson's large department store, Winnipeg. He has been engaged in the shoe game all his life. Coming to Canada from England, in 1884, he took a position in the cutting room of the J. D. King factory in Toronto. Later he worked in Rochester, Chicago and other cities, learning all departments of manufacturing. He still looks back with interest to the days spent in the plants. Then he branched out in the shoe business on College street, Toronto, where he spent several years. His next position was with the T. Eaton Co., Toronto. Six years ago he went west and was manager for some time for C. F. Rannard, of the Rannard Shoe, Winnipeg, and entered upon his present duties four

years ago—in 1912. Recently the slipper section of the Robinson store was extended by an addition of 650 sq are feet, making 1,370 in all. This is slightly elevated from the spacious main boot and shoe quarters which are on the ground floor, 35 feet wide by 280 feet deep, while there is also another department devoted to misses' and children's footwear. A large and representative stock is carried embracing all the latest and most exclusive ranges in both Canadian and American makes, men's shoes selling as high as twelve dollars per pair and women's up to eighteen dollars. Mr. Newton looks for even more advanced prices in the very highest quality lines. He believes in keeping things on the move, is a splendid manager, a shrewd, discriminating buyer and possesses executive ability. Surrounded by a competent staff he gets encouraging results and by harmony and co-operation has placed the shoe section over which he presides in the forefront of service and achievement.

SHORTAGE OF RAW MATERIAL ACUTE

Canadian industry and ultimately Canadian consumers, are facing an acute situation in the shortages of a number of commodities needed in production by the Dominion. The latest heard from in this connection are the leather men, who waited on the Government lately to ask that something be done to meet the scarcity of hides. A situation almost equally serious exists with regard to wool, while there is also a growing scarcity of machine parts, tool steel, tin sheets, wire rope and a number of other such articles. These were formerly obtained from England and their import has been stopped by the English restriction of exports.

Hides and wool, however, are obtained from Australia and New Zealand. Here again restriction of exports is the cause of Canada's needs, the Antipodean countries having recently taken such a step.

F. N. Beardmore, of Montreal, and E. J. Davis, of Newmarket, saw Sir George E. Foster on behalf of the leather interests to ask that an effort be made to have the regulations relaxed to allow hides to come to Canada. They represented that the situation was serious, that boot leather was reaching impossible prices, and that even after the war was over it would be scarce in Canada. It is understood the prospects are that the situation will be met.

FIGHTING MAIL ORDER HOUSES

Some local merchants have a habit of bemoaning the large mail order business done in their district, but themselves do very little advertising in their local papers. It might be well to draw the attention of any such to the following statement, reported to have been made recently by the manager of a large mail order concern:

We have a bureau whose duty it is to read the country papers. 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 their local papers, or where advertisers do not change their advertisements regularly, we immediately flood that section with literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use the local papers.

VETERAN MONTREAL SHOEMAN DIES

One of the oldest and best known retail shoe merchants in Montreal died on February 19th, in the person of John Dwane. Mr. Dwane had been in the shoe business on McGill street for forty years, during all of which time he occupied the same shop. He was an expert in leather and did much appraising for the fire insurance companies in that connection. He was also interested in real estate and had a wide acquaintance in Montreal.

Mr. Dwane was born in Montreal. In politics he was a Conservative, in religion a Roman Catholic.

Monday, March 5th, 1917

That is the opening date for the new Rubber Footwear season. Place your orders for Maltese Cross Rubbers with any of the following

MALTESE CROSS JOBBERS

W. B. HAMILTON SHOE CO., LIMITED.....	Toronto, Ont.
D. D. HAWTHORNE & CO.....	Toronto, Ont.
J. D. KING CO., LIMITED.....	Toronto, Ont.
JOHN McPHERSON CO., LIMITED.....	Hamilton, Ont.
STERLING BROS., LIMITED.....	London, Ont.
J. A. JOHNSTON CO.....	Brockville, Ont.
FEDERAL SHOE CO.....	Ottawa, Ont.
J. V. POAPS & CO., LIMITED.....	Ottawa, Ont.
C. STEPHENS CO., LIMITED.....	Collingwood, Ont.
BIGNELL & KNOX.....	Montreal, Que.
THOMPSON SHOE CO., LIMITED.....	Montreal, Que.
CANADA SHOE.....	Montreal, Que.
J. H. LAROCHELLE & FILS, LTEE.....	Quebec, Que.
J. H. BEGIN, ENREG.....	Quebec, Que.
EASTERN TOWNSHIPS SHOE CO.....	St. Hyacinthe, Que.
WATERBURY & RISING, LIMITED.....	St. John, N.B.
J. W. BOYER & CO.....	Victoria, N.B.
HUDSONS' BAY CO., WHOLESALE.....	Winnipeg, Man.
A. L. JOHNSON SHOE CO., LIMITED.....
.....	Montreal, Que. and Winnipeg, Man.
A. McKILLOP & CO., LIMITED.....	Calgary, Alta.
DOWLING & CREELMAN.....	Brandon, Man.
MAYBEE'S LIMITED.....	Moose Jaw, Sask.
DAMER, LUMSDEN CO.....	Vancouver, B.C.

GUTTA PERCHA & RUBBER LIMITED

TORONTO	HALIFAX	MONTREAL	OTTAWA
FORT WILLIAM	WINNIPEG	REGINA	SASKATOON
LETHBRIDGE	EDMONTON	CALGARY	VANCOUVER



Shoe Retailers, Jobbers and Manufacturers

THE Wingfoot "Whole Heel" for men's shoes is now ready. Some shoe manufacturers are already filling orders. New shoes with Wingfoot "Whole Heels."

¶ The Wingfoot "Half Heel" Made-in-Canada has been sold for more than a year. You may recall the advertising, the guarantee, the price. The same guarantee applies to Wingfoot "Whole Heels."

¶ Guarantee: "We guarantee Goodyear Wingfoot Air Heels to outwear any other rubber heels that you have ever worn, or any others you can now buy. Should they not meet with this guarantee, return them to us at Toronto or to any Goodyear branch, and get a new pair free."

¶ The retail price of Wingfoot Half Heels is 60 cents—10 cents more than any other heel, much more than some heels.

¶ So you see the advertising, guarantee, quality, and price of Wingfoot Heels have placed them into an extra-value class.

¶ The Heel is one part of a shoe which is a separate article in itself, trade-marked, and known by the public. People generally do not pretend to know much about upper stock and shoemaking. They may not be able to recognize upon examination just how much better your shoe is built in various ways. But when they see Goodyear Wingfoot Heels on your shoes, they recognize extra value. They recall the guarantee, the extra price, the good things people have said about those heels. It helps convince them of the good things built into the rest of your shoe.

¶ Wingfoot Heels enhance shoe value and shoe sales.

¶ Will you talk this over with your sales people before you order, then order enough.

The Goodyear Tire and Rubber Co. of Canada
Toronto, Canada *Limited*

“MEANEST SHOE FIRM I EVER WORKED FOR”

One was Tighter than a Gun Wad on Expense Money, Another Wanted a Traveler on Salary Basis to Bear Part of His Personal Expense, and a Third Reduced a Profitable Territory and Ousted Alert Salesman Earning Big Returns on Commission

“HE was the meanest boss that I ever worked for,” declared a well-known traveler of a group who were seated in the smoking car on a Friday evening, not so long ago, returning to their homes after a busy week.

“I knew him through and through. He was in the jobbing business some ten years ago in —, but is now living in California. While I wish to speak no evil of the departed, every time I think of that chap, whom I will call ‘Judkins,’ I can scarcely restrain my temper and I want to get even with him for all the dirty tricks that he played upon me. He told me that he would give me a certain, but growing salary, and allow me so much a week for expenses, and he never kept his word. I had to come home several times before the week’s work on my ground was done because my expense appropriation had run out, and I was not going to take my own good cash to build up his business. He gave me a fine territory. ‘It was great,’ he enthusiastically observed, but had not been covered for some time. He pictured it in such glowing colors, that I thought I could do something with the goods. He told me that it had been neglected simply because the house had not sufficient men to supervise the area, but the ‘prospects were immense.’ I followed the directions given as closely as possible and stopped at the cheapest hotels, and rode on second class tickets in an effort to make my limited expense allowance hang out. Oh dear! not even the archangel Gabriel could have satisfied that man. He growled incessantly, scrutinized my expense sheets, and went over everything with a fine tooth comb. I resolutely stood for it all for some months. To make a long story short, I finally quit the unproductive field. The boss had bought a commercial travelers’ certificate for me, which had cost ten dollars. I had been with the firm eight months. When we parted he even deducted the pro rata balance on that certificate. In other words he kept back four months out of that fee for my certificate. Yet, he was owing me money for expense outlay.”

They Parted Right Then and There

“Yes,” spoke up another member of the company. “I met a man somewhat similar. He was a wholesaler in an Eastern city where I had a small sample room. He came after me wanting me to take out his lines. He offered a very fair salary, and we had the territory all mapped out, when I was to begin work and all that sort of thing.

“Now,” quoth my would-be employer. “We come to the matter of expenses. There must be no extravagance, you know. I do not believe in a man padding his expense sheet, do you?”

“No,” I replied.

“Very well,” he added, “I do not think that he should get a shave, a shoe shine, a cigar, a neck-tie or a drink and charge it up to the firm under some other guise. You know these little things amount to a great deal in the course of the year, and if you have to buy a customer a supper in order to secure his order you should, I think, in all justice, pay that out of your own pocket. He continued on this line and I listened to his restrictions for a while longer.

“Stop right here,” I asserted, “I would not work for you under any consideration, not even if yours was the last job on earth.

“Why,” he asked in amazement.

“Simply because you suspect and distrust me from the first. I will not work for any man who thinks that I am

going to try and get ahead of him for a few cents or items each week.

“He pleaded but I was firm. I foresaw there would be friction right from the start. If an employer has not confidence in the good judgment and economical use of expense money allowed a traveller, without querying him like a scolding parent would a child over the disposition of a few pennies, the less he has to do with such a house the better.”

A Plausible Plea That Failed

“I can tell you a more exasperating experience than that,” remarked another veteran of the road. “I started in seventeen years ago with a new firm because the future seemed bright, and one of the principals was a personal friend of mine. Well, I was put on commission, and the first year after paying my expenses and introducing the goods I earned only seven hundred dollars, and I had to keep my wife and family out of that. However, I was not discouraged, and the next season I cleaned up nine hundred dollars. This was not much of a gain, but I thought I could foresee a future in my connection and territory with the firm, and I stuck to the job like a pup to a root. The third year I earned a little over eleven hundred and then stringent times came. Merchants were pretty well stocked up and bought sparingly, owing to the complete failure of the crops, and my net income fell off to eight hundred and twenty-five dollars.

“I thought I had to take the bitter with the sweet and counted on the next year to make up for the deficit. It did in a measure and totalled fourteen hundred. The firm were now well established and making some feature lines which took splendidly with the trade in the larger cities, especially. From that on things came my way rapidly and I earned several thousand dollars the next few years, disposing of as much as a hundred and sixty thousand, and one year two hundred thousand dollars in goods. I could see that trouble was brewing, for when we came to settle up at the close of the year, one member of the firm incidentally remarked that he thought I had altogether too large a territory to cover thoroughly, that I could not do it justice, and they wanted to get into some of the smaller towns. They felt that I was overworked, that I would ruin my health, and that it would be fairer to me and to them to put me on a straight salary, and then I would know exactly what was coming to me. They had it all figured out that in nine years I had earned so many thousand dollars in commissions. Dividing it by nine my salary on the average for the period was something less than two thousand dollars. They would be very generous and give me about two-thirds of my former territory and attach to my position a remuneration of twenty-five hundred, which they considered very liberal.

You Will Know What You Get

“I told that firm they could not put any arrangement like that over on me, that I had done all the pioneer work and pathfinding, and to rob me now of the fruits of my early efforts was nothing less than high handed injustice and rank treatment.

“The trouble with you,” I asserted, with some heat, “is that you are small minded, and cannot bear to see any one in your employ make a good thing. The more money that I make for myself on a strictly commission basis the

more goods I sell and the more I make for you, do I not?" I inquired with pertinence and indignation.

"They started in again using several specious arguments about the value of knowing that I would have a fixed liberal income in good years as well as bad—for they wanted me to sign a contract—and said I was altogether too thin skinned. I surely did not realize that they were making a proposition of direct personal benefit to me, etc., etc.

"I told the firm that I could not see it their way at all, that I was prepared to take chances and run with the bad and the good years. To make a weary story brief, I resigned on the spot, and soon after took out an opposition line and won away half their trade, for they had put a cheap man on the road, thinking that the goods which were branded would alone sell themselves on their reputation. But they made an awful mistake, and it was too late. Good-night gentlemen."

HELPING THE CUSTOMER BUY MORE

"Advertising personal in its effect pulls best. If you can show a woman that you have something which especially suits her in style, quality and size, you are more apt to bring her into the store and make her a purchaser than your competitor who advertises in a general way," says Marshall Bredin.

The best way to gather information for personal advertising is to begin at once and take full details of every sale you make. Get the address of the customer. This is easily done if the goods are delivered. A polite request for the name and address generally brings the desired information under other conditions. As fast as these sales slips with addresses are obtained, the information may be transferred by the cashier to cards and arranged alphabetically in a suitable box. While, from greater familiarity with that branch of retailing, I have used the selling of shoes as an illustration, the system explained is applicable as well to all other branches of retailing.

Have the cards in a convenient size, with space for the name of the head of the family. This, when it comes to buying, is usually the wife and mother, for she buys for herself and the children, while the man, as a rule, buys shoes only for himself. The point is one to be settled according to the circumstances in each case.

Having the name and address of the head of the family, place on the lines below the names of each member of the family to whom you have sold shoes. If you cannot get their names, simply write "youngest girl," "son," or "little boy," opposite the sales made. When you sell a pair of shoes, record the size and stock number.

This will give you a valuable record for use during clearance sales. You can then refer to the cards and write a timely letter or circular, stating that you have shoes of sizes and styles that will fit some member of the family. This is specific advertising and will be practically a personal letter.

The saving in printing and postage which this concentration brings is worth while, and the adoption of the card system will be found the easiest way in which to keep such a list up to date, for if a customer changes his home address it can easily be corrected on the card or a new card made. The changes in sizes of the children's shoes should always be noted, for the little feet will surely grow, and if the list does not keep pace, errors may be made.

One of the disadvantages with which the retailer has to contend is the fact that he may have a large stock of a certain style of shoe and yet be out of the one size necessary to complete a sale. And he may have twenty different styles which fit the customer's foot, but do not suit in some detail or other.

Many unsuccessful attempts have been made to systematize shoe stores and overcome this difficulty. A bright shoe man down in Texas has seemingly solved the problem.

Everyone is familiar with the appearance of the average shoe store. The shoes are in boxes, one pair in each box.

This Texas man has a difficult plan in operation. He has had the first-section of his shelving—that nearest the door—arranged into a sample case very similar to those used by manufacturers and jobbers selling shoes from samples. In this case the retailer places one sample of every shoe which he carries in stock. Inside of the shoe is placed a card, telling the number of pairs in stock by sizes.

Now, when a customer comes in the salesman does not have to take down a dozen or twenty different boxes; he simply takes the customer to the sample case to pick out the style desired. A glance at the card shows whether or not the desired size is in stock. If it is in stock, the shoe is quickly found and the sale completed.

If the assortment is badly broken, the sample shoe is taken out of the case and customers prevented from choosing a style in which they cannot be fitted. This is an advantage in one way, and a disadvantage in another, for it would seem to favor the breaking up of regular sizes and the accumulation of odds and ends. To avoid this, all the broken lines are placed in the section next to the sample case, and there is a "PM" placed on every pair in that section. "PM" means that a premium or a reward of a certain amount of money (ranging in shoe stores from 10 to 25 cents) will be given a clerk for selling a particular article, which, being out of style, or otherwise difficult to dispose of, is not likely to be brought to the customer's attention by the average clerk under ordinary conditions, owing to the unusual difficulty of marketing it. This premium is an incentive to the clerk to make extra exertions to sell these "stickers."

The two plans, worked together, enable this dealer to work his stocks out very clean and sell nearly fifty per cent. more goods per hour in busy times than he could with the same force and his old methods.

WHAT CARD INDEX DOES FOR HIM

"A small retailer would do well to try out some of the plans adopted by the proprietors of the larger stores in pushing their business to the front," said a Guelph shoe dispenser. "A great many large stores maintain a card system of the sizes worn by customers. About two years ago I started one of my own, and do you know, it has more than repaid me for the trouble I have been put to in getting it in shape. Not only is this of great help in filling such orders as I may receive by mail, but better still when I get down to a few sizes in a particular style, it only requires a minute to locate the names of those customers who might be interested in the shoes. It is then an easy matter to call their attention to the fact that we have a pair of shoes of the size they wear and in a style that will appeal to them.

"I believe these letters sort of flatter the people to whom they go. There is an appeal to discriminating tastes, and that brings results. This same thing is true when we get in a new lot and desire to push it. Naturally, each is an individual letter and is given the personal tone that shows our interest in our customer. The small storekeeper usually looks upon such plans as this as beyond the scope of his business, but pretty generally plans of this kind that are good for the big fellow can be made good for the little man as well."

THE KIND OF VERSE THAT PLEASURES

One of our Eastern Ontario subscribers in remitting his subscription for 1917 breaks into poetry, which, if not exactly metrical, is characterized by both wisdom and foresight

Another year has rolled around
 Again my sub is due,
 Its help to me has been quite sound
 So here's more dough for you.

The Shoe Repair Man

COST OF DOING SHOE REPAIR BUSINESS

THE subject of the cost of doing business is a rather dry one, and possibly this will be the article last read in this issue of the *SHOE AND LEATHER JOURNAL*; but it does not alter the fact that it is one of the most important problems of everyday business life. Show me a shoe repairer who makes a study of this question and I will show you one who makes a success of his business.

To be sure the subject of how to get business evokes more enthusiasm, but if due consideration to the present subject is not given, the other is liable to fool us, and lead us into false ideas of profit. Too many business men think because trade is good that profit necessarily follows, and with this thought in their minds habits of extravagance are developed. The well-balanced business man will, therefore, always take an interest in what constitutes the cost of doing business; and when he has reduced that cost to a percentage he will have that percentage in mind when he is figuring on the cost of a particular article or job, and the right price he should charge.

Must Do Some Calculating

A great many repairers think that the only cost involved in putting on a pair of half soles is the actual expenditure for leather and other materials, and perhaps for labor; although many repairers figure that if they do the work themselves there is no cost for labor. It is not upon this theory that men who conduct big profitable businesses become prosperous.

If shoe repair shops are to succeed they must do more calculating to find the cost. When a customer brings a job to the shop they figure on it, they must not only mentally compute the amount of material the job will use, but add to that a sufficient amount to cover overhead expenses and labor; regardless of whether the repairer does the work himself or has a helper do it. It is legitimate, however, to figure this cost for labor at the rate which you would pay a helper; for if you do the work yourself it is worth just what you would have to pay a helper; but the cost of doing business, the overhead expense, should also be computed. It's an expense just as infallible as the cost of material, and to overlook it means careless loss.

To be sure each time that a customer brings a job to your shop you cannot even mentally start in and figure on all such items as rent, insurance, taxes, advertising, postage, freight, loss for bad debts, and so forth, but you can do this: Keep track of all these expenses for a year, and also keep track of the volume of business that you do during the year. If you will do this thoroughly and systematically your first awakening will be to the fact that these so-called overhead expenses are greater than you think; but having attained their total amount it is easy for you to determine what percentage of your total receipts for the year has been expended in overhead expenses. If you find this amounts to say 20 per cent., then when a customer comes to the shop with a job you have this percentage in your mind, which you should add to the cost of doing the job with just as much reason as you will also add the cost for material and the cost for labor.

Where Your Profit Begins

For simple illustration, suppose that you are charging 75 cents for a half sole job. What profit are you making on

this job? If your overhead expenses, or cost of doing business, is 20 per cent., then the first item of cost on this particular job would be 15c. for overhead expense. If then you compute the cost for material at say 23c., and labor at 18c., you find that the cost of doing this job is 56c., and that your profit does not begin until this 56c. is deducted.

Turn these figures over in your mind frequently. Let them become fixed there. They are not submitted as being absolute; they fluctuate with changing conditions, and are used for example only. Possibly you can do this job for a little less cost for raw material, but probably you are paying out more. The chances are that the charge for labor is insufficient, as wasted or intermittent time allowed for; and it may be that you have overlooked items which should have been computed in the overhead expense; but whether these figures are accurate or not, the principle remains the same.

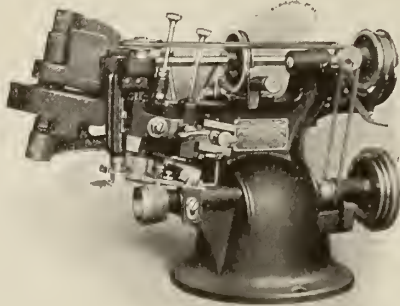
Assuming the accuracy of these figures as indicating your profit, all remuneration for the extra time you are giving the customer, the money you are paying out for family expenses, recreation and all other expenses that you are personally put to, have to come out of this amount that is between the 56c. and the 75c.; or 19c.; and if at the end of the year you have a surplus for the bank, that also has to come out of this 19c. margin. It does not take much high life to spend 19c.; but figures do not lie, and if the repairer has all these matters in mind every time a customer brings a job to his shop he is apt to have more courage to ask a reasonable price. I find, after all, the price we charge is simply a reflection of our courage.

Your Own Pay and Interest Return

No two cases are alike. Some repairers, due to location, have higher expense items; some have to pay more for wages; there is a little variance in the cost of raw material, as some repairers buy in large quantities and pay cash; but we hope that every repairer who does not now do so will plan to begin with the first of March to keep a complete record of the amount of business done each day of the year, and will likewise keep a record of all operating expenses.

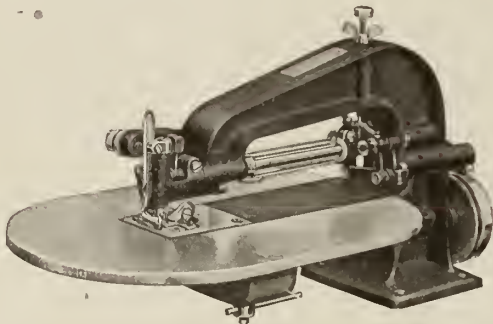
This list of expenses should first call for a salary to be paid to the proprietor. You ought to be worth a little more to the business than a helper, and therefore first figure on a salary for yourself which is a little higher than what you would have to pay a helper. The next item which you should figure is the interest on the capital you have invested in the business. If you have \$1,000 invested in a repair shop it should pay you 6 per cent. interest just the same as though you had loaned it on real estate. Now fix in your mind these two important items, salary for yourself, and interest on the money invested, as being legitimate items for operating expenses. Next comes the item of wages for workmen and all other helpers about the place. Then come such items as rent, interest on borrowed money that is used in the business, taxes, insurance, light, heat, advertising, stationery, repairs, postage, freight and express, bad debts, association dues, depreciation in stock on hand, machinery, fixtures and so forth, and last but not least, watch miscellaneous items and see that they are all included in this matter of expenses. When you determine the total amount of this expense, then add up the total amount of business for

PEERLESS MACHINES



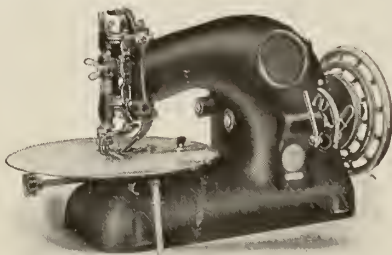
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable Skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford St., Boston, Mass.

the year and you will know what percentage of this volume comes under the head of this overhead expense. You are then in a position to easily figure this item every time you figure the cost to do a job.

Here we want to direct your attention to one other important feature in figuring this cost however. You must remember that this per cent. cost for doing business is computed on the total sales, and therefore in figuring a job you must not first figure the amount of the cost of raw material and labor and then add your overhead percentage to that amount. You must figure that percentage from the price you charge for the job. In other words, on a 75c. repair job, if your overhead expense was 20 per cent., you must figure 15c. in your estimate of the cost, and not simply add 20 per cent. to the total of the cost of material and labor.

Repairers are not in the business to simply make a living. To "get past," so to speak. They are in business for the same purpose as great corporations, and that is to declare dividends. It is these dividends that make you a successful business man. It is these dividends that make possible the enjoyment of the better things in life.

GREET BROTHER REPAIRER AS TRUE FRIEND

(Continued from page 46)

hour in other lines. Many difficulties in the trade were being overcome and the future looked much more encouraging than it had for some years. Very few customers had objected to the increased prices which had gone into effect in Hamilton. Do good work and get a fair figure for it should be the object of every tradesman. More confidence and sympathy with one another was what was needed and this was being brought out in association work. To help and understand one another was a fine ideal to which they all should aspire.

To the toast of the "Wholesalers and Allied Industries" many timely and congratulatory addresses were made and best wishes extended to the Toronto Shoe Repairers' Association for its continued success and usefulness. Among the speakers were A. E. Wallace, of P. B. Wallace & Son, H. S. King, E. D. Pretty, of the United Shoe Machinery Co., W. H. Alderson, H. A. Mahaffy and J. W. Shaw, of Gutta Percha and Rubber, Limited, F. E. Holland, of the Goodyear Tire and Rubber Co., Limited, G. A. McLennan, of Charles Tilley & Son, Wesley Allen, of C. Parsons & Son, J. R. Thompson, of the Dunlop Tire and Rubber Co., Limited, G. B. VanBlaricom, of the SHOE AND LEATHER JOURNAL, and others. A vote of thanks was tendered Gutta Percha and Rubber Co., for the donation of several boxes of cigars and rubber cigar holders and a highly successful banquet closed with the singing of the National Anthem.

WASTE NO TIME ON "HA HA" WOMEN CUSTOMERS

(Continued from page 34)

ber and street of the woman who had sent back the grey suede pair. I informed her of the fact.

"Well," she continued unabashed, "keep open half an hour later and I will be down for sure."

"You had better hurry up," I replied. "I will stay here a few minutes after nine."

"Strange to relate she came down to the shop in a cab, bought and paid for the slippers and went away. Had I not been so firm with that lady she would have also put me to the trouble of delivering the pedal-wear and then have sent it back.

"Deliver me from the people who come into a shoe store and, after being fitted and satisfied regarding price, last, leather, etc., begin to ask all sorts of evasive questions and put forth convenient pleas for not paying for the goods then and there and having them sent up. They will bear watching. Life is too short and time too valuable to fritter it away on curiosity seekers."

PACKARD'S SHOE POLISHES

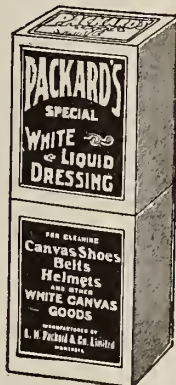
Now is
the time
to place
your
Spring Order



Don't Delay
Be Prepared
for that
First
Customer

MYLO SHOE CREAM
for colored Kid Shoes

UNSURPASSED
FOR
QUALITY

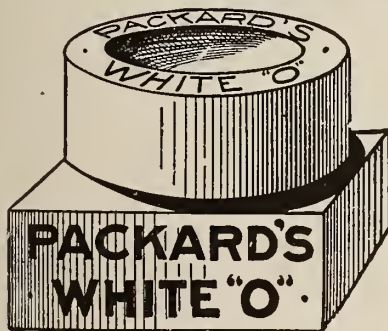


WHITE LIQUID DRESSING
for Canvas Shoes, etc

A KIND FOR
EVERY
LEATHER



LADIES' SPECIAL
for Black Glazed Kid



WHITE "O"
in Cakes

Put up in cartons, wood
and zinc boxes

And 50 other lines



Send for our latest price list

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

Manufacturers of High Grade Shoe Polishes



Kant Krack

RUBBERS



No. 3135
Men's Derby Clog



No. 3124
Men's Jersey Storm Over



No. 6120
Women's Jersey Cloth Excluder

Although but a recent addition to the Rubber Industry of the country, Independent Rubbers have earned through their sterling wearing qualities a wonderful reputation.

All the different classes of rubber footwear are covered by Independent Lines, and whether it be a heavy Lumberman's or the most recent style in women's dress rubbers, your requirements can be supplied.

Our travelers are now out with samples for next season, and one of them will call on you shortly.

You cannot go wrong by buying early. There is danger in delay and you never can tell when prices will advance.



No. 3003
Men's Red Sole Hip Boot

McLAREN & DALLAS

Toronto - Canada

Veribest

Dreadnaught

Dainty Mode



RUBBERS

The phenomenal growth of the demand for Independent Rubbers, in addition to the lack of labor created by the large number of Independent employees having enlisted for Active Service, made it extremely difficult for us to make shipment of our last season's rubbers in our usual, prompt manner.

For the coming season, however, we can promise our customers that every possible effort will be made to improve the labor situation to the extent of allowing shipments to be made in good time for the opening fall and winter trade.

You can depend that everything that is humanly possible in this respect will not be overlooked.



No. 3511
Men's Dakota Gum Boot



No. 3651
Men's Plain Over



No. 2358
Men's Laceit, Three Eye, White Sole



No. 6124
Women's Jersey Juliet

McLAREN & DALLAS

Toronto - Canada

Dreadnaught

Veribest

SHOES AS A STYLE COMMODITY

Many extravagant and "hysterical" statements have appeared of late regarding the price of shoes, says a leading kid skin manufacturer. Such exaggerated statements can only redound to the detriment of the shoe business. It should be the persistent effort of every shoe manufacturer, merchant and leather manufacturer to prove in public print and by other means at his command, the falsity of such statements. "Hysteria" of statements and likewise "hysteria" of price should be combated by all those having the interest of the shoe and leather trade at heart.

"Business to be on a plane of safety, must be stabilized to the greatest possible degree." Conditions over which none of us have had any control have forced up the prices of commodities in general.

It should be the endeavor of all of us to try to keep prices within the "realm of reason" so as not to lessen consumption.

This can only be done if we all enter into the spirit of "co-operation" and "co-ordination," even if for the time being the net results will be less encouraging, but such action will surely redound to the ultimate benefit of the trade in general by keeping shoes as a "style and necessity" commodity, instead of only as a "necessity."

Into this spirit we have entered heartily, and we trust and believe the outcome will be the continuous and steadily increased consumption of ———, and will to a great extent put the "death knell" to the employment of "makeshifts and substitutes."

The woman of the United States had been taught to "dress" her feet to the utmost degree, in conjunction with "clothing" her person with distinction. In our publicity propaganda we shall continue to advocate the desirability of smartness in footwear, and ask the continued co-operation of our friends in our endeavor to keep the plane of the shoe trade up to the high state of efficiency which it has reached.

THE "FEATHER" PUMP IS UNIQUE

Here it is, the latest thing in women's footwear! And it originated in St. Louis, says "American Shoemaking." It is called the "feather" pump, and twelve different styles and colors have already been developed, although the shoe has not yet been placed on the retail market.

The pump was designed by a St. Louis house. It is of fine kid leather and is adorned with a flat rosette of natural feathers. The dark green pump bears a rosette of iridescent feathers, from the centre of which peep the two glistening yellow eyes and the jet black beak of the eagle owl. Other rosettes run from plum color into red, then purple, and are tipped with black.

The feather pump is designed along modish lines. It has a circular vamp and foxing, Louis wood-covered heel with an aluminum heel plate. The ornamentation is different for each of the twelve different shades of leather. It will retail from \$10 to \$12 per pair.

MAKING DEAD-BEAT COME ACROSS

If you happen to have money owing you from a proverbial dead-beat and he doesn't pay up or profess any ability to do so, why, just become his financial backer and lo, the bill is paid. At least, that's the way the retailers of Iowa are working out the bad debt problem, and according to the report of Secretary Judd, of the Des Moines Chamber of Commerce, it is a great success.

There's nothing new about the idea, except in the way it is worked out as a somewhat novel proposition under the name of "Morris Bank" plan. The whole idea rests on the assumption that men are "dead-beats" because they can't

raise the money to emancipate themselves, and if they could put debt on the same basis as the business man does they really possess enough of the spirit of fairness to make a good attempt. So much for the debtor; from the standpoint of the creditor, it is no worse to be an endorser on notes, the proceeds of which you are using, than to be a creditor without the money at all.

As an illustration of the way the plan works, Mr. Judd cites the following:

"A man who owes seven or eight merchants a matter of \$150 in small accounts, and who can only pay a matter of three dollars a week, can pay it at one place and not of necessity have to dodge six or seven of them until pay day again. In this way the merchants get their money and the debtor's mind is free to do better work for his employer. Statistics show us that very few of the borrowers fail to make their payments and if one should, it is prorated and the merchants will have to pay the bank the balance.

"There are very few business men but what will agree to go security on these old accounts. They are dead as it is

THE RIGHT STAMP OF A PAPER

We want to congratulate you on the very great improvement shown in the "Shoe and Leather Journal" during the past year. We feel that all possible encouragement should be given trade papers of your stamp, and in this way, help to encourage Canadian enterprises.

Your recent well written articles on the leather and shoe situation cover the ground admirably.

With all best wishes for the future, we beg to remain,

Yours very truly,

BEARDMORE & CO.,

Toronto, Ont.

Per W. A. Moore.

and it is merely giving them an opportunity to have the use of this money, and it also gives the individual an opportunity to pay fifteen or twenty merchants at the rate of four or five dollars a week, where, if it was necessary for him to call separately and settle these accounts, they would probably never be paid."

Mr. Judd also states that the association runs advertising regularly in the daily papers, headed, "Pay Your Bills." This advertising copy is written by an expert who continually hammers home the fact that the dead-beat is the most despised of mortals and urging people to pay their accounts promptly.

The association started the campaign by sending out a letter enclosing the form of a notice which employers were requested to hang up in their establishments, as follows:

The employees of this firm must pay their bills.

Please do not allow any information of this character to be filed against you by the Retail Merchants' Bureau.

This rule must be observed.

Note—To observe this rule the Retail Merchants' Bureau will gladly assist any worthy employee to settle his accounts.

According to Mr. Judd, he received replies from more than 800 firms of the city, who agreed to post the rule and insist that the help observe it.

At the present time about 1,800 business houses are using the notice.

FOR EFFICIENCY AND WELFARE WORK

Steps will be taken to form a general or central body in connection with labor efficiency and welfare work in Montreal as the result of a luncheon tendered to fifty employers of labor held by the Canadian Consolidated Rubber Co., Limited, in Montreal last week.

Dr. E. J. Mullaly, who presided at the luncheon, in his introductory remarks outlined the work that was being done by the labor efficiency and welfare department of the Canadian Rubber Company's factory. T. H. Reider, vice-president and general manager of the Canadian Consolidated Rubber Co., Limited, welcomed the guests and the representatives of large industries in Montreal and spoke of plans under way for improving the conditions and the surroundings of the workers in the different plants of the company. J. N. Doyle, of the Dominion Bridge Company, spoke on accidents and their prevention and adjustment. H. M. Williams, of the Montreal Light, Heat and Power Co., spoke of the advantages of educational classes for the workers. A. D. Thornton, of the Dominion Rubber System, spoke of the encouragement of thrift among the men, and W. H. Goodwin, managing director of Goodwin's, Limited, spoke of social service and welfare work.

The discussion resulted in the unanimous decision that something should be done to have a central organization for the efficiency and welfare of labor established in Montreal, and Dr. Mullaly was asked to consider ways and means to make such an organization possible.

WILL BROWN SHOES BE POPULAR

In the styles now being shown one number is being featured more and more as each store shows its new lines. It is the whole quarter boot with slightly squared throat and stitching underneath in a double row. It is shown in solid effects of kid suede and buck, in combinations of patent and dull leather with colored kid or suede, or in colored kid and suede and in colored kid and cloth. Whole quarter boots

have been popular up to the present time and there are indications that they will continue throughout the coming season.

While it seems a foregone conclusion that light shades of kid and suede will have the call, it is well not to overlook the selling possibilities of the darker shades, for instance, brown. One of the best known and largest shoe shops in New York has stocked up heavily on brown, both in high and low cuts. This concern is one of the leaders and naturally in nine cases out of ten predicts correctly.

In the latest spring display at the store of Lord & Taylor, New York, a number of models in cloth top effects are shown. Among them are several numbers of colored kid with circular foxed vamps and whole quarters of cloth to match the vamp. They have covered Louis heels to match the quarters. They are also showing several numbers of all cloths shoes, circular foxings and whole quarters with covered Louis heels to match.

SOME OF THE BOYS AT THE FRONT

The accompanying group portrait was recently presented to Clayton E. Hurlbut, of the Hurlbut Co., Preston, by the boys from the shoe factory who have gone to the front. The name, company and department of each is as follows:—

Name	Company	Dept.
Signaller M. McIntosh.....	5th Can. Div. Sig. Co..	Office
Bandsman A. Jones.....	111th Battalion.....	Cutting
Pte. McMeeking.....	111th Battalion.....	Cutting
Lance-Cpl. C. Whitehead.....	111th Battalion.....	Cutting
Drummer E. Hale.....	34th Battalion.....	Lasting
Lance-Cpl. R. Denison.....	111th Battalion.....	Sole Leather
Pte. D. Hawthornethwaite.....	111th Battalion.....	Cutting
Lance-Cpl. C. Bowman.....	71st Battalion.....	Shipping
Pte. G. Giles.....	111th Battalion.....	Cutting
Sergt.-Major H. E. Bryant.....	Army Medical Corps.	Cutting
Pte. G. Zimmerman.....	111th Battalion.....	Cutting



Boys of the shoe factory who have answered the Empire's call

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Quebec.

DUCLOS & PAYAN

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

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.

Mr. Shoe Retailer—

Have you any surplus stock?
Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.

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

The kind that won't dry out
and holds its grip. That's

BRODIE'S PATENT FLOUR PASTE

Let us send you a trial Keg.
It will make you a permanent customer.

BRODIE & HARVIE LIMITED
MONTREAL, QUE.

Protect Your Credits

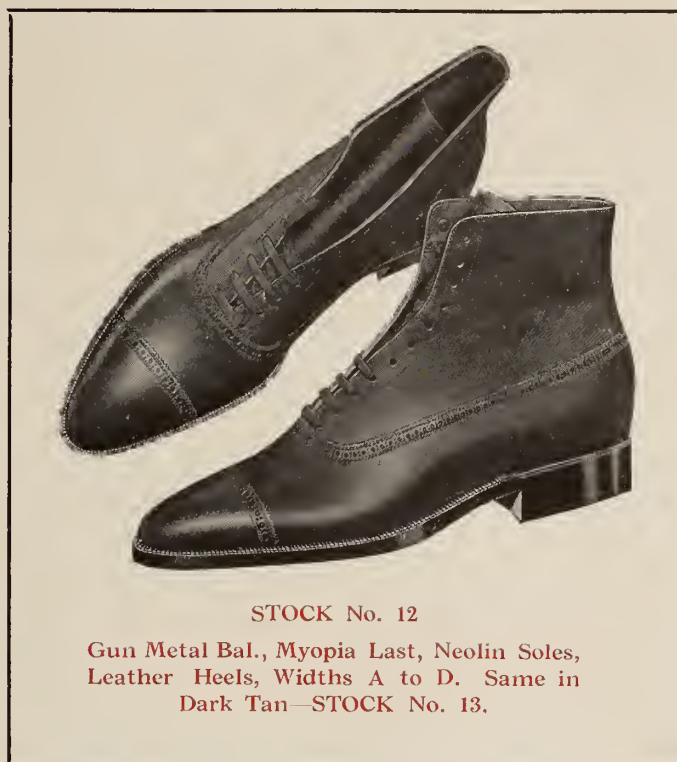
See that your travelers are provided with Dun's latest edition of the Reference Book. Ready now for delivery. There are thousands of changes made in ratings, styles, etc., each issue, and it is highly important that your representatives carry an up-to-date book.

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

Just Wright In-Stock Service



STOCK No. 12

Gun Metal Bal., Myopia Last, Neolin Soles,
Leather Heels, Widths A to D. Same in
Dark Tan—STOCK No. 13.

This illustration pictures one of the new JUST
WRIGHT IN STOCK lines.

JUST WRIGHT Service makes it possible for
you to sort on WIDTHS as well as sizes.

IN STOCK MARCH 15TH

Keep To The Wright

E. T. WRIGHT & CO. Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.

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

NEWSY NOTES FROM ST. JOHN

Walter T. Dunn, formerly of Dedham, Mass., but for the last year foreman of J. M. Humphrey & Co.'s boot and shoe factory in St. John, N.B., has joined a Canadian Engineers unit.

Richard J. Walsh, manager of Waterbury & Rising's King street store, who was recently operated on in the St. John Infirmary, is convalescent. It will be some time before he will be able to resume his former duties.

William Gray, father of Messrs. George and Joseph Gray, proprietors of Gray's Shoe Store, Main street, St. John, N.B., passed away February 21st, after a brief illness of pneumonia. He was one of the oldest and most highly respected citizens.

There are few young men in any position in life throughout the Dominion, who have tried more diligently to join a Canadian overseas unit, than Walter B. Trueman, formerly of the staff of Ames-Holden-McCready, Limited, St. John, N.B. After applying on ten different occasions he was at last accepted and has donned khaki. Since he joined he has proven his worth as a soldier and already has been promoted to the rank of Corporal. Although desiring to proceed overseas the military authorities are retaining him to assist in recruiting 5,000 men, which the Army Service Corps is at present calling for.

Recent advertisements in local newspapers, announcing a large sale of boots and shoes by the Great Eastern Sales Co., caused quite a stir among retail dealers in St. John. The advertisements announced that Kelly, representing this company, would arrive in the city to conduct a sale for six days and during that time he would sell at comparatively small prices. A protest was sent to the Common Council by the Retail Merchants' Association and as a result an amendment to the license law was given a first and second reading and was passed providing for a special license of

\$500 for outside concerns coming to put on such sales. The sale was well patronized, a large number of people taking advantage of the cut in prices of shoes.

A quest which extended over thousands of miles of raging ocean, and many miles of shell-torn France and Flanders was successfully concluded a short time ago, when under the most unique conditions Walter Brindle, formerly a prominent shoe manufacturer in this city, now a member of a railway construction battalion in France, met his two boys who are also in France with combatant units. Mr. Brindle learned of the whereabouts of his boys during Christmas week and he was fortunate enough to get three days' leave to go and see them. Under heavy shell fire Mr. Brindle made his way through ruined villages for miles until he found the rest billets of his fighting sons. There a wonderful reunion took place.

A serious fire broke out in Halifax a few days ago and did damage in the business district to the extent of \$40,000. The Club Shoe Store, owned by M. A. LeBlanc, was destroyed, and considerable damage was done to the stock of Harrison L. Hart's boot and shoe establishment. Fortunately both merchants were well protected by insurance. Mr. LeBlanc was in his store when the fire was discovered, and had barely time to place some valuable books and papers in his safe when the flames burst through the walls. His stock was valued at \$20,000. He was fortunate in having it nearly met by insurance. Considerable smoke entered the upper portion of the building in which the Hart's shoe store was situated, but the damage was slight.

The Canadian Columbia Counter Co., has been incorporated under the laws of Massachusetts, and Mr. Walker, who is their attorney in Montreal is looking after the registration of the company in Canada.

AERO-PEDS RAPIDLY COMING TO FRONT

Aero-Peds, Limited, are being incorporated with headquarters in Toronto and are taking over the business of the Aero-Peds Manufacturing Co., 30 Adelaide street east. The new company, of which John A. Adams, who is well-known to the shoe trade, is manager, are already doing an export business in Aero-Peds and report the Canadian demand is increasing rapidly. Arrangements are being made for increasing the production of these light, ventilated, heel cushions, or pneumatic tires for the feet, as they are frequently called. Aero-Peds are handled by all the leading jobbing concerns in the Dominion, and will also be sold to the retail trade through special representatives. Although only in operation a few months, the fact that the company are placing their goods in the larger cities of the United States, as well as every province in Canada demonstrates the merit and popularity of Aero-Peds.

MR. WHITE CATCHES 450 POUND FISH

Concerning Hugh White, of the White Shoe Co., Toronto who is expected home this week after spending a winter holiday at Wilbur-by-the-Sea, Florida, the Daytona Morning Journal, of February 21st, says: "That Hugh White, a prominent wholesale shoe merchant, of Toronto, is successful in other lines was proved on Monday at Wilbur-by-the-Sea. Mr. White, who is a guest at the Toronita Hotel, in addition to making a record breaking catch of fish, landed an enormous porpoise weighing four hundred and fifty pounds and measuring seven feet four inches in length. Although Mr. White's hands were severely cut with the line, he pluckily held on and the boat was towed for over a mile before the porpoise was landed. A. Z. Campbell has tanned the skin which makes an ideal trophy for Mr. White to display to his northern friends."

Writing to a Toronto friend, Mr. White says: "I have Narcisse Gagnon, of Montreal, and Fred Marois, of Quebec, beaten to a frazzle and will produce the proofs that the dimensions of the fish have in no way been exaggerated. I now am the champion fisher of Canada and until this capture has been equalled will all other claimants please keep silent."

"PONTIAC" FOOTWEAR IS DECIDED NOVELTY

The latest novelty presented to the Canadian trade is "Pontiac" footwear, which is being made by the Reliance Shoe Co., Limited, 350 Sorauren avenue, Toronto. The new samples are much admired for their beautiful lines, neat workmanship and attractive appearance. The Pontiac range embraces sandals, Indian slippers, trail shoes, sporting shoes, semi-outing shoes, boys and girls skuffers, bowling, tennis, camping and gymnasium shoes. The most popular colors are mahogany, brown and pearl while the favorite leathers are chrome elk, mule skin and buck. All the goods are hand stitched and made in one piece in moccasin style, with welted or McKay soles. "Pontiac" footwear is unique, artistic and comfortable, and altogether different from anything ever offered to the trade. Many models, all of which are light and flexible, carry light elk soles, with or without spring heels, and low heels, while others have no soles at all, especially the slippers. The accompanying illustrations of a sporting oxford, a canoe slipper, a non-skid sandal and a sporting blucher afford some conception of the inviting char-

acter of this new make of footwear. All sandals, skuffers and gymnasium shoes carry mule, non-skid soles. There is also being turned out a beautiful range of boys', girl's and misses' Indian slippers with fancy tips, which for holiday presentations are both striking and handsome. The manufacture of "Pontiac" footwear by the Reliance Shoe Co., is under the personal direction of P. A. Forbert, who comes of a shoe making family, his father and brother having been for many years in the shoe business in Lindsay, Ont.



"PONTIAC" AUTO BLUCHER

Mr. Forbert spent seven years in the leading factories of Brockton, Mass., specializing on this kind of footwear which for the first time, is presented to the Canadian trade. "Pontiac" footwear embraces a range of over fifty samples, half coming in sporting shoes and the remainder in slippers.

MAKING FRIENDS OF CUSTOMERS

The modern merchant is neglecting few opportunities for making a friend of his customer. One example of methods used to this end is the practice of a large department store that specializes in articles for the younger generation.

When a purchase of children's clothing or shoes is made there, the store gets the address from the delivery slip, and it is then an easy matter to find out all about the child for whom the goods are bought.

On the youngster's next birthday a neat card, addressed to the little one, arrives congratulating him or her on having reached such or such an age. This sort of thing is calculated to, and unquestionably does, appeal strongly to the parents, and makes a permanent out of a casual customer.

WILL RUBBER HEELS OUTWEAR LEATHER?

Rubber heels are being worn more and more every month, for people are waking up to the fact that they are as serviceable and much more comfortable than leather heels. It is even claimed that first quality rubber heels will outwear the average leather heel on account of its resiliency, for when a leather heel is brought down hard on a paved or cinder walk, there is no give to the leather and the action is something like the grinding of an axe on a grindstone. With the rubber it is different. The heel gives under the weight of the body, and, being of a tough wear-resisting nature, the concrete or gritty walk does not use it away as readily as it would the leather heel. Furthermore, the rubber heel is almost noiseless, and being springy, saves the feet as well as other parts of the body from the little nerve-tearing jars at every step.



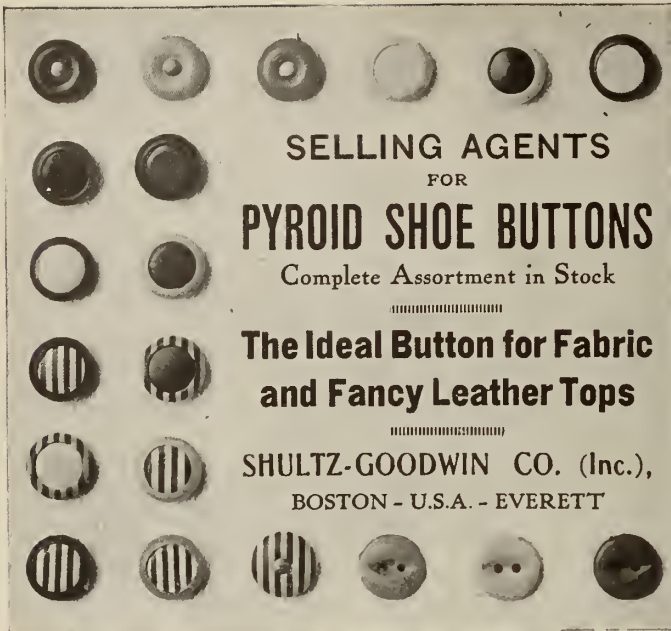
"PONTIAC" CANOE SLIPPER



"PONTIAC" OUTING OXFORD



"PONTIAC" CHILDREN'S SANDAL



SELLING AGENTS
FOR
PYROID SHOE BUTTONS
Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT

MR. WETTLAUER BECOMES BENEDICT

H. E. Wettlaufer, of Kitchener, Ont., sales manager for Charles A. Ahrens, Limited, shoe manufacturers, has joined the ranks of the benedicts. He was quietly married in Toronto this week to Miss E. M. Jackson, daughter of Graham Jackson, of Kitchener, Rev. J. W. Pedley officiating. Mr. Wettlaufer and bride left on an extended trip to the Southern States. Many friends will join in congratulations and wish them every prosperity and happiness. Mr. Wettlaufer has not only been a popular salesman for many years, but has always taken a deep interest in hockey, bowling, golf and other sports. He is a former president of the O. H. A. and one of the best known amateur hockey men in Canada.



H. E. WETTLAUFER

I SPECIALIZE ON
SHOE STAMPS

STEEL STAMPS AND DIES

DESIGNS
ON REQUEST

W. D. ARMSTRONG

230 CRAIG ST. W. {PHONE 675 MAIN} MONTREAL

WHEN YOU WANT
BOOT and SHOE LACES

McMartin is Your Man

I have in stock 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.



SOLE LEATHER

The name BREITHAUPT is a guarantee of Sole
Leather quality. Our six special brands are tanned
to meet the various demands of shoe manufacturers
and will give the fullest satisfaction. These are

“Trent Valley” Oak

“Penetang” Hemlock

“Royal” Oak

“Eagle” Hemlock

“Lion” Oak

“Kitchener” Union

THE BREITHAUPT LEATHER CO.

Limited

KITCHENER, ONTARIO

Representatives: JOHN McENTYRE LIMITED, R. M. FRASER, Montreal, Que.

LUCIEN BORNE, Quebec

Tanneries: Kitchener, Penetang, Hastings and Woodstock, Ont.

HIS SHOES MUST PINCH HIM

The following letter appeared recently in the Toronto Star and was signed by "A Crippled One":—

Has it ever occurred to many of the readers of this article that the manner in which the shoe business in all civilized countries is handled is a disgrace, and should be considered a matter of grave national concern? That while the sale of opium, cigarettes, poisons; the sanitary conditions of living and working quarters; the purity of food we buy, and the water we drink, etc., are controlled by well regulated laws, so

CARD OF THANKS

D. D. Hawthorne & Co., Toronto, wish to thank all the members of the trade for the many messages of sympathy during the illness of the late Mr. D. D. Hawthorne and to assure them that they deeply appreciate the kindnesses extended in the recent bereavement. They also desire to gratefully acknowledge the numerous floral tokens from various associations and personal friends.

D. D. HAWTHORNE & Co.

Toronto, February 26th, 1917.

that the health of the people will be protected, the shoe manufacturers are permitted to manufacture the most amazing and crippling shapes of shoes, which are afterwards handed out to we poor dupes of citizens through the retail stores by clerks who too often are only paid to sell shoes, and who are seldom, if ever, asked by the retailer to understand the simplest requirements of the human foot in order that it shall remain perfect and render reasonable service in a comfortable way?

Our teeth would probably be safe in a dentist's hands; our horses' feet would likely be properly shod by almost any blacksmith, and our dog or cat would be considered safe in a veterinary's hands. They know their business. But what chance have your child's feet or your own in the modern shoe store with their shelves laden with shoes unsuited in almost every particular to our feet?

There should be routine examinations made of children's feet in the schools; they should be told the cause of

CONDENSED ADVERTISEMENTS

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

SHOE TRAVELER.—With Ontario connections, and selling ability, desires change. First-class references. Box 36, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

SHOE SALESMAN.—With organizing ability, and able to get results, desires position as manager. Exceptional experience. Can furnish first-class references. Box 38, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

WANTED—Salesman familiar with the shoe trade of Quebec Province, to carry on commission a line of high-grade Rubber Boots and Lumbermen's. This is a good seller and satisfactory in every respect. A good side line. Apply by letter, stating experience and references. Box 28, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

the deformities in the same manner they have been told about their teeth in the last few years. For self-protection they should know these things. Efficient laws should control the shapes of all lasts on which shoes are made. Shoe dealers and salesmen should be required to pass some standard of examination in respect to the foot as a propelling machine and its relation to the body, and should understand the many unhealthy conditions arising from twisted bones and wrong balance, and their resulting interference with occupations through which livelihoods are to be gained.

BOOKLET WELL WORTH POSSESSING

The new catalogue just issued by Gutta Percha & Rubber Limited, Toronto, is the handsomest and most complete they have ever presented to the trade. The illustrations are clear and distinct and a description is given, in both English and French, of every rubber shoe, the English being printed in black and the French in red. The catalogue is very convenient in size and is a valuable work of reference for the retail trade.



FRED C. TEBBS, HAMILTON, ONT.
The energetic secretary of newly formed Shoe Repairers' Association of Hamilton.



W. H. MINER, GRANBY, QUE.
Who was recently re-elected a member of the council of that city.



M. L. SAVAGE, CALGARY, ALTA.
One of the veteran shoe travelers of the west, who is now on a visit to the east.

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

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.

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 Sklvers "Ryco" Matt Kld

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

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 require-
ments to prove this.

J. E. DUPRE The SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904

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.

A. Burn, of Toronto, who for some time represented the Milton Shoe Co., has joined the staff of P. B. Wallace & Son, Toronto, and is covering Eastern Ontario in the interest of this well-known shoe findings and leather firm.

W. L. Conner, shoe retailer, of Truro, N.S., believes that it is good business to provide a special telephone for the use of the public, and has installed a table, chair and telephone right at the front of his store.

G. H. Jamieson, of Vancouver, B.C., will cover British Columbia, Alberta and Saskatchewan for the Minister, Myles Shoe Co., of Toronto, during the coming season, succeeding E. L. Lynch. H. B. McGee, sales manager of the company, will look after his old ground in Eastern and Northern Ontario and take over the Province of Manitoba. J. A. Cameron will represent the firm in Western Ontario and J. H. Moore will in addition to the Maritimes, cover Montreal and Quebec Province.

The eighth annual assembly of the Benefit Society of Getty & Scott, Limited, Galt, Ont., was held on Friday, February 16th, in the city hall which was gaily decorated for the occasion. There were over two hundred couples in attendance and a very merry time was spent. The officers and committee of the Mutual Benefit Society deserve much credit for the splendid manner in which everything was carried out. Among the guests from Toronto were, L. W. Hanson, E. D. Pretty and Fred. Taylor, of the U. S. M. Co. George F. Hennessey, Richard Irwin and Oliver Brooks, of the U. S. M. Co., Kitchener; Harry Moore, of Rochester, and R. Tompkins, of Boston, representing the Campbell-Bosworth Machinery Co. The officers of the Mutual Benefit Society are:—F. S. Scott, M.P., and Wm. Chamberlain, honorary presidents; James Wallace, president; Geo. Peeling, vice-president; William Cudney, secretary; William Booty, treasurer. The following are on the committee:—C. Peacock, J. Palmer, H. Kelford, J. Hollis, A. Fenemore, and F. R. Delafield.

The examiners of hides and leathers appointed by the Toronto Board of Trade for the year are: G. P. Beal, L. J. Breithaupt, Percival Leadley, C. G. Marlatt, and S. R. Wickett.

E. T. Wright & Co., of St. Thomas, Ont., are opening on March 15th a new In-stock Department for the benefit of their numerous customers. Complete new lines on their best selling lasts and leathers will be ready for delivery on March 15th, in widths A to D, which means better service and improved facilities.

The date of the 1917 convention of the National Leather and Shoe Finders' Association has been set definitely for July 10th, 11th and 12. The place will be Milwaukee.

A. Beland, of Montreal, has joined the staff of Peck's Shoe Store in Prince Rupert, B.C.

The shoe store of M. B. Young, 924 Bloor street west, Toronto, has been extended by twenty feet making the depth ninety feet. The interior improvements are particularly noticeable and are in keeping with the imposing front of the establishment which is one of the finest to be found anywhere.

G. J. Trudeau & Co., Limited, Montreal, have started to manufacture white heel and sole finish as well as patent leather tip repairers, brush method.

Hayward & Canning, 1658 Dundas street, Toronto, who have been in the shoe repairing business for several years are now making several custom shoes and turning out about one

hundred pairs of men's wels a week. Considerable new equipment has been added, and the plant has been installed in the basement. The firm are adding a line of men's and boys' footwear and will conduct an up-to-date store in the space formerly devoted to the repair department.

M. Stewart, shoe dealer, of Ottawa, has been succeeded by John Stewart.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, spent a few days in Montreal and Quebec on business last week.

The Retail Clerks' Union, and the Retail Merchants' Association, of Toronto, will co-operate in petitioning the City Council to pass an early closing by-law. At the present time the hours of labor for the retail clerks are very long, in some cases from 8 a.m. to 10 p.m., five days a week, and from 8 a.m. to 12 p.m. on Saturdays. The retail merchants are anxious to have an early closing by-law adopted, and applied to all retail merchants, including shoe retailers, grocers, fruit dealers, dry goods merchants, etc. Merchants who are inclined to close early now are prevented from doing so because fruit dealers who deal in groceries insist upon keeping their stores open till 11 p.m.

Stockholders of the United States Rubber Co. at a special meeting, held at New Brunswick, N.J., authorized the \$60,000,000 bond issue. They also voted in favor of the taking over properties of various subsidiary companies, all of whose stock, or a majority of whose stock, is already owned by the United States Rubber Co.

C. F. Rannard, president of the Rannard Shoe Limited, Winnipeg, recently returned from a business trip to Chicago and Minneapolis. He states that during the coming season white shoes will be in greater demand than ever, and that he found prices on all lines of footwear advancing rapidly.

Fire in the premises of the Great West Saddlery Co., Winnipeg, recently caused damage to stock and building estimated at \$40,000.

L. Farewell, of Winnipeg, who represents the Hart Boot and Shoe Co., spent a few days with his father, J. J. Farewell, Toronto, during the past week and left for Fredericton, N.B., and other points East, before returning home.

R. L. Savage, of Toronto, who represents Clark Bros., Limited, in Ontario and Quebec, has been spending some time at the factory in St. Stephen, N.B.

The managers of the various branches of Ames-Holden-McCready, who recently held a conference in Montreal, spent a few days in New York and Boston after the gathering. They were looking into the trend of styles for next season, the state of the leather market, stock keeping methods, and many other subjects of interest.

A. E. Marois and son Alfred, of Quebec, Joseph Daoust, P. A. Doig, Narcisse Gagnon, Emile Gagnon, W. F. Martin, James Muir, Jr., N. Macfarlane, Ralph Locke, J. Goyer, Montreal; George Robinson, John Lennox, George Finlay, Hamilton, and many other representatives from outside points were among those in Toronto on February 17th to attend the funeral of the late D. D. Hawthorne, which took place to Forest Lawn Mausoleum. There was a large number of members in the Toronto wholesale and retail ranks present to pay their last respects to one who enjoyed a very wide measure of esteem and respect in a connection of over thirty years with the trade. The floral offerings were beautiful and included tokens from wholesalers, retailers and many other bodies as well as from numerous personal friends.

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 Shoe Felts made
 in Canada.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

W. H. Denham, of Boston, leather buyer for the Regal Shoe Co., spent a few days in Toronto last week on business.

J. Shifton, manager of the Wm. Galloway Co., of Canada, Limited, Winnipeg, is on a business trip to Toronto, Montreal and other eastern shoe centres.

Messrs. Locke and McGregor, of the staff of the T. Eaton Co., Winnipeg, have been visiting the shoe factories of Toronto, Montreal and Quebec on a buying trip.

The shoe store of Solomon Wise, 1962 Papineau avenue, Montreal, was visited by fire recently and damage done to the stock to the extent of one thousand dollars before the flames were extinguished.

It is expected that over a hundred and fifty shoe retailers and clerks will be in attendance at the second annual dinner of the Toronto Shoe Retailers' Association which will be held at the Board of Trade headquarters on Thursday night,

March 8th. An interesting and instructive programme has been prepared and everything betokens a big night. There will be two splendid addresses, one on "Salesmanship" and the other on "Organization." An entertaining programme of sketches and music will add to the enjoyment. Other important matters will make the evening one long to be remembered.

The W. B. Hamilton Shoe Co., of Toronto, have issued a neat spring booklet which sets forth very attractively a fine and comprehensive range of white canvas shoes in which the firm are specialists. They advise retailers, with leather so dear, to push the sale of canvas shoes and predict the biggest white season ever experienced.

H. W. Parsons, of the Nugget Polish Co., Toronto, has returned from an extended business visit to Winnipeg Calgary and Edmonton and leaves next week on a trip to the Maritime Provinces, going as far as Halifax. Word received from T. W. Hart, a former member of the Nugget Co's staff, who enlisted with the 95th Battalion for overseas service, states that he has been in a number of engagements at the front but so far has escaped wounds from shot and shell and is feeling fine.

E. S. Willmarth, representing the John Ebberts Shoe Co., of Buffalo, was in Toronto, last week with a fine range of fall samples, among which were several attractive all-cloth shoes and artistic combinations of kid and fabrics. The leading colors shown were white, grey and brown, while suedes formed a striking feature of the snappy line of women's welts.

RUBBER MEN HOLD CONFERENCE

A conference of the representatives of the Canadian Consolidated Rubber Co., Ontario Division, was held at the Queen's Hotel, Toronto, on Feb. 27th, at which twenty-four branch managers and salesmen were in attendance. J. A. Connor, of Toronto, manager of the Ontario Division, presided and selling plans, service and efficiency for the coming season were thoroughly considered. J. M. S. Carroll Montreal, the new general sales manager of the company, P. Y. Smiley, of Kitchener, general factory manager and A. Dwyer of Montreal, who is in charge of factory production, were present. In the evening the visitors were entertained to dinner by Mr. Connor and afterwards formed a theatre party at Shea's. R. E. Jamieson, director in charge of sales spent a few days in Toronto during the past week.

It is expected that the former plant of the Elmira Felt Co., at Elmira, which has been taken over by the Canadian Consolidated Rubber Co. and will specialize in Fleet-Foot outing shoes, will begin operations next week. Complete new equipment has been installed and the daily production will be about fifteen hundred pairs of tennis and sporting footwear.



Adelard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
 Innersoling of all Kinds

EUGENE GUAY

1870 St. James St.

Regd.

Montreal, Quebec

H. D. Lewis, who represents the Murray Shoe Co., of St. Thomas, the Lady Belle Shoe Co., and Chas. A. Ahrens, Limited, of Kitchener, Ont., in the Maritime Provinces, has removed from Pictou to Yarmouth South, N.S.

The Club Shoe Store, of Halifax, of which M. A. Le Blanc is proprietor, was completely destroyed by fire on February 14th. The loss, which is heavy, is nearly covered by insurance.

The Amherst Boot and Shoe Co., Limited, of Amherst, N.S., lost one of their oldest travelers recently, when Mr. Sears passed away. He was a native of Antigonish, and the funeral took place on February 20th.

Ben Gill, of Pictou, N.S., opened a retail shoe store in that town, and owing to the strides that his business has made during the last few months, he will soon be obliged to open out on a larger scale. Mr. Gill has had a lot of experience in the retail game, and his popularity and courtesy, while in the employ of others, are two valuable assets in his success, now that he has launched out for himself.

E. David & Sons, New Glasgow, N.S., are moving into larger and brighter quarters.

Teefy Mulcahy, of Orillia, was in Toronto last week calling upon the trade.

E. W. Carrecabe, manager of the Canadian Columbia Counter Co., Montreal, was in Toronto, Hamilton and Kitchener last week calling on the trade.

Superintendent W. H. Cunningham, of the Oakville Leather Company's tannery died this week as a result of being crushed between the elevator and one of the floors of the tannery. His son, Wm. Cunningham, who is also an employee of the company, found his father in an unconscious condition. A physician was called to attend the injured man, but he died shortly after being hurt. Mr. Cunningham was seventy years of age and resided in Oakville, where he also conducted a shoe store. He is survived by his wife, one daughter, Ethel, and one son, William.

The Miner catalog for 1917 is a handsome and attractive publication, admirably illustrated and well printed. It contains a fund of valuable information on Miner rubbers and Greyhound outing shoes, as well as illustrations of the style of leather boot which each one of the company's lasts will fit. They believe this is an improvement over the old method of showing the old last through illustrations of the rubbers only, as it enables the retailer to choose the required lasts with more certainty. The company announce that the Miner productions for 1917 will be 50 per cent. greater than heretofore, as additions to their factory plant and equipment make this possible.

The Canadian Columbia Counter Co., Montreal, have installed a new box toe machine and are starting to make felt and leather box toes.

W. J. Wayman, who was recently appointed manager of the Calgary branch of Gutta Percha & Rubber, Limited, has been identified with the house in that city since 1905. He has occupied positions in all departments of the branch, in the warehouse, general office and sales department, and for the last two or three years has been assistant to W. G. Fowler, who was recently made manager of the company's branch in Vancouver.

Ant. Joannette & Co. have opened offices at Room 32, 55 St. Francois Xavier street, Montreal. They are Canadian representatives for Lathrop & Co., selling the Zapon Leather Cloth Co.'s lines and shoe laces, as well as the products of the Peters Manufacturing Co., makers of white reignskin shoe cloth, cravenette and backing cloths. The firm have already developed a good business for their lines and the prospects are bright. Mr. Joannette is well known to the shoe and leather trade, having started several years ago with Fisk, Limited, and gained a thorough acquaintance with all branches of the business in the service of several other houses. It is understood that last year he was organizing a large company to build a tannery at Cote des Neiges, but the

conditions of the raw material market were so unsettled that he has had to postpone the enterprise. His partner, Charles Pesant, is an energetic young man with experience in the manufacturing and business line, who will look after the inside work.

The Independent Button Fastener Machine Co., who have offices in Toronto at 5 Wellington street east, report that business is very promising with them. The Independent machine is one that is giving splendid satisfaction and meets every requirement of the retailer, setting all sizes of buttons quickly and neatly. It is sold outright to the trade with 100 coils of wire, and the machine is kept in good condition without any cost, from the service station in Toronto. Any machine is returned the same day as received, which means a great deal in the way of convenience and service to the shoe dealer who is fortunate to enough own one.

William Campbell, Western Canada representative of the Slater Shoe Co., Montreal, spent a few days in Hamilton recently on a visit.

Lieut. John McLaren, son of J. A. McLaren, wholesale shoes, Toronto, who is attached to "A" Company, 58th Battalion, C.E.F., and saw several months' service at the front before being invalided back to London, Eng., where he spent several weeks in a hospital, has rejoined his company at the front. On February 18th, Lieut. McLaren was



"Please Lady, have you got a pair of rubbers or overshoes about you anywhere? I want to save these boots and do my bit to help win the war."

married in London to Miss Rita Harvey, daughter of Mrs. W. E. J. Dixon, 28 Rowanwood avenue, Toronto.

A well-dressed female customer in the shoe section of one of Toronto's department stores quietly walked away with a twelve-dollar pair of colored kid shoes the other day forgetting to pay for the footwear. She induced the attendant to fit both shoes to her feet and then sending the saleslady to another part of the store on a message, quickly made her way to the elevator and was soon lost in the crowd downstairs. When the saleslady returned she found the old pair that had been removed lying serenely on the floor and the patron had flown.

"I maintain that steel shanks should be used in all shoes that are for street wear," writes a Northern Ontario dealer. "They should be longer and project more over the heel seat. Fibre shanks are not strong enough and long enough when it comes to carrying the weight resting on the arch by a woman customer who weighs from a hundred and fifty pounds up. The result of using inferior shanks is that the shoe loses its rigidity and 'doubles up.' I know for I have repaired scores of them in my repair department. The shoes that I have had the most trouble with are those which have been selling in the past from three dollars up. Steel shanks, I contend, should be used and run back half an inch farther than they do."

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.

INDEX TO ADVERTISEMENTS

Page	Page	Page
Aero-Peds Manufacturing Co. 21	Hamilton, W. B. Shoe Co. 19	Packard, L. H. & Co. 63
Aird & Son 6	Hawthorne, D. D., & Co. 41	Peerless Machinery Co. 62
Ames-Holden-McCreedy, Limited. 4	Independent Button Fastener Machine Co. 22	Reliance Shoe Co. 23
Armstrong, W. D. 72	Independent Rubber Co. 51, 52, 53, 54	Routier, Luc... .. 26
Barrie Tanning Co. 78	Kaufman Rubber Co. 8 and 9	Regal Shoe Co., Limited O.B.C.
Bell, J. & T., Limited..... 7	Lagace & Lepinay..... 26	Robson Leather..... 72
Brodie & Harvie..... 68	La Duchesse Shoe 74	Robinson, James 17
Breithaupt Leather Co..... 72	Landis Machinery 22	Samson, J. E., Inc. 26
Borne, Lucien..... 26	Lane, W. A..... 20	Scholl Mfg. Co., Limited. 11
Barnett, L. M..... 72	London Shoe Co., Limited 25	Schultz-Goodwin Co. (Inc.)... 72
Canadian Arrowsmith Co., Limited.... 12	McLaren & Dallas..... 64 and 65	Staynes, W. H., & Smith... .. 74
Canadian Consolidated Rubber Co.... 28	Martin Corrugated Box Co..... 10	Tourigny & Marois..... 57
Clarke & Clarke..... 24	McMartin, E. W..... 72	Tebbutt Shoe & Leather Co..... 15
Cleland, James, Reg'd..... 68	Montreal Box Toe & Heel Co., The. 74	Tetrault Shoe Co..... 5
Cote, J. A. & M..... 12	McArthur, Irwin, Limited. 70	Trickett, Sir H. W., Limited I. F. C.
Cock of the Walk 68	Marsh, Wm..... 26	United Shoe Machinery Co., of Canada..... 16 and I. B. C.
Clark, A. C..... 68	Miner Rubber Co. 5	Wood-Milne Co., Limited..... 14
Dunlop Tire and Rubber..... 44	Newcastle Leather Co..... 24	Woodward, F. E., & Sons..... 24
Davis, A., & Son..... 10	National Cash Register 18	Walpole Rubber Co. of Canada, Ltd. 42
Davis Leather Co. 27	Parker, Irwin, Limited..... 76	Wright, E. T., & Co., Limited..... 69
Duclos & Payan..... 68	Pfister & Vogel..... 14	Young, Richard, & Co..... 74
Daoust, Lalonde & Co..... 13	Palmer, John, Co..... 69	
Dun, R. G..... 68		
Goodyear Tire & Rubber Co.... 58		
Gutta Percha & Rubber, Limited... 57		
Guay, Eugene..... 76		
General Sales Co. 24		

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

179 King Street West, Kitchener

28 Demers Street, Quebec



Latest Equipment Bright Premises
Splendid Facilities Larger Output
Superior Service

*The "Regals" are Leaders in
Style, Value and Craftsmanship*

The exclusive Regal Agency in your town or city
is a worth-while proposition.

— Write us —

Regal Shoe Co., Limited

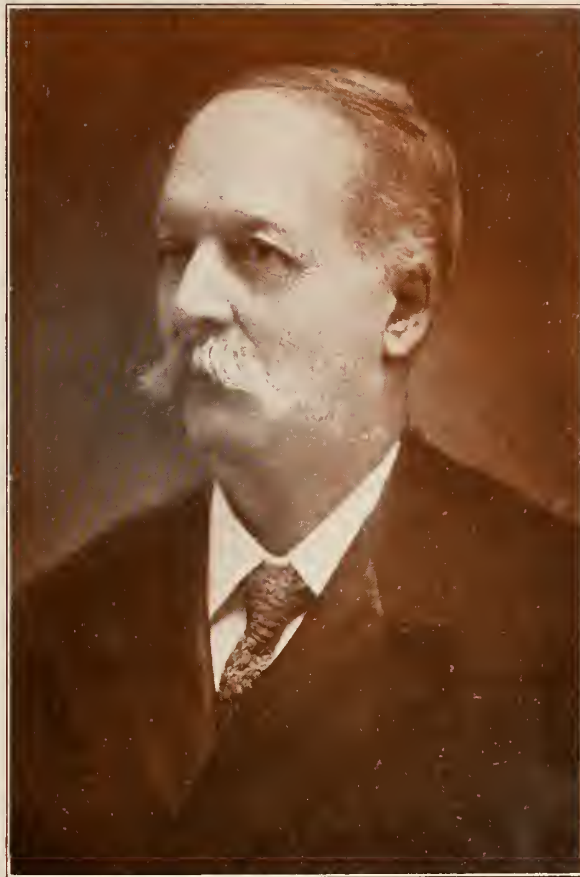
472- 474 Bathurst Street
TORONTO

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

TORONTO
MARCH 15TH
1917



AVILA CORBEIL, MONTREAL
See Page 32

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

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.

If all shoes were made alike then
The "Doctors"
and "Professors"

would be just ordinary shoes.

But these two brands are Extraordinary.

Your customers who are particular to have style coupled with fit, comfort and great wearing qualities will be thoroughly satisfied with these, and in addition will have the health giving qualities of their special construction.

Carry these two lines---they are certainly great money makers.

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 Tebbutt Shoe and Leather
Company, Limited*

Three Rivers, Que.

VALUE *for* VALUE STYLE *for* STYLE

IN

Men's and Boys' Goodyear Welts

The Ritchie line is ahead of them all
and backs the dealer with both
shoes and service.

*Samples for Fall are now
ready for your inspection*

The John Ritchie Co. Limited
QUEBEC, P.Q.

Manufacturers of Men's and Boys' Goodyear Welts Only



Independent Big Sellers



EVERY Brand in the Independent Lines has been thoroughly well proven to be of that superior quality that gives great wear and satisfaction to the customers. That's what counts in your rubber trade.



The heavier grade brands, "Dreadnought" and "Veribest" have an unusual reputation for standing the hardest kind of work.

Here are our brands :

"Dainty Mode"

"Royal"

"Dreadnought"

"Veribest"

"Kant Krack"



The Independent Rubber Co.

Merritton, Ontario

Limited



Season 1917-18

OUR every line will be kept right up to the high Independent's standard in the 1917-18 range. Despite the present difficulties to which manufacturers are subjected we shall see that there will be no skimping either in the material or workmanship, in order that we continue to turn out rubbers that will give the greatest wear.

Here are our 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., Ltd.,	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson	Montreal, Qu.
Brown, Rochette, Limited	Quebec, Que.
McFarland Shoe Co.	Calgary, Alta.
T. Long & Brother	Collingwood



The Independent Rubber Co.
Merritton, Ontario Limited



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



☞ The next time a prospective buyer enters your store and wants something in footwear that is stylish, yet well fitting and comfortable, show him Dr. A. Reed's Cushion Shoe.

☞ You will make a quick and profitable sale and will send one forth who will recommend your store as the right place to buy footwear.

J. & T. BELL
LIMITED
MONTREAL

Shoemakers for over a century to Particular Men
and Women of Canada



Life-Buoy Footwear

Life-Buoy Footwear



“LIFE-BUOY”

Superior Quality Rubbers

Life-Buoy representatives will call on you during March with a complete

Range of New Samples

soliciting your orders for this well-known brand of Rubbers for Fall delivery.

We request you to delay placing your order elsewhere until you have had an opportunity of looking over our range and the new features we have to offer.

The Kaufman Rubber Co., Limited

KITCHENER, ONTARIO

BRANCH WAREHOUSES:

VANCOUVER EDMONTON SASKATOON REGINA WINNIPEG LONDON TORONTO
 OTTAWA MONTREAL QUEBEC ST. JOHN TRURO CHARLOTTETOWN



Life-Buoy Footwear

Life-Buoy Footwear





*Where
Quality
Counts
WE WIN*

And that is the secret of
**OUR PHENOMENAL GROWTH
LAST YEAR**

The PERCENTAGE OF INCREASE of our output during 1916 exceeded by far any previous year that we have been in business. All of which proves that

Dr. Brandon Cushion
Sole, **Monarch**
AND
Brandon Shoes

possess those qualities essential to make sales, for our tremendous increase in business means that retailers all over the country are selling and profiting by these celebrated brands. And we can truthfully say

WHERE QUALITY COUNTS WE WIN

The Brandon Shoe Co., Limited
Brantford - Ontario



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



Our New In-Stock Department Is Now Ready



BRITON LAST

No. 1505—Smooth King Bal., Neolin Sole.

No. 1701—Mahogany Russia Bal., Neolin Sole.



PALL MALL LAST

No. 1504—Smooth King Bal.

No. 1704—Walnut Calf Bal.

These are two of our most popular "Regals" for Spring. Prompt service and superior sorting facilities in accordance with our progressive policy.

REGAL SHOE COMPANY, LIMITED

472-474 Bathurst Street, TORONTO



JAMES ROBINSON



You Can Bank On Robinson

Is the verdict of those who have had to rely upon either *ROBINSON STOCK* or *SERVICE*. We offer advantages in *GOODS* and *PROMPT SHIPMENT* possible with no other house in the trade.

WE HAVE THEM

Our lines are the cream of the best makes, and every line is picked with the idea of its *QUICK SELLING MERITS*.

Our immense stock has been purchased at such advantageous terms to you, that you cannot afford to either complete your Spring requirements or place your *Fall Orders* without consulting us.

That may seem *Strong*, but our travellers will prove it.

OUR SERVICE IS YOURS

By Mail, Telegraph or Telephone

JAMES ROBINSON
MONTREAL, QUEBEC

Another Mark of Progress

— IS OUR —

IN-STOCK DEPARTMENT

¶ We are pleased to inform the retail shoe trade that we are now carrying stock in the following lines on which we make prompt shipments:

¶ Silver grey kid and black and white kid, eight-inch top bals., with leather Louis heel.

¶ Mahogany calf bals., eight-inch top, with Neolin sole and rubber heel, on our English walking last.

¶ White reignskin bals., eight-inch top with leather sole and Louis heel, and also with white Neolin sole and rubber heel.

YOU WILL WANT IT

¶ Our new In-Stock illustrated folder will be ready in a few days. If you do not receive one kindly drop us a card.

PERTH SHOE CO. LIMITED

PERTH, ONTARIO

TORONTO OFFICE
3 Wellington St. East

MONTREAL OFFICE
248 St. James St.

SHOES ARE HALF SOLD

That People are LOOKING FOR before they enter the SHOE STORE.

BEST EVERYDAY SHOES

Have customers waiting for them before they go on the DEALER'S SHELVES.



The People know GOOD SHOES when they WEAR THEM, and will wear a PATH to the store that keeps WHAT THEY WANT even if they have to turn up a side street to find the shop.

The T. Sisman Shoe Company, Limited
Aurora, Ontario

YOU TAKE NO RISK

When you invest your money just now in Bread and Butter Lines like




YAMASKA BRAND

that are in as common demand as Flour or Sugar. See to it that your stock is Well Kept Up. It will pay you. Users of this brand of footwear always come back. Do not disappoint them or offer them substitutes.

Drop us a line if you can't wait for travellers.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

Stylish Models for Fall

 UR shoes have long been recognized as the standard of quality in medium-priced goods. They have the style that makes them attractive and saleable, and at the same time yield the retailer a handsome profit.



ALL our energies have been devoted to the making of medium-priced footwear that is thoroughly well made, comfortable in fit and stylish in appearance, possessing all the qualities of high-priced goods—so why pay HIGH PRICES when you can get the same styles and lasts at a moderate price.

ASK TO SEE our latest range of NUBUCK colored goods, both in Men's and Women's lines. They are worth seeing as they represent the very latest styles so much in demand in New York and other fashionable shoe centres.

Ask our travellers to show you our new lasts in Men's and Women's Lines.

DUPONT & FRERE
301 Aird Avenue MONTREAL



PACKARD'S SHOE POLISHES

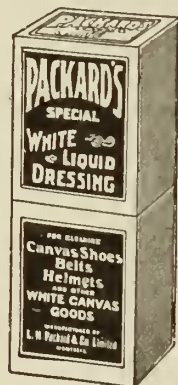
Now is
the time
to place
your
Spring Order



Don't Delay
Be Prepared
for that
First
Customer

MYLO SHOE CREAM
for colored Kid Shoes

UNSURPASSED
FOR
QUALITY

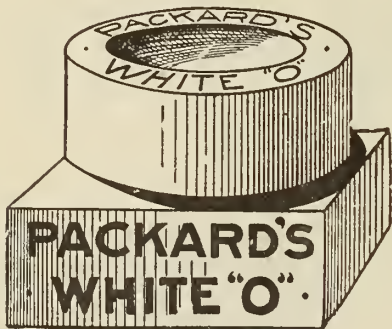


WHITE LIQUID DRESSING
for Canvas Shoes, etc

A KIND FOR
EVERY
LEATHER



LADIES' SPECIAL
for Black Glazed Kid



WHITE "O"

In Cakes

Put up in cartons, wood
and zinc boxes

And 50 other lines



Send for our latest price list

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

Manufacturers of High Grade Shoe Polishes



The
TETRAULT
WELT SHOE



There is Every Reason

Why you should buy the *TETRAULT SHOE* this season. They are not only "*STRICTLY IN IT*" in every respect as examples of *MODERN SHOE-MAKING*, but

In Price as in Quality

They lead all competitors. The reason is simple. We never sleep. We follow every move in the *LEATHER GAME*, and are thus able to ensure the continuance of that happy combination which has made the *TETRAULT SHOE*

The Great Welt Leader

Our new lines for *FALL*, you will admit, are all that you have learned to expect in

"THE TETRAULT SHOE"

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA



The Just Wright
TRADE MARK SHOE

Just as you should read every issue of your shoe trade publications, so should you see each succeeding line of JUST WRIGHT samples.

It should be part of your education—and if you are a real live wire you'll want your clerks to see them too and be benefitted thereby.

JUST WRIGHT salesmen will be on their territories within the next few days, and they will have some nifty ones to show you.

If you want to be sure of a call write us to-day.

E. T. WRIGHT & CO. Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.

Just Wright In-Stock Service



STOCK No. 11

Select Gun Metal Calf City Bal., Plump Single Sole,
MAZDA Last. Stock No. 10—Same in Tan.

AN EXCLUSIVE HIGH GRADE MODEL
IN STOCK AFTER APRIL 1ST

FOR THOSE PARTICULAR CUSTOMERS OF
YOURS WHO WANT SOMETHING BETTER

*Just Wright Service
At Your Service*

E. T. WRIGHT & CO. Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.



Early Buying

There is more truth than poetry in that homely old adage "The early bird catches the worm." That is why we encourage shoe merchants to place orders **NOW** for their rubber needs next Fall and Winter. Those who do will be sure to have their wants supplied. They will know exactly what their rubber footwear is going to cost.

To avoid disappointment in deliveries when the season is in full swing, arrange to have orders shipped in advance of requirements.

BUY EARLY! BUY LIBERALLY!

Buy Dominion Rubber System brands.

"JACQUES CARTIER" "MERCHANT'S"
"DOMINION"
"GRANBY" "MAPLE LEAF" "DAISY"

**Canadian Consolidated Rubber Co.
Limited**

Head Office - Montreal

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

OUTLOOK IN SHOES AND LEATHER

WITHIN the next two or three weeks, we will know more as to what the current season holds for those who make and sell footwear. So far there has been very little fine weather, so that retailers have not had a chance to try out their new season's stocks. Should the next three weeks turn out propitious there ought to be a brisk trade in shoes as the people seem to have plenty of money, and are still willing to spend it. Should the demand for shoes be at all active, travelers will experience a start in both sorting and fall placing business that will carry them into May. It seems safe to state that retailers have bought rather carefully, and as soon as the spring rush really starts they will feel the need of replenishing.

This will mean a good demand for goods for immediate shipment so that manufacturers and, particularly jobbers, are likely to have a very busy April. Wholesalers seem to be well provided with stocks, but the chance for them refilling their shelves at anything like present prices is very slim. The result will inevitably be a stiffening of conditions, and a complete cessation of the lull that has existed for some time past in both leather and shoes. Shoe manufacturers have been preparing their fall samples, and some are already out with their new productions. Most of them have followed a conservative policy, and have cut down the number of lines elaborating and remodelling those that remain. There are a number of new features shown by makers of high class lines, but the tendency is decidedly to go slow on novelties. Most of those who have gone out, or are going out, have their arrangements made for leather, and are quoting prices for delivery in the regular way, while some have notified their customers that the prices are subject to change, and are selling on a basis of immediate delivery.

The price question is still "in the air." Leather has been hovering around the prevailing level waiting for any excuse to resume its upward career. It was thought that the British embargo on imports would throw a lot of leather on this and the American market, but it does not seem to have had any appreciable effect. Leather is still going forward under permits, as it is practically a war requisite, and the only purpose evidently has been to bring the importations under more direct control.

Should the United States enter actively into the present world conflict it will mean not only a greater demand for leather, but for all kinds of manufactured products. The present extravagant spending tendencies will be further enhanced by the increased earning capacity of the people who will pay almost any price for what they want.

Looking at the situation from every angle, the chances seem long in the direction of higher prices. The outlook for the speedy ending of the war does not seem as promising as a month ago, although Great Britain has almost disposed of the submarine menace, as she has of the Zeppelins. The nations on both sides seem to be making preparations for a long hard struggle for supremacy which will not likely culminate before autumn.

On the other hand should decisive actions be fought either in France or the North Sea, the end may come sooner than anybody expects. It is quite reasonable to think that failing the submarine, Germany will probably stake her next throw on the navy and a great drive in Western Europe. Until action of this kind develops, in spite of all that may be done in the East there will be no chance for peace.

In the meantime production in war materials and supplies goes on, and the safe policy for buyers of either leather or shoes is to nail down whatever they can secure at present prices. It looks as though inside this next month both products will have considerably advanced in price.

Early Closing—More Business

How the Regulation Has Worked Out Successfully in Other Cities—No Shoe Retailer has Suffered, Customers are Satisfied and Clerks are Brighter and Quicker—Fourteen Hours is Enough to Kill the Ambition and Constitution of Any Salesman

“DO you know that the long hours take all the vim out of me?” remarked a 26-year-old shoe salesman the other morning. “I am often tempted to leave this business because of the length of time that we have to work daily. Here I am in a leading store on Queen street, and I have to labor four nights a week—three nights until ten o’clock, and on Saturday night until 11 and sometimes 12. I do not even get half a day off, the same as many clerks do in the suburbs, and I have to get down at eight. When a shoe clerk toils from eight a.m. to ten p.m., putting in fourteen hours a day, is it little wonder that he is not bright and alert, smart and active? We can hardly drag ourselves home, and no sooner retire, than it is time to get up and begin work again.

“I wish that you would endorse the early closing movement to your utmost. Is there any reason why the stores cannot lock up at seven o’clock? This keeping open for the accommodation of everybody, and making slaves of salespeople on the so-called ground of accommodation and convenience does not result in the proprietors getting any more business than they would if they ceased operating at seven o’clock. It has been shouted that shorter hours mean lessened receipts, but the experience of department stores, Yonge street shoe establishments, and stores on other streets, which have closed early, is that there has not been any diminution in turnover, but on the other hand, an increase is steadily shown.”

Thankful for Any Move

“Yes,” said another clerk in a Bloor street store, “I work very faithfully, three nights a week until ten o’clock, and on Saturdays it is often midnight before I get home. I am thoroughly tired of the whole thing. Why should a shoe clerk be compelled to toil ten, twelve and fourteen hours a day when other trades, which yield far more to their members than we get, labor only eight hours a day? Of course, we get a half holiday in the summer time, but it is only for a couple of months. We have no leisure time at all. If the shoe stores are going to close at eight o’clock, this would be a welcome move. But seven o’clock is far better. If one has to work until eight o’clock, he possibly has to go without his supper, and by the time he gets home and has something to eat, it would be too late for sport or recreation, to visit the theatre or some place of entertainment. The proper hour of closing is, to my mind, 7 or 7.30 every night except Saturday. This gives a fellow a chance to have the evening to himself and to go somewhere, if he so desires. However, eight o’clock is preferable to nine or ten o’clock, and we will welcome any move in the way

of lessening the hours of duty, and assure the bosses that we will more than make up, by increased diligence and activity, for their kindness in cutting down the day’s work.”

It is Going With a Swing

Early closing was so thoroughly discussed at the second annual dinner of Toronto Shoe Retailers’ Association that little new can be said in its behalf. The movement is, however, gaining strength and shoe retailers are beginning to see that there is no reason for them being white slaves, in order to oblige an often ungrateful public. There are few people who cannot make purchases before eight o’clock. It is said the working man or working girl has no time during the day to buy their footwear. Well, they can easily call on their way home early in the evening and make the purchase of shoes required. If stores keep open till twelve o’clock there would always be somebody wanting to buy at twelve or five minutes before the midnight hour. It has been the experience of those who have adopted early closing that they have lost nothing by instituting shorter hours. In most of the smaller cities of Ontario, the shoe stores close every night at six o’clock and in the larger places also. What Winnipeg merchants, Ottawa merchants and London merchants think of the early closing movement is well expressed in the following interviews, which contain much timely comment in view of the agitation that is now going on in Toronto in favor of shorter hours.

Rowland Hill, of London, Ont., says: “There is no by-law requiring shoe stores to close at six o’clock every night of the week except Saturday in London. For about the past two years and a half all the shoe stores in the centre of the city have been closing sharp at six o’clock each night, except Saturday. Though practically all other lines of business do the same, this hour for closing was agreed on by the local Shoe Retailers’ Association of which all the shoe dealers are members. Previous to this agreement it was the custom to close anywhere from six fifteen to six forty-five with no definite time.

Has Been Decided Success

“Saturday the hour for closing is ten o’clock sharp and we find these hours very satisfactory. We may say that when these hours for closing were first suggested it was thought by some that it would be a failure on account of the old custom of keeping open till after eleven at the earliest on Saturday nights, but such was not the case as it has proved most successful in every way and we would never consider going back to the old hours.

“Of course we have Wednesday half-holiday for June, July and August as well and we are rather

proud of the fact that the London Shoe Retailers have the best working hours of any of the bigger cities in this part of the province. I wish the Toronto retailers every success in their effort to lessen the hours of work."

Works Well in Capital City

A. J. Stephens & Son, of Ottawa, Ont., reply: "Are pleased to advise you that the six o'clock early closing movement is working perfectly in Ottawa. It is governed by Ontario law which requires a petition signed by three-quarters of the firms in each line of business. On this being presented to the local city council, a by-law is drawn up and then all stores, in each line which present petitions, are compelled to keep closed from the hour stated in the by-law until the following morning.

"The shoe stores, and all other lines governed by six o'clock closing in Ottawa close at 9 p.m. on Saturdays, and this hour is also governed by the same by-law. So you see all stores, big or small, are compelled to close once the law is put in force, and if they do not do so are brought to court and fined. Practically no complaints have been made since early closing came into force in Ottawa, and we think we are safe in saying that not one merchant wants to see the by-law repealed. In fact many other lines which are not governed by the early closing have fallen into step. Outside the drug

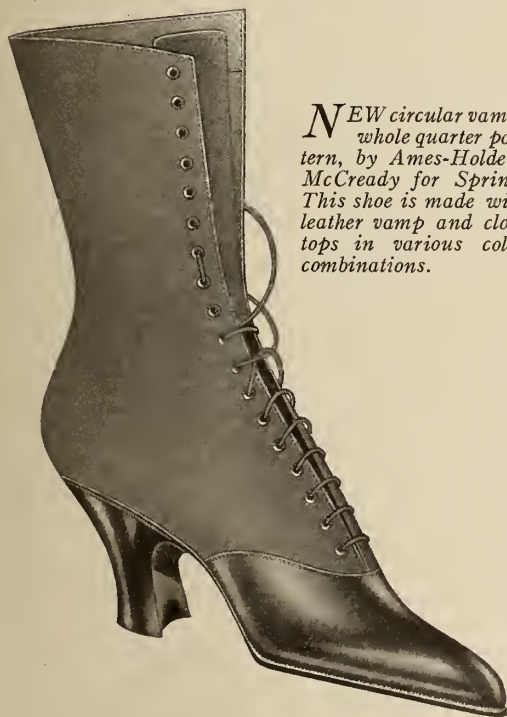
stores and restaurants it is impossible to purchase after six p.m. in Ottawa, and nobody is suffering. At the Christmas season the stores are allowed to keep open (from the 20th to 31st) as long as they choose."

Early Closing in Winnipeg

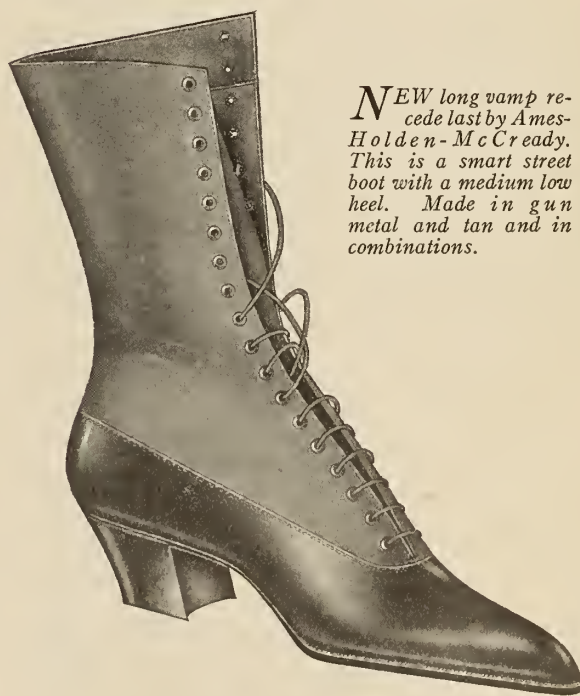
C. F. Rannard, of the Rannard Shoe, Ltd., Winnipeg, writes: "I hereby attach a copy of the early closing by-law which has been in force for several years. This applies to all retail businesses with the exception of drug stores, etc. All other stores close daily at 6 p.m. and at 10 p.m. on Saturdays.

"They are permitted to sell to customers who enter the store before 6 o'clock but they are not permitted to sell to customers who enter after hours. If they do, and the matter is reported, they are summoned before the court and charged, usually for the first offence \$1.00 or \$2.00 and costs, and heavier fines upon the next offence.

"This early closing movement has been in force for about 16 years and has been of great benefit, as the same amount of business is done, making shoppers do their buying earlier, and allowing each employee to get away, thereby giving them time for recreation and outdoor pursuits, which, to my mind, enables them to come to their work next morning with more vitality and vim than if they had been on duty for several hours the previous evening."



NEW circular vamp, whole quarter pattern, by Ames-Holden-McCready for Spring. This shoe is made with leather vamp and cloth tops in various color combinations.



NEW long vamp recede last by Ames-Holden-McCready. This is a smart street boot with a medium low heel. Made in gun metal and tan and in combinations.

Stray Shots From Solomon

Don't let people walk over you, but don't be "giving the shoulder" to everybody that passes or you may find yourself in the ditch. Pride is all right in its place but the man who is always asking "do you know who I am" stands a chance of being answered some day in a way that will not add lustre to his name. There are people who are more interested in their dignity or their name than they are in what should be behind these. Not every man who smites himself on the breast and proclaims the fact that has paid a hundred cents on the dollar is fit to put on a church board or to be made chairman of the Red Cross Fund. Why shouldn't a man pay his just debts? Why should he pat himself on the back because the police have never caught him in a bagnio or his name has never come out in a crooked deal? These days some people want a latch-key to heaven because they have never been in the police court or fallen into the hands of the assignee.

* * * * *

There is another kind of pride that makes the angels weep and devils chuckle. There are a good many men like the old lady who boasted that she was open to conviction but she would like to see the man who could "convict" her. Men have lost property, home, friends and their immortal souls because they would not "give in." "He never knows when he is beaten," is said of some men. It often means that they have heads like a mule and a tempers like a hyena. There is not much credit to a man when he doesn't know enough to quit. "A man's pride brings him low." There are some men with the toes out of their boots and wearing last year's socks who, if they had less pride and more horse sense, might today be enjoying comfortable homes and the respect of their fellows. Come down out of the tree when you are at the business end of a loaded gun.

* * * * *

Beware of the day when you settle down on the jog trot to the scrap pile. "I have been in business for nearly forty years and never took a trade paper and don't need one now," said a retailer the other day. He is still practically where he began on a little back street, although he has by dint of saving and scraping laid away enough money to pay his funeral expenses. In that forty years what have some of his fellow citizens done, both in business and otherwise? He has barely kept the wolf from the door and his name is unknown to any enterprise for the betterment of his day and generation. "Where there is no vision the people perish." Get the vision. No man will make a success in any calling unless he "sees things." If you

are a clerk "get the vision" or you will be selling goods at ten dollars a week when you are sixty and living on your friends at seventy. Get the vision if you are a merchant or you will be working your fingers to the bone and your brain to the skull for some wholesaler to the end of your days. Get the vision if you are to be of any use to God or man.

* * * * *

Some men need a crack on the head or a good kick under the coat-tails to start them thinking. An ordinary jolt does not phase them. No fault can be found with a man for making a mistake, but when he makes it twice he is inviting trouble. There are people who spend their days stumbling over the same obstacles and bucking the same opposition. "He that being often reprov'd hardeneth his neck shall suddenly be destroyed and that without remedy." When you are hit on the head with a brick change your habitat. When the boss gives you a hint that you think too much of your bed or your dinner get your watch regulated. When your friend tells you that you are getting too fond of the scarlet woman or the bottle don't cut his acquaintance or tell him to go to Halifax. These bricks and sticks are our friends if we know how to use them. They may prevent a whole house falling on us some time.

* * * * *

Some of the best things in life come to us through bitter experience. We never forget the lessons that have been learned at the cost of suffering. "The rod and reproof give wisdom." If it were not for the hard knocks we had in our youth some of us would be as weak and senseless as the sons we have spoiled through making the path easy for them through life. The visit we paid in those early days to the woodshed when the wickedness of shirking school was vividly impressed upon our anatomy has helped us to be more particular in attending to other and later responsibilities of life. The stinging rebuke administered by the teacher after some "smart" saying has had a wholesome effect all through life in keeping our tongue from wagging too much. That resounding smack on the cheek that met our forwardness and sent the blood to our cheek on the way home from school has been a lifelong lesson on familiarity that has been productive of a wholesome regard for womanhood. Some people need a good wallop more than a talking to or a crack on the head more than the grace of God.

Solomon

Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

AS shoe manufacturers have been busy completing their spring orders during the past month there has been a little more activity in leather, and although there has been no noticeable upward tendency in leather prices generally, there has been a marked hardening of the market and some increases have been asked and obtained on specialties. Stocks seem to be low as tanners have been following the policy of keeping production down to a minimum. The recent peace talk and the consequent unsettling of the market have caused leather producers to go slow, although some seem to have the conviction strongly in their minds that leather is going to be more and more in demand at even higher prices than those that ruled up to the first of the year.

American Conditions

With the cutting off of the relations of the United States with the Central European powers there has practically been precipitated a state of war which is resulting in a quiet activity in leather as well as in other lines. The announcement of the embargo in Great Britain on imports would have had a most disquieting effect were it not for the fact that the probability of the military needs of the country will more than cover any shortage in the shipments across the sea. The reduction of shoe exports will be considerable, but manufacturers seem to think that the increased demand at home will absorb any surplus production. On leathers more sales and better prices have been reported in the past two weeks. The outlook in calf and side leather grows stronger every day. Prices are firm and advancing in sympathy with raw stock. Glazed kid is picking up again and prices are moving ahead. Army shoes are in the air and this is tending to keep sole leather strong in spite of the caution of buyers.

Hide Conditions

The packer market continues weak apparently but prices are well maintained. There is a quiet movement underneath that gives the impression that something is on foot. Reports are made of large sales of December hides at concessions, but little can be learned of them definitely. It is thought that a bona fide offer for large lots would secure concessions. Tanners are holding back for better hides. Cattle receipts show a falling off and this helps to strengthen the market. The whole market in both native and foreign hides is off for the present. It is said that tanners, especially the larger ones, are well stocked ahead and as they are only putting down enough raw stock for a hand to mouth business and are afraid of the future of leather. Hides will be lower before they are higher. There is no doubt that the leather men feel they have gone as far as is safe in hide speculation and are now playing a waiting game. Heavy native packer steers are held

at over 30 cents with no buyers, and country buffs quiet at 22½ cents. Dry and salted foreign hides are quiet and in only moderate demand.

Glazed Kid Situation

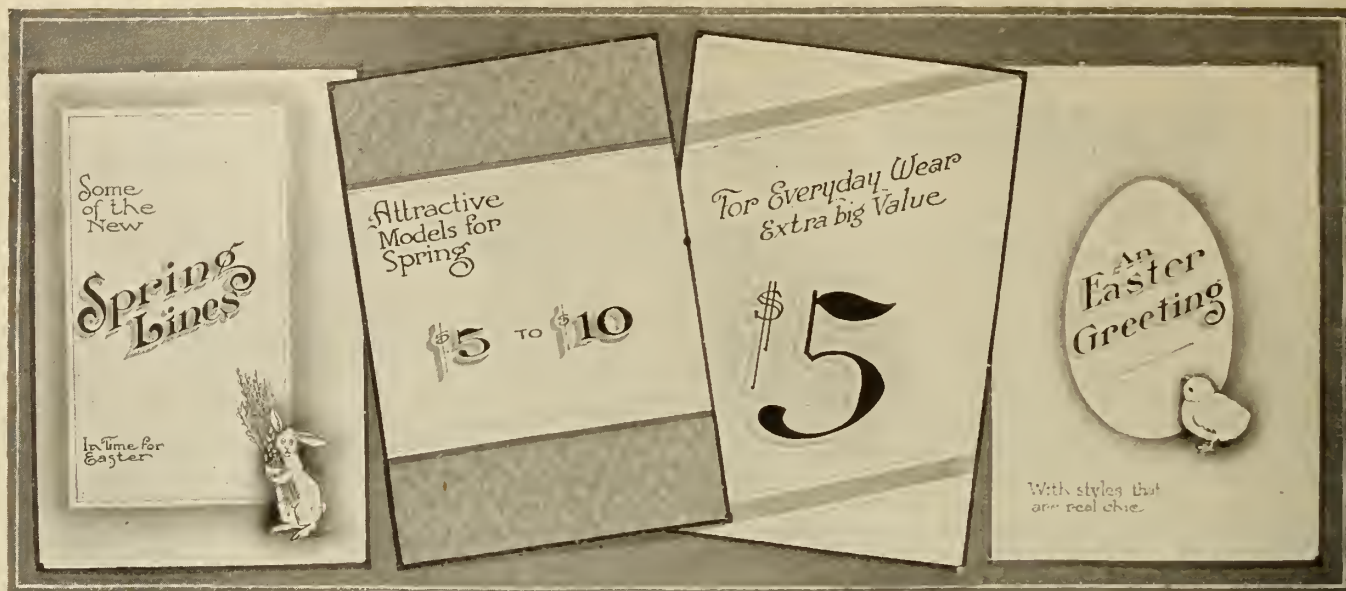
There is a strong demand for the fashionable colors such as gray and ivory, but the situation is easing considerably as to blacks, although as the season proceeds no doubt the movement will strengthen. There has been a reduction in some lines but in desirable selections it is a matter of getting them at any price. The best selections of Patnas and Brazilians are held at 75 to 80 cents, while whites and colors run from 90 cents to \$1.00. Cabrettas in the latter class are still selling from 65 to 85 cents. There is a somewhat easier situation as to raw stock, but the decline in prices is fully offset by the increased freight and insurance rates. It is almost impossible to get space in steamers from certain localities. The cutting off of leather exports to European countries is having some effect upon the glazed kid situation, but not much. The continued demand for high-cut shoes is using up the manufactured stock about as fast as it is produced and although there is rather more inclination to seek new customers the "fad" trade is still quite independent.

Patent Coming Back

A noticeable feature in the new samples across the line is the revival of patent leather in both men's and women's shoes. It is now several years since shiny leather enjoyed its great popularity and some felt that it would be a long time before it would regain its lost ground. In spite of its drawbacks as to wear and its alleged effects upon the feet, there is no leather as dressy or as easy to take care of as high-grade patent. It has no superior as a vamp leather and the ease with which it may be kept fresh and attractive looking is what gives it its popularity with women particularly. The lines for fall will have quite a goodly showing of this material and no doubt there will be considerable demand for spring shoes shown in shiny leather.

Leather Substitutes

In spite of the high cost of good leather and the incentive to the production of all kinds of substitutes, there does not seem to be any great danger of any other material encroaching on leather as a footwear covering. Fabrics will have their vogue as long as the love of variety and change prevails in shoes as well as in millinery, but frills and fads are short-lived in footwear and we get back to the inevitable leather. It is the same with sole leather. There will be a vogue in this as in upper leather, but it will take years of hard argument to convince people that there is anything that will quite take the place of well-made sole leather for the human understanding.



EASTER CARDS AND TRADE PULLING PLANS

APRIL is the month that brings us right into spring weather and Easter trade so far as the selling of shoes is concerned. Everything is now ready for present showing. February and March are the months for advanced showing, and January and February are the months that should have finished your clearing sales, special sales, etc., in order that you may be in a position to push regular lines during the month of April.

We are all familiar with the old couplet—

April showers
Bring May flowers;

and as it is absolutely impossible for anyone to determine one month ahead what the weather may be, the retail shoe business, like various other businesses, is largely a gamble from a weather point of view. We merely mention this because, should April be a wet month, we think that a good window display of light rubbers would not only be appropriate but would sell goods. It is just possible that many retail merchants pass up the rubber trade as being too insignificant to display in windows. With the fine styles and shapes and models in which rubbers may now be had, a really attractive window trim can be arranged.

By way of suggestion, one idea would be to take a shallow glass dish, fill it with water and place it in the centre of your window. Put a woman's rubber into this and weight it so it will stay down in the bottom. This will prove that you have such confidence in your rubber footwear that you can submit it to a severe test of this kind. On a neat card you may put such wording as "These rubbers will protect you from dampness and cold," or "Your health is an important feature—protect your feet from dampness and insure good health."

It may be well in connection with this window and your other window displays during the month to introduce flowers. Various bulbs in bloom are obtainable at this time and will add very materially to the attractiveness of your window.

You should also take advantage of Easter, which comes on April 8th, as it affords splendid advertising opportunities. The time is now past when a woman considered that an Easter bonnet or an Easter suit was all she required for the Easter occasion. Shoes are recognized as much a part of a complete costume as a hat. Therefore, your very finest lines should be featured strongly for the Easter trade.

For your store and window displays various emblems

of Easter afford abundant latitude for you to work on. Chicks, eggs, rabbits, etc., may be obtained in various forms and sizes, and utilized in all the decorations which you introduce. We do not advocate the use of the cross for display or decorative purposes as its associations are too sacred to be introduced into commercialism.

Easter colors are lilac, purple, violet and white. These may be used in ribbons, crepe tissue paper, etc. Flowers which should be used, whether artificial or natural, are forget-me-nots, lilacs, lily-of-the-valley, Easter lilies, violets and sweet peas that have the colors mentioned above.

A little thought and care will enable you to arrange one of the most effective window displays of the season at this Easter time.

The four window cards which are shown with this article are quite easy to execute. The rabbit card is made by simply cutting out a square piece of card smaller than the other card, laying it on top and with an air-brush spray the background on as shown in the illustration. If you do not have an air-brush you can get the same effect with an ordinary tooth-brush dipped in a little color and rubbed over a piece of window screen wire so as to cause a spray. If you are not able to draw the rabbit you will possibly be able to get one from a children's toy book and paste it on the card. The color that you may use for this will be violet in its various shades.

The Easter greeting card with the chick and egg will be treated the same way as the one just mentioned. The only difference is the shape of the egg instead of the square card of the rabbit design.

The five and ten dollar card is exceedingly easy to make. Across the top and bottom paste pieces of fine pattern wall-paper. Letter in dark blue and do the shading in pale blue. The line drawn across where the paper is pasted on should be the same shade as the shading of the letters.

The five dollar card is the easiest one of all to make. Two bands are painted across the top and bottom on a bevel as shown in the design. This should be of violet or purple. The lettering may be the same color, only a little darker, and the figure five may be in black, shaded with subdued purple. The size of these cards should be about 14 by 22 inches.

You will understand that these are merely suggestions upon which you may elaborate or make simpler according to your own requirements.

RETAIL SHOEMEN ARE STIRRED BY HIGH IDEALS

Inspiring Addresses Delivered at Second Annual Dinner of Toronto Shoe Retailers' Association—Co-operation, Fraternity and Unity the Spirit of the Occasion—Early Closing Movement Given Decided Impetus—What Organization Has Done and Can Do

ONE hundred and fifty shoe merchants and salesmen gathered around the festive board at the cafe of the Toronto Board of Trade, on the twentieth floor of the Royal Bank Building on Thursday, March 8th, at the second annual dinner of the Toronto Shoe Retailers' Association.

The function, which was confined to members of the retail trade and their staffs, was a pronounced success from every standpoint, educational, social and gastric. Everyone was in the best of spirits and there was a swing and zip about the proceedings which made the time pass all too quickly. The dinner was all that the most epicurean footwear dispenser could desire and the programme of speeches and entertainment features were beyond criticism. The memory of the gathering will not soon fade while all the diners heard much that was elevating, stimulating and instructive.

The early closing movement received considerable impetus and was heartily endorsed while the strong points and forceful suggestions brought out by A. L. Boyd on "Salesmanship" made everyone realize the best that was in him. Every hearer was animated with a firm desire to become more efficient and progressive than ever in his life calling.

The Toronto Shoe Retailers' Association, as a result of the admirably managed dinner, cannot fail to enlist many recruits and to inspire old members to continue the good work for the welfare, influence and prosperity of the trade, collectively and individually. Many excellent ideas were brought out along the lines of what the Association could accomplish

President H. C. Blachford presided and under his capable direction there is little left to tell except to record what was said and done.

What the Association Stands for

The toast of "The King" was loyally honored and then came the address of the chairman. In opening the proceed-



PRESIDENT BLACHFORD'S ANNUAL ADDRESS—"GENTLEMEN . . ."



SECRETARY COOK IS CERTAINLY SOME WORKER.

ings, Mr. Blachford said when he presided at the first annual banquet, which the organization held a year ago, he thought that his duties as chairman and speechmaker were finished. "But here I am again," he added, "and I consider it a high honor to preside over the most representative gathering of shoemen ever held in Toronto. We are all either retailers or retail salesmen, and the outside members of the trade do not outnumber us as they did a year ago. when all branches were gathered around the festive board. The assembly here to-night is representative of all districts in the city."

Proceeding he added that his conception of the Association was that it should be co-operative in character. Without this little could be accomplished, and the members could not work profitably unless they labored together. The three particular outstanding features should be co-operation, unity and fraternity. As an Association they must be able to co-operate not only with the retail trade but with the trade in general, including manufacturers, jobbers and travelers. Unity is strength, and the only way to have it was to get together and learn the other man's views and the only medium by which this could be done, was through the Association. To have unity and to co-operate, they must have fraternity, knock off the rough corners, and prove themselves to be friendly and broad-minded as they were all engaged in the same line of business.

Mr. Blachford referred to the time when his firm had opened their new store up Yonge street, and also to the occasion on which F. A. Guinivan, of the Walk-Over Boot

for the retailer and what the retailer could do for the Association in the matter of co-operation, unity and fraternity, laboring toward higher ideals, lessening trade abuses, better working conditions, and greater achievement and service.

The tables were prettily decorated with flowers and the spacious room was filled with mystic melody as the assembled body participated first in the more substantial things and subsequently in the "feast of reason and flow of soul."

Shop, had started. He told how they had exchanged cordial greetings and both were doing business side by side in the spirit of "live and let live." (Applause.)

"There are about 150 shoe retailers in Toronto and over 120 belonged to the organization the first year. It has been the experience of myself and others in association work that the second year is the hardest to survive. In the first year there is always an abundance of enthusiasm and everything



VICE-PRESIDENT LEVY EXTENDS THE GLAD HAND.

looks rosy; in the second year there is generally a falling off in interest and things are rather dark, and not until the third year do we have clear daylight. We are now passing through the second year of our history, and I ask you all to become live and earnest members of our organization. It may be asked of us, what have we done? What has the Association accomplished? Let me tell you that it has done many things."

The speaker then went on to narrate the proceedings in connection with stopping the rubber footwear advertising which had appeared in the daily papers some time ago, on the ground that this publicity, while well-intentioned, was misleading. It had the effect of making the public feel that the shoe retailer was "doing them" in the matter of rubber footwear. This was not the real purpose of the advertising, which was creating an inference that it should not have done. Through the aid of the Ad Club, of which body several shoe retailers are members, the announcements in the press had been stopped. These would re-appear in the near future, and be more in accordance with the present state of affairs in the rubber arena, and give some well-directed publicity to this end of the business, without conveying erroneous impressions as had been the case in the first newspaper campaign.

"I ask you," said Mr. Blachford, "if the shoe retailers of this Association can go to the big daily papers and cause these powerful institutions to cease publishing certain unfair advertising, and these publishers have to yield, does it not show that we have some standing and ability to protect your interests. We have done many other things, but I have not time to dwell upon them at this moment. In conclusion, I invite you all to become members of the Association and help further your own interests and those of your fellow retailers."

The Power of Salesmanship

"Salesmanship" was the subject ably treated by A. L. Boyd, of the Sheldon School of Business Science. His

address was logical, cogent and instructive, and left the conviction in the minds of his hearers that he knew his theme thoroughly. Mr. Boyd was at all times master of himself and his subject. He considered it a great honor to speak to a body of men so intelligent as the members of the Association really were. He believed they were men of worth and work and in talking to them on "salesmanship," he might say at the outset that he knew very little of the boot and shoe business. It was not on this that he was to speak, but on "salesmanship" which was the power to persuade people to purchase your products at a profit, rendering the buyer satisfaction.

"Never lose sight of the last clause," added Mr. Boyd. "Rendering the buyers satisfaction creates confidence in you and your establishment. Confidence is the basis of all trade and without confidence and giving satisfaction you cannot build up a business. I believe in all forms of advertising—newspapers, billboards, mail literature, etc.—but let me tell you that the best advertisement that any merchant can have is a wagging tongue of a satisfied customer, especially if that customer is a woman. Salesmanship is the power to persuade people. It is a personal power with you. You are all salesmen. Any man who makes a living as a result of honest effort is a salesman, and the kind of living he makes depends on his personal power to persuade people to deal with him, and in the absence of that power he cannot make a living. We are all salesmen and possess power. How can we best increase that power?"

"If you are going to be a successful persuader of people you gentlemen must know the boot and shoe business, and other things being equal, the more you know about that business the greater power you will have to persuade people, to their satisfaction and to your profit.

"Now, I am not going into the matter of overhead expenses or the nature of the sale, but the one point remains—how can you increase your power to persuade? In order to do so there is one thing you must know and that is the shoe business. Other things being equal, the better the salesman the less he will say. If you know your business you will not have to talk much about it. I do not like a silent salesman, a man who does not know how and when to talk about the goods he sells, and on the other hand I detest a fellow who talks too much and does not know when to stop.

"Some say, why gain a knowledge? I do not know whether I will stay in the shoe line or not. Study yourself



and your business or you may wake up some morning to find you are a round peg in a square hole. There are too many men between the ages of 35 and 40 and 45 and 50 who are changing their occupation. This is the age of specialization. A man must be a genuine specialist to serve the public as it ought to be served. If you are not making money as a clerk, get busy and find out the cause and you will probably discover you are not rendering your firm genuine service. Do you retailers ever stop to consider whether you are rendering

the public genuine service. Know your own business and be a specialist in regard to your knowledge of boots and shoes. You may know much about the footwear game and yet be a failure. There are several successful shoemen before me who have made money through their own effort, and not because their average knowledge of the boot and shoe business is greater.

"Ask any man why he has been successful and generally you do not receive a very illuminating reply. Take a man who has made money in business, who has been successful and you will find one who, consciously or unconsciously, has attended to three things entirely and apart from the boot and shoe business. What are these three things?. Attend to them and you will increase your power to build up your trade and influence the buying public to come to you.

"The first is a knowledge of how the human mind works. A sale is a mental thing and first takes place, not in the pocket book, but in the mind. The exchange of money and goods is the result of the sale and not the sale itself. Salesmanship is in reality causing another to feel and think as you feel and think. What you must do is to cause the mind of another to act favorably to you. Many a good salesman, when appointed salesman, has fallen down, as when required to tell others how to do things, he could not do so. Although giving attention to it himself and developing considerable skill in the performance of selling, he could not pass his knowledge along.

Study Carefully Human Nature

"Other things being equal, the better judge of human nature you are, the better salesman you will make. The second thing is to learn how to judge human nature at sight. Study the outstanding characteristics of other people. This is just as capable of demonstration as the multiplication table, and as exact a science as chemistry or zoology. The third and last thing is to study yourself. Learn your weak points and your strong ones. Get an introduction to yourself, and proceed to correct your weaknesses and develop your faculties. Know yourself, and when I say know yourself, I have reference to knowing the qualities of your life which make up your personality.

"One side of your personality is your body enabling you to have the necessary endurance, so that you feel as well at



six o'clock as you did on going to work in the morning. Another side of your nature is ability. The mental possession—the power to think quickly and accurately and to be good at remembering things may be termed ability. Another side of your nature is being honest, upright, just, kind and cheerful, and if you have these qualities you are not likely to neglect the religious and social side of your life. This side may be termed reliability and it creates confidence on which

the sale takes place. You possess the power of personal control, to come to quick decisions, to be a man of despatch and initiative. This side we will call action. We have now the four sides—ability, reliability, endurance and action, or the intellectual, emotional, physical and volitional.

"Personality is the biggest factor in persuading people. Ability, Reliability Endurance and Action—by taking the first letters of each you have area, and the size of a man is his



TREASURER BUDREO CLOSERS EARLY AND PUTS FOR HOME.

area. He may have all the qualities of ability, reliability, endurance and action, either short or long. What determines the value of a man outside of the actual results in dollars and cents which he produces? It is his area.

The Square of Your Shortest Side

"These four sides form a square, and one's value is equal only to the square of his shortest side. Develop the short side and the square grows, and your value in dollars and cents equals the size of your square. With the great majority the tendency is to lengthen the long side and leave the short side short, and in the words of Robert Burns: 'Oh wad some power the giftie gie us, to see oursels as ithers see us.' If certain retailers could only see themselves as their clerks see them, and if some clerks could only see themselves as their employer sees them, what a difference it would make in all of us. Do not neglect the short side. Two or three times a week I attend the physical culture classes at the Y.M.C.A. and the strange part of it is that those who go there could stay away, as they are such healthy and well developed men. Those who need the exercises the most don't go. Every man should know in a definite way which is the shortest side of him and give that side attention.

"Your real, true value in every sense is represented by the square of your shortest side of your nature. Make it the business of your life to develop the faculties lying along your short side and thus increase your personality. If you increase your power to persuade people you make more money. While life is not made up of dollars, still it takes the dollars to make life large, and the more you increase your power the more valuable you become. Know your own business through and through, know how the human mind works, learn to know human nature, and learn to know yourself, and how to develop those faculties which go to make up your personality," concluded Mr. Boyd who, during the latter part of his address, used a blackboard to bring clearly before

his hearers the square of Ability, Reliability, Endurance and Action.

During an intermission in the proceedings, J. C. Budreo spoke briefly on the interesting social occasion which had brought together the largest assembly of retail shoemen ever gathered in Toronto. He referred to the fact that there was an agitation going on among the retail clerks and the Retail Merchants' Association in favor of early closing. Their proposal was that all stores should be closed at six o'clock every night and at one o'clock on Saturday afternoon. He thought this was rather too radical a move for the retail shoemen to endorse, but there was no doubt that their hours were far too long. Keeping open to a late hour every night unfitted both proprietors and clerks from being at their best the following day. It deprived them of social evenings and many happy hours with their families or in their homes. Mr. Budreo spoke of the many benefits of a shorter day and announced that he was heartily in favor of some concerted movement to lessen the time for business each day and to elevate and uplift conditions generally in the trade. He thought that the Association as a body might very well take up the matter and come to some better arrangement than prevailed at present.

More Leisure Means More Action

George St. Leger, sr., remarked that there was nothing like leather, for he had been in Toronto for forty-five years and in the retail shoe game for forty-three years. While he might not have all the qualities of a well-rounded man, as enumerated by Mr. Boyd, he was certain that he possessed one of them and that was endurance. (Laughter.) "He that endureth to the end gets the reward," and to have endurance there must be action and if a clerk had action he would not be a clerk all his days, but would in time be working for himself. They had been called an intelligent body of men by one of the speakers. By merely looking at the assembly, Mr. St. Leger said that he could not tell whether or not all were intellectual. Shakespeare declared "Speak that I may see you," and he hoped that some would be heard along the line of early closing.

"I thoroughly believe in the necessity of shortening the hours," added Mr. St. Leger, "although I am now over seventy-four years of age, a living proof that long hours are healthy. (Laughter.) My memory is good for I can repeat fourteen pages of a book which takes me twenty-three minutes and I can do it correctly too. You see that I have kept my stomach right for I was raised on porridge and potatoes, although the latter is a luxury today. A retailer would be more effective and so would his clerks if they took more exercise, had their evenings to themselves and went to see a good play now and then. Shorter hours would mean more action. You would be able to lift your feet higher, cover more ground quickly and thus do more work. Why, when I first started in business we kept open until ten, eleven, twelve and sometimes thirteen o'clock. But that day has passed. My son started closing first at ten o'clock every night and now all our stores shut up at nine every night, with the exception of Saturdays and we are doing more business than ever. I think that you retail shoemen can go further than that and I would suggest that the closing hour be eight o'clock every night and ten o'clock on Saturdays and later, if the movement is a success, as I am confident it will be, seven o'clock might be made the time for turning the key in the door. In all my years in the shoe trade I have never seen a banquet equal to this and I congratulate you on its splendid success."

What a Small Retailer Thinks

George Blake said that in the Old Country he was secretary-treasurer of an association for early closing, and that too, in a day when prejudice was much stronger and ignorance greater on this subject than it was today. The movement

was then in its infancy but it was growing rapidly. Early closing was bound to come as all over the world progress and advancement marked every line of industry, and surely the long hours in the retail trade were not going to be the weak link in the chain of enlightenment which was pulling humanity up to higher levels. "It all lies with us," he continued, "whether or not we keep march with the spirit of the times and this forward movement is made a success. I represent the small retailer who lives on his premises and does business with the assistance of his family. We probably represent seventy-five per cent. of the trade in Toronto, and there may be a feeling on the part of some here that if we keep open it does not hurt anybody but ourselves. But we must remember that we cannot do anything in this world alone, without affecting the social status and uplift of our fellows. We are all dependent one upon another and for our good and welfare I would appeal to every shoe merchant, big and little, to fall into line and close earlier. The increased leisure and opportunities for social life and self-improvement which we will enjoy will more than repay any temporary loss that may be sustained in daily receipts."

This closed the discussion on this point and later in the evening President Blachford, referring to the shorter hour movement, asked all those who were in favor of a modified measure along this line to stand. All the diners arose. W. T. Fegan said that he thought this measure should be taken up by the Association as a body and no snap verdict secured. Mr. Blachford assured him that the vote was merely a referendum on the question and early closing would be considered at a general meeting of the Association with a view to taking concerted action along the lines proposed. This satisfied everyone and the announcement was received with applause.

The Importance of Organization

Charles E. Howarth, for many years with A. R. Clarke & Co., and now with Imperial Life Assurance Co., who was to speak on "Organization," was warmly greeted. He expressed his great pleasure at being permitted to attend a gathering of the nature that he saw before him. It was the first time that he had ever spoken to an assembly of shoemen, although he had been present at many functions of a similar nature. He congratulated the Association on its marked evidences of progress and spoke briefly on the benefits of co-operation and unity. Organization was an arrangement of forces by which the best results may be obtained. The average retailer wanted to be identified with an organization engaged in constructive work of ideas, ideals and policies. He wanted associated help and influence and required and was willing to exchange confidences. Each one needed to meet his fellows and listen to every problem and its solution and all felt the necessity of a hand upon the shoulder in a friendly way and where could this be done better than in an association such as the shoe merchants of Toronto had formed. To be a complete success a business must be square and deal squarely. There were four departments of any business—the executive, the purchasing, the financial and the selling, and to be successful there must be co-operation and unity among these departments. Mr. Howarth announced that, owing to the late hour he would not take up any more time but, at the request of the President, he would speak further along these lines at the next monthly meeting of the Shoe Retailers' Association on Thursday, March 22nd. He endorsed the early closing movement in which he had always been a believer, as being in the highest and best interests of the retail trade.

"To our Boys in Khaki" was the toast proposed by T. S. Young, who congratulated the retailers on the success of their gathering and wished them every prosperity and increasing usefulness. His one regret was that, not being a shoe merchant, he was not eligible for membership. He spoke of the broadening and uplifting effect of such an

(Continued on page 42)

HOW SOME SHOEMEN REPAY LITTLE FAVORS

Examples of Ingratitude that Make One Reflect on the Meanness in Human Nature—Acts of Kindness and Assistance Which are Soon Forgotten—How Certain People Make Use of Others and Having Gained Their End Are Insufferably Independent

DID you ever have a friend in the shoe business play you a mean trick or deal with you in an underhand manner? After such a jolt you wonder if there is anything like gratitude in human nature and if too many persons appreciate you only to the extent to which they can make use of you. Do the average man a favor and he seems to forget it more quickly than he would an insult or injury.

Every traveler knows this, so does every shoe retailer, jobber and manufacturer. Special favors will be extended or certain concessions granted and the recipient is very thankful at the time, but as soon as he rounds the corner, financially, too often he is inclined to forget all that has been done for him. But it takes all kinds to make the world.

A leading Canadian jobber, speaking of persons kicking down the ladder by which they had climbed, said, "Fortunately, we have ceased to worry much about this thing now as we get enough business to not bother over the slights and rebukes which we receive. Some years ago, and this case is only one in many, an eastern retailer failed in business. His credit was gone but the fellow had brains, experience and ability, and, after the crash, was anxious to continue in the game. He got about five hundred dollars together, and came to see what we could do for him. He wanted a stock of two or three thousand dollars to start again. Of course, if he had no money we would not have given him any credit for we would have all the risk and he nothing; when a good man has some capital and is willing to make the venture, we think that he will strive harder to score a success, for he is anxious to protect his own.

How He Threw Them Down

"Well, things went on until the dealer owed us something like ten thousand dollars, but at certain times he would reduce it to six and seven thousand. Then, as his business grew and his credit became better, travelers from other houses, principally in the manufacturing line, began to call on him, but mind, they had let him severely alone when they thought he would never get on. Just to induce him to purchase, they quoted a little lower price on certain lines on which they specialized than we were able to do. The dealer paid these houses up promptly and took advantage of the discounts to keep his credit good. He began buying less and less from us.

"Finally, he ceased to give us any orders and told us that we had been charging him too much. We pointed out to him that, in order to secure the goods a few cents cheaper direct from the makers, he had to buy in case lots, order the merchandise weeks and even months ahead, and that he could not sort up on them the same as he could with us, and, as a consequence, had more odds and ends at the close of each season, which had to be cleared out at a big reduction. This offsets any advantage he might have in buying a few cents less per pair. We emphasized that, in dealing with us for years as he had been, he was able to get six, ten, or fifteen pairs, had the benefit of having them shipped at once, could assort on them at any time desired, took less risk, and could get along with less stock. Surely these concessions were worth something, but he could not or would not see it in that light, even after we had carried him for years. He used us until he was independent of us, and then he had no further concern for our establishment. We took all the chance, sold him the goods at the same rate as we had others,

and might have lost thousands of dollars. But this was of no avail as soon as things began coming his way," concluded the jobber.

Took Credit—Paid Others Cash

Now for the retailer's side of his woes. A Hamilton shoe merchant said, "Yes, we have many glaring cases of thanklessness. I will give you just one instance. A customer, whom I shall call Kennedy, had been dealing with me for some time. He was a moulder by trade, and had a wife and family of five children. One day he was severely burned about the arms and breast with molten metal and had to lay off work for some weeks. In the meantime the children were getting out of footwear. The family, who had little or no money laid by, secured credit from me and ran up a bill of sixty-three dollars for shoes. The father finally got well and went to work again.

"We noticed that none of the members had been in for several weeks and wondered what was the reason. One afternoon I called around to the house and questioned the wife. She said that they were not patronizing me any more, that they were going to R——'s for their shoes as they considered he gave them better value. Now this dealer happened to be a particularly good friend of mine, although a competitor in business. I dropped into his shop and asked about the Kennedy family. He told me they had paid cash for all their goods and had never asked for credit. I tried for weeks to get that bill, and even put it in the hand of a collector. From that day to this, not a Kennedy has entered my door, and I have never been able to secure a dollar of the money, although the father is working every day at a fair wage. They had used me as much as they could and this single act, along with some others I might name, drove me into doing a cash business. I determined never to be caught again, and I now have shut down on any credit, for I have been bitten too often. People would come to me for credit, when they had no money, but when they had the cash they would go somewhere else."

Now He is a Friend No Longer

"Yes," declared a traveler, "we all are up against the same thing. A friend of mine, who had no experience in the shoe business, but had accumulated several hundred dollars capital, was anxious to know if I could put him next to a good thing. Now, in my territory, which I had studied closely, I happened to be wise regarding a fine opening for a high-class shoe store. There was not a live dealer in F——, and the best people were sending out of the place to the city for their footwear, evening shoes and dress shoes particularly. I told Brown—that name will answer—for he certainly did me up brown, of the chance, and he was keen to make a start. I went down with him to the town. We secured a fine, well laid out store at a moderate rental, and then we came back to the factory. I picked out the lines that I was sure would sell, and made favorable arrangements with the house for the payment. Then, for his women's and children's goods we went to other firms, for we make only men's.

"It happened to be in June. I was through with my fall selling trip, and took particular pains to see that Brown was rightly launched. I wrote his opening announcements for the papers, dressed his windows, and stayed with him for several days, helping him arrange his stock and installing the best system that I knew, for I had been in the retail line

myself in the early nineties. Well, sir, things came the way of Brown much better than he had expected. He engaged a couple of capable clerks, and was on the job every day. He gave good value for the money, and thanked me warmly for seeing him off to such a fine start, promising to never forget what I had done for him. The next season or two he gave me nice orders and then he began to grow lukewarm. I noticed that other lines of men's shoes were on the shelves. Now, I did not expect to "hog" his trade and made no complaint. Each season his order for my stuff grew perceptibly less and today I get the go-by. That's Gratitude with a big G."

LEATHER MANUFACTURER ELECTED PRESIDENT

At the annual meeting of the Kitchener, Ont., branch of the Canadian Patriotic Fund, it was shown that \$92,370.30 had been paid into the fund by subscribers since the first campaign in October, 1914. Over \$51,000 had been turned over to families of soldiers who have enlisted in Kitchener since the commencement of the war. L. J. Breithaupt, vice-president, in opening the meeting told of the inception of the fund, and the success which attended the first campaign, held for three days in October, 1914, during which \$96,000 was subscribed, when the amount aimed at was \$75,000. At that time, Mr. Breithaupt pointed out, it was expected that the war would be over in a short while, but Lord Kitchener's prediction that the contest would last over three years is proving a true one. It is now two and one-half years since the commencement of hostilities, and it is hoped that this year will see the end of the struggle. In the election of officers for the ensuing year, Mr. Breithaupt was elected president. He referred to the fact that the executive had lost several of its valuable members since the last meeting and among them was Mr. Geo. Rumpel. He also paid a tribute to the ladies' committee, in connection with their work during the past two years.

LOVELY WOMAN AND HER FANCY SHOES

Here is new ammunition for the breakfast table grouch: the high cost of shoes is largely due to the cost of high shoes, and the high cost of short skirts. It is directly traceable to Lovely Woman. Blaming Eve for all ills is as natural as eating, and this high shoe discovery is a fine thing to remember when the toast is cold, says the Montreal Star.

"The main reason for the present high cost of shoes," said R. E. Dildine, general sales agent of Ames-Holden-McCready, Limited, "is the fact that people are wearing more shoes than they were a few years ago. War or no war, it stood to reason that the price of shoes should go up when more shoes were being worn."

But people are not in the habit of wearing more than one pair of shoes at a time. The deep significance that underlies this cryptic utterance of Mr. Dildine's is explained by him as follows:

"Once upon a time, in the days before short skirts were worn, ladies thought no more about their shoes than men did. They wore their shoes until they wore them out, and so long as a shoe was presentable it was good enough. In those days men's shoes were the equals of women's. They brought the same price."

At this point the tempter enters the Garden of Eden; the short skirt comes in.

"Up went the price," said Mr. Dildine. "Women became extravagant. They began to spend all the money they could on shoes. They even cut down their hat bills to buy shoes. Formerly content to spend six or seven dollars on their feet every five or six months, they began to plunge into all kinds of expense. High shapely shoes, made of the finest leather, pricked out in patterns and colored, began to

be demanded. The prices went up, up. The women who were paying six dollars for their shoes three years ago are paying twelve dollars today. And they want them oftener. Shoes go out of fashion before they get down at heel.

"A retailer told me of a lady who came to his store the other day, bought one pair of shoes at \$10 and another at \$8 and asked the shopman to charge them at \$9 each. She explained that her husband would not let her give more than \$9 for a pair of shoes."

And this spending jag is to continue, says Mr. Dildine, Ladies shoes may be a little plainer this year than last, and skirts may be a little longer, but high shoes will still be the rage. One feature has been made necessary by the enormous consumption of leather: cloth tops and imitation leather tops are to be popular. But these will be expensive, too. They will be colored and decorated and beauty costs money.

Mr. Dildine declares, however, that apart from the present rage for high shoes there has been a steady increase in the price of shoes for the last ten years, largely because of the constant change in fashions.

All this, of course, provides ammunition for only one side of the breakfast table. Here is some for the coffee-pot side: The shoe fashions are fixed every now and then by men and the pattern makers who design the shoes are men, and the short skirts themselves, which are the direct cause of the high boots, are designed by—and made for—men. So Eve has a come-back.

All this apropos of the fact that Britain has put an embargo on Canadian leather, which, say those who should know, won't affect the price of shoes in Canada this spring or summer by enough to buy a shoelace.

A VETERAN WHO STILL KEEPS STEP

(See Front Cover)

A veteran in the shoe manufacturing ranks is Avila Corbeil, head of the firm of Corbeil, Limited, Montreal, and it has been frequently remarked that very few of the older shoemen are as conversant with recent developments in the trade as he. Although of late years, he has turned over the active management of the business to his son, Emile Corbeil, he is a frequent visitor to the factory where he takes a walk around and keeps closely in touch with present day affairs. Mr. Corbeil is one of the last, if not the last of the old guard, having been in the footwear game during the time of the late James Linton, James McCready, James Whitham, Fogarty Bros. and others.

Next year will mark his golden anniversary in connection with the trade and naturally he is looking forward to the event of celebrating half a century in the art of St. Crispin with considerable interest. It was away back in 1868, after completing his education, that he joined his uncle, the late Paul Pepin, under the style of Corbeil and Pepin. They had a small factory on St. Catherine street east, Montreal, and turned out infants' shoes. The subject of this reference, who is now seventy-six and enjoying splendid health, later branched out for himself in premises on Notre Dame street and in time the space occupied became too small for his rapidly growing requirements. Some eighteen years ago, Mr. Corbeil removed to the present commodious quarters on St. Paul street. He was then making only McKay shoes but has since added new lines and now manufactures a complete range of women's, misses' and children's medium priced McKays, as well as men's, boys' and youths' wels and McKays.

All his life Mr. Corbeil has been interested in public affairs and is a member of the Board of Trade, the Chambre de Commerce, and a governor of the Notre Dame Hospital. At his home in Outremont he likes to have old acquaintances call around for he loves to talk of the old days and to have a game of euchre or five hundred, of which he is very fond.

HONEST COMPLAINANT DOES DISTINCT SERVICE

When Anything is Wrong in Workmanship, Quality or Fit the Customer Who Makes the Defect Known Should be Thanked by the Retailer—Too Many People Let Such Matters Pass and Trade Somewhere Else Without Giving the Merchant a Chance

THE man who has a just complaint, and ventilates it it quietly, in any shop where goods which he has purchased have turned out unsatisfactory, is doing the merchant, the manufacturer and himself, what might well be termed, a public service.

How many people buy a shirt, a collar, a hat, a tie, shoes, rubbers or some other item of apparel, not running into so large an outlay as a suit of clothes, and when they get the article home, find it is not exactly as represented—perhaps defective in workmanship, fit or material or faulty in construction. Comparatively few persons take the time or opportunity to return to the establishment from which the goods were purchased, and make known the short coming in the merchandise.

The average man sums up the matter thus: "Oh, everything in life is more or less of a gamble—you have to take chances on tram cars, or railway trains, in crossing the street and in operating, or dodging automobiles, and it is largely the same in making purchases. If you have seen the goods, examined them, and they suit you, and when you get them home, you find you have not been shrewd enough to detect some flaw, or that there has been misrepresentation, why, you simply say: it is a case of profit and loss, and the odds are against me in this case. I am too good a sport to 'welch' or become 'a kicker'—I will simply pass the matter up, and not buy again from Green. I will go to Brown, instead."

Complainant Not Necessarily Kicker

Of course, there is the proverbial kicker, the crank, the grumbler, the grouch and the eternal fault finder, as well as the person who can never be or is satisfied, and the one who never knows exactly what he or she wants. It is not in reference to this class that these observations are directed. It is to the ordinary, quiet, honest, unassuming individual, who expects to pay full value and get full value, and in some instances, is deceived, not wilfully, of course, by the merchant, by the goods going wrong in some particular. It may be, perhaps, the retailer does not know about the defect, and, if complaint is not made to him, when things go awry, how is he ever to learn that his wares are not up to the standard in quality, material and craftsmanship represented by the manufacturer?

"I knew a man once, who, no matter what happened to anything that he bought, never took the time or the trouble to go back and make a complaint. He said life was largely a game of chance and to be running back on this score and that plea, whether justified or not, consumed a lot of valuable moments, tried one's patience and temper, and often resulted in misunderstanding, and altercations. "The game was not worth the candle." He bought a trunk for \$13.75, and in less than a month, it went to pieces. He simply passed up that store and went to another dealer, and even then, he did not mention his unsatisfactory experience with the previous purchase.

Modest Man Was Warmly Thanked

A quiet, modest, married man, who generally accomplishes things in his own unobtrusive way, purchased a couple of silk undershirts at a leading department store recently, and carried them home. After wearing them he discovered on their return from the laundry, that one garment had emerged when dry, full of pin holes, as if a stitch had been dropped here and there in the weave. This gar-

ment was taken back to the department manager, who was told of the circumstances. He was genuinely surprised to find that it had gone wrong, and stated that the goods were of English manufacture, and this was the first complaint that had reached his ears. He told the customer that he would keep the garment and show it to the company's traveler, who would be along in a few days. He gave the courteous patron another piece of underwear, thanked him frankly for coming in, and thus everything was adjusted satisfactorily. The traveler, coming along a few days later, had to admit that this garment was not up to the mark, and immediately gave the firm credit to the extent of the invoice price.

"I never went back with anything in my life," said a leading business man this week, "I use my own best judgment when making purchases and if I get 'stung,' why I attribute the fault, not so much to the goods as to my own shortsightedness, and lack of observation," but the man who returns when anything goes wrong with his shoes or his clothes is doing a distinct service in drawing the merchant's attention to the defect."

Left Him Rather Than Tell Trouble

"I thoroughly agree with you," said a shoe dealer, who was listening to the conversation, "I have had at least, half a dozen good customers leave me within the last year and a half. I am not referring to women, whose patronage is often more or less ephemeral, and is frequently drawn from one store to the other by the magnetic influence of bargains or sales, but to men—fellows who have dealt with me more or less regularly for the past three years. I met one of these chaps on the street the other day, and asked him what was wrong that he did not happen to come in and see me. 'Oh,' he said, 'that last pair of shoes I got from you did not come up to the mark—a couple of hooks pulled out and the eyelets wore brassy, and a few days later, the heel came off. I thought if that was the kind of footwear you sold, why I would say nothing about it, and go somewhere else.'"

The merchant quietly asked the patron how he (the dealer) could expect to know whether all the shoes sold were giving satisfaction, if no complaint was made to him when things went wrong. It is assumed, of course, that quality goods always give good service, but now and then, there is a slip, and in the exceptional case, attention should be drawn to the deficiencies, in order that the retailer may bring the matter home to the manufacturer. Most every reasonable minded business man is willing to adjust troubles if the complainant does not grow excited or sarcastic, but quietly and honestly states what is wrong.

Be Truthful and Even Tempered

To return to a store on the assumption that the merchant has tried to "do" you, and that you are going to "get even" with him by giving him a piece of your mind, telling him derisively "where to get off at," and that you will "take his measure publicly," etc.—well—all this generally ends in an unseemly squabble, or an undignified discussion, in which passion plays a more or less prominent part, friendships are undermined, and distrust created.

"Like begets like" in this world, and we generally get in return what we give. If we throw off sarcasm, scorn, vengeance and vituperation, we usually are paid back in kind.

"I was in a shoe store in Western Ontario the other evening," declared another member of the group, "when a

young man, immaculately attired, entered. He had purchased a pair of shoes, soled with material which to a large extent has taken the place of leather. There are some ten or more varieties on the market, and this material had been widely used by manufacturers. Mr. Caller went quietly up to the head clerk, and uncovering both shoes, showed where one had cracked across just back of the ball of the foot. The clerk, appreciating that he had a difficult case to deal with, called the proprietor, who came down with eager interest and courteous mien, and on seeing what had happened to the seven dollar pair of shoes, bought only four days before, remarked very pleasantly:

"We are very sorry that they have gone wrong, Would you mind giving us your name and address, please?" This was taken and the information imparted, that on the morrow, if Mr. Caller would leave the boots at his home, a messenger would go for them and take them to the best repair shop—have full oak tanned leather soles put on them, and return the footwear to the owner without one cent of expense.

"That will fix you up all right, I think," added the merchant.

"Mr. Caller had been quiet up to this point, evidently agreeing with the proposition, but some men have the faculty of coming to an abrupt decision, which partakes somewhat of the nature of a climax."

"No, that will not be satisfactory," he replied. "To take these soles off and put on others would, at best, be only a piece-meal proposition. I wear nothing that has been repaired, and I want a new pair of shoes—nothing else will satisfy me."

"The retailer saw that this youth, whose linen was spotlessly clean, and whose clothes betokened acquaintance with the best toggery and sartorial shops, wanted the same quality of neatness and finished appearance in his footwear. As he was a good customer, a new pair of shoes was handed out—the old pair was taken in and sent back to the manufacturer, who will have to stand the loss or make the company supplying the soles do so.

"Now this particular firm is not one who listens quietly to every complaint, and says it is justified, and that the customer is always right and then passes on the loss, whether fancied or real, to the manufacturer to swallow. It seeks to protect the manufacturer in every way. But here was a case where it could not be done conscientiously. Some merchants are very ready to try and get claims of one kind or another, rebates, credit notes, etc., from wholesalers and manufacturers, but others endeavor to satisfy the customer without shoving everything, unjustifiably or weak mindedly, on to the house from whom the goods were bought. They sometimes stand the loss themselves rather than have any altercation with the makers.

"But this is a matter apart altogether from the personal question of how far the average man or woman should neglect making complaint when shoes, etc., go wrong, and say nothing about it. If a boot or a hat, or a shirt or underwear, or anything else, is not exactly as represented, does not fit or has not given a reasonable amount of wear, any reputable merchant will welcome information of this character. Instead of looking upon the whole thing as so much trouble, he will regard it as a barometer of the satisfaction that the goods are giving and the deep interest taken by the customer in the stock and service of his establishment."

WHAT THE TANNER IS UP AGAINST

"All Canadian tanneries will soon be full of very dear hides and when the decline comes, as come it will some day, it will take some scheming to keep from loss," said a leading sole leather tanner the other day. "During the past year prices were very deceiving and you could make what looked like a bank-up contract today, and before it was finished it looked as if you were going to give the goods away. We

have been filling contracts at twelve cents per pound less than the market price and presume that every other sole leather manufacturer has been doing similar stunts. This will explain why some of us are not making the fabulous profits that would appear on the surface. No doubt if we could sell only from day to day at current prices, we would be making enormous profits, but no tannery can run its business on these lines and expect to continue. Coal has been a very serious proposition with us and our bill is going to be just double of last year, providing prices go no higher, and then we cannot depend on the supply. Recently we had to close down a few days owing to lack of fuel. The congestion of freight has also caused us considerable worry, while bark has gone skyward. If one buys a hundred cords he has no assurance that he will get it. Probably the seller sends you word that some one has come along and offered him fifty cents more and the seller wants to know what you are going to do about it. The fact that he has sold you the bark does not seem to bother him in the least. It needs a good deal of faith nowadays to go ahead and stock up with forty and fifty cent hides which will take six months to convert into leather, and yet that is what we are all doing. We have faith in our country and faith in our cause and are determined to stick to it until we overcome. We are working to capacity and expect to do so this year if we can get the materials."

STYLE NOT DURABILITY REIGNS

It does seem too bad that so many frills and fancies must be added to footwear. All this fanciness does not increase the wear of the shoe, but instead increases the cost to a great extent. There are many items in shoe manufacturing that are an absolute waste of energy and money. The frills, however, are necessary nowadays for the sake of appearance and to aid in selling the shoes, says "Shoe Topics."

Service does not count so much in a shoe today; appearance is what is wanted and what the public is paying for.

Looks are the big factor in selling. Graceful lines do not necessarily cost any more than ungraceful lines. Comfort in a shoe is no added expense either. The last governs the comfort, and therefore, this causes no added expense.

The added expense for the sake of looks starts from the top of the factory. For instance, everyone knows that a plain edge is stronger than a folded one. A folded one looks better, however, so the additional three-eighths of an inch of leather is used for a fold. Then much perforating is done in the stitching department. A shoe without perforating is stronger, but perforating looks prettier. Top-bands, meaning extra cost in labor and material, do not add to the serviceability of the shoes, even if they do add to their length of wear. In fact, if the expense of stitch separating had been eliminated the shoes could be repaired more satisfactorily.

Again, the material and labor of buffing shoes takes some wear out of them. A shoe not sanded will wear longer as the sanding cuts off the grain of the sole, and the expense of coloring the sole again is added. The shoe is now practically finished, but there are still some unnecessary frills to be added. The soles and heels are wheeled. Often a top-band stamp and a bottom stamp are put on, but how much do these stamps add to the wearing quality? The cartons are also an expense. Years ago when the cheaper shoes were sold without cartons this was saved, but no manufacturer today would be foolhardy enough to try to sell shoes without each pair in a separate carton.

If all these unnecessary items could be omitted it would be enough for the manufacturer's profit. If, however, one of them should neglect these things he would make no profit at all, because he would not sell any shoes. The public get educated to wanting a certain thing, and they are willing to pay for it; they must have it. If, however, the serviceable shoe without the frills and fancies were manufactured and worn more, more comfort would be obtained.

"WE DELIVER WHAT YOU BUY"

Schmoll Fils & Co.

PARIS • CHICAGO • NEW YORK • HAVANA • BASLE

BRAZIL
CHINA
JAVA
AUSTRALIA



EUROPE
EAST INDIA
RIVER PLATTE
COLUMBIA

SPECIALIZE IN

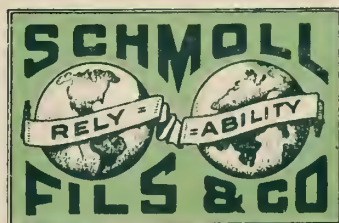
CHINA, JAVA, INDIA HIDES

COWS AND BUFFALOES

DRY, DRY SALTED, WET SALTED

SELECTED BY US FOR

SOLE AND UPPER LEATHER.



COPYRIGHT APPLIED FOR

EDMUND SCHMOLL }
 SYLVAIN SCHMOLL } Special

LUCIEN SCHMOLL
 ARMAND SCHMOLL JR
 EMIL EUSCHHOFF

SCHMOLL FILS & CO

HIDES & SKINS

PARIS
 12 AVE DES GOBELINS

BASLE
 SWITZERLAND

NEW YORK
 28 & 30 SPRUCE ST

CABLE ADDR - SCHMOLLFUS - NEW YORK

CHICAGO
 130 NO FIFTH AVE

CODES
 A.B.C. 4TH & 5TH ED
 WIDEBROOK
 WESTERN UNION
 LIEBER
 SIMPLEX

LONG DISTANCE PHONES
 2410 }
 2411 } BEEKMAN
 2412 }

New York, Jan. 25th, 1917.

Tanners,
 East and West,
 U.S.A.

Gentlemen:--

You buy a barometer to know of the changes of weather.

You can secure an organization able to register the slightest vibrations of the world's hide markets.

In daily cable touch with

Paris,	France
London,	England
Rotterdam,	Holland
Hankow,	China
Calcutta,	India
Soerabaya,	Java
Havana,	Cuba
Ceara,	Brazil
Rio Janeiro,	Southern Brazil
Montevideo,	Uruguay
Buenos Aires,	Argentine

You can no doubt avail yourselves of some of our information to good advantage.

Ready to serve you and awaiting the opportunity, we remain,

Yours sincerely,

A.S. Jr./G.

"WE DELIVER WHAT YOU BUY"

WHO IS NOW CHAMPION FISHERMAN OF CANADA?

Narcisse Gagnon, Holder of the 1916 Leather Medal, Dethroned by Hugh White, Who Captures 450 Pound Porpoise off Coast of Florida—Vigorous Protest Entered on the Ground that Porpoise is Not Genuine Fish—James Robinson Enters the Race

HUGH WHITE, of Toronto, champion fisherman of Canada, is home after spending a month in Florida, where he captured a porpoise weighing 450 pounds, and measuring 7 feet 4 inches in length. As proof of his prowess he has been displaying to his friends a snapshot of this prodigious marine trophy, an illustration of which is presented on this page.

It will be observed that while the whole of this gigantic porpoise appears in the picture, only a portion of Mr. White is seen. The fact is that the sudden success and amazing nature of his capture caused him to partially lose his head.

The scene of this historic episode was at Wilbur-by-the-sea, Florida, and several newspapers there contained the news of Mr. White's marvellous feat. Now, with the photograph which Mr. White brought home, backed by the unimpeachable veracity of the press, and the evidence of thousands of spectators from the various fashionable resorts of the sunny south, who gathered around, there is no doubt that this is a genuine, simon-pure, thoroughly authenticated and duly verified performance on the part of the angling wholesale shoe merchant of Toronto. The magnificent capture was made on February 21, and scores of friends of Mr. White will congratulate him on his remarkable showing and accord him the honor of being the champion fisherman. He rightfully claims the distinction and maintains that he has Narcisse Gagnon, of Montreal, and Fred Marois, of Quebec (who went on the famous St. Lawrence Gulf salmon fishing expedition) beaten to a standstill.

It was generally conceded that the leather medal, donated last year by the *SHOE AND LEATHER JOURNAL*—now more valuable than ever owing to the scarcity and high price of this commodity—was honestly earned and conscientiously won by Narcisse Gagnon. When it was pinned upon his manly breast last October, before the assembled thousands in Windsor Square, Montreal, a mighty cheer rent the air and it was a memorable day in the annals of Canada's commercial metropolis. His wonderful achievement in the autumn of 1916, while down the St. Lawrence, stood unchallenged and even unassailed until the recent spectacular exploit of Mr. White.

Details of the Stupendous Feat

While strolling along in the morning air enjoying a matutinal cigar, Mr. White's eye, ever on the watch for anything above or below the surface of earth and water, noticed a tremendous upheaval in the ocean. "A cetacean mammal," said he to himself. Nearby was a motor-boat. Calling to a friend, and telling him to manage the engine, Mr. White jumped in the craft and put speedily out from shore for the porpoise. Mr. White was almost upon the monster of the deep before his approach was noticed. With rapid flaps of his sickle-shaped flippers the porpoise started for the open sea, heading straight for Europe. He swam at a break-neck pace, with the Toronto shoeman in hot pursuit. The race was continued a distance of probably fifteen miles and it was a nip and tuck struggle, with Mr. White, however, steadily gaining on his prey. After a desperate spurt the porpoise looked back to see how far he was in advance of his adversary and that gaze was fatal, for he saw who was behind him.

Knowing the international reputation of his pursuer, he gave three wallops of his caudal appendage and slowed down, for he realized that further effort was futile. Coming

within close range Mr. White unerringly aimed two or three harpoons at the denizen of the waters. The weapons took effect and the hunted prodigy rolled over dead. A rope was fastened around his tail and the tremendous sized trophy slowly dragged back to shore. Before leaving Wilbur-by-



ALL OF THE 450 POUND PORPOISE AND PART OF MR. HUGH WHITE, WHO EVIDENTLY LOST HIS HEAD OVER THE CAPTURE.

the-sea the enormous mammal was skinned. When the hide is tanned and shipped to Toronto, it is expected there will be some relief in the leather situation, which has been acute for months past.

Strong Protest Comes to Hand

It is regretted for Mr. White's sake that, since his great capture has become known, a protest has been entered by both Mr. Gagnon and Mr. Marois, on the ground that his exhibit is an unfair one and that a porpoise is not a fish at all but a mammal.

Mr. Gagnon writes that he feels perfectly justified in his contention for, as he very clearly and simply says, "the porpoise belongs to the extinct cetacea such as plesiocetus, herpetocetus, cetotherium. The family eurhinodelphidae is typified by the European miocene eurhinodelphis, and also includes the contemporary Patagonian argyrocetus and the nearly allied European cyrtodelphis. An unadulterated, authenticated porpoise is a delphinine cetacean of the genus phocaena, without a distinct beak or rostrum. It is gregarious and piscivorous."

The contention of Mr. Gagnon is a very reasonable one and is further supported by Mr. Marois who, in a letter of March 10th, says: "To put the matter so that anyone can readily understand, it let me inform you that the predominant characteristics of the porpoise are his anterior and sternal ribs, and his cervical vertebrae. In the skull the pterygoid bones are inflated and the symphysis of the mandible is short. The blow-hole is single and crescentic in form and the cetacea are entirely aquatic animals. Though piscatorial in appearance, they are mammalian in structure. The cervical region of the vertebral column is extremely abbreviated and there is a horizontally expanded caudal fin the lateral expansions of which are designated flukes, and often a fatty dorsal membrane indigenous to aquatic denizens, while there is developed and discernible beneath the external

epidermis in the subdermal cellular tissue considerable outund obesity."

National Board of Arbitrators

The logic of Mr. Marois and Mr. Gagnon is irresistible. They have put the facts plainly and convincingly, and some is left doubt as to where Mr. White really stands in this great contest. In order to facilitate settlement and that a prompt decision may be reached covering the point in dispute, the question has been referred to a national board of arbitration. Mr. Gagnon has named as his representative "Billy" Martin, of the Kingsbury Footwear Co., Montreal, and Mr. Marois has selected Captain "Jimmy" Scott, of Quebec. Mr. White asked that Edgar Clement, of Quebec, be his man on the board. This name was promptly ruled out



"THE KING OF JOBBERS" AND THE LARGEST SILVER TARPON EVER CAPTURED.

by the others on the ground that Mr. Clement had had some previous fishing relations with Mr. White and might be prejudiced in the arbitration. Accordingly the latter has requested "Phil" Pocock, of London, to sit on the tribunal to adjudicate on this perplexing problem. In the event of this judicial commission not being able to agree upon a verdict, after due deliberation, a fourth piscatorial authority will be chosen.

New Contestant for the Distinction

Since the foregoing accurate report was put in type a new phase of the situation has loomed up. More complications have suddenly arisen and it appears to be a case of "confusion worse confounded."

"Jim" Robinson, of James Robinson, Unlimited, Montreal, who, along with his bosom friend, "Jim Young," of Toronto, is hibernating in St. Petersburg, Florida, has inci-

dentally been doing a little fishing. Although not aware of it, he has put on a rival attraction to Hugh White that completely eclipses his "porpoise" escapade. Pictures have been received in Toronto from Mr. Robinson, the "king of shoe jobbers," showing that he is also the king of anglers, on the basis of weight, and on the ground that his capture is a strictly piscatorial prodigy and not a hybrid creation, the same as a porpoise.

Thought They Had Been Torpedoed

It looks at this writing as if Mr. Robinson is now the legitimate holder of the title of "champion fisherman of Canada." It is true Mr. White claimed that honor for a few days, until a protest was entered against his assumption of it, by Messrs. Gagnon and Marois. While this matter is being adjudicated, Mr. Robinson stands forth quite unexpectedly as the man with the best credentials for the distinction of premier angler. He does not pretend to have corralled the huge fish seen in the illustration all alone and gives his associate, Mr. Young, some praise. This fish was 8 feet 7½ inches long and weighed 75 lbs. 13 ounces. Its splendid proportions may be judged when compared with the height of Mr. Robinson, and the latter is no dwarf, either physically or mentally, while he is a giant piscatorially.

It appears that Mr. Young and Mr. Robinson were out in a motor boat with the latter handling the trawling line. All of a sudden there was a jolt, such as their craft might have got from a German U-boat. Mr. Young shouted, "Torpedoed! By gosh." but Mr. Robinson was a little calmer, and with a look of resource and determination, knew the menace was even more pronounced than that from a German submersible. He was in imminent danger of being hauled out into the deep, when it was decided that the launch was not too far from shore to throw out a strong anchor and hold her steady. Then Mr. Robinson, assisted by his faithful cohort, Mr. Young, started pulling on the line.

The Greatest Pull in His Career

In describing his experience, the Montreal jobber states that he never had such a pull in his life as he did to cause this marine isospondylous or colossal silver tarpon to surrender. The specimen captured was, as already stated 8 feet 7½ inches in longitude and 75 pounds 13 ounces in avoirdupois. Mr. Robinson would gladly have sent his numerous friends in Canada generous consignments of tarpon steak, but the transportation congestion and freight embargoes intervened.

However, this does not detract from the stupendous character of his amazing achievement. Who said that "Jim" Robinson was in poor health? His capture demonstrates beyond cavil or peradventure that he is in fine fettle and able to bear lightly and pleasantly his new title of "Champion Fisherman of Canada," which he will no doubt continue to hold unless the National Board of Arbitrators decide that Mr. White's trophy may be classed as a genuine fish, of which there is grave doubt at this present juncture. There the matter rests at the time of going to press, with Mr. Robinson and a real live fish leading and Mr. White and a harpooned porpoise following some distance in the rear.

AGAINST SLAUGHTER OF YOUNG CATTLE

Viewing seriously the danger of the depletion of the country's stock of cattle, caused to a large extent by the slaughter of so many young cattle to be sold as meat, the City Council of St. Catharines, Ont., unanimously adopted a memorial to the Dominion Government to take steps to stop the slaughter for meat of all cattle under the age of 20 months and to prohibit the sale of veal. Every town and city in Ontario will be asked to co-operate in bringing the matter to the attention of the Minister of Agriculture. The council feels that the continued increase in the price of footwear is also related to this question.

The Shoe Repair Man

THESE ARE DAYS OF EXPANSION FOR AVERAGE SHOE REPAIRER

The shoe repairers today are a progressive body of men, in every centre where they have been organized. They do not say so themselves, for there is no need to do so. The outside man does it for them.

"Why," exclaimed one of the visitors at the recent banquet of the Toronto Association, "since this body has been established, I notice an entirely different status of the men in the trade. Apart altogether from increased prices for their work, the shops are kept cleaner, windows are neater, parcels more carefully done up and the long duster put on more neatly. The effect has been little short of wonderful. Make a man in this world, either employer or employee, feel that he is somebody, that existence is worth while, and that he is a factor in the industry, and you inspire him with hope and confidence. He strives to be a better man himself and to serve the public better."

Another feature of the Association is that the members have grown to know one another and appreciate the worth of the fellow across the road or down the street. Very often two men doing business within a block were not acquainted, but how different is all this since they have been meeting in regular session every two weeks. It is gratifying to see what a representative attendance there is at these sessions, which begin at nine o'clock and often continue till after eleven. So interesting is the discussion and so wide-awake the topics. There is something doing every minute, and while there may be cross-firing and some clever moves and counter moves all, are good friends, realizing that in the multitude there is wisdom and the highest welfare, both of the individual and the association, is being evolved by the interchange of thought, experience and ideals.

"Why," remarked one of the most respected shoe repairers in Toronto, "until this association was formed, I knew only seven members of the trade, and now I am acquainted with pretty nearly every man. We feel that we are brothers in the full sense of the word, and it is pleasant to meet fellow workers and talk over trials and difficulties. It brings out the very best that is in us. I hope the day is not far distant when there will be a federation of shoe repairers' associations in Ontario and the movement which is now local, will become provincial, and in time, national. The shoe repairer today enjoys a wider measure of patronage and a better standing in the community than ever. He is advertising in the newspapers, sending out neat circulars, distributing attractive literature and everything in the line of publicity that tends to bring trade to his door. In every parcel he is enclosing possibly a price card or a pamphlet giving instructions on the methods of keeping shoes trim and neat, how repaired footwear can be made to look equally as good as new, and its comfort and appearance retained, and all for a small outlay, compared with the expense for new shoes, which may not be as good as one's old "understandings."

Another point emphasized is that while shoe repairers' prices have gone up on the average only about 35 per cent., the prices for high-grade calf and kid shoes for men and women have ascended from 60 to 75 per cent. and by next fall the advance will be 100 per cent. There are many arguments of a convincing character and timely nature that the shoe repair

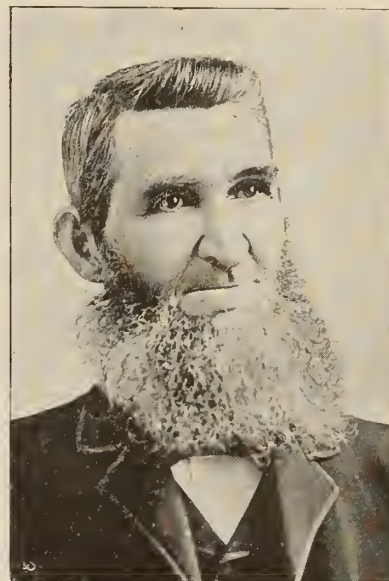
man can use to make the people come to his shop. He can also talk on thrift and economy during war time, and tell them the best way to practice these virtues, in the matter of foot togger, is to go to Brown's Shoe Repair Works.

Other repair men are using billboards and metallic signs posted throughout the country, with good effect. Another man had a large shoe stenciled on the sidewalk one Saturday morning. The big black footmark attracted a good deal of attention, and on the shank, in plain letters, were the words, "I get my shoes soled at Howard's."

These are the days of opportunity for the shoe repair man if he will only awake to his opportunities, and watch closely the suggestions appearing on this page from time to time. Get a good price for your work, do the very best job possible and have it finished or delivered when promised.

DEATH OF VETERAN SHOEMAKER

Edward Morrison, for thirty-three years a shoemaker in Orillia, died at his home in that town recently, aged 82 years. Mr. Morrison had been in poor health for the past five years, but only for two weeks previous to his death was he confined to his bed. The aged gentleman was born in Medonte township, March 1st, 1835, being the only son of the late John Morrison. He learned the trade to which he gave such honest labor in after years with Casey, the shoe-



THE LATE EDWARD MORRISON, ORILLIA

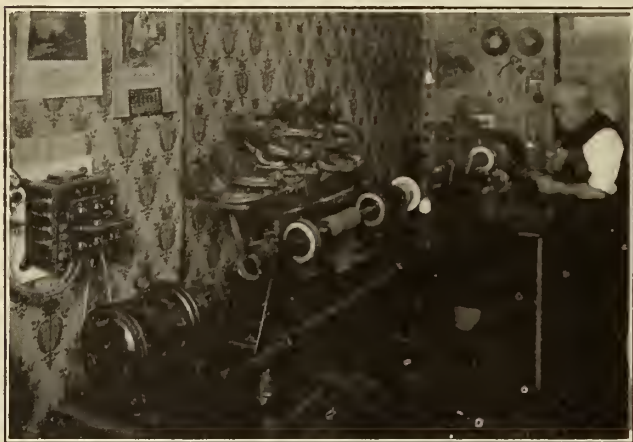
maker at Craighurst, and fifty-five years ago was employed in the late Josiah P. Henderson's shop in Orillia. Later he went into business for himself, just west of Jarratt's Corners, where he remained until May 28th, 1884, when he moved to Orillia, having a shop on the Coldwater road and a downtown branch in the Hussack block. Subsequently the plant on Coldwater road was moved down town and a few years later the building at present occupied by Morrison's shoe shop was purchased. During all these years the late Mr. Morrison was very actively associated with his sons in the business life of Orillia, and until five years ago was quite

regular in his attention to the shoe repairing branch of the business.

Edward Morrison was an upright, straightforward citizen, who took a keen interest in public affairs, and whose influence was always for good. He was a member of Orillia Methodist Church.

YOUR SHOW WINDOW HAS A VALUE

Too many shoe repairers lose sight of the value of their show window as an advertising medium. They clutter it up with a lot of odds and ends, allow the glass to get in a condi-



J. S. POULTON AT WORK IN HIS SHOE REPAIR SHOP,
1809 BATHURST STREET, TORONTO

tion that would lead one to suppose that it had never been cleaned, and then expect to attract trade, says the "Shoe Repair Shop." Some of them have the mistaken idea that the public does not expect a shoe repair shop to show a clean exterior—or interior. This may have been the case years ago, but in the present time, when the majority of the shoe repairers have awakened to the idea that the public likes to trade at a place with an inviting appearance, they will find that a dirty, dingy store will cost them many dollars' worth of business. It is human nature to size a person up by his surroundings and if a stranger seeking a place to have his shoes repaired sees a shop which puts forth a nice, neat appearance he will naturally conclude that he will get nice, neat work in that shop. This is particularly true of feminine trade as very few women care to go into an untidy shop, and will always pass up such places for the more particular one.

It takes but little time and effort to fix up your show window attractively. Have the woodwork painted a clean, bright color and display some of the findings which you carry; or failing to carry the latter, show some shoes before and after repairing. This is always a good drawing card as it shows just what you can do in the way of reclaiming worn out shoes. Keep in mind that an expert window trimmer never overstocks his window. Too much on display is far worse than not enough, as it prevents the onlooker from concentrating his attention to any one thing in particular.

If your shop is open after daylight has waned, which it probably would be during the winter months, keep your show window well lighted, as people are naturally averse to going into an ill lighted place; especially if they are strangers to your shop.

Improper cleaning of your window will detract very much from the attractiveness of any display, not only making the glass less transparent than it should be, but giving a displeasing impression as well.

SOME POINTERS WORTH WHILE

Shoe repairers who turn out unfinished work and criticize others who believe in a good finishing job, may soon have themselves as their only customers. Shoe repairers who saves the cost of some bottom finish might go further and save the cost of heel and edge finish. There would be just as much sense in letting the heel go as it comes from the nailing machine, and the sole go as it comes from the leveling machine, as there would be in letting the bottom go unfinished. A good finish means a good trade.

When the half-sole is nailed first at the shank part it will fit better and be fastened on the shoe more easily if the toe part is first leveled by a piece of leather properly skived for that purpose, says one repairer. This piece should be nailed to the shoe first and then the outsole top placed over it and held in position with a few nails. If this extra piece is first cemented down it is almost unnoticeable after the shoe is finished, which makes for a neater operation at edge setting. It makes a big improvement also to pound down hard on the toe.

Some repairers say it improves the appearance of sole leather to wax over the grain side of the soles before applying, as it fills in the pores and glosses up the entire surface in a firm manner. In rubbing in the wax a high speed brush is necessary. When applied to nice clear stock it helps to preserve the stock from color deterioration, or from absorbing dirt and dust if set aside for a while before using.

BLACK THE EDGES CAREFULLY

Blacking the edges of shoes after they have been repaired should be done just as carefully as any other part of your work. If you perform this operation in such a hasty and careless way as to daub it all over the uppers you not only waste a lot of ink but you also waste a lot of time cleaning it off the uppers. We have seen repairers turn shoes out to their customers with the edge blacking remaining smeared over the uppers, but needless to say that such gross negligence never brings a customer to such a repairer for a second job. A tooth brush is far more suitable for applying edge finish than a camel's hair brush, but buy a new one for the purpose, and do not get one that is too cheap and too coarse to do good work.

FIRM LEATHER PRICES STILL PREVAIL

Apropos of leather and hide conditions the following review of the situation across the border as sketched by a Boston authority is interesting.

"The past thirty days has been a period of extreme dullness in shoes, as well as in leather and hides. It is the between-seasons period in shoes and the factories which for several months past have been running at capacity have begun to slow down on account of a lack of sufficient new business to counterbalance the orders completed. Shoe manufacturers having sufficient supplies of leather to carry them through the present run and being very uncertain as to what the coming season will bring forth are not keenly interested in leather and tanners in turn have gauged their purchases of hides by the demand for the finished material. The dullness has produced no decided weakness in hides and as deliveries on old orders for leather absorb practically all that is becoming available, the tanners are not over-supplied and have firm price ideas. The new German submarine campaign is having its effect on the export demand for leather but as an influence on prices it is offset by expectations that the United States Government will be a free buyer of shoes and leather in the event that the break between this country and Germany is followed by an actual declaration of war. The loss of export business in leather would not be important if there is a large Government demand; it would be merely a change of customers. The export demand naturally has contributed liberally to the high cost of leather and of shoes.

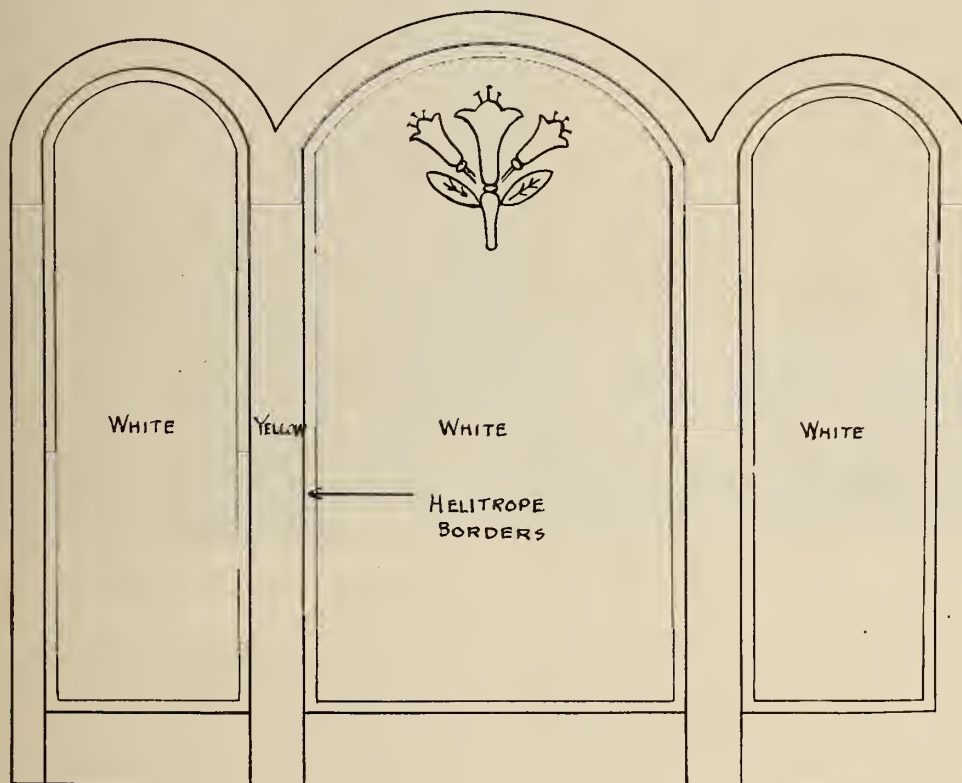
An Attractive Easter Window Background

It is pretty generally conceded that the average shoe merchant recognizes the value of having good window displays, but the difficulty is in not knowing just how to arrange these displays without the expenditure of much time and material, all of which means expense.

We are endeavoring in these articles to furnish suggestions that will enable the retailer to arrange his window trims with material he may have on hand and not entail great cost. The background we are showing for an Easter window trim can be arranged by anyone who is at all familiar

on quite a bit darker than you want them to dry, because they always dry out much lighter than when first put on. To lighten, add a little white after it has been mixed up separately, and to darken, mix dark color separately and add to the color you wish darkened. Always try these colors on a piece of separate paper and let it dry before you use it on the background, as then you will know the color that you have.

The lily design is a simple conventional design. It can be outlined with heliotrope, and leaves and stem painted green, leaving the lily white.



with window dressing. As we have intimated before, the most convenient material is some of the many wall-boards that are on the market. Some of these can be had in the following sizes—32, 36 and 48 inches wide, by 5, 6, 7, 8, 9 and 10 feet long. Assuming that you have the background made, as described in the previous articles appearing in the SHOE AND LEATHER JOURNAL, this background can be arranged on the same frame work.

You will notice there are three panels with circle tops, the centre panel being wider than the two outside ones. This wallboard material is heavy enough to project above the square frame work and keep its position after being cut in circles at the top.

As arranged this background is suitable for Easter. The colors should be as marked on the design, white panels with heliotrope border and division pieces in yellow. Use water color paints for doing this ground. There are a number of fresco or wallpaints to be had at very little cost at any of the stores handling painters' and decorators' supplies. These are mixed with clear cold water, directions being given on each package. Various tints may be obtained, but it is well to remember that you should always put water colors

We think, with a little ingenuity on your part, that you will be able to fix up a very effective Easter window with this ground at very little cost.

EARLY CLOSING MOVEMENT GROWS

A meeting of the shoe merchants of Bloor street west and vicinity, Toronto, was held on Wednesday night, March 14th, at which there was a representative attendance of seventeen out of twenty shoemen present. Alfred Neale was elected chairman and George J. St. Leger, secretary. A round table conference was held, and the early closing movement was discussed. Various proposals were put forth and after much consideration, it was unanimously decided that a resolution be presented to the Toronto Shoe Retailers' Association at its next meeting on March 22nd, asking that all shoe stores close every Wednesday and Thursday night the year round at 6.30 p.m. The Bloor street footwear merchants also agreed to close their places of business every Wednesday from May 1st to October 1st, at 12 o'clock noon. It is understood that the shoe retailers east of the Don will hold a gathering next week to consider early closing.

RETAILE SHOEMEN ARE STIRRED BY HIGH IDEALS

(Continued from page 30)

association and the splendid work that it could do and was doing. Too much recognition could not be bestowed upon our boys at the front who were gallantly and unselfishly fighting for King and Country in defence of liberty, justice and right and no more favorable reports had come from the battle line than those of our own brave Canadian lads. The toast was drunk in silence. Many shoemen have their sons overseas "doing their bit."

"To our boys who have fallen" was the last toast. It

With the singing of the National Anthem the gathering dispersed at twelve o'clock and never was a more successful, enjoyable and profitable assembly held by any trade in Toronto than the second annual dinner of the Toronto Shoe Retailers' Association. Much credit is due to President H. C. Blachford and Secretary Edward Cook for their unflinching courtesy and energetic work, supported as they were by a capable and faithful executive. Mr. Blachford made an ideal presiding officer and kept everything operating smoothly, while a vast amount of detail duties was executed by Mr. Cook, who is never weary in well doing.

The menu cards were unique and the humorous refer-



THE HAPPY COMPANY OF TORONTO SHOEMEN AT SECOND ANNUAL DINNER OF THE ASSOCIATION.

was presented by James Acton, who expressed his pleasure at seeing such a representative gathering of shoe salesmen and shoe retailers. He referred to the wonderful progress that the trade had made during the past thirty years and what could be accomplished by association and organization. Many in the shoe and leather ranks had gone to the front and had made the supreme sacrifice, while others were going to take the places of those who had died for us, in a cause, which was as widespread as humanity itself, and in upholding the principle that "greater love hath no man than this, that he lay down his life for his friend." Mr. Acton said that he could not trust himself to speak further on such a subject. All honored and revered the fallen heroes and mourned with those to whom the war had brought great sorrow. They felt that the sacrifice had not been in vain and of the ultimate triumph of the cause of liberty, toleration and freedom, there was no doubt.

A Memorable Occasion Ends

After silently honoring the toast, a cordial vote of thanks was tendered all those who had taken part in the programme, particular mention being made of Mr. Boyd and Mr. Howarth and the splendid orchestra under the leadership of Samuel Salt (who, by the way, is a shoeman employed by H. & C. Blachford), while F. B. Utley, cartoonist, whose witty remarks and clever crayon sketches put all in fine humor, came in for a generous measure of appreciation. Mr. Utley appeared twice on the programme and was enthusiastically received. It was generally conceded that the entertainment part of the evening could not have been excelled.

ences to the Association and some of the individual members aroused much merriment. One life-like figure of a stripling carried the words, "How I appeared before joining the Association—lean and narrow." Below was the picture of a full, rotund, complacent individual with the inscription, "Look at me now after joining—well developed, broad in body and mind, happy and prosperous."

Getting After Shoe Recruits

Cards were also distributed which all were asked to sign and a strong membership campaign will be conducted as a result of the gathering of the shoe forces in such number and under such auspicious circumstances. Although organized only two years ago, the Toronto Shoe Retailers' Association, like the current of a mighty river, is gathering strength as it flows.

ST. PATRICK

Fill your cups running o'er, 'tis St. Patrick's great day,
And our memory goes back o'er the sea;
Where we played on the moorland the harp of our youth,
And our young lives were happy and free.

Let us sing of the Shamrock, that dear little flower,
And our hearts will be glad as of yore;
And in memory we'll look on those dear childhood scenes,
Far away on old Ireland's shore.

—F. B. U.

MANUFACTURING AS RELATED TO RETAILING

Difficulties of Production Increased Owing to Unusual Conditions—Style Changes Have Brought Buyers Into Closer Touch With Factories—The Stock Shoe Feature—Some Instructive Points Presented by John A. McKeon, of Laird, Schober & Co.

“**M**ANUFACTURING as Related to Retailing,” pre-supposes, as I take it, either an unsatisfactory condition, or one open to considerable improvement. By this I mean the relationship is apparently distant, and should be closer. While it is not always the case that the manufacturer is bigger, from a commercial and financial standpoint than the retailer, it is frequently so, therefore, the burden of this closer relationship is dependent upon the manufacturer in a great measure. This, however, is not a convention of manufacturers, so in dealing with this big question of co-operation, I shall endeavor to point out the various factors in co-operation that must be observed by the retailer to accomplish results.

Buyers Brought Close to the Factories

With the assumption that a great deal of retail buying is direct from the manufacturers, to accomplish co-operation and positive results the retailer must take thorough cognizance of the difficulties of production, subdivided, primarily, into two classes—Labor and Material—as well as the shortness of the productive season. By this I mean, that in placing his spring order the average dealer will follow the usual custom:—he will receive the salesman during October, November or December, as the case may be, and place at that time the bulk of his spring business. He will naturally expect his goods, particularly in the high grade class during February and the early part of March, certainly before the Easter period, perhaps not all but the greater part of the order, and more particularly the novelties which, in view of the perfecting of patterns and other details, are usually the last to proceed along normal lines.

It has become a custom and a desirable one, for buyers to visit factories. This has been rather accentuated during the past three or four seasons owing to the decided fluctuations in price, and while it entails for the buyer some little time, trouble and expense, still, by making the buying trip a general one, by getting away from home, keeping his eyes open, gathering in all the commercial costs, supply and demand, and the general information available through other people's ideas, he benefits enormously. It is the concensus of opinion that the expense is well worth while. Peculiarly enough, this custom originated with the Pacific Coast and Texas trade, and taking Pennsylvania, New York and New England as pivotal points, the success of this plan is being proved by the experience for dealers for whom it entails the greatest hardship in the way of time consumption and actual expense.

Advantages of Being on the Ground Early

There is always an advantage to the buyer in getting on the ground early, and particularly in following the plan of covering, on an advancing market, his staples at least. I put it in this way as, at the time when price protection is possible, novelty styles may not be set, and it would be a risky game to delve too deeply into novelties bought far in advance. With staples, however, it is different, as there are many lines carried an entire season, and for years without change. Aside from the price protection, there is the benefit derived from early delivery. However, it does not follow that the early buyer on the ground is given absolute preference. Naturally a point of honor is involved for every manufacturer, particularly with old established trade.

Many conditions which effect some dealers make it

imperative for them to await the salesman's arrival, and certainly entitles them to at least normal consideration in the way of deliveries. The price protection, in this case, cannot be controlled, inasmuch as when the manufacturer buys a certain amount of material, and disposes of it in shoes, it is gone. On a rising market, he must make additional purchases at the market price.

Dealers, in a general way, should consider the suggestions of the manufacturers regarding factory conditions; as applying to women's lines, for example, turn labor is now and has been for some time somewhat scarce. However, conditions are slightly helped in this respect through the element of straight hand or bench work, which provides quite a little extra remuneration for the turn worker, and, at the same time, upholds quality.

With welt work, either men's or women's, it is different, the wonderful improvements in the welt machine line overcoming many difficulties; in other words, in the welt class normal efficiency will solve practically all the difficulties, with the exception of the new and unforeseen, such as sickness, accident, occasional shortage of material findings and other things.

Elements of Uncertainty in Production

It must be borne in mind that the bulk of material used in footwear is dependent upon natural productiveness, the animals producing the hides or pelts must exist, must breed, and as a major portion of the raw stock comes from foreign lands, transportation is a big factor. Just now we face the necessary high cost of finished leather brought about by various conditions that apply to all goods traveling by sea, the shortage of freight space, the increase of war risk insurance and the uncertainty of sailing dates, etc. Further than this, in buying raw materials from which to produce finished leather, particularly upper stock, the tanner has little idea of what sorting, grading or hefting he is going to accomplish. When it is expected that a considerable quantity of full weight, sturdy skins are available, the result may be just the opposite or a top heavy proportion of bee's wings or kitten's ears. All these are conditions the manufacturer has to contend with in filling a retailer's order, conditions that point out the element of uncertainty which permeates the production of footwear at all times. Therefore, it seems fitting to bring in at this particular point a reference to stock lines.

It surely must be of some benefit to be able to obtain just the sizes required of certain lines at, practically, a moment's notice. Therefore, the custom, which is yet in its infancy, of carrying stock lines should be encouraged by the retailer. The notification that a manufacturer's stock lines are available, should be acknowledged, and the correspondence, filed for future consideration, if not interested immediately.

This also applies in a great measure to the Style Letters which are frequently mailed by the manufacturer, a matter that should be encouraged. While, for the manufacturer, these letters are in the line of soliciting business, at the same time they keep the retailer abreast of the new things assuming that the manufacturer is on the job and includes in his Style Letters, as nearly as possible, correct detail. Admittedly, retailers are busy people, but if a man is too busy to give courteous or reasonable attention to his corres-

pondence, there is something wrong with his organization. The one-man proposition, as applied to business, is antiquated. It is organization that counts, and while the personal touch of a president, manager, salesman or clerk is a decided factor, it should not prevent the perfecting of a practical organization. Many details do not require other than ordinary common sense to round-up or adjust, but it has frequently been claimed that common sense is a jewel, for the reason that its possession is so uncommon.

The Price Question

It is hardly within my province to introduce the matter of retail profits, or policies, but I should like to give you, in a general way, the result of an investigation made toward the latter part of 1916 by a prominent journal, for the purpose of an advertising campaign. The figures involved would be too lengthy and too varied to enumerate, but one fact brought out by this investigation is the large increase in the actual sale at retail of higher grade and higher price footwear. The report shows this as particularly applicable to grades at \$10.00 and \$12.00 and up, and it indicates that while the public is not feeling the real pinch, it is apparently prepared for it. Assuming that \$10.00 and \$12.00 and upwards represent value received, it is a strong point in favor of quality improvement, and the encouragement of novelties.

Higher Prices are on the Way

I cannot too strongly urge upon you the necessity of preparing for advanced prices. It is possible all this may not develop. International complications may take a decided turn for the better, the supply may exceed the demand, but indications are not favorable at present. Therefore regulate your retail prices to provide for a safety valve profit. The element of high price must increase the depreciation account as applying to the left-overs. The light, airy footwear of fashion in the women's class does not possess the sturdiness of the old time ten-iron soles, and through this there are certain claims that the retailer must provide from his profit, so that I say again, keep awake to this necessity. If there is money to be spent by the individual, let it be spent on footwear instead of millinery.

ALL LEATHER PRICES NOW LEGITIMATE

One of the largest shoe manufacturers in the country has written his customers along the following lines, says a Boston despatch:—

"A forecast of the future cannot be made with any degree of certainty on account of unprecedented conditions, but it is necessary to arrive at conclusions based on facts as they present themselves from day to day and to outline a business course accordingly. These conclusions must be changed as new conditions and new facts present themselves.

"For the past two months the trade has been going through a period where there has been some doubt as to the permanency of values. During this period there has been a recession from extreme high prices both in upper leather and sole leather, but not sufficient to make a fundamental difference. This recession in staple lines has probably run its course and prices will undoubtedly be maintained and possibly will go higher.

"The question has been asked as to what effect the new international complications will have on the price of leather and shoes. It will undoubtedly cut off to some extent the exporting of merchandise, and will also cut off imports. What merchandise is imported will cost a great deal more on account of the increased cost in insurance and freight rates. Fifty per cent. to 60 per cent. of the raw material used in this country is imported. If we go to war, or even make preparations, it will undoubtedly mean greater demand for material made from hides.

"The conservative policy which has been pursued during the past six weeks has had a tendency to squeeze out inflated values and undoubtedly prices asked by tanners today are in most instances legitimate."

MAKE HIGH-CUT SHOES ILLEGAL

Chairman Hodgson, of the Board of Works, Hamilton, who is a retail shoe merchant in that city, is asking why most of the members on the city's food commission are interested only in the grocery business. He thinks all kinds of commodities should be gone into, and suggests that the aldermen ask



ALD. J. A. HODGSON, HAMILTON

for evidence from various dealers as to the cause of high prices. Ald. Hodgson said he could tell a few things.

"One reason for high prices of shoes is that the ladies want such high shoes," he declared. "I think the government should, while leather is so expensive, prevent young girls and others wearing such a style of footwear. Of course, there is no doubt that the new kind of shoe is warmer and that it allows shorter skirts, but leather is much dearer than cloth and further, in my opinion, longer skirts are more desirable."

MR. HAWTHORNE LEFT LARGE ESTATE

D. D. Hawthorne, wholesale shoe merchant, of Toronto, who died at his residence on February 15th last, left an estate of \$710,472. This includes real estate valued at \$119,500, business and stock in trade, \$428,832; book debts, \$162,135, and \$5 cash. The real estate consists of a warehouse at 27 Wellington street west, Toronto, \$116,000; a vacant lot at 1922 Queen street east, Toronto, \$1,000, and a Winnipeg property, \$2,500.

By his will dated September 30th, 1916, testator leaves \$50,000 to Mrs. Kirby Hawthorne, his sister-in-law; \$20,000 each to his nephews, Jack D. Hawthorne and David H. Bain, and \$5,000 each to his half-sisters, Mrs. Herbert Reynolds and Mrs. Jack Winterfield. Legacies of \$5,000 each are left to the following friends: Mrs. Henry Clark, Kate Thornton, Jack Abernethy and Robert C. Winlow; \$2,000 each to Mrs. Frank Robertson and Dr. Samuel Johnston; \$1,000 each to Agnes, Sarah, Mary and Martha Abernethy, and \$500 to Archie Watson. The remainder of the property is left to John Dawson Hawthorne, a brother, who is appointed sole executor.

EVERYTHING IN LEATHER MARKET ADVANCING

One of the Most Important Things that Will Happen After the War is the Increased Demand for Hides—How Present Leather Shortage Has Been Brought About—Diminished Herds in European Countries and Enormous Demand for Hides.

EVERY traveling shoe salesman should be as well posted as possible. It is not enough for even the most earnest salesman to state sincerely and emphatically that his house must get more money for their shoes, because it costs more to make them, but he does not know why. It is easy enough for those who want to learn to find out why.

John Schanzle, who is sales manager of Howes Bros. Co., Boston, one of the largest shoe leather houses, has been particularly active in looking after their large export trade and therefore is well posted on the requirements of foreign buyers and the conditions prevailing abroad as to the supply and demand of hides, skins and leather. He gave a talk lately in Boston which is well worth perusal by every shoeman.

"There is a world's shortage of sole leather and for the first time in many years," he said, "we have no stocks of leather on hand. Previously we have always carried some leather during the first few months of the year.

"I will try to explain what causes this shortage, but I first wish to say something about hides.

"Previous to the war Germany was one of the largest importers of hides in the world, importing about 300,000,000 pounds per annum and re-exporting approximately one-third of this amount, leaving 200,000,000 pounds of principally dry hides net importation. This is between 6,000,000 and 8,000,000 hides that were thrown on the world's market as soon as the war began and at that time it was impossible to see how the price of hides could be maintained with this additional supply to be disposed of. A large portion of these hides came to New York City and were finally absorbed by the American tanners. This has since then proved to be the main factor in holding the prices of leather down to where they are today, as all the heavy hides produced are evidently being tanned into leather the same as they were before the war, so that the actual supply of leather has been changed very little.

Millions of Shoes

"The change has come through the increased destruction of leather and diminished herds in some of the European warring countries. I have heard it said that a soldier in active service requires eight pairs of shoes per year, and if there are 20,000,000 men in uniform today in the belligerent countries, this would mean a demand for 160,000,000 pairs of army shoes, requiring more than 320,000,000 pounds of sole leather per annum, which is more than the total production of the two largest sole leather tanners in America, which means the two largest producers in the world.

"If we keep this one item before us we can readily understand why leather has advanced and why it must continue to advance as long as the war lasts.

"England claims she has produced for her own army in the past two years about 25,000,000 pairs of shoes, and if 15,000,000 of these were manufactured during the year 1916, it would mean a production of 50,000 pairs per day, or about the capacity of the largest shoe manufacturer in America.

Competition Has Ceased

"We are supplying leather to practically every country in the world where leather shoes are worn, excepting Germany, Austria, Turkey and Bulgaria, and as Germany, Austria, also France, were our competitors in the world's market previous to the war, this competition now having ceased creates a larger demand for our leather.

"Today if a large extra amount of sole leather is required, it is necessary for it to come either directly or indirectly from the United States.

"I expect an unusually large demand for sole leather from the entire world after the war, as the neutral countries in Europe are today restricted as to the amount of leather they can import, and I understand there is a shortage in all of these countries, and there is no question but what there is a very great shortage of sole leather in the countries blockaded by the Allies.

"France is becoming a large customer for our leather, England even larger and Russia a very important factor. Their requirements this year will be larger than in the past.

Condition in England

"Last year England was able to supply Russia with a liberal quantity of sole leather. However, this will be impossible during the present year, as there is evidently a shortage of leather in England, she having recently requisitioned all of the heavy imported leathers and for the past eighteen months has used all of the heavy home produced sole leather for her army.

"The demand for leather is steadily increasing and as the Asiatic countries take up our kind of footwear, this increased demand will be more marked. I understand there are several million Russian soldiers wearing leather shoes for the first time, as leather shoes are a luxury, I am told, enjoyed by less than 20 per cent. of the population; and as these soldiers return to civil life their ideas will have shown quite a change from 1914.

Increased Demand for Hides

"One of the most important things that will happen after the war is the increased demand for hides. Today the world's total production of hides is being tanned.

"As soon as the seas are open we will probably have Germany as a competitor in the hide market again, as she has a large amount of tanning capacity lying idle. The hides that she purchases the first three to nine months after the seas are free will be a new demand, as this quantity, of course, will be in the process of production continuously. After a few months, when the leather is finished, this will replace leather to some extent that we are producing here.

"There are sufficient customers for all the hides and leather produced today and with this added large buying capacity from the Central Powers no one knows what the prices will be.

"You have probably heard of the large profits sole leather tanners have made during the past two years, particularly 1916.

"I would like to tell you what is becoming of a large portion of this money.

Much Money for Hides

"In case the hide market stays where it is or advances, it will be necessary to use a large percentage of it to purchase our raw material. If we could sell our sole leather and discontinue tanning today, or whenever the market is at its height at some future day, and dispose of our tanneries at a fair price, we would make a handsome profit.

"However, as we expect to continue in business, it is necessary to buy hides at an advance in price of from 40 to 50 per cent., and it requires a great deal of courage to

carry one year's supply of merchandise based on to-day's cost. This is what every sole leather tanner is facing. In short, a large portion of the extra profits we are making is being paid to the domestic and South American hide producers and dealers for high-priced hides, which we hope will eventually be sold in the form of leather at a profit.

Chinese Business Increases

"Our Chinese business is increasing, for as the Chinaman progresses financially he adopts our style of footwear. The European and Asiatic peoples must pay today higher prices in gold for shoes and leather than we here in America. If paid for with labor the contrast is still greater, as our workmen, compared with theirs, can purchase two to four times as much leather for a day's labor, and this is the only fair comparison.

"In summing up, everything indicates an advancing shoe and leather market, and while there may be some recessions the general tendency of prices should be upward."

PROGRESSIVE FIRM IS EXTENDING

Duclos & Payan, St. Hyacinthe, Que., have grown to such an extent that a new building has become absolutely necessary. This will be devoted entirely to the manufacture of counters. The structure will be situated next to the present building and will be a two-storey brick one, 44 by 150 feet, equipped with the latest machinery and operated by electricity. Duclos & Payan, who have been established since 1873, will have a capacity of from 75,000 to 100,000 pairs

FULL OF BRIGHT THINGS

"We get your paper regularly and enjoy it very much. It is full of bright, interesting matter."

Yours very truly,

Edmonton, Alta.

E. M. Foster.

ALWAYS ANXIOUS TO GET IT

Enclosed find money order, two dollars, for two years' subscription to the "Shoe and Leather Journal," which I am always anxious to receive. Kindly acknowledge receipt of same and oblige.

Yours truly,

734 Main Street,
Moncton, N.B.

A. E. LEGER.

NECESSITY OF SHOE LIFE

Enclosed please find \$2.00 for two years' subscription for the "Shoe and Leather Journal." We have received many helpful hints from your valuable paper and consider it one of the necessities of life.

Yours truly,

Sarnia, Ont.

JOHN LANGAN.

KEEPS HIM WELL INFORMED

You will find enclosed two dollars in payment for the "Shoe and Leather Journal" for two years. I consider this money well spent as I get a lot of valuable information from your paper which keeps me in touch with all branches of the trade.

Yours truly,

Port Arthur, Ont.

E. H. DIXON.

of counters a day. They manufacture fibre, leather board union and solid leather counters. It is expected that the new counter factory will be in operation by the end of June, and a removal to this building will afford them greater space and larger facilities for their tanning and finishing departments. Duclos & Payan guarantee that their fibre counters will outwear any shoe and can be relied on to stand up under the severest tests.

"ON THE JUMP"

On the jump—that's what they're made for,
Shoes of all descriptions, thus,
Clerks should worry if they're paid for,
Let the wearer make the fuss.
Leather isn't manufactured,
Tell them when you "tell the tale"
To the irate bargain seeker,
When you're "stuck" to make a sale.

Poor retailers, worse than sailors,
In a German submarine,
Squirm and writhe in queer gyrations,
Wish the "game" they'd never see;
Others smile and kick their heels up,
Saying things are not so bad,
'Cos the folks have lots of "Cobalt,"
What's the use of getting mad.

Travelers smiling, optimistic,
Though the "price" is on the jump,
Knowing many other nations
Have some cause to get the hump;
Even though a grouchy buyer
Acts as though he'd like your hide,
Don't flare up and call him "nutty"—
Not until you get outside.

Manufacturer—here's the goat, boys—
Trailing round from morn till night,
Looking for the precious raw stuff,
Playing "hide" and seek all right.
When he reaches his Vallala,
After many a weary mile,
Finds that some poor meddling galoot
Went and launched another style.

DO YOU KNOW THE FIGURE FACTS ABOUT YOUR BUSINESS?

Do your books tell you what it costs to operate your stores?

Do they show which departments or lines are profitable and which, if any, are not paying?

Do they prove beyond the possibility of a doubt that selling prices cover expenses and leave you a fair margin of profit?

Can you tell from them how your gross and net profits for this year compare with those of last year?

Do they tell you how often you turn your stock; how much stock you have on hand today and what this stock cost you?

Do they show you when and from where your profits and losses come?

These questions may seem harsh and inquisitive, but they are not intended to be so.

They simply state some of the problems that are confronting business men today.

NEWSY BRIEFS FROM ST. JOHN

Private William O'Connor, formerly of the staff of Waterbury & Rising, wholesale boot and shoe dealers, in St. John, N.B., now attached to the clerical staff of the 236th, New Brunswick Kilty Battalion, arrived in St. John a few days ago for two weeks' furlough. He is convalescent from a recent operation for varicose veins. Upon his arrival from Fredericton Private O'Connor received a letter from his brother, Sergeant O'Connor, who left Canada attached to the 21st Battalion, and was quite seriously injured last year. After his recovery he was appointed signalling instructor with the 6th Reserve Battalion, quartered at Bramshott Camp, England. A few weeks ago ahesked to be sent back to the front and recently he crossed to France with a draft for a Canadian unit.

Harry Campbell, shoe dealer in Fredericton, N.B., was in the city during the last few days on a buying trip. He is no stranger to local dealers and is always cordially received.

C. S. Sutherland, of the Amherst Boot and Shoe Co. was in the city recently on a business and pleasure trip combined.

Owing to the uncertain condition of the leather market few travelers are coming here this spring.

MAY GET ONLY FIVE CENTS ON DOLLAR

A recent despatch from Winnipeg says: "Wholesalers of Winnipeg will lose heavily in a case that is creating considerable interest," Henry Detchon, general manager of the Canadian Credit Men's Trust Association, says in the March number of the association's journal.

"About a year ago," according to Mr. Detchon, "a company was formed in Winnipeg by the name of the Quebec Shoe Company, Limited, with headquarters in the Bon Accord block. This year the company made an assignment to the official assignee, C. H. Newron. Upon investigation of the circumstances made by Mr. Newton, it looks as though the creditors—whose claims amount to something like \$24,000—will not receive more than five or six cents on the dollar.

"It is said that one of the causes of the financial condition of the company was the heavy drawings for salary made by the manager and accountant during the six months immediately preceding the assignment, which drawings totalled about \$9,000.

"The final result of these cases is being looked for with great interest by the creditors. The manager and accountant were arrested and had their preliminary hearing before Magistrate Sir Hugh John Macdonald, who committed them for trial."

PERTH SHOE STYLES ARE DISTINCT

The new samples of the Perth Shoe Co., of Perth, Ont., are decidedly artistic and are seen in a wide variety of colors and combinations. The long recede forepart is still the chief characteristic and the new 12-8, and 10-8 Cuban heels are decidedly neat. Brown calf bals in various shades are shown, with golden buck, Imperial and pearl buck tops—some with plain toes and others with wing tips. There are several models with tops of English box cloth in fawn, slate and dark grey, with gunmetal, patent and nigger brown calf vamps. Fancy colors on a number of offerings are a pleasing innovation, and there are seen nine and ten-inch cavalier cut tops. A novelty shoe is a white buck walking last, with black and white check top, white eyelet facing, and carrying a white Neolin sole and rubber heel. Another is a white buck vamp, nigger brown cloth top, white leather sole and heel. A mahogany Russia bal, with golden buck top, blind eyelets and 12-8 heel is pretty. English walking boots in brown and black calf, 8-inch tops, some with Neolin soles and rubber heels, are featured. A number of offerings are shown in silver grey and golden buck, either in whole, or with various colored vamps, with fine perforations on the tip

and artistic pinking along the vamp and eyelet stay. A new bottom finish in the natural leather is also observed, while in cloth tops, chamois and buck cloth are the leaders. White and black are also pleasing combinations, and the entire white offerings in reignskin, buck and kid, are very acceptable. A mahogany calf bal with buck top and white Neolin sole, 10-8 leather heel with white top-piece, is much admired. There are also exhibited several shoes for growing girls, in tan and black, with leather and Neolin soles. Among other offerings is a golden kid bal, with a gold buck top and a Burgundy calf bal, with pearl buck top, blind eyelets, and sole and Louis heel to match the upper. In sport shoes there is shown white buck with colored ball straps and facings, mostly with Neolin sole and heel. The whole range is representative of expert shoemaking, artistic presentations and snappy, graceful lines.

WILL LOOK AFTER WHOLESALE AS WELL

James Heffering, of Toronto, who for the past thirteen years has been Ontario representative of the Tetrault Shoe Manufacturing Co., Montreal, and has permanent sample rooms in the Lumsden Building, will in future look after the wholesale end of the firm's business as well throughout the province. Owing to the fact that Mr. Tetrault and his son, Albert Tetrault, are kept so busy supervising the constantly growing production end at the factory, the wholesale trade has not been given that personal attention for some time



JAMES HEFFERING, TORONTO

which it is believed they should receive. Mr. Heffering has been appointed to keep in close touch with this branch. He will have his new fall samples in a few days and they are the most representative and attractive ever turned out by the firm.

DOZENS ARE COMING IN LIKE THIS

Enclosed find \$2.00 for two years' subscription to the "Shoe and Leather Journal." It would be almost impossible to remain in the shoe business under present conditions without the help of your valuable journal.

Halifax, N.S.

M. A. LeBLANC,
The Club Shoe Co.

SOME ARTISTIC MODELS PRESENTED

The new fall models of La Parisienne Shoe Co., Montreal, now being shown in Toronto by W. C. Myers, Ontario representative of the firm, embrace all the newest effects and colors in cloth tops, including various shades of grey, canary, ivory, champagne, etc. The new Stag pattern is attractive and in high cuts there are a number of choice offerings in mahogany, tobacco brown, silver grey, tan and black. There is a nice line of English walking shoes, with wing tips, among them being one with mahogany vamp and golden buck top, one of dull calf with grey buck top and a white buck with wing tip and ivory sole and heel. A Havana brown kid boot with full Louis heel is another distinctive presentation. The firm are using nothing but the very highest quality leathers in all their shoes, and the walking models carry a higher heel than usually seen. The popular height of top is $7\frac{1}{2}$ and 8 inches. The company are also making a fine range of turns in all the popular shades. The new sport oxfords are winners and should command a ready sale. They come in all popular colors. The new offerings in pumps are plain, neat and effective with unadorned foreparts and imitation collars. The fall models of La Parisienne Shoe Co., who are expert shoe makers, are the neatest and smartest they have ever produced and touch a high

water mark in achievement. Mr. Myers is also representing James Robinson, of Montreal, in Toronto and Western Canada, carrying that firm's ready-to-ship goods and a very comprehensive range is shown.

BUNIONS AND OTHER DEFORMITIES

There are some people who complain more or less of bunions which always ache to a certain extent when there is a storm coming on.

The bunion is different from the corn, or the callous on the bottom of the foot, but there is a cause for it just the same as there is for the corn and the callous. There may be other causes, but the main one seems to be that those people who have bunions were in the habit of wearing shoes that were too short in their younger days.

A shoe too short is bound to give the wearer a bunion or it may give a toe which is pushed out of place more or less. A tight shoe is really not half as bad as the short shoe. The latter will double the toe up by pushing the joint back and at the same time it brings the bunion on the foot. On the other hand, the tight shoe may make a corn or two, and may also bring on ingrowing nails.

WHAT ARE SHOES WORTH TO-DAY?

The title of this article was the subject which John A. Bush, President of the Brown Shoe Co., of St. Louis, took for an interesting discourse on shoe manufacturing and retailing which he indulged in at the recent meeting in St. Louis of the retailers of Missouri when they organized a State Association. Among other statements by Mr. Bush was one in which he gave the figures of the manufacturing cost of a man's and woman's shoe for the two selling seasons of 1915 and 1916, and the cost of the same shoe as of February of this year. The "Shoe Retailer" gives these figures as follows:

Lady's 8-inch Glazed Kid Lace Boot

Feb. 1915 cost.....	\$2.45
Feb. 1916 cost.....	2.50
Aug. 1916 cost.....	3.30
Feb. 1917 cost.....	4.77

Man's Gun Metal Calf Bal, with Mat Calf Top

Feb. 1915 cost.....	\$2.97
Feb. 1916 cost.....	3.12
Aug. 1916 cost.....	3.82
Feb. 1917 cost.....	5.09

Man's Tan Calf Bal

Feb. 1915 cost.....	3.14
Feb. 1916 cost.....	3.25
Aug. 1916 cost.....	4.07
Feb. 1917 cost.....	5.33

Side Leather Gun Metal Bal

Feb. 1915 cost.....	\$2.13
Feb. 1916 cost.....	2.19
Aug. 1916 cost.....	2.58
Feb. 1917 cost.....	3.31

THE CARE OF RUBBERS

(From Foot Prints)

Keep rubbers cool. Never stand them near a radiator or stove.

Keep rubbers in the dark. Sunlight is very bad for rubbers.

Keep rubbers clean. Oil or grease, in particular, should be washed off with soap and tepid water before the rubbers are laid aside.

Keep rubbers upright. This applies especially to boots. The reason is that the perspiration, if not allowed to evaporate, will rot the boot lining.

Keep telling these things to your customers; it will interest them and inspire confidence in you and your goods.

THE FITTING OF RUBBERS

Watch the heel. Never fit a high-heel rubber on a low-heel shoe. If the heel is run down, urge customer to have his shoes re-heeled. It will add life to rubbers.

Watch the toe. This will enable you to avoid fitting rubbers that are too short or too long.

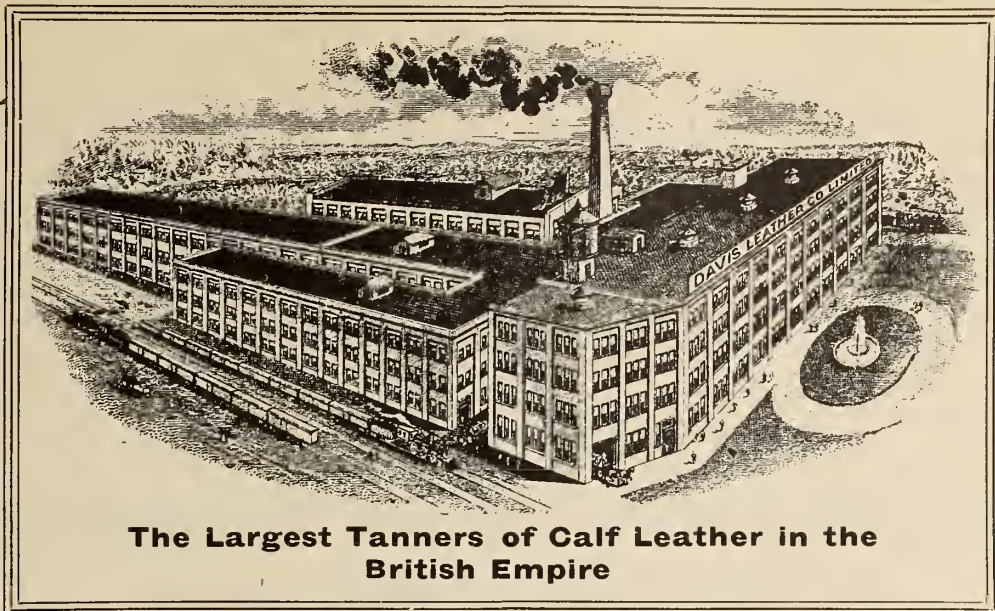
Footholds for high-heel shoes. If you are out of the correct last or width of high-heel rubbers, fit Footholds.

Avoid "oversize" in boots. This is right for tires but wrong for boots.

Do not wear Arctics over sox. They are constructed to be worn over a leather shoe with heel. You can get excluders especially made for sox.

Arctic uppers do not stretch. Therefore, avoid jerking them on and off.

Keep telling these things to your clerks; it will mean satisfied customers and increased patronage.



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The name has become the Synonym of **QUALITY** in Texture, Color and Finish.

DAVIS LEATHERS stand for the best of **RAW STOCK**, the most **SCIENTIFIC TREATMENT**, the most skilful **EXPERT FINISHING**.

The Manufacturer knows what he is cutting---The Retailer knows what he is **SELLING**.

Made from the most carefully **SELECTED SKINS**, yielding the uttermost in **CUTTING**, and the Highest Excellence in **FEEL** and **LUSTRE**.

COLORED CALF

Our leaders in this line are **Royal Purple Russia**, **Brown Russia No. 66**, **Briar Boarded Calf**, **Brown Russia No. 33**, **Brown Russia No. 14**, **Mahogany Russia**.

GUN METAL CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity---**Black Diamond Veals**, **Diamond Matt Veals**, **Boarded Veals**.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



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

DEATH OF MR. FRANK McKENNA

Many friends in the shoe trade will regret to learn of the death of Frank J. McKenna, which took place in Montreal recently, after an illness of six months. Mr. McKenna was for twenty years connected with the old firm of James McCready & Co., and latterly was purchasing agent with Ames-Holden-McCready, Limited. He was forty-three years of age and leaves a widow and three sons. He was a charter member of the Canadian council of the Knights of Columbus, taking a warm interest in the progress of that organization. The funeral took place on March 12th from his late residence, No. 5 William David street, Maisonneuve, to Cote des Neiges cemetery.

THE GROWING DEMAND FOR WHITE LEATHER

There is such a demand today for white leather that in some of the tanneries the production is actually eighty per cent. white. And this, too, in tanneries where they had not been making white leather to any extent up to a few years ago, says "Shoe Topics."

And in these plants it is felt that the demand for white is just beginning as more is to be made next season. This seems to be the general opinion, at least, and it would not be held to such an extent if it was not based on solid ground.

It actually looks as though white is to be a staple in the future and, on the whole, there is nothing about it to cause surprise. White looks better in a shoe than any other leather, not excepting black itself. It also corresponds to the prevailing dress of women and it has been the custom to have the whole wardrobe alike as far as possible.

Up to the present no white shoes have been made for men with the exception of shoes for golf and tennis wear. Here and there white may have been cut for other uppers,

but these were not in street shoes. Still no one can say what will happen in the future as the men's lines generally follow the women's in all styles where it is possible to do so.


In women's, white is now an all-the-year-round stock. It may not be seen in every town and city of the country, but it can be seen in some of the great centres—in New York and Boston, for instance. In a few cases the whole shoe is white, but there is some white in a large part of the shoes seen in ordinary wear even if the whole upper is not white.

A white shoe may be the hardest of all to keep clean, but it makes a lot of difference how the leather is tanned. If it is tanned properly in the first place it will not be a difficult matter to keep the shoe looking white. It is said that the atmosphere will affect white leather if it is not made right. If white leather remains in the sun any length of time it will be discolored more or less.


The price of white calf is higher now than at any time in history. Some of the best grades of the stock sell as high as eighty cents a foot. White lamb is also away up and the best of it is probably worth something like forty cents a foot.

When one talks about the price of leather today the only thing to do is to go by the actual figures. The actual sales tell the story and every day there seems to be less leather offered and at an advancing price. But it is the same with all other stock and white is no different from any of the other staples.

As for the wearing qualities of white leather it seems to be about the same as other stock. Of course, it is to be worn in its place. It is not a shoe to be worn as a working shoe but it is all right as a dress shoe and, when everything is considered, there is no neater looking shoe being made at the present time.



AMONG THE SHOE MEN.



J. G. McDiarmid, of Toronto, western representative of the Murray Shoe Co., of London, left recently with a fine range of samples on an extended selling trip throughout the Prairie Provinces.

W. W. Lindsley, who covers the Prairie Provinces for E. T. Wright & Co., St. Thomas, spent a few days in Boston, Haverhill, Lynn and other shoe centres recently.

Norman E. Ingram is now representing Coates, Burns & Wanless, of London, in Toronto and Eastern Ontario and has sample rooms at 56 Yonge street Arcade, Toronto, where a full range of samples is carried.

E. E. Donovan, of E. T. Wright & Co., St. Thomas, Ont., was in Toronto recently calling upon the trade.

Mann & McLennan, of Aylmer, Ont., have recently put in a stock of shoes, as has also C. W. Clark, harness dealer, of that town. Another exclusive shoe store is being opened up. The three recent additions raise the number of stores handling shoes to six. Aylmerites are being well served and backed by the live shoe factory. In their town they need never go about unshod.

J. P. Walters has bought out Mr. Krotz's interest in the shoe business for some time conducted in Goderich, Ont., under the name of Walters & Co., and managed by Mr. Krotz.

A. W. Bedard, shoe dealer, of Quebec, has removed to 121 St. Joseph street, where he has attractive and commodious premises. The store is well laid out and well lighted and is a credit to that part of the city.

In a bowling contest recently, between the Marsh team and the Ritchie team in the Industrial Bowling League, at Quebec, the latter won by two strings to one. The first string was very close as the Marsh rollers had only four points more than their opponents, but in the second string they managed to lead by 33. In the third they lost by 95 points.

J. T. Walters, 103 Shuter street, Toronto, has installed a model N 12 foot Goodyear repairing outfit. E. Gadsby, Bathurst street north, Toronto, has put in a Model N 22 foot outfit with stitcher. Both equipments were supplied by the United Shoe Machinery Co.

H. G. Middleton Co., wholesale shoes, Winnipeg, Man., recently assigned to C. H. Newton.

A. Gilbert, shoe dealer, of Black Lake and Thetford Mines, Quebec, recently made an assignment.

Otto B. Duhn, shoe dealer of Arnprior, Ont., lately passed away.

The Regal Shoe Co., Toronto, have installed a hand folding machine supplied by the United Shoe Machinery Co.

The death occurred recently in Toronto of Henry Arland, a former well-known Hamilton business man. The late Mr. Arland had resided in Hamilton for several years, conducting a shoe business in various parts of the city. Many years ago he commenced his successful career by the purchase of a building on East King street from J. C. Mahoney. He was later on King street, near James. Deceased was 74 years of age and pneumonia caused his death.

Wilfrid Pocock, of Pocock Bros., Winnipeg, was in Montreal recently on business.

The Northern Hide Co., Limited, with a capital stock of \$5,000 and head offices in Toronto, has been formed to buy, sell, export, import and handle hides, skins, leather, tanning materials, tanning supplies, etc. The incorporators

are Geo. W. Beardmore, A. O. Beardmore, N. G. McLeod and Edward Job, Toronto, and F. N. Beardmore, of Montreal.

The buying of Central Leather is traced to some of the most substantial private banking interests in the eastern states. They are apparently fully convinced of the stability of the company and are understood to have recommended Cent. Leather pfd. and common for speculative investment to certain financial institutions. The trouble between the United States and Germany is regarded as the final thing needed to put the company in a position of great strength likely to be permanent for many years.

Elijah B. Moore, one of the oldest residents of St. Thomas, Ont., died recently. He was born in St. Thomas 78

A Word to the Wise About Shoes

In these times of extraordinary shoe prices, it is well for the heads of families to know just what to look for, where to look, and to choose their footwear for its wearing value and the reputation of the man behind the shoe.

That leather is already high we all have reason to know, but our constant keeping in touch with leather conditions in the early stages of the war forewarned us as to what to expect and we bought heavily and to-day are selling our good solid leather shoes at only slight advance over the prices of a year ago.

Some of the people will of course insist on paying no more than formerly paid for a pair of shoes, but the wise man or woman will pay the little more and buy solid leather shoes for their school children and themselves. Buy the better shoe it is the cheapest in the long run. Insist on a shoe that has a solid leather sole, solid leather slip sole, solid leather in sole and guaranteed counter. Those are the special features about Mulcahy shoes that earned for us a reputation for having the best in footwear. Our aim is to sell shoes, particularly school for boys and girls of every size and age, that will bring the customer back again and yet again. The shoe must be good to do it, the wearing quality must be there, it must have style and it must be reasonable in price.

Thos. Mulcahy, Ltd.

AN INSTRUCTIVE, HELPFUL AND TIMELY ADVERTISEMENT
OF AN ORILLIA, ONT., FIRM

years ago. His father, Marshall Moore, organized the first tanning and leather factory in the district, which was carried on for many years by his son, Elijah.

T. Y. O'Neill, who for many years was manager of the Montreal branch of the E. B. Eddy Co., has been appointed assistant sales manager of the Miner Rubber Co., of Montreal and has entered upon his new duties.

Tom Kelly, manager of the Sample Shoe Store, Dundas street west, Toronto, recently spent a few weeks in the United States and was in Washington at the inauguration of President Wilson.

Walter Powell, who for several years has conducted a shoe store at 1682 Dundas street, Toronto, and also owns the Sample Shoe Store a few doors further west, has closed out the former establishment, his lease having expired. He will concentrate on the Sample Shoe Store, which is one of the largest retail footwear establishments in the Dominion.

Arthur Butterworth, of the Practical Shoe Repair Co., Yonge street, Toronto, who is secretary-treasurer of the Toronto Shoe Repairers' Association, has returned from spending a few days in New York city.

L. Perelam is starting a boot and shoe business in Ridgetown, Ont.

Alex. Chisholm, who was for several years in the retail shoe business at 1687 Dundas street, Toronto, and disposed of his interests recently to his brothers, M. S. and J. L. Chisholm, has been requested by the National Council of the Y.M.C.A. to take charge of the outside work in connection with the Red Triangle Club. This club is for the benefit of returned soldiers and those passing through or remaining for some time and has been attractively fitted up. There is considerable administrative work to do and Mr. Chisholm will devote his entire attention to it.

The Miner Rubber Co., of Granby, Que., will open a new warehouse in Regina in the near future in order to minister more efficiently to their numerous customers in Saskatchewan. It will be remembered that over a year ago a branch was opened in Edmonton and the results have been most satisfactory. R. R. Macaulay, secretary of the Miner Rubber Co., Montreal, was in Winnipeg on business with Congdon-Marsh, Limited, who are sole agents in Western Canada for Miner rubbers.

Thomas Fitzpatrick, of Gendron & Fitzpatrick, shoe retailers and manufacturers of shoepacks, Penetanguishene, Ont., who was operated upon some time ago in the Toronto General Hospital for appendicitis, was able to leave that institution a few days ago for his home and is now well on the road to recovery.

Robert Foster, of Hamilton, has been appointed representative of the Canadian Shoe Findings Novelty Co., of Toronto, to cover the trade in Hamilton.

A. E. Cudmore, who has been in the retail shoe business at 952 Gerrard St., Toronto, has sold out to Albert Chadwick, who also conducts a store at 1560 Danforth avenue. He will run both stores. Mr. Cudmore has joined the Royal Flying Corps for overseas service.

Fabien Tourneur, shoe retailer, of Montreal, passed away recently.

Perry Horsman, of Clinkskill's, Limited, Saskatoon, was in Montreal and Toronto last week on business.

P. R. Corson, of Toronto, has been appointed special representative of Neolin, and is now covering Toronto and the province of Ontario in the interests of this well-known soling material, which is manufactured by the Goodyear Tire and Rubber Company.

Samuel Purvis, manager of the wholesale shoe department of the Hudson Bay Co., Winnipeg, was in Montreal, Quebec and Toronto last week on business.

C. E. Lepine, who was for several years superintendent of the Kingsbury Footwear Co., of Montreal, has been appointed superintendent of Canadian Footwear Co., Limited, whose factory is at Point Aux Trembles, Que. Mr. Lepine has had a wide and successful experience in ladies' fine shoes, and previous to coming to Montreal was in Lynn and Rochester with some of the most progressive concerns. Many friends of Mr. Lepine will wish him every success in his new position.

Joseph Watson, shoe dealer, of Sarnia, has sold out to P. J. Taylor & Son.

S. Levine, shoe dealer, of Brantford, Ont., has assigned.

Charles Emery, shoe retailer, of Ottawa, assigned recently.

Ed. M. Foster, dealer in shoes, Edmonton, recently assigned to James A. McKinnon.

John Codallis, shoemaker, of Rivers, Man., has discontinued business.

A federal charter has been granted to the C. E. McKeen Shoe Co., Limited, with a capital stock of \$48,000 and head offices in Montreal. The incorporators are Alice B. McKeen

and Charles Edward McKeen, of Vancouver, B.C., W. W. Ingledeu, of Kerrisdale, B.C., and others. The new company is empowered to acquire the retail shoe business of Alice E. McKeen, which is being carried on under the style of the C. E. McKeen Shoe Co., in Vancouver.

M. S. and J. L. Chisholm, successors to Alex. Chisholm, shoe retailer, 1687 Dundas street, Toronto, have moved across the street to the store formerly occupied by May Bros. at 1680 Dundas street. The new premises are being elaborately fitted up and will be finished in Belgian grey. When completed the establishment will be one of the most up-to-date of any in the Dominion and embrace many new features.

L. M. Stock, representing the Walker, Parker & Co., Toronto, left recently on an extended trip throughout the Prairie Provinces.

The Department of Militia and Defence has opened a school of shoemaking instruction for returned soldiers at the old Agricultural College, Winnipeg.

Geo. Locke, of Calgary, Alta., spent a few days in Montreal, Quebec, Toronto and other shoe centres recently.

A western shoe store received its price tickets the other day from headquarters and they certainly were some tickets. The lowest priced one \$8.00 and the highest \$16.00, which is going nicely, compared with the old days of \$5, \$6 and \$7 dollar shoes.

C. S. Corson, manager of the Regal Shoe Co., Toronto, is spending a few days in Boston, and attending an important conference of the various department heads of the company.

A charter has been granted to Aero-Peds, Limited, with a capital stock of \$60,000 and headquarters in Toronto. The company is empowered to manufacture, buy and sell in every way goods, wares and merchandise and to purchase the business now being carried on by the Aero-Peds Mfg. Co., manufacturers of ventilated rubber heel cushions.

Fred. P. Beemer and S. A. Bell, of the traveling staff of Blachford Mfg. Co., recently spent a few days in New York and Boston. They report that conditions are in a rather unsettled state and that there is a tendency on the part of the manufacturers to hold back samples. A number of all cloth and cloth top shoes are shown, but it will not be known until the Easter trade is over, how the introduction of fancy fabrics alone and, in combination with colored kid, will take. As for prices, there is another heavy advance, the percentage of increase being higher on the majority of lines than in any previous season.

The rubber issue of "Foot-Prints" is a handsome and neatly arranged publication with a pleasing cover, clear illustrations and excellent letter press. The edition is in every way a credit to the Dominion Rubber System, whose lines are splendidly featured. "Foot-Prints" is a handy work of reference.

At the annual meeting of the Perth Shoe Co., Limited, Perth, Ont., which was held last week, gratifying reports were presented on the business of the past year, which showed a very large increase. The plant is exceptionally busy at the present time and the prospects for the coming season are most encouraging. All departments are thoroughly equipped and Perth lines are now sold from coast to coast. J. A. Stewart was re-elected president. G. H. Ansley, the efficient general manager of the company, was made vice-president and M. J. Sheehy, the capable superintendent was appointed a director. The other directors are George E. Boulter, Toronto, F. W. Hall and W. E. Danner. Hugh O. Donnell was re-elected treasurer and T. J. Maher, secretary.

G. A. Blachford, of the Blachford Shoe Mfg. Co., and C. A. Blachford, of the same firm, Toronto, spent a few days in Boston, New York and other shoe centres in search of the latest style pointers and newest novelty effects.

Smith Bros., of Collingwood, Ont., have removed their shoe store to more central and commodious premises and now have one of the finest establishments in Northern Ontario.

Messrs. Stillman & Wiggins have joined the staff of the Perth Shoe Co., Perth, Ont. The former, who has been engaged with George E. Keith's ladies factory across the border, is now foreman of the finishing room. Mr. Wiggins, who has had an extended experience in large American cities, is in charge of the treeing room.

Alexander Ross, manager of the shoe department of T. C. Watkins' department store, Hamilton, Ont., who has been confined to his room with an attack of pneumonia, is improving.

C. A. Davies, of Blachford, Davies & Co., Toronto, is on a visit to Montreal and Quebec on business.

Spurgeon & Co., of Picton, Ont., will open a shoe store in Campbellford in the near future.

John F. Clark, of Clark Bros., St. Stephen, N.B., and R. L. Savage, of Toronto, eastern representative of the firm, spent a few days in Boston, New York and other shoe centres recently.

J. A. McLaren, of McLaren & Dallas, Toronto, is in Quebec and Montreal on a visit to the trade.

William Harper was found dead in his room at 52 Jackson street west, Hamilton, on March 7th. He had been ill for some time and had resided in that city all his life. Under the name of Harper Bros., along with his brother, J. W. Harper, he conducted a retail shoe business on King street east for some time, selling out to E. A. Cooper. The deceased then went into the grocery line and disposing of that business, he had since been engaged with the Spence shoe store, King street east, Hamilton.

The shoe business which has been conducted by Joseph Watson, Lochiel street, Sarnia, has changed hands, being taken over by T. J. Taylor and son, E. C. Taylor. Mr. Taylor, sr., has been engaged for a number of years in the store of Callum & LeSueur, Sarnia, during the existence of that partnership, and since with R. E. LeSueur. The business will be conducted under the name of the Taylor Boot Shop.

The West End Cut Rate Shoe Store has opened at 1140 Queen street west, Toronto.

The Goodyear Rubber Co. will issue \$6,000,000 new preferred stock and \$3,370,000 of the unissued common. The preferred has been sold to bankers, and the new common will be offered at par to stockholders to the extent of 20 per cent. of their holdings.

A recent despatch from Calgary says: An information has been laid by S. G. Freeze, president of the Calgary Ad Club against J. B. Douglas, boot and shoe merchant, 234 Eighth avenue west, in which he is charged with having, on two occasions, one in the month of November last, and the other in December, inserted in the Calgary News-Telegram advertisements which imitated those of Richardson's Limited, also boot and shoe merchants, in such a manner as to deceive the public in that he advertised shoes which he did not have for sale and could not get and which he knew he could not get. The case will be heard in police court next Wednesday morning by Magistrate Davidson. A Macleod Sinclair, solicitor for the Calgary Ad Club will prosecute the charges.

The next monthly meeting of the Toronto Shoe Retailers' Association will be held in the Temple Building, Toronto, on Thursday, March 22nd at which Charles E. Howarth, for many years with A. R. Clarke & Co., and now with the Imperial Life Assurance Co., will give an address on "Organization." Mr. Howarth was to have spoken at some length on this subject at the second annual dinner of the Toronto Shoe Retailers' Association on March 8th but, owing to the hour being rather late, voluntarily offered to defer discussion until the regular meeting. It is expected there will be a large attendance. It is probable that the subject of early closing, which received some attention at the recent dinner, will also be considered. The movement in favor of shorter hours for retailers and their clerks is growing rapidly.

Mr. Shoe Retailer—

Have you any surplus Stock?
Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.

An interesting proposition has been made by Montreal East to Clark Bros., Limited, shoe manufacturers, of St. Stephen, N.B., to establish a factory. The firm have been offered exemption from taxation for a term of years and other attractive concessions to build in Montreal East and will, in all likelihood, erect a factory 200 x 50 feet, three storeys high and capable of turning out two thousand pairs a day. While all the details have not been settled as yet it is probable that the new plant will specialize in white goods. Since locating in St. Stephen, N.B., some four years ago, Clark Bros. have enjoyed a wide measure of success with stylish and distinctive creations in women's high-grade McKays. A second plant would enable them to branch out still more and specialize to a much greater extent than in the past. The present well equipped factory at St. Stephen will be continued by Clark Bros.

E. Larose, salesmanager of the Canadian Footwear Co., Montreal, spent a few days in London and Toronto during the past week, showing a fine range of cloth shoes in Cafe-au-lait, Broadway grey and Briar brown, and also some pleasing combinations in Broadway grey and Cafe-au-lait Briar brown and Cafe-au-lait, Briar brown and white, as well as black and white. The models carry Louis heels and eight-inch tops. This style of footwear is particularly attractive for spring and early summer wear, and the company are very busy on all fabric shoes at the present time. They are also showing a nice range of black kid shoes, three-quarter fox and eight-inch top, and black kid with fabric tops, which are taking well.

James Keenan, a veteran shoe salesman, who had been identified with the Slater Shoe Store ever since it opened up business in Toronto many years ago, passed away on March 10th, at St. Michael's Hospital, aged sixty-two years. He had been in poor health for some time but was able to attend to his duties until a few days ago. Pneumonia was the immediate cause of his death. Previous to entering the service of Charles C. Cummings, who conducted the Slater Shoe store until his retirement from the trade in 1914, Mr. Keenan was for some years with John Guinane, selling Slater shoes, and prior to that period was with the old firm of Cooper & Smith, shoe manufacturers. He was born in Brock, Ont., and was unmarried.

The new Easter samples of Clark Bros., Limited, St. Stephen, N.B., show a wide range in all the new cloth tops in silver gray, champagne, chamois, dark grey, and black. The leading colors in kid are silver gray and champagne with cloth tops to blend. The new collar effect on many of the offerings adds a distinctive touch. There is also a nice representation with black vamps and colored tops. The new sport oxfords, with wing tip and higher heel than is usually seen, are very inviting. Dark brown calf and white buck are among the leaders, while the line carries ivory soles and heels as well as other colored soles and heels to correspond. There are several other dainty creations in the new models.



SELLING AGENTS
FOR
PYROID SHOE BUTTONS
Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT

The Provincial Cut Sole Company, who have been doing business for some months on Richmond street west, Toronto, intend removing on April 1st to Kitchener, Ont., where they have secured larger premises on Queen street and will be right in the shoe centre of Western Ontario. The company which is composed of Gregory Hoye and E. B. Pagi, are now cutting both men's and women's inner and outer soles and also counters. They have made splendid progress and, with their new facilities, will be in a better position than ever to take care of the interests of their customers.

The way prices for fall shoes are soaring is something that will startle the retailer, arouse the public and make future buying, to some extent, uncertain. Nearly all lines of women's shoes carry an advance of from one-fifty to two dollars per pair over last season, and in some instances the increase is greater than this, particularly on colored kid high cuts. Men's shoes also show an advance of one dollar

CONDENSED ADVERTISEMENTS

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

YOUNG MAN, aged 32, with twelve years' experience as salesman and in the manufacturing of shoes, desires position as buyer in department store. Apply Box 40, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

**Corner of Colomb and Nelson Streets
QUEBEC**

to one dollar-fifty, and this, too, at the opening of the season. Several travelers who cover the Prairie Provinces met in a Winnipeg hotel recently and tossed coppers to see who should go to the west first, to break the exalted price news to the buyers of footwear.

The many friends of Richard J. Walsh, manager of Waterbury & Rising's King street store, St. John, N.B., will regret to learn that he has taken a turn for the worse and is critically ill at his home in Clarendon street. He was recently operated on in the St. John Infirmary, but the relief was only temporary. He is one of the best known shoemen in Eastern Canada.

John Affleck, of the Yale Shoe Store, Winnipeg, spent a few days in Toronto recently on his return after an extended visit to New York, Boston, Haverhill, Lynn and Montreal on a special buying trip. He was accompanied by his wife and little daughter. Mr. Affleck reports business in the west as remarkably good, and the past year was one of the most successful that he has ever enjoyed. He states that he found prices on the other side of the line showing even greater increase than in Canada, and that while cloth and combination cloth and kid shoes are being shown, there has been no great rush for them as yet. People do not seem quite ready to buy. However, it is expected that there will be a fair demand for cloth tops, although others maintain that the selling of kid shoes will not be materially interfered with, as the new fabric creations are only from 50 cents to \$1.00 cheaper than the all-leather models. There is a tendency to hang back in the matter of new samples until it is known more definitely what lines are likely to move most freely.

HIGH CUTS WILL STILL REIGN

It looks now as if high shoes will be the reigning style for spring and even into the summer. Of course when the real warm weather comes, it will be high "white" shoes. Pumps will not be side-tracked by any means; they will be worn as much, if not more, than ever. Light grays, champagne and other pretty light colored kids, in the high boots, will be worn throughout the summer, it is thought. The dresses are so short now that it is almost essential to wear the high boots.

All patent leather shoes have been seen recently which are attractive and a novelty. Many pumps, both in the plain and in the Colonial styles are also made up of all patent leather. Browns in combinations and in solid colors will be popular and are seen in many of the leading retail shoe shops.

The sale of women's shoes is not as brisk now as it has been or as it will be. Milady is waiting for the warmer weather and weather that is more pleasant under foot, before buying pretty footwear. Large orders are being placed, however, and there is no doubt but when the proper time comes, shoes will be sold in large quantities, and probably larger than ever before. Markdowns of the past season's styles do not attract the women today. They want shoes that are right up-to-date and they are willing to pay for them.

Cloth tops are being displayed and pushed for all that is possible by the retailers. It is a bit too soon yet to predict just how popular they will be, but the boots with the cloth uppers seen today are certainly attractive and stylish. Some samples have been sold with gray and ivory tops.

In men's footwear the medium shades of tan are being displayed to take the place of the darker shades which were shown to such an extent last year. Wholesalers have large orders on their books for spring delivery.



IN STOCK—No. 0346

For Growing Girls—This popular Patent, Cloth Top 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.

PRICE \$2.95

The importance of keeping your stock right up for the Spring and Summer trade is exemplified by the peculiar price conditions of the shoe and leather business.

We can fill your orders right now in anything you may be short of, so do not delay. Here are two popular lines.



IN STOCK—No. 352

High Cut Shoe—one of the newer designs in Black Vici Kid, with Leather Louis Heel, for well-dressed women. To harmonize with the latest demands of Dame Fashion's decrees in ladies' apparel.

PRICE \$5.10

Write for Our Other Lines and Prices

Order Cloth Shoes "For Immediate"

We have a representative range in all Cloth Shoes in Champagne, Broadway Grey and Nigger Brown, and in pleasing combinations of Briar Brown with Champagne Top, Grey with Champagne Top, and Nigger Brown and White, as well as Black and White. These models carry Half Louis Leather Heel, with plain Pointed Toe, and are particularly suitable for Spring and early Summer wear.

Canadian Footwear Co.
Limited

Pointe aux Trembles, Que.

Sales Office - 44 St. Antoine St., 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

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



DIES Of finest steel for all purposes. Accurate. Workmanship warranted.

GIVE US A TRIAL

BOSTON CUTTING DIE CO.
202 A STREET BOSTON, MASS.

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS


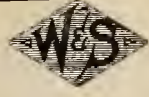
Leicester, Eng.

and at Kettering, Northampton,
Bristol, and Norwich.

Cable "HIDES," Leicester.

—KEEP POSTED ON STYLE PROBLEMS—

You can do so by reading the Shoe and Leather Journal. Published on the 1st and 15th of each month. \$1.00 per year in advance.


 The 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.

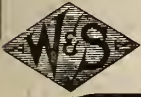

Woodward's Corking Shoe Filler

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 boy can operate the Simplex

Are you coming in with the money savers?

Shoe merchants are beginning to realize the profits in saving their waste paper with a

Simplex Baler

In addition to its money saving advantages it is a fire risk eliminator, and keeps your premises neat and clean, that's something.

WRITE AND WE'LL TELL
YOU MORE ABOUT IT

H. L. PACKARD & CO. Limited
 St. Antoine Street, MONTREAL
GENERAL SALES COMPANY
 123 Bay Street, TORONTO

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.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up
to the severest tests.

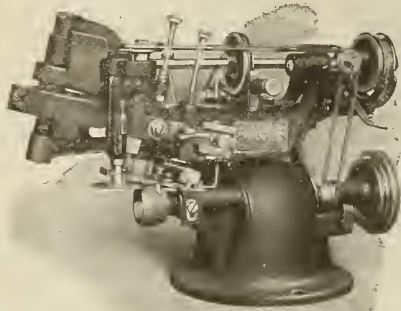
Representatives:—
For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

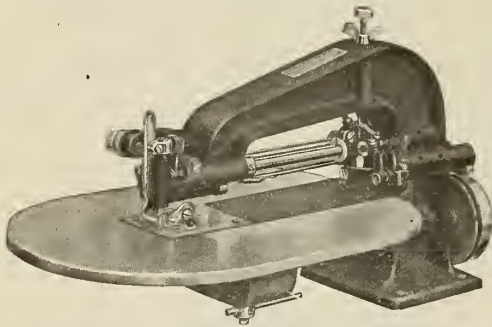
Tannery and Factory Sales Office and Warehouse
ST. HYACINTHE MONTREAL

PEERLESS MACHINES



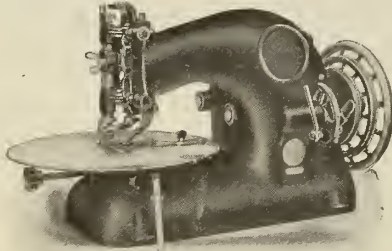
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq. OSHAWA 611 St. Valier St.
MONTREAL QUEBEC

Paste! Paste! Paste!

When a Manufacturer wants PASTE
he wants a kind that will STICK

Brodie's Patent Flour Paste

will do that and more—IT WILL STAY STUCK

A trial keg will prove it

BRODIE & HARVIE LIMITED
MONTREAL, QUE.

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

Specify

AIRD & SON'S

Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON

(Registered)

MONTREAL

YOU CAN TELL COLLIS CALF

By its **SILKY FEEL**, its **EVEN TONE** and its **SOFT LUSTRE**. It responds to eye and touch.

COLLIS COLLIS
LONDON MAHOGANY
BROWN BROWN

Are the newest and most popular shades of COLLIS CALF. Have you tried them?

In new shades we lead, others follow.



COLLIS CALF In Bright, Glazed, Russian, and Board Finish.
 The Leather of **QUALITY** and **ECONOMY** in manufacture.
 IT IMPARTS DISTINCTIVENESS AND STYLE TO THE SHOE.

Collis Leather Company, Limited

Aurora, Ontario

BARRIE TANNING COMPANY
LIMITED
MANUFACTURERS OF

STAPLE
AND
FANCY

LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG CASE TRUNK STRAP BRIDLE COLLAR SPLITS BOOKBINDERS

LEATHERS

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

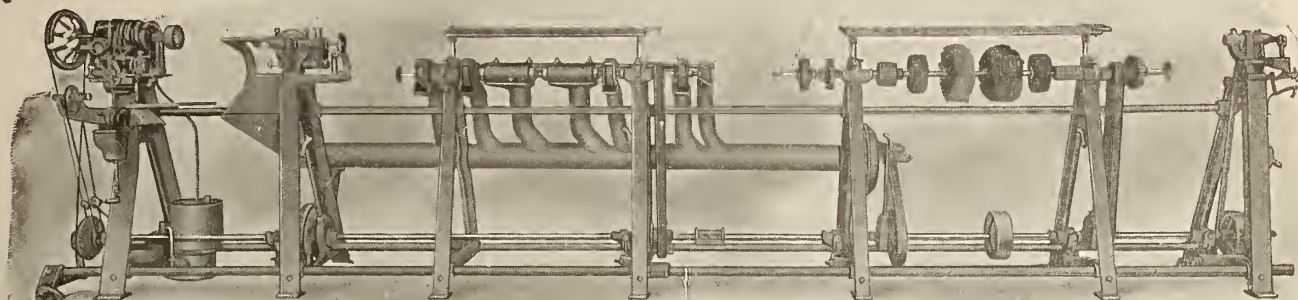
FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

INDEX TO ADVERTISEMENTS

A	Page	G	Page	R	Page
Aird & Son.....	59	General Sales.....	57	Regal Shoe Co., Limited.....	11
Ames-Holden-McCready, Limited.....	10			Ritchie, John, Co., Limited.....	3
				Robinson, James.....	12
				Robson Leather Co., Limited.....	58
B		I		S	
Barrie Tanning Co.....	60	International Supply.....	58	Shultz-Goodwin Co. (Inc.).....	54
Beal, R. M., Leather Co.....	57	Independent Rubber Co.....	4 and 5	Staynes, W. H., & Smith.....	56
Bell, J. & T., Limited.....	7			Sisman Shoe Co., Limited, The T.....	14
Blouin, Pierre.....	54	K		St. Hyacinthe Soft Sole Shoe Co.....	56
Boston Cutting Die Co.....	56	Kaufman Rubber Co., Limited.....	8	Schmoll, Fils & Co.....	35 and 36
Brodie & Harvie.....	58			T	
Brandon Shoe Co.....	9			Tebbutt Shoe & Leather Co.....	I.F.C.
				Tetrault Shoe Co.....	17
C		M		U	
Canadian Footwear Co.....	55	Montreal Box Toe & Heel Co., The..	58	United Shoe Machinery Co., of	
Canadian Consolidated Rubber Co...	20	McArthur, Irwin, Limited.....	50	Canada.....	6 and I. B. C.
Clarke Bros., Limited.....	O.B.C.			W	
Clarke & Clarke.....	56			Wright, E. T., & Co.....	18 and 19
Collis Leather Co., Limited.....	59	P		Woodward, F. E., & Sons.....	57
Cote, J. A. & M.....	14	Perth Shoe Co.....	13		
Clark, A. C.....	53	Packard, L. H., & Co.....	16		
		Peerless Machinery Co.....	58		
D					
Davis Leather Co.....	49				
Duclos & Payan.....	57				
Dun, R. G.....	56				
Dupont & Frere.....	15				

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



JOHN F. CLARK
President



JAS. F. CLARK
Secy.-Treas

**Specialists in Women's High-Grade
McKays in every width
from AA to D**

Our New Cloth Top Shoes Are the Rage

¶ Silver Gray and Champagne Kid with cloth tops to blend are among the daintiest and most attractive footwear offerings for Easter.

¶ The new collar effects on our representative range of cloth top shoes impart to them a character and smartness that makes them sell quickly.

¶ Our New Sport Oxfords in dark brown calf and white buck, with wing tip, ivory sole and fairly high heel, are among the most distinctive creations for spring.

Clark Bros., Limited *St. Stephen, N.B.*

REPRESENTATIVES

Ontario and Quebec—R. L. Savage
Western Provinces—G. H. Ferguson

Sample Rooms

2 TRINITY SQUARE, TORONTO

A stylized illustration of a woman in a white, long-sleeved dress with a checkered belt and matching hat. She is holding a long, thin object, possibly a parasol or a cane, and is walking. The background is a solid dark red color.

THE SHOE & LEATHER JOURNAL

Thirtieth Year
Toronto, April 2, 1917

Featuring
Late Spring
Summer and
Fall Styles

ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL



Muir-Made Shoes



And The Plant From Which They Come

With Muir-Made Shoes it is easy to obtain and hold the men's trade of your town.

Every dealer is familiar with our four brands—

"THE PATHFINDER" "CANADIAN GENTLEMAN"
"SIR KNIGHT" "THE ACADEMY"

Their attractive appearance, coupled with their medium price, make them easy to sell. In fact, they are the nearest thing to self-selling there is.

The fact that we make and sell them under special brands is guarantee of their superior wearing qualities.

There's a host of attractive samples and it is important that you should see them. Get in touch with our travelers, or write us.



The Jas. Muir Company

Montreal



THE "REGAL" Leads Them All

¶ Our Fall Models are the most complete, representative and distinctive that we have ever presented to the trade.

¶ In character, dignity and attractiveness they are the final word in shoemaking achievement and will please the most exacting and discriminating.

¶ The new "Regals" hold the premier position in superior quality, refined elegance and exceptional values, embracing all the newest effects and most popular shades.

¶ Our travellers, covering all parts of the Dominion, will be on the road immediately after Easter.

¶ Wait for the "Regal" man, who has the best proposition ever offered the Canadian trade.

Regal Shoe Co., Limited
472-474 Bathurst Street
Toronto, Ont.

Established 1882

WHITE'S WORTH WHILE

Specialties in Spring and Summer Footwear — Embrace the BEST SELLERS that the best Factories in the country can produce.

You will want goods in a hurry as soon as the SPRING RUSH starts, and it will mean money to you to get them when you want them.

WE HAVE THE GOODS

Our stock is COMPLETE, all of them TRIED and PROVEN lines that in appearance, quality, fit and price warrant them as *quick movers*. See our new trade winners in

WOMEN'S HIGH CUTS
WOMEN'S STRAP SLIPPERS,
PUMPS AND COLONIALS

MEN'S TANS
IN ALL STYLES
AND SHADES

A Complete Range of Men's, Boys' and Youths' **HEAVY STAPLES**

CALL AND SEE US

when in Toronto, we are only half a block from the Union Station.

WAIT FOR OUR TRAVELLERS

Who, in addition to goods for immediate shipment, will be able to show you a full range of Independent Rubber Co.'s goods for next winter.

WHITE SHOE CO., LIMITED
48 York Street, TORONTO

Just Wright In-Stock Service

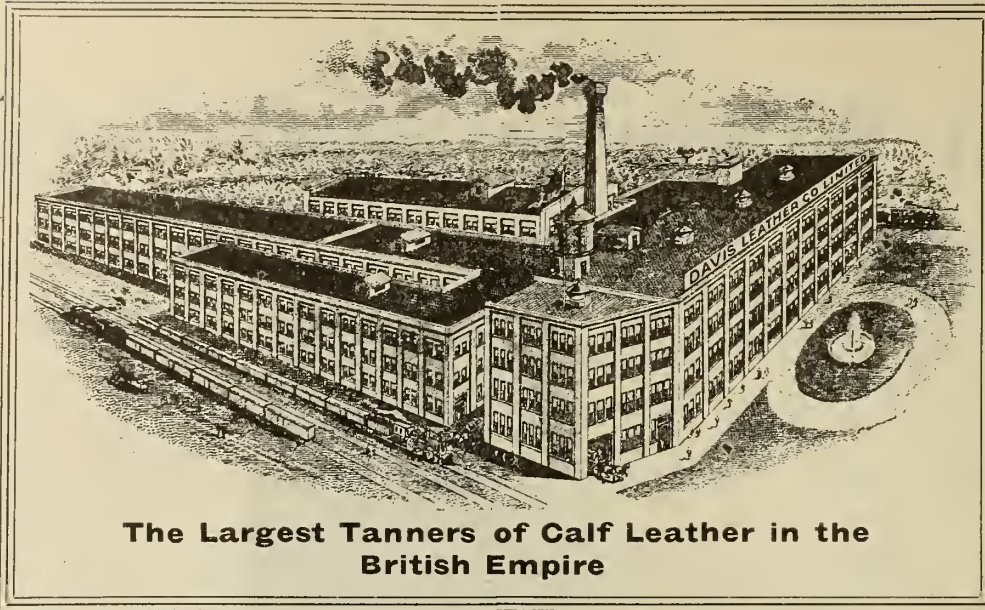


STOCK No. 11
Select Gun Metal Calf City Bal., Plump Single Sole,
MAZDA Last. Stock No. 10—Same in Tan.
Widths A to D.

AN EXCLUSIVE HIGH GRADE MODEL
FOR THOSE PARTICULAR CUSTOMERS OF
YOURS WHO WANT SOMETHING BETTER

*Just Wright Service
At Your Service*

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



**The Largest Tanners of Calf Leather in the
British Empire**

DAVIS LEATHERS

The name has become
the Synonym of
QUALITY in Texture,
Color and Finish.

DAVIS LEATHERS
stand for the best of
RAW STOCK, the
most SCIENTIFIC
TREATMENT, the
most skilful EXPERT
FINISHING.

The Manufacturer
knows what he is
cutting---The Retailer
knows what he is
SELLING.

Made from the most
carefully SELECTED
SKINS, yielding the
utmost in CUT-
TING, and the
Highest Excellence in
FEEL and LUSTRE.

COLORED CALF

Our leaders in this line are Royal Purple
Russia, Brown Russia No. 66, Briar
Boarded Calf, Brown Russia No. 33,
Brown Russia No. 14, Mahogany
Russia.

GUN METAL CALF

All our standard selections in men's and
women's weights.

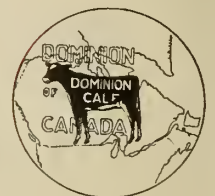
VEALS

Our Veals are meeting with exceptional
popularity---Black Diamond Veals, Dia-
mond Matt Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





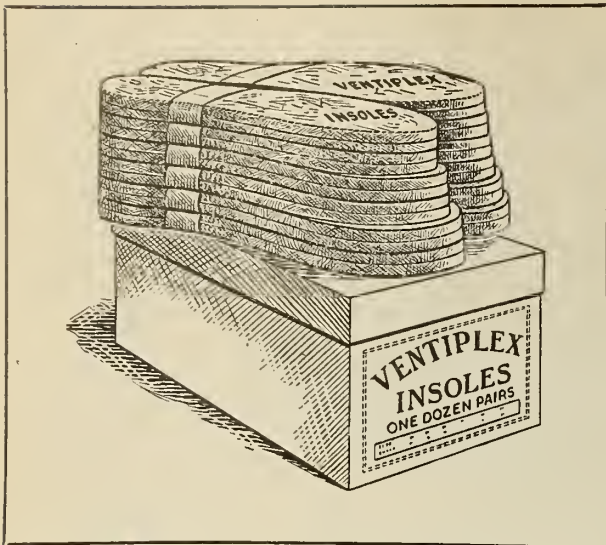
When a customer once tries out a pair of Dr. A. Reed's Cushion Sole Shoes he will wear no other.

It combines those rare qualities of style, good shoe-making and "foot ease" that mean everything in making permanent customers,

Our Travellers are now out with our new lines.

J. & T. BELL
LIMITED
MONTREAL

Shoemakers for over a century to Particular Men
and Women of Canada



VENTIPLEX INSOLES

MADE IN
CANADA

VENTIPLEX INSOLES are made of a specially constructed material extraordinarily well adapted for the purpose. It is a five-ply, porous fabric, consisting of wool, hair and India fibre, so woven and interlaced that thousands of wicks are formed in the countless pores with which the fabric abounds.

It is a soft absorbent material with a firmness and strength that gives it great wearing quality.

NOW BOOKING ORDERS FOR FALL DELIVERY

If your dealer can't furnish you a sample write us direct

BEARDMORE & CO.

MONTREAL

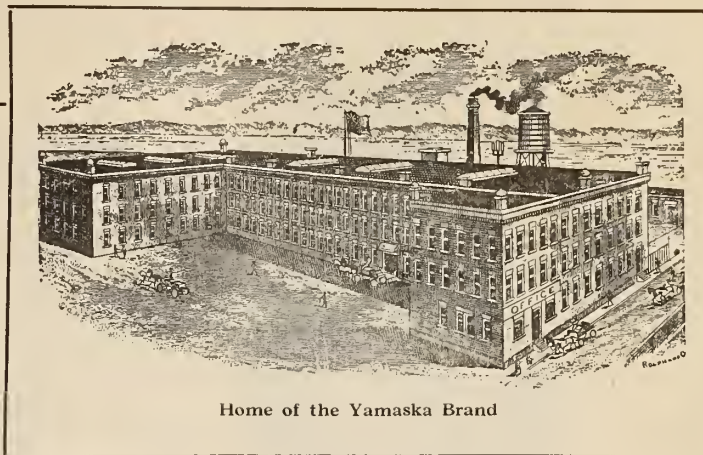
TORONTO

QUEBEC

YAMASKA BRAND

The guarantee of satisfaction and merit that can be relied upon in

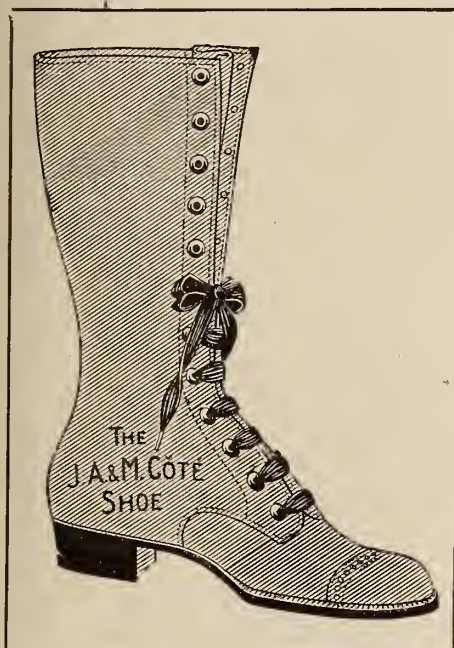
SOLID LEATHER STAPLE FOOTWEAR



Home of the Yamaska Brand

The kind that gives good service, that can be relied upon [to-day, to-morrow and all the time.

We are making a number of improvements in our well known lines that will mean continued and additional



Popularity and Profit

To those who handle and wear "YAMASKA" Footwear our lines for the coming Fall Season will be found fully up to the standard that has placed "YAMASKA" in the very front rank of reliable and dependable footwear at reasonable prices.

WAIT FOR OUR TRAVELLERS

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.

Perth Shoe Styles

==== IN STOCK =====

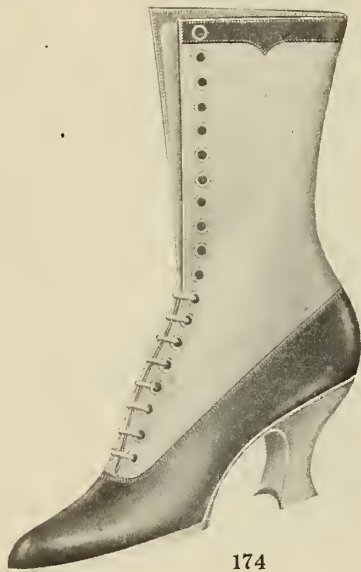


417

No. 417—All dark brown kid lace,
8-inch top\$6.50

No. 365—All black kid lace, 8-inch top
.....\$6.50

Widths C & D



174

No. 471—Silver grey kid, lace, three-quarter foxed, 8½-inch, Silver grey cloth top, silver grey kid collar, heel enamelled to match stock.....\$6.50

Widths C & D

All the shoes shown on this page are packed in 15 and 30 pair containers, regularly sized 2 to 7.



381

No. 381—Black kid lace, three-quarter foxed, 8½-inch, white reignskin top, black kid collar.....\$5.15

This is the latest model, carrying a 1¼-inch Cuban heel.

Widths C & D

PERTH SHOE CO.

LIMITED

PERTH

ONT.

Manufacturers of
Women's Fine Goodyear Welted Shoes Exclusively.

Perth Shoe Styles

IN STOCK

No. 470—Silver grey kid lace, three-quarter foxed, 8½-inch lace, white reingskin top, silver grey kid collar, white enamelled sole and heel..... \$5.50

Widths C & D



470

No. 575—Women's white reingskin (fine canvas), 8-inch lace, white enamelled sole and Louis heel..... \$3.75

Widths C & D



575

No. 415—Silver grey kid, 8-inch lace, heel enamelled to match stock..... \$7.50

No. 472—Same as above, only with silver grey cloth whole quarters..... \$5.50

Widths B, C & D

All of the shoes shown on this page are packed in 15 and 30 pair containers, regularly sized 2 to 7.

No. 850—Dark brown calf, English walking boot, Neolin sole and rubber heel..... \$6.35

No. 283—Black gun metal calf, English walking boot, Neolin sole and rubber heel..... \$5.60

Widths C & D



850

PERTH SHOE CO.

LIMITED

PERTH

ONT.

Manufacturers of
Women's Fine Goodyear Welted Shoes Exclusively

Model
SHOE

W. B. Hamilton Shoe Co.
Limited.

TORONTO.

ESTABLISHED 1848

W. B. H.
SHOE
ALL SOLID LEATHER

The Largest Combined Shoe
Manufacturing and Jobbing
House in the Province



Our combined facilities as manu-
facturers and wholesalers place
us in an exceptionally favorable
position to take ample care of all
your needs.

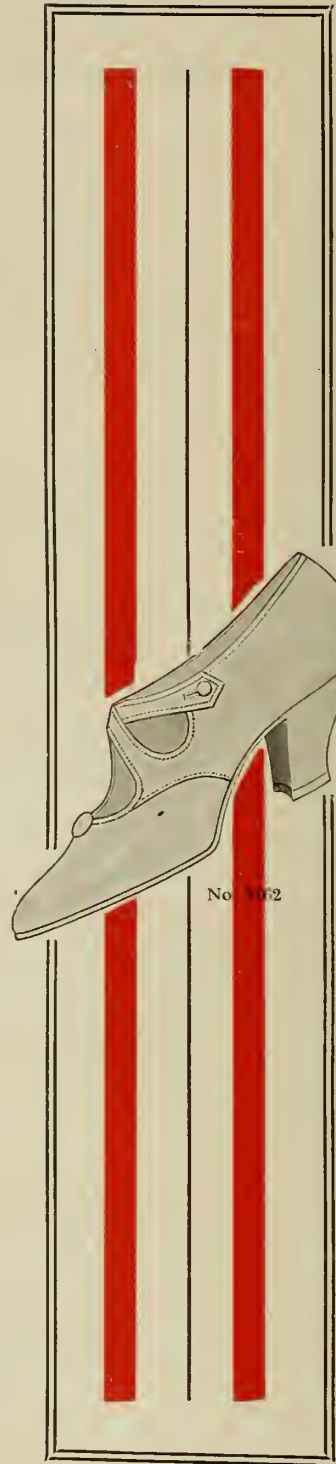
Like the dainty little miss in the
big Rubber Shoe we are "Strictly
in it" for the coming seasons in
Style, Quality and Service, the
three big essentials to a success-
ful shoe business.

Put us to the test



W. B. Hamilton Shoe Co.
Limited.

TORONTO



Model
SHOE

W. B. H.
SHOE
ALL SOLID LEATHER

F. G. CLARKE, President

ESTABLISHED 1852

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

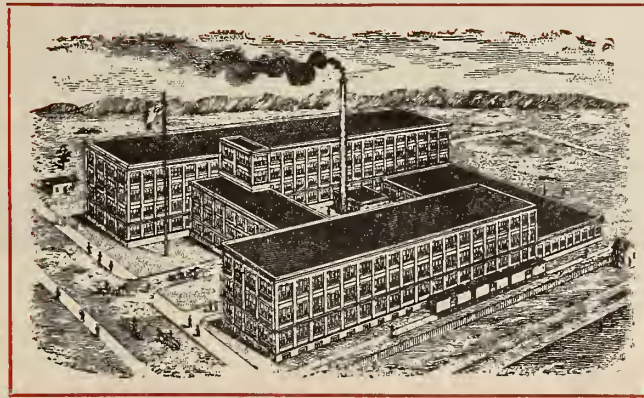
CLARKE & CLARKE LIMITED

LEATHER MANUFACTURERS

Makers of

SHEEP LEATHERS

OF EVERY VARIETY. The Standard of QUALITY and COLORS in Canada for over thirty years.



Colored, Russet and Black Sheep and Indias, Dull and Glazed for Beading and Lining.

Button Fly Lining.

WHITE LAMBS OOZE SHEEP

CHROME CAPRINE.

Glazed and Dull. Equal to Cabrettas.

CUTTING DEPARTMENT - - MONTREAL BRANCH

Stay Binding and Facing, Back Stays, etc.

GENERAL OFFICES
AND WORKS
Christie St.
TORONTO

WAREROOMS
63 Bay St. - - TORONTO
252 Notre Dame St. W., MONTREAL
553 St. Valier St. - QUEBEC

A. DAVIS & SON

KINGSTON TANNERY



MANUFACTURERS OF

High-Grade Shoe Leathers

Including:

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.

Military Leather.

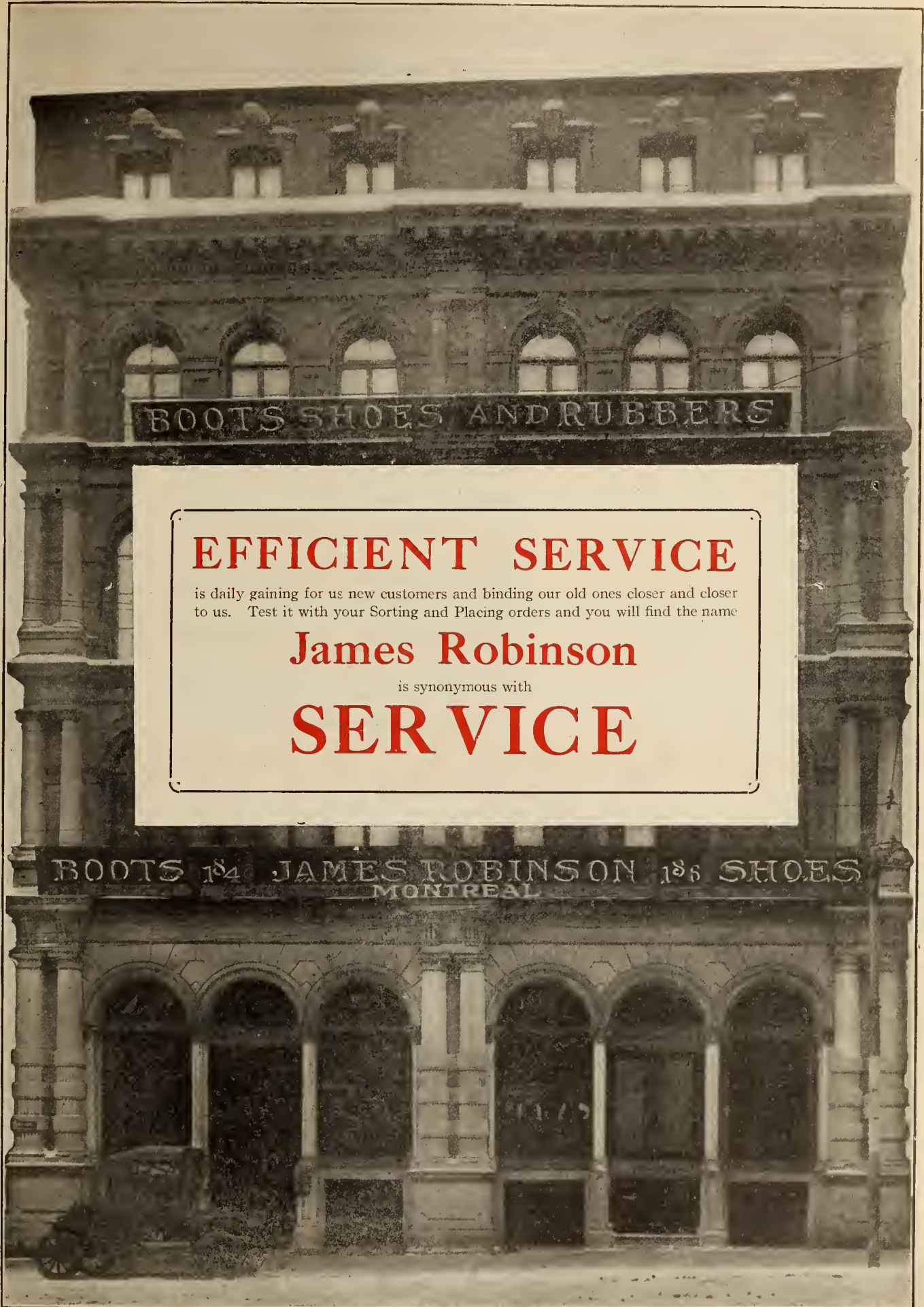
OUR GUN METAL AND MATT SIDES

Are pronounced by those who have used them as the best value on the market. They have those qualities that not only mean wear but appearance, and above all

THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

KINGSTON, ONTARIO



BOOTS SHOES AND RUBBERS

EFFICIENT SERVICE

is daily gaining for us new customers and binding our old ones closer and closer to us. Test it with your Sorting and Placing orders and you will find the name

James Robinson

is synonymous with

SERVICE

BOOTS 184 JAMES ROBINSON 186 SHOES
MONTREAL



For Summer

Retail shoe men this year will want to buy from the man who can ship immediately.

We anticipated all the peculiarities entering into the shoe trade just now. We knew what Retailers would want, so we bought — bought heavy — with the result that we have the

Biggest Stock of Shoes We Ever Had

and can ship all your Summer needs **RIGHT NOW**.

That's another phase of the Robinson Service. Let us know your needs.

JAMES ROBINSON
Montreal



For Fall

And we were never in better shape to look after your Fall placing orders. It was just a case of foresight on our part. We knew how it would be, so we bought again, bought heavy.

It protected us, which means our customers were also protected, and so we have

Shoes for Everybody and All Kinds of Them

Take advantage of our present big stock, and particularly our present prices. You'll profit by it in more ways than one.

JAMES ROBINSON

Montreal



WYCLO

THE SHOE CLOTH OF MANY MERITS

Having the Appearance of Leather

This cloth is made from the best long staple combed yarn, which gives it great strength and durability, as well as evenness of weave.

**SHOES MADE FROM THIS CLOTH
LOOK WELL—WEAR WELL
CLEAN WELL—FIT WELL
AND FEEL SOFT ON THE FOOT**

We particularly recommend it in white for summer shoes, although it can be had in black and all desirable shades.

Henry *Gitterman* & Co.
SHOEMAKERS WITH MERIT
 MAKE SHOES FROM WYCLO
 AND TRADE MARKS
 OF G. E. & S.

**33 Spruce St.
NEW YORK**

Canadian Office
21 Scott St. TORONTO, CAN.

Other Branches

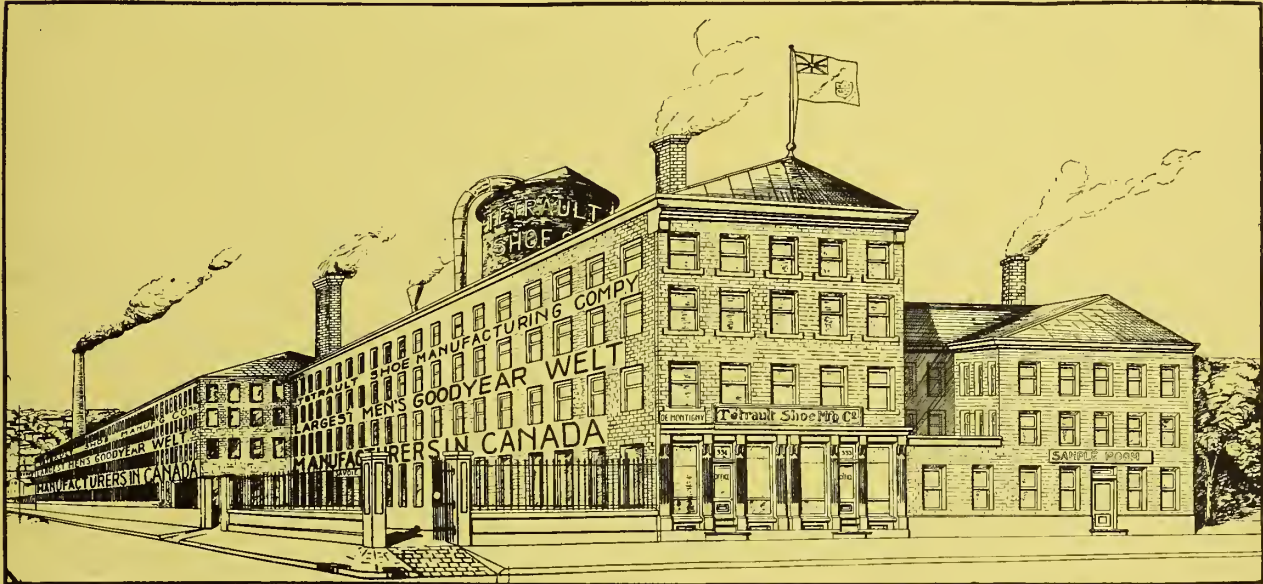
BOSTON
 ST. LOUIS

ROCHESTER
 HAVERHILL

Henry *Gitterman* & Co.
 New York



The
TETRAULT
 WELT SHOE



We Have the Plant

Which is not only the most extensive of its kind in Canada, but is the MOST THOROUGHLY and MODERNLY EQUIPPED.

Every machine or device that would add to the goodness of TETRAULT SHOES we have installed, all of which assist us in turning out Goodyear Welts that have long been the recognized standard from Coast to Coast.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA



We Have the Leather

Our tremendous output enables us to buy our leather not by the single car load but by many car loads.

Even our tacks we purchase BY TONS. It will at once be seen what a price advantage this is, all of which the retailer profits by when he handles TETRAULT'S GOODYEAR WELTS.

We Have the Men

From the Management down, our men are trained and skilled in the art of shoemaking. They have been with us for years—some have actually grown up in the business—That's important for it is another strong factor why TETRAULT GOODYEAR WELTS have become established nationally.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal

SOLD BY ALL FIRST-CLASS
JOBBER IN CANADA



The
TETRAULT
WELT SHOE



We Have the Shoes

This has been proven by our enormous output last year, which has never been equalled by any similar factory in Canada before. And because we have always made shoes with A SNAPPY STYLISHNESS, GOOD MATERIAL, HIGH CLASS WORKMANSHIP and SUPERIOR FINISH, and at a price that makes them extra value, is another reason why TETRAULT GOODYEAR WELTS are the most reliable welt shoe in Canada to-day.

We Have the Styles

We have always been alive and alert to the prevailing styles and have been quick to make what the mode of the great fashion centres decreed. At the same time we have never allowed style to blind us to popular demands, all of which are reasons why TETRAULT GOODYEAR WELTS stand out so prominently in the retail shoe trade.

Tetrault Shoe Manufacturing Co.

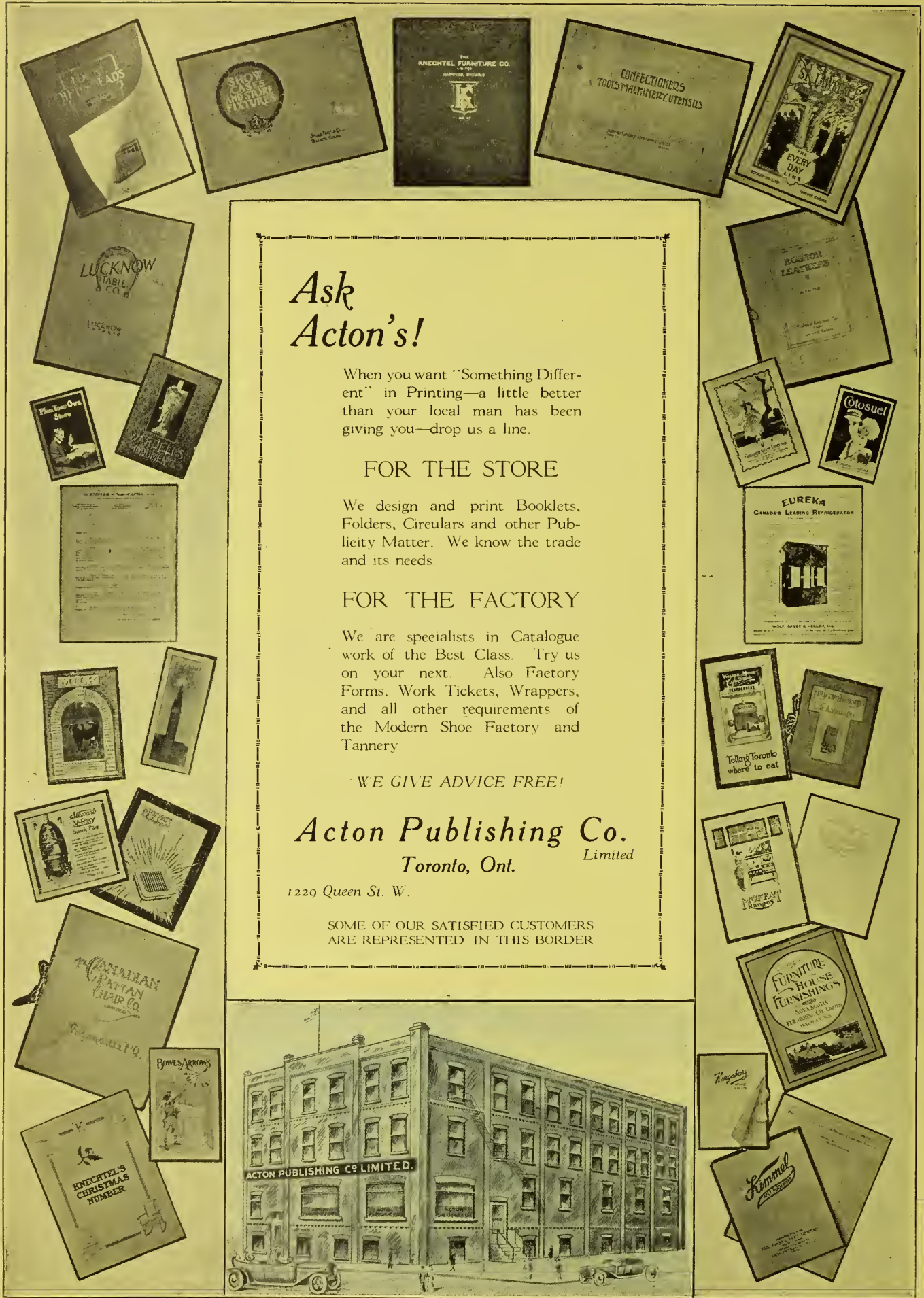
Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA



Ask Acton's!

When you want "Something Different" in Printing—a little better than your local man has been giving you—drop us a line.

FOR THE STORE

We design and print Booklets, Folders, Circulars and other Publicity Matter. We know the trade and its needs.

FOR THE FACTORY

We are specialists in Catalogue work of the Best Class. Try us on your next. Also Factory Forms, Work Tickets, Wrappers, and all other requirements of the Modern Shoe Factory and Tannery.

WE GIVE ADVICE FREE!

Acton Publishing Co.
Toronto, Ont. Limited

1229 Queen St. W.

SOME OF OUR SATISFIED CUSTOMERS ARE REPRESENTED IN THIS BORDER



The Shoe and Leather Journal is a sample of Acton Printing



Tango

Brandon Shoes

Have built an enviable reputation with the retail trade. One great factor has been the contributing cause—QUALITY which always includes STYLE. In fact, they rest on the pinnacle of Highest Quality, hence our trade slogan

*Newest Styles
Highest Quality*

*Where Quality Counts
We Win*

The Brandon Shoe Co., Limited

Brantford

Ontario



Independent Invincibles

Those who carry the Independent Brands, say they seem to **stand apart** from other lines, in the impression they make on the purchaser.



Love at First Sight

Is a good thing in the shoe business, and more especially in rubbers, particularly where APPEARANCE is backed by QUALITY.



Brands

"Dainty Mode" "Dreadnought"
"Royal" "Veribest"

"Kant Krack"



Independent Rubber Co.

Limited

Merritton, Ont.



The Rubber of Reliability

Style is essential in **Rubber Footwear**, but **Quality** is even more important, in a climate as severe as Canada's.

"**Independent Rubbers**" have **Character**—that combination of Style, Material and Good Shoemaking, that means satisfaction to the Consumer, and **Satisfaction** means **Sales** and **More Sales**, which is, after all, what interests the **Retailer** quite as much as the makers of

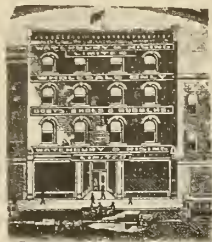


Independent Rubbers

You can get Independent Rubbers from any of the following:—

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



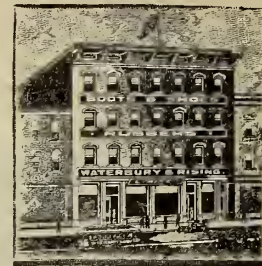


64-66 PRINCE WM ST.

ESTABLISHED 1878

As Good as the Bank

For the Dealer is to have a RELIABLE WHOLE-SALE SHOE HOUSE behind him with the Goods, just now. When you want shoes, you



208-214 UNION ST.

WANT them, and you want to know what they are going to cost you.

LET US CARRY PART OF YOUR LOAD

For Spring

We have ready for immediate shipment for Spring trade a full range of the

Best Sellers

and latest novelties now on the market at right prices.

See them.



For Fall

We have so arranged our lines that we have a good selection of

Sure Winners

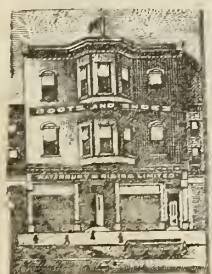
that we will be able to quote Straight Prices on and be able to

Assure Delivery.



We are Headquarters for Felt Footwear, Lumbermen's Socks, Fishing Boots and all other Maritime Shoe Requirements.

Sole Distributors for the Maritimes for MALTESE CROSS RUBBERS.



677-679 MAIN ST.

Waterbury & Rising

St. John, N.B.

Limited

Rubber and Leather Warerooms,
60-66 Prince William St.

General Offices, 61 King Street



61 KING ST.



ESTABLISHED
IN
1877

“MOOSE HEAD” BRAND

The Original 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. **Made from genuine Oil Tanned Waterproof Leather.**

Investigate
our
Trench Boots

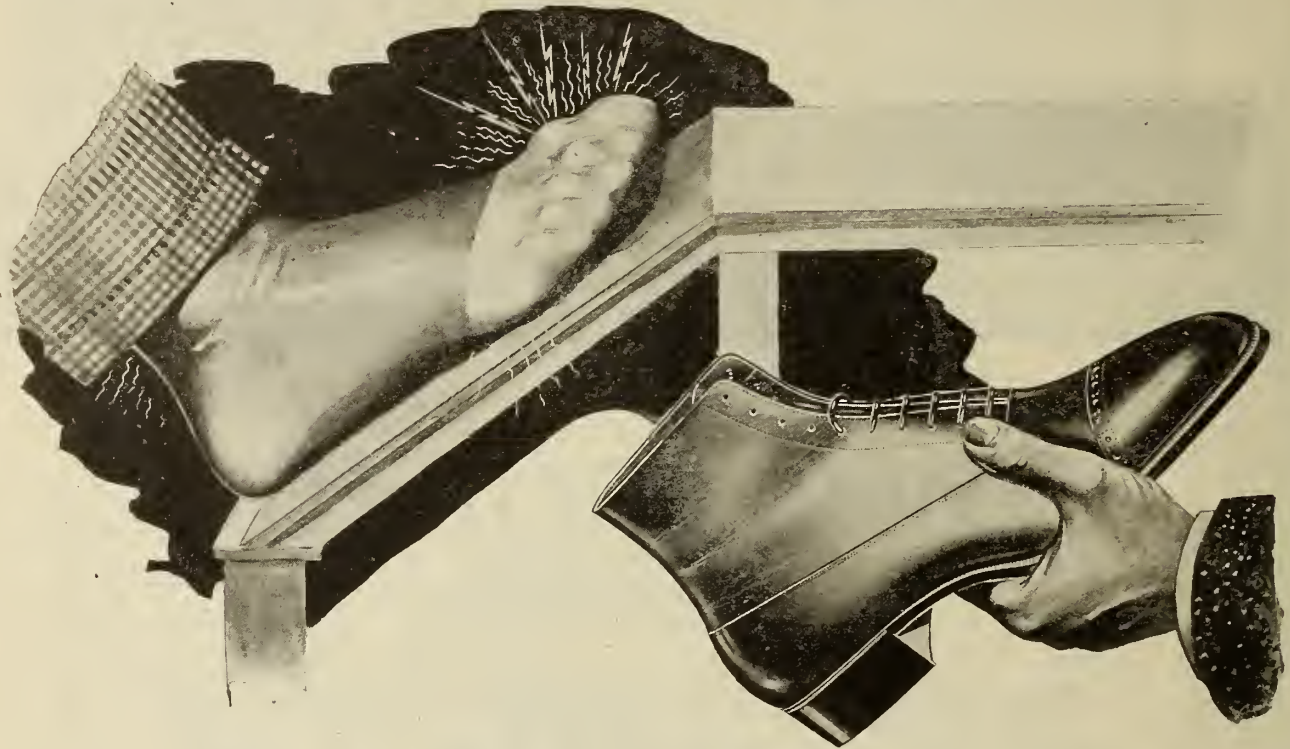
Write for
our
Catalogue

Look into
our
Summer Shoepacks

JOHN PALMER CO.
Fredericton, N.B. Limited



What's the use of putting a good shoe on a poor, defective, tortured foot?



The best shoe in the world can not give any satisfaction in a case like this

Fix the foot first. Correct the conditions that cause suffering. Then, your shoes will give satisfaction, and your service will bring rewards. Bear in mind that

There is a
Dr. Scholl
 Appliance or Remedy For Every Foot Trouble

You are only half in the shoe business if you neglect the important Foot Comfort phase. It's profitable and it sells shoes.

Your customers can wear the stylish

**Dr. Scholl's
 Foot Comfort
 Week
 June 18 to 23**

At least 20,000 dealers will have Scholl window displays and run local advertising.

HOW ABOUT YOU?

shoes they like, and that reflect credit on you, when Dr. Scholl's appliances are recommended with them.

Interest in Foot Comfort is now at a high pitch because of

Our Tremendous Advertising Campaign

which is bringing it home to the millions of magazine readers.

Never was there such an opportunity as now confronts the live dealer who takes up Foot Comfort Service earnestly and ties up to the big Scholl campaign. Ask us for details.

THE SCHOLL MFG. CO., LIMITED

102 Adelaide Street East
 TORONTO

Largest Makers of Foot Appliances in the World

CHICAGO

NEW YORK

LONDON

"WATCH YOUR FEET"

*We have a
Complete Stock*



*We ship goods same
day as ordered*

COATES, BURNS & WANLESS
 ———— **WHOLESALE** ————
BOOTS, SHOES and
MINER RUBBERS

OUR IMMENSE STOCK

Includes the most up-to-date lines in **Spring** and **Summer Footwear**, the very Cream of the Best Factories—American and Canadian—including

WOMEN'S HIGH CUTS in Vici, Gunmetal and Patent.

WHITE SHOES in the newest shapes at Popular Prices

We carry a particularly large stock of Men's

EVERY DAY WORKING SHOES

DO NOT FAIL TO GET OUR PRICES

Before completing your Spring purchases, and please remember that we can **SUPPLY** the goods **DIRECT FROM STOCK**.

Richmond St., G.T.R. - LONDON, ONT.



Miner Rubbers



The Excellent Wearing Quality of Miner Rubbers has long been established. It is simply enough to emphasize that our range covers every requirement in

Heavy and Fine Goods

Next in importance is our

Unequaled Service

with its chain of Supply Stations covering the entire Dominion.

OUR SERVICE CHAIN

EDMONTON, Alta.....	The Miner Rubber Co., Limited
HAMILTON, Ont.....	R. B. Griffith & Co.
LONDON, Ont.....	Coates, Burns & Wanless
MONTREAL, Que.....	{ The Miner Shoe Co., Limited
	{ The Miner Rubber Co., Limited
OTTAWA, Ont.....	{ The Miner Shoe Co., 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
TRENTON, Ont.....	C. Weaver
WINNIPEG, Man.....	Congdon, Marsh Limited

MINER
EANS
ERIT

Miner Rubber Co.
Montreal, Quebec Limited

MINER
EANS
ERIT

HUMPHREY'S

Goodyears
and Solids
Also McKays and Standard Screw Shoes, not solid



We carry a complete stock
of footwear.



MINER RUBBERS
The Rubber Shoe of Merit

Head Office
St. John, N.B.

J. M. Humphrey & Co.
Manufacturers—Wholesale Only

Sydney,
N.S.

L

L

LOGAN LEATHER

THE
LEATHER
OF
QUALITY

Made from Specially Selected Hides by the Most
Scientific Methods and Expert Workmen.

If you are looking for "Leather That Is Better"—

TRY LOGAN'S!

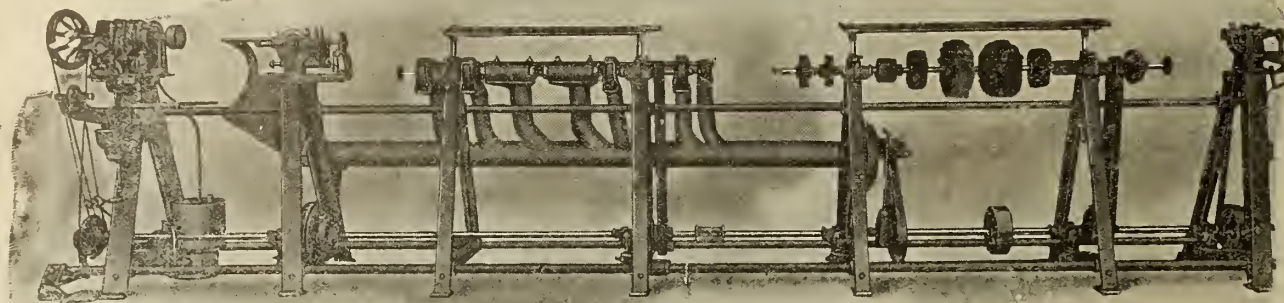
LOGAN TANNERIES, LIMITED

TANNERY
LYONS BROOK, N.S.

L

L

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



This is **THE PACK** for winter wear. The **LONG LIFE RECORD OF CHROMOIL** Shoe Packs and Moccasins will hold first place forever.

One year of **CHROMOIL** seems to mark it the permanent leading type. Many other oil tan leathers have had their day and departed. But **CHROMOIL** gains prestige every month, and it comes too close to a **PERFECT LEATHER** to ever be far excelled. For your own sake

don't get the wrong conception of **CHROMOIL**. It is an **OIL-TANNED** leather, but not like other oil-tanned leathers. This basic invention, controlled by patents, has doubled our products efficiency.

Here is our **NEW FARM BOOT**, for summer wear around the farm, stable or workshop. Made like a boot, with sole-leather sole, and insole fitted with counter, yet has all the comfort of an Indian moccasin. Made with **CHROMOIL VAMP**, comes in Men's and Boys' 6 and 10 inch tops. This boot is controlled by our patents and is one of our foremost sellers and is a dividend payer to live dealers.



Write us To-day for Samples and Prices.

PALMER-McLELLAN SHOE PACK CO.

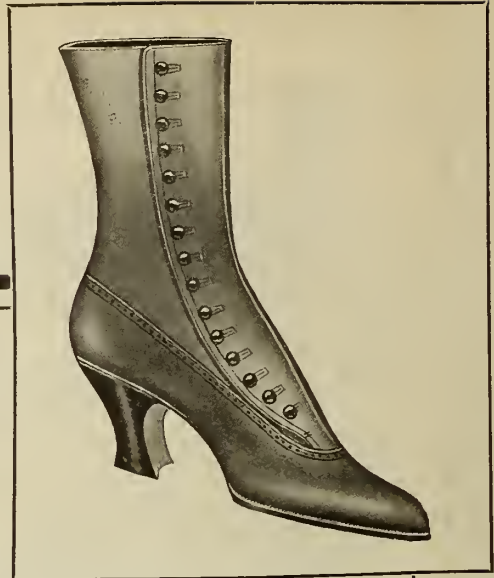
LIMITED

FREDERICTON

N.B.

Manufacturers of the following brands of Shoe Packs:

PALM TREE OTTAWA PACIFIC FREDERICTON MARITIME
ALSO VARIOUS LINES OF SPORTING AND TRENCH BOOTS



Our Twelve Travellers will be out Shortly

With the finest range of samples we have ever had, including our three great specials

“PARIS,”

“PATRICIA,”

“METROPOLITAN”

Also our regular lines of MEN'S AND WOMEN'S WELTS, MCKAYS AND TURNS.

Wait for Our Travellers.

We Guarantee Deliveries And that's important these days. We do it because we tan our own leathers, which also helps us to keep a close-price-range on our shoes.

Daoust, Lalonde & Co. Limited

Jobbing Branch, Metropolitan Shoe Co., 91 St. Paul St.

MONTREAL

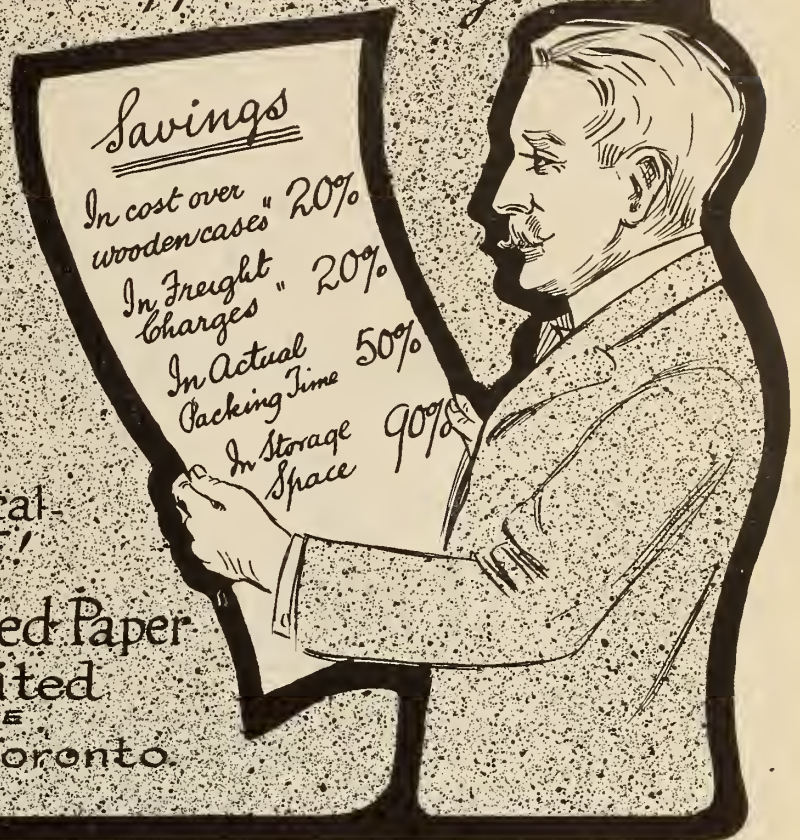
"Martin Saves The Shippers' Money"

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



CHAS. TILLEY & SON

Supply House for Shoe Stores and Repairers

INFANTS' and CHILDREN'S SHOES

We have a large and carefully selected range of STOCK LINES to meet the unusual sorting demands anticipated this season.

COLORED KID CREAMS WHITE POLISH KLEANO POLISH

For All Shades

For Canvas and Leather Goods

For Fabric Shoes

These preparations are backed by chemical skill, combined with intimate knowledge of the materials upon which they are used. They do not injure, but contribute to wearing strength.

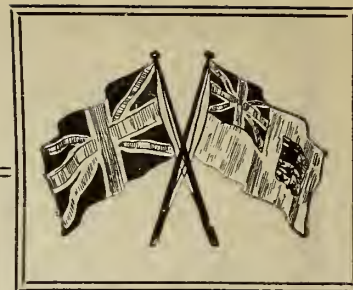
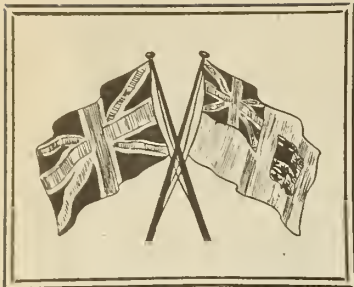
SHOE LACES and FINDINGS

We invite requests for SAMPLES, because they prove our values and seldom fail to bring business. WRITE TO-DAY.

CHAS. TILLEY & SON

Manufacturers

90 Richmond St. W., TORONTO



We Are Doing Our Very Best

To meet the demand both at home and abroad, and especially in CANADA for

Trickett's Slippers

We are feeling severely the scarcity of LABOR, on account of the large number of our men who are "*Fighting the Good Fight*" in France.

WE THANK YOU

For your PATIENCE, and CONFIDENCE in TRICKETTS, and assure you that nothing short of the TREMENDOUS ISSUES INVOLVED in this WORLD WAR would have been permitted to interfere with satisfactory relations that for

OVER TWENTY YEARS

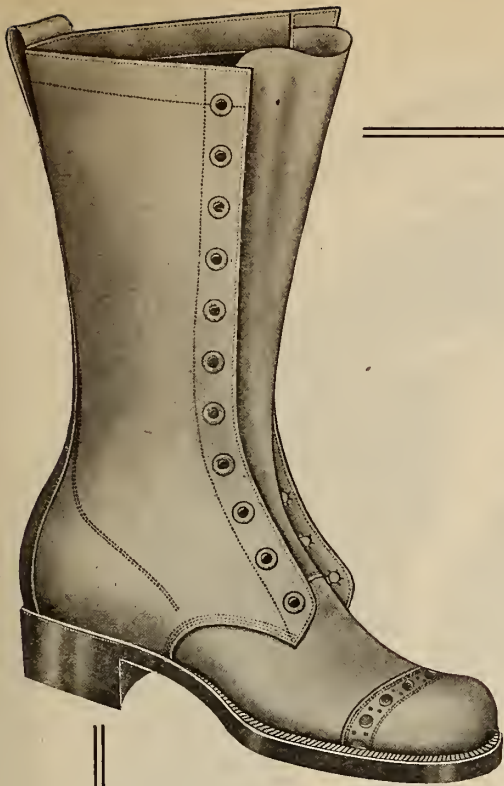
have existed between the Canadian trade and ourselves

SIR H. W. TRICKETT, LIMITED

Waterfoot, near Manchester, ENGLAND

CANADIAN REPRESENTATIVE:
J. S. ASHWORTH, MANCHESTER BUILDING, TORONTO





Special Sorting Service

IN-STOCK LINES

We are offering a number of in-stock lines from which your repeat orders can be filled promptly. This saves you carrying big stocks.

Our travellers are now out both for fall placing and present sorting orders.

Williams Shoe, Limited

Well Stocked Branch at
Regina, Sask.

Brampton, Ontario



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

BUYERS' GUIDE

Classified List of Boot and Shoe Manufacturers and Wholesale Shoe Dealers of Canada—Where they are and What they Make

The SHOE AND LEATHER JOURNAL is so frequently requested by subscribers and others for lists of manufacturers making particular lines of footwear, that we append a classified list, which may be hung up ready for reference, in this FALL TRADE NUMBER.

EXPLANATIONS

The various classes of manufactures are thus indicated: Welts, W.; Turns, T.; McKays, Mc.; Standard Screw, S; Nailed, N; Pegged, P.; Rivetted, R.; J., Sell Jobbers Only.

CANADIAN SHOE MANUFACTURERS

Arranged alphabetically as to towns

ACTON, ONT.

Reliance Shoe Co., Ltd., boys', youths' and little gents', Pontiac shoes, Mc., R.

ACTON VALE, QUE.

Acton Shoe Co., Ltd., general line medium, Mc.; S. & P. larrigans, J.

AMHERST, N.S.

Amherst Boot & Shoe Co., general line medium, Mc.; S. & P. men's welts, long boots.

ANCIENNE LORETTE, QUE.

Huot & Bedard, moccasins and larrigans.

AURORA, ONT.

T. Sisman Shoe Co., Ltd., general line medium, Mc.; S. P., J.

AURORA and BARRIE

Underhill's Limited, general line medium, Mc.; S. & P., J.

AYLMER

Aylmer Shoe Co., Ltd., men's medium and fine welts, athletic and storm boots, J.

BRAMPTON

Hewetson, J. W., Co., Ltd., misses', children's, boys', youths', little gents' medium and fine, Mc.; turns, J.

Williams Shoe, Limited, general line medium, Mc.; S.P.W., sporting and long boots.

BRANDON, MAN.

Zinc Shoe Co., staples.

BRANTFORD, ONT.

Brandon Shoe Co., Ltd., men's medium and fine welts.

BRIDGETOWN, N.S.

MacKenzie, Crowe & Co., Ltd., larrigans, shoe packs and oiled tan moccasins.

CAMPBELLFORD, ONT.

Weston Shoe Co., Ltd., women's, misses' and children's welts, Mc., T., S.

CAP MADEALINE, QUE.

Roy & Co., Ltd., men's, boys', youths' and little gents' medium, Mc., S., J.

COBOURG, ONT.

Cobourg Felt Co., Ltd., felt footwear, also flat felt, J.

CONTRECOEUR, QUE.

Charron, Albert, Misses', children's, infants', Mc., T., J.

Papin, J., misses', children's and infants', Mc. and turns, J.

ELMIRA, ONT.

Great West Felt Co., felt footwear, also felt, J.

Ideal Shoe Co., Ltd., The, children's, boys', youths', misses', Infants', Mc., R.

FREDERICTON, N.B.

Hartt Boot & Shoe Co., Ltd., men's fine welts, and hand sewn.

Palmer, Jno., Co., Ltd., men's, women's, boys' and youths', little gents', oil tan shoe packs, moccasins, sporting boots, summer packs and plow boots, J.

Palmer-McLellan Shoe Pack Co., chromoil, larrigans, shoe packs, moccasins, work boots, fishing and sport boots.

GALT, ONT.

Clark, J. & J., hand-made shoes.

Galt Shoe Mfg. Co., Ltd., youths', little gents', misses', children's, and infants', medium and fine, Mc., T.

Getty & Scott, Ltd., women's, misses', youths', little gents', children's and infants' medium and fine welts, Mc., and T. canvas.

GEORGETOWN, ONT.

Dayfoot, C. B. & Co., men's, women's, boys' and youths' medium, W., Mc., P., R.

GRANBY, QUE.

Miner Rubber Co., Ltd., general line of rubber footwear.

HALIFAX, N.S.

Taylor, Robt., Co., Ltd., general line of medium, Mc., S., and P.

HAMILTON, ONT.

McPherson, Jno., Co., Ltd., Jackson St. E., men's and women's medium and fine welts, Mc.

HEBRON, N.S.

Crosby, H. H., Co., Ltd., general line, Mc., S.T.

HUMBERSTONE, ONT.

Humberstone Shoe Co., sandals, stitchdowns, men's nailed work shoes, J.

KITCHENER, ONT.

Ahrens, Chas. A., Ltd., Linden Ave., general line high-grade solid staples, Mc., S.R. and stitchdowns.

Canadian Con. Felt Co., Margaret Ave., general line of felt footwear and canvas shoes, J.

Gourlay & Fogelberg, Ltd., Mansion St., women's fine McKays.

Greb Shoe Co., Ltd., 17 Queen S., men's high-grade, S.

Hydro City Shoe Mfrs., 117 Weber Ave., general line, Mc., S., R., solid leather staples.

Kauffman Rubber Co., Ltd., 410 King W., rubber footwear of all kinds.

Lady Belle Shoe Co., Ltd., Breithaupt St., high-grade women's, Mc.

Rumpel, Oscar, Queen S., general line felt shoes, slippers.

Western Shoe Co., Ltd., 236 Victoria St., high grade staples, Mc., S., P., J.

Woelfle, W. E., Shoe Co., 127 Wilmot, women's high-grade, Mc.

JOLIETTE, QUE.

Malo, J. N., misses', children's and infants' cheap turns, canvas slippers, J.

LAVALTRIE, QUE.

Villencuve, Amedee, misses', youths', little gents', children's McKays, J.

LINDSAY, ONT.

Beal, R. M., Leather Co., larrigans and leggings.



In
Nineteen-Seventeen
 As in
Eighteen-Fifty-Five

*And each intervening year
 McPherson Shoes are to the
 fore in Style and Quality, and
 all that is essential to the pro-
 duction of High-Grade Foot-
 wear for men and women.*

MC PHERSON'S

*McPherson Shoes represent the
 correct conception of the desires
 of the most exacting purchasers
 and wearers of Fine Footwear.*

*Write for our complete illus-
 trated catalogue.*

The
John McPherson Co.
 Limited

MANUFACTURERS OF

Men's and Women's High Grade Shoes

Hamilton, Canada



LONDON, ONT.

Murray Shoe Co., Ltd., Richmond N., men's and women's medium and fine welts, women's McKays.
 Scott-Chamberlain, Limited, Richmond St., men's medium and fine, **W.**
 Sterling Bros., Ltd., 330 Clarence, men's, boys', youths', women's and misses' medium, **S. & P.**

LORETTEVILLE, QUE.

Bastien, A., moecasins and fancy slippers.
 Bastien, M., moecasins, slippers, snowshoes.
 Boivin, T., general line hand-sewn, **J.**
 Cloutier, G. A., & Co., moecasins.
 Hurona Mfg. Co., Reg., moecasins, fancy slippers.
 St. Amand, A., St. Ambroise, moecasins and slippers.
 St. Amand, R., moecasins.
 Ross, Henry, moecasins, snowshoes.
 Verret, Jules, moecasins.

MERRITTON, ONT.

Independent Rubber Co., Ltd., general line of rubber footwear.

MIDLAND, ONT.

Gendron, P. T., Shoe Pack Co., shoe packs, larrigans, etc., **J.**

MILTON, ONT.

Milton Shoe Co., Ltd., men's, boys', youths' medium McKays, **J., S.**

MILVERTON, ONT.

Grosch Felt Shoe Co., Ltd., general line felt footwear, **J.**

MONTREAL, QUE.

Aird, James, & Co., 17 St. Gabriel, general line cheap and medium grade McKays, **J.**
 Aird & Son, Reg., 482 Ontario E., general line McKays, **T., S., J.**
 Ames-Holden-McCready, Ltd., 201 Inspector, general line all grades, **W., T., Mc., P., S., T., R.**
 Bell, J. & T., Ltd., 180 Inspector, men's and women's fine, **W.** and **T.**
 Bonin, Antoine, 937 Cartier, general line cheap McKays, **T.** and **S., J.**
 Can. Consolidated Rubber Co., 950 Notre Dame E., general line rubber footwear, slippers, bathing, athletic and sporting shoes.
 Canadian Footwear Co., Ltd., 44 St. Antoine St., women's, misses', children's medium and fine McKays, **J.**
 Charbonneau & Deguisc, 636 Craig E., boys', youths', little gents', growing girls', misses', children's, infants' medium McKays and **S., J.**
 Corbeil, J. B. A., 509 DeLanaudiere, general line cheap and medium McKays, women's to infants', canvas, **J.**
 Corbeil, Ltd., 345 St. Paul E., full line medium and fine **W.** and McKays.
 Cornillier, Jos., 156 De Beaujeu, women's, misses', children's cheap McKays and **T., J.**
 Daoust, Lalonde & Co., Ltd., 40 Victoria Sq., men's, youths', boys' medium and fine McKays, **P., S.** and **W.**; women's, misses' medium and fine McKays, **P., S.** and **T.**; children's medium and fine McKays.
 Desautels, Jos. A., 1080 Des Erables, misses', children's and infants' cheap McKays, **J.**
 Dominion Shoe Co., 2208 Chabot,

little gents', misses', children's, infants' McKays.
 Dufresne & Galipeau, Ltd., 60 St. Paul E., men's pegged shoes.
 Dufresne & Locke, Ltd., 587 Ontario E., Maissoncuve, general line **W.** McKays and **T.**, canvas and felt shoes, **J.**
 Dupont & Frere, 301 Aird Ave., men's medium welts, men's, youths', boys', women's medium grade McKays.
 Eagle Shoe Co., Ltd., 587 Beaudry, men's and women's **W.** and McKays.
 F. & B. Shoe Ltd., Champetre St., women's, misses', children's, infants', **T., Mc.**
 Gagnon, Lachapelle & Hebert, 55 Kent St., women's, misses', infants' McKays, **J.**
 Germain, Louis, 251 Christophe Colomb St., misses', children's and infants' cheap turns, **J.**
 Kingsbury Footwear Co., Ltd., 670 LaSalle ave., women's medium and fine McKays, **T.**, also slippers and canvas shoes.
 LaDuchesse Shoe Co., Reg'd., 92 Beaudry, women's, misses', children's medium McKays and turns, women's slippers and canvas shoes, **J.**
 La Parisienne Shoe Co., Ltd., 610 La Salle, women's fine McKays, **T.** and **W.**
 Latour, Davis, 552 Henri Julien, misses', children's, infants' medium and cheap McKays.
 Lida Shoe Co., 800A La Salle Ave., men's, women's, misses', children's and infants' McKays, **T.**
 Macfarlane Shoe Co., Ltd., The, 61 DeNormanville, women's, misses', children's medium and fine **W. & T.**, baby soft sole.
 Mayer, Th., 734 St. Paul W., stitch-down leather sandals, all grades; also play shoes clk soles.
 Miner Shoe Co., Ltd., 78 St. Peter, general line **W.** McKays and **S.**
 McCaughan, J. A., & Son, 680 Champlain, women's to infants' medium and fine McKays.
 McCrudden Shoe Co., The, 1747 Des Erables, misses', children's and infants' cheap and medium McKays, **J.**
 Mount Royal Footwear Co., 2200 Charlemagne, misses' and children's cheap McKays, **J.**
 Muir, Jas., Co., Aird Ave., men's and boys' medium **W.**, general line medium McKays, **S.**
 Packard, L. H., & Co., Ltd., 15 St. Antoine, infants' soft sole shoes.
 Regina Shoe Co., Ltd., 336 Notre Dame E., women's, misses', children's McKays, **T.** and **W., J.**
 Rena Footwear Co., Ltd., 611 Beaudry, general line medium McKays.
 Rolland, A. B., 214 Visitation, children's and infants', cheap and medium **T. & H. S., J.**
 St. Henri Shoe Co., 1570 Notre Dame W., men's, youths', boys', women's, misses' and children's medium and McKay **S.**
 St. Jean & Co., 1165 St. Catherine E., women's to infants' cheap McKay, **J.**
 St. Laurent Garment Co., 52 Nazareth St., larrigans and wannigans, **J.**
 Slater, Geo. A., Ltd., Ontario E. and Bennett Ave., Maissoncuve, men's and women's fine welts.
 Slater Shoe Co., Ltd., 105 Latour, men's and boys' fine welts.

Smardon Shoe Co., Ltd., 533 Visitation, women's fine welts and turns.
 Star Shoe Co., Ltd., 1464 St. Catherine E., women's to infants' medium & fine McKays, turns and cushion **W.**
 Tetrault Shoe Mfg. Co., 331 DeMontigny E., men's, boys' youths', medium and fine welts, men's slippers.
 Wayland Shoe, Limited, 360 Providence, men's fine welts.
 Hamburg Felt Boot Co., Ltd., New Hamburg, Ont., general line felt footwear.

OTTAWA, ONT.

Ottawa Boot & Moccasin Co., 519 Sussex, moecasins, shoe packs, etc.

PERTH, ONT.

Perth Shoe Co., Ltd., women's medium welts.

PLESSISVILLE, QUE.

Plessisville Leather Shoe Co., men's medium welts and high-grade, **S. P.**

POINTE AUX TREMBLES, QUE.

Canadian Footwear Co., Ltd., 6th Ave., women's, misses' and children's medium McKays and **T.**

PORTNEUF, QUE.

Leville, J. C. A., misses' and children's cheap turns.

PRESTON, ONT.

Hurlbut Co., Ltd., infants' soft soles, **J.**
 Parker Shoe Co., Ltd., The, women's, little gents', children's, infants' medium McKays, **J.**

QUEBEC, QUE.

Beaulieu, Jos., & Co., 80 Colomb, general line cheap McKays and **S., J.**
 Berrouard, F., 401 St. Valier, moecasins and larrigans, hunting boots.
 Bertrand & Thibault, 104 Montmagny, women's, misses' and children's fine and medium McKays, **J.**
 Bisson, O., 76 Marie Louise, misses', children's and infants' cheap McKays, **J.**
 Comfort Shoe Co., Ltd., The, 11 Belleau, women's turns and cushion sole shoes, **J.**
 Drolet, J. B., Co., Ltd., 51 Colomb, men's and women's medium welts, boys', youths', little gents' McKays.
 Duchaine, Ludger, 503 St. Valier, general line medium McKays, men's, boys' **S.**, men's, boys', women's, youths' welts, also felt soled and rubber soled, **J.**
 Duchaine & Perkins, 105 De La Couronne, general line McKays, **S., P.** and **R., J.**
 Gale Bros., Ltd., 518 St. Valier, women's, misses', little gents', children's and infants' fine McKays, also canvas, **J.**
 Goulet, O., 575 St. Valier, general line welts, McKays, **S. P.** and **R., J.**
 Hamel, H., 148 Colomb, general line cheap leather slippers, **J.**
 Jobin, E., Ltd., 35 Colomb, general line medium welts, McKays, turns, imitation welts, imitation turns.
 Laehance & Tanguay, 70 Bigaouette Ave., general line McKays, **S.** and **R., J.**
 Lagace & Lepinay, 22 St. Anselme, men's, boys', youths', little gents', McKays and **S., J.**
 Marier & Trudel, Ltd., Nelson St.,

If the investment of a little time and the cost of a post card would bring you an opportunity to make some good money, you wouldn't hesitate about making it, would you? Then write us to-day, as we have something mighty interesting to tell you.



*Beal Bros.
Limited*

*52 Wellington St.
East*

Toronto, Can.

WRITE

TO-DAY

general line medium McKays and S., J.
 Marsh, Wm. A., Co., Ltd., 472 St. Valier, men's and women's medium and fine McKays and welts, J.
 Martin, J. & A., 117 Charest, men's, boys', youths', P and S., J.
 Moisan, Frs., 34 Turgeon, men's, women's and children's cheap hand turned shoes and slippers, J.
 Poirier, Renee, 140 Colomb, cheap buskins, general line nailed slippers, J.
 Ritchie, John, Co., Ltd., 406 St. Valier, men's, boys', youths' and little gents' medium and fine welts and canvas shoes, J.
 Roehette, J. Marcel, 80 Signai, men's, boys', youths' and little gents' medium McKays, S.
 Routier, Luc., 56 Colomb, men's, boys', youths' and little gents' medium McKays, S. J.
 Saillant & Lessard, 29 4th St., boys', youths', misses', children's and infants' medium McKays, J.
 Samson, J. E., 20 Arago, general line medium McKays, S. and P. A specialty of hoekey, rugby and baseball shoes, J.
 Stobo, J. M., 92 Arago, general line welts, McKays and S., J.
 Tanguay, Jos., 122 St. Dominique, general line medium McKays, S., P., also sporting boots and sandals.
 Thivierge, E., 585 St. Valier, general line cheap and medium McKays, S. and P., J.
 Tourigny & Marois, Reg., 463 St. Valier, general line welts, McKays, S. J.
 Tremblay, Ed., 108 Boisseau, general line medium McKays, S., J.
 Tremblay & Gosselin, 12½ Parent, boys', youths', misses', children's and infants' cheap McKays, S., J.
SACKVILLE, N.B.
 Wry-Standard, A. E., Ltd., men's, youths', boys' and women's medium P. N., also oil tanned shoe paeks.
ST. GENEVIEVE DE BATISCAN, Q.
 St. Arnaud, Arthur A., fancy slippers.
 St. Arnaud, Biron & Co., moecasins and shoe paeks.
ST. HYACINTHE, QUE.
 Cote, J. A. & M., Ltd., general line W., Mc., S., R.
 St. Hyacinthe Soft Sole Shoe Co., boys', youths', little gents', children's, S. and infants' soft sole, also children's sandals.
ST. JACOBS, ONT.
 Canada Felting Co., seamless wool boots.
ST. JEROME, QUE.
 Canadian Con. Rubber Co., Ltd., head office, Montreal.
ST. JOHN, N.B.
 Humphrey, J. M. & Co., general line of medium staples, welts, McKays and S.
ST. STEPHEN, N.B.
 Clark Bros., Ltd., women's medium and fine McKays, also white canvas shoes.

ST. THOMAS, ONT.

Nursery Shoe Co., Ltd., boys', youths', little gents', misses', children's and infants' McKays and turns.
 Wright, E. T., & Co., men's fine welts.

ST. TITE, QUE.

Aeme Shu-Pak Co., Ltd., shoe paeks, larrigans, J., moecasins and hunting boots.

SAULNIERVILLE, N.S.

Comeau, F. G., & Son, larrigans and shoe paeks.

SEAFORTH, ONT.

Dunean, W. J., infants' soft sole, also gaiters and leggings.

SHERBROOKE, QUE.

Sherbrooke Footwear Co., women's medium McKays

SIMCOE, ONT.

Unique Shoe Co., Ltd., youths', infants', children's, misses' medium moek welts and McKays, also felt slippers and stitchdowns, J.

SOREL, QUE.

Duhamel, La Cie & Freres, general line heavy shoes and oiled moecasins.

SOREL, QUE.

Juvenile Shoe Co., Ltd., misses', children's and infants' turns, also stithdowns.

THREE RIVERS, QUE.

Baleer Glove Mfg. Co., moecasins.
 Eureka Shoe, Ltd., women's medium McKays, J.
 Eureka Shoe Co., women's medium McKays, J.
 Tebbutt Shoe & Leather Co., men's, boys', youths', little gents' medium and fine welts, McKays, S. and hand-sewn, J.

TILLSONBURG, ONT.

Tillsonburg Shoe., Ltd., men's, boys', youths', S. R., J.

TORONTO, ONT.

Adams Shoe Co., Ltd., College and Euclid, little gents', misses', children's and infants' fine McKays and T.
 Blachford Shoe Mfg. Co., Ltd., 92 Sherbourne, women's fine welts.
 British Slipper Mfg., 719 Bathurst, carpet slippers.
 Canadian Shoe and Slipper Mfg., 354 King W., cheap buskins, oxfords and men's slippers.
 Clarke, A. R., & Co., Ltd., 633 Eastern Ave., moecasins.
 Cooper, D. H., 38 Randolph, children's slippers.
 Daek, R., & Sons, Ltd., 73 King W., eustom, fine welts.
 Dominion Boys' Shoe Co., 448 Spadina Ave., boys', youths', little gents' McKays.
 Forbert, F. A., 673 King W., house slippers and sport shoes.
 Gutta Peha & Rubber, Ltd., 47 Yonge St., general line rubber footwear, rubber heels, etc.
 Hamilton, W. B., Shoe Co., Ltd., 15 Front E., men's and women's medium and fine welts, McKays and S.

H. & C. Shoe Mfg. Co., 1658 Dundas, men's and boys' medium welts.
 Inrig, Donald, 20 Linden, men's, boys' and youths' medium welts, McKays, S., staples, sporting shoes.
 King Shoe Co., Ltd., 130 Wellington W., now working on military boots; will likely make men's and children's staples in 1917.
 Long, R. G., & Co., Ltd., 727 King W., moecasins.
 Minister-Myles Shoe Co., Ltd., 109 Simeoe, men's, women's, boys' fine welts and turns.
 Regal Shoe Co., Ltd., Bathurst and College, men's and boys' fine welts.
 Reliance Shoe Co., Ltd., 350 Sorauen Ave., boys', youths', little gents' medium and fine welts and McKays (Aeton, Ont.)
 Stewart, Wm., 166 Seaton, eripple shoes.
 Sutton, J. H., 103 King W., eustom shoes, fine welts and leggings.
 Toronto Slipper Mfg. Co., 18 Millstone Lane, cheap and medium slippers and bathing shoes.
 Walker-Parker Co., Ltd., 152 Wellington W., women's fine welts, McKays and T.
 Wilson, C. H., 241 King E., men's, boys', McKays and welts, canvas and sporting shoes.

UPTON, QUE.

Loiselle, Raphael, shoe paeks.

VANCOUVER, B.C.

Harvey Boot Factory, 51 Cordova, logging shoes (repair shop).
 Leckie, J. & Co., Ltd., 220 Cambie, men's, boys', youths' medium welts and S., wholesale general line.

VICTORIA CORNERS, N.B.

Boyer, J. W., & Co., handmade river boots.

WATERLOO, ONT.

Valentine & Martin, men's, boys', youths' S. W., J.

WINNIPEG, MAN.

Adair & Van Vleet, moecasins.
 Richards, A. H., & Son, hoekey boots and eustom welts.

WHOLESALE DEALERS

Handling Boots, Shoes, Rubbers, Felts, Etc.

AMHERST, N.S.

Amherst Boot & Shoe Co., Ltd.

BELLEVILLE, ONT.

Belleville Shoe Co.

BRANDON, MAN.

Dowling & Creelman.

BRANTFORD, ONT.

Agnew, John, Ltd.
 Clark, A. C.

BROCKVILLE, ONT.

Johnston, J. A., Co., The.

CALGARY, ALTA.

McFarland Shoe Co.
 McKillop, A., Co., Ltd.

CHARLOTTETOWN, P.E.I.

Goff & Co.
 Morris & Smith,



J 375 K.....\$5.00
 Women's black glazed kid welt boot, 8 inch height, full quarter lace, black satin top facing, fudge edge welt, plain toe, 17-8 inch leather Louis heel. Madison last. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.

The Next Train Going Your Way

That is the service offered on these attractive Spring Boots. No delay is permitted under any circumstances—the shoes **MUST** be on the next train going your way, without fail.



J 172 E.....\$4.00
 Women's black glazed kid, flexible McKay boot, 7½ inch height, circular fox, lace, plain toe, leather half Louis heel. Belmont last. A, 3½ to 7; B, 2½ to 7; C, and D 2½ to 8.

But the big feature about these shoes is their worthiness—the splendid way they perform in the wearing—the stylish fit—the fine stuff of which they are made—their long-lasting good looks, caused by the fact that they hold their shape. These are the things which make them profit swellers and make customers friends.

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.
 TIGER & VOORVAART, Repr't's



J 194 E.....\$3.25
 Women's white canvas, flexible McKay boot, 8 inch height, full quarter lace, plain toe, regular leather sole, wood covered half Louis heel. Belmont last. A, 3½ to 7; B, C and D, 2½ to 7.



J 394 J.....\$4.25
 Women's white Reigskin welt boot, 8 inch height, full quarter lace, Vaughan's white ivory sole and welting, close edge welt, 2 1-8 inch wood covered half Louis heel. Touraine last. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.



J 347 G.....\$6.00
 Women's Hazel Brown kid lace boot, 8 inch height, whole fox lace, plain toe, fudge edge welt, 2 inch leather Louis heel. Ritz last. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.

COLLINGWOOD, ONT.

Long, T., & Bro.
Stephens Co., Ltd.

EDMONTON, ALTA.

Brody, Max.
Stockand. Geo.

FRASERVILLE, QUE.

Fraserville Shoe Co., Ltd.

HALIFAX, N.S.

Taylor, Robt., Ltd.

HAMILTON, ONT.

Barnett, L. H., 9 Market Sq.
Griffith, R. B., & Co., 20 Gore.
Lennox, Jno., & Co., 18 King St. E.
McPherson, Jno., Co., Ltd., Jackson St. E.
Townsend, J. S., Lister Bldg., 43 Hughson St.

KINGSTON, ONT.

Midland Shoe Co.

LONDON, ONT.

Coates, Burns & Wanless, 320 Richmond.
Karn Shoe Co., 350 Richmond.
London Shoe Co., Ltd., 326 Richmond.
Sterling Bros., Ltd., 330 Clarence.
Webster & Graham, 353 Richmond.

MIDLAND, ONT.

Gendron & Fitzpatrick.

MONCTON, N.B.

Higgins, L., & Co.

MONTREAL, QUE.

Bignell & Knox, 59 St. Henry.
Canada Shoe, 229 Notre Dame E.
Canadian Shoe Co., 108 Garnier.
Chouinard, J. I., 330 Notre Dame E.
Dufresne & Galipeau, Ltd., 60 St. Paul E.
Gagnon, O., 1167 St. Catherine E.
Home Shoe Co., Ltd., 327 Amherst.
Jackson & Savage, Ltd., 78 St. Peter.
Johnson, A. L., Co., Ltd., 17 St. Helen.
Labelle, J. R., 229 Lemoine.
Lambert, Alfred, 14 Notre Dame W.
Lion Brand Shoe, Reg., 15 Gosford.
Metropolitan Shoe Co., 91 St. Paul E.
Packard, L. H., & Co., Ltd., 15 St. Antoine.
Ritz Shoe Co., 66 McGill.
Robinson, James, 184 McGill.
Scheuer, Normandin & Co., 8 St. Helen.
Stag Shoe Co., The, 74 Victoria Sq.
Thompson Shoe Co., Ltd., 36 St. Genevieve.

MOOSE JAW, SASK.

Kennedy Brothers.
Maybee's, Ltd.

NEW GLASGOW, N.S.

Higgins, L., & Co.

OTTAWA, ONT.

Ault, W. A., & Co., Ltd., 18 Queen.
Chouinard, J. I., of Montreal, 16 Musgrove.
Federal Shoe Co.,

QUEBEC, QUE.

Beaubien, Louis, 617 St. Valier.
Begin, J. H., Reg., 124 St. Dominique.
Brown, Rochette, Ltd., 580 St. Valier.
Duchaine Shoe, 29 Renaud.

Jackson & Savage, Ltd., 81 Dalhousie.
Laroche, J. H., & Fils, 533 St. Valier.

Poliquin & Darveau, 41 St. Pierre.

POINTE AUX LIEVERS.

Paquet Co., Ltd.

REGINA, SASK.

Amherst Central Shoe Co., Ltd., Rose St. and 8th Ave.

ST. HYACINTHE, QUE.

Eastern Townships Shoe Co.

ST. JOHN, N.B.

Fleetwood, E. J.
Humphrey, J. M., & Co.
Waterbury & Rising, Ltd.

ST. JOHNS, QUE.

McNulty, Louis, Richelieu St.

SASKATOON, SASK.

Harley, Henry, Ltd.

SHERBROOKE, QUE.

Nault, J. M.

SUDBURY, ONT.

Silverman, A.

SYDNEY, N.S.

Humphrey, J. M., & Co.

SYDNEY MINES, N.S.

Cook, Wm., Shoe Co.

TORONTO, ONT.

Blachford, Davies & Co., 60 Front St. W.
Cronk, S. C., & Co., 60 Front W.
Hamilton, W. B., Shoe Co., 15 Front St. E.
Hawthorne, D. D., Co., 27 Wellington W.
Jacobi, Philip, 5 Wellington E.
McLaren & Dallas, 30 Front W.
Weston, F. J., & Sons, 53 Wellington W.
White Shoe Co., 48 York.

VANCOUVER, B.C.

Damer, Lumsden & Co., 133 Pender W.
Henderson, F. & F., 416 Cordova W.
Leckie, J., & Co., Ltd., 220 Cambie.
Stevenson Bros., 109 Powell.

WINNIPEG, MAN.

Congdon, Marsh, Ltd., 86 Princess.
Drach, Max, 48 Robinson.
Finch, D. E., 404 Ashdown Bldg.
Kilgour, Rimer Co., Ltd., 87 Princess.
Middleton, H. G., Co., Ltd., 154 Princess.
Ryan, Thos., & Co., Ltd., 44 Princess.

YAMACHICHE, QUE.

Desotieux & Villemure.

CLASSIFIED LIST**BOYS' AND YOUTHS'**

Acton Shoe Co., Ltd., Actonvale, Que. P., J., Me.
Ahrens, Chas. A., Ltd., Kitchener, Ont. Me., S.
Aird, Jas., Co., 17 St. Gabriel, Montreal. Me.
Aird & Son, Reg., 482 Ontario St. E., Montreal. Me., J.

Ames-Holden-McCready, Ltd., 201 Inspector. W., T., Me., S., P.

Amherst B. & S. Co., Ltd., Amherst N.S. Me., S., P.

Beaulieu, Jos. & Co., 80 Colomb, Quebec. Me., S., J.

Bonin, A., 937 Cartier, Montreal. T., Me., S., J.

Charbonneau & Deguise, 636 Craig E., Montreal. Me., S., J.

Corbeil, J. B. A., 599 De Lanandiere, Montreal. Me., J.

Corbeil, Limited, 345 St. Paul E., Montreal. W., Me.

Cote, J. A. & M., Ltd., La Cie., St. Hyacinthe, Que. (Little Gents') Me.

Crosby, H. H. Co., Ltd., Hebron, N.S. MeK., S.

Daoust, Lalonde & Co., Ltd., Victoria Sq., Montreal. W., Me., S., P.

Dayfoot, C. B., & Co., Georgetown, Ont. W.

Dominion Boys Shoe Co., 448 Spadina ave., Toronto. N.

Dominion Shoe Co., 2293 Chabot, Montreal. ((Little Gents') Me.

Drolet, J. B. Co., Ltd., 51 Colomb, Quebec. Me.

Duchaine, L., 593 St. Valier, Quebec. W., Me., S., J.

Duchaine & Perkins, 195 Crown, Quebec. Me., S., P., J.

Dufresne & Locke, Ltd., 587 Ontario E., Montreal. Me., J.

Duhamel & Frere, Sorel, Que. P.

Dupont & Frere, 301 Aird Ave., Montreal. Me., J.

F. & B. Shoe Co., Ltd., Champetre St., Montreal E. Me.

Galt Shoe Mfg. Co., Galt, Ont. (Youths' and Little Gents') T., Me.

Getty & Scott, Ltd., Galt, Ont. (Youths' and Little Gents') W., T., Me.

Goulet, O., 575 St. Valier, Quebec. W., Me., S., P., J.

Hartt Boot & Shoe Co., Ltd., Fredericton, N.B. W.

Hewetson, J. W., Co., Ltd., Brampton, Ont. (Youths' and Little Gents') T., Me.

Humphrey, J. M., & Co., St. John. N.B. W., Me., S.

Hurlburt Co., Ltd., Preston, Ont. (Little Gents') W.

Hydro City Shoe Mfrs., Ltd., Kitchener, Ont. Me., S.

H. & C. Shoe Mfg. Co., 1658 Dundas, Toronto. W.

Ideal Shoe Co., Elmira, Ont. Me., R.

Inrid, D., 20 Linden, Toronto. W., Me., S.

Jobin, E., Ltd., 35 Colomb, Que., W., T., Me., J.

Lachance & Tanguay, 70 Bigaouette, Quebec. Me., S., J.

Lagace & Lepinay, 22 Anselme, Quebec. Me., S., J.

Leckie, J., & Co., Ltd., Vancouver, B.C. W., S.

Marier & Trudel, Ltd., Nelson St., Quebec. Me., S., J.

Martin, J., & Co., 117 Chaust St., Quebec. S., P., J.

Milton Shoe Co., Ltd., Milton, Ont. Me., S., J.

Miner Shoe Co. Ltd., 78 St. Peter W., Me., S.

Muir, Jas., Co., Aird Ave., Montreal. Me., S.

Nursery Shoe Co., St. Thomas, Ont. T., Me.

HUB OF THE SHOE TRADE

Radiates Shoes from Coast to Coast and from Great Lakes to Arctic Circle



Have You Received our
1917 Catalogue? Just out

This is a season when QUICK SERVICE means more than ever before to the PROGRESSIVE SHOE DEALER. We hold the record on quick shipments. We ship 95 per cent. of orders same day as received. This means that we have the STOCK and we have the ASSORTMENT. Our PRICES are the result of such LARGE and CAREFUL buying that they cannot be touched by ordinary purchasers.

Over Thirty Years of Expert Service

LONDON SHOE CO.

LONDON, ONT.

Regal Shoe Co., Ltd., Colledge and Bathurst, Toronto. **W.**
 Reliance Shoe Co., Ltd., 350 Sorauren Ave., Toronto. **Mc., R.**
 Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
 Rochette, J. M., 80 Signal, Quebec. **Mc., S.**
 Rontier, Luc, 56 Colomb, Quebec. **Mc., S., J.**
 Roy & Co., Ltd., Cup Magdelaine, Que. **Mc., S.**
 St. Henri Shoe Co., 1579 Notre Dame, Montreal. **Mc.**
 St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que. **S.**
 Saillant & Lessard, Quebec. **Mc., J.**
 Samson, J. E., 20 Arago, Quebec. **Mc., S., P.**
 Sisman Shoe Co., The T., Ltd., Aurora, Ont. **Mc., S., P., J.**
 Slater Shoe Co., Ltd., 105 Latour, Montreal. **W.**
 Star Shoe, Limited, 1464 St. Catherine St., Montreal. **Mc.**
 Sterling Bros., Ltd., London, Ont. **S., P.**
 Stobo, J. M., 92 Arago, Quebec. **Mc., S., J.**
 Tanguay, Jos., 122 St. Dominique, Quebec. **Mc., S., P., J.**
 Tebbutt Shoe & Leather Co., Ltd Three Rivers, Que. **W., Mc., S.**
 Tetrault Shoe Mfg. Co., 331 Démon-tigny, Montreal. **W.**
 Thivierge, E., 585 St. Valier, Quebec. **Mc., S., P., J.**
 Tillsonburg Shoe Co., Ltd., Tillsonburg, Ont. **S., N., J.**
 Tourigny & Marois, 463 St. Valier, Quebec. **W., Mc., S., J.**
 Tremblay, E., 108 Boisseau, Quebec. **Mc., S.**
W., Mc., S. (Little Gents') **Mc., S.**
 Tremblay & Gosselin, 12½ Parent, Quebec. **Mc., S., J.**
 Underhills, Ltd., Aurora and Barrie, Ont. **Mc., S., P., J.**
 Unique Shoe Co., Ltd., Simcoe, Ont. **Mc., Mock Welts, J.**
 Valentine & Martin, Waterloo, Ont. **W., Mc., S., P., J.**
 Western Shoe Co., Ltd., Kitchener, Ont. **Mc., S., P., J.**
 Williams Shoe Co., Ltd., Brampton, Ont. **Mc., S., P.**

CANVAS SHOES

Ames-Holden-McCready, Ltd., Montreal, Que., 201 Inspector St.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Can. Con. Felt Co., Ltd., Kitchener, Margaret Ave., **J.**
 Can. Con. Rubber Co., Ltd., Montreal, P.Q., 950 Notre Dame E.
 Canadian Footwear Co., Ltd., Pointe Aux Trembles, womens.
 Clark Bros., Ltd., St. Stephen, N.B. womens.
 Toronto Sales Room, R. L. Savage, Toronto, Ont., 2 Trinity Sq.
 Columbus Rubber Co., of Montreal, Montreal, Que., 1340 De Montigny E.
 Corbeil, J. B. A., Montreal, P.Q., 599 De Lanaudiere, **J.**
 Corbeil, Ltd., Montreal, 345 St. Paul E., womens to inf.
 Dufresne & Galipeau, Ltd., Montreal, 60 St. Paul E.
 Dufresne & Locke, Ltd., Maisonneuve, 597 Ontario E., **J.**

Eureka Shoe, Ltd., Three Rivers, womens.
 Hamilton, W. B. Shoe Co., Toronto, Ont., 15 Front E.
 Gagnon, Lachapelle & Hebert, Montreal, Que., 55 Kent, St., womens and inf., **J.**
 Gale Bros., Ltd., Quebec, 518 St. Valier, womens, **J.**
 Getty & Scott, Ltd., Galt, Ont., womens.
 Goulet, O., Quebec, Que., 575 St. Valier, **J.**
 Gutta Percha & Rubber, Ltd., Toronto, Ont., 47 Yonge St.
 Kingsbury Footwear Co., Ltd., Montreal, Que., 679 LaSalle Ave., womens.
 La Duchesse Shoe Co., Montreal East, 92 Beaudry, womens, **J.**
 Ritchie, John, Co., Ltd., Quebec, P.Q., 496 St. Valier, **J.**
 Samson, J. E., Quebec, 20 Arago, **J.**
 Scheur, Normandin & Co., Montreal, 8 St. Helen.
 Star Shoe, Ltd., Montreal, 1468 St. Catherine E., womens to inf.
 Toronto Slipper Mfg. Co., Toronto, Ont., 18 Millstone Lane.
 Trickett, Sir H. W., Limited, Toronto, Ont., Manchester Building.

FELT SHOES

Aird & Son, Reg., 482 Ontario E., Montreal.
 Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
 Canada Felting Co., St. Jacobs, Ont.
 Canadian Consolidated Felt Co., Ltd., Kitchener.
 Cobourg Felt Co., Ltd., Cobourg, Ont.
 Corbeil, J. B. A., 599 De Lanaudiere, Montreal.
 Duchaine, L., 593 St. Valier St., Quebec
 Dufresne & Locke, Ltd., 587 Ontario E., Montreal.
 Great West Felt Co., Ltd., Elmira, Ont.
 Grosch Felt Boot Co., Milverton, Ont.
 Hamburg Felt Boot Co., Ltd., New Hamburg, Ont.
 Hartt Boot & Shoe Co., Ltd., Fredericton, N.B.
 Rochette, J. M., 80 Signal, Quebec.
 Rumpel, Oscar, Kitchener.
 Trickett, Sir H. W., Ltd., Manchester Building, Toronto.
 Wry-Standard, A. E., Ltd., Sackville, N.B. **S., N., P.**

MEN'S BOOTS AND SHOES

Acton Shoe Co., Ltd., Acton Vale, Que., **Mc., S., P., J.**
 Aird, Jas., & Co., Montreal, 17 St. Gabriel, **Mc.**
 Ahrens, Chas. A., Ltd., Kitchener, Ont., **Mc., S., R.**
 Aird & Son, Reg., Montreal, Que., 482 Ontario E., **Mc., T., S., J.**
 Ames-Holden-McCready, Ltd., Montreal, 201 Inspector, **W. T., Mc., S., P., R.**
 Amherst Boot & Shoe Co., Amherst, N.S., **W., Mc., S., P.**
 Aylmer Shoe Co., Ltd., Aylmer, Ont., **W.**
 Leaulieu, Jos., & Co., Quebec, Que., 80 Colomb, **Mc., S., J.**
 Bell, J. & T., Ltd., Montreal, 180 Inspector, **W., T.**
 Bonin, Antoine, Montreal, 939 Cartier, **T., Mc., S., J.**

Brandon Shoe Co., Ltd., Brantford, Ont., **W.**
 Corbeil, Limited, Montreal, Que., 345 St. Paul E., **W., Mc.**
 Corbeil, J. B. A., Montreal, 599 De Lanaudiere, **Mc., J.**
 Cote, J. A. & M., Ltd., St. Hyacinthe, **W., Mc., S., R.**
 Crosby, H. H., Co., Ltd., Hebron, N.S., **Mc., S., T.**
 Daoust, Lalonde & Co., Montreal, Que., 49 Victoria Sq., **W., Mc., P., S.**
 Dayfoot, C. B., & Co., Georgetown, Ont., **W., Mc., P., R.**
 Drolet, J. B., & Co., Ltd., Quebec, Que., 51 Colomb, **W., Mc.**
 Duchaine, L., Quebec, Que., 593 St. Valier, **W. Mc., S., J.**
 Duchaine & Perkins, Quebec, Que., 195 Crown, **Mc., S., P., R., J.**
 Dufresne & Locke, Ltd., Maisonneuve, Montreal, 587 Ontario St. E., **W., Mc., J.**
 Duhamel & Freres, Sorel, **P., T., S.**
 Dupont & Frere, Montreal, 301 Aird Ave., **W., Mc.**
 Eagle Shoe Co., Ltd., Montreal, 587 Beaudry, **W.**
 Goulet, O., Quebec, 575 St. Valier, **W., J.**
 Greb Shoe Co., Ltd., Kitchener, Ont., **S.**
 Hamilton, W. B., Shoe Co., Toronto, 15 Front St. E., **W.**
 Hartt Boot & Shoe Co., Ltd., Fredericton, N.B., **W.**, and hand sewn.
 Humberstone Shoe Co., Humberstone, Ont., **N., J.**
 Humphrey, J. M., & Co., St. John, N.B., **W., Mc., S.**
 Hydro City Shoe Mfrs., Ltd., Kitchener, Ont., **Mc., S., R.**
 H. & C. Shoe Mfrs., Ltd., Toronto, 1658 Dundas St., **W.**
 Inrig, Donald, Toronto, 20 Linden St., **W., Mc., S.**
 Jobin, E., Ltd., Quebec, 35 Colomb, **W., Mc.**
 Lachance & Tanguay, Quebec, 70 Bigaouette, **Mc., S., R., J.**
 Lagace & Lepinay, Quebec, 22 St. Anselme, **Mc., S., J.**
 Leckie, J., Co., Ltd., Vancouver, B.C., **W., S.**
 Lida Shoe Co., 899A Lasalle Ave., Montreal, **Mc., T.**
 Marier & Trudel, Ltd., Quebec, Que., Nelson St., **Mc., S., J.**
 Marsh, Wm. A., Co., Ltd., Quebec, 472 St. Valier, **W., Mc., J.**
 Martin, J. & A., Quebec, 117 Charest, **S., P., J.**
 McPherson, John, Co., Ltd., Hamilton, Ont., **W., Mc.**
 Milton Shoe Co., Ltd., Milton, **Mc., J.**
 Miner Shoe Co., Ltd., 78 St. Peter St., Montreal, **W., Mc., S.**
 Minister-Myles Shoe Co., Ltd., Toronto, 109 Simcoe, **W.**
 Muir, Jas., Co., Montreal, Que., Aird Ave., **W., Mc., S.**
 Murray Shoe Co., London, Ont., **W.**
 Palmer, Jno., Co., Ltd., Fredericton, N.B., larrigans and packs, etc.
 Palmer-McLellan Shoe Pack Co., Fredericton, N.B., larrigans, packs, etc.
 Plessisville Leather & Shoe, Plessisville, Que., **W., S., P.**
 Regal Shoe Co., Ltd., Toronto, Ont., 474 Bathurst, **W.**
 Rena Footwear Co., Ltd., Montreal, Que., 611 Beaudry, **Mc.**

HEELS

The Greatest Range of STYLES and SHAPES for WOMEN'S FOOTWEAR

Our machines are carefully thought out and built by expert mechanics to overcome the many difficulties often experienced in the manufacture of heels. Many of our customers in Canada will endorse our statement that our heels are mechanically constructed, thus eliminating any troubles resulting from heels not properly constructed.



□
The Novelty
of the
Season

THE
VANITY
TRADE MARK
HEEL

□
WOOD
HEEL
EFFECT

The heel that gives the finishing touch essential to the success of high-class models in Women's and Young Ladies' Shoes.

The Silvery Aluminum, or Red, Pink, Black, Blue or White Ivoryoid, give all the appearance of a wood heel.

Prettier than the wood heel, they are also better and more substantial. They scour and cut as easily as leather and take on a beautiful finish.

Rochester heels warrant the careful inspection and consideration of every manufacturer and merchant.

Rochester Heel Company
Rochester, N.Y.



Rithie, John, Co., Ltd., Quebec, 496 St. Valier, **W., J.**
 Roehette, J., Marcel, Quebec, 80 Signai, **Mc., S.**
 Routier, Luc, Quebec, 56 Colomb, **Mc., S., J.**
 Roy & Co., Ltd., Cap' Magdelaine, **Mc., S.**
 St. Henri Shoe Co., Montreal, 1579 Notre Dame, **W., Mc.**
 Samson, J. E., Quebec, 20 Arago, **Mc., P., S., J.**
 Scott-Chamberlain, Ltd., London, Ont., **W.**
 Sisman, T., Shoe Co., Ltd., Aurora, **Mc., S., P., J.**
 Slater, Geo. A., Ltd., Maisonneuve, Montreal, Que., Ontario St. E., **W.**
 Slater Shoe Co., Ltd., Montreal, 105 Latour, **W.**
 Sterling Bros., Ltd., London, Ont., **S., P.**
 Srobo, J. M., Quebec, Que., 92 Arago, **W., Mc., J.**
 Tanguay, Jos., Quebec, 122 St. Dominique, **Mc., S., J.**
 Taylor, Robt., Co., Ltd., Halifax, N.S., **Mc., P., S.**
 Tebbutt Shoe & Leather Co., Three Rivers, Que., **W., Mc., S., J.**
 Tetrault Shoe Mfg. Co., Montreal, 331 De Montigny E., **W.**
 Thivierge, E., Quebec, Que., 585 St. Valier, **Mc., P., S., J.**
 Tillsonburg Shoe Co., Ltd., Tillsonburg, Ont., **S. N., J.**
 Tourigny & Marois, Reg., Quebec, Que., 463 St. Valier, **W., Mc., S., J.**
 Tremblay, Ed., Quebec, 108 Boisseau, **Mc., S., J.**
 Underhills, Ltd., Aurora and Barrie, Ont., **Mc., S., P., J.**
 Valentine & Martin, Waterloo, **W., S. J.**
 Wayland Shoe, Limited, Montreal, Que., 360 Providence, **W.**
 Western Shoe Co., Ltd., Kitchener, Ont., **Mc., S., P., J.**
 Williams Shoe Limited, Brampton, **W., Mc., S., P.**
 Wright, E. T. & Co., St. Thomas, **W.**
 Wry-Standard, E. A., Ltd., Sackville, N.B., **P., N.**

MISSES', CHILDREN'S AND INFANTS' SHOES

* Misses' and Children's Only

Acton Shoe Co., Ltd., Acton Vale, Que., **S., P., Mc.**
 Ahrens, Chas., Ltd., Kitchener, Ont., **Mc., S., N.**, stitchdowns.
 Adams Shoe Co., Ltd., Toronto, 533 College, **T., Mc.**
 Aird, Jas., & Co., Montreal, Que., 17 St. Gabriel, **Mc.**
 Aird & Son, Reg., Montreal, 482 Ontario E., **T., Mc., J.**
 Ames-Holden-McCreedy, Ltd., Montreal, 201 Inspector, **W., T., Mc., S., P.**
 Amherst Boot & Shoe, Ltd., Amherst, N.S., **Mc., S., P.**
 Beaulieu, Jos., & Co., Quebec, Que., 80 Colomb, **Mc., S.**
 Bertrand & Thibault, Quebec, 104 Montmagny, **Mc., J.**
 Bisson, O., Quebec, 76 Marie Louise, **Mc., J.**
 Bonin, Antoine, Montreal, 937 Cartier, **T., Mc., J.**
 Canadian Footwear Co., Ltd., Pointe aux Trembles, (Montreal office), 44 St. Antoine, **Mc.**

Charbonneau & Deguise, Montreal, 636 Craig E., **Mc., S., J.**
 Charron, Albert, Contrecoeur, **T., J.**
 Corbeil, J. B. A., Montreal, 599 De Lanaudiere, **T., Mc., J.**
 Corbeil, Ltd., Montreal, 345 St. Paul E., **Mc.**
 Cornellier, Jos., Montreal, 156 De Beaujeu, **Mc., J.**
 *Cote, J. A. & M., Ltd., St. Hyacinthe, **W., Mc., P., S.**
 Cote, J. P., Montreal, 899A La Salle Ave., **T., Mc.**
 Crosby, H. H., Co., Ltd., Hebron, N.S., **Mc., S.**
 *Daoust, Lalonde & Co., Ltd., Montreal Que., 49 Victoria Sq., **T., Mc., P., S.**
 *Dayfoot, C. B. & Co., Georgetown, Ont., **W.**
 Desautels, Jos. A., Montreal, Que., 1080 Des Erables, **Mc., J.**
 Dominion Shoe Co., Montreal, 2298 Chabot, **Mc.**
 Duchaine, L., Quebec, 593 St. Valier, **Mc., S., J.**
 *Duchaine & Perkins, Quebec, 195 De La Couronne, **Mc., P., S.**
 Dufresne & Locke, Maisonneuve, Montreal, 587 Ontario E., **Mc., J.**
 Dunean, W. J., Seaforth, Ont., infants' soft sole.
 F. & B. Shoe, Limited, Montreal East, Que., Champetre St., **Mc., T.**
 Gale Bros., Ltd., Quebec, 518 St. Valier, **Mc., J.**
 Galt Shoe Mfg. Co., Galt, Ont., **T., Mc.**, stitcheowns.
 Germain, L., Montreal, Que., 251 Christophe Colomb, **T., J.**
 Getty & Scott, Ltd., Galt, Ont., 109 Water N., **T., Mc., W.**
 Goulet, O., Quebec, Que., 575 St. Valier, **Mc., P., S., J.**
 Hewetson, J. W., Co., Ltd., Brampton, Ont., **T., Mc., J.**
 Humphrey, J. M., & Co., St. John, N.B., **W., Mc., S.**
 Hurlbut Co., Ltd., Preston, Ont., infants' soft sole, **J.**
 Hydro City Shoe Mfrs., formerly G. B. Oberholtzer Co., Kitchener, **Mc.** and rivet.
 Ideal Shoe Co., Ltd., The, Elmira, **Mc., T., J.**
 *Jackson & Savage, Ltd., Montreal, Que., 78 St. Peter, **W., Mc.**
 Jobin, E., Ltd., Quebec, 35 Colomb, **Mc., W., T.**, mode **W. & T.**
 Juvenile Shoe Co., Ltd., Sorel, **T.**
 *La Duchesse Shoe Co., Reg., Montreal, 92 Beaudry, **Mc., T.**
 Latour, David, Montreal, 552 Henri Julien, **Mc.**
 Leveille, J. C. A., Portneuf, **T.**
 *MacFarlane Shoe Co., Ltd., Montreal, 61 De Normandie, **T., W.**, infants' soft sole.
 Malo, J. N., Joliette, **T., J.**
 Marier & Trudel, Ltd., Quebec, Nelson St., **Mc., S., J.**
 McCaugham & Son, J. A., Montreal, 689 Champlain, **Mc.**
 Moisan Frs., Quebec, 34 Turgeon, **T., J.**
 Mount Royal Footwear Co., Montreal, 2200 Charlemange, **Mc., J.**
 Muir, Jas. & Co., Montreal, Aird Ave., **Mc., S.**
 Nursery Shoe Co., St. Thomas, Ont., **Mc., T.**
 Paekard, L. H., & Co., Ltd., Montreal, Que., 15 St. Antoine, **Mc.**, infants' soft sole.

Papin, J., Contrecoeur, **Mc., T., J.**
 Rena Footwear Co., Ltd., Montreal, 611 Beaudry, **Mc.**
 Rolland, A. B., Montreal, 214 Visitation, **C. and infants', T., J.**
 Roy & Co., Ltd., Cap Madelaine, **Mc., S.**
 St. Henri Shoe Co., Montreal, 1579 Notre Dame, **W., Mc.**
 St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, **S.**, infants' soft sole.
 St. Jean & Co., Montreal, Que., 1165 St. Catherine E., **Mc., J.**
 Saillant & Lessard, Quebec, **Mc., J.**
 Samson, J. E., Quebec, 20 Arago, **Mc., P., S., J.**
 Sisman, T., Shoe Co., Ltd., Aurora, Ont., **Mc., S., P., J.**
 Star Shoe Co., Ltd., Montreal, Que., 1464 St. Catherine E., **Mc., T., E.**
 Sterling Bros., Ltd., London, Ont., misses', **P., S.**
 Stobo, J. M., Quebec, Que., 92 Arago, **Mc., S., J.**
 Tanguay, Jos., Quebec, 122 St. Dominique, **Mc., S.**
 Taylor, Robt., Co., Ltd., Halifax, N.S., **Mc., P., S.**
 Thivierge, E., Quebec, Que., 585 St. Valier, **Mc., P., S., J.**
 Tourigny & Marois, Reg., Quebec, 463 St. Valier, **Mc., S., J.**
 Tremblay, Ed., Quebec, 108 Boisseau, **Mc., S., J.**
 Tremblay & Gosselin, Quebec, 12½ Parent, **Mc., S., J.**
 Underhills Limited, Aurora and Barrie, Ont., **Mc., P., S., J.**
 Unique Shoe Co., Ltd., Simcoe, **C. and infants', Mc.**, mock **W.**
 Villeneuve, Amedee, Lavaltrie, Que., **T.**
 Western Shoe Co., Ltd., Kitchener, Ont., **Mc., P., S., J.**
 Weston Shoe Co., Ltd., Campbellford, **Mc., T., W., J.**
 Williams Shoe Co., Ltd., Brampton, **Mc., P., S., W.**

MOCCASINS, LARRIGANS

Aeme Shu-Pak Co., Ltd., St. Tite, Que., shoe packs, etc.
 Acton Shoe Co., Ltd., Acton Vale, **J.**, larrigans.
 Bastien, A., Loretteville, Que., moceasins.
 Bastien, M., Loretteville, moceasins.
 Blacer Glove Mfg. Co., Three Rivers, moceasins.
 Beal Brothers, Ltd., Toronto, Ont., 52 Wellington E., larrigans, trench boots.
 Beal, R. M., Leather Co., Lindsay, larrigans.
 Berrouard, F., Quebec, Que., 401 St. Valier, larrigans.
 Clarke, A. R., & Co., Ltd., Toronto, Ont., 633 Eastern Ave., moceasins.
 Cloutier, G. A., & Co., Loretteville, Que., moceasins.
 Comeau, F. G., & Son, Saulnierville, N.S., larrigans.
 Gendron, Penctang Shoe Pack Mfg. Co., Penctanguishene, Ont., larrigans.
 Gendron, P. T., Shoe Paek Co., Midland, larrigans.
 Good, John, Orillia, larrigans.
 Huot & Bedard, Aneienne Lorette, moceasins.
 Hurona Mfg. Co., Reg., Loretteville, moceasins.
 Loisselle, Raphael, Upton, moceasins.
 Long, R. G., & o., Ltd., Toronto, Ont., 727 King W., moceasins.

THE QUALITY OF

North British RUBBERS



is such that the British Government cannot seem to get enough of these goods. This fact, combined with the shortage of *Men* and *Ships* through the war, has made it somewhat difficult to meet the demands of *North British Customers* in Canada.

THE OUTLOOK BRIGHTENING

With the prospects of an *Early* and *Satisfactory Ending* of the *Great War*, the chances are improving with the *North British Goods* and *Service*. We extend our

SINCEREST THANKS TO THE TRADE

for their *Loyalty* and *Patience*, and hope for a speedy resumption of those conditions that will permit our Canadian Customers to carry their full complement of these *British Made Rubbers*.

The North British Rubber Co. Limited

43 Colborne St.

TORONTO

ONTARIO

Factories: Edinburgh, Scotland

MaeKenzie, Crowe & Co., Bridgetown, N.S., larrigans.
 Ottawa Boot and Moeecasin Co., Ottawa, 519 Sussex.
 Palmer, John Co., Ltd., Frederieton, N.B., larrigans.
 Palmer-McLellan Shoe Paek Co., Frederieton, larrigans.
 Ross, Henry, Loretteville, moecasins.
 St. Amand, R., Loretteville, moecasins.
 St. Amand, Alex., Loretteville, moecasins.
 St. Arnaud, Biron & Co., St. Genevieve de Batisean, moecasins.
 St. Laurent Garment Co., Montreal, 52 Nazareth, moecasins.
 Taylor, Wm., Parry Sound, Ont., larrigans.
 Verret, Jules, Loretteville, Que., moecasins.
 Wright, A. & Co., Pembroke, larrigans, moecasins.
 Wright, H. W., Pembroke, larrigans, moecasins, etc.
 Wry-Standard, Ltd., A. E., Saekville, N.B., larrigans.

RUBBER FOOTWEAR MANUFACTURERS

Canadian Consolidated Rubber Co., Montreal, Que., 950 Notre Dame E. Factories—Montreal, Kitehener, Ont., Port Dalhousie, Ont., and Granby, Que.
 Columbus Rubber Co., of Montreal, Montreal, 1340 De Montigny E.
 Gutta Pereha & Rubber, Ltd., Toronto, Ont., 47 Yonge St.
 Independent Rubber Co., Ltd., Merritton, Ont.
 Kaufman Rubber Co., Ltd., Kitehener, 410 King W.
 Miner Rubber Co., Granby, Que.
 North British Rubber Co., Toronto, 48 Colborne St.

SLIPPERS

Aird & Son, Regd., Montreal, P.Q., 482 Ontario E., leather **J.**
 Ames-Holden-McCready, Ltd., Montreal, 201 Inspector.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Bastien, A., Loretteville, Que., Indian.
 Bastien, M., Loretteville, Indian.
 Begin, J. H., Regd., Quebec, 124 St. Dominique.
 British Slipper Mfg., Co., Toronto, Bathurst St., carpet.
 Can. Con. Felt Co., Ltd., Kitehener, Maragret Ave., **J.**
 Can. Con. Rubber Co., Ltd., Montreal, P.Q., 950 Notre Dame E.
 Can. Shoe Findings Novelty Co., Toronto, Ont., 2 Trinity Sq., felt.
 Can. Shoe & Slipper Mfg., Toronto, 345 King St. W., leather.
 Cobourg Felt Co., Ltd., Cobourg.
 Cooper, D. H., Toronto, Ont., 38 Randolph, Childrens.
 Corbeil, J. B. A., Montreal, P.Q., 599 De Lanaudiere, **J.**
 Cote, J. P., Montreal, 899A La Salle Ave., leather.
 Crosby, H. H. Co., The, Hebron, N.S., leather.
 Dufresne & Loeke, Ltd., Maisonneuve, 587 Ontario E., leather.
 Forbet, F. A., Toronto, Ont., 673 King W., house and sport.
 F. & B. Shoe Ltd., Montreal East, P.Q., Champetre St., leather.

Galibert Glove Works, Ltd., Montreal, 236 Craig E., Indian.
 Great West Felt Co., Ltd., Elmira, Ont.
 Hamburg Felt Boot Co., Ltd., New Hamburg.
 Hamel, H., Quebec, Que., 148 Colomb, leather, **J.**
 Hamilton, W. B. Shoe, Co., Toronto, Ont., 15 Front E.
 Holt, Renfrew & Co., Ltd., Quebec, 35 Buade, Indian.
 Hurlbut Co., Ltd., Preston, Ont., soft sole, **J.**
 Hurona Mfg. Co., Reg'd., Loretteville, Que., Indian.
 Jacobi, Philip, Toronto, Ont., 5 Wellington E.
 Jaeger, Dr. S. W. S., Co., Ltd., Montreal, Que., 243 Bleury.
 Jobin, Elie, Ltd., Quebec, 35 Colomb, leather.
 Kingsbury Footwear Co., Ltd., Maisonneuve, 679 LaSalle Ave., leather.
 "La Duchesse" Shoe Co., Regd., Montreal, 92 Beaudry, **J.**
 Laliberte, J. B., Quebec, 188 Des Fosses, Indian.
 Lamontagne & Racine, Quebec, 115 Arago, earpet.
 McPherson, Jno. Co., Ltd., Hamilton, Jackson St. E.
 Moisan, F., Quebec, P.Q., 34 Turgeon, hand turned.
 Paekard, L. H. & C., Ltd., Montreal, 15 St. Antoine, soft sole.
 Poirier, Renee, Quebec, 140 Colomb, nailed slippers, **J.**
 Rumpel, Osear, Kitehener, Ont., Queen St., felt.
 St. Amand, Alex., Loretteville, Que., St. Ambroise St., Indian.
 St. Arnaud, Arthur A., St. Genevieve De Batisean, Montreal, 1505 Papineau Ave.
 Seheure, Normandin & Co., Montreal, 8 St. Helen.
 Smardon Shoe Co., Ltd., Montreal, 533 Visitation St., fine welts and turns.
 Tetrault Shoe Mfg., Co., Montreal, 331 De Montigny E., leather, **J.**
 Toronto Slipper Mfg., Co., Toronto, Ont., 18 Millstone Lane, leather.
 Triekett, Sir H. W., Ltd., Toronto, 33 Melinda St.; Waterfoot, Eng., Manchester Building, **J.**
 Unique Shoe Co., Ltd., Simeoe, Ont., **J.**
 Wright, A. & Co., Pembroke, Indian.
 Wright, H. W., Pembroke, Indian.

SPORTING SHOES

Ames-Holden-McCready, Ltd., Montreal, Que., 201 Inspector.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Aylmer Shoe Co., Ltd., Aylmer, Ont.
 Can. Con. Rubber Co., Ltd., Montreal, P.Q., 950 Notre Dame E.
 Columbus Rubber Co. of Montreal, Montreal, 1340 Demontigny E.
 Canadian Shoe Co., Montreal, 108 Garnier.
 Corbeil, J. B. A., Montreal, P.Q., 599 DeLanaudiere, hoekey, **J.**
 Dufresne & Loeke, Ltd., Maisonneuve, 587 Ontario E., **J.**
 Gutta Pereha & Rubber, Ltd., Toronto, Ont., 47 Yonge St.
 Hamilton, W. B., Shoe Co., Ltd., Toronto, 15 Front E
 Hartt Boot & Shoe Co., Frederieton, N.B.

Independent Rubber Co., Ltd., Merritton, Ont.
 Inrig, Donald, Toronto, 20 Linden.
 Kaufman Rubber Co., Ltd., Kitehener, 410 King St. W.
 McPherson, John Co., Ltd., Hamilton, hoekey.
 Mayer, Th., Montreal, P.Q., 734 St. Paul W.
 Miner Rubber Co., Ltd., Granby, Que.
 Palmer, John Co., Ltd., Frederieton, N.B.
 Palmer-McLellan Shoe Paek Co., Frederieton.
 Regina Shoe Co., Ltd., Montreal, 336 Notre Dame E., for women.
 Richards, A. H. & Son, Winnipeg, Man., hoekey.
 Samson, J. E., Quebec, 20 Arago, **J.**
 Scott-Chamberlain, Ltd., London, Ont., Richmond St.
 Slater, Geo. A. Ltd., Montreal, P.Q., Ontario, E.
 Slater Shoe Co., Ltd., Montreal, 105 Latour.
 Tanguay, Jos., Quebec, 122 St. Dominique.
 Tebbutt Shoe & Leather Co., Three Rivers, **J.**

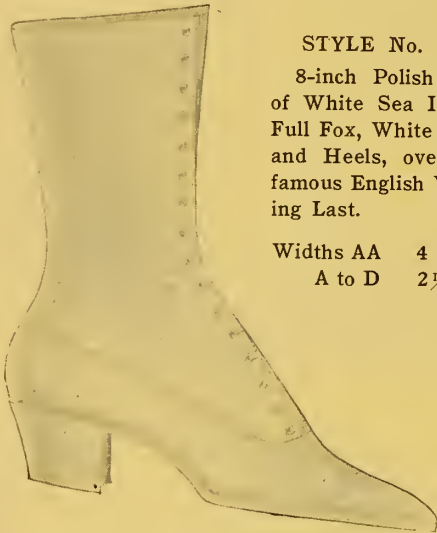
WOMEN'S SHOES

Aeton Shoe Co., Ltd., Aeton Vale, Que., **Mc., S., P., J.**
 Ahrens, Chas., A., Ltd., Kitehener, Ont., Linden Ave., **Mc., S.**
 Aird, Jas., & Co., Montreal, Que., 17 St. Gabriel, **Mc.**
 Aird & Son., Reg., Montreal, 482 Ontario E., **Mc., T., J.**
 Ames-Holden-McCready, Ltd., Montreal, 201 Inspector, **Mc., S., P., T., W.**
 Amherst Boot & Shoe Co., Amherst, N.S., **Mc., P., S.**
 Beaulieu, Jos., & Co., Quebec, Que., 80 Colomb, **Mc., S., J.**
 Bell, J. & T., Ltd., Montreal, 180 Inspector, **W., T.**
 Bertrand & Thibault, Quebec, 104 Montmagny, **Mc., J.**
 Blachford Shoe Mfg. Co., Toronto, Ont., 92 Sherbourne, **W.**
 Bonin, Antoine, Montreal, 937 Cartier, **Mc., T., J.**
 Canadian Footwear Co., Ltd., Montreal, 44 St. Antoine, **Mc.**
 Canadian Shoe & Slipper Mfg. Co., Toronto, Ont., 354 King W., buskins and oxfords, **J.**
 Clark Bros., Ltd., St. Stephen, N.B., moek **W., Mc.**
 Comfort Shoe Co., Ltd., Quebec, Que., 11 Belleau, cushion sole shoes, **J.**
 Corbeil, J. B. A., Montreal, 599 Le Lanaudiere, **Mc., T., J.**
 Corbeil, Ltd., Montreal, 345 St. Paul E., **Mc.**
 Cornellier, Jos., Montreal, 156 De Beaujeu, **Mc., J.**
 Cote, J. A. & M., Ltd., St. Hyacinthe, **Mc., P., S., W.**
 Cote, J. P., Montreal, 899A LaSalle, **Mc., T.,** hand turns.
 Crosby, H. H. Co., Ltd., Hebron, N.S., **Mc., S., T.**
 Daoust, Lalonde & Co., Montreal, Que., 49 Victoria Sq., **Mc., P., S., T.**
 Drolet, J. B., Co., Ltd., Quebec, 51 Colomb, **Mc., W.**
 Duchaine, Ludger, Quebec, 593 St. Valier, **Mc., W., J.**
 Duchaine & Perkins, Quebec, 105 de la Couronne, **Mc., P., S., J.**

Profitable Spring Specials

We have the following lines and a number of others. Write us for folders.

IN STOCK FOR IMMEDIATE SHIPMENT



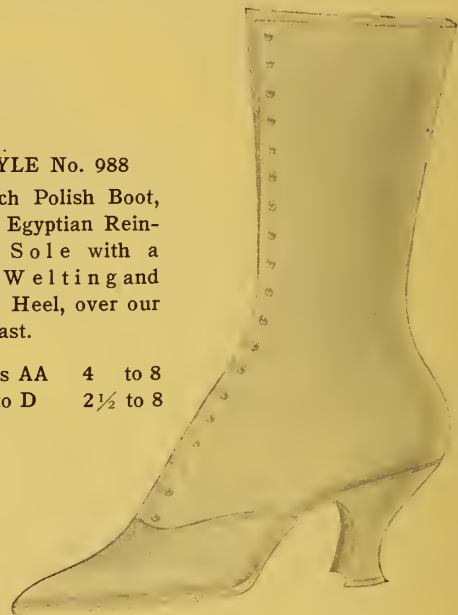
STYLE No. 990
8-inch Polish Boot of White Sea Island, Full Fox, White Soles and Heels, over our famous English Walking Last.

Widths AA 4 to 8
A to D 2½ to 8

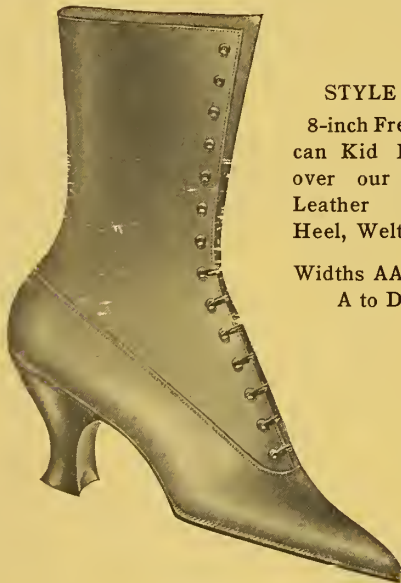
Price \$3.10

STYLE No. 988
9-inch Polish Boot, White Egyptian Reinskin. Sole with a White Weltling and L. XV. Heel, over our 103 Last.

Widths AA 4 to 8
A to D 2½ to 8



Price \$3.85



STYLE No. 989
8-inch French American Kid Boot, made over our 103 Last. Leather Louis XV Heel, Welt Sole.

Widths AA 4 to 8
A to D 2½ to 8

Price .00

STYLE No. 991
White Washable Kid, 8 in. Boot. A very dressy shoe made over our 103 Last with White Weltling and ½ Louis XV. Covered Heel.

Widths AA 4 to 8
A to D 2½ to 8

Price \$6.10

STYLE No. 717
White Sea Island, Square Tongue, Colonial, White Welt Sole and Heel.

Widths AA 4 to 8
A to D 2½ to 8

STYLE No. 717
Same as above in Bucks, Matt Kid, No. 103 Last.

Price \$3.50



Price \$2.85

Write for Folder and Prices

MOORE-SHAFER SHOE MFG. CO.

Factory
BROCKPORT, N.Y.

Thirty minutes
from Rochester

- Dufresne & Loeke, Montreal, 587 Ontario E., **Me., T., J.**
 Dupont & Frere, Montreal, 301 Aird Ave., **Me.**
 Eagle Shoe Co., Ltd., Montreal, 587 Beaudry, **Me., W.**
 Eureka Shoe Ltd., Montreal, 374B Papineau Ave., **Me.**
 F. & B. Shoe, Ltd., Montreal East, Champetre St., **Me., T.**
 Gagnon, Lachapelle & Hebert, Montreal, Que., 55 Kent St., **Me., J.**
 Gale Bros., Ltd., Quebec, 518 St. Valier, **Me., J.**
 Galt Shoe Mfg. Co., Ltd., Galt, Ont., Queen W., **Me.**
 Germain, Louis, Montreal, Que., 251 St. Christophe Colomb St., **T., J.**
 Getty & Scott, Ltd., Galt, Ont., 109 Water No., **Me., T., W.**
 Goulet, O., Quebec, Que., 575 St. Valier, **W., J.**
 Gourlay & Fogelberg, Ltd., Kitchener, Ont., Mansion St., **Me.**
 Hamilton, W. B., Shoe Co., Ltd., Toronto, 15 Front E., mfrs. **W. and Me.,** wholesale lines.
 Humphrey, J. M., & Co., St. John, N.B., **Me., S.**
 Hydro City Shoe Mfrs., Ltd., Kitchener, Ont., 117 Weber Ave., **Me.**
 Ideal Shoe Co., Ltd., The, Elmira, **Me.**
 Jackson & Savage, Ltd., Montreal, Que., 78 St. Peter, mfr., **Me., W.**
 Lida Shoe Co., Montreal, 899A La Salle Ave., **Me., T.**
 Jobin, E., Ltd., Quebec., 35 Colomb, **Me., T., W.,** imitation **W.** and imitation **T.**
 Kingsbury Footwear Co., Montreal, 679 LaSalle Ave., **W., Me.**
 Lady Belle Shoe Co., Ltd., Kitchener, Ont., Breithaupt St., **Me.**
 La Duchesse Shoe Co., Reg., Montreal, Que., 92 Beaudry, **Me., T., J.**
 La Parisienne Shoe Co., Ltd., Montreal, 610 LaSalle Ave, **Me., T., J.**
 Latour, David, Montreal, rear 552 Henri Julien, **Me., J.**
 MacFarlane Shoe Co., Ltd., Montreal, 61 De Normanville, **W., T.**
 Marier & Trudel, Ltd., Quebec, Nelson St., **Me., S., J.**
 Marsh, Wm. A., Co., Ltd., Quebec, 472 St. Valier, **Me., W., J.**
 McCaughan, J. A. & Son, Montreal, 689 Champlain, **Me.**
 McPherson, Jno., Co., Ltd., Hamilton, Ont., Jackson St. E., mfrs. **W., Me.**
 Minister-Myles Shoe Co., Ltd., Toronto, 109 Simcoe St., **W., T.**
 Moisan, F., Quebec, Que., 34 Turgeon St., **T.**
 Muir, Jas., Co., Montreal, Aird Ave., **Me., S.**
 Murray Shoe Co., Ltd., London, Ont., Richmond St., **Me., W.**
 Parker Shoe Co., Ltd., The, Preston, **Me., J.**
 Perth Shoe Co., Ltd., Perth, **W.**
 Poirier, Renee, Quebec, Que., 140 Colomb, buskins, **J.**
 Regina Shoe Co., Ltd., Montreal, 336 Notre Dame E., **Me., T., W., J.**
 Rena Footwear Co., Ltd., Montreal, 611 Beaudry, **Me.**
 Ritchie, John, Co., Ltd., Quebec, 496 St. Valier, **W., J.**
 St. Henri Shoe Co., Montreal, 1579 Notre Dame W., **Me., S.**
 St. Jean & Co., Montreal, 1165 St. Catherine E., **Me., J.**
 Samson, J. E., Quebec, 20 Arago, **Me., P., S., J.**
 Sherbrooke Footwear Co., Sherbrooke, **Me.**
 Sisman, T., Shoe Co., Ltd., Aurora, Ont., **Me., S., P.** and storm, **J.**
 Slater, Geo. A., Ltd., Maisonneuve, Ontario St. E., **W.**
 Smardon Shoe Co., Ltd., Montreal, 533 Visitation, **W., T.**
 Star Shoe, Ltd., Montreal, 1464 St. Catherine E., **Me., T.** and cushion welt.
 Sterling Bros., Ltd., London, Ont., 330 Clarence, **P., S.**
 Stobo, J. M., Quebec, Que., 92 Arago, **Me., S., J.**
 Tanguay, Jos., Quebec, 122 St. Dominique, **Me., S.**
 Taylor, Robt., Co., Halifax, N.S., **Me., P.S.**
 Thivierge, E., Quebec, Que., 585 St. Valier, **Me., P., S., J.**
 Tourigny & Marois, Reg., Quebec, 463 St. Valier, **Me., S., J.**
 Tremblay, E., Quebec, 108 Boisseau, **Me., S., J.**
 Underhills, Limited, Aurora and Barrie Ont., **Me., P., S., J.**
 Walker, Parker Co., Ltd., Toronto, 152 Wellington W., **W., Me., T.**
 Western Shoe Co., Ltd., Kitchener, Ont., 236 Victoria, **Me., S., P., J.**
 Weston Shoe Co., Ltd., Campbellford, **W., Me., T., S., J.**
 Williams Shoe, Limited, Brampton, **Me., P., S., W.**
 Woelfle Shoe, W. E., Limited, Kitchener, 127 Wilmot, **Me.**
 Way-Standard, A. E., Ltd., Sackville N.B., **P. N.**

“THE PERFECTION”

of Chandler's products are so well and favorably known in the United States that we desire to interest shoe dealers in Canada in our products

OUR STOCK CONSISTS OF

SHOE TIE RIBBONS

All widths and qualities.

METAL and LEATHER COVERED BUCKLES

Including our combination buckle and tongue.

BOOT and SHOE LACES

All lengths, widths and colors, both tubular, cord and Oxford.

FLEXO RIBBON PUMP BOWS

Both plain and fancy, in all qualities; made in our own workrooms.

CUT STEEL BUCKLES

Procurable in natural steel color, jet and bronze.

WE SOLICIT YOUR INQUIRIES

C. A. BROWNING COMPANY

30 Franklin Street

::

::

BOSTON, MASS.

"ASTORIA" AND "LIBERTY"

In Every Respect Strictly High-Grade Shoes for Men



The Admiration of
all Well-Dressed Men

OUR New Narrowback Last is a combination last, made in widths A to D, with Saddle Vamp. Finished in Zulu Brown, Havana Brown and Mahogany.



SCOTT-CHAMBERLAIN, LIMITED
LONDON ONTARIO



J. J. KILGOUR, President

Largest Shoe
Jobbing House
in
Western Canada

**KILGOUR,
RIMER &
COMPANY**
LIMITED

WINNIPEG, MAN.

Wholesale Dealers in



J. P. KILGOUR, Vice-President

Boots, Shoes, Rubbers, Felts, etc.

Our lines are SPECIALLY SELECTED for their adaptability to the needs of the GREAT WEST. With years of experience we are in a position to offer our customers

POPULAR LINES *at* POPULAR PRICES

The Best Values between the Great Lakes and the Rockies. See our Travellers.

We are headquarters in the West for

Rubbers and Felt Footwear

and are agents for the celebrated Independent Rubber Co.'s brands, the line of QUALITY and VALUE.

IN STOCK We carry the largest stock west of the Lakes, and pride ourselves upon our Quick Shipments.

LETTER ORDERS HAVE OUR CAREFUL ATTENTION



A. K. FERGUSON Secretary-Treasurer

Just Now This Is A Great Advantage To The Dealer

87 PRINCESS STREET - WINNIPEG, MANITOBA

Moose Jaw's Most Progressive Wholesalers

This is a Jobbers' Year

With the changing markets in leather and shoes, the Retailer, to be safe, must buy largely from Stock.

We are in a position to supply direct from stock our customers with a range of

**BOOTS, SHOES RUBBERS,
SHIRTS, SOCKS, OVERALLS,
GLOVES, MITTS, Etc.**

That will meet your immediate needs as to quality and price.

FALL GOODS.—Place your orders early so as to benefit from our early placing contracts.

**We have everything you
want when you want it**

Mail us your sorting orders.

**Our Motto: Kennedys' Good Goods with
Keen Prices and Superior Service Satisfy.**



R. H. Kennedy



James Kennedy

KENNEDY BROS.

(WHOLESALE EXCLUSIVELY)

MOOSE JAW, SASK.

Wickett & Craig, Limited

Manufacturers of

**Bog, Case and Strap Leathers, Bridle and Harness
Combination Shoe Leathers**

Bookbinders' Leathers

Splits of all Kinds

Oil Tan Moccasin

Goodyear Welting

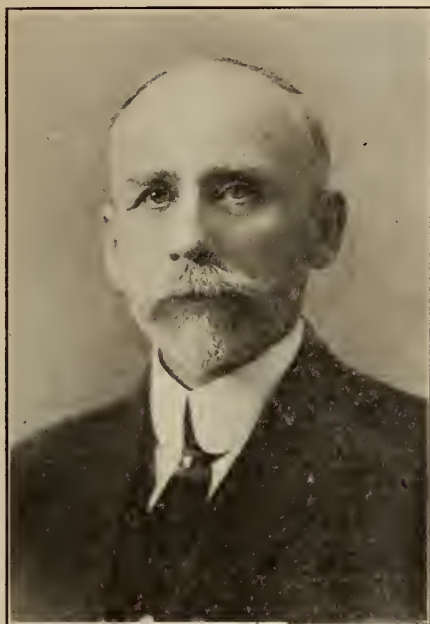
Write us for Quotations

Toronto, Canada

CONGDON, MARSH LIMITED

WHOLESALE DISTRIBUTORS OF

Boots, Shoes and Rubbers



ARTHUR CONGDON

We carry a Full Range
of the Best and
MOST PROFITABLE
SELLERS

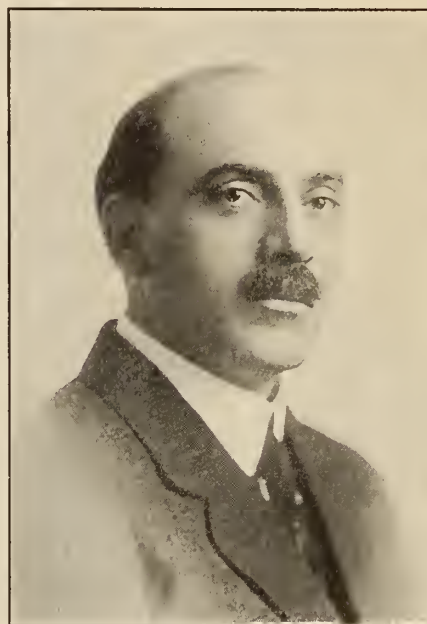
in

FINE, MEDIUM
and STAPLE

FOOTWEAR

and with our
IMMENSE STOCK
can fill orders at
a moment's
notice.

These are days when
PROMPT
SHIPMENT
COUNTS.



A. N. DOUGLAS

MARSH HIGH MERIT SHOES

We specialize in MARSH SHOES made in our own
Marsh Factory, where for the past forty years the
best known shoes in Canada have been made.



MINER RUBBERS We are sole distributors
in Western Canada for
MINER RUBBERS. Our
sales last year increased nearly 100%. Shrewd buyers appreciate
MINER QUALITY and MINER SERVICE.

Warehouses in Edmonton and Winnipeg and one in REGINA before Fall.

Felts, Larrigans, Shoe Packs, Sheep Sox, Gloves and Mitts

Write, Telegraph or Telephone

CONGDON, MARSH LIMITED

86-88 Princess Street, Winnipeg, Man.



The most convenient house in the
Province for Saskatchewan mer-
chants to do their trading.

Mail your orders to-day.

**Boots and Shoes
Lifebuoy Rubbers
Trunks and Baggage**

HARLEY HENRY
LIMITED
SASKATOON REGINA

THOMAS RYAN & CO. LIMITED

ESTABLISHED 1874

PREMIER JOBBING HOUSE OF THE WEST

For over forty years we have served the interests of Western Shoe Handlers in

BOOTS SHOES
RUBBERS FELTS
MITTS GLOVES

and have made a specialty of goods particularly adapted to the needs of Canada, from Lake Superior to the Pacific Coast. We have everything the West

wants in HAND PICKED Specialties in

FINE, MEDIUM AND STAPLE **FOOTWEAR**

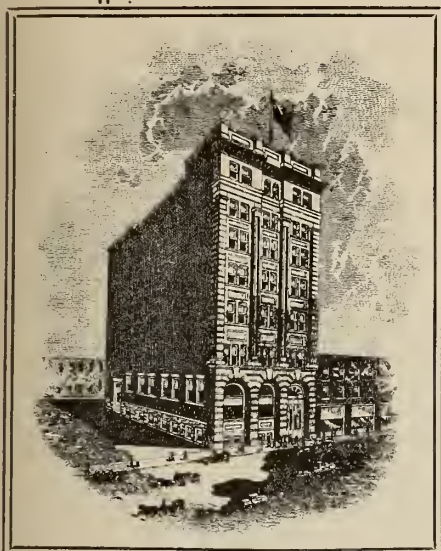
of the best makes, all selected personally for their Superior Selling Qualities.

FELT SHOES & SLIPPERS
LUMBERMEN'S SOCKS & MITTS

WE HAVE A COMPLETE ASSORTMENT of LEGGINGS and OVER GAITERS, SHOE STORE SUPPLIES, and everything required for FOOT and HAND WEAR. WE CARRY full stocks of these goods.

PROMPT DELIVERY OUR SPECIALTY

THOMAS RYAN & COMPANY LIMITED, WINNIPEG



STYLISH STAPLES



IN SOLID LEATHER

Our shoes are built to meet the demand of the greater portion of the General Public. People who, although not calling for extreme styles, yet demand style and neatness combined with real wearing quality—which means value.

And this class of trade, being steady and reliable, is a mighty good class to which to cater.

And then Solid Leather in shoes means something. The customer paying \$6.00 for shoes, instead of probably \$3.00, wants the real thing for his money, and will not so easily countenance substitutes for Leather.

Three Dollars was considered an expenditure. Whereas Six Dollars is an investment and must pay.

HYDRO CITY SHOE MANUFACTURERS

LIMITED

KITCHENER, ONTARIO



FOR ALL LEATHERS



SUPERIOR WHITE LIQUID DRESSING

For white Canvas Shoes, etc. Produces a pure white that will not rub off.



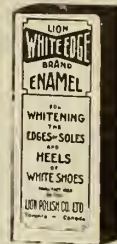
BRONZE DRESSING

For dyeing and dressing. Gives a smooth, rich finish that will not turn purple.



WHITE EDGE ENAMEL

For whitening the edges of soles and heels of White Shoes, making a perfect finish.



KIDENE

For all Colored Kid Shoes.

SHOE



PASTE

Black, Tan, Red, Chocolate, White

Your margin of profit on Lion Brand Polishes is very attractive.

Samples sent upon request

Manufactured by

Lion Polish Co. Limited

525 King Street West
TORONTO



CALL ON US

"RIDEAU"

Men's
Fine Welts

When you are in need of goods in a hurry. We have made a special study of the requirements of Western Canada in

Fine and Staple Boots and Shoes and Rubber Footwear

And carry a range of PICKED SELLERS---the choice of the best Canadian and American factories, at prices that cannot be excelled, if touched, by any other house.



Agents for the
ORIGINAL
CHIPPEWA
BRAND
of
Loggers'
Miners'
and
Prospectors'

WE ARE ON THE SPOT

And can fill orders for British Columbia and other western points, from stock, on short notice.

We carry a complete stock, and guarantee prompt shipment, which means so much to the retail trade these days of lightning changes in shoe prices. We make a specialty of sorting---
Write, Telegraph or Telephone.

OUR FALL SAMPLES

Are now in the hands of our representatives, and we will be glad to have you see what they have to offer.

DAMER, LUMSDEN CO.

123 Pender St. West

Vancouver, B.C.

RINEX SOLES

“**D**ESERVE success and you shall win it,” runs the old adage. That explains why the trade has taken so kindly to our new “Rinex” Sole. It completely fills a long felt want and gives such genuine satisfaction that those who investigate its merits have no hesitancy whatever in using and recommending “Rinex” Soles as an alternative for leather soles.

We have the fullest confidence in the merits and good qualities of “Rinex” Soles. We invite the keenest tests. We urge comparisons. The more this is done the more you will be convinced that the “Rinex” Sole is the one sole best adapted to meet Canadian conditions.

If you are a shoe manufacturer and have not put “Rinex” Soles to the test, write at once for full information. If you are a shoe dealer, send for a sample and judge for yourself what this new composition sole means to your trade.

The Walpole Rubber Co. of Canada, Limited
14 Papineau Avenue, Montreal



YOU MAKE NO MISTAKE

when you recom-
mend AERO-PEDS
to your Customers.

We have letters from OFFICERS
AT THE FRONT commending
their use, and we know of a great
number of instances where STOUT
LADIES, after a few days' wear,
claim that the soreness or pain in
their heels has entirely disappeared.

It could not be otherwise for
AERO-PEDS are really

PNEUMATIC TIRES FOR THE FEET

Their increasing sales prove their
popularity. Get particulars as to
prices, etc., from your jobber.

AERO-PEDS Manufacturing Co.

30 Adelaide Street East :- TORONTO, ONT.

ESTABLISHED
1845

THE LEATHER WAREHOUSE OF CANADA

We are Headquarters for

Sole Leather Findings and Shoe Store Supplies

A Wireless Message to the Repair Man

We want you to try our GREY FIBRE SOLING. You can sew it or nail it, half soles or full soles. Wears well, finishes well, guaranteed non-slip surface. Sold by the square yard, 45c. lb. Men's and Women's Weight.

WRITE FOR SAMPLES OF THIS NOW.

We offer Special Values in Leather Laces, Mohair Laces, Cork Insoles, Horse Shoe Heel Protectors, Dressings, Blackings, Sterling Waterproof Dubbin.

SELLING AGENTS FOR

LAMONTAGNE, RACINE & CO.

Union Fibre, Leather Board, Solid Leather Counters, All Leather and Combination Innersoling.

A Full Range of Findings and Shoe Store Supplies

C. PARSONS & SONS, LIMITED

79 Front St. E.

:::

:::

TORONTO



Lady Belle Shoes

represent the highest standard of Style and Quality reached by Canadian makers of Real Stylish Footwear for Women.

Our object was to reach this premier position and that we have attained our objective is evidenced by the goods we are producing.

At present we are featuring a semi-sport last showing a special heel. Also several new styles in kid and fabric combinations.

The Lady Belle Shoe Co. Limited

Makers of Ladies' Fine McKay Shoes

Kitchener

:::

:::

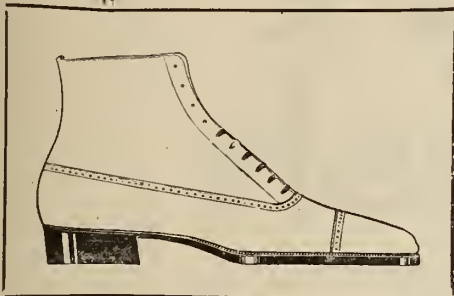
:::

Ontario

Out of the Common
IN-STOCK READY TO SHIP

“The Midco”

A MAN'S SHOE THAT WILL
BRING TRADE TO YOU



- 014 Winter Calf Military, all solid heavy
oak sole - - - - - \$4.75
- 45 Kidduck Cushion, slip sole, tip - - - 4.50
- 65 Mahogany Calf, blue viscol sole - - 4.35
- 71 Gun Metal Calf Bal, single new recede - 4.50
- 06 Dark Tan Bal, Neolin sole, R.H. medium
recede toe - - - - - 4.75

“The Midland Maid”

COMPARE THE SHOES
COMPARE THE PRICES

- 703 Dongola Cushion Solc Bal, R.H. \$3.75
- 704 Clark's Patent 13-button, plain
toe - - - - - 3.25
- 711 All Dongola Kid Bal, plain, 7½
inch, spool heel - - - - 3.85
- 725 Black Vici 7½-inch Bal, plain
toc, new 10/8 low heel - - 4.95
- 745 White Cloth Whole Quarter 7-
inch Bal, tip, white enamel
sole and heel, new 10/8 low
heel - - - - - 3.00



No. 704—Patent Colt Button, \$3.25

Order samples to-day before you turn the page. Sold only to reliable merchants.

THE MIDLAND SHOE CO.
KINGSTON, ONTARIO

ADVERTISED GOODS

SAVE TIME FROM THE DEALERS' POINT OF VIEW AND MAKE DECISION EASY FROM THE SHOPPERS', IF THERE IS QUALITY STANDING BACK OF THE ADVERTISEMENT.

"NUGGET" Shoe Polish

ADVERTISING CAMPAIGN STARTS APRIL 1st ON THE BILL BOARDS, IN STREET CARS, ONTARIO LOCAL NEWSPAPERS, MAGAZINES, ETC. YOU AND YOUR CUSTOMERS WILL SEE "NUGGET" ADVERTISED.

GET IN ON THIS CAMPAIGN RIGHT AT THE START. REMEMBER, WHEN YOU SELL "NUGGET" YOU SELL A QUALITY POLISH.

THERE IS A NICE PROFIT FOR YOU, TOO.

ADVERTISING MATTER GLADLY SENT ON REQUEST



THE NUGGET POLISH CO., LIMITED

9, 11 and 13 DAVENPORT ROAD

TORONTO

ONTARIO

ASK YOUR JOBBER

To show you our new samples in

Women's Solid Leather Fine McKays

We have a number of new lasts that have that niftiness of style and material and workmanship that make for superior quality.

White Goods

will be in strong demand this summer. We are making a splendid line for WOMEN, MISSES, CHILDREN and INFANTS that will be great money makers. Ask your Jobber about them also.

We are running full capacity and our customers may rest assured their orders will be filled as promptly as possible.

Gagnon, Lachapelle & Hebert
55 Kent St. Montreal

ESTABLISHED

"The House of Quick Deliveries"

1907

OUR STOCK SYSTEM IS A GUARANTEE TO OUR CUSTOMERS THAT
ORDERS PLACED WITH US FOR

**Maltese Cross and Stub Proof Rubbers, Felt and
Leather Shoes, Gloves, Hosiery and Moccasins**

WILL BE SHIPPED ON TIME, AND COMPLETE

Our Travelers are now on the warpath. Should they miss you, a card will bring one, anywhere in Ontario.

LITTLE BO-PEEP SHOES for Misses and Children.

ELSIE JANIS SHOES—Women's fine Turns and McKays.

DR. JOHNSTON'S HYGENIC CUSHION SOLES for Men.

THE J. A. J. CO. SOLID LEATHER FOOTWEAR for the Whole Family.

BROVILLO WELTS FOR
MEN and WOMEN

Lead in Style, Quality and Price

FALL SAMPLES NOW OUT

THE J. A. JOHNSTON COMPANY
BROCKVILLE - - - - - ONTARIO

"Lion" Oak
"Royal" Oak
"Eagle" Hemlock
"Kitchener" Union
"Trent Valley" Oak
"Penetang" Hemlock



**OUR SIX
BRANDS
OF SOLE LEATHER**

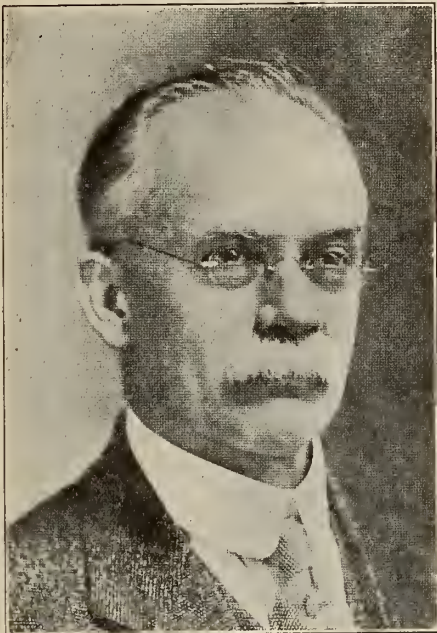
Many years of experience have enabled us to bring the tannage of our sole leather to the highest efficiency. There is not a sole leather need but these brands will meet and give the maximum of satisfaction. SEE OUR AGENTS OR WRITE us for prices.

THE BREITHAUP T LEATHER CO., LIMITED
KITCHENER, ONTARIO

Representatives: JOHN McENTYRE LIMITED, R. M. FRASER, Montreal, Que.; LUCIEN BORNE, Quebec
Tanneries: Kitchener, Penetang, Hastings and Woodstock, Ont.

BEST FOR EVERYBODY

These days of substitutes and substitution, the weary wearer, as well as the wrathful retailer, look to REAL LEATHER and *real shoemaking* for WELCOME RELIEF. After all, there is NOTHING LIKE LEATHER, WELL PUT TOGETHER, and that is the only secret there is, excepting UNCOMMON APPEARANCE in



T. SISMAN

a line that DAY in and DAY out, YEAR in and YEAR out, brings a steady stream of PROFITABLE CUSTOMERS to your door.

THE BEST EVERYDAY SHOES

The Best Shoes of their class
in the Dominion of Canada

YOU WILL BE SAFE

in making the backbone of your stock,
both for PRESENT and FUTURE use,

The T. Sisman Shoe Company, Limited

Office and
Factory,
Aurora



Ontario,
Canada



Early Orders

The advantage of early buying of Rubber Footwear for next Fall and Winter cannot be emphasized too strongly. The shoe merchant who accepts and follows our advice to place orders NOW will be better prepared for trade next season than those who wait.

When the Dominion Rubber System Salesman comes your way, it will pay you to buy liberally and so be ready for the increased business you can do in Rubbers if your stock is complete and up-to-date. The Dominion Rubber System qualities and styles will give your customers absolute satisfaction.

**Canadian Consolidated Rubber Co.
Limited**

Head Office - Montreal

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

BUSINESS OUTLOOK ON LEATHER AND SHOES

**Spring Business Starts Out Well—Everybody Anxious as to Spring Sales
—Wholesale Conditions Somewhat Quiet, But Steady—Influence of
the War Situation On Conditions**

FOR some months the SHOE AND LEATHER JOURNAL has been advising conservative optimism—pushing sales and keeping stocks up to fall requirements. Those who have followed this policy have had reason to congratulate themselves upon their wisdom.

Just now the watchword of the shoe dealer should be “push sales to the utmost while the spring sunshine is with us.” During the next three months the tale will largely be told of success or otherwise in retailing. The people are still in a spending mood, especially in the manufacturing centres, where employment at high wages still prevails. It looks, however, as though in the near future there might be an easing off in industrial activity, and there will therefore be less of the spending enthusiasm. In fact, retail merchants in some districts already note a falling off in the general willingness to pay about any price to satisfy buyers’ whims. It will take a little more pushing to sell goods in the next three months than last fall, and dealers will need to put more ginger into their methods if they are to keep up their sales.

Wholesale trade is feeling the effects of a greater caution in buying on the part of the retailer, and within the past two months has found it difficult to keep goods moving without making concessions. Complaints are heard that retailers have become over cautious and are letting their stocks run low in anticipation of lower prices. From what the SHOE AND LEATHER JOURNAL can gather this is not the case, but dealers naturally have, in the past six months, kept their staple lines well bought ahead and are waiting to see just what effect spring selling is going to have on their reserves. There is no doubt that stocks are somewhat ahead of last year at this time, but they cannot be said to be abnormal.

Shoe manufacturers claim that the situation is easier in some respects and that they have been able to purchase some lines of upper and sole leather to better advantage than hitherto, but that this will not affect the general situation. In all light upper stock there is still a scarcity bordering on famine in some cases, and those who purchase high class goods will have to pay the price. This applies to both men’s and women’s lines, but more particularly to the latter. Fall lines show no tendency towards reduced cost, although the leather has already been bought for them, and manufacturers are selling in many cases subject to change at time of delivery.

The leather situation is practically unchanged and, although hides are easier, the control is really in the hands of packers. Tanners are only buying what they need to keep their plants moving and are finding it difficult to get hides on account of freight congestion, as well as the impossibility of securing the quality required. There may be stocks ahead in some lines, and some of the talk about scarcity is no doubt due to the natural disposition to “bull” the market; but it is safe to infer that any abnormal demand just now for leather would soon make itself felt in increased prices. Nevertheless the general leather situation is easier and unless something untoward occurs there will not be much enhancement in the immediate future.

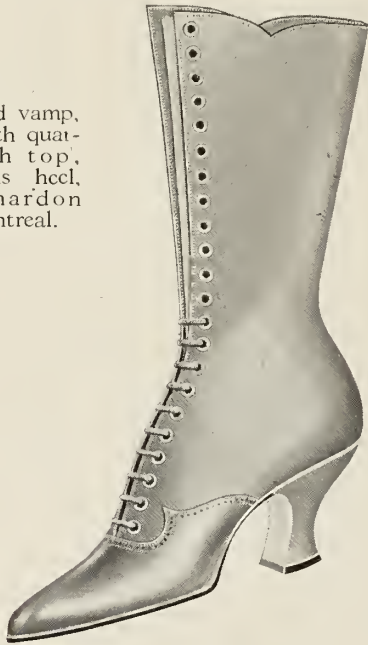
It is a time when everybody might do well to make it his motto to SELL, not recklessly, but persistently. What is needed to clear the atmosphere is the moving of present retail stocks, bought at high prices, and a careful replenishing of standard lines at prices that the wholesale trade will be inclined to offer on account of a similar policy of clearing up these stocks.

The New Effects in Stylish Shoes

The Longer Forepart for Men and Dark Shades of Brown are Features—Some Fancy and Buck Tops—In Women's Foot Toggery Buck Quarters and All Buck Shoes in Grey and Deep Brown Hues are Shown—Fair Representation of Fabrics

THE style changes in the new models of footwear for fall are not nearly as radical as the prices. The retailer will discover this fact soon enough without being apprised of it far in advance. And talking of prices one wonders how

CREAM kid vamp, whole cloth quarters, 8½ inch top, covered Louis heel, welt—By Smardon Shoe Co., Montreal.



much higher they will go. There seems to be an undercurrent of opinion, although no one will come out openly and say so, that the quotations for quality footwear have about reached their limit. There has been a general advance on all lines of men's fine shoes from seventy-five cents to two dollars a pair over last season's figures while the average will likely be about one dollar. In the matter of women's foot toggery, the opening statistics show an all round increase of from one dollar to two dollars and fifty cents. From six to ten dollars per pair will probably cover the different varieties in women's leather foot equipment for autumn and from five-fifty to eight dollars in men's fine black and colored calf shoes.

But this is to be an article on styles and not prices, and to give the reader some idea of what Canadian shoe manufacturers are showing for summer and autumn wear. The majority of the makers have their models completed and while some travelers have been out for the past two or three weeks, it is not probable that all the firms will start their salemen on the road until after the Eastertide period when the business of booking orders will begin in earnest.

In men's footwear the alterations and innovations are never as pronounced or ornate as in women's on which the shoe retailer in Canada has done his greatest business during the past two years owing to so many thousands of Canadian youth being at the front. These were the fellows who spent the money, and went in for all the new effects and artistic combinations. There is probably not a footwear establishment in Canada but has experienced a decrease in volume in the number of men's shoes sold. Perhaps the aggregate receipts, by reason of the higher prices prevailing, may reach the total of the years before the war. Then the average chap seldom paid more than five dollars for a pair of boots. To-day men's shoes are selling all the way from seven dollars per pair up to twelve and fifteen, while eight, nine and ten dollars are the figures which the lords of creation must on the average hand over if they wish an all calf or kid boot, and not a side leather production.

A number of manufacturers, in order to meet the medium priced lines are substituting side leather. The manner in which it is finished and dressed and treated and polished makes it in many instances difficult to distinguish from calf leather. No matter how high a degree of perfection may be reached in the tanning and working up of side leather it remains to be seen whether it will, after a reasonable amount of wear, preserve the texture, lustre, mellowness finish and beauty of calf or kid leathers. There are, however, a number of gun metal and matt sides which cut well and have a remarkably good texture, finish and appearance.

The mahogany, tony red, African brown, cherry, cocoa brown, nigger brown, Zulu and



TOBACCO brown, bal, long recede toe, stitched and perforated tip—By Hartt Boot and Shoe Co., Fredericton.

royal purple are right to the forefront. For fall many of these carry full double soles and slip soles, and some are leather lined. The bal is still the

reigning favorite, with blind eyelets and plain, stitched and folded tips and perforated wing tips. It would appear that the darker shades which are now much admired will retain their selling pre-



WHITE Buck sporting boot with white buck paneled facings and white cloth top, 12-8 heel—By Blachford Shoe Mfg. Co., Toronto.

dominance for fall. Edges are about the same as last season and shanks have the square effects on all flat lasts.

Heels range from seven-eighths to nine-eighths. A number of buck tops are seen with black and brown vamps, the tops being in fawn, grey, ivory, tan, beige, cinnamon, imperial and castor. There are also some cloth tops in various weaves and colors, the materials being chamois, meltons, broadcloths, haircloths, etc.

Neolin, fibre, tenax, rhinex, leatherex, vulco and many other composition soles are being shown along with solid rubber heels. On the whole composition soles appear to be gaining in popularity, giving as much wear as leather and the fact that there is a big future for the substitutes of leather appears almost weekly when some new product under a new name is announced.

More Extended Foreparts

In lasts the narrow pointed toe is the newest feature. It is probably carrying a four and half inch vamp, and has more character, and individuality than the medium round, recede and semi-recede toes. The effect may be described as the torpedo shape. Practically every firm has put in one or more lasts of this type. The recede drop is brought forward considerably and the new narrow toe last is attractive, being the most radical change in men's footwear.

Across the line many novelties are introduced in the way of fancy tops and quarters, such as alligator, pig skin and other grain leathers, but such pretentious creations are not likely to be worn much in Canada, neither are the elaborately pinked, perforated or scalloped wing tips, foxing, eyelet facings and top bands.

Why? it may be asked. Well, if a youth went around the streets of a Canadian city at the present

time with a pair of shoes that make the on-looker wink and blink or so loud in pattern and design that you hear him coming a couple of blocks away, he would speedily be accosted by a recruiting officer and invited to enlist. Among sober, serious thinking men in the Dominion, it is felt that this is no occasion for display or ostentation in footwear, and the element of novelty as it is called, the introduction of spice and gaiety, blend and blase, contrast and combination—which may and does find encouragement and arouse enthusiasm on the part of women wearers,—all this will not appeal to young men at the present time at any rate. Should a youth sport such foot togery at this juncture he would be told many times that he should pay more attention to the needs of his country in this hour of trial, sacrifice and conflict than searching out the bewildering adornment for his pedal limbs.

Patents are coming a little stronger than in the past, and still form the real dress shoe for evening and other social functions. Recede toes are very strong. A number of smart combinations in leather are shown in men's sporting, golf, bowling, and outing shoes with tips and quarters of one color and saddle strap, foxing and eyelet facing of another.

On the whole it may be said that in men's shoes there is little new to be recorded and making masculine footwear to-day is a much more conservative, staple, and steady proposition than catering to the taste and fancy, the fads and foibles of My Ladye Fayre.

Color and Character in Women's

Women's shoes continue to hold the centre of the stage, so far as color and combination, picturesqueness and versatility are concerned. It may

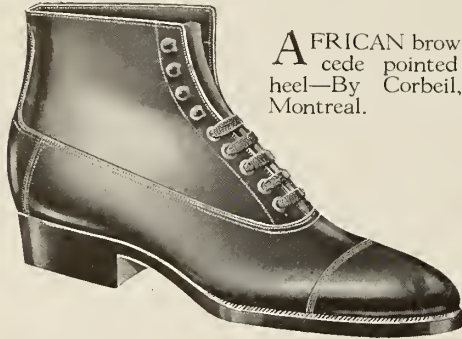


PATENT scalloped vamp, white or cream kid top, leather Louis heel—By Blachford Shoe Mfg. Co., Toronto.

be mentioned that, while a number of cloth tops are shown, and there are some wholly fabric creations, these are not being featured to any very great extent just at present time, but may be an after development. Cloth tops are being tried out rather gingerly, and a number of retailers, who have been approached to buy them, will not place an order

until after it is seen how the Easter trade pans out.

There are many contrasting shades and blending colors seen in the new samples. The long, slender forepart still holds sway and the vamps show a tendency to lengthen. Many of the models carry from $3\frac{1}{4}$ up to $3\frac{3}{4}$ inches. Toes, for the most part are plain, but on several models, there are wing



AFRICAN brown bal., recede pointed toe, low heel—By Corbeil, Limited, Montreal.

tips with miniature perforations, and elaborate effects, such as the square throat, wave lines, pointed and circular vamps, ornate and slashed collars, fancy saddle straps, perforated heel foxing, pinked and scalloped eyelet stays. Enamel colors on heels and soles, to match the uppers, add much spice and variety to My Ladye's footwear.

Buck is Decidedly Strong

One of the new things is that buck, either used in toppings or the entire shoe, is coming and is seen in silver grey, pearl grey, smoke grey, taupe, cinnamon, imperial, golden, cocoa, cherry, fawn, ivory and many other colors. In the whole leather boots, there are several new colors, among them the rarest being Burgundy. While colored kid still holds the predominance, yet colored calf is a close runner for popularity.

Cloth tops, several of them carrying chic collars, corresponding with the color of the vamps, are observed in all samples. Heels are slightly higher than last season. This refers more particularly to the pedestal on the English walking shoe or sport last, as it is sometimes termed. Last season the highest heel was about 10/8, but now 12/8 is observed, imparting more snap and dignity to the offering. Walking boots are stepping more and more into favor, and never were so many shown as in this season's presentations.

The High Cut Reigns Supreme

The heights continue to be 8 and $8\frac{1}{2}$ inches, while a few with Cavalier, Hussar, Langtry, Wave, Cascade and other fancy cuts are 9 and even 10 inches. The ebonized Louis heel, half Louis, concave, Colonial, Cuban, Opera, modified Cuban and peg are still in the lead. The leather Louis heel and the modified Cuban appear on the most of the lines.

Another important feature is the number of Neolin, fibre and other soles which are shown on women's boots, as well as rubber heels. Black and white are a strong combination, and patent is coming once more to its own, with toppings of white cloth, white buck, white calf and white kid. On some models there is elaborate stitching, pinking

and perforations, but one does not notice inlays, insertions and overlays to the same extent as in previous years.

The Colors which are Presented

In the solid colors, Burgundy, ivory, silver grey and mahogany have a strong representation. Some very pretty shoes are shown with patent vamps and golden or imperial buck tops. Other toppings of cloth are seen in castor, chamois, cornstalk, African brown, pearl grey, beige, plum, brown, taupe, canary and electric. The difference in price between cloth top shoes and leather ranges from 60 cents to \$2.00, according to the quality and character of the vestments used. Some of the fabrics come at a reasonable figure, while others, which have distinctive patterns, weaves and shades, cost almost as much as leather.

A number of heels have an aluminum plate, which adds to their attractiveness. Many cloth tops are finished with leather eyelet facings and top bands, to match either the fabric of the quarters or the leather vamp. The lace bal still holds sway, although a few button styles are seen.

White Cannot be Displaced

The darker colors will be worn more for fall, and whites are again to the forefront and come in all kinds of fabrics, buck, kid and calf, carrying ivory soles and heels. There is a wide range of new colors, most of which have been outlined, and while some show shoes or circus boots are made in very deep colors of red, pink, purple, blue and green, they are not likely to find any large call.

The delicate, pretty shades and hues, tints and colors, that are now shown by Canadian manufacturers, make the offerings for summer and fall very chic and neat. Sport shoes of white calf and tan calf or entirely white and tan, and in cherry, mahogany and African brown, have come to save. The demand for walking boots which now have so much style, snap and distinction, makes them de-

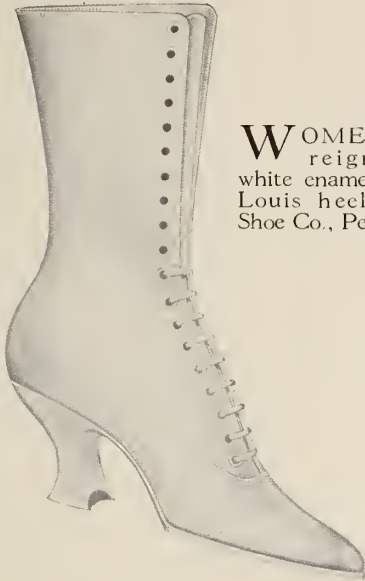


AFRICAN brown bal., heavy fibre sole and rubber heel, on a new last with long pointed forepart—By Tetrault Shoe Mfg. Co., Montreal.

cided favorites with My Ladye Fayre. All these shoes carry medium high heels, and the foreparts are not as elongated as in what might be termed the dress shoes, on their slim, slender pointed lasts. Kid, buck skin and suede calf leathers are seen in many models some with cloth tops, worsted and corkscrew being used on the better lines. The whole foxed lace boot and the whole quarter bal appear to be about evenly divided in popularity. There is an imitation Blucher

effect and circular vamps are dominant features of many offerings.

Fashion has decreed that the short skirt will continue, and while it may not be so abbreviated as in the past, still My Ladye Fayre is still going to have



WOMEN'S white reignskin bal., white enamelled sole and Louis heel—By Perth Shoe Co., Perth.

a chance to reveal her trim ankles, and clothe her feet as becomingly and artistically as she has her head in former days.

Brief Resume of Some Features

The characteristics of the new spring styles are the larger number of cloths of dainty weaves, patterns and design, that are being made up in spring and fall samples in combination with leather, which form an attractive and irresistible appeal. Among the new shades in leather are royal purple, silver grey, stone grey, ivory, eanary, electric, forest fawn, drake, taupe, pampas and coeoa brown. Although it is thought that darker brown hues, such as mahogany, tobacco, African, Havanna, which have been exceptionally popular, may, in a measure, slacken down, nevertheless, for fall, as well as for immediate, they are right to the forefront. Toes are a little narrower than last season, and a little longer, and the slender, narrow front still holds sway in the majority of high class models. The popular heights are $7\frac{1}{2}$ and 8 inches—the extreme altitudes of $8\frac{1}{2}$, 9 and even 10, which were seen last season, are featured to some extent. One of the new things is having the heel and sole enamelled in the same color as the leather trimmings. Another novelty is that the quarters of the shoe, while made up in a certain colored cloth, will be turned out in any other desired shade, to match Miladi's costume, so that she can gratify whatever color scheme may appeal to her as being the most pleasing and becoming. Heels are about the same height as last season, although on the English walking boot, and others for outing purposes, the low heel has given place to one of $12/8$, which imparts more grace and dignity to them.

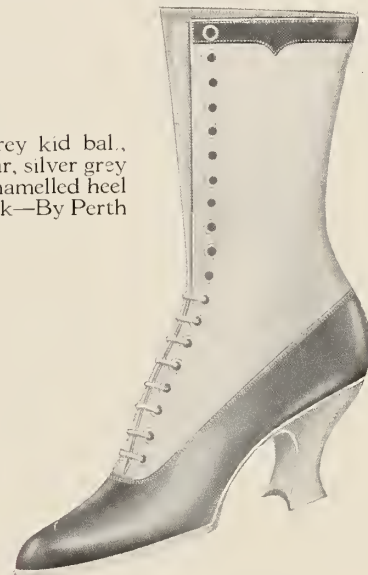
"I am enclosing you an advertisement by a

leading New York shoe retail shoe firm," writes a leading manufacturer of women's quality shoes. You will notice by it this concern is offering white, Paris brown, slate grey and black kid shoes in fine tops carrying Louis Sixteenth heels. They also say: "Concerning the high cost of wearing shoes and the merits of leather vs. cloth for shoe tops, this advertisement is intended to make our position clear on the question of colored leathers versus cloth for women's shoe tops. We hold no brief for tops made entirely of leather—since, as we see it, our sole duty is to sell women the type of footwear they prefer, at prices they like to pay. Cloth topped shoes are perfectly desirable in every way—but the fashionable woman is asking for colored leather shoes. The present extraordinary price of leather has made it impossible for the unprepared retailer to sell this type of shoe, except at absurdly high prices. Hence—a general showing of cloth topped shoes at prices that average about \$8.50."

Glazed Kid Will Not Be Cheaper

"If any of our friends or customers are holding off in the belief that they will be able to get glazed kid cheaper, than they will at the present time, we believe they are bound to be disappointed," writes a leading Philadelphia firm.

"During the last few weeks the domestic demand for glazed kid has been light owing to the shoe manufacturers being uncertain as to whether their salesmen could sell the usual quantities of shoes made from leather at current costs and, owing to the difficulties there have been in shipping glazed kid to Europe, where otherwise it could have been easily disposed of right along. The greatly



SILVER grey kid bal., with collar, silver grey cloth top, enamelled heel to match stock—By Perth Co., Perth.

restricted shipping facilities and the enormous cost of marine and war insurance have greatly operated against and, in fact, have made almost impossible the export of glazed kid. Notwithstanding these conditions we have sold good quantities of kid leather, and are now pretty well cleaned up on account of running our works to fullest capacity during this

(Continued on page 117)

Snap Shots from Shoedom

"I went by the shop of the slothful and the window of the man void of ambition; and lo, it was all grown over with moss and dust had covered the face thereof and the shelves and furniture were all broken down. Then I saw and considered it well: I looked upon it and received instruction. Yet a little laziness, a little shuffling, a little sitting down and waiting for things to turn up. So shall thy poverty come as one that travelleth; and thy want as an armed man."

* * * *

My son, if travellers entice thee consent thou not. If they say come with us, let us load thee up with goods; let us help thee beat the market; let us help thee swallow up thy competitor alive; cast in thy lot among us, let us have a fat cigar to celebrate. My son, walk not thou in the way with them, refrain thy foot from their path. For their feet run to evil and make haste to pile up bills. Surely in vain the net is spread in the sight of any bird, and they lay wait for their own blood, they lurk privily for the axe. So are the ways of everyone that is greedy of goods which taketh away the success of the owners thereof.

* * * *

Say not to the traveller, go and come again and tomorrow I will order when thou hast it by thee. Devise not evil against the traveller seeing thou makest money by him. Strive not with him without cause if he hath done thee no harm. Envy thou not the rough-neck and choose none of his ways, for the churl is an abomination, but prosperity is with the man with the glad hand. A curse is in the house of the growser; but the establishment of the smiler is blessed. He shall receive favor from the traveller and consideration from his creditors, but the name of the kicker shall rot.

* * * *

A wise dealer heareth his neighbor's criticism, but a know-it-all heareth not rebuke. A man shall eat good by a civil tongue but the soul of the harpy shall eat violence. He that keepeth his mouth keepeth his life, but he that sets his mouth going and goeth off and leaveth it shall have destruction. A

decent man hateth lying, but a foul-mouthed man is loathsome and cometh to shame. Straightness keeps a straight man on the road but crookedness trips up the shyster. There are dealers that are rich but are as poor in soul as a spring crow, and there are men that are poor outside that are as rich as Croesus inside. There are some dealers that make a traveller thank God for being able to get away from a town, there are those who make him want to pitch his tent and say "it is good for us to be here."

* * * *

A false balance is an abomination to the Lord and a just weight is his delight, but the man who stores sole leather by the furnace and claims short-weight is a brother to him that continually maketh demands upon the wholesaler for shortage. The integrity of the upright shall guide them but the crookedness of crooks shall at length destroy them. The righteousness of the perfect shall direct his way but the wicked shall fall by his own wickedness. The crook assassinates his neighbor with his mouth, but the just shall be delivered by his character. Everybody rejoiceth when a good man gets on and they throw up their hats when the crook gets it in the neck. There are some men so bowlegged in spirit that if they could buy a bill of merchandise straight and make thirty per cent. on the deal they would rather make ten and flim flam the man who selleth them.

* * * *

"Wisdom crieth without; she uttereth her voice in the streets; she crieth in the chief place of concourse, in the openings of the gates in the cities she uttereth her words saying: How long, ye simple ones will ye love simplicity, and the scorers delight in their scorning and the fools hate knowledge? Turn ye at my reproof, behold I will pour my spirit unto you, I will make known my words unto you. But ye have set at naught all my counsel and would none of my reproof. Therefore shall ye eat of the fruit of your own way and be filled with your own devices. For the turning away of customers shall slay you and the prosperity of others who advertise shall destroy you. But whoso harkeneth unto me and advertiseth shall dwell safely and shall be quiet from fear of evil."

LEVI.

Leather Trade Jottings

“WHAT do you think of the prospects of the leather market?” is the question that is asked on every hand these days. The SHOE AND LEATHER JOURNAL has put the query to some of the best informed and most reliable men in the trade during the past month, and has invariably met the answer in some form or other. “Who can tell?” The men most deeply interested have given up the problem as hopeless under the circumstances and are simply waiting for the next move in the game to develop.

It was thought that the British embargo upon shoes and leather would mean an abrupt change in the situation. In spite of the fact that provision was made for permits, the regulation practically killed two or three million dollars worth of shoes and leather on order. The result was that disposal had to be made of at least a part of this export business, and in some cases prices were naturally cut and the market on this side thus affected to some extent. But the growing probability of the United States entering the war has stimulated the demand and thus offset any tendency towards permanent weakness in the market.

Reports from Russia set afloat since the revolution in that great country have it that large quantities of hides and skins will be freed for export, and some odd shipments that have come from that direction seem to lend color to the theory. But Russia has been using up her raw materials for leather quite as freely as all the other combatants, and with war equipment, shoes and similar requirements pressing, she will need more leather many times over than she has hitherto used. It may be taken for granted that most of what leaks through, will in any case, get to Britain or the other Allies.

In this country and in the United States there is still a large demand for footwear on account of the marvelous agricultural and commercial prosperity. There is no reason to expect any abatement of this situation unless there be a falling away of the industrial activity or a marked fall in the prices of agricultural and other commodities. There may be a little hesitation apparent, but it is quite safe to predict that spring business in shoes will be larger than ever.

Manufacturers of shoes have only been buying for their regular requirements. There may be a few

concerns that have bought ahead, but the great majority are depending upon tanners for their supplies for the approaching sorting and fall season. They do not seem to expect any great weakening of the market.

There are reports of surplus stocks of leather of some lines. Sole leather is instanced as being particularly affected by the British embargo since which there has been accumulations of certain grades. But British export business in sole and some other lines has been more than made up by American business which has grown in the past year to such dimensions as to absorb quite a large proportion of any surplus. There has been a slight weakening in certain lines, but for high grade selections the price has still to be paid.

When it comes to the hide question it is difficult to arrive at any definite understanding of the situation. One of the largest hide concerns in the East admitted the other day that it has more hides in its cellars than at any time in two years. In the West there seems to be plenty of packer hides offering and lacking bids, although country hides which are easier seem to be picked up readily. There are a few tanners who are known to have enough hides to last them for several months, and some larger ones who have only enough to keep them going. Undoubtedly the large kill resulting from the war is piling up hides in the hands of packers, who are holding them and are endeavoring to let them go so gradually as not to affect the market.

On the whole the opinion prevails that while the period of extreme prices on leather has passed, there will not be a reversion to former conditions. Leather being produced and marketed to-day is made from high priced hides, and this with the increased cost of labor and tanning materials, precludes any great drop at present or in the near future. In the meantime tanners fearing the immediate result of a sudden cessation of hostilities have been quietly pushing sales which accounts for the present easier situation. The dizzy height attained by both shoes and leather has had that element of danger inherent in all movements of the kind and everybody is planning to get a little nearer earth.

No doubt the next month will clear the atmosphere considerably. Retailers are enjoying the largest spring trade for years. Shoe jobbers are in the market for goods.

Snap Shots at Shoe Styles

WOMEN'S

Colors—Antique ivory, beige, smoke gray, castor, cocoanut brown, plum brown.

Materials—Kid, suede, buckskin, patent, calf in cherrym ahogany, cordo and sports in white and green calf, black and plain colors in cloths and brocades.

Patterns—Plain lines, four inch vamps, nine and ten inch tops, toboggan shapes and a few “dips,” imitation tips, pointed toes, combination quarters and vamps. Heels higher, up to two and a quarter inches.

MEN'S

Colors—Darker than spring, mahogany, coco brown, tony red, a goodly sprinkling of patent in the blacks and two tone combinations.

Materials—Side leather in black and colors with calf holding its own in the more expensive lines. Fabric tops in black, grey and brown in two tone combinations. Chamois tops also in evidence.

Patterns—Narrow toes even to razors and needles. Modified English models, wing tips, saddle vamps and imitation wing tips and counters.

With Orders Pouring in, Why Advertise?

To Answer This Question Ask Another: "What is the Assurance of a Normal Demand After the War Worth to You?"

EDWARD S. LABART,

of Morris & Company, Packers, Chicago, U.S.A.

IN these days of carload orders, says Edward S. LaBart, of Morris & Company, Packers, Chicago, difficulty to obtain raw materials, transportation facilities or machinery to increase capacities, many manufacturers are viewing their advertising expenses with indecision and doubt.

When a manufacturer is unable to fill all orders received and when every condition affecting his business is abnormal, there is a tendency by many to diminish or cancel entirely their advertising. Yet many hesitate before taking this step, and by that token indicate their allegiance to the tremendous power and influence of advertising along sane and intelligent lines.

Never before, it is safe to say, have similar conditions existed, and a careful analysis and considerable thought is warranted before definite conclusions can be made. The greater the time given to a careful survey of the situation the more convinced one will become as to, not the advisability, but the necessity of continuing to advertise in the face of the very worst conditions possible.

So far advertising has been viewed as being but an immediate force; that is, it is like a piece of raw material, finished, sold and consumed—it has lost its value entirely. This viewpoint, of course, is erroneous. It it were true, then advertising would lose much of its prestige and value.

The effect of advertising done last year is being felt now and will be felt next year and even beyond then. Advertising done now will have its effect later and will be found exceedingly valuable and beneficial when more normal conditions obtain.

Abnormal conditions are necessarily temporary; the usual volume and natural increase continues, unobtrusive and scarcely noticeable, in the flood of abnormal business. Not the entire volume of business is abnormal, and the usual volume of business must and should be protected. Natural increases are obtained through sales and advertising efforts and represent a substantial and definite element in any business. If an increase in business warranted an expenditure of \$10,000 or \$100,000, then it is surely worth while to continue the investment to protect that increased volume and maintain leadership in the field.

Scattered about the country are many competing concerns, which, too, are running to capacity. They are enjoying prosperity due to decreased overheads and greater sales resulting from a volume of business. They are eager to continue their prosperity, and it is up to the bigger and better known concerns to watch their business details.

The man who is in good health and is pronounced free from symptoms would be regarded as foolish

were he to cancel his life insurance policy. So, too, should be regarded any manufacturer who cancelled his advertising because of above-named conditions. In justice to his business the manufacturer should not, at this time, discontinue his advertising forces. They are just as essential to future success as any other element.

Next year, perhaps sooner, more normal conditions will exist, and then there will exist a merry scramble for business. New buildings and added machines to take care of present business, as far as possible, represent investments of many dollars. Naturally, it would be folly to allow that new equipment to stand idle. The manufacturer must have a market to keep his buildings and machinery in operation.

Then advertising done during these and other times must prove its efficiency. This because many new dealers have come during the abnormal times. They have been encouraged and have been served as generously as possible. They must be encouraged to use even greater quantities when normal conditions again prevail. If the concern supplying them continues its advertising policy and loses none of its goodwill, there is little likelihood that many customers will be lost to "the other fellow" who was wise and courageous enough to continue his advertising.

To discuss advertising at any time on the basis of present conditions always is dangerous and leads to nothing definite. As has been stated many times much of the advertising will have its force felt in future years—if continued—when the children of today become consumers and preside over their own homes.

It is well to pay a greater amount of attention to the normal volume and natural increase in business than to the abnormal volume.

Don't overlook the normal volume, nor be blinded by the present abnormal conditions.

Manufacturers must not permit themselves to allow the present to outweigh the future. Advertising done now can accomplish results quicker than at any previous time in the past decade.

And when abnormal conditions do again obtain, those who continue their advertising in these times will find themselves firmly entrenched and in a good position to sell much of the output from their added equipment.

The cumulative value of advertising is inestimable, as is attested hourly.

In conclusion:

If it pays to advertise in dull times, when business is slow, and it is hard to maintain volume, then why shouldn't it pay during times like these, when business is brisk and the demand large?—Printer's Ink.

WHICH MARGIN DO YOU GET—PROVE YOUR PROFITS

Do Not Labor Under any Misconception—How Some Retailers Make Serious Errors—Know That You Have a Profit in Your Till—Don't Imagine Where You Should Be Certain—Figure on Selling Price and not on Cost—How Some Mistakes Arise

THE necessity of watching profits in the shoe business is greater than ever today.

It takes nearly twice as much money to carry the same stock as it did a year ago, by reason of the increased prices of all lines of footwear, particularly novelty shoes. There are many seasonable offerings in colored kid, colored calf and fabrics which the average dealer must stock or he cannot expect to keep business on the move. These shoes cost him all the way from \$6.00 to \$10.00 and he must, on such lines as these, get a profit of at least 35 to 50 per cent. In fact some footwear merchants are getting from 75 to 90 per cent. They know that the reign of various hues is precarious, that the demands of My Ladye are often very fickle, and something new is emerging all the while. If the retailer has to carry novelties at high prices, he must get a profit corresponding to such investments and what the insurance companies might call "moral hazard." It is now less than a year ago the "Gypsy" button and the "Gypsy" lace boot were all the rage, and today the dealer could not give away "Gypsies" for a song. Various colors have come in and gone out, and the man who takes a chance must get a reward accordingly. On safe, certain investments, like staple "bread and butter" lines, a profit of from 25 to 35 per cent. on the selling cost is sufficient. The SHOE AND LEATHER JOURNAL maintains that on all novelty boots—giving a broad interpretation of the term "novelty"—the dealer should get a profit of not less than 40 to 60 per cent., and in extreme novelties not less than 100 per cent. Some shoeman perhaps holds up his hands in horror at the thought of asking ten and fifteen dollars for women's shoes, but he must either get that figure for his higher class lines or mark time, be left in the race or find himself not meeting his overhead expenses.

Do Not Deceive Yourself

It is well in figuring profits not to be cheated as many a man is who thinks if he is buying a shoe for \$6.00 and selling it at \$9.00 he is making 50 per cent. profit. He is so far as cost price is concerned, but on the selling price he is only making 33 $\frac{1}{3}$ per cent., and that is not enough these days. All profits must be figured on the selling price, or in other words, the money which you take in. Everything has to come out of the selling price—wages, rent, light, heat, insurance, advertising, delivery, repairs, etc. It does not come out of the cost price, which is frequently a misleading basis or foundation on which to figure.

Figure on Money Received

More and more the alert, watchful business man is figuring his profits on the selling price, in order that he may know where he is at. His cost of doing business and all overhead expenses are based on the selling figure. These facts have been pointed out so often that it seems scarcely necessary to dwell upon them again at great length.

The main thing in buying shoes nowadays is to go carefully and watch your profits. Do not plunge, but, on the other hand, do not be afraid to put in some seasonable selling lines, in order to give a little variety and color to your business, and to show your customers that you have some enterprise and are not afraid to take a reasonable chance.

Of course, there is much diversity of style, but if it were not for these changes in lasts, patterns, colors, trimmings combinations, etc., much of the business that is now done in women's pedal toggerly would disappear. My Ladye Fayre

would be inclined to wear one pair of shoes until they became shabby. Now she wears them only until something new and striking is presented, and as she is inclined to spend a certain sum of money anyway on habiliments the shoeman might as well have his profit in the apparel game, as the milliner, the corsetiere and the modiste.

A Chart to Steer By

A thirty-five per cent. profit is carried out in the sub-joined chart which may serve as a guide to what the retailer should pay for shoes selling up to \$20 per pair. On all lines retailing at \$8 and up to \$12 the SHOE AND LEATHER JOURNAL submits that the profit should not be thirty-five per cent. on the selling price but fifty per cent., and from \$12 up the margin should not be less than sixty to one hundred per cent.

Shoes are made to retail at the following 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.
\$20.00	\$2.00	\$5.00	\$13.00
19.50	1.95	4.88	12.67
19.00	1.90	4.75	12.35
18.50	1.85	4.63	12.12
18.00	1.80	4.50	11.70
17.50	1.75	4.38	11.37
17.00	1.70	4.25	11.05
16.50	1.65	4.13	10.72
16.00	1.60	4.00	10.50
15.50	1.55	3.88	10.17
15.00	1.50	3.75	9.85
14.50	1.45	3.63	9.52
14.00	1.40	3.50	9.10
13.50	1.35	3.38	8.77
13.00	1.30	3.25	8.45
12.50	1.25	3.13	8.12
12.00	1.20	3.00	7.80
11.50	1.15	2.88	7.47
11.00	1.10	2.75	7.15
10.50	1.05	2.63	6.82
10.00	1.00	2.50	6.50
9.50	.95	2.38	6.17
9.00	.90	2.25	5.85
8.50	.85	2.13	5.52
8.00	.80	2.00	5.20
7.50	.75	1.88	4.87
7.00	.70	1.75	4.55
6.50	.65	1.63	4.22
6.00	.60	1.50	3.90
5.50	.55	1.38	3.57
5.00	.50	1.25	3.25
4.50	.45	1.13	2.92
4.00	.40	1.00	2.60
3.50	.35	.88	2.27
3.00	.30	.75	1.95
2.50	.25	.63	1.62
2.00	.20	.50	1.30
1.75	.18	.44	1.13
1.50	.15	.38	.97
1.25	.13	.31	.81
1.00	.10	.25	.65

The foregoing table for convenience sake is made 35

per cent. on the selling price and may help some shoeman to look their business squarely in the face.

A leading Winnipeg footwear dispenser says: "Putting thousands of dollars into 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 per cent. 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."

Make Certain You Are Figuring Correctly

It is unfortunate but nevertheless true that a good many merchants do not figure their profits correctly. Just recently I was in a shoe store and saw a shoe which I am acquainted with priced at \$4.50. The shoe in question sells to the retail trade at \$3.60, and as this dealer had told me not long ago that it cost him an average of 20 per cent. to do business, I

protested with him that he was not getting enough money for the shoe to give him a profit.

"I am so," he replied in a confident manner. "It only costs me 20 per cent. to do business and I am making 25 per cent. on that shoe."

I asked him to explain how he was making 25 per cent. and he replied, "Why 25 per cent. of \$3.60 is 90 cents and 90 cents added to \$3.60 is \$4.50—the exact figure that I am selling the shoe at."

Do Not Deceive Yourself

He was making the same mistake as myriads of other dealers are—that of figuring his expenses on selling prices and his profits on cost price. The truth of the matter was, it cost him 20 per cent. of selling price to do business, which in this case would be 20 per cent. of \$4.50, equalling 90 cents. That was just equal to the gross profit that he was making on the shoe. And he thought he was making a clear profit of five per cent when he was only breaking even.

Let us take another case to show how a dealer may easily fool himself regarding this all important problem of figuring profits. Suppose a dealer buys goods to the amount of \$10,000 during the year, selling them at an advance of 25 per cent. on cost, which would make a selling price of \$12,500.

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)

THE FIRST AND NINTH VERTICAL COLUMNS SHOW THE COST PRICES; THE HORIZONTAL COLUMN AT THE TOP, THE SELLING PRICES; THE FIGURES FORMED AT THE INTERSECTIONS OF THESE PRICES SHOW THE PER CENT. OF GROSS PROFITS BASED ON SELLING PRICE

Say he figures his cost of doing business at 19 per cent., and forgetting the difference between percentage of profit on cost and selling price, believes that he is making a net profit of 6 per cent. He would, therefore, believe that he would net \$600 for the year.

Let us look into the problem and see what he actually makes. The goods are sold at \$12,500. The percentage of expense—always figured on selling price—is 19 per cent. Nineteen per cent. of \$12,500 is \$2,375—the amount it costs to sell the goods. They were sold at an advance of \$2,500, leaving a net profit of \$125. Yet this dealer mistakenly believed he was making \$600. Why? Because he did not bear in mind the all-important fact that 25 per cent. on cost is only 20 per cent. on selling price.

Understand the Profit Problem

In regard to this latter statement, how is it figured out? If an article costs \$1 and sells for \$1.25, the dealer has made 25 cents on the cost price of \$1 or 25 per cent. on cost. But, figuring on the selling price of \$1.25, he has made 25 cents, which is only at the rate of 20 per cent. on selling price.

In the same way $33\frac{1}{3}$ per cent. on cost is only 25 per cent. on selling price. Therefore, it will readily be seen that if cost of doing business is 20 per cent. and a net profit of 5 per cent. is desired, or a total of 25 per cent. on the selling price, that $33\frac{1}{3}$ per cent. will have to be added to cost. If the article costs \$1 it would have to sell at $\$1.33\frac{1}{3}$, a profit of 25 per cent. on selling price.

To know what percentage to add to cost price to give a desired percentage on selling price is a problem for not a few merchants. This is the manner in which it is figured out. To know what per centage to add to cost to make 25 per cent. on selling price:

If you make 25 per cent. on \$1, goods would have to cost 75 cents.

Figuring on cost:

On 75 cents you make 25 cents.

$$100 \times 25$$

On \$1 you make $\frac{100 \times 25}{75}$ which equals $33\frac{1}{3}$ cents.

$$75$$

Which is $33\frac{1}{3}$ per cent.

By the same line of figuring you will find that to make:

- 22 per cent. on selling price you add 28.2 per cent. to cost.
- 24 per cent. on selling price you add 31.58 per cent. to cost.
- 28 per cent. on selling price you add 38.9 per cent. to cost.
- 30 per cent. on selling price you add 42.85 per cent. to cost.
- $33\frac{1}{3}$ per cent. on selling price you add 50 per cent. to cost.
- 35 per cent. on selling price you add 53.846 per cent. to cost.
- 40 per cent. on selling price you add 66.67 per cent. to cost.

Shoeman Coming to Bat

The shoeman is at last coming to his own. The day of the five, six and seven dollar shoe in fashionable, snappy lines is over. There is no good of quarreling with conditions that have contributed to the present status of footwear prices. They are here to stay, possibly for a long time. No doubt shoes will drop at a later date, but what that date is no man can tell.

Too many dealers altogether are losing money by incorrect figuring of profits. I would advise every dealer to take a short time to really make certain that he understands the profit problem. It is better to spend half an hour reasoning out the correct figuring of profits than to go on sacrificing profits daily as so many dealers are today. I have known dealers to be positive that their method was right when it was absolutely wrong and they were losing money daily.

How to Find Cost Price

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 Montreal 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 80 cents you make 20 cents.

$$100 \times 20$$

On \$1.00 you make $\frac{100 \times 20}{80} = 25c$.

$$80$$

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

$$20$$

make 20 per cent. on selling price he adds $\frac{20}{100-20}$ or

$$100-20$$

$$20$$

— 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

$$\frac{22}{100-22}$$

or $\frac{22}{78}$ of 100, 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.

Remember the percentage of cost of doing business and profit are figured on the selling price.

ALDERMANIC SHOEMAN STARTED SOMETHING

Ald. J. H. Hodgson, of Hamilton, Ont., who is a shoe retailer in that city, and also chairman of the Board of Works, apparently started something, says a Hamilton despatch, when he remarked recently that the price of shoes would come down if the women would be content with tootsie coverings of normal height. Recently the alderman received an important communication from Toronto asking for further information and the action which the city council took in the matter.

The alderman's reply will not be encouraging. The council nor the special high cost of living committee have not even considered the suggestion.

"I still think it's a good scheme," said the alderman. "Some of these shoes the women are wearing are so high not more than two pairs can be made from a hide." But he ducked when it was suggested that they were made high to "hide" what the abbreviated skirts would display.

KNOW HOW YOUR STOCK STANDS—DON'T GUESS

The Value of a Simple Workable System—Advantage of Using Numbers to Represent Different Lines—Method Outlined for Keeping Tab on Sales and Facilitating Sorting—Using White and Red Cards or Book with Two Sheets for Each Number

By G. W. BROCK

"I WOULD just as soon try to sell shoes without display windows or competent clerks as to endeavor to get along without a proper stock-keeping system," remarked a leading Hamilton shoe retailer the other day.

"In these days when footwear, even in staple lines, runs into double as much money as it did two or three years ago, the importance and necessity of efficient stock or record keeping is more vital than ever to success in the retail shoe line. How can any merchant expect to clear a reasonable sum each year on his invested capital if he keeps tab on his goods only in his head or by means of guess work. He must know what lines bring him a handsome return and what ones are causing him a loss. He should, by a process of elimination, get rid of all stickers, shelf warmers and hangers-on. He should know at any moment how many pairs of such and such a range he has on hand, how many he had sold in the last week, month or six months. In order to realize intelligently just in what position he is, he must have some reliable system or he is taking big chances on coming out at the small end of affairs sooner or later, overstocked and short on cash."

Of Systems There is No End

There are systems galore, some complicated, abstruse and involved, taking more time to carry them out in all their details than the average retailer can spare. One can systematize a business or a selling staff to death and commit as grievous errors in this way as in having no system at all. There are so-called systems which tell the operator nothing that he really wants to know. They give him returns that he has "about" or "in the neighborhood of" or "around" so many pairs in stock and has sold "approximately" so many pairs. There is nothing definite or certain and at best they are not much better than guesswork or mere estimates.

The object which I have in view in this article is to outline a simple and effective plan suitable for both large and small retailers. Of course, any system that is worth while will require a little time, patience and effort. If it did not its value would be a negative quantity. One of the biggest things in the retail shoe business today with its many perplexities regarding styles, prices, sales, turnover, profit figuring, sorting, help hire, etc., is for the dealer to keep his lines in such a way that he may be able to find out at any moment just what he has on hand, what ranges of footwear are moving and how many pairs he has sold, etc. It is almost impossible for any shoe merchant to know where he is at if he simply sells a pair of shoes and puts the money in the cash register, without making a record of the kind that he has sold, the stock number, size, width, selling price, etc.

Check Books Are Essential

The use of check books is advisable for every man. They cost but little and without them, or some similar method of tabulation, the shoeman is likely to be at sea, drifting here and there like a ship without a rudder or compass. Many a store-keeper—we will not dignify him by the use of the term merchant—has been doing business for years, thinking he has made money, and some day he wakens up to the fact that he has nothing ahead of him and his life work has been in vain. All he has got out of the game is a living and perhaps a precarious one at that. Of course, in the discussion of this question, the proper figuring of profits and shrewd,

careful buying are potent factors, but it is not within the province of this dissertation on stock-keeping to enter into a discussion on these phases of the subject. They have been dealt with time and time again in special articles.

One wonders why so many men in the shoe game do not have more system. They seem to look askance at any reasonable, feasible proposition in the line of method, arrangement and order. The result is that they never know where they stand and frequently are at sixes and sevens in the location of some particular shoe, size or width which they desire. They flounder around and think it must be here or there and the customer who is kept waiting forms an unfavorable impression not only of the man but his business qualifications. It costs practically nothing to do things by system and whatever is worth doing in this world is worth doing well or not at all.

The Use of Stock Sheets

Think what it means to your success and standing to know just where you are at all the time. I will endeavor to show the use of stock cards or stock sheets. The same may be converted to suit any merchant in the shoe line trade either by taking out different widths or by making such ruling of the sheets as will meet his particular requirements. On the stock sheet illustrated is given an idea of how sizes should be put down and crossed off. Each mark means a pair and each line crossed off means one less in that size and width.

I will begin with the man whose store is large enough to use standard size cartons to fit his shelves and has his own label put on them.

For this man it will be easier to establish his system of stock-keeping than for the one who uses everything as it comes from the manufacturer.

Why not have a system of numbers? The following I think would be useful and practical. Numbers from one to ninety-nine should be used for men's high cuts; from one hundred to one hundred and ninety-nine for men's low shoes including house slippers; from two hundred to two hundred and ninety-nine for ladies' high cuts; from three hundred to three hundred and ninety-nine for ladies' low shoes; pumps from four hundred to four hundred and ninety-nine; ladies' evening shoes and house shoes from five hundred to five hundred and forty-nine; for boys' high shoes from five hundred and fifty to five hundred and ninety-nine; for boys' low shoes and house slippers from six hundred to six hundred and forty-nine; misses' boots from six hundred and fifty to six hundred and ninety-nine; misses' oxfords, pumps and slippers from seven hundred to seven hundred and forty-nine; youths' and little gents' boots from seven hundred and fifty to seven hundred and ninety-nine; for youths' and little gents' oxfords and slippers from eight hundred to eight hundred and forty-nine; children's high shoes from eight hundred and fifty to eight hundred and ninety-nine; children's slippers and oxfords from nine hundred to nine hundred and forty-nine; infants' boots from nine hundred and fifty to nine hundred and ninety-nine. Use from one thousand for different articles, such as moccasin slippers, moccasin and skating boots if the dealer handles same.

By using your own labels, which will be put on your special size cartons at the factory, and giving your salesmen one of your own numbers for each new line which comes in,

STOCK CARD

STOCK NO. —		DATE ORDERED —				DATE RECD —				MAKERS NO —			
DESCRIPTION	MAKER												
	1	2	3	4	5	6	7	8	9	10	11	12	13
A													
B													
C													
D													
E													
EE													
NO. OF PAIRS		REMARKS.											

A SIMPLE STOCK CARD OR SHEET FOR KEEPING RECORD OF THE LINES SOLD AND ON HAND

so that your shoes will come from the factory stamped with the proper number and size, all that is left for you to do is to put on the selling price. The dealer should have a stock book in which are numbers from one to one thousand and over—as high as his numbers go—in which he can keep track of the cost of each line, from whom he buys it, selling price and description of same.

If the following season he buys a shoe to take the place of one of a previous season, and from a different manufacturer, he should make the change in his stock book so that he may know what he has on hand. Do not wait until the shoes have been ordered three months before you send numbers for the lines; give the particulars to the salesman so that there will be no mix-up. It would be wise for any dealer using this system to keep all the numbers for tans, patent leathers and calfskins separately. By doing it this way, it would be easier for him to remember that a certain section of numbers is for tans, etc. The cartons should bear no descriptions whatever, and you will find the salesman will get accustomed to the numbers, and the cartons on your shelves will look much neater than with a whole lot of writing or stamping. After the salesman has made a sale he should put down the number of the shoe, the size and selling price.

Go Over the Checks of the Day

In order to keep tab on the stock a set of cards such as the one shown should be printed, and each night the checks of the day should be gone over and the different sizes of each line crossed off the sheet. After the checks have been gone over they should be tied together, with a slip bearing the date and filed in a box for further reference. If the stock comes in all the sizes in different widths, they should be entered on the stock card, so that when the sizes are marked off at the end of each day the dealer can tell just how many pairs of each line he has left. By using this carefully, the retailer will be in a position to tell just how he stands at the end of each day. He will also find it very handy for finding out which line sells better than the other, and will know just what to do when it comes to re-ordering.

If an exchange is made, the pair returned should be put down on the check and also the pair taken so that, if in making up the day's business one pair of ninety-four—seven D has been crossed off, when it comes to the exchange it can

be added again and a pair of another number crossed off. The system may appear confusing but it will be found much easier than it seems, and will save thousands of dollars to a shoeman. It requires very little time and expense. If the dealer prefers to make this system more perfect, he should have red cards printed the same as the white stock cards, to indicate the stock on order. For instance, have a white card for number one and a red card. When ordering put down on the red card the different sizes in different widths, so that you can refer to it any time and be able to know just what you have coming in.

Say, a dealer finds that a good selling line number ninety-five should be sized up. He looks up number ninety-five red sheet and finds that he has forty pairs coming in. By comparing the white stock sheet, telling him how many pairs he has in stock and the red stock sheet telling how many are coming in, he is in a position to know just what sizes he will be short after the first order arrives. On the white check sheets, the date a certain line came in should be put down, and on the red sheet the date that the sizes were ordered and when he expects them. If necessary to make extra sheets for each number when more goods come in do so, so as to be able to tell just how long it takes to sell the best part of a number of pairs. If the dealer uses white and red cards they should be about five by nine inches and should be kept in a box built purposely for them. If he prefers he can use red and white sheets in a loose leaf book.

Stockkeeping for Small Retailer

Now we will take up stock-keeping for the small retailer who doesn't buy enough to have standard shelving cartons and his own labels. This man puts everything on the shelf as he receives it from the manufacturer. He can have sets of cards in white and red exactly as described in this article, or a book made specially for it in two colors, or an ordinary book in which he can use two sheets for the same number, one for shoes in stock, and one for shoes on order. As we understand that shoes from manufacturers are marked in all sorts of numbers he should arrange a certain portion of his cards or sheets in his books for men's shoes and other portions for ladies' shoes, boys', youths', misses', children's.

Carrying out the system in this way and using check

(Continued on page 116)

SHOE RETAILERS INAUGURATE EARLY CLOSING

Petition Will Be Circulated Asking Toronto City Council to Pass Necessary By-law—The Step Enthusiastically Endorsed—Inspiring Address on the Benefits of Organization—Business Man Who Neglects to Support the Association is Criticized

EARLY closing has been given an impetus in Toronto and the shoe retailers have at last made a move in the right direction.

At the regular monthly meeting of the Toronto Shoe Retailers' Association held in the Foresters' building, on Thursday, March 22nd, the proposition was thoroughly discussed.

It was decided that a petition should be presented to the city council asking that body to pass a by-law, to the effect that all shoe establishments close at six o'clock every Wednesday night during the entire year, nine o'clock on Monday, Tuesday, Thursday and Friday nights and eleven o'clock on Saturday night.

These hours are to apply to every week except those in which a holiday occurs, when stores may keep open as late as they do on Saturday night.

Under the provisions of the Ontario Act if three-quarters of the firms engaged in any line of business sign a petition and present it to the municipal council, that body is compelled to pass a by-law which is enforced by the civic authorities and every one has to fall into line. It is expected there will be no difficulty in securing the requisite number of signatures. Messrs. W. T. Fegan, S. B. McCall and J. A. E. Snider were appointed a committee to act with the executive in prosecuting this matter and seeing that the proper steps are taken. While the early closing movement is not as radical as many would like, still it will ensure shorter days in many of the district and residential stores, which have been in the habit of keeping open until all hours every night. Of course, most of the Yonge street dispensaries have for years been in the habit of shutting up at six o'clock every night except Saturday night.

In reference to a Wednesday half-holiday it was left to the shoemen in each section of the city to come to some mutual arrangement for the summer months and already the east end stores are enjoying a weekly respite from duty one afternoon and evening each week.

President H. C. Blachford presided and there was a very large attendance, the most representative for many months. The effect of the recent dinner has been to "ginger up" the members and set them to work. R. S. Ritchie, 357 Roncesvalles avenue, resigned as a member of the executive, and J. H. McLelland 297 Danforth avenue, was elected to succeed him. The success of the second annual dinner was referred to and very favorable comment heard.

Organization and Business Building

Charles E. Howarth, who was for many years with A. R. Clarke & Co., and now with the Imperial Life Assurance Co., gave a highly interesting and edifying talk on "Organization," for which he was tendered a hearty vote of thanks. He said that organization was an arrangement of forces by which the best results might be obtained, and that business building was the power of making permanent and profitable patrons. In union there was strength and in every business there were four departments—the executive, the financial, the purchasing and the selling. All were independent and each an integral and indispensable part of the whole. There must be co-operation between these departments and nothing could be accomplished unless all worked together for the common good. No institution was stronger than its weakest department and the combined efforts of all departments made profitable distribution pos-

sible. If then any given institution would serve well, to the end of getting and building profitable business, it must look well to every department. Every branch had a bearing upon the success of the institution, which was not a one man concern and one department was not more important than the other. All were important and dependent and if one lagged, or fell, all would suffer. All had a place and part and must fill it.

Progressive, Aggressive and Earnest

For an association to be successful, it must be progressive, aggressive and earnest. The members must have sincere faith in themselves and in their fellowmen. Frequent change of methods was desirable, as they must not get in a



C. E. HOWARTH, TORONTO, ONT.

rut nor slavishly follow old proceedings. The Association must be made attractive. Each man must go out after new members and create interest and enthusiasm. "He profits best who serves most."

Mr. Howarth dwelt upon the benefits of Association and told how the members must feel a sense of ownership and be part of the organization. They must render service, report all complaints and difficulties, make suggestions and ask questions. He was a firm believer in a question drawer.

Man worked more cheerfully in company than he did alone and the reason that members did not accomplish more was because they did not attempt more. There was no such a thing as standing still. The executive and the officers must lead and inspire the others. To sell to others in business the goods must be well sold and the customer satisfied. The same fundamentals and principles held good whether in leather, shoes, groceries, hardware or in association work. He referred to the necessity of system, method, organization and efficiency. The more efficient an organization was the less costly it was to conduct. Efficiency involved three ele-

ments—intelligence, ability and energy—so related and organized as to most economically produce the largest desired effects.

Improve Ethics of the Trade

“What is the precise purpose of the association—what is its aim, what is its goal? It is to improve the conditions and ethics of the trade. What is meant by ethics? It is that science which seeks to determine the fundamental distinction between right and wrong in human conduct. The mere fact that a certain practice is customary is no longer accepted as evidence that it is ethical or moral. There is often a great gulf between morality and conventionality. Men closely associated are apt to experience the clashing of self-interest, which gives rise to moral problems. Honesty cannot be regarded as the sole necessary virtue in business and duty often demands much more of a successful business man,” declared the speaker.

The old saying of “let the buyer beware” is losing its significance today and any big business was impossible if allied with humbug, deceit, or misrepresentation. Legally the buyer must still be on guard to be sure that the goods received are what they are believed to be, but because of rising standards of ethics, buyers find markets where they can place implicit confidence in the representation of the seller. Ralph Waldo Emerson had said “that every man takes care that his neighbor does not cheat him, but the day comes when he begins to care that he does not cheat his neighbor,” and then all goes well.

Golden Rule and Square Deal

The essence of practical ethics was found in the golden rule, the square deal, and when this is practised on every side there will dawn a brighter day in business. The man who does not co-operate with his competitors in an effort to raise the standards, enforce the laws and prevent unfair practices is ethically recreant. Mr. Howarth spoke of the splendid work of trade journals in elevating and inspiring high ideals. A general desire to raise the standard of business accounted for the great increase in the number of business associations, and one of the objects was the establishment and maintenance of codes of ethics or honor. A business man, who neglects to support the association organized for the good of his line of business, neglects a real duty and passes up a great opportunity for service, mutual improvement and benefit.

In conclusion, the speaker emphasized the principles of organizing, harmonizing and sympathizing and congratulated the Toronto Shoe Retailers' Association on the excellent progress it had made, the enthusiasm which characterized its proceedings and the high representation of its membership. He felt that it was doing a great, useful work for the welfare of the trade, individually and collectively, and wished it increasing power, prestige and development.

WHY SHOES ARE SO HIGH IN PRICE

F. A. Guinivan, of Toronto, proprietor of the Walk-Over boot shops in Montreal, Quebec and Toronto, recently spent a few days in Quebec. In a recent issue of the Quebec “Telegraph”, an interview with him on shoe and leather conditions appeared and his review of the situation will be read with interest. Mr. Guinivan said that the increase in the price of footwear is perfectly legitimate and quite logical, considering the circumstances. It would be difficult to find a product the price of which had more justification for increase than leather.

The price of boots and shoes to the retailer has doubled and shoe dealers are now buying their stock in the United States at prices for which they retailed the same boots a year ago. As for the cause it is common knowledge that every soldier who goes to the firing line carries leather in some form as part of his equipment. Besides his boots, he has a belt;

and, if he is a cavalryman his saddle, etc. The cavalry regiments of Russia use a whole calfskin as a saddle blanket and when one thinks of the thousands of skins used in this manner alone it is easily seen that an enormous supply is needed to fill the demand.

The shoe industry of this continent has long depended on Russia for the greater part of its supply of calfskins, but since the beginning of the war the government of Russia has not permitted the exportation of any hides as they are needed for army purposes. In the finer grade of footwear nothing older than calfskins is used. When the calf goes to graze for the first time it ceases to be a calf; its skin is classed as cow-hide, for the skin quickly becomes tough. Owing to the need of preserving food supply there are naturally restrictions concerning the slaughter of young animals which also adds to the scarcity of that class of hides.

The Balkan States are the principal goat raising countries and leather manufacturers have always looked for them for their kid leathers; but, since the outbreak of war, they too have ceased to export. As they are killing the goats for food they do not kill them when young so that it is next to impossible to get kid skins.

Australia being the greatest sheep raising country in the world has, hitherto, supplied all the necessary hides but it will be remembered that the drought last summer killed millions of these animals. It is also well known that the British and Russian governments each ordered one million sheep-skin coats for their soldiers. Since three skins were needed for each coat, six million sheep will be needed to fill the order.

Mr. Guinivan said high prices were bound to prevail for some years after the war had ceased. It would take at least three or four years he thought for conditions to become normal again. Substitutes for leather are being experimented with but as yet nothing practicable has been developed. At a recent shoe and leather convention a man had a shark skin which he proposed as a substitute for leather. Some of the coastal waters of the United States abound in sharks and perhaps it will not be long before their hides will be used to make footwear. However, one point about the use of substitutes is that once they become popular and in demand the producers will raise the price until it is as high as the price of the original article.

SABOTS NOW WORN IN ENGLAND

England, faced with an acute leather shortage, is adopting wooden shoes, commonly known in the Netherlands as clogs, says a recent despatch.

This situation, which before the war would have been hooted by John Bull, today is faced calmly. Measures have been taken looking toward the development of the already established business of making clogs.

To quote the Textile Mercury, of Manchester, on the subject: Hundreds of London school children are now wearing clogs, which cost about three shillings a pair (73 cents) and London County Council school teachers have been providing clogs for ill-shod pupils, who have been paying for them by weekly installments of three pence.

The price of leather, states a writer in the paper mentioned, suggests that the city man of the future will clatter to business in his clogs. “For country wear one can buy an elegant pair of lace-up clogs at a quarter the price of equally efficient boots.” Apart from the attention that they would attract, there is no reason why these should not be worn in “town.” There is nothing undignified in the clog worn by the Lancashire or Yorkshire textile worker. Not a few of the captains of the textile industry have themselves worn clogs, and some at least would not be ashamed to wear them again.

The present home demand is so great that an order for 100,000 pairs of sabots for the Belgian government has just had to be declined by a British clog-making firm.

HOW TO GET BEST RESULTS IN SELLING FINDINGS

Live Section of the Shoe Business in Which Every One Can be Much Interested
— Carry a Representative Stock, Have Neat Show Cases and Make Attractive Displays—Trade is Worth Going After as Most of the Articles are Easily Handled

By C. H. LAKER

A DEPARTMENT too frequently overlooked in the ordinary shoe store in these days of high priced footwear is the findings.

"Too small to bother with," "have not the time," too much detail," "not enough turnover," or "I am selling shoes not trinkets," are the excuses often given by certain retailers for not devoting more attention and care to this branch of their calling.

If you have adopted such an attitude is it not about time that you changed it and gave the "small or trifling things," as you are pleased to call them, a fair chance. The profits run all the way from thirty-three to over a hundred per cent. and that is more, Mr. Retailer, by a good deal than you clear on your shoes. Put in a special findings window now and then and give your articles a chance. Many excellent arrangements can be made and any specialty manufacturer or findings house will lend you assistance and attractive show cards.

The sale on findings is a constant, steady, remunerative one. There are always seasonable articles that can be pushed. What steps are you taking to improve your findings department this spring? If it is at the back of the shop, move it up to the front. Have you a neat display case or do you let things find a place where they will? Do you ever adopt any consistent and up-to-date method to bring these small items of merchandise before the public? Now is the psychological moment to introduce specialties and different brands of polishes, creams, cleaners and pastes, daubers, brushes, round and rifle laces, polishing outfits, heel pads, etc. Never were so many colored shoes worn as at the present time and never let your findings department lag behind in interest, supervision or proper representation.

Many stores impart a good deal of interest to the findings

department by allowing clerks a P.M. on their sales. This has been found to work out to advantage, to both employer and employee.

One enterprising Toronto store has a blackboard erected in the rear portion of the establishment where the sale of findings of each clerk is posted every Monday morning. They do not allow "spiffs" on the sales in this department, but a record is kept of the business done in findings by each man and, on the total for the month, the salesman who tops the list gets a prize of ten dollars and the next five dollars. At the end of the year the clerk showing the greatest personal interest in the findings branch and having the largest string will be given a trip to the leading shoe centres along with the buyer and thus have a splendid opportunity of seeing many things in the factories and metropolitan stores. The blackboard idea has more than doubled the sale of findings during the past few months and promotes a friendly rivalry among the members of the staff. So far no less than five clerks have won premiums and they find the extra pocket money very useful in these days of costly living.

No matter how small the store there is a profitable business to be done in findings. Why should the trade in polishes, brushes, rubber heels, cleaning outfits, laces, etc., go to the variety store, the druggist or the grocery.

Why Not Handle These?

Here are a few footwear auxiliaries on which you can specialize. How many of them do you carry?—Rubber heels, heel pads, insoles, laces, arch supports, foot powder, foot balm, union protectors, toe straighteners, shoe trees, brushes, foot soap, polishing outfits, ankle supports, heel plates, toe plates, leggings, dubbin, fancy buttons, attractive bows, ornaments, patent leather restorer, colored kid clean-



THE inviting and well arranged interior of the historic shoe house of D. McCaw & Son, Welland, Ont. Note the manner in which findings are prominently displayed both on top and inside the large glass case at the front of the store.

B



BLACHFORD SHOE MFG CO. LIMITED, TORONTO

Blachford

B



BLACHFORD SHOE MFG. CO. LIMITED. TORONTO

ers, shoe horns, soft soles, boudoir slippers, skate straps, corn plasters, ice creepers, rubber soles, leggings, dressings, traveling kits, cleaning holders, button hooks and many other things too numerous to mention.

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."

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.

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 boot, 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.

The Pulling Power of Findings

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 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 salesmen, who are often rewarded according to their showing in this department.

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. The department pays, and pays well, but in

the ordinary small city or town shoe shop, 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 stated, 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. Boom findings every day in the year.

Little Opportunities With Big Possibilities

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.

"Now," observed another 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.

Seasonable and Timely Lines

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-strings in August, or cricket or 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.

Again I say, boom findings. It is the most profitable department in the shoe store and profit is what you are after these days. See that you get it.

RETAIL SHOE BUSINESS IS GOOD ALL OVER CANADA

How are Stocks, What are the Prospects for Spring and Summer Trade and of Placing Orders Now for Fall Shoes, and How are the People Taking to the Increased Cost of Footwear?—Here are Views from Every Part of the Dominion

“WE have found business for the last few months very good—in fact, better than corresponding months of previous year, and prospects for a continuance of good business appear to be bright for the spring trade,” writes a leading retailer from St. Thomas, Ont.

“The public, generally, seem to be reconciled to the advanced prices which they are compelled to pay for footwear. This is especially true in regard to novelties, in which case, as a matter of course, prices are very much higher. In regard to conditions in shoe stocks, I am not prepared to speak with authority, but only in a general way. Traveling men tell us it is an exception to find retailers overstocked. In our case, we are carrying more than our usual stock, but this surplus is composed of staple shoes, bought at prices of a year ago, and so you see we have nothing to worry about in this respect. Regarding fall buying, I do not think it would be wise for any retailer to buy at present prices anything more than required to fill his actual needs. Should the war close in the meantime, prices might take a temporary drop, during which period stocks would, no doubt, be replenished.”

Not Doing Much Fall Placing

A Portage avenue dealer, Winnipeg, says: “I saw the high prices coming and bought heavily in all lines. I am not giving big orders for fall just yet, but may do so after Easter. They will be light and on safe, conservative lines. Business has been very good with us since the first of the year, and we had the largest holiday trade on record. Our total increase in 1917 over the previous year was thirteen thousand dollars. People, especially the ladies, make no complaint of eight, ten, twelve and even fifteen dollar boots, if the footwear has the snap, go and character to it. They recognize that the days of the five, six and seven dollar shoes are a thing of the past. In return for their extra outlay they get style, dignity and glove fitting qualities in novelty footwear which they never did before. The eight and nine high cuts are very popular, and our best sellers have been various shades of grey and African brown, with a few ivory and champagne. The lighter hues will likely prevail through the summer. The prospects are that white will be more in demand than ever. The English walking boot with the higher heel and wing tip is much admired. I am prepared to take chances on future supplies, and think prices have reached their highest level. Footwear will never go back to the low figure at which it sold before the war. This is my opinion, and I may be wrong, but there is a limit to all things.”

Likes the Immediate Ordering

A Barrington street merchant, Halifax, takes the following view: “My stock is very heavy, and I am not going to place any orders months ahead as in the past. Styles change so rapidly that one does not know where he is at for a very long period. I think that the tendency of leading firms is to make samples, especially in women’s footgear, about four times a year and then go out and sell for immediate. Who can tell what women will wear next fall. I am doing some immediate ordering, but that is all. Trade has been fairly good during the past two months and we look for a record turn over at Easter. The high prices for novelties are freely paid by those who want style, dash and distinctiveness in their footwear. I regard values at present as being too high to carry any more stock than I have at present. If

the war should end quickly now and I should be caught short, the loss would be greater than having to pay any increased figure for orders taken later. You know that there is a limit in all things and I think the top notch has been reached in shoe values.”

What Fine Weather Does

A Peterborough shoeman declares: “I am full up, am not placing any business just now for fall, only doing some sorting. Trade is opening up fine and the few nice days that we had recently when persons could go around without rubbers, gave us the biggest week’s receipts that we have had since the Christmas rush. Regarding prices no one can tell where they will go and one man’s guess is as good as another’s.”

“We look forward to a real good business this coming spring,” asserts a Smith’s Falls, Ont., retailer. “Our business for March this year was away ahead of the same month last year. High prices do not seem to bother the people very much. In fact it seems a good deal easier to sell a woman a seven dollar shoe than it was a five dollar boot a year ago. As far as we are concerned our buying for next fall was done last fall, and we are stocked up to the hilt. Consequently there will be no buying by us to amount to anything in leather goods for the coming autumn. Trade during the winter and so far this spring has been good.”

Time for Cautious Action

A well-known firm in London, Ont., remarks: “Regarding stocks we would say that in our experience they are extra heavy with most retailers, and we cannot see where a shoeman will use his best judgment in going ahead with purchases for fall as in the past seasons. We believe this to be a time for cautious action, and the merchant who buys for his immediate needs only is not going to feel the pinch as severely when the reaction sets in. We do not anticipate that prices will ever recede to where they were about a year ago, but believe they are altogether too high at present. Business with us is good and we do not experience much difficulty in selling the expensive lines. We look forward to a very satisfactory spring and summer trade.”

Stock Twenty Per Cent. Heavier

A Chatham, Ont., shoe dealer, takes the following perspective: “I think retailers are pretty well bought up on staples and perhaps have somewhat more than usual of fine goods as well. Our stock is 20 per cent. heavier than at this time last year, but we will have to do considerable buying for fall, on mostly fine shoes and rubbers. Trade for January and February was good. The first half of March was very quiet, but this week with fine weather is picking up fast. We look for as good or even a little better business this spring and summer than a year ago, although 1916 was 30 per cent. better than anything we ever had before. We find six dollar and seven dollar shoes good sellers for both men and women, but over that price pretty slow.”

As Readily As At Old Prices

“From what I have seen and in my own case I would say that retailers are pretty well stocked up with goods,” writes an Ingersoll, Ont., bootman. “I do not intend to go in for much buying for fall. As far as customers buying the higher cost footwear, I would say that they are purchasing quite as readily or more so than they did at the old prices.”

Are You Prepared for Spring Trade This Year?

In-Stock
March
31st
1917



Other
good lines
In-Stock
Send for
our
Stock List



A Good Line—In Stock
No. 66S—Gun Metal Balmoral, as cut, except for having regular eyelets and four hooks, C and D widths, sizes 5-10, Goodyear welt, single sole, \$4.75.

PRICES

Subject to change without
notice.

TERMS

Net 30 days from shipment.
F.O.B. factory, London.

15 Days extra allowed for points West
of Fort William and East of Quebec



LONDON LAST

In stock,—Number
63S—Fine Vici Kid
Balmoral, kid top,
custom grade,
London last; C
width, sizes 6 to 11;
D width, sizes 5 to
10. Goodyear welt,
\$5.50.

In stock,—Number
64—Fine Gun
Metal Calf Bal-
moral, dull calf top,
custom grade,
London last; C
width, sizes 6 to 11;
D width, sizes 5 to
10. Goodyear welt,
\$5.40.

DON LAST

In stock—Number
55S—Gun Metal
Blucher, slip sole
welt; sizes 5 to 10,
E width. Don last,
\$4.70.

Number 56—Nut
Brown Calf Blucher,
slip sole welt; sizes
5 to 10, E width.
Don last, \$5.60.



THE TORPEDO

In stock—No. 53S—Fine Gun
Metal Balmoral, dull top, on Torpedo
last; D width, sizes 5 to 10; Goodyear
welt, single sole. Price, \$4.70.

In stock—No. 54—Nut Brown Calf
Balmoral, on Torpedo last; D width,
sizes 5 to 10, Goodyear welt, single
sole. Price, \$5.60.

“Derby”
and
“Murray Made”
Shoes
for Men

“London Lady”
and
“Mayflower”
Shoes
for Women

THE MURRAY SHOE CO.

LONDON, ONTARIO

Our Foresight

not only saved us but has saved many manufacturers a great deal of worry.

The Obtaining of Leather

is just now a serious matter. We anticipated this and fortified ourselves and our customers against this very condition. We can supply you and SHIP IMMEDIATELY—

Kid, Kip, Cabrettas and Sheep

Wouldn't it be well to communicate with us? The prices will interest you.

Keep Your Eye on Our Development

W. A. LANE & CO.

LEATHER MERCHANTS

218 Notre Dame St. West

MONTREAL, QUE.

They are now educated to present conditions in the shoe arena and are anxious to get a pair or two before they go up some more. I think that spring and summer business will be good, especially in white canvas goods. Of course, this town has been pretty steady and there is a lot of work for all, which no doubt makes trade better than it is in some places."

Put on Sales to Finance Things

A Talbot street merchant, Aylmer, Ont., observes: "I think retailers are stocked to the limit with shoes, in fact, so much so that they have found it necessary to put on sales in order to get money to finance their business. If a shoeman to-day has a large stock and could finance his business all right, why should he put on a sale when goods are so high in price, and so hard to get in certain lines. Business from January up to the present is a little less than last year for the corresponding period. While the volume is about as usual there are not so many pairs sold. Many people come in and expect to pay more for their shoes while others again will think the lowest priced boot you have is too dear and go out. The prospects for spring and summer business are very fair but had the farmers in 1916 a prosperous year, the outlook would have been much better. Collections since January have been the best that I have ever known. I am not purchasing any goods for fall, and as long as the present high prices stand I will sell from my stock as long as I can, and sort very carefully. My stock is about four thousand dollars heavier than last year, mostly on staples."

Will Do Some Fall Buying

A Calgary merchant says: "Business is now good, and prospects fine. Our stock is heavy, but we will do some fall buying especially on heavier and staple lines. The high prices do not appear to adversely affect trade and are paid quite willing with but few kickers. You will always get them anyway no matter at what figure you sell goods. On the whole we view the outlook with confidence and courage, and have little cause to complain."

A Voice from the Coast

A big firm in Vancouver say: "We have done more business during the past two and a half months than last year by \$4,600, but we have not sold so many individual pairs. The higher prices result in the augmented receipts. Our stock is very heavy and we are ordering only a small amount for fall. As far as we can learn others are in the same position as ourselves. The one thing which has made business good with us is the novelty shoe on which we average 50 to 60 per cent. profit."

Fifty Per Cent. on Novelties

"Business good—ahead of last year for the same period. We will order some goods for fall but more for immediate use. It seems to us quotations have reached a level. There are mighty few customers who are going to pay over ten dollars for shoes, eight is a more popular price. Spring trade is opening up fine. We get 50 per cent. profit on the selling price of all fancy colored kid boots which is thirty-three and a third on cost. This is none too much." writes a St. Catherine street east shoeman from Montreal.

From Edmonton comes the following: "Trade with us very fair so far, March shows big increase. I think most shoe houses are overstocked. We are going to sort up on the lines we have, and what people we cannot satisfy will have to go elsewhere. A shoe man has to buy carefully, use good judgment, and not plunge in these days of distracting prices."

Down by the Sounding Sea

"Yes we are overstocked or we would not have held a big sale last month," replies a St. John shoe house. "On all shoes bought a year ago which are good sellers we get

replacement values. What is the use of doing business at no profit. Considering the high cost of living shoes are not dearer than anything else in comparison. The people know that the present time is an abnormal one and values are naturally higher in practically every necessity of life. We do not think that the old popular price of five dollars will ever return. The seven dollar shoe will be the best seller, and as the people are all earning more money they can afford to pay a fair figure, if they get good shoes. We are looking for a big Easter business. Trade since the first of the year has been fair, but with nice spring days there will be a decided stimulus given to things."

Says Stocks are not too Heavy

"I think there is no truth in the report that is going around about retailers being over stocked," is the opinion of a Brockville shoelist. "In my own case I am down to normal. In my opinion there will be no heavy buying done for fall. The fact that manufacturers, to a great extent, do not intend making new fall samples is an indication. I think that they do not expect the retailers to buy excepting as they need the goods. I presume that there are a great number of retailers like myself who are not buying very liberally, particularly in ladies' fancy goods, because they expect the manufacturers will produce a strong line of cravanette shoes in the near future. We find the public are offering some objection to the high prices within the last month, more so than they did some time ago. Contrary to the general opinion I believe the public will wear low shoes earlier than usual on account of the extreme prices of the high shoes. It does not seem to be any question about this season going to be the biggest white one we have ever had."

Will go Very Carefully

A Goderich, Ont., shoelist, writes: "I think, generally speaking, the retailers of boots and shoes through the country are carrying pretty heavy stocks. The reason for that is that there have been advances so often that they were buying heavier, while the prices were lower. We ourselves will buy a little in most lines for fall, with the expectation of the war being over this year, and possibly things becoming somewhat easier. In regard to trade during the past six months it has been exceptionally good with us, and it looks as if we would have a fine spring and summer business. People are expecting higher prices and we are not having much trouble in getting them. The hardest lines to get the advances on are boys', youths', misses' and children's goods."

Will Buy Them as Needed

A Wyndham street dealer, Guelph, Ont., replies: "I do not think at the present time that the retailers are doing any extensive buying. While it may be alright to do so even at the prices as they are to-day, I think that the majority of them, at least, as far as I am concerned, are going to take a chance on the high price shoes and buy them as needed. A year ago I did considerable speculating in heavy placing. Any one who did made money, but I am going to be one of those not placing to any considerable extent for fall business. Business at the present time is exceptionally good, and people seem to have the money, I do not see how any retailer can buy shoes for six or eight months in advance at least, and I do not intend to do it. While the jobbers have had a big business in the past few months I think they will find it hard to get business in future as prices are so uncertain that it greatly hampers the sorting trade."

A Belleville, Ont., shoe firm say: "As far as we are concerned, and as far as we know about other retailers, stocks are very heavy. We do not intend to buy any leather goods for fall, only what we are forced to have. We do not believe it a safe investment for any man to lock up his money in the new fancy shoe prices. Trade is good with us and people

Monday, March 5th, 1917

That was the opening date for the new Rubber Footwear season. Place your orders for Maltese Cross Rubbers with any of the following

MALTESE CROSS JOBBERS

W. B. HAMILTON SHOE CO., LIMITED	Toronto, Ont.
D. D. HAWTHORNE & CO.	Toronto, Ont.
J. D. KING CO., LIMITED	Toronto, Ont.
JOHN McPHERSON CO., LIMITED	Hamilton, Ont.
STERLING BROS., LIMITED	London, Ont.
J. A. JOHNSTON CO.	Brockville, Ont.
FEDERAL SHOE CO.	Ottawa, Ont.
J. V. POAPS & CO., LIMITED	Ottawa, Ont.
C. STEPHENS CO., LIMITED	Collingwood, Ont.
BIGNELL & KNOX	Montreal, Que.
THOMPSON SHOE CO., LIMITED	Montreal, Que.
CANADA SHOE	Montreal, Que.
J. H. LAROCHELLE & FILS, LTEE	Quebec, Que.
J. H. BEGIN, ENREG	Quebec, Que.
EASTERN TOWNSHIPS SHOE CO.	St. Hyacinthe, Que.
WATERBURY & RISING, LIMITED	St. John, N.B.
J. W. BOYER & CO.	Victoria, N.B.
HUDSON'S BAY CO., WHOLESALE	Winnipeg, Man.
A. L. JOHNSON SHOE CO., LIMITED	Montreal, Que., and Winnipeg, Man.
A. McKILLOP & CO., LIMITED	Calgary, Alta.
DOWLING & CREELMAN	Brandon, Man.
MAYBEE'S LIMITED	Moose Jaw, Sask.
DAMER, LUMSDEN CO.	Vancouver, B.C.

GUTTA PERCHA & RUBBER LIMITED

TORONTO	HALIFAX	MONTREAL	OTTAWA
FORT WILLIAM	WINNIPEG	REGINA	SASKATOON
LETHBRIDGE	EDMONTON	CALGARY	VANCOUVER

pay the new prices with not much complaining. There will be an immense tennis trade done this year on account of leather goods being so high."

A Brantford footwear concern observes: "Our stock is exceptionally large, and our buying for fall will not be as heavy as in former years. Our business for the past months has been extra good, and our customers take very kindly to the higher prices. We have prepared for a big business for spring and summer."

Buy Now—Why Not He Says

A Kingston shoe dealer writes: "My stock is not too heavy and I intend to give placing orders both for immediate and for fall. I do not see why I shouldn't. There is no money to be made in hanging off as I am of the opinion that the longer one hesitates the higher the price of footwear will go. There will be no reduction in prices until after the war, and just when the European strife will end, no man knows. I am selling more eight and ten dollar boots than I used to at five and six. People expect to pay high prices and if they get style, snap and attractiveness that is all they are looking for. Business has been very good during the past few months and the recent warm days have sped up trade to a considerable extent."

The Procrastinators Will Suffer

A Yonge street merchant, Toronto, said: "Of course, I am going to order for fall in the more staple lines. I have done so already. What is the use of hanging back. I hear a great many merchants declaring they are not going to do this and not going to do that and will take chances, but I am proceeding along in the regular way. True our stock was heavy, but the recent nice days have cleared it considerably, and we will have to do a lot of sorting. I am going strong on dark browns for fall as I believe they will be good sellers. The popularity of African, Havana, nigger, tobacco and other shades of the brown family is undoubted. Nine and ten dollar shoes to-day are as popular and saleable as those at half the price before the war, and if quotations ascend I am confident the people will pay the figure without murmur or complaint."

There is Danger in Delays

A Sherbrooke, Que., firm writes: "Yes we are ordering some for fall. Why shouldn't we? There is danger in delay in the present state of the market. In our opinion shoes will not be any cheaper for a year at any rate. We know several have been declaring ever since the advance started that footwear was bound to decline, but somehow or other the figure has kept aviating, and is likely to until the war closes. I am no prophet, but I think one who buys now judiciously, even if he is a little heavily stocked, will be glad that he did so. Our stock has been pretty heavy right along, but we reduced it considerably by a successful sale in February while the recent delightful weather wrought wonders."

A Kitchener firm, who have been doing business for many years, observe: "While we are pretty heavily stocked at present, we are doing some ordering for fall. It is always good business to buy a moderate amount on a rising market. Trade has been very fair so far this season, March loomed up particularly well. We are getting the price for expensive footwear without much kicking. We do not look for any decrease in shoe values for some time."

A Dundalk, Ont., man says: "I would say that I have heard merchants discuss the difficulty they experience in getting enough goods, their orders for boots and shoes being filled by instalments. Owing to the unsettled conditions at present, and the uncertainty of the future, merchants are not ordering extensively for future delivery, being governed largely by the idea that prices cannot go 'very much higher.' The buying public are pretty well reconciled to the fact, now

that everything is dear, and will pay the extra price for their footwear as gracefully as they do for other things, with the exception of potatoes. As there is almost a boom in agricultural and commercial Canada this spring and summer, the boot and shoe industry should naturally be right in line. Trade has been steady, but lacking in volume to make it active."

Big Things for In-Stock Houses

"I can only answer for myself," responds a St. Catharines retailer. "I have a full stock and still the people are clamoring for all new fads. Millinery ain't in it compared to the novelties in shoes this year; the colors and shades

THE JOURNAL BRINGS RESULTS

The Shoe and Leather Journal,
Toronto, Ont.

Dear Sirs,—We wish to express our appreciation of the splendid results obtained from the insertion of our "Pontiac" ad. in March 1st issue. The numerous inquiries and requests for samples we have received, prove beyond a doubt, that your valuable Journal is well read by the trade, and is the proper medium for the advertiser to reach the retailer.

We enclose copy for April 2nd issue, and feel confident it will again bring us splendid results.

Respectfully yours,

THE RELIANCE SHOE CO., LTD.,
Toronto, Ont. (Signed) P. E. Rivett.

of the rainbow fall into insignificance, with all the htes the ladies ask for. It is mighty hard to do business these days, years ago a shoe was a shoe. I do not believe any extensive buying will be done for fall, the high prices and changeable ideas will, I believe, put it up to the 'In stock' houses. I would imagine the limit is reached, and with the uncertainty of the world's great changes, one scarcely knows what to do, but I for one am going to try and get my stock down.

"We have found trade good during the last few months, the reasons everybody is working who wants work, wages are high, many complain about the price, but what's the use. It is a case of take them or leave them. Some customers go out saying, 'I won't pay that price for those shoes,' but frequently they come back. One man came back after we quoted a certain shoe at \$6.00. He said he would only pay \$5.00. He went to other stores and when he returned he said a clerk that waited on him, when told what he would pay, remarked abruptly, 'you don't want shoes very bad,' and turned away from him. This fellow came and paid us \$6.00.

"One other reason for more money in circulation is the closing of the saloons and liquor stores. I know men who were beer soaks and would grouch at paying \$2.50 or \$3.00 for a pair of shoes, who now willingly pay \$6.00 to \$7.50, and no grumbling. Their wives and families are better provided for and are living happier. NEVER AGAIN for the liquor game, with capital letters, is our sincere wish; other crimes are lessened as crime goes with the boozier.

"The spring and summer business looks good at the present time, if some sudden panicky feeling don't come to put in a set back. Our advice is to go cautious and have the sails ready to take in a reef if occasion demands."

HOW TO SELL MORE SHOES TO THE MEN

The Time has Come When the Boot Business Can Develop More Rapidly Along the Lines of Sales to the Lords of Creation by Introducing Some Striking Effects— Many Want a Boot a Bit More Attractive by the Use of Contrasting Colors

The fact that retailers have been slow to realize the advantage of featuring novelty shoes for men is brought out in a recent letter from a leading manufacturer to the "Dry Goods Economist." It might have added that many manufacturers are equally slow to see the value of such a development.

"We will never get all that is possible in volume and profits out of the men's shoe business until we do with it just what we are doing with the women's business," he writes. "In other words, we have got to introduce the novelty element in men's shoes. The sale of dressy shoes for men is on the increase because retailers in larger cities have started to feature stylish shoes for men.

"The dealer must be prepared, however, to put through a campaign of education. He cannot expect to put over novelty shoes for men as he did for women. It takes longer for a man to change his habits. One season a man looks and doubts; the next season he decides that stylish shoes are not so bad after all and purchases a pair for himself, or decides that he will have a pair the following season.

"In buying novelty shoes for men, however, care must be taken to select shoes which will not offend because of effeminate color combinations or gaudy ornamentation.

Keep Stocks Moving

"The merchant who starts to sell novelty shoes to the men of his city must be prepared to find his progress disappointingly slow. In my first season, for example, I found a considerable portion of the stock left on hand at the end of the season, but I cleaned it out. The stock had been bought with the full idea that part of its cost should be charged to advertising.

"I hesitated at first about cutting the price to clear out the stocks. A cut price on women's shoes, I know, will go a long way towards killing the style. The cut price did not, however, have the same effect in the case of men's shoes. On the contrary, we found that most of the men who bought the shoes at a cut price like them so well that the next season they bought at the regular prices; and, of course, it is only a step from this before they get into the much desired 'extra pair' class.

Keep to the Middle Sizes

"One difficulty in the handling of novelty shoes for men is the problem of fitting. I recommend that the retailer take the bull by the horns and confine himself to the middle sizes in novelty shoes, at least until such time as he gets a good percentage of his customers educated to fancy footwear.

The question of selling more pairs of shoes to men is pretty well summed up in this manufacturer's statements. The time has come when the shoe business can develop most rapidly along the line of sales to men. To show how great the opportunity is it is worth while to consider the the recent census showed 104 males to every 100 females in this country. Yet the sale of women's and misses' shoes, according to the same census report, outnumbered those of the men's and boys' shoes by over 20,000,000 pairs per year.

For Business Wear

In selecting novelty shoes for men just remember that the shoes are not for "Sunday-go-to-meetin'" wear. You want to sell men's novelties for every-day wear.

Don't let your experience with women's novelty shoes mislead you into thinking that men will also "go the limit."

No style is too extreme, no color combination is too gaudy for some women to buy and wear, but men have been taught for the last century to be conservative in the matter of their clothes. And you have got to seek the conservative, rather than radical, shoe styles if you are to make a success of men's novelties.

The very word "style" suggests change. The difference between lace and button shoes, for instance, may seem a small matter; yet it is just such small matters that go to make up your first step toward creating styles for men. Since men have been in the habit for the last few years of wearing lace shoes, to the exclusion of button shoes except for very dressy evening wear, a considerable percentage of your novelty men's shoes should be of the button variety.

Comfort Must be Considered

In short, what men want is an ordinary, durable, comfortable, every-day shoe, made a bit more attractive by the use of a top of contrasting color to that of the vamp.

Some few men will buy patent leather, but the majority want a calf shoe with calf or fabric top—a shoe that will look "nifty" but feel comfortable and give satisfactory wear.

With the stocks well selected, the balance of the fight to get men to accept novelty shoes sums up in constantly displaying the shoes in the window and talking them and showing them to customers in your department.

HOW TO FIGURE TURNOVERS

What is the correct way to figure the number of times a stock has been turned in a year?

Divide the average stock on hand during the periods, at cost, into the sales for the period at cost. Or divide the average stock on hand during the period, at selling prices, into the sales for the period.

For instance: Suppose the sales are \$100,000 a year and the goods these sales represent cost \$50,000. There are four inventories during the year, showing the stock on hand at each time to have cost \$12,000, \$10,000, \$8,000 and \$14,000, and to have been marked to sell for \$24,000, \$20,000, \$16,000 and \$28,000 at those times. The annual rate of turnover would be figured either this way:

\$100,000

\$24,000 + \$20,000 + \$16,000 + \$28,000

4

Or this way:

\$50,000

\$12,000 + \$10,000 + \$8,000 + \$14,000

4

Which in either case is 4 6-11; since

50,000

44,000

4

100,000

is exactly the same as

88,000

4

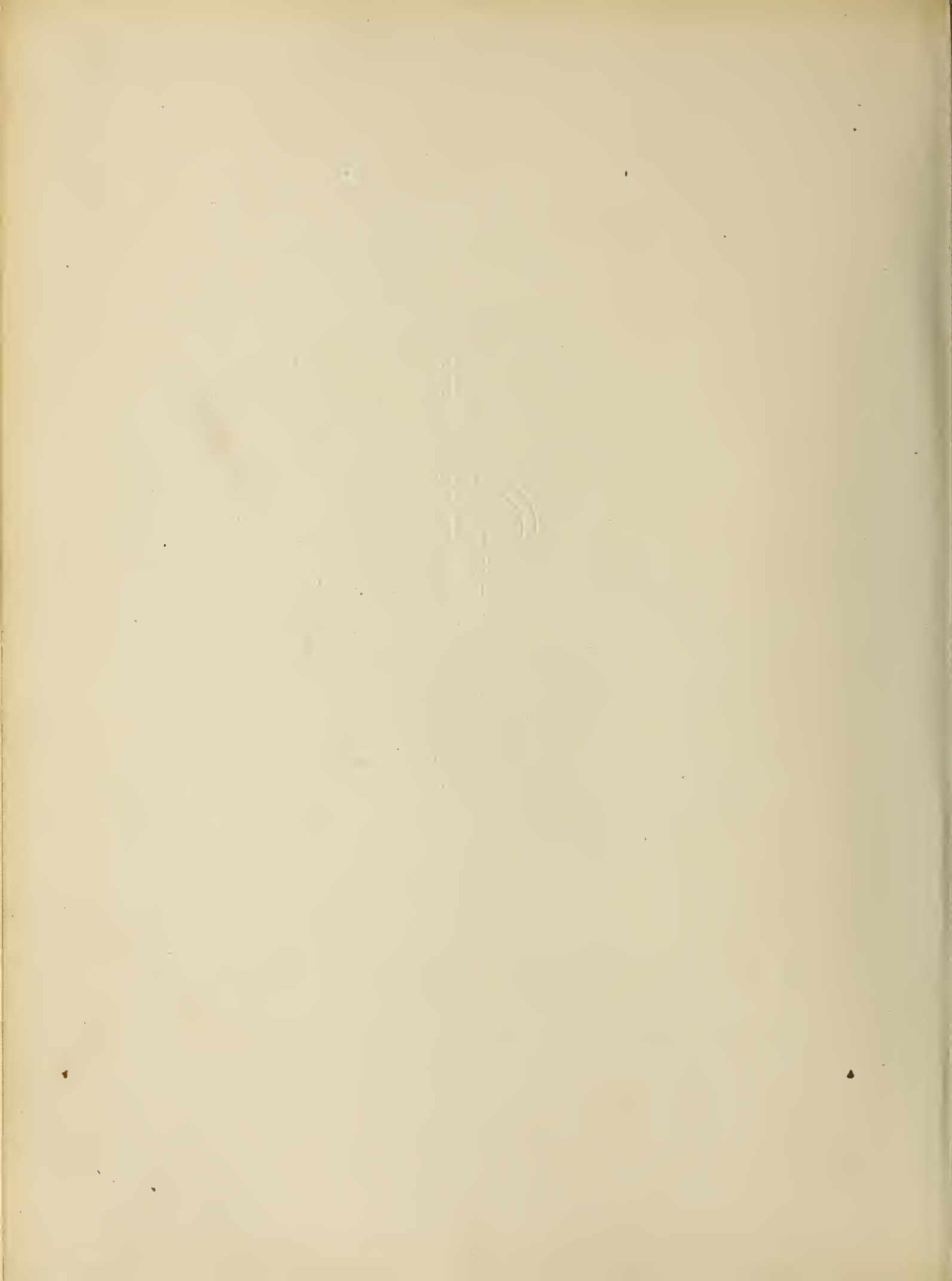
Either method of figuring the rate is entirely accurate.

B

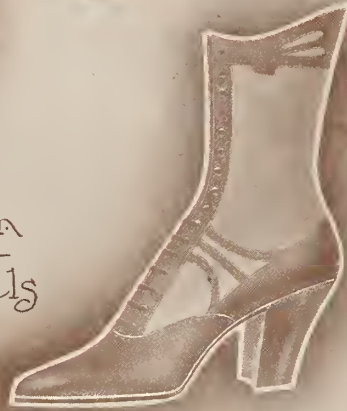


BLACHFORD SHOE MFG. CO. LIMITED, TORONTO

Blackford



Selections from
— latest —
American Models





A STREET SCENE IN EDMONTON, ALTA.

THE GREAT WEST AND WHAT IT STANDS FOR

Business is on a Firm Basis and Prospects for the Coming Year Are Exceptionally Bright—What the Abundant Harvests Have Meant—Many Prosperous Cities Which Are Becoming Live Distributing Centres—Wonderful Progress on the Retailers' Part

WESTERN CANADA, the great inland Empire of the Dominion, is, was, and ever will be, the one great last West of the civilized world.

Like all pioneer countries, it has gone through its epochs of ups and downs; its times of prosperity and adversity; its periods of inflated values, serious depressions, real estate booms, crop failures, oil discoveries, "Come On" literature, and "Hip, Hip, Hurrah" enthusiasm, and slow reaction. But now its speculative and artificial aspect has disappeared, and it is on a sound, normal progressive basis.

The prairie provinces and British Columbia are marching forward with a solidity of a battalion, and the sweep of a siege gun. Much has been written about the West, much more will be written—figures telling of its vast area, its steady increase in population; the thousands of acres under cultivation and thousands yet to be upturned by the plow share. The great coal districts, the navigable streams, the available water powers, the splendid timber resources of the far West, the wealth of its mines, the value of the fruit in the Pacific coast province—all this and much more has been rehearsed so frequently that perhaps something along a different line would be more readable.

In years gone by, it was the practice of every man who paid a visit to the illimitable stretches beyond the great lakes, to return East and make an estimate of the probable wheat

crop. In 1901 when the present King of England, then the Duke of York, visited Canada, he was enthusiastically received at every spot which the royal train touched in its route to the coast. In fact, it is reported that in those days, the greetings were a little too effusive to be altogether relished by His Royal Highness, for a veteran Alderman in one of the cities, who had lived in the East all out 1860, (the time that the late King Edward, as Prince of Wales, toured Canada), was on the reception committee that greeted the Royal visitors. He was presented to the then Duke of York and extending his long, lean hand, grasped that of the present King heartily. After looking it for several seconds, he exclaimed, in a burst of confidence: "Glad to see you, your Royal Highness—very glad, indeed. I had the pleasure of meeting your old man in Eastern Canada, over forty years ago."

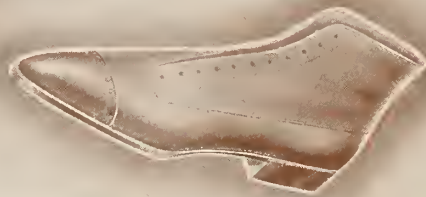
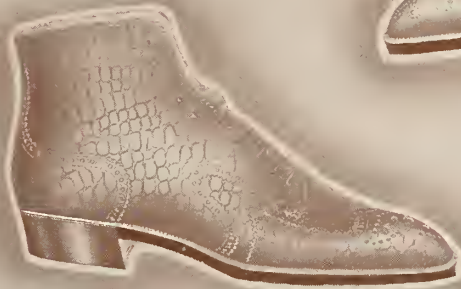
However, in that year, the Duke of York was about the only man returning from the Western Provinces who didn't talk about wheat. In a humorous reference to his visit a Montreal paper said: "The Duke of York had returned East after an extended tour to the Great West. So far as we are able to learn, he is the sole traveler of any note who has not made an estimate of the Western wheat crop. This fact alone would single him out for distinction."

That great Western wheat crop may be taken over by



A BIRD'S EYE VIEW OF CALGARY, ALTA.

Some American
Fall Styles for
— Men —





A GLIMPSE OF MAIN STREET, WINNIPEG

the government this year, if present plans are carried out, and used for the feeding of the armed hosts in the fighting zone. The cry has gone out to "produce, produce," and the West is nobly responding. All the cities and towns have recovered from the boom period, the frenzied real estate carnival, when values increased one hundred fold over night, and the all encircling lot environs of many a town of 2,000 population were spacious enough to house a London or a New York.

The legitimate channels of business are now being pursued; the land will be worked for what it can produce, and not to create artificial wealth.

"Why, had not the war come on or something of that character struck the country, there was danger," remarked a humorist, "of every province being laid out in suburban divisions." However, the boomster, the speculator, the fakir and the shark have disappeared by the process of elimination and now things are on a suitable, substantial basis. Cities are growing steadily, in spite of the large number of enlistments, and building, while not being undertaken on the tremendous scale that everywhere existed before the war, is nevertheless going on at a satisfactory rate. Business has been improving each year and the outlook for the coming season is exceptionally bright. In no line is this more in evidence than in the wholesale boots and shoes. There are more than eighteen shoe jobbing concerns between Winnipeg and the Coast, who carry heavy and representative stocks and have travelers regularly visiting all the smaller towns and cities. This is not taking into consideration the Western branches of the rubber footwear manufacturers, which number fully a score.

The West is getting to be a great distributing point for footwear of all kinds and although there is only one shoe factory—that in British Columbia—still the day is not far distant when there may be several shoemaking plants all across the expansive West. Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Moose Jaw, Vancouver and other cities have well-equipped warehouses stocked with

representative goods, and lines peculiarly adapted to meet the needs of the teeming population of the boundless prairies.

Speaking of trade conditions generally, a thoroughly conversant authority says: "Nineteen hundred and sixteen was one of the most surprising years that Western Canada has ever experienced. The cereal crop was not very much more than one-third of 1915. We were in the throes of war. We had a shortage of manual labor, and by all the rules of the game we should have been suffering commercial depression. The actual facts, however, were just the reverse. Business has improved by leaps and bounds, and it has taxed the energies of the wholesalers to take care of their orders; in fact, they have not been able to do so.

The torrent of commercial liquidation that threatened to engulf us two years ago has dried up almost entirely.

"The records in our offices show wonderful progress on the part of the retail merchants; instead of carrying overdue accounts, retailers are now taking their cash discounts, or, at any rate, paying their bills at maturity or within reasonable reach of maturity. The Credit Men's Association takes to itself some credit in helping to bring about this state of affairs.

"Wholesale stocks are cleaned up so far as old lines are concerned. It has not been a question of the retail merchants picking and choosing what they wanted; it has rather, owing to the shortage of goods, been a question of taking what they could get, hence the happy position of most

wholesalers to-day of having absolutely clean stocks. There is a tendency in some quarters to believe that retailers have unnecessarily loaded themselves with high-priced goods, and if this is so, 1917 will tell the tale. Nineteen hundred and sixteen has brought prosperity to the farmer, to the retailer and to the wholesaler. It is rather peculiar that notwithstanding the shortage in labor, salaries if any-

thing, had a downward tendency; the wave of economy that set in in 1914 not yet having receded. The prospects for 1917 are abnormally and rather overwhelmingly satisfactory."



THE EMPRESS HOTEL IN VICTORIA, B.C.



THE SPLENDID HARBOR OF VANCOUVER



ARTHUR CONGDON
Congdon, Marsh, Ltd., Winnipeg



THOS. RYAN
Thos. Ryan & Co., Winnipeg



J. J. KILGOUR
Kilgour, Rimer Co., Winnipeg



JOHN DAMER
Damer, Lumsden Co., Vancouver

FAMILIAR
FACES
IN THE
SHOE TRADE
MOSTLY FROM
THE WEST



FRED. J. LUMSDEN
Damer, Lumsden Co., Vancouver



A. N. DOUGLAS
Congdon, Marsh, Ltd., Winnipeg



F. M. MORGAN
Ames, Holden, McCready, Winnipeg



J. P. KILGOUR
Kilgour, Rimer Co., Winnipeg



MAJOR W. J. CREELMAN
Dowling & Creelman, Brandon



G. W. McFARIAND
Williams Shoe, Regina



R. R. DOWLING
Dowling & Creelman, Brandon



A. McKILLOP
A. McKillop & Co., Calgary



HARLEY HENRY
Harley Henry Limited, Saskatoon



G. H. ANDERSON
Amherst Central Shoe Co., Regina



E. A. DAGG
Dagg & Reynolds, Calgary
Shoe and Leather Journal Page 104



GEO. A. MAYBEE
Maybee's, Limited, Moose Jaw



E. P. HALL
Ames, Holden, McCready, Edmonton



FRED. A. RICHARDSON
Ames, Holden, McCready, Vancouver



A. C. MCGIVERIN
Can. Consolidated Rubber Co., Calgary



R. H. KENNEDY
Kennedy Bros., Moose Jaw



J. A. STEWART
President, Perth Shoe Co., Perth



A. K. FERGUSON
Kilgour, Rimer Co., Winnipeg



JAMES KENNEDY
Kennedy Bros., Moose Jaw



J. A. JOHNSTON
J. A. Johnston Co., Brockville



HUGH O'DONNELL
Treasurer, Perth Shoe Co., Perth



G. E. JOHNSTON
J. A. Johnston Co., Brockville



SASKATOON—TWENTY-FIRST STREET, LOOKING EAST

Once called the "Postage Stamp" province, Sir John A. Macdonald said that nothing could check Manitoba. This prophecy, made many decades ago, now rings true throughout the sister provinces of Saskatchewan, Alberta and British Columbia. "It will not be many years," said a speaker who has closely studied western conditions, "before the balance of population will be west of the great lakes, and the preponderance of inhabitants will give the prairies the majority of representatives in the federal house."

It is an interesting question whether Winnipeg will not some day be the capital of all Canada, by reason of her central situation and her entrance at the gateway of the prairies. Some years ago the late Sir Richard Scott, secretary of state, aroused considerable interest in Canada by a discussion of the probability of the seat of the federal government being removed to a western city. It was in connection with the nomination of his son, D'Arcy Scott (now vice-chairman of the Dominion Railway Commission), as mayor of Ottawa.

Although the matter was taken up by Sir Richard merely as a pleasantry or an interesting speculation, his

utterance was reported in the newspapers at that time and received wide comment in the press. Not that anyone took the suggestion too seriously, but the subject afforded an excellent one for discussion. The prediction was then made that within the next quarter of a century, western Canada would outnumber eastern Canada in population. It may take a little longer to outstrip the east as originally predicted, by reason of the war and other drawbacks—then not foreseen—but the west is coming. Perhaps some sinister-minded individual will say: "Yes, a long way off." But often long distances grow very short in this accelerating and expanding period. The rapidity with which things move in the west is an encouraging movement on all sides.

In this edition of the SHOE AND LEATHER JOURNAL will be found the announcements of several leading western Canada wholesale shoe houses. Their advertisements appear in the forepart of the book and are well worth perusal. They contain much timely and interesting information on what different firms have to offer to their customers at this season of the year.

ARRIVING AT THE C.P.R.
STATION, EDMONTON

“Classic” Shoes



*Shoes of Quality
for Women
and Children*

Getty & Scott, Limited
Galt Ontario

I Want "Classic"!

Is the cry of the *particular woman* who wishes to be up-to-the-minute in her Footwear as well as in her other Apparel.

It is an advantage to have customers come into the store who *know what they want*.

Our Fall Styles

Are fully up to the *Classic* standard. They *stand out* from the ordinary shoe in originality of design, thorough shoemaking and glove-like fit.

*They Satisfy the
Most Fastidious*

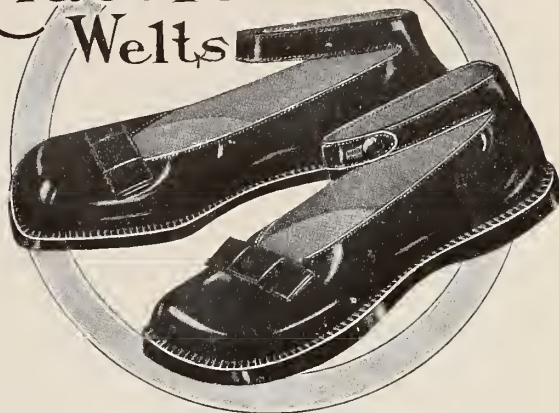


Getty & Scott, Limited
Galt, Ontario

The Children's Trade

Is the trade that is *worth while* to the store. The "grown-ups" follow the kiddies.

The
Classic
Welts



CLASSIC SHOES for the Little People

They have all the *qualities* that are so appealing in this class of trade—*good fit, good workmanship* and *finish* equal to the best "grown-up" goods.

See our "Fall Classics" for Children.

Getty &
Scott
Limited

Galt, Ontario



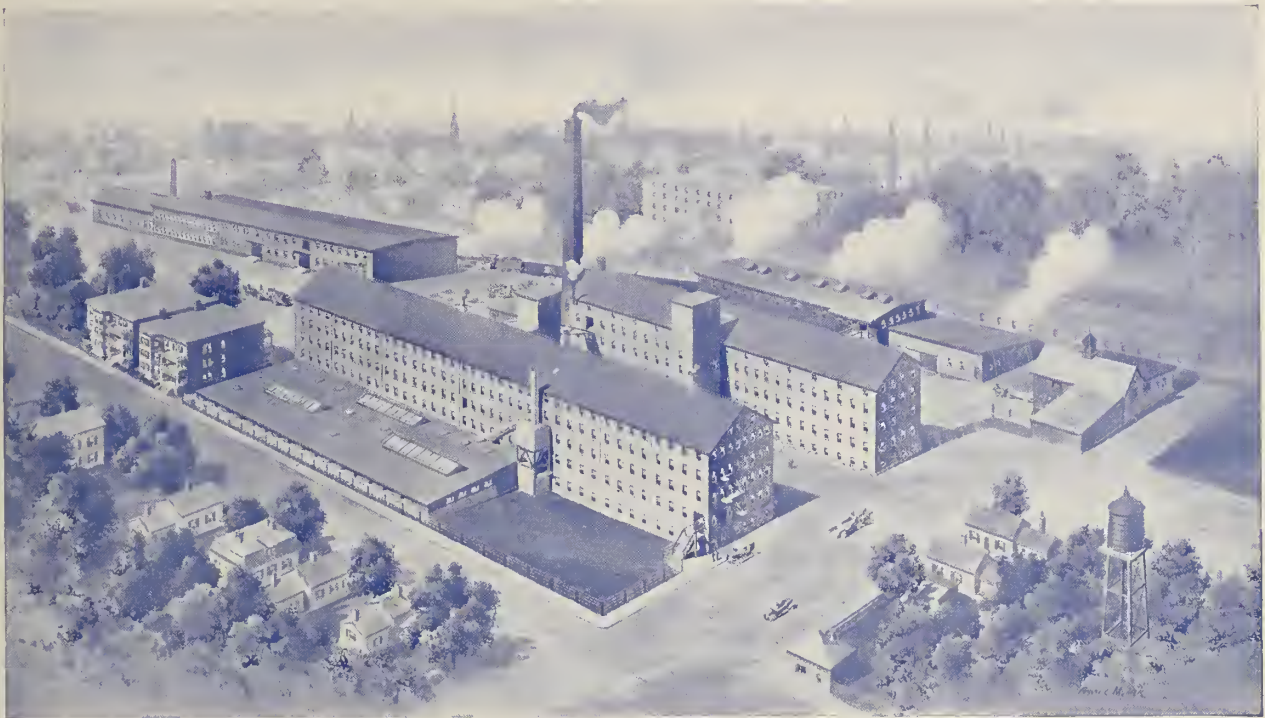
SHOES OF QUALITY FOR
WOMEN AND CHILDREN



GETTY & SCOTT, LIMITED
Galt, Ontario

OUR NEW SHEEPSKIN TANNERY PEABODY, MASSACHUSETTS

THE LATEST ADDITION TO OUR FACILITIES



RICHARD YOUNG COMPANY

Nos. 36 and 38 SPRUCE STREET

NEW YORK, U.S.A.

Branches:—54 South Street, Boston, Massachusetts
53 South Main Street, Gloversville, New York
170 North Franklin Street, Chicago, Illinois
803 Sycamore Street, Cincinnati, Ohio
Sydney, N. S. W., Australia

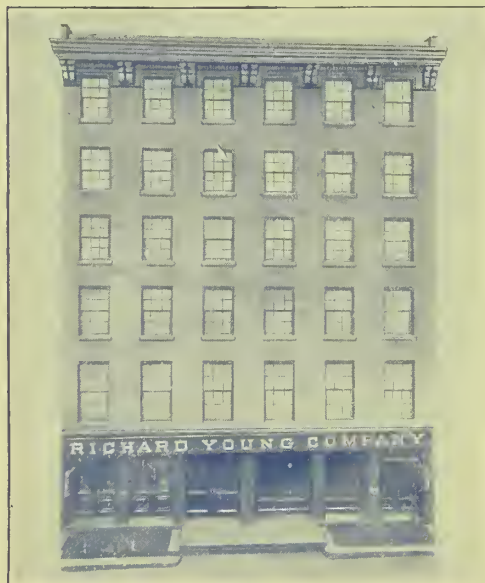
Please note the other side of this sheet

WHERE "RYCO" SKIVERS ARE MADE



SOME "RYCO" SPECIALTIES

- KANGAROO . . . Glazed and mat; white, black, and colored suede.
- CABRETTAS . . . Mat and glazed for medium and fine shoes.
- HORSEHIDES . . . Mat, gun metal, glazed and grained sides and butts.
- BUCK . . . Genuine; white, black, and colored, of every weight and description.
- SHEEPSKINS . . . Colored and black "NOSLIP," for quarter lining. Colored and black GRAIN FINISH for quarter lining, stays and top facings. Fancy colors, special finishes and grains for leather novelties.
- "CAPTAIN KIDD" . . . Glazed and dull black. Especially adapted for top facings, stays, and button fly linings.
- SKIVERS . . . All colors and finishes for bags, sock linings, suitcases, leather goods, and novelties. Special grains and finishes for bookbinding and specialty work.



Headquarters
36 and 38 Spruce Street, New York, N. Y.

Where
"RYCO"
LEATHERS
ARE SOLD
also
Fancy Leathers
of all
Descriptions



Branch
54 South Street, Boston, Mass.

RICHARD YOUNG COMPANY
WE SOLICIT CORRESPONDENCE WRITE FOR SAMPLES

EMBOSSSED LEATHER MEDAL FOR MR. WHITE

"The Champion Fisherman of Canada" Honored at Trade Function—Will Wear the Decoration Suspended from Porpoise Necklace—His Valor and Achievement in Angling Pursuits Appropriately Recognized—Other Contestants to Challenge Him

HUGH WHITE, of Toronto, is the champion fisherman of Canada. He has received the embossed leather medal donated by the SHOE AND LEATHER JOURNAL for this unique distinction and proudly wore it on his breast when calling upon the shoe manufacturers of Montreal and Quebec, last week.

The Board of Arbitration composed of "Billy" Martin, of Montreal; Capt. "Jimmy" Scott, of Quebec, and "Phil" Pocock, of London, were unable to agree upon a verdict. After taking due consideration of the protest entered by Narcisse Gagnon, of Montreal, and Fred. Marois, of Quebec, on the ground that a porpoise was not a fish, but a "cetacean mammal," Mr. Pocock, of London, who represented Mr. White, contended that the weight of evidence was in favor of his man. Finally the others offering no tenable objection, the award was duly made, although not signed by them. Mr. Pocock on his recent return from Quebec to London, spent a day or two in Toronto and spread abroad the glad news. Mr. Gagnon is not altogether satisfied with the verdict, as he claims that some fifteen years ago he caught many a porpoise weighing in the neighborhood of eight hundred pounds, while that landed by Mr. White tipped the beam at only four hundred and fifty.

As for the aspirations of "Jim" Robinson, his entry not being in true and regular form, has been declared null and void. Upon investigation by eminent experts, it is learned that the proportions of the fish that Mr. Robinson is alleged to have captured, were greatly exaggerated, and that what he and "Jim" Young landed was only a 23 pound muskalonge instead of a silver tarpon weighing 75 pounds and 13 ounces and standing eight feet seven and a half inches in height, as recorded in press despatches from St. Petersburg, Florida.

The Presentation Publicly Made

At a well attended meeting of the trade, held in the offices of the White Shoe Co., 48 York Street, Toronto, on Saturday, March 24th, Mr. White was presented with the leather medal "to have and to hold till death do them part." It is a handsome and appropriate memento of his prowess and stupendous powers as the greatest fisherman in all the nine provinces of the commonwealth of Canada. The presentation was made by Mr. James Acton of the SHOE AND LEATHER JOURNAL, who warmly congratulated Mr. White on his splendid success. "It was a feat," declared Mr. Acton, "of which any mortal might be pardonably proud—to capture a porpoise weighing nearly three times as much as yourself, and to have chased the monster fifteen miles out to sea, especially in the face of the unrelenting German submarine campaign. The fact that you eluded the treacherous U-boats and landed your prey demonstrates beyond the power of words to express, your daring, resource and valor. You preserved a cool head and a complete mastery of yourself in this titanic battle, and are worthy of all the honor that can be accorded you. While others may seek to detract from the distinction, still we all feel that you will be able to defend the honor for many moons to come."

The medal, an illustration of which appears, was specially designed by a well-known jewellery firm on Yonge street, and is very chaste and attractive in pattern. It is of the highest grade oak sole stock, about four inches in diameter and is worn attached to a leather chain, made from the

hide of the porpoise captured by the wearer off the coast of Florida. Mr. White made a grateful and modest reply, thanking the SHOE AND LEATHER JOURNAL for its great interest, not only in upholding the highest welfare and traditions of the shoe and leather trade, but also in promoting the popular pastime of fishing, and affording some in-



CHAMPION FISHERMAN HUGH WHITE WEARING HIS LEATHER MEDAL

centive to footwear exponents to enter in a friendly rivalry each year for such a valuable premium. He would, he trusted, do honor to the new decoration and would wear it, suspended from the porpoise necklace on every public and state occasion.

Ready to Defend His Title

In conclusion, Mr. White announced his willingness to defend his title of "Champion Fisherman of Canada" under any and all circumstances, but all entries must be made in due and regular form. No more hearsay or current rumors would be accepted as evidence of any achievement or performance. The proofs must be furnished and attested by creditable witnesses and photographic evidence submitted if it were not possible to have the original captured trophy on view. He regretted in this moment, which was the proudest in his life, that there might naturally be a feeling of depression in the hearts and minds of Messrs. Gagnon, Marois and Robinson, but he asked that they take fresh courage and enter the fray once more. They should not be dissipated or downhearted, but remember the old refrain that "He who fights and runs away may live to fight another day."

ANOTHER PROTEST IS ENTERED

Editor, SHOE AND LEATHER JOURNAL.

Being somewhat of a fisherman myself, I have taken great interest in your piscatorial competition, and more especially the article which appeared in your last issue. Let me here say right at the beginning, that I desire to register a great big protest against this contest being carried into

foreign waters when we have thousands of miles of salt water coast line on both the Atlantic and the Pacific, if it is considered advisable to include sea fishing.

I did not mind the big fish that the Montreal party loaded on to the waggon truck, and the extraordinary catch of trout by Mr. Hugh White, in the lake back of Quebec, and I could even stand for that big fish which Mr. Goff brought down from the Georgian Bay (which somebody else caught for him), but when it comes to Florida tarpon, and giant porpoises, which are mammals, to say nothing about the



THE EMBOSSED LEATHER MEDAL

time you have to consume in hunting up all those unpronounceable mammal words, such as those used in your last article on this subject, and then taking the chance of having some shoeman up on the prairies dig up a giant dinosaur, which also is a mammal, and send a picture of it down here for publication, is carrying the thing a little too far don't you think? We have plenty of good fishing waters right here in Canada, and I would like to see the contest confined to our own country. Messrs. "Jim" Robinson, and "Jim" Young, and Messrs. Gagnon and Marois, and all the rest, have the whole Gulf of St. Lawrence, and the whole coast of Newfoundland to fish from, and there are some big fish down there as well as in Florida.

I now give you fair notice that I am in this contest for keeps, and if it is fish pictures you are after, I will endeavor to give you some this coming season that will please you.

I had intended to sign my name to this letter, but on second thought I will create a guessing contest as to who I am, merely concluding with the fact that I have been in the shoe game for about forty years, and in the fishing game longer than that. The first person who guesses who the writer of this letter is, will receive a prize of the best fishing bait for the capture of black bass on the market.

Yours truly,
PISCATORIOUS CANADAENSUS.

AN AVERAGE OF EIGHT DOLLARS PER PAIR

A recent despatch from Edmonton, says: "A statement from the head office in New York of one of the large boot and shoe firms in the United States shows in a striking manner

to what an extent the price of footwear has soared within a year. An average of \$8 per pair was obtained in 1916 for all ladies' footwear sold, this including all classes, from canvas pumps to the fancy high tops. This statement was made to E. P. Hall, manager of Ames-Holden, McCready, Edmonton, who has just returned from a trip to the east, where he attended the annual convention of the firm in Montreal.

"Shoes can be bought cheaper in Edmonton to-day than they can in New York City," said Mr. Hall. Even at exorbitant prices the trade in the Eastern states has never been so brisk, some of the small houses in New York handling from one to seven million dollars' worth of goods in a year. 'Never has there been such substitution as is going on there, and the people appear to be satisfied.'

"In regard to the year's styles, Mr. Hall says there is a little likelihood of the high tops being lowered as there is of a lowering of prices. Heels are higher on ladies' shoes, and fabrics are particularly popular, the shoe showing merely a leather vamp in many cases."

A HANDSOME SHOE PUBLICATION

The annual 1917 catalogue of the London Shoe Co., Limited, London, Ont., is the brightest and most complete ever issued by this enterprising firm. The booklet is filled with excellent illustrations and descriptions of the many kinds of leather, sporting and rubber footwear carried, and it also has a numerical stock number and price list of the various lines, but quotations, are of course, subject to change without notice. The company announce that in this, the third year of the war, with shoe prices soaring to heights previously unknown to this generation, with passenger transportation facilities curtailed, and hundreds of traveling salesmen withdrawn from their territories because of abnormal conditions, they believe this year's catalogue will be of still greater benefit to the trade than previously. The mission of the catalogue is to be of service to the retailers, and the 1917 edition by the London Shoe Co. is certainly the most ambitious, admirably arranged, and comprehensive publication in shoeology ever issued by a Canadian wholesale firm. The front cover is embossed, bearing an African brown shield surmounted by a beaver, and on the back cover are the words "Something in Shoeology worth while."

INVALUABLE TO CAUTIOUS DEALER

Enclosed you will find two dollars for my subscription to the "Shoe and Leather Journal" for two years. I have been taking your Journal for a long period and it would be impossible for me to get along without it. It has improved very much, and the many points vital to the shoe business—just at the present time—make it invaluable to the cautious dealer of to-day. Each issue is alive with material pertaining to the advancement of the footwear line from a retailer's standpoint.

Yours truly,
Port Dover, Ont. W. H. CALEY.

BOTH VALUABLE AND RELIABLE

Enclosed find Postal Note for our subscription due "Shoe and Leather Journal". We would not like to do without your valuable and reliable paper.

Yours truly,
Barrie, Ont. CAREY SHOE CO.,
F. H. Hurlburt, Mgr.

PONTIAC'S

INDIAN SLIPPERS,
HOUSE SLIPPERS,
BOUDOIR SLIPPERS, Etc.

Our travellers will offer you a range of slipper samples that will appeal to you, you will want to buy them all, but we do not want you to do that, pick out one or two lines, and see how the stock comes, and how readily they will sell.

You can do without them but you will not, because you are a live dealer, and realize the advantage and profit to be gained from handling **Pontiac** footwear.



SOME
PONTIAC
SLIPPER
STYLES

Pontiac slippers can be worn the year round, and are always serviceable, because the leather is so strong it will not wear out, they are all hand made and will not fall to pieces.



Pontiac slippers, made in Wapthaw Tan, Smoked Horse, Indian Tan, Muleskin, Jack Buck, and Jack Elk, present a very pleasing appearance, and make an attractive window display that will not fail to attract attention and win trade.

Made in Canada



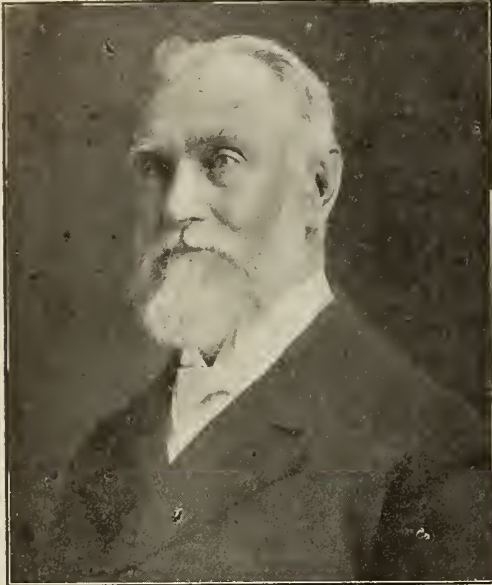
The Reliance Shoe Co.
Limited

350 Sorauren Ave.

Toronto

VETERAN RETAILER PASSES ANOTHER MILESTONE

Robert Wilson, of Hamilton, the oldest shoe retailer, in that city, celebrated his 84th birthday recently. He has been in the footwear game in the Ambitious City ever since 1863, and nearly four years ago celebrated the 50th anniversary of his wedding. His sons, Charley and Arthur, look after their father's successful shoe business at 73 King street east. Mr. Wilson has occupied four different locations in Hamilton, and has been in his present stand fourteen years. He came



ROBERT WILSON, HAMILTON

to Canada from Ireland at an early age, secured his first job making shoes in Quebec, and located in Hamilton four years before Confederation. He also traveled for some time, until he received a kick from a horse, which broke his arm, and caused him to retire from the road and re-enter the retail line. Mr. Wilson can recall many interesting reminiscences of former days and believes that shoe conditions generally were never more encouraging than they are to-day. Contrary to his usual custom, Mr. Wilson has not been enjoying good health for some time past, but his many friends hope that, with the advent of spring, he will regain his accustomed vigor.

THE NEW LEATHERETTE BOOT

"Have you seen the near skin shoe—our latest laboratory product?" asked the boot and shoe expert.

The boot that he set down on the table seemed to be made of calfskin. It would certainly pass for an ordinary black calf boot if displayed in any shop window. Perhaps not one person in one hundred thousand or even one million would have discovered its true identity without an exceedingly careful inspection.

"There isn't a bit of leather in it," said this unfold of mysteries, "and I'll bet you can't tell the difference."

He enjoyed my astonishment for a moment and then he said: "Smell it."

I put the seeming box calf toe to my discerning nose and inhaled. Ah! There was rubber in it! At least it had the smell of a rubber factory around it. It might perhaps have come from some tire works or garden hose plant.

"Here is the story," the boot and shoe philosopher went on. "There you have a near skin or leatherette shoe. You can call it what you please. It is a laboratory masterpiece. The vamp and top are made of imitation leather, a rubberized product with a fabric base. Sole and heel are composed of what they call fibre, and this fibre is a mystery and master-

piece all by itself. The box toe counter is made of the same material. You will find felt welting and inner sole, imitation leather back and lace stays and top facing.

"That's the whole story, and that is what one part of the world is coming to as regards boots and shoes."

KNOW HOW YOUR STOCK STANDS—DON'T GUESS

(Continued from page 83)

books for his sale, he will be able to cross off at the end of each day what has been sold. In this case also the number of the shoe should be put on the check, also whether men's, women's, boys', children's or misses' as he is using the numbers used by the manufacturer. If the dealer finds that his business is too small for check books (I might add that any business of any kind is large enough to use check books) why not have slips or a book in which each sale is put down so he can check his stock from this daily memoranda. Any merchant who goes to the expense of buying check books will find that he is doing business in the proper way. He gives his customer one part of his check and keeps the other. In this way there is no chance for an employer to overlook a charge sale or forgetting to put the money in the drawer.

PUTTING COBOURG ON THE MAP

A. J. Kimmel, president of the Cobourg Felt Co., Limited, who put Elmira on the map with Kimmel felts, is now giving Cobourg a new lease of life so far as felt and felt footwear are concerned. It is just a year ago that Mr. Kimmel and his associates, A. C. Kimmel, managing director of the company, John F. Kimmel and A. D. Vice, took over the plant of the Cobourg Felt Co. Mr. Kimmel began his career with the Berlin Felt Boot Co., with whom he remained for fifteen years, and ran the Elmira Felt Co. for another ten years. Then the Kimmel Felt Co. in Kitchener was organized by him, and both the Elmira Felt and the Kimmel Felt were taken over by the Canadian



A. J. KIMMEL, COBOURG

Consolidated Felt Co. a few years ago. Mr. Kimmel is thoroughly conversant with the felt business, from the wool to the finished boot, and in the Cobourg plant for the production of men's and women's felt goods, he is achieving the same measure of success that has attended his past efforts. The mill has been rushed to capacity for many months, being utterly unable to fill all orders.

NEW EFFECTS IN STYLISH SHOES

(Continued from page 75)

period. Despite this latter fact, however, we have not been able to accumulate anything whatever in the LM and M weight, still having orders ahead for these grades, and, therefore, have only been able to accumulate some of the HM and PM weights. We can only see the market in the light of the present almost impossibility to export goods, and act in exactly the same manner concerning importations. We know that many firms may be obliged in the near future to shut down their works entirely for lack of goat skins, as it is almost impossible to get shipments from the Far East, China, India, etc., and many cargoes of goatskins, which have been afloat from these countries, have not been heard of for some time. Owing to our having made a specialty for many years of the Mexican and South American varieties of goatskins we are in a more favorable position and have been enabled to get out supplies right along, although the bidding for these skins is compelling us to pay high prices for them. As you have undoubtedly noticed by the reports lately, goatskins are again advancing in price and we are very surely facing a considerable shortage in these skins, and it will no doubt



AN all brown buck "Princess," with self collar, nine inch top, covered wood heel, by J. & T. Bell, Montreal.

come to pass that very soon we shall be having more demands for glazed kid than we can take care of. We can see nothing whatever that will make glazed kid cheaper in price."

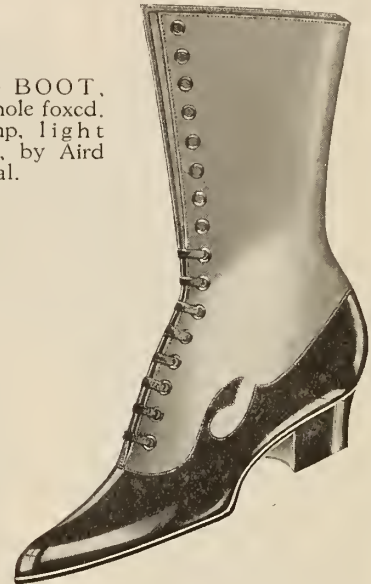
How Colored Kid Aviates

"As far as the leather market is concerned at the present time, and also leather for the coming fall season, many lines have advanced from last trip to an alarming extent, particularly in kid," says an Ontario firm making women's high grade shoes. "We are making shoes in colored kid to-day on our spring run that cost laid down 62 cents whereas the same leather to-day costs \$1.04. Figuring 3½ feet to the 8 inch shoe you can see what advance will take place just in the upper stock. Now this is leather that very few people had any stock ahead, as it was impossible to get it from the tanners in any quantity as they were simply reserving it and dealing it out in small lots in order to get the highest price possible, so that we feel on fancy shoes there will be a considerable advance in prices. Sole leather from last trip has jumped from 60 cents to 90 cents, findings and everything in proportion, so as we said before it looks as though the prices would have to advance considerably over last season unless a manufacturer had very large stocks on

hand. We think it would be well to mention this fact and prepare the retailer for this."

Neat Effective Models for Men

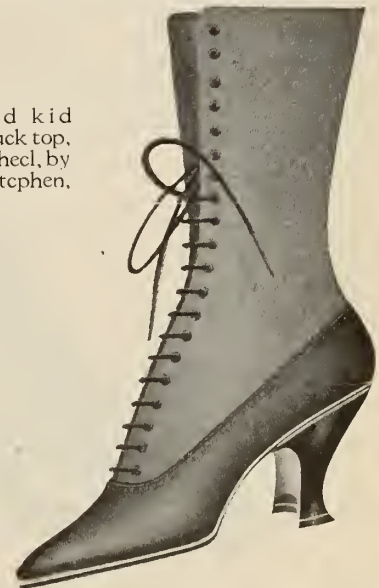
The Hartt Boot & Shoe Co., of Fredericton, N.B., are presenting the finest range of samples they have yet shown to the trade. The styles, for the most part, in men's shoes, particularly in high grade lines, such as they make, are



WALKING BOOT, patent whole foxed, fancy cut vamp, light grey cloth top, by Aird & Son, Montreal.

moderate and of a quiet character. The firm report that there has been a considerable demand for colors during the past season, and believe that there will be a reasonably large requisition for them next season. The darker, rich brown shades of tan seem to be most asked for. The Hartt Co. think that while there will doubtless be a certain demand for fabric top boots, yet it will be rather limited. In the high grade lines, consumers are looking for modest styles of real

BLACK glazed kid vamp, grey buck top, 17/8 leather Louis heel, by Clark Bros., St. Stephen, N. B.



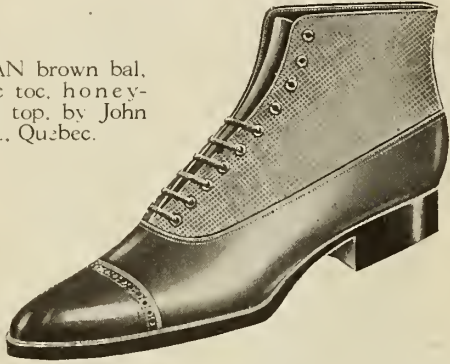
good workmanship and quality now that the prices of shoes have gone up to such an extent. There have not been any radical changes in lasts. For dignity, individuality, graceful lines and superior craftsmanship the Hartt line establishes a new achievement.

Long Drawn Out Foreparts

E. T. Wright & Co., of St. Thomas, who have completed their fall line of samples, are showing to the

trade some new recede toes, on which the line is very strong. The new lasts have the long drawn-out fore part, which is so much in demand at the present time in the large centres. The firm expect that patents will be a little stronger than for some time past, and are showing a fair sprinkling of them. Dark browns have a large place in the line, and there are various degrees of shades. Fabrics are being shown in both topping and whole shoes. The firm are featuring some of these models with fibre soles and heels, in order

AFRICAN brown bal, recede toe, honey-comb cloth top, by John Ritchie Co., Quebec.

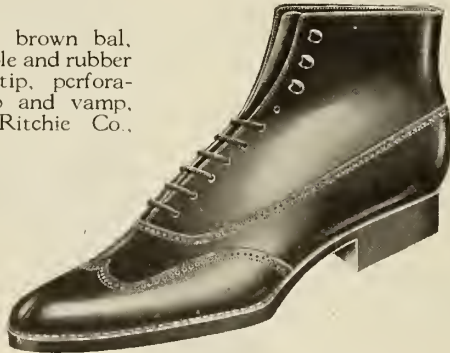


to meet the demand for a medium priced boot. The new models of E. T. Wright & Co. are "Just Right" in every respect.

Cloth Tops are Featured

The new models of the Murray Shoe Co., London, in both men's and women's are very smart and attractive. In men's four new lasts have been added. The Pall Mall with a drawn out vamp and full fitting qualities, the Rex with square front and semi-French effect, the Belmont carrying a staple, modified recede toe, and the Governor, a rather full round toe. Among the offerings are gun metal, Havana brown and mahogany brown calf. A number have buck tops in fawn, grey and cinnamon with perforated eyelet facings. Others have perforated wing tips and perforated stitched tips. One interesting shoe is a Havana brown blucher with imitation wing tip and perforated whole quarters, with flange heel. In the women's lines, which embrace both welts and McKays, there are inviting showings in cloth tops in cinnamon, fawn, white and grey, while buck also appears in a similar range of colors. The eight inch top prevails. There are several pleasing creations in black and white, with fancy foxing. A patent bal with white buck top

HAVANA brown bal, fibre sole and rubber heel, wing tip, perforations on tip and vamp, by John Ritchie Co., Quebec.



and square throat effect is very smart. Four new lasts have been added and all makes come in A to D width. In sport shoes there is a superior range. A white buck with Havana brown calf tip, saddle and eyelet facing, with perforations and white heel and sole is fetching. Another shoe with white buck tip and quarters bottle green saddle, heel foxing and perforated eyelet facing, with white leather sole and heel is a decided novelty. An outstanding presentation is an all white buck whole quarters, with square throat, perforations

on quarter and tip, with white leather sole and heel. Among other shoes of note carrying Louis, Vanity, Cuban or modified Louis heels are an all white buck quarters, heel and sole with black kid vamp, and another with white buck quarters, heel and sole with briar calf vamp and perforated tip, both being on English walking lasts.

Dark Colored Leathers in Demand

The John Ritchie Co., Limited, Quebec, have added four new lasts for the coming season, all of which are on the lines of a high grade shoe. The company report that these will round out their range, making it as complete as possible, so that they can supply promptly anything that is required in a man's welt. In order to cover these requirements thoroughly, they are making all lines in widths for which there is a growing demand in popular priced shoes. The Ritchie samples this year, owing to the fact that the firm are specializing in men's and boys' welts, are the most attractive and complete they have ever put out. The firm believe in making one particular line, and making it right. They also state the demand at the present time seems to be very strong for the dark colored tan leathers with the long narrow toe lasts the favorites. They have found patterns with plenty of perforations and winged tips to be in good demand. Fabrics do not seem to be taking, as

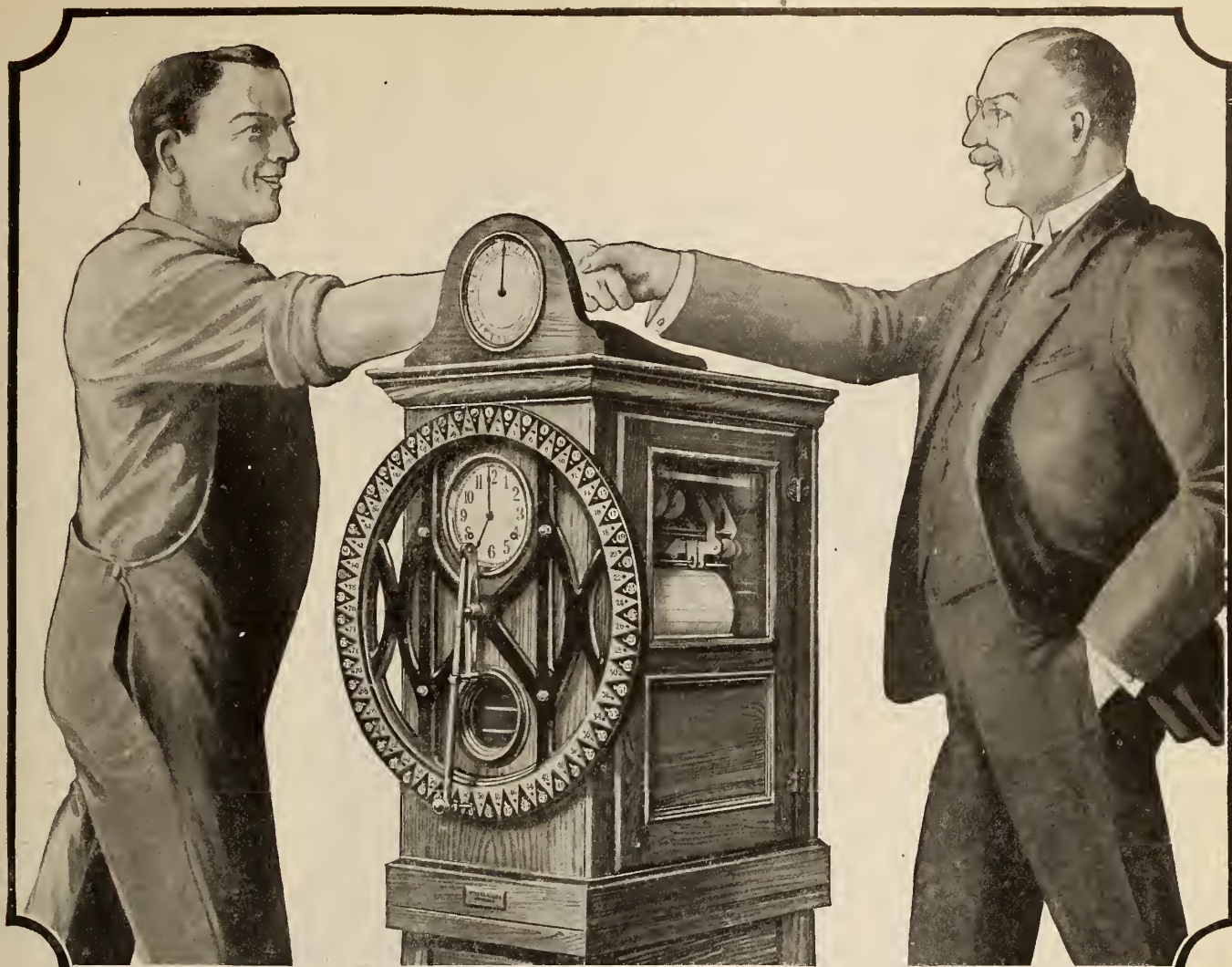


HAVANA brown calf, whole foxed bal, perforations, by Slater Shoe Co., Montreal.

far as men's shoes are concerned. They have sold very few blacks during the last month or so, probably because there is a good stock of black shoes throughout the country on the shelves, whereas the new shades of tans are proving ready sellers and the dealers are buying these quite liberally. They do not expect the big rush of business this fall that there was a year ago, but cannot see with present prosperity throughout Canada that the demand will be less than normal during the rest of the year.

Splendid Range in Men's

In the new models for fall of the Tetrault Shoe Manufacturing Co., Montreal, the leading leathers are gun metal and velours calf, African brown, mahogany and box calf. There are several new lasts, one having a longer drawn out forepart with a smarter and more recede toe giving greater character and individuality to the shoe. Another last is a wide foot form with round toe, very suitable for those who have much walking to do. A large number of models carry Neolin, vulco and other soles, and rubber heels, as well as full double leather soles, and slip soles for fall wear. The majority of the offerings are bals, but there are a number of blucher and button. Several models are leather lined and the range represents every desirable style of toe and pattern. A number of bals and buttons have cloth tops in a wide



Are You Particular Enough?

Shoe Manufacturers are particular about measuring their leather—every small square inch of it—for it affects the profits.

Why not measure your employees' time—every small minute of it—just as accurately? for it affects profits also.

One square inch of leather lost don't matter much, but many inches make a hide.

One minute's time lost don't matter much, but many make a day. What would it cost you if you lost only one minute each employee, each shift?



The International Time Recorder

Is the only authentic way to measure time and eliminate mistakes and disputes. There is no "Come Back" with it. Employer and employee can shake hands over the results.

Write for Particulars and Prices

The International Time Recording Co. of Canada, Limited

Anderson St., TORONTO—F. E. MUTTON, General Manager

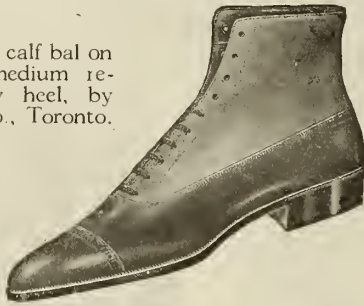
variety which will attract the trade of young men while for those who wish quiet, conservative effects, there is a comprehensive showing. African brown and mahogany are right to the forefront and bid fair to be strong sellers. The Tetrault line for fall leaves nothing to be desired in fit, finish, neatness or variety. The foreparts carry wing and stitched tips, plain and with perforations.

Believe Cloth Tops are Comers

Ames-Holden-McCreedy, Limited, Montreal, say in regard to styles for the coming season:

The demand for colors and two tone effects continues as strong or perhaps stronger than during the past year.

WALNUT calf bal on new medium recede toe, low heel, by Regal Shoe Co., Toronto.



Some women who can afford to pay from \$12 to \$20 for shoes favor styles made entirely of colored kid, but the indications are growing stronger daily that the large volume of business will be on styles that combine leather vamps with colored cloth tops.

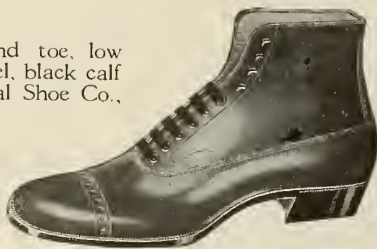
The shortage of kid and the fact that its price has now reached a point beyond the reach of most consumers has forced manufacturers to seek other materials.

Investigation and experiments have shown that the new cloths on the market are just as satisfactory in every way for shoe tops as leather; in fact, the use of cloth offers distinct advantages from both the shoemaking and the merchandising standpoints. It means greater variety in colors and more uniformity in shades and the opportunity to produce better style effects in footwear than ever before.

While cloth is cheaper than kid, the better grades cost more than staple leathers did a year ago and its use does not mean materially cheaper shoes.

In other words, shoes with cloth tops are selling on their merits from both the practical and style standpoint. Both

FULL round toe, low broad heel, black calf bal, by Regal Shoe Co., Toronto.



black and colored kid will be used extensively for vamp materials in all the new styles, with cloth tops in harmonizing shades of canary, fawn, grey and white. Patent vamps with the same variety of colored cloth tops are also proving good sellers and there is some demand for gun metal calf in vamps. In new lasts for women the outstanding feature of the season is a strong demand for the new, long vamp, recede toe last carrying a 12/8 heel that was introduced late last season. The popularity of this last is based on something more substantial than a passing style fancy, and most shoe men predict that it has come to stay and may really be classed as a staple last. The demand for this last has been developing for several years among both growing girls and women who wanted a smart street shoe with a medium low heel.

The so-called sport last was only partially successful in filling this demand because, while it was satisfactory as a shoe used strictly for vacation or sport purposes, it did not have the stylish lines required for a regular street boot, and the demand for such a style has grown steadily. In the effort to meet this demand a great variety of modified sport lasts were put on the market last season, very few of which were suitable for the purpose because they were too close to the sport last idea and therefore too "pluggy," too flat in the shank and with too low heels. It is only in the past few months that any except custom shoemakers have succeeded in designing this type of shoe correctly. This has been accomplished by eliminating the sport last idea entirely, and, by using a stylish last as a basis on which to work, the smart low heel last has been successfully created. In its present form it is adaptable to practically all the changes in patterns or materials that the style trend may dictate in high heeled shoes.

Fabric Tops will be Successful

The Lady Belle Shoe Co., of Kitchener, have added a number of new lasts for the coming season, one of which is the new sport last, on which they are featuring a 10/8 heel which has been meeting with success among the trade.



AFRICAN brown bal, with perforations on tip, eyelet row and vamp, 8 inch top, leather Louis heel, by Clark Bros., St. Stephen, N.B.

Regarding colors, the firm find that ivory, brown and black are the popular shades in kid and dark brown in calf. They are also featuring perforated wing tips and eyelet facings. A number of models are shown with fabrics tops, in grey, brown, white and chamois, which they think will meet with success. The company have been exceptionally busy on spring orders, especially for the Easter trade, and have found it impossible to complete all business in time, owing to the great rush. They believe that the coming season will be a live one for them.

J. A. & M. Cote, St. Hyacinthe, report that they are very busy this season, and have been kept going at such a pace that they have scarcely had time to create any new lines. They are devoting their attention to the improvement of the lines that have made a success, both for their clients and themselves, and intend to still maintain that policy, realizing that the good of their customers with the "Yamaska" brand has been, and will be their future success. The firm make mostly staples for working people, and are proud of being the producers of solid leather footwear that gives service and can be relied upon on all occasions.

New Colors and New Creations

The new samples of Minister, Myles Shoe Co., Toronto, embrace all the latest and newest in women's welts and turns and men's welts. Several new lasts have been added to the men's line including the long, pointed drawn out toe. The

THE
Smardon
SHOE



SMARDON SHOE CO., Limited
Montreal

"Shoemakers to Dressy Women"



If Quality, Style and Comfort are most desired in your
Footwear, then ask for the "HARTT,"
which has all these virtues,
and then some.

THE HARTT BOOT & SHOE CO.
Limited

"Canada's Best Shoemakers"

FREDERICTON, NEW BRUNSWICK

offerings in gun metal calf, box calf, royal purple, African brown, mahogany and tobacco brown are smart and attractive. A number have colored buck and cloth tops, and will make a special appeal to those who want the very latest in masculine foot attire. In women's shoes, foreparts are a little longer and among the new shades are burgundy, briar, steel grey, silver grey, electric and forest fawn. A number of cloth tops are shown in broidiere, crinkle, cork-screw, tex-buk, eve cloth, and art reignskin and the combinations with leather are very pretty. Several models carry Neolin soles, and an all-cloth boot is attracting considerable attention. There are combinations of grey and ivory kid, browns, white and black, and other colors, while the showing in white is particularly strong. A number of shoes are observed in fabric and leather corresponding in tone. There is a nice line of English walking shoes and sport shoes in all the leading combinations of leathers, and in all-kid bals of different colors, the showing is very striking. The models of Minister-Myles in feminine footwear practically take in everything that is being presented in kid and calf leathers, cloths and combination effects affording a very wide selection and a splendid presentation of the season's snappiest offerings.

Not Strong on Fabrics

Dupont & Frere, Montreal, say that they consider mahogany leather shoes, with tops in various colors, will be in great demand for the coming season. "We do not think that fabrics will sell very well at the present time. They may move freely for next fall but retailers are not ordering very many for immediate," they add. Dupont & Frere make a fine range of nubuck colored, both in men's and women's lines, which represent the very latest styles so much in demand in all fashionable shoe centres. Their English walking boot in various colored leathers, and their high-cut bals, in all the popular shades are very attractive.

Some Outstanding Designs

The fall samples of the Blachford Shoe Manufacturing Co., Limited, Toronto, are now complete, and certainly



TONNEAU brown kid blucher, 9 inch top, Louis heel, by J. & T. Bell, Montreal.

make a very handsome display. In summer shoes is a showing of a number of attractive new pump designs, both in black leathers and in several color schemes, prominent in which is tan and cream kid, also grey and white kid combinations. These same effects are being carried out in many attractive boot styles. For strictly summer wear, white reignskin boots, pumps and colonials are prominent, also

Oxfords in white and colored calf. For early fall, popular styles in black kid, tan and mahogany calf are prominent, and a very effective range in patent leather shoes with black, colored kid and colored calf combinations. Patent with white kid tops or with cream kid tops, and with an attractive shade in tan calf are exceedingly stylish. In patterns, many novelty styles are being shown, one of the newest of which is a new Russian top boot for an all leather shoe,



SILVER grey kid vamp, with light grey cloth top, cossack cut, by Getty & Scott, Galt.

and a new high cut Polish with panel facings being worked out in leather and cloth combinations. A number of different designs in panel facings and collars reveal very smart effects in combinations with colored cloth tops, the chief shades in which are canary, pearl and Cafe au Lait.

Fabrics for Soft Soles

The Hurlbut Co., Limited, Preston, are adopting fabric for soft sole shoes instead of leather, for fall. The company have opened a new department which they call the Hurlbut welt repair service, which gives retailers a strong selling argument. The company put on a new bottom for \$1.00 for sizes 3 to 7½;—\$1.25 for sizes 8 to 10½, making the shoes all look like new. A feature of the policy of the firm is to add half or full size to the shoe and so repair it. This is an important item for growing children.

Lady Luxury Shoes

Added interest will be taken in the semi-annual announcements of the new styles by foremost Canadian manufacturers, when the introductory advertisement of Lady Luxury shoes published on another page has been read. The name Lady Luxury in itself implies something dainty—something out of the ordinary—and suitable for women with refined tastes.

Undoubtedly with the present prices which women have to pay for their footwear the question of wear and fit will enter, to a greater extent, into their consideration when purchasing shoes than heretofore. Up to the present time, seemingly, appearance alone has counted with the average women, but lately with economy so widely preached our better-halves may come to appreciate, as much as we do, the necessity to consider the quality of wear as well as that of style when paying ten or twelve dollars a pair for shoes.

The idea has prevailed that style and wear as qualities in footwear are not synonymous, but that both features can be incorporated in a good shoe selling at a reasonable price is the idea on which the makers of Lady Luxury shoes have worked, and if heritage counts for anything the Lady Luxury

Aniline Dyes for all Purposes

FROM

The Sandoz Chemical Works, Basle, Switzerland

SPECIALTIES

Saba Colors for Leather Staining

Wool, Cotton and Printing Colors

Sulphur Colors, Colors for Paper

We shall be pleased to furnish product samples on application

M^cARTHUR, IRWIN, LIMITED

MONTREAL

(Established 1842)

TORONTO

Sole Consignees in Canada for

The Sandoz Chemical Works, Basle, Switzerland

line promises to be a success, because it is sponsored by Mr. Geo. A. Slater, whose reputation as a maker of fine shoes stands high in Canada. His interest will count for considerable, and the production of Lady Luxury shoes will be under new management, which should cause the line to develop to the ultimate advantage of the retail trade and the makers.

The new line is a most attractive one, and includes the most up-to-date patterns and lasts. AA and A widths are features which will appeal to the city trade, but the line as a whole will prove attractive to practically all dealers handling high-class women's shoes. Prompt deliveries will be a strong point with the Lady Luxury selling organization, and this should count for something.

One of the prettiest new effects shown in the Lady Luxury line is an eight inch Olive Ooze, with Louis heel, long forepart, flexible sole and fudge edge. Colored suedes are shown in combination with gun metal, black kid and cherry brown. The square throat pattern which promises to be very popular next season, is shown in both laced and button. In conformity with the latest style dictates for high grade women's shoes, the new samples show a large range of colored uppers, and the richness in coloring, as well as the wearing qualities of this leather will, no doubt, meet with the approval of the trade.

Choice Range in Colors

The new autumn models of the W. B. Hamilton Shoe Co., Toronto, reveal some very attractive showings for men in black, chocolate and mahogany calf, and a number of black and colored cloth tops in both bals and bluchers, on all the popular range of toes. Some are leather lined, and others have full double soles. In women's there is a very inviting presentation of all black calf and kid bals, and an unusually varied range of cloth tops in chocolate, pearl,

ivory, chamois, cocoa and black. A number have fancy foxing. One particularly beautiful shoe is a bal with wine kid foxing and chamois top, and a gun metal with grey top, is also a favorite. The Cuban and half Louis heel is seen on most models, while the tops run from seven to eight inches. There is an excellent display of white canvas shoes of all kinds in which the white canvas sport boot for women is a leader.

Snappy Range in Sport Shoes

Getty & Scott, Limited, of Galt, are right in the vanguard again this season with all the newest effects and most artistic combinations. In sport shoes, with heels from 8-8 to 12-8, some twenty different lines are embraced. One striking shoe is Zulu brown with cinnamon brown top; another is a fawn with white buck top, a gun metal with ivory buck, and combinations of black and white, tan and white, black and tan.

Among other models of note is an imposing shoe with Burgundy kid vamp and foxing, tiffany pattern, gold cloth top and celluloid, covered wood Louis heel. The Cuban and modified Louis heels predominate with seven, eight and nine inch tops, there being a representative assortment of colored kid and cloth quarters. A large number of square throat bals are observed, and a few button boots are shown. Fancy foxing and perforated imitation wing, and imitation straight tips and long pointed foreparts impart diversity to the array. In the main, the plain toe effects still hold sway. An eight inch bal with ivory vamp and foxing, and high, light grey cloth top; an African brown, with scalloped vamp and grey kid top, button; a nine inch cut with black kid vamp and foxing, and grey kid quarters, with Cuban heel; a silver grey kid vamp with dawn grey top; an African brown calf with cocoa buck top, button, and square throat; a black kid vamp and foxing with Burgundy kid top; a brown buck

with heart shape throat, tuxedo pattern, and cinnamon buck top, and a patent vamp, with imitation tip, white stitching and grey buck top, and other lines in patent, with cloth and buck top of various hues, embody everything that is original and stylish in feminine footwear, in both welts and McKays.

In the children's line there has been a distinct advance in patterns and combinations. Patent with different colored cloth and buck tops are right to the forefront. A red kid vamp with white buck top and red buttons is a decidedly pretty shoe. The range in welts and McKays in high cuts in tans, blacks and patents with various tops are pleasing. Buck tops are particularly strong. A grey kid vamp with whole cloth quarters to correspond is exceptionally nice, and there is a splendid range of ground grippers for the kiddies. The Getty & Scott line never achieved its present standard in quality, merit and variety, and is being shown in Toronto by S. J. Anderson, who is most enthusiastic over the display.

Featuring the Narrow Back Last

Scott-Chamberlain, Limited, London, are presenting several choice lines in Zulu brown, Havana and mahogany brown, and the various shades of tan in recede, pointed recede, round and full wide toes. A feature is the number of



MAHOGANY whole foxed walking boot, zulu brown buck top, 12/8 heel, by Getty & Scott, Galt.

wing tips and saddle straps, and also plain tips, with perforations. A number of models carry white buck tops, dark tan, dark brown and mouse grey buck in both button and lace making very attractive combinations, which are sure to delight all fashionable dressers. The firm are featuring the new narrow back last which is "C" width at the ball "B" at the instep and "A" at the heel. It gives comfort, trimness and glove-fitting qualities. Many feet which are normal at the ball are narrow at the heel. Owing to this recession in width, the foot is prevented from slipping forward, while there is plenty of room for the instep and heel in the new last models. Several shoes carry "Oko" fibre soles, in white and colors, and rubber heels. This material can be bottom finished in any color and edge set, and so closely resembles leather soles that it is almost impossible to tell the difference. The "Oko" has a resiliency and water-proof and non-slip qualities not possessed by leather. In quality, fit, finish, superior shoe making, graceful lines and attractive patterns the fall lines of Scott-Chamberlain are exceptionally strong. The models are being shown in Toronto by Wm. Fryer.

Darker Shades are Leading

The Brandon Shoe Co., of Brantford, report that the darker shades in calf are selling strong, and light colored leathers are entirely gone. The outlook for the coming

season will be the dark shades. Cloth tops will not take as well, on account of the prices of shoes to-day, the cloth tops not giving the satisfaction that leather does. "The general trend of business for the coming season looks as if it will not be as bright as it was a year ago. On account of high prices merchants are buying closer and are trying to keep their



PATENT horned vamp, pearl grey scalloped top, celluloid covered Louis heel, by Getty & Scott, Galt.

stocks down. When the summer opens up, toward May and June, business will be just as good as it was a year ago. One thing certain the merchant who does not purchase his goods now will pay more in May and June as leather will still go higher. Should the war stop to-day it would make no difference in the price of leather, and should the United States decide to raise an army to send to Europe the price of leather would advance over night, making the present figure for shoes much stiffer. The shortage of hides, both in Europe



PATENT whole foxed vamp, matt kid top, white stitching, concave heel, by Getty & Scott, Galt.

and America, will still continue. Even for two years after the war you will find that the price of leather will not be less than it is to-day as the cattle are not in the country and the population is getting larger; the people are wearing better and more shoes than they ever did. All this means in place of having more leather we have less," conclude the firm.



COMMODIOUS AND ATTRACTIVE WAREHOUSE OF VANCOUVER WHOLESALE SHOE CONCERN

WESTERN FIRM HAS ENJOYED STEADY GROWTH

Damer, Lumsden Co., wholesale shoe merchants, of Vancouver, are a distinct product of the west. They occupy a unique position in that, although established only 11 years, they have grown to their present status, and now, at 123 Pender street, occupy a commodious and admirably appointed warehouse. The members of the firm are John Damer and Fred J. Lumsden, who have been residents of Vancouver for nearly twenty years. They have witnessed much of the development and expansion of the important business interests on the Pacific coast, and have themselves kept pace with the progress of events. The success of the house is attributed to the fact that they have looked carefully after the wide clientele they have established, and their sales have shown a gratifying increase from year to year. They formerly did business at 411 Cordova street west, but a few months ago found it necessary to move into more spacious premises. Their present warehouse—an illustration of which appears on this page—is bright, modern and well-equipped, and the firm are enabled to carry a much larger and more representative stock of fine and staple footwear and rubbers and furnish an exceedingly prompt and satisfactory service.

Mr. Damer, the senior member, has had a life-long experience in the footwear game, and for many years represented the J. D. King Co., of Toronto, in the west. By uprightness, industry and perseverance, he has earned the well-merited regard of the trade generally. Mr. Lumsden, while not so long in the trade, has acquired wide experience with the merchants of British Columbia, and is a former resident of Toronto.

The firm have specialized on lines particularly suitable

for British Columbia, and to this policy of concentration, initiative and service they enjoy their standing and prominence today.

SHOE TRADE IS GOOD IN MONTREAL

"We certainly do not find any falling off," said Mr. F. J. McCann, of Goodwin's Shoe Department, Montreal, "but on the contrary are doing twice the business of other years and the big trouble is to get shoes at reasonable prices. The railway situation is bothering us considerably, some shipments from up in Ontario being delayed five and six weeks. Rubbers are a big difficulty, the trouble being shortage of labor; raw material is plentiful but the factories find they can't get girls to do the work."

Geo. G. Gales Company, reported an exceptional trade for this time of year. "Undoubtedly," they said, "people are buying as an investment rather than from necessity. Boots are going to go higher and the public are laying in supplies. Repair shops are doing an abnormal business—the largest in years, because people now have repaired footwear, that they formerly would have thrown away. Rubbers are worn out and not discarded when they become smooth as formerly. We have more trouble getting rubbers than we have getting boots."

The Brockton Shoe Co., Limited, also report a good trade. "People are buying ahead of time," they declared. "We notice also that the boots left by customers as useless are much more worn and repaired than was the case before the war. Boots are now worn till they simply have to be replaced."

The Dominating Brands for
Every Season of the Year are



“Vassar” and “Altro”
for Women

“Beresford”
and
“Minister Myles”
for Men

With our recognized standard of quality in superior footwear, and a range that comprises all that is latest and best in most advanced styles, our travellers, who are now on their territories, surely have something mighty interesting to offer shoe retailers.

Minister Myles Shoe Co., Limited
Toronto



The Hall Mark Of Quality

and also the Hall Mark of Style.
Are the best obtainable at such
a moderate price.

They have the appearance of
much higher priced lines and
sell much more readily on ac-
count of being lower in price.

Isn't that the strongest possible
reason why you should stock
our lines.



By including D & F Footwear in
your present and Fall needs, you
pave the way for making better
profits.

You should see our new range of
NUBUCK colored goods. They are
to be had in Men's and Women's.
They are quite the rage just now
in fashionable centres.

Don't Miss Our Travellers

DUPONT & FRERE

301 Aird Avenue

MONTREAL

HOW LEATHER KEEPS ON THE UPWARD MOVE

While There Are Some Improvements in Supply and Conditions of Manufacture, Tanners do Not Look for Any Drop in Price—Some Authentic Figures Which Tell a Tale of Rapidly Advancing Values—Way the Top Notch Has Been Gradually Ascending

IT is interesting to compare how leather has steadily advanced in price since the commencement of the war in August, 1914, up to the present. The embargoes placed upon hides, the shutting off of many sources of supply, such as Russia, France and Germany, the difficulties and dangers of transportation, the heavy war insurance risk, the decreasing herds of cattle, the tremendous demands made by the armed millions of fighting men, the extreme high cut in women's footwear, not to speak of the various uses to which leather has been put in recent years, and the imperative requisitions made upon this commodity in equipping cavalry and even the ordinary infantryman—all these, and many more that might be mentioned account for the tre-

A leading sole leather firm says: "It is very hard for us to give you anything intelligible. At the present time there is an embargo on all classes of tanning materials coming via either Detroit or Buffalo. We are short, and apparently are going to have to run on short time if the railroad conditions do not improve immediately. We are also finding it very hard to get space for either hides or tanning materials from abroad. Labor conditions are also very serious. We do not look for any lower prices on leather for some time to come."

Another sole leather house declares: "Boston market reports, March 3rd, quote leather similar to our hemlock leather, as to-day selling at from 60/63 cents per pound in

CANADIAN LEATHER PRICES SINCE THE WAR

	Aug. 1914	Aug. 1915	Aug. 1916	Mar. 1917
Harness Leather				
Oak Tanned.....	37-40	48-52	53	63
Collar Leather.....	22-24	28-30	30-32	38-40
Patent Leather				
Highest Grade.....	32-34	34-36	37-40	54
Calf Leather				
Medium Weight.....				
Gun Metal	28-30	31	45-47	62
Tan	30-32	33	48-49	62
Matt Calf	25-26	26	42-47	55-60
Heavier skins are from one to two cents per foot more, and light mediums and light from one to two cents a foot less.				
Side Leather				
Gun Metal Sides.....	22-26	27-32	28-37	38-48
Matt Sides.....	23	26	36	47
Tan Storm Grain.....	32	34	36	50
Black Storm Grain....	30	32	34	50
Splits.....	24-28	33-35	33-35	35-38
Wax Splits.....	30	35	35	38
Gloves or Gusset Splits.....	9	12	14	18

Kid Leathers				
Black Glazed Kid.....	26	30	40	55-60
Colored Kid.....	20	26-28	60-65	70-75
(tans and chocolates)				
Sole Leather				
Oak Sides, No. 1.....	33-37	38-42	54-56	60-70
Oak Bends, No. 1.....	44-47	49-53	62-68	86-91
Hemlock Sides, No. 1	31-32	33-37	42-45	58-60
Hemlock Bends, No. 1.....	42-45	48-50	60-63	80-83
Some Staple Leathers				
H. M. Pebble.....	20½	25	27	35½
H. Mennonite.....	23½	29½	31½	40
H. Russett Oil Grain...	24	30	32	40½
Russett Mennonite.....	24	30	32	41
M. Scotch Grain or Milwaukee.....	23	29	31	39½
H. Russett Collar or Black.....	24	30	32	40½
H. Combination.....	24	30	32	40
Tan Elk, B.....	28	33	37½	46
Tan Elk, C.....	26	31	35½	44
Black Elk, B.....	28	33	36	45
Black Elk, C.....	26	31	34	43
Sheepskins				
Black Sheepskins.....	7-9	8-10	12-15	15-20
Tan Sheepskins.....	8-10	9-11	13-16	16-22

mendous advance in the price of leather during the last three years which, it will be noticed, is over 100 per cent. in some instances, and as high as 150 per cent. in others.

In order to supply the shoe dealer with reliable statistics, the SHOE AND LEATHER JOURNAL has gathered from various sources an authentic statement of the selling price of various Canadian made leathers during the past few years. It is interesting to note the quotations that prevailed in August, 1914, at the outbreak of the war, compared with those that hold sway at the present writing. Whether leather prices will still ascend, no man can foretell, but every tendency seems to be in this direction. It is also edifying to note what others have to say on the leather situation and the supply of hides.

the side, so that we are considerably under the United States market, but have practically no leather available for export. With regard to the outlook for supplies during the coming season—we may say that we have recently paid for hides the highest price in the history of our company, and as these hides will not be available in the shape of leather for some months—we cannot see that they are going to make cheap leather. The fact that the class of labor required in sole leather tanneries is now impossible to get in Canada, necessitates ours and all tanneries working in very much less than our normal quantity of hides. We anticipate having a very short supply of leather during 1917, probably less than half of what we would produce in a normal year."

The Russian Government definitely placed a contract last week in America for 750,000 sole leather sides. It is understood that terms of payment were finally arranged on a satisfactory basis, and the leather will go forward. The contract was placed chiefly with the United States Leather Co., and Howes Bros. & Co.

Wants Export Duty on Hides

A maker of oak tanned harness leather asserts: "Owing to abnormal conditions, such as extremely high prices for all kinds of tanning materials and hides, and scarcity as well as high prices of labor, we find it more difficult to make a profit than before the war. Not that only, but there is a further handicap in the 7½ per cent. war duty on hides and tanning material, which gives the foreign tanner a big advantage. In our opinion there should at least be reciprocity in hides. If the Canadian tanner must pay 7½ per cent. duty on hides that he imports—and he must import some in order to get what he requires—then the same amount should be put on hides going out of the country. With the 7½ per cent. duty on hides coming in, the Canadian hide dealer can ask a price equal to the price asked in the foreign markets, with 7½ per cent. added, and if the Canadian tanner cannot pay the price, they are sent out of the country."

The Outlook is Some Better

"The outlook for supplies of hides during 1917 is better than for some months and other materials necessary to our trade appear more plentiful, although prices still remain high and will undoubtedly continue so until such time as the world's commerce can be handled by the transportation companies more expeditiously," observes another manufacturer in the same line.

A firm making finished sides and grain leather remarks: "Many kinds of tanning material are now in better supply at much reduced prices than prevailed a year ago. Hides of all kinds are considerably higher and deliveries slower. We anticipate a good demand for all kinds of leather."

A calf skin producer states that conditions are worse now for getting raw stock than for many months past, owing to the embargoes. We have just received a car of skins from Chicago which took over five weeks to reach us.

How Hides Have Aviated

A patent leather manufacturer replies: "You must appreciate that even to-day we are delivering some leather as low as 36 cents and 38 cents on old contracts, which is really No. 1 leather. No doubt you will realize that the price of hides in 1914 was about 19 cents a pound, while during the good season of purchasing in November and December of 1916 the price went as high as 34 cents a pound."

NEWSY BRIEFS FROM ST. JOHN

A spectacular fire broke out in the business district of St. John, N.B., on Sunday, March 25th, and did damage to the extent of \$20,000. McRobbie Shoe Co., Limited, retail boot and shoe dealers, were practically wiped out. On Sunday afternoon about 3 o'clock, John A. McKay, secretary-treasurer of McRobbie Shoe Co., went to the store, and as he turned the key in the lock and opened the door a great puff of smoke rolled out into the street. An alarm was immediately sent in. The flames, however, had made considerable headway and dense clouds of yellow smoke gushed from the building preventing the firemen from getting near the seat of the blaze. The fire spread and soon the store of F. E. Holman, which adjoined McRobbie's was in flames. Mr. McRobbie who is unable to account for the origin of the blaze, said the damage to the firm's stock would be \$12,000. This is fortunately covered by insurance.

Measured by the upclimb of the leather markets and

the increased cost of production in the manufacture of shoes, persons desirous of obtaining the last minute in styles for the fall will have to pay anywhere from twelve to fifteen dollars for their footwear according to present indications. Of course, this does not mean the conservative dressers who are satisfied with a box calf sensible shoe, but to those whose inclinations carry them a step ahead of the style designers. High cuts are being shown by local shoemen for fall and the style tends to a higher cut than that worn this spring.

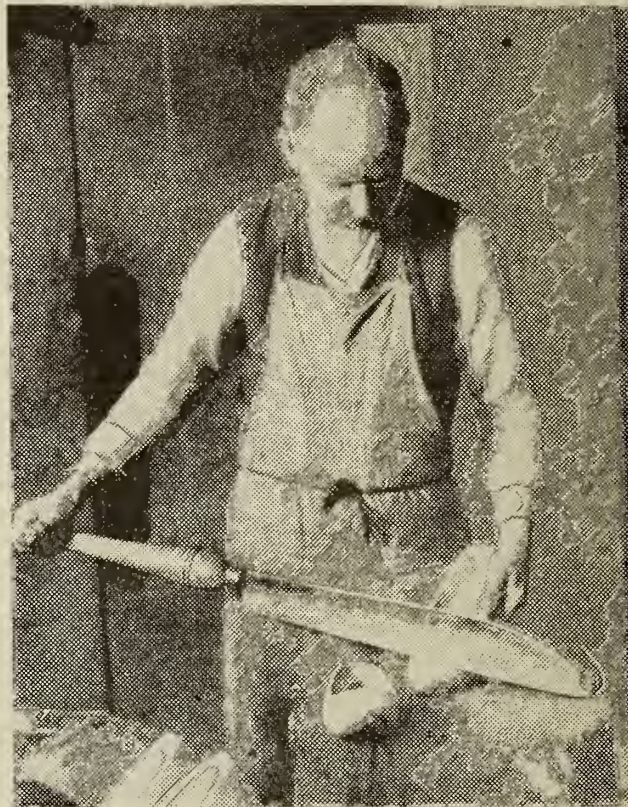
Hazen McGee was in St. John, recently, visiting shoemen in the interests of the James Muir Co., of Montreal. This is a new line for him.

Travelers from local wholesale houses are returning from visits to shoemen along the North Shore, N. B., and report a bumper sale of rubbers for the fall. They also report a good demand for other lines of footwear.

Percy J. Steel, who recently joined a machine gun section, and who was promoted to a sergeant, recently returned from a trip through the province. He is assisting to recruit volunteers and is meeting with success.

WOODEN SHOES BEING WORN IN ENGLAND

The photograph shows one of the makers of clogs finishing up a pair of dainty wooden shoes. His occupation may soon be a lucrative one. He is shown working in an English shop and is an expert in handling the peculiar knife which cuts the block into shape. Over in England they can hardly get leather shoes even by paying high prices, for there is no leather to be had, comparatively speaking. The situation is so serious in Great Britain that measures have been taken



MAKING WOODEN SHOES IN ENGLAND

toward the development of the already established business of making clogs, as they are familiarly called in the Netherlands. The present demand is so great that an order for 100,000 pairs of sabots for the Belgian Government just had to be declined by the British clog-making concern.



Your Customers May Not Always Be As Prosperous As They Now Are

Sooner or later there will be a recoil. Will it be good or bad? Will your customers feel that they have had their money's worth or will they condemn you for sacrificing service for style?

LADY LUXURY SHOES can make your "good will" more valuable by rendering service, consistent with their cost, to your customers. They are produced in a factory equipped, with men and material, to turn out only good shoes.

LADY LUXURY SHOES are welts—every pair—made with such good material and so carefully as to be durable, and therefore economical, but modeled so daintily that they are bound to satisfy the most discriminating taste.

Widths A to E—lasts, staple novelty—patterns of many kinds—are features which make LADY LUXURY SHOES adaptable to large city or small town.

LADY LUXURY SHOES ARE MADE "TO ORDER" ONLY, BUT DURING THE NEXT THREE MONTHS OUR SPECIAL "RUSH SERVICE" WILL ENSURE PROMPT DELIVERIES.

For Full Particulars and for Samples Communicate with—

WOMEN'S DEPT. L.L.

GEO. A. SLATER LIMITED

Montreal, Que.



McLAREN & DALLAS



30 FRONT ST. WEST
-- TORONTO --

The "IMPERIAL" Shoe
 FOR MEN AND WOMEN
 Made in all fine leathers—Goodyear
 Welts and McKay Sewn

The "VARSITY" Brand
 Men's, Boys', Youths' medium fine
 shoes, McKay Sewn

The "MAPLE LEAF" Brand
 Solid leather working shoes, every
 pair guaranteed

WE ARE PREPARED

to give our many customers the same dependable service that we have rendered in the past, not withstanding the abnormal conditions which exist in the shoe industry.

With a large and well assorted stock we are in a position to give prompt attention to all orders placed with us now for immediate shipment.

And then for Fall Orders, to-day's prices will prevail up to the limit of our stock, after that we cannot promise because it is impossible to say what advance may be necessitated by future conditions.

The Safest Policy for you to follow is to give careful attention to your sorting requirements as early as possible and place for your Fall and Winter needs at first opportunity.

That opportunity will shortly be yours, as before long our representative will be around your way with an exceptionally fine range of models for Fall and Winter. At the same time he will be showing summer goods for sorting purposes.

Make the most of the opportunity, because it will undoubtedly be in your best interests.

REMEMBER OUR FALL AND WINTER SPECIALTIES

"Superior" Brand, Canadian Felts, English Felt Slippers, Hockey Boots, Oil Tan Larrigans, Moose Moccasins, Lumbermen's Knit and Felt Sox, Sheepskin Wool Lined Moccasins.

Rubber Footwear Brands

"KANT-KRACK"
 "DAINTY MODE"
 "ROYAL"

"BULLDOG"
 "DREADNOUGHT"
 "VERIBEST"

"SPEED KING"
 Tennis and
 Sporting Shoes

"WITCH-ELK"
 Prospectors' and
 Hunters' Boot

The "SPORTSMAN'S" BOOT
 Made in Chocolate Calf, Pearl, Black
 and Smoked Elk

The "LITTLE CANADIAN"
 An extra fine line of Misses' and
 Children's Shoes



The Shoe Repair Man

SHOPS WILL CLOSE EARLY AND MAY ADOPT PIECE WORK AS WAGE BASIS

TO close their repair shops at eight o'clock every night the year round is one of the progressive moves of the Toronto Shoe Repairers' Association.

At the last fortnightly meeting a vote was taken on the proposal and there was not a dissenting voice. It is probable that a petition will be circulated at no distant date with the object of presenting the same to the city fathers, and having a by-law passed. It is felt that the signatures of the required seventy-five per cent. of the trade can be secured without any difficulty. Some members of the Association have already started the practice of closing at eight o'clock and told the others at the regular fortnightly meeting held on March 22nd that they did not think they had lost a dollar, and had found the time left for recreation very beneficial and helpful, physically and mentally.

As one member remarked, "I open my shop at eight o'clock in the morning and I close at the same hour in the evening, and if twelve hours' work will not give a living, and a little more beside, I think it is time I got into something that will"—a remark which met with hearty applause.

Will Eliminate the Price Cutters

The Association now has over a hundred members, although organized only nine months, and a real, live, aggressive lot they are. The discussions are breezy and bright, the topics interesting and instructive. The majority of the members will inaugurate the weekly half holiday during the summer time, closing each Wednesday at noon.

President C. F. Robertson presided, and among the matters discussed was price cutting. It appears that one or two members have not been holding up the schedule and, if the practice is persisted in, it is probable the offending ones will be dropped from the list, after a thorough investigation has been made. It was stated that all the shops which got the scale had as much work as they possibly could attend to and business was growing all the while. In the matter of stitching Goodyear welts it has been the practice of members of the Association, who have stitchers, to do the work for other members for fifteen cents per pair while outsiders were charged twenty-five cents. This plan has resulted in some joining the Association just to save the ten cents, not upholding it in any way, and merely using the membership to save a few dimes. A resolution was passed unanimously to the effect that henceforth no Association man would do stitching for any person in the trade who was not a member. While there is no thought of coercion, the members feel that they must stick together in their co-operative work for the weal and welfare of the craft.

Among the interesting things brought out in the discussion on various topics was that, as a result of the recent successful banquet there was a surplus of over thirty-two dollars. The Association has nearly a hundred and fifty dollars in the treasury and all accounts paid. The membership fee is three dollars a year.

Western Men Want Suggestions

S. Burnett, recording-secretary, read an interesting letter from F. W. Eastwood, who is manager of the shoe

findings department of the Great West Saddlery Co., Calgary, and stated that an association had been formed in that city known as Master Shoemakers' and Repairers' Association, officers had been elected and the writer had been instructed to correspond with different associations in the East to find out if they could give any help in regard to the best lines on which to conduct matters. A copy of the By-laws and Constitution of the Toronto Association was requested.

The question was asked how members who cut prices were treated? Mr. Eastwood is a former resident of Toronto, having worked a few years ago with Beal Bros., and later with the Anglo-Canadian Leather Co., and he conveyed hearty greetings to his old friends. The letter will be answered and full information given the inquirer from Western Canada.

The Discount on Rubber Heels

The matter of the discount on rubber heels was taken up. It appears that one of the manufacturers who formerly gave a discount of 20 per cent. in three gross lots, 15 per cent. in one gross and ten on small lots, has reduced the discount to 15 per cent. on three gross, 10 per cent. on two gross or over and 5 per cent. on small lots. It was decided to ask the firm to continue the discount of 15 per cent. on any order over half a gross. A conference will be held with the company to adjust the matter. No objection has been taken to the decrease in the discount on large lots, but many a man cannot order the quantity required to secure the best discount.

A suggestion was made by one of the members that a gilt lettered glass sign bearing the trade mark of the Association should be got out and hung up in each shop, that the emblem of the Association should be given to members to wear on the coat, and that leaflets should be distributed throughout the city telling the citizens what the Association stood for—good work, good service and clean shop, etc. These matters will be taken into consideration.

It is proposed to have a programme of songs and music in connection with the various meetings. This summer a picnic will be held by the Association to some lake point and a whole day devoted to the outing.

Basing Wages on Piecework

The matter of wages for men who work in the shop was taken up. A member stated that he had advertised for a week for a man and had not one application, so scarce was help in the shoe making ranks. Many members of the trade are serving overseas or laboring in the shoe shops in connection with the militia. What assistance could be secured at the present time was indifferent and inefficient and wages had gone up from twelve and thirteen dollars a week to seventeen and eighteen. Labor was very independent. In order that remuneration may be gauged on a piecework basis, it was felt that the executive should draft out a schedule of prices for labor alone. While the piecework system may not be put into effect, still it may form the foundation of what repairers in the shops may be expected to receive.

Some humorous incidents were touched upon where men were so independent that they rolled cigarettes, ate lemon pies and even ice cream during working hours and the bosses could like it or lump it.



Financial Secretary A. Butterworth told of a recent visit to several cities on the other side of the line, and how the repairers there were much interested in the work and progress of the Toronto Association.

The Price Basis on Piece Work

One member stated that he had paid his hands on a piecework basis for several years, and had found that it worked out very satisfactorily.

For preparing or stocking the work he paid twenty-five cents for men's half soles and heels, sewn, twenty cents for men's soles and heels, nailed; sixteen cents for all kinds of women's soles and heels; boy's fifteen cents; children's ten cents; for men's heels alone seven cents each; women's heels five cents, and 50 per cent. on all patches and rips.

He had the stock laid out carefully and correctly for each man so that he lost no time. Another member stated that in the Old Country he had been paid entirely on piecework, and that the cost had run about one-third of the finished job. It was on machine work, but when done entirely by hand the cost of labor had been roughly speaking about 50 per cent. This basis would not answer to-day when wages were higher. The Toronto Shoe Repairers' Association will look carefully into the piecework proposition. Most of the members considered that while it might not be put into effect, it would serve as a basis of remuneration for employees. The working hours in each shop were said to be around fifty-four hours a week. In the summer with a weekly half-holiday there will be about six hours less.

One Trade Mark for All Associations

It was suggested that in connection with the proposed federation of shoe repairers throughout Canada, the trade mark of the Toronto Shoe Repairers' Association, which is a splendid one, might be used by every association, the only change being that the word "Hamilton," "Ottawa," or any other association, could be substituted for "Toronto." This would give a national significance to the emblem of the trade, which would be the same in every city. The two shoes, one on each side of the maple leaf, surrounded by a circle, would be easily recognizable wherever seen, and might become as widely known among shoemakers in a trade sense, as the maple leaf is in a national sense.

The Association presented Mr. Gordon Robertson with a box of cigars for his kindness in conveying the executive members to different points on business, in his automobile, which he has always placed at their disposal.

DON'T MAKE PRICE AGREEMENTS

It frequently occurs that shoe repairers organize as a branch of the labor union, and our attention is called to the fact that they adopt a scale or prices and publish the same, says the "Shoe Repair Shop." The question is frequently asked, "Why can an organization that is a branch of a labor union do this, and not an organization which is not affiliated with the labor unions?" To this we would reply that neither class of organizations have a right to adopt a rate scale as a uniform price to be charged by all members of the organization. Such an agreement is illegal and in restraint of trade. It is in violation of the anti-trust laws. Many states also have statutes or legal precedents which hold that such agreements are in restraint of trade.

We are aware that legislation has been enacted favorable to union labor organizations, but that affects labor only. If a customer brings to your shop a pair of shoes to be half soled and heeled, and you, as a business man, charge him, say, \$1.50, this charge is not for labor, but for the job, the production of which includes labor, material and overhead expense. In other words, the repair shop is a business, not an individual occupation, and the work it performs is not simply one of labor. We would advise organizations of all kinds to

refrain from publishing a price agreement. The way to do it is to recommend a scale of prices as being equitable and just, and based upon the cost of material, labor and other expenses, and when such a price is recommended it behooves the members of an organization to individually get that price or a higher one; but do not enter an agreement because it is the agreement which makes the act illegal. The courts, of course, recognize not only actual, but implied agreements, and this is a cause for greater caution. Make the distinction between an agreement and a recommendation, and apply it to every act in reference to price scales.

HAMILTON REPAIRERS ARE GROWING

The Hamilton Shoemakers' and Repairers' Association, of Hamilton, Ont., is making splendid progress. At the last monthly meeting of the Association, John A. Ross, president, presided, and there was a good attendance. Nine new members have been added since the last meeting, making a total of over forty, with several more in prospect. This is very encouraging to the new organization, of which Fred. C. Tebbs is secretary-treasurer. Messrs. F. H. Revell, Fred. C. Tebbs and Fred. Wilman who were guests at the recent banquet of the Toronto Shoe Retailers' Association, told of the splendid time they had had, and referred to the remarkable success of the gathering. Mr. Revell spoke



JOHN A. ROSS, PRESIDENT OF HAMILTON ASSOCIATION

at considerable length and expressed the hope that the Hamilton repairers might undertake a similar function at no distant date. He stated that the spirit of good fellowship and co-operation reigned supreme.

Mr. Tebbs also expressed his pleasure at being present and stated his one regret was that the Association of repair men had not started years ago, for he was fully convinced that organization is the only sure way of knowing your neighbor and of him knowing you. Associations eliminated the envious feeling which used to exist among men of the craft. He had seen men meet in jobbing warehouses, and although they knew one another well enough by name, they would not speak. He had also seen them pass one another's place of business, and not even bid the time of day, but now things were changed—the outlook much brighter, and confidence and esteem were more to the front. A brotherly feeling existed among all true members of the Association, which he said was doing a splendid work for the uplift of the trade, and the betterment of conditions generally.



HURLBUT'S Welt Cushion Sole Shoe

The Standard Staple in
Children's Welts



This is the one Comfort Shoe for the little people. The only welt shoe made with a cushion sole from toe to heel. Neither tacks nor nails to hurt the little feet.

The Little Folks' trade is worth looking after, because it not only realizes you a good profit but leads to bigger things.

Selling Agents: PHILIP JACOBI, 5 Wellington Street East, Toronto, Ont.

The Hurlbut Company, Limited

PRESTON, ONTARIO

HAVE THE WORK DONE ON TIME

"I took a pair of my own shoes over to a repair man the other day," writes a Western Ontario retailer. "They were ripped at the welt and the heels required attention. I asked the repairer if he could have them done for me on the morrow, and he replied that he was very busy, but if

done to them, and when I had left them. I produced the counterfoil of the ticket that he had given me thinking that, of course, he could locate the boots at once. This afforded him no guide or clue and he floundered around here and there vainly searching for the shoes. I asked him what good a stub kept by a customer was if he could not find the dup-



ON THE LEFT IS FRED LOVE, THE LITTLE SON OF F. W. LOVE, SHOE RETAILER, AYLMER, ONT., AND TWO REAL BLACK BEARS "BABE" AND "LITTLE SNOOKUM" TAKEN ON THE VERANDAH OF MR. LOVE'S HOUSE AND ON THE RIGHT IS ANOTHER VIEW OF THE BOY, THE BEARS AND THEIR TRAINER, JONAS RIGGLE. THE BIG BEAR GRABBED LITTLE FRED A MOMENT BEFORE THE PICTURE ON THE LEFT WAS TAKEN.

I could leave them until Monday, it would be a source of great accommodation to him and he would have them finished for certain. Although I needed the footwear I obliged him. When I called on Monday night I found that he did not know whether they had been touched or not. He asked me what kind of shoes they were, what was to be

licate on the shoes. He grew very insolent and as much as told me to mind my business. Finally, after half an hour search, he discovered the boots somewhere out of the heap, in the back of the shop, and they had not been touched. I think that a little more order and promptitude on the part of the average repair man would be appreciated."

PRIVATE HOGARTH KILLED IN ACTION

Private A. E. Hogarth who enlisted with the 170th Battalion, from which he was transferred to the 75th, after going overseas, is reported killed. Private Hogarth was an



THE LATE A. E. HOGARTH, OSHAWA, ONT.

Oshawa boy who spent several years in the shoe trade before joining the colors. He was on the staff of the Burns shoe store in Oshawa for a long time, and was also well-known in London and Chatham. Previous to signing up he was employed by Blachford, Davies & Co., Toronto, in the warehouse and latterly on the traveling staff.

WHY LEATHER IS SO HIGH IN PRICE

The demand for leather is greater than the supply—on account of the decrease in number of cattle, increased population and the European War.

Cost of tanning materials has increased 100 to 1,000 per cent. owing to blockade of certain ports.

Decreased supply of raw skins by curtailment of some of the supply centres due to the European war.

The freight embargo of Eastern railroads, due to the shortage of ships for carrying.

Increased marine freight and insurance charges owing to the war.

Export of huge quantities of sole leather to Europe.

Increased leather consumption in America, due to greater employment of labor all over the country and more money in circulation from increased business earnings.

WOMEN TO CATCH WOMEN

Women customs officers are again very active along the borders, and woe to the ladies who are detected by them. If the female watchers find a pair of shoes even on the feet, they go the limit, charge the price of the shoes and the duty as well. They have great power. On one Saturday recently, over 200 women were taken into custody in the Niagara Falls district.

HUSBAND AND WIFE DIE TOGETHER

A most sad occurrence transpired in Brampton on Saturday, March 10th, when Mr. Hugh Birss, vice-president of the Williams Shoe Limited, passed away early in the morning, suddenly, from heart failure, and at noon of the same day his

wife, Catharine Hossack, succumbed to heart failure as a result of shock.

Mr. Birss was sixty-six years of age. Born in Aberdeenshire, Scotland, he came to this country at the age of twenty, settling in Ingersoll, where he married. Soon afterward he moved to Walkerton, where he conducted a boot and shoe business for twenty-three years, after which the family moved to Brampton to become connected with the Williams Shoe Co.

The parents are survived by three sons—John and James of the traveling staff of the Williams Shoe Limited, Brampton, and William in the automobile business in Galt.

The double funeral took place on Monday, March 12th, to Brampton cemetery.

ADVISED HIM TO WEAR TAN BOOTS

A young man was complaining bitterly to a lady friend, so the story goes, about the high price he had to pay for his last pair of shoes. Whereupon she advised him to wear tan boots and let the Government pay for them. We reckon this girl is a pretty fair recruiting officer.

During the last heavy thaw that caused quite a number of puddles on the streets of Ottawa, one afternoon a smartly dressed young man was trying his best to avoid wetting his new tan shoes. As he came to a rather large puddle he hesitated a few moments before crossing it.

Two boys were walking behind him, and one said to the other: "Gee, Ted, look at that guy, he's afraid of getting his feet wet." To which the other replied: "You bet, Bill, that's why he hasn't enlisted, he's afraid of crossing the water."

DEATH OF MR. W. S. LOUSON

The many friends of Wm. S. Louison will regret to learn of his death, which took place at his residence, 364 Metcalfe avenue, Westmount, Que. He passed away on March 27th after a short illness. Mr. Louison was born on November 12th, 1865, in Montreal, and was manager of the Granby Rubber Co., for a number of years, after which he became connected with Ames-Holden, Limited, and later, Ames-Holden-McCready, Limited, of which he was assistant general manager, when he retired from the shoe arena some time ago to become president of Asch, Limited. The late Mr. Louison was a prominent member of the American Presbyterian Church, and later of Melville Church, of which he was on the board of management. He leaves a widow and two sons. The deceased was a member of the Country Club, the Canadian Club and a life member of the M.A.A.A. He was a gentleman of genial, kindly disposition, wide sympathies, and splendid business ability, which made him well thought of and well spoken of in every relation of life.



Wear REGAL SHOES
AND YOU'LL ALWAYS
HAVE SPENDING MONEY

It is the habit among women who watch show windows and who know and compare styles and qualities, to say, "I saw it at the Regal Shoe Store for less."

A quarter-century of experience is sewed and stitched into Regal Shoes—twenty-five years of persistent betterment, thus A BETTER SHOE, OF STANDARD REPUTATION, AT A LOWER PRICE. What more could you want?

IN GENTS' OR LADIES', FOR BUT \$6 UP

THE BIG, BRIGHT, NEW SHOE STORE
113 EIGHTH AVENUE WEST, CALGARY

HOOD & IRVINE

W. H. HOOD.
F. M. IRVINE
J. P. HOOD.

WE HAVE A FIRST-CLASS REPAIR DEPARTMENT.

A BRIGHT CATCHY ADVT OF CALGARY SHOE HOUSE

DUNLOP

RUBBER HEELS

The Master Line

"Live Rubber"—an expression now widely used by other makers of rubber heels—originated with "Dunlop."

And that's not the only thing which "Dunlop" originated and other manufacturers have copied.

But it is one thing to appropriate a manufacturer's slogan and quite a different thing to have what that slogan stands for.

Dunlop Rubber Heels have a superiority all their own—a wear-longer, walk-easier quality that twenty-two years' knowledge of rubber-made goods has made possible to impart to products branded "Dunlop."

Topmost merit in the heel itself, one-and-one-half cent rebate on each empty heel box, continuous and far-reaching advertising, make Dunlop "Peerless" Heels conspicuous as representing an extraordinary selling opportunity to dealers.

Three colors—Grey, Black, Tan—and all sizes.

Dunlop Soles Sell Readily

Know more about Dunlop Rubber Soles and the sales of same you are missing if the Dunlop Line is not now represented in your store.

Any jobber will give you all the details; show you why Dunlop Rubber Soles have the necessary resiliency, and why they are famous for good, long wear without the semblance of a crack.

We back you up with ample selling assistance and offer first-hand inducements to enable you to do a good, profitable trade in Dunlop Soles.

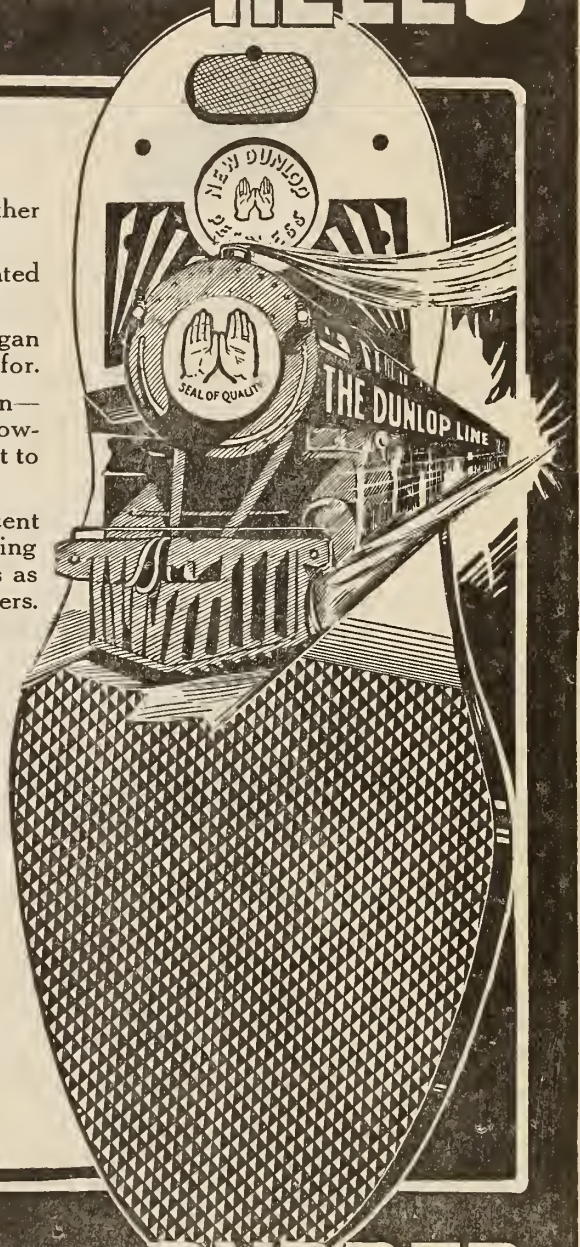
All sizes and colors Grey, Black, White and Tan.

A full line of Cements for all purposes.

Dunlop Tire & Rubber Goods Co., Limited

F. 5

H. 79



DUNLOP

RUBBER SOLES



WESTON SHOES

FOR

FORTY YEARS

Have proven themselves "Best to Wear" and "Best to Sell." And we are justly proud of their wonderful reputation.

It has been established only because of our ever watchful care in putting in materials and workmanship that we know will give durable wear.

There's an absence of freakishness in our

Women's, Misses' and Children's Shoes

They are sensibly stylish, yielding that comfort and fit that make them big sellers every day in the year.

They possess every shoe quality that appeals to prudent buyers.

*And so for years, and years, and years,
We constantly declare,
That Weston Shoes are "Best to Sell,"
Because they're "Best to Wear."*

OUR BRANDS ARE:

"DIAMOND"

"QUEEN CITY" and

"CANADIAN GIRL"

WESTON SHOE CO., Limited
Campbellford, Ontario

WILL CALL ON CANADIAN TRADE

F. O. Robinson, one of the firm of the Boston Leather Stain Co., of Boston, Mass., makers of the well known line of bleach known as "Cyclone" stains, edge inks, blackings, etc., will leave Boston on the 15th of April for Montreal, where he will be located at their Montreal office, the International Supply Co.. Mr. Robinson will be accompanied in his calls in this territory by Mr. Butler, of the International Supply Co. Both of these men are largely acquainted among the shoe factory buyers and manufacturing trade. The territory about St. Hyacinthe and Quebec will be thoroughly covered. This firm are meeting with excellent results in Canadian territory, and now that their products are to be manufactured on Canadian soil the sales should rapidly increase. From Quebec, Mr. Robinson will go to Ontario territory, and will be accompanied by Mr. Lincoln from the Kitchener office of the International Supply Co., the exclusive Canadian selling agents.

RUBBER COMPANY MAKES BIG PROFITS

The annual statement of the Canadian Consolidated Rubber Co., presented to the shareholders at the annual meeting this week in Montreal, shows net profits, after providing for bond interest and war tax, of \$827,580, as compared with \$534,978 a year ago, an increase of \$292,602. These are the equivalent of 29.49 per cent. on the common stock, as compared with 18.99 per cent. last year. After providing for preferred dividends of \$617,601, as compared with \$192,123 the previous year, an increase of \$425,478, a balance of \$209,979 was added to profit and loss account, as compared with \$342,855 in 1915, a decrease of \$132,876. It can easily be seen from this that the preferred shareholders could not be otherwise than satisfied at the large distribution they received when the disbursement of the previous year is taken into consideration. The balance now standing at credit of profit and loss amounts to \$2,900,097, as compared with \$2,690,118 the year before.

The profit and loss statement for the year compares with 1915, as follows:—

	1916	1915
Net profits after bond interest		
and tax.....	\$ 827,580	\$ 534,978
Preferred dividends.....	617,601	192,123
Added to P. and L.....	\$ 209,979	\$ 342,855
Previous P. and L. balance.....	2,690,118	2,347,293
Balance at credit P. and L.....	\$2,900,097	\$2,690,118

AD CLUB WILL ENTER APPEAL

A recent despatch from Calgary says: "The Calgary Ad. Club on the advice of their solicitor, A. M. Sinclair, has decided to appeal the decision of the police magistrate in the Douglas case to a higher court, and if the contention of Police Magistrate Davidson is confirmed by the higher court, then to procure an amendment to the criminal code at Ottawa, as it was intended when parliament passed this Act at the instigation of the Calgary Ad Club, that it should be an offense for a man to advertise goods for sale which he did not have in stock. The finding was as follows:—

Court: "On the evidence which was produced, I find that the boots which were advertised in the particular part of the advertisement of which complaint was made, were not in stock at the time of the advertisement, or on the day following. Under the section of the code under which this charge is brought, I do not think that is an offense. I do not think the section covers a case where a man advertises goods he has not in stock. It may be that this is not the interpretation of the section intended by parliament, but after reading it over and studying it carefully, I find no way in which

to interpret it to find a man guilty in case he has not the goods which he advertises. I consequently dismiss the charge."

A GREAT NUMBER

This issue of the SHOE AND LEATHER, while not the largest it has ever issued, is the best and most representative in many ways of any of its previous efforts. Our 1890 spring trade number probably represented the high water mark of trade journal advertising, consisting of over

AMERICA TRUE TO HERSELF

The address of President Wilson to Congress, calling upon the United States to join hands with those nations in Europe that are fighting upon the side of civilization and democracy, is worthy of this great nation, and its ideals. It takes rank with the loftiest utterances of public men of all times, and its sentiments and deliverance are worthy of a Washington or a Lincoln. Its conclusion has the ring that will give it immortality.

"It is a fearful thing to lead this great peaceful people into war, into the most terrible and disastrous of all wars, civilization itself seeming to be in the balance. But the right is more precious than peace, and we shall fight for the things which we have always carried nearest our hearts—for democracy, for the right of those who submit to authority to have a voice in their own governments, for the rights and liberties of small nations, for a universal dominion of right by such a concert of free peoples as shall bring peace and safety to all nations, and make the world itself at last free. To such a task we can dedicate our lives and our fortunes, everything that we are and everything that we have, with the pride of those who know that the day has come when America is privileged to spend her blood and her might for the principles that gave her birth and happiness, and the peace which she has treasured. God helping her, she can do no other."

two hundred pages, without including the engraved plates which we reproduced a few months ago.

This number is unique as having represented every class and section of the trade, giving special prominence to the development of the shoe trade in the West. The Buyers' Guide is the outcome of frequent requests for classified lists of shoe manufacturers, and has been compiled with great care from returns made by individual concerns.

The cover of this issue is one of its unique features, representing, as it does, very thoroughly the sport idea in shoes. The "Tony Red" imitation leather background throws into relief the Golf Girl with her fashionable colors of purple and gold, and the high cut sporting shoes.

The articles are thoroughly up to the minute, and should be read by every wide awake leather man, shoe manufacturer and retailer throughout the country, as bringing thought and opinion on shoe matters up to date.

It is fitting, also, that the issuing of this SHOE AND LEATHER JOURNAL's Easter Special should occur just at the time when the United States has taken its place side by side with those who are fighting the great fight of democracy. On this account the concluding words of the President's great speech quoted above are worthy of permanent place in the thoughts of all who wish to retain this number as a souvenir of the occasion. Hang it up for reference.



Bottoms of shoes that
are finished with

CYCLONE BLEACH and MAGIC STAIN

Heels that are finished with our famous
BLACK DIAMOND HEEL BLACKING

and edges that are finished
with our

KING EDGE STAIN

produce best results and
give satisfaction to manu-
facturer and consumer.



Cyclone Bleach Is the only effective preparation that will **remove those glucose spots, water stains** and all other discolorations from soles and give perfect results in finishing. Made in a variety of combinations, making it possible to produce Oak or Union effects on red leather, and a variety of other tints, including pure white, on any kind of sole leather.

CYCLONE BLEACH IS MADE IN CANADA

Magic Stain works in harmony with Cyclone Bleach, producing a hard, smooth, clean, bright finish. Used as single or double brush stain and made in a variety of colors. **TRY A SAMPLE GALLON NOW.**

GOLD BOND BOTTOM POLISH, IVORY WAX and our standard line of DRESSINGS will give your shoes a HIGH-CLASS, DURABLE FINISH.

BOSTON LEATHER STAIN CO.
109 Purchase Street BOSTON

SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO.

37 Foundry St. South
KITCHENER, ONT.

401 Coristine Building
MONTREAL, QUE.



Complete stocks of INKS, STAINS, DRESSINGS, POLISHES and WAXES at both stores. Cyclone Bleach in stock at Kitchener.

HAS JOINED THE INVICTUS STAFF

Ritchie Thompson, of Belleville, Ont., who has had a wide experience in the retail shoe line, being former manager of the Gorman Boot Shop in that city, and later, on the



RITCHIE THOMPSON, BELLEVILLE, ONT.

traveling staff of Blachford, Davies & Co., Toronto, looking after the Bay of Quinte District, has joined the force of Geo. A. Slater, Limited, and for the coming season will cover Manitoba and Saskatchewan for Invictus shoes. Mr. Thompson is well-known to the trade, and is a gentleman of pleasing address and genial manner.

JOLLY GATHERING OF LIVE SHOEMEN

The annual dinner tendered the staff of the Rannard Shoe, Limited, Winnipeg, by the officers of that organization took place at the Fort Garry Hotel, on March 22nd. Among



CHAS. F. RANNARD, WINNIPEG

the guests of honor was Mr. Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal. Mr. Tetrault and Mr. C. F. Rannard, president of the company, have always been

warm friends, and have had large and satisfactory business relations for years. Among others present were A. B. Rannard, M. L. Savage, Western representative of the Tetrault Shoe Manufacturing Co., and about twenty-five members of the selling staff of the three Rannard shoe stores.

After the numerous tempting things on an interesting bill of fare had been disposed of, an evening of speeches, song and music followed. Mr. C. F. Rannard, who was chairman, told of his experiences in the shoe trade and referred to the splendid results of the past year, and the gratifying gain in the business of the company. He spoke of his boyhood days when he shined shoes in Winnipeg, and among the many business men whose "understandings" he used to polish, was H. G. Middleton, wholesale shoe merchant. Mr. Rannard

Pick Out the Best Ad.

WHICH is the **BEST WRITTEN** and **BEST DISPLAYED** ad in this number? Write us your opinion in a short letter, giving your reasons, etc.—not over 150 words.

To the first **THREE** best answers we will send, *Post Free*.

READE'S "SALESMANSHIP." 296 pp.

To the next **THREE** best answers we will send, *Post Free*, either of the following:

TAYLOR'S "WHAT A SALESMAN SHOULD KNOW." 95 pp.

or TAYLOR'S "WHAT AN ADVERTISER SHOULD KNOW." 95 pp.

For the next **FOUR** best answers

WILLIAMS' "WHAT CAN I DO FOR YOU TO-DAY?" 75 pp.

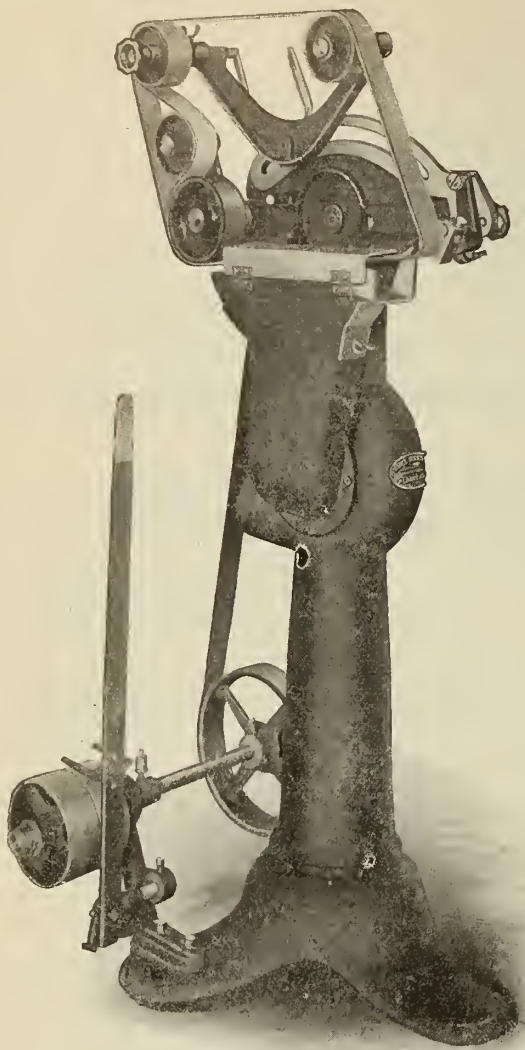
Encourage your salesmen to get these books or write yourself. If you want them without writing we will mail Reade's "Salesmanship," post paid, for \$1.50; for the Taylor Books, 75c. and 50c. for the Williams. Who will be the first ten?

Acton Publishing Co., Limited
1229 Queen St. West, Toronto

dwelt upon the success which had attended his efforts since starting in the shoe game, and thanked the members of the staff for their co-operation, enthusiasm and energetic work in helping to make 1916 the biggest and brightest in the history of the company.

Mr. Tetrault expressed to his hosts his very great pleasure at being present, and added that it was rather unusual for a shoe retailer to be entertaining a shoe manufacturer at a banquet. Naturally the invitation had taken him somewhat by surprise, but he was pleased to see such a fine gathering, and thanked Mr. Rannard, his brother and the members of the Rannard staff for their many kindnesses and consideration.

After the banquet, considerable time was spent by Mr. Tetrault and Mr. C. F. Rannard in talking over shoe conditions, and the latter placed with Mr. M. L. Savage, the Western representative of the Tetrault Shoe Manufacturing Co., an exceptionally large order for fall.



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.

Leaving a line to edge of heel that cannot be obtained by any other method.

Manufactured by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

JUDGMENT RESERVED IN NAME CASE

At the Supreme Court of Appeal in Fredericton, N.B., an argument in the case of the Palmer Shoe Pack Co. over the decision of Chief Justice McLeod, respecting the alleged infringement of the trade mark by the Palmer-McLellan Co., was continued by Mr. Gregory, K.C., for John Palmer

We've Solved the Problem of
SHOES
For Boys and Girls



The question of shoes for little people is an important one to every family and in the solution of which this store is singularly successful. We know how to shoe little folks to their own and their parents entire satisfaction. We fit them carefully for comfort and best wear.



'Classic' Shoes Are Leaders

"Classic" shoes for boys and girls have been for years and still are, the standard of excellence. We have them for Misses, girls, children and infants, in patent leather with kid or cloth tops. Also, fine vici kid, chocolate and red kid, and patent, in infants' sizes, 2 to 5's.

Little gents' and youth's, "made just like father's", in fine calf skin and patent leather.

We invite your early inspection of our big range now ready for the Christmas trade.

John Agnew Ltd.

S—BIG STORES—S

Largest Shoe Retailers in Ontario.

AN INSTRUCTIVE AND POINTED ADVERTISEMENT BY LARGE WESTERN ONTARIO FIRM

Co., Limited. He was followed by Mr. M. G. Teed, K.C., and also by the opposing counsel, Mr. H. A. Powell, K.C. and Mr. P. J. Hughes. The judges in this case are Justices White, McKeown and Barry. The Court reserved judgment.

WHAT ABOUT BOOTS THAT LEAK

"Yes we get many peculiar requests for allowances or credit notes," remarked a Montreal shoe manufacturer last week. "I will not say that we are perfect neither are our customers. Here is a pair of shoes sent in by one of our Western patrons with the request that we give him a credit note for five dollars and seventy-five cents. The shoe, as you see, is a storm calf, with bellows tongue and full double viscolized sole and rubber welting. It is as nearly wet-proof as any boot can be. No boot was ever made that I know which will absolutely shed water. The dealer writes that the 'shoes leak,' and they have 'bcen worn only a week.' I replied that if the purchaser wanted to get something for wading through the streams and lakes he had better buy hip rubber boots. I know there are leather shoe manufacturers who claim that their storm boots will shut out water effectively. Judging by the use this pair had been put to, the test would have caused a galvanized steel reservoir to spring a leak."

DEATH OF J. B. THOMPSON

John Barker Thompson, died in Toronto, on March 20th, aged eighty-seven years, from an attack of pneumonia. He was a son of the late Thomas Thompson, sr., who founded the Mammoth House in 1834. For many years, the deceased continued the boot and shoe business established by his father. He also learned the printing trade in his youth, and was a frequent contributor to various publications in Toronto, possessing considerable facility as a writer of poetry. Mr. Thompson's wife died three years ago and he leaves several sons and daughters.

American Views on Styles for Fall Footwear

Men's Fall Footwear

PERFORATIONS will be seen all over some shoes and it is believed this style of ornamentation will prevail on high grade lines for sometime to come. Vamps, front stays, counter foxings and tops all come in for more or less perforation. Regular whole vamp lace boots will predominate, with circular seam bals, also going good. Blucher cuts and button boots will be seen in the usual proportions.

Instep and ball-saddles, lace stays, counter foxings and wing tips all will assist in directing attention to the new lines.

New shades and weaves in cloth topping never attempted before will add style and distinction.

Last season some new lasts with real narrow, almost pointed, toes with a recede drop were brought forth, but retailers did not then consider that the time was right to buy heavy on new lasts. Now the factories are going to bring them forth again, and with more confidence that the time is at hand to interest the trade in these new lasts.

Combinations in cloth and leather and two-tone leathers are featured and it is predicted that they will sell readily. A number of the cloth top samples will be trimmed with edge binding to match the vamp, or will be of a different color than either the vamp or the top, but the binding and buttons will harmonize.

Vamp lengths still stay at 4 to 4½ inches. Heels range from 7/8 inch to 9/8 inch with broad base effects. Edges and shanks are about as last season, with the square shank trim on all flat lasts.

Colored cordovan is featured strongly and used in combinations with pigskin, alligator and other grain leathers. All patent colt shoes, Scotch grain and various shades and weights in boarded leathers are shown in each line.

In upper stocks, colored shoes lead, with dark brown, cherry, mahogany and light and medium tans, comprising about 35 per cent.; gun metal and domestic wax calfskin 30 per cent.; patent colt and kid 15 per cent.; black and colored kid 5 per cent., and the balance in colored cordovan, pigskin, alligator and other grain leathers.

Women's Autumn Creations

Longer vamps will be called for. Three and three-quarter inches will be the average length, but many will be sold with almost a four-inch vamp. With long vamps will come pointed narrow toes. The tooth pick last will most likely prevail. For covered heels nothing is prettier than the Louis. It will be used extensively in two and an eighth inches heights. Light weight welts will be prominent, women preferring light to heavy shoes. Stitching instead of perforations will be more popular. Imitation straight tips, wing tips and other fancy frills will be made with the stitching. This stitching will also go on vamps and lace stays. Wave tops will be used on extreme high shoes, as extra high cut shoes are hard to fit around the calf. Hence the wave top, high in front and cut away in the rear. Eight and a half and nine inch straight tops will have the preference, unless wave tops prove so popular that the demand forces them into lower cuts.

Cloth, buck and suede look good, especially when used in combination with kid, patent and dull leather. These loom up as likely sellers. Such combination as patent leather vamp, full foxed, with white cloth top, or grey suede top should sell. These combinations with dull leather vamp or colored kid vamp should go. Cloths, specially to the trade that features \$7 and \$8 boots, looks strong. While

combinations may have the call a lot of preference will be given to harmonious effects, such as grey kid vamp and grey cloth or suede upper. Certain shoe merchants are now predicting that black and white combinations, all white and all grey and grey in combination effects will be the best sellers for early fall. Grey footwear has been having a wonderful run. There is every expectation of its continuance during the spring season and through the fall and winter. Grey is such a neutral color that it may be worn with almost any costume. Retailers have bought heavily of this color for spring and those placing orders for fall have taken to this shade. Everybody is expecting white footwear to have its greatest run this coming season. This wave of popularity will probably carry white footwear into the fall.

PROPER APPLICATION OF CEMENT PATCHES

In this article I will endeavor to outline a correct and successful manner of applying cement patches, giving several points which will be of interest to all, and to those that are fully acquainted with the work will be a great help and time saver, making possible a lasting and satisfactory job, says the "Shoe Repairer and Dealer."

The points are to make the patch first, not to prepare the place on the shoe beforehand, as I have seen done, as it is a harder matter then to prepare the patch to fit and to make it stick well and to be invisible. The great trouble with the cement patches is the peeling of the edge. This is caused mostly by the patch being a trifle large and the edge of same lapping over the prepared surface of the shoe and coming in contact with the glazed surface or finished smooth surface of the stock of shoe. As a matter of fact, the least overlapping of the edge of the patch will spoil the job. The feather edge turns up, and various causes, such as cleaning, shining the shoes, etc., will bring them off.

The first thing to do is to cut the patch the exact shape and size, then skive down the edge of patch and lay it on the place on the shoe to be covered. Every shoemaker should have a small amount of regular blackboard chalk. A good big thimbleful will last a long time. After laying the dry shaped and skived patch on the place to be covered, while holding firmly with one hand, dip the finger into the pulverized chalk and wipe the edge of patch all around, making a plain chalk ring. The chalk will then cover the edge of the patch and will make a chalk ring around the shoe surface also. Now, before removing the patch, take a blunt soft lead pencil and make a heavy straight mark across the chalk line at one side of the patch. This pencil mark gives an exact position and starting point for replacing the patch. Now the patch may be removed and the chalk mark will show the exact line of surface to be prepared for the cement. Upon replacing the patch ready to stick, get the pencil marks exactly in line, then you are sure to get your patch placed correctly. After smoothing down patch, use a hot heel burnishing iron, working from the centre of patch out toward the edge. The edge is the main place to work on; the heat of the iron will help move the edge and shift the same to its proper place. The patch can be tapped lightly with the hot iron, which makes the work more firm and helps to complete the work of an invisible patch.

I have seen a great deal of work that was not satisfactory because the plan of process and work was not uniform and scientifically carried out.

BRUSHES

FOR **Power and Treeing Room** IN **Bristle Yarn Seersucker**

We are now shipping from our Montreal warehouse the well-known brushes manufactured by the American Brush Co., Springfield, Mass.

We are sole Canadian agents, and can supply shoe manufacturers in quick order. There are no better brushes.

Parker - Irwin Limited

Largest Shoe Manufacturers Supply House in Canada

MONTREAL, QUEBEC



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.

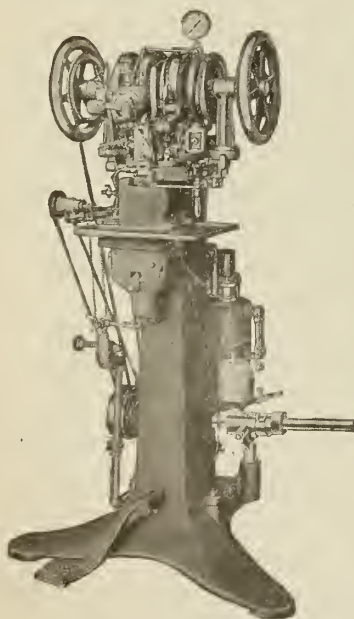
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

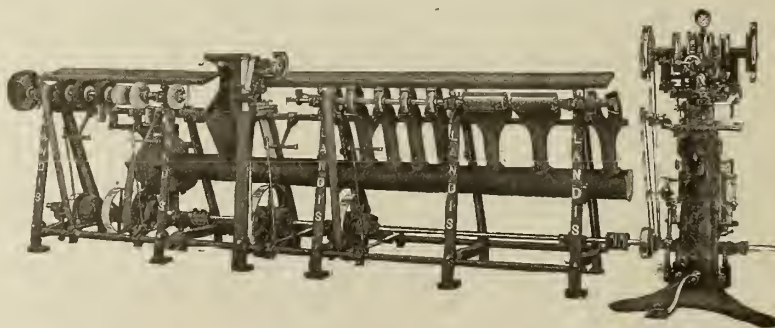
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price 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



AMONG THE SHOE MEN.



L. S. McKindsey, of Hamilton, Western representative of the W. B. Hamilton Shoe Co., Toronto, left last week on an extended selling tour throughout the prairie provinces.

David Marsh, of the Wm. A. Marsh Co., Quebec, is in Winnipeg on a business trip.

D. R. Hawley, of Toronto, who has been spending the past few months in New York City, has returned and is out on his fall selling trip, covering Ottawa, Montreal and Eastern Ontario for Getty & Scott, Limited.

Fred. H. Ahrens, of Charles A. Ahrens Limited, of Kitchener, Ont., along with L. W. Hanson, manager of the Toronto office of the United Shoe Machinery Co., visited factories in Cincinnati, Columbus and Portsmouth, Ohio., manufacturing stitchdown shoes. Charles A. Ahrens Limited, are meeting with great success with their stitchdowns.

W. G. Fallen, who represents Getty & Scott, Limited, of Galt, Ont., covering British Columbia and Alberta, L. Walden and Julius O. Kuechler, who look after Saskatchewan and Manitoba, are now out on their territories with the finest and most representative range of fall samples ever turned out by the firm.

A. H. Clark, who represents Scott-Chamberlain, Limited, of London, in the Western provinces left recently, and will be absent several weeks on an extended selling tour.

John Dunbar, of Scott-Chamberlain, Limited, London, spent a few days in Toronto recently on business.

H. C. Durgin, who has been superintendent of the factory of Chas. A. Ahrens Limited, Kitchener, Ont., for the past three years, is succeeded by Wm. S. Fox, a superintendent of wide experience and thorough knowledge of modern shoemaking.

H. Devor, shoe dealer, has moved to his large new store, 63 St. Paul street, St. Catharines.

John F. Clark, of Clark Bros., Limited, shoe manufacturers, St. Stephen, N.B., and Mrs. Clark spent a few days in Toronto and Montreal last week on business. Mr. Clark who called upon a large number of members of the trade, reports that his firm are very busy and their plant operating to capacity.

Fred. H. Ahrens, of Charles A. Ahrens Limited, Kitchener, Ont., will for the coming season cover that portion of Western Ontario, until recently supervised by J. J. Lembke. He expects to start out along with the other Ontario representatives of the firm immediately after Easter.

Robert Wall, who represents the Perth Shoe Co., of Perth, Ont., in the Western provinces, left recently on an extended selling trip. He will go right through to the coast. John Glossop is representing the company in Ontario, George E. Boulter in Toronto, and W. S. Pettes in the cities of Montreal, Ottawa, Quebec and the Maritime provinces.

R. Neill, Limited, has been incorporated with headquarters in Peterborough, Ont., and a capital stock of \$300,000. The company conduct shoe stores in Peterborough, Lindsay, Galt, Guelph, Barrie, and other cities in Ontario. The head of the organization is Robert Neill, and the general manager, R. J. Kidd.

J. G. Settle, who represents the Murray Shoe Co., of London, in Toronto, Eastern Ontario and Quebec, was in Toronto last week showing a splendid range of samples.

W. C. Myers, Ontario representative of the La Parisienne

Shoe Co., Montreal, has received the news of the death of a cousin, Gunner John Myers, of Lytham, Eng., who enlisted with the R. F. A. and died as a result of an operation for appendicitis at Blackpool, Eng. Deceased leaves a widow and three children and has six brothers at the front doing their duty for King and country.

John Ritchie, of Quebec; N. Tetrault, of Montreal; H. D. McKellar, of Kitchener; and O. H. Vogt, of Elmira, were among those in Winnipeg on business recently.

Ed. R. Lewis, 21 Scott street, Toronto, spent a few days recently in Philadelphia on business.

Tenders are being received by the joint liquidators for the stock of the Merit Shoe Shop, Limited, 510 St. Catherine street west, Montreal. The stock and factory are valued at \$21,699.23, and the time for receiving bids expires April 9th.

Thomas Wilson died in Toronto recently at the advanced age of 85. Deceased was a native of Tetbury, Gloucestershire, and came to Canada in 1882. He settled in Milton, Ont., where for 30 years he carried on business as a shoe merchant.

MAKE USE OF THE STRING

Hang Up this Edition of the "Shoe and Leather Journal." It is Well Worth Keeping.

He had lived in Toronto for the last three years. Two daughters, Mrs. E. Hanmant and Mrs. Alfred Winn; one son, E. J. Wilson, and twelve grandsons survive.

Fred. R. Foley, shoe retailer, of Bowmanville, Ont., has just concluded his sixteenth anniversary sale, which was in every way a signal success. He reports that business is exceptionally good, and says the public seem prepared for high prices, and are paying them quite cheerfully.

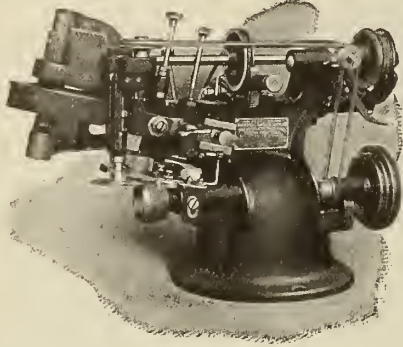
Richardson's Limited, 216 Eighth avenue west, Calgary, have opened a second store in that city in the premises formerly occupied by the Diamond Clothing Co., at 136 Eighth avenue east. This move has been made in order to take care of the constantly increasing business of the firm. It is understood that the store at 216 Eighth avenue west will also be enlarged in the near future.

The wholesale shoe firm of H. G. Middleton Co., Winnipeg, Man., who made an assignment some time ago, is being continued by Mr. Middleton, who bought in the stock and book debts, and effected satisfactory arrangements for the carrying on of the business.

Geo. H. Wilkinson, of Windsor, is installing a new front to his store, having two doors, one leading into the store and the other direct to the repair department in the basement. During the past week a demonstration of foot specialties, manufactured by the Canadian-Arrowsmith Manufacturing Co., was held in Mr. Wilkinson's store, under the direction of R. J. Orr, of Toronto.

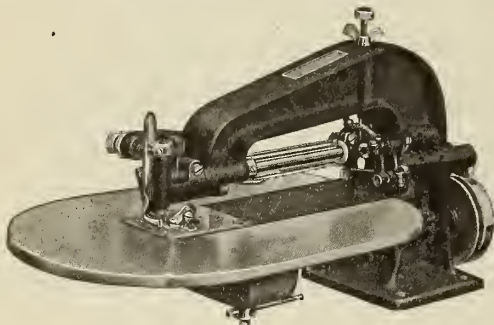
George J. Cowling, of Toronto, who represents the firm of Gourlay and Fogelberg, Limited, Kitchener, has been on an extended fall selling trip throughout the Maritime provinces.

PEERLESS MACHINES



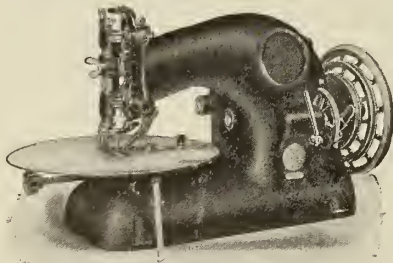
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

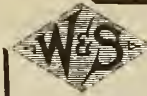
No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.



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

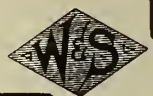
For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

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



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

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.

R. B. Chalue, of Toronto, left last week on an extended selling trip throughout the Prairie provinces.

Thomas Bennett, has been appointed Western Canada representative of the James Muir Co., Montreal, succeeding G. C. Wilson who covered the ground for several years, and is now superintendent of the plant, which duties he assumed a few weeks ago.

J. Methot, who was formerly foreman of lasting room of the Star Shoe Co., has accepted a similar position with Gagnon, Lachapelle & Hebert, Kent street, Montreal.

A handsome brass tablet has just been erected in the rotunda of the Central Y.M.C.A., Montreal, to the memory of the late L. H. Packard, of Montreal, by one of his intimate friends, to commemorate his zealous work in the interests of the Association. The inscription reads: "In affectionate remembrance of the late L. H. Packard, a Director of the Young Men's Christian Association from 1876 to 1914, and treasurer for over twenty-five years. Like his Master, he went about doing good, for God was with him."

T. A. Karn, of the Karn Shoe Co., London, Ont., has been spending some weeks in California.

The stock of E. M. Foster, shoe dealer, Jasper avenue, Edmonton, who recently made an assignment, the assets being \$11,000, and the liabilities \$28,000, was sold by auction to J. C. Moreau, at 73½ cents on the dollar.

Mr. Stewart, of the F. S. Newman Co., Limited, spent a few days in Toronto and Montreal last week on a buying trip.

W. Patenaude, formerly with the Canadian Footwear Co., has joined the firm of Gagnon, Lachapelle & Hebert, Montreal, as foreman of their stitching room.

John White, of Toronto, passed away on March 27th, in his 80th year. He was born in Edinburgh, Scotland, and came to Canada at an early age. For thirty-four years he was shoemaker for the Ontario Government in the Central Prison, retiring only a few years ago. He leaves five sons and four daughters. Two of the sons, Hugh White and John White are members of the White Shoe Co., Limited, wholesale shoes, Toronto. The late Mr. White, whose wife died some nineteen years ago, was a member of the Presbyterian Church, and a great temperance worker.

E. E. Bird, of Boston, Mass., who represents the Davis leather plants, spent a few days recently in Newmarket and Kingston.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, and Harold W. Davis, of A. Davis & Sons, Kingston, are spending some time in California.

The new lines of the Independent Rubber Co., Merriton, Ont., are taking exceptionally well with the trade. Travelers for the "Kant Krack," "Dainty Mode," and the various other brands manufactured by this firm, report that placing business is coming in as never before in the history of the trade. The Independent Rubber Co., which was established six years ago, has had a splendid record of success and expansion, and the coming season bids fair to be the best that it has ever enjoyed. The placing business has been exceptionally active so far, and Independent lines are meeting with not only increasing sales, but a large number of new customers will handle them in 1917.

James Holmes and G. H. Murdoff, who opened a new shoe store in Trenton a few weeks ago, have a very attractive establishment and are doing a splendid business.

Jos. Johnson, shoe retailer, 479 Parliament street, Toronto, who was laid up for several weeks with an attack of pneumonia, is able to be around again.

A. C. Clark, shoe sales specialist, has been spending the past few weeks in Toronto where he has been conducting a sale for one of the Toronto shoe merchants.

The Slater Shoe Store, which has carried on business at 127 King street east, Hamilton, for the past five years, is being discontinued. Mr. Smeze, who has been a member

of the staff for some time, has joined the Walk-Over Boot Shop, Toronto.

The style of the Toronto Leather Co., has been changed to the Toronto Leather Novelty Co., and a new partnership formed.

James Patterson, Limited, has been incorporated with a capital stock of \$50,000, and headquarters in Montreal. The company is empowered to carry on the business of tanners and manufacturers of and dealers in rubbers, boots, shoes, etc.

William Sharman, shoe retailer, of Goderich, Ont., is spending a few months in California, where he will remain until the end of May.

R. J. Orr, special representative and demonstrator of the Canadian-Arrowsmith Manufacturing Co., Niagara Falls, Ont., left last week on an extended business trip throughout the Western provinces. Mr. Orr will be absent for five weeks, and will visit all the leading towns and cities of Manitoba, Saskatchewan and Alberta.

Leather for shoe manufacturing purposes comes under two broad classifications, upper leather and sole leather, these, as their names imply, being used respectively for the sole and for the other portions of the shoe. The upper leathers most commonly used are calfskin, coltskin, or horsehide and kid. Calfskin comes in various finishes, patent, wax, bright, dull, boarded, and velvet. Coltskin and horsehide are used principally as the bases for patent leather, but they are also employed in dull finish for men's high-grade shoes. Kid may be glazed, patent, pebbled, or morocco, according to the tanning process.

At the funeral of the late W. P. Francis, of Quebec, vice-president and general manager of the John Ritchie Co., which took place to Brockton, Mass., wreaths were sent by the Quebec Shoe Manufacturers' Association; Beardmore & Co., Toronto; Davis Leather Co., Newmarket; Richard Freres, Quebec; H. V. Gale, Quebec; Robson Leather Co., Oshawa; E. A. Shee, Quebec; Collis Leather Co., Aurora; United Shoe Machinery Co., Quebec; employees of John Ritchie Co. and others.

Cobourg ratepayers carried a by-law recently, granting the Cobourg Felt Co. a loan of \$10,000 which is to be repaid in ten annual consecutive payments.

President Walter Brown of the Trades Council, Toronto, who is also business manager for the Boot and Shoe Workers' Union, reports that all the local contractors but one have signed contracts with the union. In Hamilton the same state of affairs exists, as only one firm refused to sign, the others having agreed to arbitration. The arbitrators selected are Judge Snider, of Hamilton (chairman), J. Valentine, Waterloo, for employers, and Walter Brown, of Toronto, for the union.

A. J. Beer, of Summerland, B.C., dealer in boots and shoes, is closing the West Summerland branch.

W. Cathcart & Co., dealers in boots and shoes, of Victoria, B.C., contemplate re-organizing.

Philip Pocock, of the London Shoe Co., London, Ont., was in Montreal and Quebec on business last week.

J. B. Douglas, of Calgary, was a recent visitor to the trade in Toronto and Montreal.

A decided note of confidence runs through the institution of Coates, Burns and Wanless, London, confidence in the demands the season of 1917 will bring and in the provisions they have made to meet them. Four large flats and the basement are heavily stocked with selected and reliable shoes, embracing men's, women's, children's and infants' lines, in heavy and fine goods. The firm reports that business this year, so far, is away in excess of what it was in 1916.

The Rosedale Shoe Repair Co., has started business at 1155 Yonge street, Toronto. Charles Culbertson is the proprietor and has had many years experience in this line. He has added a 22-foot outfit, with stitcher, supplied by the United Shoe Machinery Company.

For any kind of Leather or Shoe Fabric

SIDE LEATHER

Shoe uppers in chrome and combination tannages.

HARNESS LEATHER

In smooth and split for collars.

COUNTERS

Fibreboard and leatherboard, and pancake innersoles.

SHEEP LEATHERS

Shoe and fancy, black and colors in chrome and bark tannage.

GLAZED KID

Black and colors.

SHOE FABRICS

In wool, corkscrew silk and Wyclo.

ED. R. LEWIS

21 Scott Street :: TORONTO

Phones { Office, Main 2579
Residence, Beach 2298

Salesman, R. E. BENNET
Phone Junction 4775

We are now representatives for BOSTON WOVEN HOSE AND RUBBER CO. for FIBRE SOLES and HEELS, the peer of all leather substitutes

The British Wood Heel Co. Limited

MANUFACTURERS OF

Wood Heel Blocks

Slipper, Louis, Parisian, Cuban, Military, etc.

Covered Heels

Blocks covered in celluloid, enamel, kid, skiver, canvas or any material or color.

Butt cased Louis and Military Heels.
Specialties: White stitching on colored leather.

Models to any design. New models got out by arrangement.

Write for Prices and Further Particulars

LONDON, S.E., [ENGLAND

Factory and Offices: Windmill Road
WEST CROYDON



Awarded Gold Medal Turin Exhibition, 1911

Charles Boskowitz, who represents the Standard Shoe Machine Co., of Lawrence, Mass., has been calling on the trade throughout Canada, and was a recent visitor to Quebec City.

La Parisienne Shoe Co., of Montreal, have issued some very attractive show cards displaying many of their latest shoe styles.

Edgar A. Shee, who represents the Robson Leather Co., as well as the Collis Leather Co., is moving from his premises on St. Valier street, Quebec, to a new and commodious two-storey solid brick building which he has erected on Belleau street, Quebec. The dimensions of the building are 36 x 40 feet. Mr. Shee expects to have everything in readiness for occupation of the new premises about the 1st of May.

Lachance & Tanguay, of Quebec, are working on a new line of felts for infants', children's, women's, misses', men's, youths, and boys' black and colored felts. They expect to have their line completed in the course of a couple of weeks. They are making these in conjunction with the leather goods as well.

Omer Clement, of Max Clement & Sons, Quebec, accompanied by Mrs. Clement has gone on a trip to Florida.

James Campbell, who has been connected with the shoe department of the Paquet Co., Quebec, for several years, has taken an important position with the Walk-Over Boot Shop, St. John street, Quebec.

J. P. Walter, late of Goderich, has started in the shoe business in Listowel, Ont.

The International Time Recording Co. of Canada, Limited, Toronto, have issued a neat little booklet entitled, "Precious Moments." It lays emphasis on the value and importance of saving time. For thirty-five years, this firm have been laying stress on the preciousness of time, and the first instrument ever manufactured and sold to record time was made by them. In every country in the globe, International time recorders have brought system and saving into many establishments. International time recording clocks are the only authentic way to measure time, and eliminate mistakes and disputes.

Spurgeon & Co., who have been in the shoe business in Picton, Ont., for the past three years, are removing to Campbellford, where they have secured suitable premises.

Fred. P. Beemer, of Toronto, Western Canada representative of the Blachford Shoe Manufacturing Co., who has been ill, is able to be around again. He will leave shortly on an extended business trip going as far as the Coast.

McIntosh & Nimmo, have opened a new shoe store in Collingwood, Ont. They are both thoroughly experienced young men, and should meet with every success.

New clicking machines have been added to the sole cutting department of Daoust, Lalonde & Co., Montreal, and the firm have increased their output by three thousand pairs a week. Every branch of the factory is rushed to the limit.

W. A. Lane, of W. A. Lane & Co., Montreal, has returned from an extended visit to Philadelphia and other cities. His firm have been appointed Canadian distributors for John R. Evans & Co., Philadelphia, the well-known standard upper leather house. Messrs. Lane & Co., will carry a large stock of dull and glazed black kid, cabrettas, sheep skins, patent, and other lines.

The shoe store of William Seigel, Waterdown, Ont., was completely gutted by fire recently. The loss on stock and building was about \$4,500.

A. Sneddon, shoe repairer, 211 Danforth avenue, Toronto, has added a gearless sole cutting machine to his equipment.

C. J. Miller & Sons, Limited, of Orillia, Ont., have been incorporated, with a capital stock of \$100,000. The incorporators are C. J. Miller, John C. Miller and L. R. Miller, and the company is empowered to carry on business as

tanners and hide and skin dealers. The firm make Empire Union Oak harness leather.

F. G. Lockett, of the Midland Shoe Co., Kingston, was in Montreal recently on a business trip.

The Electric Shoe Repair Co., 1066 Queen street west, Toronto, have added a McKay sewing machine, Model S, for repair work.

The T. Sisman Shoe Co., of Aurora, Ont., has installed a 9-foot gearless sole cutting machine, Model 7, and a McKay sewing machine, Model B. The Levine Leather Co., 475 Queen street west, Toronto, have added a summit splitting machine, Model M. The J. W. Hewetson Co., of Brampton, have installed a Goodyear rapid lock stitching machine, Model M. F. C. McCordick, tanner, of St. Catharines, has put in a welt cutting machine, Model F.

V. E. O'Reilly, Montreal, stock manager of the Walk-Over Boot Shops, spent a few days in Toronto recently on business.

James O'Brien, of Gardiner, Maine, and Arthur Coughlin, of Beverly, Mass., who have been on the staff of the Walk-Over Boot Shop, Toronto, for some years, have enlisted with the 109th Battalion overseas force.

R. E. Bennet, salesman, with E. R. Lewis, leather dealer, Toronto, announced on March 6th a second edition of himself weighing nine pounds. Mr. Bennet is receiving the congratulations of his friends.

The assets of J. A. Beland, shoe dealer, Montreal, were sold recently.

The Breithaupt Leather Co., Kitchener, subscribed \$5,000 toward the Canadian Patriotic Campaign, which was conducted in Kitchener recently, and their generous donation was much appreciated by the managers of the fund.

McDonald Bros., have removed their boot and shoe business back to the old stand at 320 Charlotte street, Sydney, N.S. The store has been thoroughly renovated, and a new modern front installed.

J. E. Pare, sales manager for Dufresne and Locke, shoe manufacturers, Montreal, spent a few days in Toronto last week on business and in calling upon the members of the trade.

M. Mok, of the selling staff of the Scholl Manufacturing Co., Toronto, delivered an interesting address before the employees of H. & C. Blachford, Limited, Toronto, recently, on the anatomy of the human foot. Every member of the staff stayed for the instructive talk in which many instructive points were brought out.

CLASSIFIED ADVERTISEMENTS

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

RETAIL SHOE SALESMAN, familiar with and thoroughly experienced in all lines of high class footwear, desires change—would prefer the West. Can furnish first class references both East and West. Box 46, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SHOE BUYER AND MANAGER—Age 38 years—open for position—18 years retail experience—3 years' departmental store. Box 44.

FOR SALE.—One McKay Sole Sewer complete, nearly new—in first class condition. One Singer Patching Machine, etc. Also a Power Finisher, three scouring wheels, two brush wheels, two leather pad wheels; one rubber padding, and one felt padding wheel, trimmer, cutter grinder and rotary finishing irons, all nearly new. Owner retiring from business. What offer? Box 42, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

RED

T

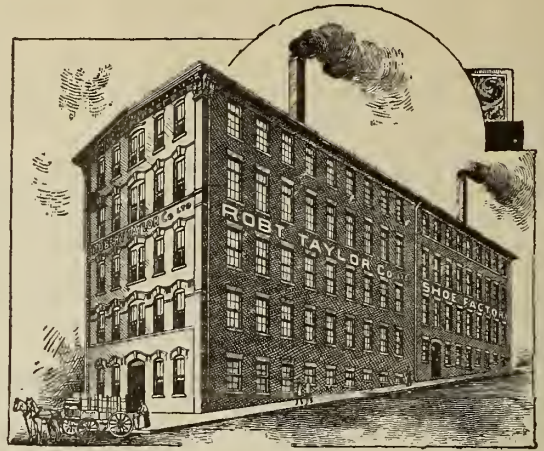
SHOE

100% Value in Leather and Shoemaking

SOLID**Through and Through**

You cannot recommend *Taylor's Red T Shoes* too highly. They will bear out all you can say of their *Quality*. They *Satisfy the Wearer* and are *Profitable to the Seller*. They *Make Customers and Keep Them*.

Our McKays, Standard Screw and Peg Shoes have no superior in Style, Make and Fit.



OLDEST SHOE FACTORY EAST OF QUEBEC

The Robert Taylor Co. Limited
Halifax - Nova Scotia

F. J. WESTON & SONS TORONTO

OVER FORTY YEARS OF SERVICE

We thank our customers for the privilege and the largest season's business on record for Spring. Our agents will soon meet you with samples for Fall, 1917.

EXPERIENCE SHOULD COUNT

During the strenuous times ahead ours is at your service. The larger your orders the better we can serve you. Early placing will be to your advantage, as material and labor will advance, and the securing of these will be a large factor in making early completions for Fall deliveries.

1875

1917

LEADERS THAT ALWAYS SELL

WESTON'S "IRONCLAD" Reg. Trade Mark Children's Shoes.

WESTON'S "ALBANY'S." The best fitting women's shoe.

WESTON'S Jobbing Specialties from more than 25 of the best factories.

Wait for Weston's Traveller (the old firm) he is posted.

F. J. Weston & Sons, 51-53 Wellington St. W., Toronto

J. T. Walters, 103 Shuter street, Toronto, has put in a 12-foot repair outfit, Model N.

Ed. R. Lewis, of Toronto, has been appointed special representative for the Boston Woven Hose and Rubber Co., of Boston, for their well-known lines of Fibre Soles and Heels. The general appearance and style of these lines are very attractive. The fibre sole is a composition of high grade rubber into which a considerable quantity of prepared fibre is worked. This serves to stiffen and lighten the sole and give it as much as possible the appearance of leather. It also adds to the durability and service of the shoe. This new material waterproofs the bottom of the boot and makes the shoe safe and comfortable. Fibre soles will take the close stitch of leather, preferably eight to the inch, will edge trim and finish as attractively as leather. The soles come in various thicknesses and styles and also in different colors.

Stirring tribute to the memory of the men of the J. Leckie Co., Limited, Vancouver, B.C., who have donned khaki was paid by the employees of the firm recently, when the honor roll was unveiled in the company's offices. The ceremony which was conducted by Mr. W. H. Leckie in the presence of about one hundred employees, was solemn and impressive and recalled to mind the sacrifices which are being made daily by the boys at the front. Sergt. Wells, who has already seen much fighting overseas, related some of his experiences on the battlefields of France when he unveiled the honor roll and also made appropriate reference to the former members of the J. Leckie Co., Limited, who are actively engaged fighting the Huns. All told twenty-five members of the firm have enlisted, four of them having paid the supreme sacrifice.

A recent despatch from Sydney, N.S., says: "The shoe dealers of the city called on the Mayor this week to ask for protection for their interests. This was on account of a representative of an outside shoe concern who is coming here to open up for business, they claim for a short term only. According to their story this man handles stock which he claims he can sell at a lower figure than local dealers. His plan, they say, is to come to a city or town, get assessed and pay only the usual fee for business, whereas he should come under the Peddler's Act, as he stays but a short time, and pay the license required under the Act. This should be made commensurate with amount of money he would take from the city. The dealers requested that the city protect the citizens. Mayor Muggah stated that nothing could be done in the matter as the man had complied with all

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**
491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.

the requirements of the city ordinances, and that he would not prevent him selling.

A federal charter has been granted to the Montreal Last Co., Limited, with a capital stock of \$45,000, and headquarters in Montreal. The company is empowered to manufacture, sell and deal in lasts, trees, forms, dies and patterns of every description.

A. W. Dubois, representing Charles K. Fox., Inc., Haverhill, Mass., is spending a few days in Toronto on business.

S. Gloud representing the Leach Shoe Co., Rochester, N.Y., was in Toronto and other cities this week.

P. J. Kelly, men's furnisher, of Stratford, Ont., has added a shoe department for men.

Chisholm Bros. have moved into their fine and splendidly equipped new shoe store at 1680 Dundas street, Toronto. The new home is admirably lighted and well laid out, while the fixtures are in Belgian grey and represent the last word in neatness and attractiveness. The opening was held this week amid music and flowers, and a splendid showing of smart footwear models for spring.

The George E. Keith Shoe Co., Brockton, Mass., have manufactured a sample "leatherless" shoe which it has been exhibiting. This shoe can be manufactured so as to sell at a reasonable price, and may be sold for \$4.50, while the same shoe made up in leather and kid would cost at least \$10 or \$12. The shoe represents one of the new high top spring models with vamp and uppers made of clothoid.

THE NEW
UNIQUE TRADE
MARK OF THE
COBOURG FELT
CO., COBOURG,
ONT. THE "K"
IN KIMMEL HAS
FOR MANY
YEARS BEEN
SYNONYMOUS
WITH QUALITY
IN THE FELT
SHOE BUSINESS





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

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
 Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited



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.

NEWSY BRIEFS FROM QUEBEC

John Pothier, of Redmond & Co., Limited, Montreal, was in town on business recently. He reports that the company is very busy in the manufacture of gloves and mitts.

F. X. Mineau, representing the F. F. Dalley Co., and A. Isseman of the Walpole Rubber Co., both of Montreal, were in Quebec recently on business.

E. Fournier, of the Plessisville Shoe & Leather Co., Plessisville, was in Quebec on a business trip some days ago. He states that the firm is keeping very busy.

Luc Routier, Elie Jobin, and J. M. Stobo, were out of town recently on business.

L. Trudel of this city, has been appointed representative of the Goodyear Tire & Rubber Co. for the Quebec District.

Mr. Trudel has been successful in booking large orders for the company, and finds Neolin soles are taking well in this territory.

Business in town is generally good. The windows of the shoe retailers are being decorated for Easter, and prospects are bright for a good week.

Edgar Clement, wife and daughter, are on a trip to Florida. Mr. Clement having been appointed one of the referees in the matter of awarding the leather medal for the capture of the famous fish by Mr. White, is anxious to proceed to the scene of the fray to verify the weight of the fish. He expects to have his report ready for publication in the April 15th edition of the SHOE AND LEATHER.

PACKARD'S SEASONABLE LINES

OF

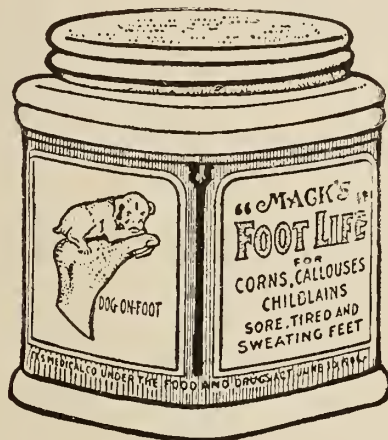
SHOE



MYLO SHOE CREAM
for Colored Kid Shoes
in all the latest shades.

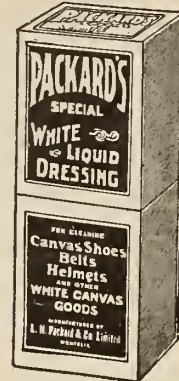
On account of the great demand for this line orders should be placed immediately so as to secure prompt shipments.

- PATENT LEATHER CREAM**
- LADIES' SPECIAL DRESSING**
for Black Kid Shoes
- BOX CALF AND RUSSET COMBINATION**
for Calf Shoes



Mack's Foot Life

Is an excellent preparation for the relief of sore, tired or sweating feet. Corns, callouses and chilblains disappear when it is used for a short time.

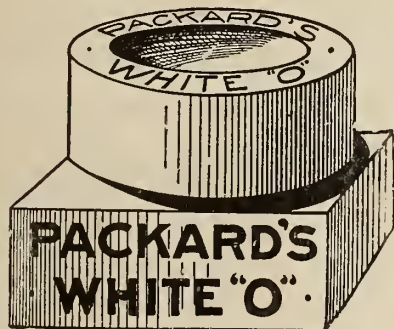


WHITE LIQUID
for Canvas Shoes

Will be in great demand for the high class trade, as there is sure to be a rush for white canvas shoes on account of the high cost of leather. Be prepared with White Canvas Cleaners.

- BLACK "O"**
The Hustlers' friend
Gives a quick polish
- FRENCH GLYCERINE**
A self polishing Liquid for
Black Kid Shoes

POLISHES, ETC.



WHITE "O"

In Cakes

For cleaning White Canvas Shoes, etc.

Put up in paper cartons, wood boxes, zinc boxes. etc.



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

Makers of High Grade Shoe Polishes

**SELLING AGENTS
FOR
PYROID SHOE BUTTONS**

Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

**SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT**



THE NECESSITY OF GOOD TOPLIFTS

Of late years, on account of the high prices of sole leather shoe manufacturers cut a good many toplifts out of the poor, soft parts of sole leather and then compress them, making them hard. They look nice, and work and finish good, but they do not give the wearing quality, especially when they get wet a few times. They then spread out, swell up and wear off at the side, so that the shoe has a bad appearance. Then, too, the lift soon falls off and the heel soon goes to pieces and is ready for the repair man.

Years ago shoe manufacturers always took the best of a side of a heavy slaughter or dry hide sole leather, cutting off practically a bend out of the side, trimming off the belly and shoulder; they then wet the stock, put in a temper and rolled and made it as hard as possible. They evened it through the splitter and assorted the lifts for grades, making a toplift that was equal in wear with the best sole that could be put on a shoe.

Now, understand, I do not say there is none of this kind of toplifts used now, for there is, on some of the best high-

grade shoes. Manufacturers are as particular now as ever; but I speak principally of ladies', misses' and children's shoes, where the cheap, compressed toplift is used.

Years ago we used on all high-heeled slippers and fine shoes a light brass top-lift sometimes to ornament the shoe. There was a heart shape cut out of the centre of the brass lift and a piece of red sheepskin was put under the brass lift, which was fastened on with three brass screws and the effect was very tasty.

Brass at the present time is very expensive and also mighty heavy, but as a suggestion for a change, why not use an aluminum toplift in the same way as we used the brass? It would be light in weight, wear well and at the same time not cost so much, and it would surely keep the heels flat so the shoe would wear straight and look better.—Hide and Leather.

WHEN YOU WANT BOOT AND SHOE

LACES

McMartin is Your Man

I have in stock 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 Street, Montreal

For your Soldier Trade, 42-inch Tan Porpoise Laces and 45-inch Khaki Breeches Laces.

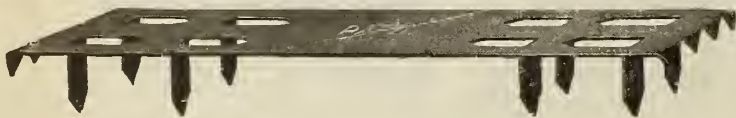
I SPECIALIZE ON SHOE STAMPS

STEEL STAMPS & DIES

DESIGNS ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. MONTREAL PHONE 675 MAIN



When in need of Box Straps

Remember to order from

ACME STEEL GOODS CO. OF CANADA, LIMITED, MONTREAL, QUEBEC

KANGAROO

We are Headquarters for all Finishes, Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES," Leicester.

and at Kettering, Northampton, Bristol, and Norwich.



Stitchdown Butt.

*"The Sweetness of Low Price
Never Equals the Bitterness of
Poor Quality"*

Charles A.
AHRENS
Limited

KITCHENER, ONTARIO

Manufacturers of

Shoes that Stand the Test



Stitchdown Pump



Standard Screw Blu.

A large stock on hand at all times to assure prompt shipments of Men's, Boys', Women's, Misses', Youths', Little Gents' and Children's lines of Staple Shoes, that are trade holders once they are tried out.

OUR STITCHDOWNS, in sizes 3 to 10½ are proving to be a Wonderful Success. In cities, towns and villages all the boys and girls are wearing them.



Stitchdown Blu.

JOBBER'S ATTENTION!!!

We make a specialty of the manufacture of

Leather Tops for Lumbermen's Rubbers

and are the largest makers of these goods in Canada. May be had in black and tan, 7, 10, 12 and 15 inches long.

THIS IS SOMETHING NEW FOR
YOU. WRITE US FOR PARTICULARS.

H. R. RICE COMPANY, LIMITED

Niagara Falls, Ont.

Suspension Bridge, N.Y.

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 G. Parsons & Son, Limited, Toronto

Shoe Manufacturers' Supplies

We are agents for the following firms, all making First-Class Quality Shoemakers' Supplies:

The Globe Thread Co.,

Fall River, Mass.

Globe Lockstitch Threads
Globe Welt Inseaming Threads
Globe Turns Threads
Globe Closing Threads
Quaker McKay Threads
Overland Fairstitch Threads

National Adhesive Co.,

Lynn, Mass.

Ideal Backing Machine
Apex Backing Cement
Premier Backing Cement

Essex Brush Co.,

Lynn, Mass.

Patent Brushes for all shoe purposes.

The Danville Mfg. Co.,

Danville, P.Q.

Wooden Shoe Shanks, all sizes.

A FULL STOCK CARRIED IN MONTREAL AT ALL TIMES

A. G. MOONEY CO.

220 Lemoine St.

Montreal, Que.

Stimulate Trade by Pushing the Sale of

Thompson's Kushion Sole Shoes For Women



The number of Retailers who are carrying this shoe is increasing daily.

There's a Reason

It is a comfortable, easy fitting shoe, yet possessing all the newest features, and is dressy and graceful in style.

Ask to See our New Line of White Goods

We have selected this range with the utmost care. Our whole range represents the latest style features, and is made of the very best materials by expert workmen.

WRITE FOR OUR NEW CATALOGUE

The Thompson Shoe Co. Limited

36 St. Genevieve St.

Montreal, P.Q.

Money in Waste Paper

The prices paid for Baled Waste Paper were never as high. The paper mills are simply up against it for raw material. An

ALL-STEEL, FIREPROOF

“CLIMAX”

BALING PRESS



will turn all your waste paper, cardboard, etc., into money.
Made in 12 Sizes.

CLIMAX BALER CO. (Dept. A) **Hamilton, Ont**

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

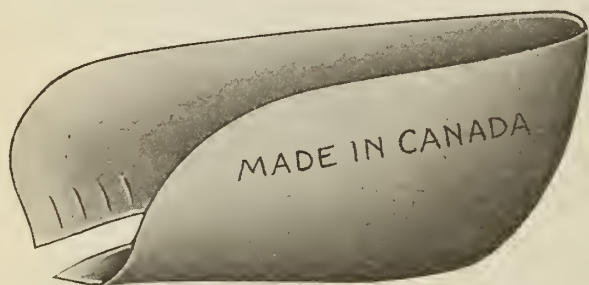
PASTE!

BRODIE'S
PATENT FLOUR PASTE

Will work in all climatic conditions. Whether cold or hot it will STICK. That's what a manufacturer likes.
Send for sample order.

BRODIE & HARVIE, Limited
MONTREAL

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly **HALF A CENTURY**. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
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



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.

They Will Set The Pace

Soldiers who have been wearing *Military Shoes* say they will never wear anything else so long as they live. The men of to-day want FOOT COMFORT first and STYLE second.

They will follow the Soldiers.

A HAPPY COMBINATION

STYLE AND COMFORT

Our "Doctor" and "Professor" Shoes are the last words in "Foot Happiness" and Health Promotion. Those who carry them say their only trouble is to keep up their stocks. Once a customer, always a customer, is true of these lines.

Write us if YOUR jobber does not HANDLE THEM.

The Tebutt Shoe & Leather Company Limited

Three Rivers

Quebec

THE Professor

PAT. N^o. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.



WOMEN'S FINE McKAYS

Specializing in Women's Fine McKays, with every modern facility at our command.



Naturally we are in position to produce the maximum value in this class of Women's Footwear.

For your summer trade try our In-Stock department.

**The W. E. WOELFLE
SHOE COMPANY
LIMITED**

Kitchener

Ontario

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.

TANNERS AND CURRIERS Limited

52 Victoria Sq. OSHAWA 611 St. Valier St.
MONTREAL QUEBEC

Edwards & Edwards
Tanners of

SHEEPSKINS

of every description for
the Following Lines:

Shoe Leather
Glove Leather
Upholstering Leather
Book Binding
Bag and Suit Cases
Saddlery, Fancy and
Novelty Leather
Skivers and Embossed
Leather

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

Established
1898



Largest
Factory
in
Quebec

A GREAT TRIBUTE

The tremendous growth of our establishment since its inception, nearly twenty years ago, is a tribute to our understanding of the needs of the shoe trade of Canada, and our ability to meet those needs.

Our Tremendous Output

enables us to produce shoes of a CHARACTER that can be depended upon from LAST to FINISHING room.

OUR WELTS

for this reason are unapproach-
ed for Style, Fit, Make
and Finish.



OUR McKAYS

Have the APPEARANCE and
QUALITY of High
Grade Welts.

OUR STANDARD SCREW WORK

is absolutely the finest in this line
we have ever produced.

See Our New Samples Your Jobbers will have something new to show
you for the coming season. Ask to see our lines.

TOURIGNY & MAROIS (Reg.)

Factory, 10 to 20 Arago St.

Office, 463 St. Valier St.

Quebec, Que.



Have you noticed the soft, velvety look of that shoe?

PAN AMERICAN KID

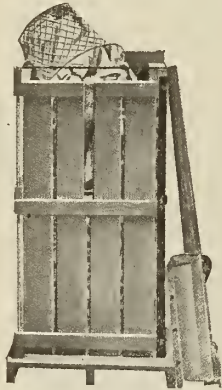
produces this appearance

We can offer colored kid for spring styles in
PEARL-GRAY, BROWN, IVORY, BRONZE, BLACK

PERKINS & McNEELY

Wayne Ave. and Bristol Street

Philadelphia, U. S. A.



An ever ready receptacle
that a boy can operate

“Something for Nothing”

A hackneyed expression, but it really works out with a

Simplex Paper Baler

Turns Waste into Profit

It keeps your premises clean and tidy
It eliminates the fire risk in loose paper

The Simplex has been tried under every condition
and has proven its sterling worth at every turn.

Strongly built, of ample size, it is easy get-at-able.

With mouth top always wide open ready for your
waste, it puts it into solid, compact, marketable shape.

Not a Toy but Built for Business and Profit

*Write for further particulars
—it's a money-making move.*

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

General Sales Company, 123 Bay Street, Toronto



Adelard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

1870 St. James St.

Regd.

Montreal, Quebec

Shoes of Superior Quality Priced Remarkably Low

For the Fall season we have selected a number of new designs of which the two illustrations are fitting representatives.

Every one of the new creations are right up to all the style requirements that the present vogue demands, and if you have particular customers, customers who appreciate the right-up-to-the-minute things in footwear, then these lines will fill your every need.

Now About Prices

We were actually so fortunate in having an immense stock of leather before prices soared that we are able to make the prices on our every line unusually attractive.

Ask to see our lines, they will be shown about April 16th

The Eagle Shoe Co.
MONTREAL



Our Number 32 last. Made in black and colored leathers.



Our Number 109 last. Made in black as well as the fashionable shades in colored goods.

Frank W. Slater's
"Strider Shoes"

The
"Eagle Shoes"

"La Lorraine"
McKay's for
Women

JOHN M^cENTYRE, LIMITED

Montreal

EXTENSIVE DEALERS IN

Leather and Shoe Goods

SELLING AGENTS FOR

Daoust, Lalonde Co., Ltd.,

SIDE LEATHERS

L. B. Southwick & Co.,

SHEEPSKINS

Canadian Mills, Wm. Amer & Co.,

COTTON SHOE LININGS

GLAZED KID

Breithaupt Leather Co.,

SOLE LEATHERS for MONTREAL

John M^cEntyre, Limited

Rubber Cement and Filler
Plant:

26 Gladstone Ave.

28 ST. ALEXANDER ST.

Montreal

Tanneries:

1704 Iberville Street



Joseph Tanguay, Quebec

TANQUAY'S TRADE BOOSTERS

Our aim is to make shoes that will SELL QUICKLY at a Good PROFIT. Everybody says that our McKAYS, STANDARD SCREW, and LOOSE NAILER are the best values for the money in the country.

They have all the STYLE and QUALITY of HIGHER PRICED GOODS.

Our Specialties

IN SPORTING LINES

New Patent Hockey Boot

Baseball Shoe

Bowling Alley Shoe

Croquet Shoe

Lacrosse Shoe



J. C. Leclerc, Supt. for Jos. Tanguay,
Shoe Manufacturer

See Our New Range for Fall

JOS. TANGUAY,

122 St. Dominique St.
Quebec, Que.



OUR NEW FACTORY
Capacity, 12,000 Per Week

The Shoes That Sell

The most profitable lines for the SHOE DEALER
are those that sell EVERY DAY IN THE YEAR.
We make the best line of

Popular
Priced **Sellers**

that will be found on the road. They are specially
designed to give the Maximum of Style and Quality
for the Minimum of Price.

Our Men's, Boys', Youths' and Little Gents'

in McKay and Standard Screw are marvels of
economical and skilful shoe production.

ASK YOUR JOBBER

LAGACÉ & LÉPINAY

22 St. Anselme St.

Quebec, Que.

WE ARE WORK SHOE SPECIALISTS

MAKING EXCLUSIVELY

MEN'S HIGH GRADE STANDARD SCREW STAPLES

LOOK FOR THIS



TRADE MARK

"No Better Shoes Built"

GREB SHOE COMPANY, LIMITED
KITCHENER - ONTARIO

Special Incline Elevator

There's a big advantage with an elevator of this type. It saves much handling through the factory. Rolls of leather can be elevated immediately through the window right on to the floor where needed.

In time alone, to say nothing of its labor lessening powers, this elevator will soon wipe out its initial cost. Send for our complete catalogue of all kinds of conveyors, carriers, elevators, etc.

We can supply every carrier need whether horizontal, inclined or vertical.



CANADIAN MATHEWS GRAVITY CARRIER CO., LIMITED

484 RICHMOND ST. - - TORONTO



POPULAR LEADERS



War has brought about radical changes
in men and affairs, but it has left

“Kingsbury”

“Canada’s Pride”

“America’s Beauty”

in undisputed sway as the MOST POP-
ULAR WOMEN’S LINES in Canada.

For the woman who wants a good shoe
at a REASONABLE PRICE, with all
the APPEARANCE, WEAR and FINISH
of the FINEST WELTS

THESE HAVE NO EQUAL

Kingsbury Footwear Co., Limited

Specialists in Ladies’ Footwear

Montreal



The Retail Merchant—a Wonderful National Asset

There are more than 50,000 retail merchants in Canada. They employ more than 250,000 people. Half a million more people are directly dependent on the retail business for a living.

Each year goods pass across their counters worth more than a billion-and-a-half dollars.

A vast army of distributors—no less important in the Nation's work to-day than the great army of producers.

These 50,000 merchants and their quarter of a million employees are a most vital factor in the existence of Canada—but they could become a still greater factor if they worked at 100 per cent. efficiency.

At this very hour the Nation is asking the utmost efficiency in every line of business. This means that all of us must change our gait and do more than an ordinary day's work.

This applies to the merchant who distributes, as well as to the farmer and manufacturer who produces.

In order to become thoroughly efficient, there must be no waste motion, no lost energy, no needless labor, no careless use of money.

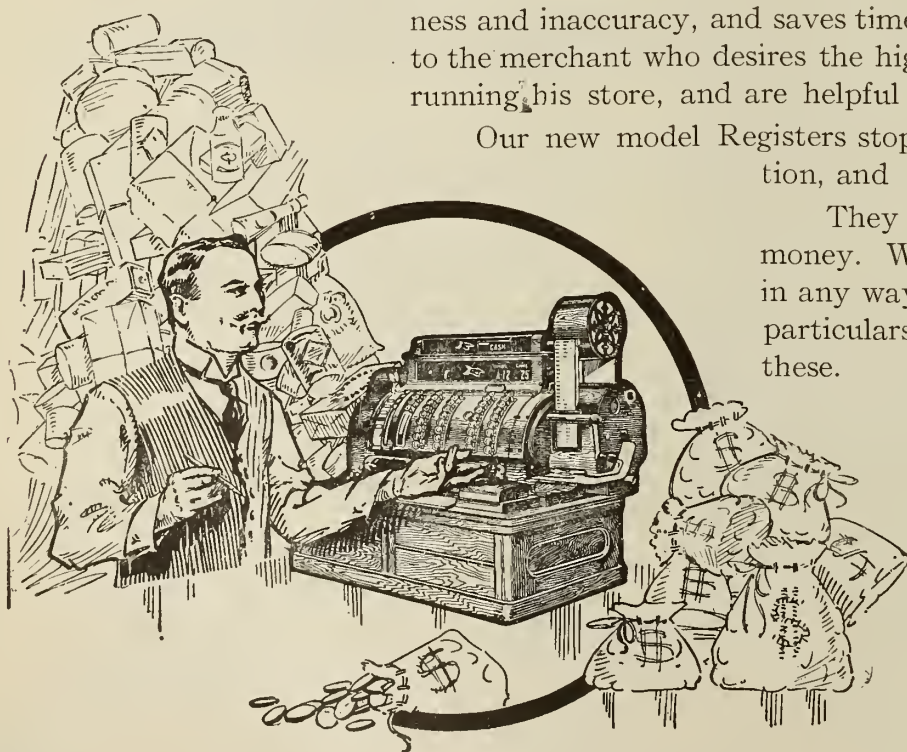
What a wonderful opportunity there is for the 50,000 retail merchants in Canada, to become personally efficient, and enable their quarter of a million employees to become more efficient—to work better, faster and more accurately.

The National Cash Register Company have utilized years of experience, brains and energy in devising a mechanical means of accomplishing this most necessary efficiency.

This machine stops losses, prevents mistakes due to carelessness and inaccuracy, and saves time. They are indispensable to the merchant who desires the highest possible efficiency in running his store, and are helpful to every ambitious clerk.

Our new model Registers stop losses, mistakes, temptation, and carelessness.

They save time, worry and money. Without obligating yourself in any way, write us to-day for full particulars. We will gladly furnish these.



The
**National Cash
 Register Co.**
 of Canada, Limited

Toronto, Canada

A. J. KIMMEL
PRESIDENT

A. W. YOUNG
SEC.-TREAS.



COBOURG FELTS

The name that has come to mean more in the Development of the Felt Shoe Industry of Canada than perhaps any other is that of "KIMMEL," which for over a quarter of a century has meant to the Felt Shoe Trade throughout the Dominion of Canada a Guarantee of Quality and

A. C. KIMMEL

MANAGER
THE COBOURG FELT CO.

**Honest
Felt
Shoe
Value**

J. F. KIMMEL

SUPERINTENDENT
THE COBOURG FELT CO.

and all that Experience, Skill and Careful Expert Supervision means to any product, and particularly to Felt Footwear, will be found in the line manufactured by

The Cobourg Felt Co Limited

Office and Factory, Cobourg, Ont.

Season 1917-18

ARROWSMITH

ADJUSTABLE ARCH PROP

Style C



The Bridging Piece

In the arch support trade this style is acknowledged to be the standard of excellence. It is constructed for endurance under the most severe service of the heaviest person, each pair being guaranteed against breakage or damage of any kind excepting wear. The Arch Prop has but three parts: the plate, the bridging piece and the leather covering the upper plate. The plate is made of Nickel Silver, somewhat smaller than the plantar surface posterior to the ball of the foot. It follows the lines of the foot, except on the inner side, where it is extended and slit into digitations or fingers. The whole plate is hammered into approximately correct anatomical shape. The bridging piece is narrower and considerably shorter than the plate which it serves to strengthen. The leather portion has the shape of an insole abbreviated at the ball, and is made of the best oak-tanned strap leather.

Each pair is put up in an attractive box with full directions for fitting and adjusting. Retail price.....\$3.50 per pair

Canadian Arrowsmith Mfg. Co., Limited

J. W. ARROWSMITH, President

Niagara Falls, Ont.

ELMER POYER, Manager

HAVE YOU SEEN
OUR LINES OF

ARTIFICIAL LEATHER

We also handle

**Peters
Manufacturing
Company's
Lines**
Try our
**Acme
Backing
Cloths**

and have real
results.

If not write us for samples
made by

The Zapon Leather Cloth Co.

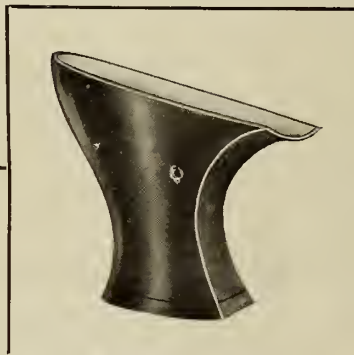
The world's largest manufac-
turers of Artificial
Leather for the
shoe trade.

AGENTS FOR CANADA

Ant. Joannette & Co.

55 St. Francis Xavier St.

MONTREAL, P.Q.



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHEEL

Write for Samples and Prices. These will
interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

Specify

AIRD & SON'S

Women's McKays and Turns

When You

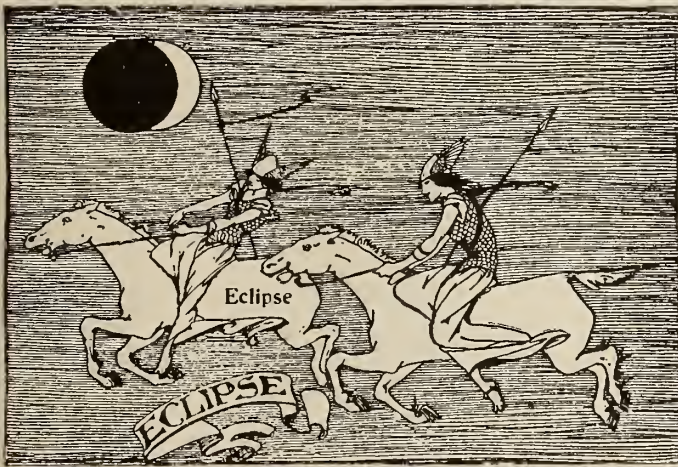
ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON

(Registered)

MONTREAL



ECLIPSE SHOES

For

Youths, Misses, Little Gents and Children

ARE JUST WHAT YOU NEED TO COMPLETE YOUR STOCK.

Made only in McKays and Turns with as much or more care than if made for grown-ups.

We have specialized on these lines with the gratifying result that we have brought them to a high grade in style and quality and at a moderate price.

Be ready to place your Fall Orders as soon as our traveller calls.

Galt Shoe Mfg. Co., Limited

GALT
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.

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Aero-Peds Manufacturing Co.....	63	Hamilton, W. B., Shoe Co.....	12	Packard, L. H., & Co.....	153
Aird & Son.....	171	Hartt Boot & Shoe Co.....	122	Peerless Machinery Co.....	146
Ames-Holden-McCreedy, Limited.....	38	Harley, Henry, Limited.....	58	Perth Shoe Co.....	10 and 11
Armstrong, W. D.....	154	Hydro City Shoe Co.....	60	Palmer, McLellan Shoe Pack Co.....	33
Ahrens, Chas. A., Limited.....	155	Humphrey, J. M., & Co.....	31	Parsons, C., & Son, Limited.....	64
Acme Steel Goods Co.....	154	Hurlbut Shoe Co.....	135	Perkins & McNeely.....	162
Barrie Tanning Co.....	172	Independent Rubber Co.....	24 and 25	Pontiac Footwear Co.....	115
Bell, J. & T., Limited.....	7	International Supply Co.....	140	Routier, Luc.....	152
Brodie & Harvie.....	158	International Time Recorder Co.....	119	Regal Shoe Co., Limited.....	3
Breithaupt Leather Co.....	68	Johnston, The, J. A., Co.....	68	Robson Leather.....	160
Borne, Lucien.....	152	Joannette, Ant., & Co.....	170	Robinson, James.....	15, 16 and 17
Brandon Shoe Co., Limited.....	23	Kingsbury Footwear.....	167	Ryan, Thos., & Co.....	59
Blachford Shoe Co., Limited.....	87, 88, 97, 98	Kilgour, Rimer Co.....	55	Rice, H. B., & Co.....	155
Beal Brothers.....	42	Kennedy Bros.....	56	Rochester Heel Co.....	48
Beardmore & Co.....	8	LaGace & Lepinay.....	165	Samson, J. E., Inc.....	152
Browning, C. A. & Co.....	53	La Duchesse Shoe.....	158	Scholl Mfg. Co., Limited.....	28
British Wood Heel Co., Limited.....	148	Landis Machinery.....	144	Schultz-Goodwin Co. (Inc.).....	154
Canadian Arrowsmith Co., Limited.....	170	Lane, W. A.....	92	Staynes, W. H., & Smith.....	154
Canadian Consolidated Rubber Co.....	70	London Shoe Co., Limited.....	46	Sisman Shoe Co., The, T.....	69
Clarke & Clarke.....	13	Lady Belle Shoe Co.....	64	Smardon Shoe Co.....	121
Cleland, James, Reg'd.....	158	Lion Polish Co.....	60	Slater, Geo. A., Limited.....	131
Cote, J. A. & M.....	9	Logan Tanneries, Limited.....	31	Scott-Chamberlain, Limited.....	54
Cock of the Walk.....	146	Lewis, Ed. R.....	148	Tourigny & Marois.....	161
Clark, A. C.....	151	McLaren & Dallas.....	132	Tebbutt Shoe & Leather Co.....	159
Cobourg Felt Co.....	169	Martin Corrugated Box Co.....	35	Tetrault Shoe Co.....	19, 20 and 21
Congdon, Marsh, Limited.....	57	McMartin, E. W.....	154	Trickett, Sir H. W., Limited.....	36
Coates, Burns & Wanless.....	29	Montreal Box Toe & Heel Co., The.....	124	Tilley, Chas., & Co.....	35
Canadian Matthews Gravity Co.....	166	McArthur, Irwin, Limited.....	158	Tanguay, Jos.....	164
Climax Baler Co.....	158	Marsh, Wm.....	152	Thompson Shoe Co.....	157
Dunlop Tire and Rubber.....	137	Miner Rubber Co.....	30	Toronto Heel Co.....	170
Davis, A., & Son.....	14	Moore-Shafer Shoe Mfg. Co.....	52	Taylor, Robt., & Co.....	150
Davis Leather Co.....	6	Midland Shoe Co.....	65	United Shoe Machinery Co., of Canada.....	32 and I. B. C.
Duclos & Payan.....	158	Murray Shoe Co.....	91	Ullathorne & Co.....	158
Daoust, Lalonde & Co.....	34	Muir, The James, Co.....	I. F. C.	Utz & Dunn Co.....	44
Damer, Lumsden Co.....	61	Minister-Myles Shoe Co.....	127	Wood-Milne Co., Limited.....	156
Dupont & Frere.....	128	McEntyre, John, Limited.....	164	Woodward, F. E., & Sons.....	146
Eagle Shoe Co.....	163	Mooney, A. G. & Co.....	157	Walpole Rubber Co. of Canada, Limited.....	62
Edwards & Edwards.....	160	McPherson, John, & Co.....	40	Wright, E. T., & Co., Limited.....	5
Freeman, Louis G., Co.....	142	Newcastle Leather Co.....	144	Williams Shoe Co., Limited.....	37
Gutta Percha & Rubber, Limited.....	94	National Cash Register.....	168	Waterbury & Rising, Limited.....	26
Guay, Eugene.....	162	Nuggett Polish Co.....	66	White Shoe Co.....	4
General Sales Co.....	162	North British Rubber.....	50	Woelfle Shoe Co., Limited.....	160
Getty & Scott, Limited.....	107, 108, 109, 110	Parker, Irwin, Limited.....	144	Wickett & Craig.....	56
Gagnon, LaChapelle.....	67	Pfister & Vogel.....	156	Weston, F. J., & Son.....	150
Gitterman, Henry, Co.....	18	Palmer, John, Co., Limited.....	27	Weston Shoe Co., Limited.....	139
Greb Shoe Co.....	166			Young, Richard, & Co.....	111, 112 and 154
Galt Shoe Mfg. Co., Limited.....	171				
Gale Bros., Limited.....	152				



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

ESTABLISHED 1852



The Supremacy
of PATENT



Is assured by a recent decree of Fashion, which promises the return of the SHINY LEATHER SHOE, with increased prestige and popularity.

CLARKE PATENT LEATHERS

are the standard of perfection in texture, finish, durability. Made from carefully selected skins by the most modern, scientific methods.

THE BRAND A GUARANTEE

to manufacturer, seller and wearer of the BEST that money can produce in PATENT LEATHERS. No WASTE in cutting. EVERY INCH available for use.

Largest Makers of High Grade Patent in the British Empire.

A. R. CLARKE & CO. Limited

TORONTO

BRANCHES - - MONTREAL AND QUEBEC

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

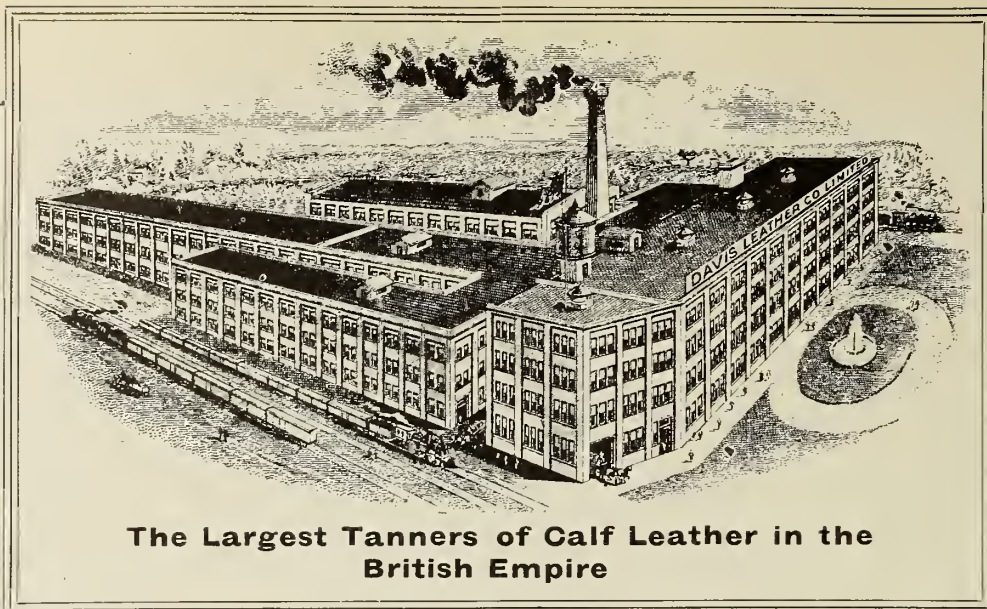
THE
THIRTIETH
YEAR



TORONTO
APRIL 16TH
1917

See Page 34
CHARLES ROBSON, OSHAWA, ONT.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The name has become the Synonym of **QUALITY** in Texture, Color and Finish.

DAVIS LEATHERS stand for the best of **RAW STOCK**, the most **SCIENTIFIC TREATMENT**, the most skilful **EXPERT FINISHING**.

The Manufacturer knows what he is cutting---The Retailer knows what he is **SELLING**.

Made from the most carefully **SELECTED SKINS**, yielding the uttermost in **CUTTING**, and the Highest Excellence in **FEEL** and **LUSTRE**.

COLORED CALF

Our leaders in this line are Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia.

GUN METAL CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity---**Black Diamond Veals**, **Diamond Matt Veals**, **Boarded Veals**.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



THE
*Ritchie
Shoe*

“Keep the
Quality Up”

The Watchword of the
Ritchie Factory.

*Stock the shoes that are never done
selling. The kind that bring “Re-
peat Orders” to you and to us.*

It's good business.

*Our Famous Vici Kid Cushion Sole
Boot now in stock for immediate
delivery.*

The John Ritchie Co., Limited
Quebec, P.Q.

Manufacturers of Men's and Boys' Goodyear Welts Only.



Two of Our Newest Models



Shoes You Can Feature

For a **STRONG FEATURE LINE** nothing can
surpass our

Women's, Misses', Growing Girls' and Children's Shoes

Their splendid style and wearability have made them great favorites, and their very moderate price makes them exceedingly popular and great sellers.

MAKE SURE YOU SEE OUR SPRING SAMPLES

Canadian Footwear Co., Limited

Makers of Fine Shoes for the Fair Sex

Sales Rooms

44 St. Antoine St., Montreal.

Factory at

Pointe Aux Trembles, Que.



JOAN OF ARC

By constant effort and
striving for its
attainment

WYCLO

the Beautiful Shoe Cloth with
the leather appearance has at-
tained a position which warrants
the consideration of all shoe
buyers.

Made in white and a large variety
of colors.

Wears Well

Looks Well

Fits Well

Cleans Well

and

Feels Soft on the Foot

HENRY *Gitterman* & CO.

33 Spruce Street, NEW YORK

BOSTON ST. LOUIS HAVERHILL
ROCHESTER PHILADELPHIA, Pa.

Toronto Office, 21 Scott St.

E. R. LEWIS, Mgr.

The Just Wright
MADE FROM SHOES

ONE OF OUR
NEW LASTS
IN STOCK NOW

*High Grade
In Every
Particular*



STOCK No. 11—Select Gun Metal Calf City Bal., Plump
Single Sole, MAZDA Last. STOCK No. 10—Same in Tan.
Widths A to D

For sorting, at any time, our

Just Wright In-Stock Service

is as near perfect as we can make it.
Your order is shipped the day received.

This season you have an additional ad-
vantage of narrow widths on call.

Why not try it to-day?

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.



It is not a question of price with people who want BELL SHOES.

It is simply a matter of being able to get BELL SHOES. The customers are always willing to pay the price.



BELL SHOES are the highest type of Shoe Quality and Shoe Value.

J. & T. BELL

LIMITED

MONTREAL

Shoemakers for over a century to Particular Men and Women of Canada



Where Quality Counts
WE WIN

To obtain that winning quality, everything that stands for good shoemaking enters into the construction of

Monarch

Dr. Brandon Cushion
Soled

and **Brandon Shoes**

resulting in the newest style demands, best materials and workmanship, and a finish that meets the approbation of particular shoe buyers.

STOCK SHOES
FOR IMMEDIATE SHIPMENT

Stock No. 710, Tobacco Brown Bal, Elect Last, width D, size 5½ to 9½.

Stock No. 639, Gun Metal Bal, Mat Calf Top, Elect Last, width D, size 5½ to 9½.

The **BRANDON SHOE CO.** Limited
Brantford, Ontario

PLEASING SURPRISES ALL ALONG THE LINE

Distinctive in Every Detail

Our travellers are now out covering every portion of the Dominion and displaying the finest, most representative and distinctive line of men's fine shoes that we believe has ever been presented to the retail trade.

Evidences of Expansion

It is now six years since the new REGAL factory was established in Canada. The output within this period has increased over 400%, and REGAL agencies—a worth-while proposition for any alert shoeman—have multiplied by the score.

What It Means to You

Back of all this there is a reason which, in its broad interpretation, means service, value, style and prestige. We were never as proud of the REGAL models as we are to-day. You will say so, too, when you see them, and note their exceptional value.

REGAL
SHOES

REGAL SHOE CO., LIMITED

472-474 BATHURST STREET

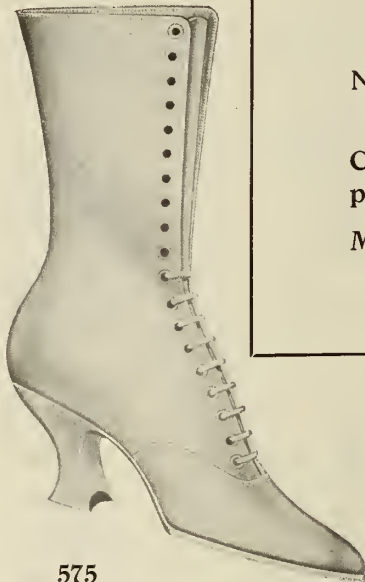
TORONTO, ONT.

PERTH SHOE STYLES

IN STOCK



*White
Shoe
Season
Coming
Soon*



No. 575. Women's White Reigskin,
8 inch lace - - - - \$3.75

C and D widths, packed 15 and 30
pairs to case.

Made also on Sport Last, White
Neolin Sole and Heel - \$3.95

PERTH SHOE COMPANY, Limited

Largest Manufacturers in Canada of Women's Fine
Welted Shoes Exclusively

PERTH

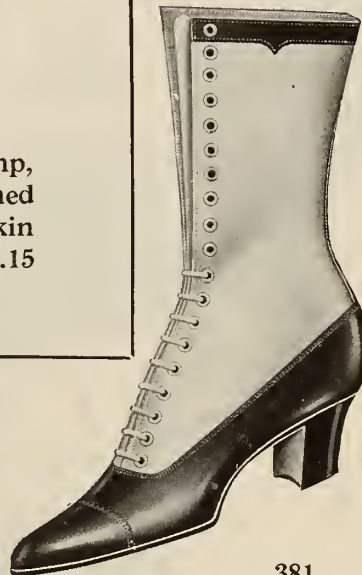
ONTARIO

PERTH SHOE STYLES

IN STOCK

*This New
Semi-Low
Cuban Heel
Model
Is Big Seller*

No. 381. Women's Black Kid Vamp,
three-quarter foxed, stitched
tip, eight-inch, white reignskin
top, kid collar - - - \$5.15



PERTH SHOE COMPANY, Limited

Largest Manufacturers in Canada of Women's Fine
Welted Shoes Exclusively

PERTH

ONTARIO



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



*We Have the Goods and We
Can Ship Them*

WE feel justified in emphasizing very strongly the fact that we have an immense stock of every kind of footwear right in our warehouses NOW. See what that means when it comes to delivery.

*That's Where
James Robinson Service
Scores*

ANOTHER big point. We are always alive to our customers' interests. With the continued upward trend of prices see what you will save by placing your orders at the present time.

WAIT FOR OUR TRAVELLERS

JAMES ROBINSON
MONTREAL



Just while you're placing and sorting—
when the travellers are with you, ask
them to show you our

SPEED KING

Tennis and Sport Shoes

There's bound to be a big run on these lines this coming season. The demand will exceed last year's by a very great deal. If you have not ordered heavily, our advice is to be prepared—order more.

The importance of placing your orders promptly for regular and heavy lines, cannot be emphasized too strongly. It means prompt delivery and that is an important feature these days.

The Independent Rubber Co., Limited

Merritton, Ontario

You can get Independent Rubbers from any of the following:

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



PACKARD'S SEASONABLE LINES

OF

SHOE



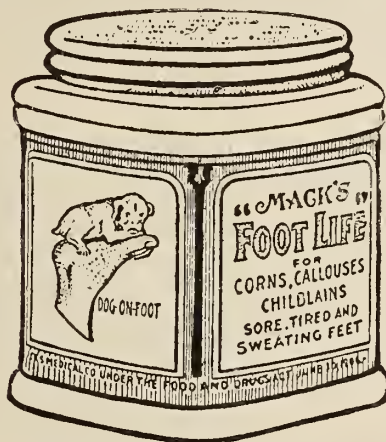
MYLO SHOE CREAM
for Colored Kid Shoes
in all the latest shades.

On account of the great demand for this line orders should be placed immediately so as to secure prompt shipments.

PATENT LEATHER CREAM

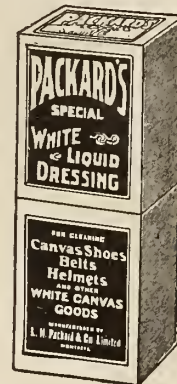
LADIES' SPECIAL DRESSING
for Black Kid Shoes

BOX CALF AND RUSSET COMBINATION
for Calf Shoes



Mack's Foot Life

Is an excellent preparation for the relief of sore, tired or sweating feet. Corns, callouses and chilblains disappear when it is used for a short time.



WHITE LIQUID
for Canvas Shoes

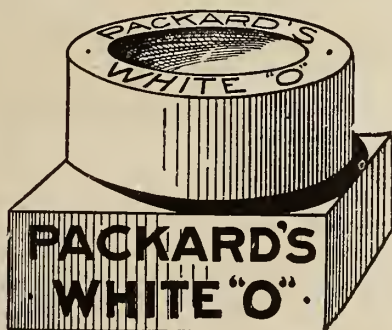
Will be in great demand for the high class trade, as there is sure to be a rush for white canvas shoes on account of the high cost of leather. Be prepared with White Canvas Cleaners.

BLACK "O"

The Hustlers' friend
Gives a quick polish

FRENCH GLYCERINE
A self polishing Liquid for
Black Kid Shoes

POLISHES, ETC.



WHITE "O"

In Cakes

For cleaning White Canvas Shoes, etc.

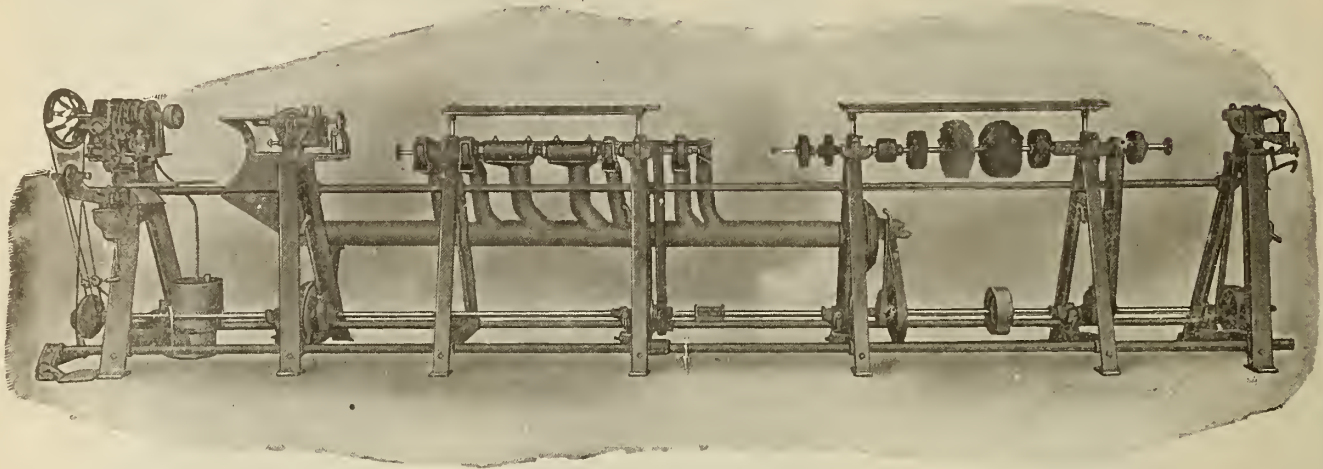
Put up in paper cartons, wood boxes, zinc boxes, etc.



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

Makers of High Grade Shoe Polishes

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

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.



*THE
 Professor*

PAT. N^o. 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 Advantages of a Trade Mark

Our trade mark is your assurance of the same high standard of style and wear that has always characterized the **Doctors** and **Professor Brands**. The brands that for years have met with such general approval by giving unbounded satisfaction.

In addition to their possessing every desirable shoe quality of style, material, workmanship and finish their special health construction makes them shoes you can confidently recommend.

Specify by name when ordering from your jobber.

The Tebbutt Shoe and Leather Co., Limited

Three Rivers, Quebec



The
TETRAULT
WELT SHOE



Tetrault Always Anticipates Your Needs

We have the following lines going through the works, both in our recede toe and in our new long recede toe. Sufficient received daily from our factory to supply your requirements, therefore assuring prompt service.

- 8530. Men's African Brown Calf Bals, Fibre Soles, Last 234, Long Recede Toe.
- 8532. Men's African Brown Calf Bals, Fibre Soles, Last 8245, Recede Toe.
- 8531. Men's Mahogany Calf Bals, Fibre Soles, Last 8245, Recede Toe.
- 8588. Men's Regal African Brown, Side Bals, Fibre Soles, Last 8245, Recede Toe.
- 8592. Men's African Brown Calf Oxford, Fibre Soles, Last 8245, Recede Toe.
- 8698. Men's White Canvas Bals, White Fibre Soles, Last 8245, Recede Toe.
- 8696. Men's White Canvas Oxford, White Fibre Soles, Last 8245, Recede Toe.

SOLD BY ALL THE LEADING JOBBERS THROUGHOUT CANADA

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

Montreal



CANADIANS

Our British Tommies, the Canadians
and their Allies are steadily and surely

Advancing to Victory
on Foundations of
SOLE LEATHER

“There is Nothing Like Leather”

The Breithaupt Leather Co. Limited

Tanners of Hemlock Union and Oak Sole Leather
For Any and All Requirements

MADE IN CANADA

Our Tanneries at

KITCHENER, PENETANG, HASTINGS & WOODSTOCK, ONT.

Head Office

- KITCHENER, ONT.

TORONTO

MONTREAL

QUEBEC



IT is not too late to make sure that your Rubber Footwear needs for next Fall and Winter have been adequately covered by your Placing Order. You can protect yourself, in that respect, if you act promptly.

And remember that your order placed with the Dominion Rubber System gives you the benefit of the unequalled service and the manufacturing facilities of the largest rubber organization in Canada. That fact merits more than passing consideration.

*Write to the nearest branch
who will give your request
prompt and satisfactory
attention.*

Canadian Consolidated Rubber Co. Limited

Head Office, Montreal

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

TO HELP FOOD PRODUCTION

A Great War Necessity—Everybody Should Help Speed Up—What the Shoe and Leather Trades Can Do To Help—A Serious Situation

TO most city and town people the agitation about the scarcity of farm labor and the excitement about a food crisis is mere newspaper talk, but to those closer in touch with agricultural conditions the famine scare is no bogey. This year is going to witness a serious situation in the production of all kinds of farm produce.

There are farmers who are unable through the impossibility of securing adequate help to put in certain kinds of crops at all, and most of them are putting in as little as they can of important food products.

The depletion of the country's supply of farm labor through the war is serious enough, although perhaps not sufficient to bring about a serious impasse. But wages for ordinary unskilled help in the cities and towns where munitions are being made have risen to such an extent that it is impossible to keep men on the farm. When they can get thirty to forty cents an hour for comparatively easy work they naturally turn their backs upon the more strenuous kinds.

There must be some way of helping the farmer out or we shall face the inevitable aftermath of war, if we do not seriously hinder the results of the war by putting the men who fight for us on half allowance of food. In this greatest of all wars science has eliminated the usual concomitant of pestilence, it remains to be seen whether scientific management of agricultural production shall obviate the twin evil of famine.

The work of the "National Resources Committee" should be backed up by all who wish righteousness and truth to prevail in this great conflict. There are men who cannot take their places on the firing line who ought to do their part in providing those who fight with the necessities of life. There are few men, young or old, who cannot give a portion of their time to this serious matter of food production without even interfering with their ordinary work. The Toronto Board of Trade has inaugurated a scheme by which the usual vacation of office and warehouse employees will be extended a week without pay, so that those who desire may offer their services to farmers needing help. The plan calls for the payment of the same wages by the farmer as the soldiers receive on active service, namely, a dollar and ten cents a day and board. Rightly handled this scheme ought to afford a measure of relief, although it will no doubt be attended with some necessary friction.

During the two months of summer when there is very little business doing in retail stores, throughout the country, and when the pressure is at its greatest upon the farms, no doubt a good many clerks as well as proprietors could be well spared from the stores to take a hand in the harvesting of the crops. It should be put up to them in the strongest possible manner that this help is as much a matter of duty to the country as taking up a gun and crossing to France.

We would go a step further and make the suggestion that stores in rural parts might close for certain days during the week to permit employees or proprietors, with or without experience in field work, to take hold of this pressing matter of getting everything possible out of the land. It would be no doubt appreciated fully by farmers, who would not only reserve their trade for such stores during the days set apart for business during the summer, but co-operate later by regular patronage.

We have now quite generally the Wednesday half holiday, why not make one or even two days a week this summer "Farm Day," when "all hands" could turn out to gather and house the crops. No doubt the shoe trade would join in a movement of this kind.

Helping Shoe Customers Purchase Wisely

Instructing Patrons How to Save Money in Buying New Shoes—How Personal Service will Assist in Keeping Retail Prices Down—Ways and Means that are Being Adopted to Meet the Continued Upper Trend of Shoe Prices

OWING to the general upward trend of shoe prices and anticipating still higher prices, shoe dealers will be interested in any suggestions whereby any decrease in the volume of sales can be prevented. Shoe retailers generally are giving this matter no small amount of thought at present.

We know of at least one large shoe retailers' association that is making extensive efforts to meet the new and very unusual conditions that face the trade due to the possibility of still advanced prices. Among other things destructive newspaper publicity is being dealt with. A great deal of publicity has been given through the newspapers to the idea that shoes will be yet sold at from twenty to thirty dollars per pair. Such publicity is not only untrue, but it is most misleading, and has a tendency to limit the number of pairs of shoes that are purchased.

Relieve the Demand on Leather

Since prices of all kinds of leathers have advanced to unprecedented figures over which retailers have no control, it has been suggested that the use of materials that are suitable for various uses in the making of shoes other than leathers be increased. By encouraging such materials to the fullest extent the leather market will thereby be relieved and the tendency prevail to keep prices more within reason to the average purchaser.

Conservatism in placing future orders is strongly favored, that whereas it has been the practice in the past six months, to place orders far in advance of immediate requirement, during which time the leather market has advanced to very enormous high costs, realizing that a turn in the situation is liable to occur at any time, it is suggested that speculative buying be discouraged and more moderation be shown in placing orders, at least not so far in excess of requirements that buyers are likely to be burdened with high priced stocks in case prices should recede.

The campaigns conducted by some shoe retailers are meeting with much success. One large company recently issued to customers a four-page leaflet in which the conditions responsible for the increase in prices were carefully explained. This leaflet also contained suggestions for customers to follow in buying their new shoes. The company planned to circulate this leaflet until all their customers had received one and had thoroughly digested its contents. From time to time during the year, similar leaflets are to be issued and customers

will be informed of any changes that are taking place in the markets, which are likely to have any bearing upon the shoes they purchase.

An Instructive Leaflet

This interesting leaflet read as follows:

"Don't talk about the high cost of shoes—

DO SOMETHING!"

Our old enemy, high-cost-of-living, has increased shoe prices to the breaking point.

Some of the causes are the increase in the cost of raw materials, the increase in ocean freight, the hides that have been sunk in ships, the scarcity due to the impossibility of getting needed leathers from Germany and Russia.

These are conditions we cannot change.

But another cause is that **PEOPLE ARE NOT BUYING SHOES WISELY**. THAT we can and should correct, with your help.

The success of our attempt to reduce the high-cost-of-living depends upon the co-operation of our customers. Consequently we are making the following suggestions, by the use of which we believe you will save money on your shoes.

Suggestions in Buying Women's Shoes

1. Buy practical shoes.
2. Buy heavy-sole shoes.
3. Buy black shoes in preference to tan for long wear.
4. Buy cloth-top shoes.
5. Buy fibre-sole shoes.
6. Buy lower-cut shoes.
7. Our \$5 to \$8 shoes for women will give longer and better wear than our \$10 and \$12 shoes, which are made for style.

Suggestions in Buying Men's Shoes

1. Buy black shoes in preference to tan for long, hard service.
2. Buy fibre-sole shoes and save 50 cents to \$1 a pair.
3. Look into the men's shop whenever you are around, for odd pairs we are constantly closing out.
4. Do not buy unless you want to. Look as often as you choose.

Suggestions in Buying Misses' Shoes

1. Buy black shoes instead of delicate colored kid-skins, which are not only expensive, but do not give long service.

2. Buy black kid or gun metal in preference to patent leather, which is always liable to crack.

3. Get daughter to see the wisdom of wearing rubbers on wet days. Shoes that get wet through are never the same after. The time to buy rubbers is when the shoes are bought.

4. White canvas shoes cost much less and are almost as good-looking as buckskin.

5. Cloth-top boots wear well, look well and help keep down the cost of leather if worn generally.

6. Do not buy tan shoes while the price stays so high.

Suggestions in Buying Boys' Shoes

1. Do not buy tan calf shoes while they are as high as they are now.

2. Impress upon your boy the fact that shoes are very expensive.

3. Try to get him to treat them decently—boys are notoriously hard on shoes.

4. Buy heavy knock-about shoes for everyday wear and a dressier pair for lighter wear.

5. Investigate the merits of fibre-sole shoes.

6. Look at our specials for school wear.

7. Don't buy ahead on boys' shoes, because the chances are he will outgrow the size and it will prove to be a loss.

Suggestions in Buying Children's Shoes

1. Save ALL the children's shoes for outdoor wear while shoe prices are high.

2. Let them wear moccasins or felt slippers in the house while shoe prices are high.

3. While tan shoes are so very expensive, buy black instead—better still, BUY CLOTH TOP BOOTS and help keep the cost of leather down.

4. Instead of white buckskin, buy white canvas if you want to get around the high cost of shoes.

5. White canvas is as dressy, even more hygienic, and costs much less.

6. When warm weather comes buy ankle-ties and strap pumps. Save money by not using boots in the summer months.

Suggestions in General

Be moderate in your demands.

If a great number of customers want any one style, that style will become higher in cost. And the more people want them, the higher they will cost. This applies particularly to fancy colored leathers, very high cut boots, buckskins and shoes with covered heels.

There are 240 difficult operations in putting a shoe together. The human equation enters largely into the problem of producing shoes.

The increase in the cost of shoes has a tendency to make people expect longer wear. We want to be very frank and have our customers understand the facts.

Because you are paying more for shoes than formerly, it does not mean that you can get longer wear—the same shoes (and sometimes shoes not as good) cost more, due to the causes outlined.



THE ATTRACTIVE BUSINESS HOME OF J. B. BADOUR, STRATFORD, ONT., WHO HAS JUST OBSERVED HIS TWENTY-NINTH BIRTHDAY IN THE SHOE TRADE IN THE "CLASSIC CITY"

Leather Trade Jottings

Items of Interest to Leather Producers and Users—What is Being Talked About in Leather Circles at Home and Abroad

THERE has been nothing unusual in leather conditions in the past two weeks, notwithstanding the fact that the United States have come into the allied forces arrayed against Prussianism. There has naturally been considerable speculation as to the effect upon the leather market on account of the necessarily large orders that must ensue for American army purposes, but so far there has not been anything like the excitement or interest that was expected. There has been a little increased activity in some lines and some Canadian concerns are reported as receiving large orders for sole, but otherwise the leather business seems to be pursuing the even tenor of its way.

Business in Canada.—The large Easter trade done by retailers has sent them to the market for more shoes with the result that both manufacturers and jobbers who a month or so ago were inclined to go a little slow in ordering supplies, have limbered up. There has thus been a decidedly better enquiring for all kinds of stock of the better class, particularly for light leathers, prices of which show no immediate signs of abatement. Leather men claim that a strain has already been put upon the better selections, which is resulting in a stronger market. A good deal of enquiring has come in the last two weeks from the other side for certain classes of upper stock as well as sole, no doubt due to war conditions, but so far there has not been much actual movement.

Hide Excitement.—Packer hides have taken on considerable strength during the past week. No doubt packers have been following a policy of using up surplus stocks for the production of their own leather anticipating a large war demand, and this with a persistent bullish policy has resulted in higher prices as soon as any regular demand started in with tanners. The market has been quite active with a strong demand for heavy and light native cows followed by native steers. Both the Western and Eastern markets have been in sympathy. Country hides are moving up in sympathy, and the feeling prevails that as soon as definite orders are placed for shoes on a large scale for army purposes there will be a strong advance.

No Excessive War Profits.—A despatch from Washington says: "The United States Government invoked for the first time its drastic powers to strike a death blow at exorbitant war profits. Under authority of the last naval appropriation bill a manufacturer was directed to furnish a large order of war supplies at a price fixed by the government, far lower than the figure voluntarily submitted. If the order is not obeyed the plant will be taken over and operated by the government.

"It is understood that the concern against which these statutes have been invoked refused to meet the government's requirements as to price when the

orders were tendered originally and in the regular way. So far as known this is the only case of the kind yet produced by the present emergency.

"Officials would not disclose the name of the manufacturer nor the agency through which the order was given. It was admitted, however, that the action had been taken and that President Wilson and his advisers were firmly resolved that only fair and reasonable charges should be paid by the nation to its citizens for the things that are necessary to make ready for war.

"European governments are paying an average of 10 per cent. profit on war materials purchased in the United States. It was asserted authoritatively that the government of the United States intends to buy its own supplies at less than that rate of profit to the seller. The law invoked is section 3 of the last naval appropriation bill, as follows:

"The President is authorized to require the owner or occupier of any factory in which the ships or war material are built or produced to place at the disposal of the United States the whole or any part of the output of such factory, and, within the limit of the amounts appropriated therefor, to deliver such output or parts thereof in such quantities and at such times as may be specified in the order at such reasonable price as determined by the President."

British Army Contracts.—"Many ugly rumors regarding naval and military matters, have been circulated during the last few days," says the Shoe Trades Journal, "but there seems to be very little truth in them. What, however, is true is that the last Russian Army boot contract is held up for the moment, despite the fact that it was officially stated that big quantities were wanted during the next few months, and that deliveries were urgent. There is a deal of speculation as to the course that events are likely to take, especially as there seems to be no pressure for the new order for Roumanian boots.

"Coupled with the fact that the government have lately bought a very big quantity of both sole and upper leather, presumably for export, it may be that the Russian manufacturers and small bootmakers are about to undertake contracts for their own government. We believe they are in a better position than they were to deal with this task, and it would be in accordance with the policy of other countries to produce their own army boots. If such were the case, English manufacturers would not be seriously disturbed, and many would even be glad to be relieved of army contracts, so that they may pay a little attention to civilian business, and especially the export branch. Shippers are at their wits' end to get boots and shoes, even when they are favored with licenses to export the goods. Indents have to be turned down with heartrending frequency, and it is next to impossible to get any supplies at all for overseas trade.

WHAT ARE YOUR PROFITS?—A LIVE QUESTION

Philadelphia Dealer Advocates Exchange of Information—85 Per Cent. of Retailers in all Lines in the Country Said to Lack in Proper Business Methods—Tremendous Waste Caused by Bankruptcy

By A. H. GEUTING

AT a recent convention of the Pennsylvania Shoe Retailers' Association in Philadelphia, Mr. A. H. Geuting made an interesting address on securing profits. He prefaced his remarks with an invitation to the assembled members to call at his store. He would show

make no mistakes. The day of such far reaching co-operation is already in sight, for, under the deft hand of Mr. Sloane, our national organizer, we expect to boast a membership of 10,000 in the N.S.R.A. soon.

"I talked recently with Ed. W. Hurley, formerly chairman of the Federal Trade Commission, who told me that 85 per cent. of the country's retailers are ignorant of proper business methods. He further said that the government wants these dealers to flourish, to make a legitimate profit, in short, to get out of the failure class. Bankruptcy is a bugbear. The quiver of its reaction is felt all along the line from wholesale house to bank, and, eventually, the consumer has to pay. There is a tremendous waste here, and much of it is due to not knowing the cost of doing business and figuring profits accordingly.

Demonstrates by Charts

"I have placed on the wall before you several charts. These are self-explanatory. In preparing them, I based my figures on a business doing \$100,000 a year, because that is an easily divisible amount. Chart Number 1 treats of the selling expense of such a business. You will note that the total selling expense arrived at is 25 per cent. This may seem a little skimpy to some \$100,000 dealers, so on

Chart Number 1.

Selling Expense of a \$100,000 Business.

	Cost Amount	Average Cost of Sales
General Expenses—Allowances for donations, etc., Telephone, Heat, Light, Postage, Repairs, Express, Deliveries, Traveling expenses, etc., etc.	\$2,000	2%
Rent.....	4,000	4%
Advertising.....	3,000	3%
Interest.....	2,000	2%
Salaries (Clerks, Office, Misc.)..	7,000	7%
Manager (If you manage your business, you are entitled to a similar amount).....	3,000	3%
Depreciation (On stock, fixtures, etc. Also loss on charge accounts).....	4,000	4%
Totals.....	\$25,000	25%

them around, he said, would explain how he kept stock, or handled any one of the seemingly countless details of his business.

"I extend this invitation not through any exaggerated sense of pride in my establishment, but because I feel that exchanging information is the greatest source of learning.

Chart Number 2.

30% Selling Expense.

General.....	5%
Rent.....	5%
Advertising.....	3%
Interest.....	2%
Salaries.....	8%
Manager.....	3%
Depreciation.....	4%

-30%

Cost 30% plus Net Profit 10% equals 40%

\$1.00 minus 40% equals 60%

Divide Cost by 60% to get Selling Price

There are 30,000 shoe retailers in the United States to-day. If we had the individual experiences of these men summed up and presented in tabloid form, the result would treat of every conceivable business contingency, and we would

Chart Number 3.

How to Mark Shoes.

(A Practical Example in Figuring Selling Price—Based on a Selling Expense of 25%.)

Expense.....	25%
Profit.....	10%
	<hr/>
	35%

\$1.00 minus 35% equals 65 cents.

Costs:	Selling Price:
\$1.00 divided by 65c. equals	\$1.54
\$1.50 divided by 65c. equals	\$2.30
\$2.25 divided by 65c. equals	\$3.46
\$3.50 divided by 65c. equals	\$5.40
\$6.00 divided by 65c. equals	\$9.25

Chart Number 2, I have considered a selling expense of 30 per cent. plus a net profit of 10 per cent. (which is certainly reasonable) equals 40 per cent. So, by this token, the wholesale price of a shoe retailing for \$1.00 would be \$1.00 minus 40 per cent., or 60 cents. In Chart Number 3—How to Mark Shoes—I have reproduced the system for figuring the selling price of one's merchandise. This is based on a selling expense of 25 per cent., and any man whose cost of doing business equals 25 per cent. and who fails to get for his goods the prices herewith listed, is in a bad way. He needs a business doctor. The difference between success and failure is often a matter of only 4 per cent. or 5 per cent. Keep an eye on your profits."

HISTORIC SHOE FIRM PASSES HALF CENTURY MARK

A. J. Stephens & Son, of Ottawa, Observe the Fiftieth Anniversary of their Career in Business—The Principles upon which Expansion and Success have been Based—Values, Service and Fitting, the Three Great Pillars—Firm have Grown with the City

THERE are possibly not more than half a score shoe houses in the Dominion of Canada who have been in business continuously for fifty years, but the number is gradually growing.

On April 1st last, A. J. Stephens & Son, 187 Sparks street, Ottawa, passed the half century mark, and they are to be congratulated on their progress and development. A large announcement of this enterprising and historic establishment, setting forth the record of fifty years, recently appeared in the dailies of the Capital city.

The founder of the business was the late A. J. Stephens, who passed away about five years ago, after being identified with the footwear game for forty-five years. The present owner and proprietor is E. A. Stephens, and the manager is Frank W. Bedard, whose portraits are both presented in the advt.

The firm have one of the most attractive and best appointed shoe houses in Eastern Ontario. The present proprietor was born in the Capital city in 1870, where he attended the public school and Provincial Model School, and afterwards the Collegiate Institute. He then entered business with his father, the late A. J. Stephens. E. A. Stephens stands high in the business community and the esteem of the residents of the Ottawa Valley, and a couple of years ago, was appointed a member of the federal committee, to investigate the complaints regarding the army boots supplied the first Canadian contingent.

The house attributes its long record and outstanding success to the fact that it has always kept before it three essentials, values, service and fitting. It is an interesting

fact that they have scores of customers three generations back, who have never known any other shoe store but Stephens.

In their announcement the firm say, "If there is one thing we have aimed for more than another, it has been to give the public polite and courteous service. The test of time has proved that this efficient, conscientious service has resulted in success."

They also add—"We pride ourselves on the splendid reputation we have for fitting our shoes in an intelligent and proper manner. We positively will not fit feet improperly or misrepresent the shoes. This has meant a great deal to our business. We are always ready to tell the maker's name of the shoes we carry, and will not sell Canadian shoes as an American product."

The firm are agents for the district for Regal, Bell, Invictus, Sorosis and other lines.

On the occasion of their golden jubilee numerous friends in the trade will warmly congratulate A. J. Stephens & Son on their standing in the commercial world, their high ideals of service, methods and system, and their steady development, on a sound, progressive basis ever since the historic year of Confederation, 1867, when Ottawa was little more than a scattered lumbering centre. To-day it is a bright, busy city of over 100,000 people, with many great industries, splendid wholesale and retail establishments, and a system of parks and driveways along the Rideau and Ottawa rivers which impart to it a dignity, solidity and attractiveness of which every Canadian is justly proud.

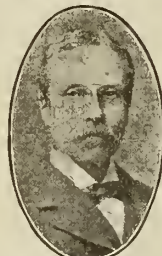
50

50

1867 - - 1917

Fifty Years in the Shoe Business

IT IS WITH PLEASURE that we announce to the public of Ottawa that this old established firm passed the half century mark on the first day of this month. Our doors have swung open to the people of this city for fifty years and we take pride in knowing that during this time, this business has shown a steady and increased volume from year to year owing to the confidence which the public has placed in us.



Late Mr. A. J. Stephens, Founder of the Business.

WE ARE PROUD of the fact that very many of our present patrons have never purchased shoes excepting from this firm; in fact there are grandfathers and grandmothers to-day who tell us that as children they were shod in this establishment. We have scores of customers three generations back who have never known any other shoe store but ours. Is not this a record to be proud of? Very few if any shoe stores in Canada can boast of such a record.

Here Are a Few of the Many Reasons To Which We Attribute Our Success

Values

We have always tried to give the largest amount of value for the least money, and have never failed to maintain our reputation for the best shoes at fair prices.

It will be our endeavor in the future, as it has been in the past, to keep prices within the realm of reason and furnish the citizens of Ottawa with the best possible footwear values.

Service

If there is one thing alone we have aimed for more than another, it has been to give the public polite and courteous service. The test of time has proved that this efficient and conscientious service has resulted in success for our firm.

Fitting

We pride ourselves on the splendid reputation we have for fitting our shoes in an intelligent and proper manner. We positively will not fit feet improperly, nor misrepresent the size. This has meant a great deal to our business.

Merchandise

Our fifty years in business has caused us to be chosen by some of the largest and most reputable manufacturers to act as their agents for this district and include such firms as Sorosis, Regal, Bell, Bell, Invictus, etc. We are always ready to tell the maker's name of the shoes we carry, and will not sell Canadian shoes as an American product.



Mr. E. A. Stephens, Present Owner and Proprietor



Mr. Frank W. Bedard, Manager

A. J. STEPHENS & SON

The Oldest and "Busiest Shoe Store" in the City of Ottawa.

187 SPARKS STREET

50

50

Classic Shoes

For Women and Children



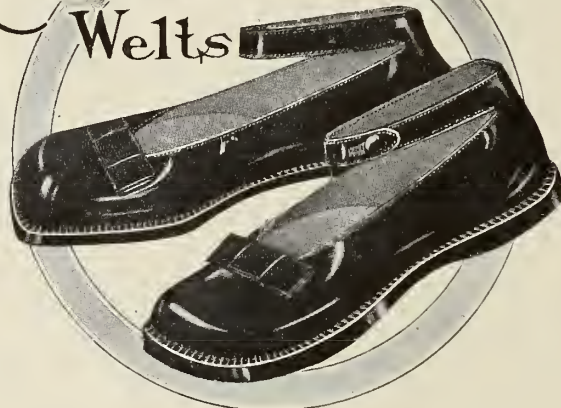
CLASSIC SHOES represent the highest achievement in shoe craft. Their sale growth continues to increase constantly. Do you see the significance?

Getty & Scott
Galt, Ont. Limited

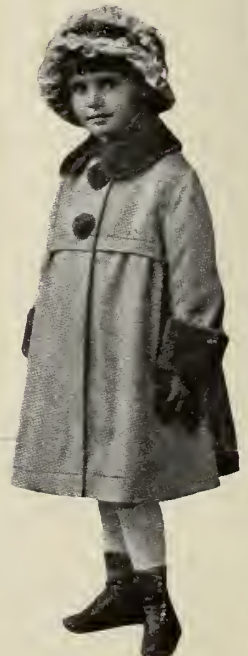
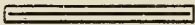
Getty & Scott *Limited*



The
Classic
Welts



CLASSIC SHOES for little people have all the style
and quality of
CLASSIC SHOES for grown-ups.



Galt, Ont.

SHOEMAN WENT HUNGRY TO START BUSINESS

The Way that the Leading Footwear Retailer in City of 170,000 People Launched Out for Himself on Capital of Less than Two Hundred Dollars, and To-day Occupies Seven Storey Building—The Ideas and Working Habits which Helped Him to Win

HOW a shoeman went without food for thirty hours, having spent his last nickle for goods in stocking his new store and, how to-day, this same man occupies seven floors of a building in Indianapolis, Indiana, and does the largest retail footwear trade in that state, is the subject of an interesting—almost romantic story—in the April number of "System," the magazine of business. The recital which deals with the man and his methods is so inspiring and stimulating that it is well worth reading. It should appeal powerfully to the fellow of to-day who is met now and again, complaining that he never had a chance, that luck has been against him, that there are no good openings in the shoe game, and that there is no money in business or any scope for expansion.

Here is the narrative of George J. Marott, of Indianapolis, who started several years ago with a capital of one hundred and sixty-seven dollars, and to-day carries a shoe stock of two hundred and twenty-five thousand dollars. His business has been built up by hard work and unflinching honesty.

When a man saves one thousand dollars in three years while he is earning a salary of only ten dollars a week—starts in business with a capital of \$167 and makes a net profit of three thousand dollars the first year—succeeds markedly in the first eight years, while twenty-eight of his thirty-two competitors fail, and two of the remaining four go out of business—builds up a retail shoe trade to one of the largest in the United States, occupies all the floors of a seven-storey building—when a man does all these things in a city of 170,000 there is pretty sure to be something besides luck back of his success. And George J. Marott, of Indianapolis—who has done all these things and more—doesn't count luck in with the factors that have helped him succeed.

Marott entered the shoe business because it was about the only method of making money with which he was familiar. His father was a shoe manufacturer in England, and he set George to work in the factory at eleven years of age. When twelve years of age he was given one year's school education. With a few odd months of "time out" Marott has been in one or another branch of the shoe business ever since; and, in making his unusual success, he has developed a lot of interesting methods.

Saved \$5 Every Week

Marott's father, eager to try for his fortune in a new country, sold out his shoe factory in England and came to the United States. He and his family arrived in Indianapolis one day in April, 1875. Marott senior promptly went into the business he knew best—but this time he sold shoes instead of making them. And he took in his son as a clerk, at ten dollars a week.

When young Marott first came to America he was past seventeen years of age. A little over a year later he went back to England for a visit. On the return journey, he says, he began to think over his circumstances more seriously than he ever had before. He realized he was getting on to be a man, presently he would be wanting to spread himself a bit and perhaps get married; yet he hadn't a penny. Then and there, on board the ship, he set his teeth and resolved that during the next year he would save five dollars out of his weekly salary, and that nothing but sickness would prevent him.

He kept that resolution. He began to save, economize and deny himself everything that he could do without. For

eight years he did not see the inside of a theatre or any place of amusement that had any cost. He bought socks at five cents a pair, and wore celluloid collars and cuffs.

He saved \$260 during the first year, according to schedule, and at the beginning of the next year he renewed his resolution. But now, having a small capital to loan, he so



GEORGE J. MAROTT, INDIANAPOLIS, IND.

far relaxed as to permit himself to spend the interest. The rate of interest at this time was 10 per cent. By saving and loaning, also discounting commercial notes of several merchants, his assets, at the end of the third year, reached a total of \$1,000 in cash and two lots in Emporia, Kansas, which had cost him one hundred dollars.

At this point Marott got married, and used all his capital in furnishing a little home and buying a piano for his wife. His entire capital was gone. He was still earning but ten dollars a week. He found it impossible to maintain a cottage on that salary. So with the cheerful co-operation of his wife they rented one room and became boarders. Upon reaching this status, he again determined to save something. He could not decide upon a definite amount, but he resolved grimly that it would be something; and it was. Sometimes it was twenty-five cents a week, and again it was fifty cents. At rare intervals it rose to one dollar a week.

With a Capital of \$167

By these means Marott accumulated, after nearly five years of married life, the sum of \$167, in addition to the two lots in Emporia. With this capital, \$167, he decided to enter the retail shoe business. It was Marott's idea that the way to begin is to begin. His resources consisted largely of confidence in himself, and a pretty thorough knowledge of the shoe business.

Marott showed his sound business sense at the start in his choice of a location for his store. He selected a room in the very heart of the retail district of Indianapolis. With

the sum of \$167 in his pocket, he agreed to pay a rental of \$1,800 a year. It required sound nerve to make such a contract, but Marott felt self-confident and argued that in selling he must be where there were customers.

Out of his capital Marott transferred \$150 to the landlord, one month's advance rent, but was allowed ten additional days in which to clean up the rubbish left by his predecessor. His next step was to call upon ten jobbers and manufacturers with whom he had become acquainted while working for his father. He proposed that each one should extend him a credit of two hundred dollars, on the consideration that it would never exceed this amount. On the other hand, the creditors were not to press him unduly, but were to permit him to pay off the original indebtedness when he could. Marott had a hard struggle with pessimistic jobbers. One pointed to the appalling failures which had occurred in the shoe business in Indianapolis, cited the case of the man who had failed in the very room Marott had rented, and hesitated so long that Marott's heart sank. Nevertheless, this jobber and the other nine finally agreed to extend the credit Marott asked.

How He Financed His First Order

Next, he applied for a loan of three hundred dollars on his household furniture. He needed a line of shoes to complete his stock which he could not buy in Indianapolis, and for this cash was required. He succeeded in securing two hundred dollars, for which he gave a chattle mortgage, and this, with the few dollars left from his original capital, gave him \$217 dollars. He took a train to Cincinnati. There he gave an order amounting to \$228. He had \$217, minus his railroad fare, with which to pay it. He asked the jobber's consent to send a check for the balance when the goods arrived, which was granted.

Marott had selected his stock by twelve o'clock, but he had given the jobber his last nickle. He had eaten nothing since the night before, but he could not afford a meal, so he walked the streets and looked at show windows to while away the time. It was midnight when he reached home. He had not eaten for thirty hours. But Marott promised his stomach future rewards for the present sacrifice. He asked the Cincinnati jobber to ship his goods immediately. The carpenters were putting up the shelves in the store and he could not pay them until he had moved some stock.

As soon as the shoes were in the storeroom, he plunged into them, verified the invoice and prepared to receive customers. Then he went into the highways and byways, detained his friends wherever he found them, as well as nearly everyone to whom he had ever sold shoes, and announced that he was going to open a store. He solicited their immediate custom. In this way he sold enough shoes before the formal opening to pay the carpenters, the drayman, and the owner of the shelving, and sent a check to Cincinnati.

With a Staff of Three

The organization when the store opened consisted of three persons: Marott's wife, Marott himself, and a boy. They sold \$84 worth of stock that day, and closed a few minutes before midnight. The profits, above all expenses, were eleven dollars—exactly one dollar more than Marott had ever earned for a week's work. That night was almost the happiest of Marott's life. After closing the store he bought three stogies for five cents, smoked until two o'clock and made plans.

Marott soon began to introduce novelties into his business. He strove to give better values, superior goods, or in some way to be in advance of competitors.

The number of Marott's storeroom was 22. He was eager for his patrons to remember the number, and so he sold a line of shoes at \$1.22 a pair. They were of \$1.50 value.

Keeping up appearances without violating economy has always been one of Marott's principles. When he began he had over two hundred feet of shelving and a storeroom which would easily have accommodated a stock of \$40,000. In those days shoes came in large pasteboard "cartons." They held twelve pairs of shoes. During the noon hour, or whenever business was quiet, he sent his boy to the different stores to ask for the empty cartons which the merchants usually threw away. These he put on his empty shelves. Marott wanted his salesroom to look like a shoe store, and he gained his purpose.

Cleared \$3,000 the First Year

Marott cleared over three thousand dollars the first year. When he knew that success was assured, he resolved not to increase his salary of ten dollars a week until he could take the cash discount on all his purchases. Before the end of the first year he had lifted his chattle mortgage. At the end of the fifth year he had made \$25,000 clear of debt.

During the first eight years that Marott was in business all of the downtown shoe stores in Indianapolis but four—thirty in all—failed. The capital of two of the remaining four was so much impaired that they presently retired. More money was lost by shoe merchants who failed during this time than Marott made.

In 1890 Marott was compelled to give up his original location; and he moved once again in 1911, when he leased a seven storey building for 25 years, at an average rental of \$20,000 per year, making an investment of more than \$200,000, which he had made in the shoe business.

It has always been Marott's policy not only to keep up to date, but to be a little ahead of it. His children's playroom is not only the largest, but one of the only two in Indianapolis. And he has a department where women may have their shoes "shined" for five cents.

Marott's business, which started with a capital of \$167 and increased to an investment of \$225,000, has been built up by hard work and unflinching honesty. Once he kept his word at a cost of \$60,000. He is sure it paid.

NEWSY BRIEFS FROM ST. JOHN

Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Co., Limited, wholesale shoe dealers in St. John, N.B., has returned home after a business trip to Quebec, Montreal and Toronto.

W. J. Simpson, of the Miner Rubber Co., of Granby, Quebec, was in the city the last few days visiting the local dealers.

Appraisers inquiring into the loss sustained by the McRobbie Shoe Co., Limited, in a recent fire, fixed the damage to the stock at \$14,000. This was covered by insurance. Since the fire the company have opened up a temporary stand near the foot of King street where they have been conducting a fire sale. Their former store is now in the hands of carpenters, painters, etc., and should be ready for occupancy in a couple of weeks.

Andrew Moore, representing the Minister Myles Shoe Co., of Toronto, was in the city recently.

Frank Laskey, of the Tetrault Distributing Co., of Montreal, passed through the city a few days ago. He reported business exceptionally good along the North Shore.

Hazen Magee, who is representing the James Muir Co., of Montreal, has been placing large orders throughout the province.

Boot and shoe dealers in St. John report a successful Easter trade despite conditions brought about by the war.

THE TALKING POINTS IN SUCCESSFUL SHOE SELLING

Some Otherwise Good Clerks do not Know How to Tell a Customer in the Right Way Just what is Required to Effect a Sale—Concentrate the Patron's Mind upon One or Two Good Points and Tactfully Assist the Doubtful and Hesitating

MANY salesmen and salesladies in shoe stores know the stock like a book, are well posted on values and styles, competent in fitting and attentive and polite. They have a good address, can interest the customer and neglect none of the apparently fine details in establishing confidence between the store and its patrons.

There is just one fault and, that is, numerous persons go out without buying. It is sales that count. Sales make up the volume and expansion of any business, not the number who enter the establishment, look about or try on shoes and walk away without making a purchase.

The fault with some clerks is that they talk too much, others talk too little, and some can not readily adapt themselves to any unusual incident or sudden circumstance that may crop up. It does not pay to argue with a customer as such disagreements generally end in the former departing dissatisfied, perhaps never to return. You may have gained your point but the honor is a doubtful one at best.

General rules can be laid down, but not specific ones that will cover every case. In all retail transactions the personality of the salesman and that of the customer enter largely.

The Great Law of Average

In all human beings there are many points in common. They have to a great extent the same ideas, the same emotions, the same prejudices, the same superstitions, and the

same mental feelings. What one feels, the other is likely to feel under similar circumstances. If it were not so there would be no law of average and the average is broader in its application and conception than most of us perhaps care to admit. In numerous big organizations selling talks are laid down by an expert sales manager, who defines the line of action to be followed in certain cases. He may give his staff the exact words to be used in explaining or defending a proposition or setting forth some situation or state of affairs. Too many of less experience this may look like a hard proposition to follow, and one that if pursued very closely means failure instead of success, yet the sales organizations of some automobile firms and other specialty concerns such as the National Cash Register, have succeeded along these very lines, cut and dried arguments being given the credit for the immense volume of business done.

Talking on the Styles Points

May not some of these methods employed by them be equally as successful in selling shoes. Selling has been reduced to scientific lines in some departments of commerce; why not in the shoe store? There are lots of selling points in footwear. Let us look at a man's box calf, Goodyear welted, slip sole, solid leather shoe for a moment, and pick out a few of them.

Take the style points first. These may be new and snappy, the latest novelty, smart, swell, dressy, etc. Broad





toe, narrow toe, medium toe, knob toe, English receding toe, etc. High heel, medium, low, etc. Blucher, lace or button. Black, tan, etc. Dull or shiny, contrasting leathers, cloth top, etc., and everything else that goes to make up the appearance of a shoe.

Quality is of great importance. Note these points: Our shoe standards are unusual, they must be better for us, honest values, best materials and highest grade of materials, not made at a price, but the price made to fit the quality, after the shoe is built, solid leather, high grade inside and out, etc. The material used can also be shown and made up into a selling talk.

Fit means a whole lot. Why not tell why they fit? Because left on last long enough to shape, not rushed through a cheap factory, but made as in a custom shop, plenty of sizes, half-sizes and widths, your feet can be fitted, no matter how hard they are to fit, we can do it, if a shoe is not comfortable, it is not a proper fit, corns usually begin in the lasting room of a factory, tired feet are due to poor fitting shoes, etc.

The above are merely suggestions, ideas rather, to be woven together in forming selling talks. The idea should be selected that it is thought will bear most fruit in the customer's mind.

Let us presume a customer seated with a shoe on his foot. He is apparently in deep thought—and the Lord knows what he may be thinking of. Let the clerk state in positive and pleasant tones that, "You will recognize the goodness of these shoes at a glance. They are built to give the utmost service and to stand the most trying wear. The soles are of oak-tanned leather, heavy enough to stand wear, yet flexible and comfortable. The upper is genuine calf, soft as a glove and as tough as a nail. Every part of the boot is solid leather and we guarantee it to give entire satisfaction."

Such a sales talk will swing every man, who considers value as of importance, into line and effect a sale. But it

would be foolish to use such a sales talk unless the shoe fits and is apparently what the customer desires.

A Poor Rambling Talk

The following is a poor sales talk because it rambles. It does not concentrate the mind upon any one point, but drags it from one to the other before any real decision can be arrived at.

"Those are the best shoes we carry at that price—they are solid all through. We could get more money for them; other dealers do but we sell them at the old price because we do not like to change when once we establish a price. It's against our principles—that's all. That last is a comfortable one and just suited for your foot. We don't go much on styles that are freakish and new-fangled. We stock the best of the established styles. Prices of shoes are advancing, etc., the same style in a kid makes a neat dress shoe, etc."

A concentrated talk of one sentence is often of greatest value. Ideas must be brought forth quickly. Often it is the quickest thinker in a shoe shop that can sell the most shoes—not the best informed, or most experienced in shoe fitting.

There are also the customer's moods and characteristics to be considered. If a man shows impatience with the talk of the shoe salesman, he should not talk much. If, on the other hand, the customer is talkative, the salesman may usually go as far as he wishes.

A writer on salesmanship names the following twenty weapons of attack:

Knowledge, interest, inducing forgetfulness, suggestion, enthusiasm, wonder, desire, voice, manner, sympathy, surprise, expression, self-attention, imitation, gestures, persuasion, fear, persistence, excitement and propitiation. Consideration of these will be taken up in a later issue.

KEEP IN CLOSE TOUCH WITH YOUR STOCK

Do not Allow Yourself to Overbuy More Goods than You Should—Buyers Should Use Purchasing Capital on a Percentage Scale so Stocks Will be Balanced at all Times—Have Your Stock Departmentized

By E. W. HERTZLER, Burlington, Iowa

I HAVE tried to hold my stock to a two-and-one-half-time turn over for several years, but I did not succeed in doing it this year. The fellow who did it is a regular merchant, or else he lacked nerve or capital.

The first step, in my opinion, to hold your stock down to the "Minimum" is to departmentize it. For instance, keep a separate record of your inventory purchase and sales of your different lines.

In my stock I divided it into six different departments.

Department 1, Ladies'; Department 2, Men's Department 3, Boys', Youths' and Little Gents'; Department 4, Misses', Children and Infants'; Department 5, Rubber Goods, Tennis, etc.; Department 6, Findings.

In this way you can see your purchases and sales in these different departments or lines from day to day or month to month and see if your stock is too heavy for the volume of sale in same.

If it is, cut it down by not buying, or buying only where your stock is weak. The first principle in holding your stock down is "Keep in touch with it."

Then you must buy only 50 to 60 per cent. of your season's purchases in advance and this must be bought from reliable firms upon whom you can depend on deliveries when specified.

This, you will say, in the past year has been impossible to do as almost all firms failed to deliver on time and I will agree they have, but this was an exceptional year of poor deliveries.

Agreeable to Factories

Make yourself agreeable to your factories, their salesmen and offices, pay your bills promptly, discount them and you can demand and will find favors shown you in the way of deliveries.

One thing is certain. You must have the goods when you need them to get sales but, on the other hand, we often

FLEXIBLE-MONEY

Always keep some of your capital in the shape of flexible-money so that when the season opens and occasion comes use it on some good style, or for re-sizing on a good number, or for some discount emergency. Consider it a safety-valve warning you when regular stock creeps up to high point—but don't go over the limit.

Your purchase capital should be departmentized—so much for ladies' shoes, so much for men's, etc.—allow a certain sum for each and safeguard your business against overbuying in one department and underbuying in another.

profit and you turn to your partner or you think to yourself—where is that profit I made and discover in place of in dollars and cents—it's in shoes—an overstock of shoes that depreciate in value in place of drawing interest.

Then too, you must have a way of getting rid of your

DEPARTMENTIZED STOCK

Have your stock departmentized so you can tell how much you have invested in your different lines or departments, and can tell from your invoice plus purchases whether you are carrying too much stock in your different departments for the sales in them.

Buy from reliable known firms, discount your bills, so you can demand and expect favors in the way of deliveries. Have a way of getting rid of your odds and ends and "slow sellers" and "poor buys." Keep in touch with your stock always, so you know where your slow sellers and odd sizes are. Do not overbuy.

poor styles and end sizes when you do accumulate them and we all do. This is possible in several different ways.

A reduction in price in a general way—fit them into a lower grade of prices—mix them with a cheaper grade of style similar to them—run them in with a style you are short in—sell them as a cheaper shoe.

You will find people buy them for whom the former price was too expensive and to whom your salesmen would not show them because they felt they were out of their means.

You can do this any time during your regular selling season.

Then again you can put on a clearance sale, but my experience has been, that when you do this you must put on merchandise you can fit every one to, who is drawn to your store by your advertisement of a sale—or your advertisement of a sale in the future will have but little effect, as people will say "Oh, I cannot get anything there, they never have my size on sale."

Here I also want to say when you advertise a thing be sure it is as you advertise it—by this I mean—you must use the purchaser's eye—see it as he sees it. Do not misrepresent and I believe it poor policy to make an article look like a bigger value than it is,—better undervalue than overvalue in your advertisements.

Then you can have a special bargain place where you always have slow sellers and off styles at a reduced price. A basement department is preferable or a place back in the rear of your store, but, when you start a bargain place make it permanent so people who are looking for this kind of merchandise, and there are still a great many of this kind of people, get in the habit of coming there to look for that out of style or small size pair of shoes at a reduced price.

Another point to bear in mind is—do not wait too long to put a style down in price or on your bargain bin when you find it is moving too slow. Here is where you must know

think we need more goods than we do to get business, and that is another reason we carry larger stocks than our business permits.

Have you ever had the experience after an inventory that when you look at the profit and loss sheet you show a

how your shoes are moving and the one way to know this is—through a system that keeps you in touch with your stock.

You cannot hold your stock down to a minimum if you do not sell the stock on hand at a certain ratio of speed as proportions the amount of goods you get in. This means—do not allow yourself to overbuy or be persuaded to buy more goods than you should. Stay within the 50 to 60 per cent. limit on futures. Do not allow yourself to buy your entire allotment of goods in advance, always leave that 40 per cent. to 50 per cent. of your purchase capital unused so when the season opens up and occasion comes to use it on some good styles that are newer than when you placed your future orders six months ago, or you need more sizes on a good style you picked, or some buy comes up, you do not load your stock to buy it.

A Scale of Percentage

I believe that more shoes would be sold at a profit if buyers would use their purchasing capital on a scale of percentage so their stocks would be balanced at all times.

I want to show you here a way I think is the one to use to get to your purchase capital from your sales and inventory and if you would follow this way, eventually, you would have your stock balanced and would get a good big turnover out of it.

Your stock at present may not be balanced and on this account you might have to alter this rule a little to fit your stock.

A Case Illustrated

We will take for example and figures a business of \$50,000 net sales. The stock at the close of the period invoiced say \$20,000. We find we made a gross profit of 33 1-3 per cent. in the business. Thirty-three and one-third per cent. is, of course, figured on the selling price and is 50 per cent. on the cost price.

Now, since that is the case and we invoice \$20,000 at cost price, then this \$20,000 represents at sale, or retail price \$30,000 worth of business, with a mark up on it of 50 per cent.

Now, since we did a \$50,000 business and expect to do that much again and have enough merchandise on hand to do \$30,000 worth of it, then we must do the difference between \$50,000 and \$30,000 or \$20,000 to finish the year.

Now, we must find out what this difference, \$20,000, represents at cost price since we make a 33 1-3 per cent. profit on it, so we can buy this much more merchandise to finish the year and we find that it is \$13,333.34. This is the amount of stock we must buy to finish the year on and not have any left.

Now, then at the beginning of the period we found we had a \$20,000 stock on hand and did a \$50,000 business.

This from a good merchandising point is too much to invoice and do a \$50,000 business, so we will invoice less this year, say \$15,000.

Then our purchasing capital for that year will be \$13,333.34 amount needed to finish the season, plus \$15,000, amount we aim to invoice or \$28,333.34.

This is all the merchandise we can buy if we are going to invoice \$15,000 and make a gross profit of 33 1-3 per cent. on the sales.

Now then, divide this amount into your six different departments according to the sales in them, and you have the purchasing capital for each department for the year and, if you do not spend too much of this amount at one time for future deliveries you will find you can do \$50,000 worth of business and not be overstocked at any one time during the year.

Of course, this is just an example. But the principle is there and the sooner you get down to such a principle the sooner you will get the wanted turn over out of your stock.

A MAN OF LEATHER

(See Front Cover)

Robson in Canada is synonymous with leather, and for over fifty years it has stood for staunchness and reliability in that particular field.

The face of the president of the concern, Mr. Charles Robson, is as well and favorably known as the product for which his name stands.

The fact that he is "Charlie" Robson with the trade firm "Dan to Beersheba," speaks of his great personal popularity. His big, wholesome presence radiates geniality and good will toward men wherever he goes, which no doubt has had much to do with making Robson leathers a household word with those who make shoes in this country and elsewhere.

He knows the leather game from hide cellar to finishing room, having spent a long apprenticeship assimilating the thorough-going ideals and methods of his father, the late James Robson, the founder of the business.

Added to a complete knowledge of the tanning, Mr. Robson has combined with a thorough business training the happy faculty of making friends for his concern wherever he goes. His customers say there is no one whose face they would sooner see than Charlie Robson's. His hobby is his business, but he finds time in season for motoring, fishing and other outdoor sports, and, although he is not now built for "sprinting" he can hold his own in any event with those of his class in the leather trade.

Oshawa is his home, but the world in general, and Canada in particular, is his parish.

CONSOLIDATED FELT HAD GOOD YEAR

The annual meeting of the Canadian Consolidated Felt Co., Limited, was held in Montreal recently. The annual report showed that the company during the year 1916, had wiped out its deficit of 1915 amounting to \$48,965, and showed on the 31st of December, 1916, a balance to the credit of profit and loss account of \$4,150.

The management in submitting the annual statement expressed satisfaction at the progress made during the year, in spite of the adverse conditions affecting the company's business in some respects, and expressed the opinion that the company's position at the end of 1917 would be much stronger than it was at the end of 1916, due to the fact that large quantities of raw material were on hand which had been purchased at a low price.

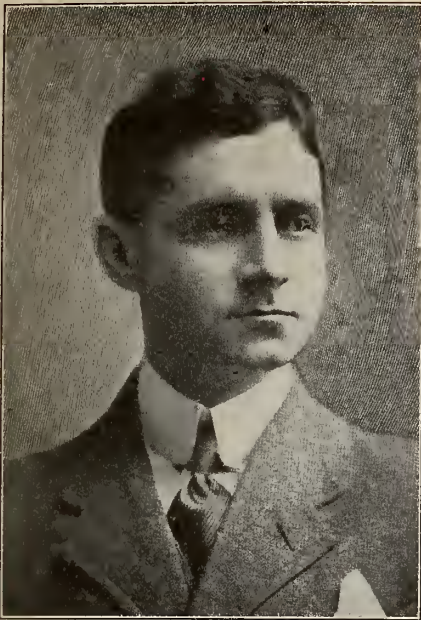
The profit and loss compares as follows:

	1916	1915
Net sales.....	\$577,766	\$503,659
Gross increase.....	51,613	19,011
Charges.....	47,463	67,977
Net gain.....	4,150	x48,965
Prev. surplus.....	131,544	180,360
Sinking Fund Profit.....	1,200	150
Total surplus.....	136,894	131,544

xDeficit.

Fixed assets are shown at \$640,915 in the balance sheet, and movable assets \$2,550,630, a total of \$3,191,546. Current liabilities are \$314,406 with a reserve of \$80,032 for bad debts, and surplus of constituent companies amounting to \$234,212, which with its own surplus makes a total of \$371,107.

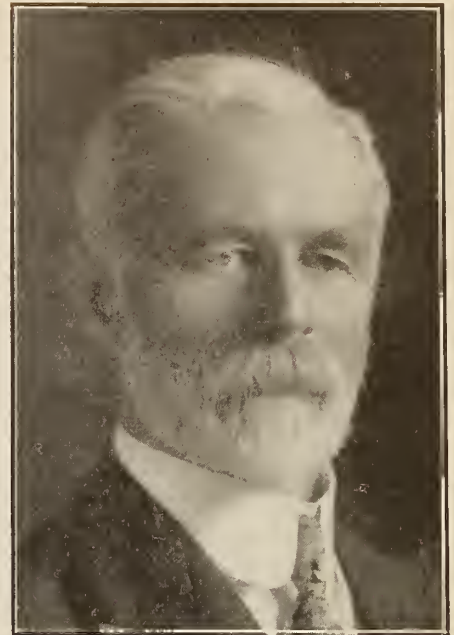
On the occasion of giving up his position as office manager of the Maritime Division at St. John, N.B., to become chief clerk to director in charge of sales at the head office of the Canadian Consolidated Rubber Co., in Montreal, H. R. Nixon was presented with a beautiful gold watch and chain by his fellow-workers of the Maritime Division, as a mark of their esteem.



T. H. RIEDER, THE NEW PRESIDENT

NOW HEAD OF LARGEST INDUS- TRY OF ITS KIND

The new President of Canadian Consolidated Rubber Co. is T. H. Rieder—His Advancement from clerical position to Chief Executive has been rapid and well merited—Still on the sunny side of forty he occupies one of the most responsible positions in Canadian Industrial Life and got there by sheer force of ability and not pull.



W. H. ROBINSON, THE RETIRING PRESIDENT

TH. RIEDER, is the newly elected president of the Canadian Consolidated Rubber Co., being elevated to that honorable and responsible position at the annual meeting of the company which was held in Montreal on April 3rd. He succeeds W. H. Robinson, who retires. Victor E. Mitchell, K.C., has been elected vice-president in succession to Mr. Rieder, who, in addition to the office of president, will continue to discharge the duties of general manager. A. D. Thornton has been made a member of the Board of Directors.

A summary of the financial statement showing an increase in sales of more than 50 per cent. was published in the last issue of the *SHOE AND LEATHER JOURNAL*. In presenting his annual report W. H. Robinson, president, attributed the great increase in the company's volume of sales partly to the higher prices prevailing in the rubber business during the year, and partly to an increase in demand for automobile tires and war equipment. He also stated that the company had during the year managed to build up a very substantial export business. The balance sheet for 1916, when compared with the balance sheet for 1915, showed an increase of almost two million dollars in the amount carried under the head of "Inventories." Mr. Robinson explained this by pointing out the necessity the management had been under to protect the companies as much as possible against future shortage of raw material, increasing prices and future freight embargoes. The maintenance of large stocks of material was imperative if stability in production was to be maintained. The financial results of this policy were also indicated in the company's report, by the large increases in the bills and accounts payable.

Speaking of the accession of Mr. Rieder to the presidency, the "Financial Times," of Montreal, which is one of the most widely known journals of its class in America, pays him the following well deserved tribute: "T. H. Rieder, the new president of the Canadian Consolidated Rubber Co., is one of the standard Canadian examples of 'the young man in business.' He is less than forty years of age, but he has grown up with the rubber industry of Canada, and before reaching his present post had worked up steadily from minor positions in both the selling and manufacturing departments of the company. He has been in virtual charge of the business for several years past as vice-president and general manager. It may be added that rubber is both a young business and a young man's business."

"To become president of one of the six largest industries in Canada and the largest of its kind in the British Empire is no mean honor, but to attain that distinction through sheer merit, while still on the sunny side of forty, is an achievement that few, if any, in the industrial life of Canada have equalled," says "The Dominion."

"Mr. T. H. Rieder's election as president of the Canadian Consolidated Rubber Co., Limited, did not surprise those who have been associated with him in the Dominion Rubber System nor those who have watched his successful career. His rapid advancement in a brief span of years from a minor office position in a small rubber company to active head of this big industry is a fitting tribute to his indomitable energy, his executive ability and his untiring zeal and honesty of purpose in everything he undertakes. Those who know him best realize fully that not only will the position do honor to the man, but that the man will also do honor to the position.

"Canada's pages of history record not a few brilliant successes of men who started on the lowest rung of life's ladder and by their own effort and ability reached the highest positions of trust and influence in commercial, industrial, financial or professional circles. Thos. A. Edison, the railway news agent, gained world-wide fame as an electrical genius; J. J. Hill, the Ontario farm boy, was the pioneer and great railway builder of the Western States; George A. Cox, the telegraph-operator, wielded a powerful influence in Canadian banking and insurance circles; William Osler, the student, became one of the world's leading authorities in medical science; Timothy Eaton, the dry goods lad, became the Merchant Prince of Canada; Donald Smith, the Hudson Bay Co. clerk on the bleak shores of Labrador, rounded out a useful life as Canada's High Commissioner in London, Eng., and as Lord Strathcona, took his seat in the House of Lords.

"The achievements of these eminent men,—leaders in their respective spheres and prominent in the arena of national affairs,—are splendid object-lessons for the young manhood of our fair Dominion. None the less inspiring, to the youth of Canada, is the career of the man who gained his first business experience as an office boy and within a period of twenty years, advanced step by step from one responsible position to another, until to-day he is the head of the largest rubber manufacturing organization in the British Empire.

"Notwithstanding the many exacting duties of his high position, Mr. Rieder takes a warm, personal interest in the

little army of workers throughout our organization. His consideration for the welfare of his business associates is unflinching. It is no exaggeration to say that every man and woman, boy and girl, in the organization, feels a sense of personal pride and gratification in having Mr. Rieder as the executive head of the Dominion Rubber System. No better tribute could be paid to anyone."

OPENS NEW SHOE STORE FOR LADIES

J. L. Jefferson, of Annapolis, N.S., has opened a handsome and attractive new shoe store for ladies. With some six hundred square feet of floor space, it is lighted by two single sheet plate glass windows, each 6 by 8½ feet, besides the window-door, and is also fitted with electric light, and all comfortable equipments. This store is in sole charge of two careful and competent sales ladies, while a new stock, in all latest styles of footwear, adorns the shelves. The older store next door will now be confined to men's and boys' footwear. In the rear are the surplus stock, an office and repair department, Mr. Jefferson has a most complete establishment, a fine development of the shoe business which he founded twenty-two years ago, opening the first exclusive shoe shop in Annapolis in 1895.

TRIED SMART DODGE TO CHEAT SHOEMAN

"I had an unusual experience the other night," remarked a Hamilton, Ont., shoe dealer. "It was rather late when a lady and a well dressed, middle aged gentleman entered—man and wife apparently. She tried on several shoes and finally selected a pair of all cinnamon buck 4½, B width, which I sell for twelve dollars. They fitted her admirably, and as it was too late for delivery, and as the couple did not care to take the goods along, the husband told me to send them up to such and such an address the next morning. He gave me his name and they departed. My boy delivered the footwear the next day and the woman tendered a check in payment for the amount. The lad telephoned me asking if it would be all right to leave the shoes as the party had not enough cash in the house, and bring back the check. I said 'yes,' and that afternoon deposited the check with my receipts for the day in my bank. Well, that evening the man called down with the shoes stating that his wife did not desire to keep them on the plea that on closer inspection she did not like the color. He asked for the return of the purchase price, twelve dollars. Now that check had gone into the bank for collection, and I did not know whether it would be honored or not. What was I going to do?"

"The fellow was a perfect stranger to me, had never been in the store before to my knowledge, and here he was requesting the return of the sum represented by the check. When I told him that I did not know him, and that I could not hand the cash over until I saw if the check was good, he got in a high dudgeon, wanted to know if I thought he was trying to 'do' me for the price of a pair of shoes, and all that sort of talk. He grew so abusive that I threatened to put him out. I told him that he could keep the shoes until I saw whether the check was valid but no, he wanted the money or the check right then and there. Of course, it was impossible to give him the latter, which was in the hands of the bank, and as for letting twelve good dollars go before I knew whether there were sufficient funds to meet the paper he had given me,—well I am not quite so easy as all that. He finally went away leaving the shoes and threatening suit for recovery of the money.

"Two days later the check came back marked 'No account at Bank of —'. By being firm I had saved twelve dollars for the fellow had deliberately attempted to work a big bluff act and get cash for a worthless check. It was a pretty smooth, slick game, but it did not operate on me. The shoe dealer has to be awake at all times. I have

had people try to victimize me in divers manners before, but never in quite so vigorous and bold a style as this chap, who has probably got away with the escapade in other cities—giving a check, returning later and delivering the goods on some plea that they are not exactly what is required, asking that his money be refunded him, and getting cold cash for what turns out to be a worthless scrap. He talks in such an independent style about his responsibility and honesty that he would almost convince one, even though he is a stranger, that it is a down right shame to impute motives of dishonesty and deception to this prosperous appearing, business-like caller, by even hesitating to rebate the money—especially if you are to retain his patronage."

NEWSY BRIEFS FROM QUEBEC

The death took place recently, at his residence, St. Valier street, Quebec, of Denis Davis, at the age of fifty-eight years. The late Mr. Davis was born in this city and spent his lifetime here. For the past twenty-five years he had been connected with the W. A. Marsh Co., Limited, where his valuable services will be greatly missed. The deceased is survived by his widow, five daughters, and two sons, Robert and James, the latter of whom is foreman of the fitting room of the John Ritchie Co., Limited. He is also survived by a brother, William Davis, of this city. The late Mr. Davis was possessed of many estimable qualities, and his death is deeply regretted among a large circle of friends.

Among the visitors to the Ancient Capital recently were Geo. B. Benton, representing the Progressive Shoe Machinery Co., Minneapolis; J. R. Roche, of Parker-Irwin Limited, Montreal; and A. Alpress, of Wm. H. Horn & Bros., Inc., Philadelphia.

A. E. Marois, of Tourigny & Marois, and M. Russell, of the finishing room department, were in Boston for a few days recently, on a business trip.

David Marsh, B. W. S. Martin, and E. Tremblay, were in Montreal, St. John and Three Rivers, on business, recently.

Alf. Garant, of Dupere & Garant, made a successful business trip to St. Hyacinthe. During his visit he booked some good orders, and also made a sale of two Progressive Outfit Repairing Machines.

In spite of two days of snow and cold weather, which prevented the usual influx of country people into town, thus probably cutting out a large amount of business, shoe retailers report that the Easter sales were very satisfactory.

D. Paefuet, salesman of Dupere & Garant, has returned to Quebec, after a two-months' trip throughout the Gaspé coast, and reports business as excellent.

Elie Jobin, Limited, have recently been taking stock. They have large orders ahead for felt shoes for next season, and are about to start work on them almost immediately. Jos. Metivier, superintendent of this concern, has returned to the city, after spending his Easter holidays at his summer cottage at Cacouna.

J. E. Samson, Reg., are at present very busy, completing the orders they have on hand.

BIG MONTREAL FACTORY MOVING

Ames-Holden-McCready, Limited, have started to move from Inspector street, and not later than the 1st of May, they will have their head office and executive departments at their factory on Mount Royal avenue east. They also have opened what will be known as the Montreal Warehouse Branch, which is situated at 122 St. Antoine street, which will serve Quebec and Eastern Ontario customers. This new building on St. Antoine street is a very large and commodious structure, and is being remodelled to suit their requirements.



Your Customers May Not Always Be As Prosperous As They Now Are

Sooner or later there will be a recoil. Will it be good or bad? Will your customers feel that they have had their money's worth or will they condemn you for sacrificing service for style?

LADY LUXURY SHOES can make your "good will" more valuable by rendering service, consistent with their cost, to your customers. They are produced in a factory equipped, with men and material, to turn out only good shoes.

LADY LUXURY SHOES are welts—every pair—made with such good material and so carefully as to be durable, and therefore economical, but modeled so daintily that they are bound to satisfy the most discriminating taste.

Widths A to E—lasts, staple and novelty—patterns of many kinds—are features which make LADY LUXURY SHOES adaptable to large city or small town.

LADY LUXURY SHOES ARE MADE "TO ORDER" ONLY, BUT DURING THE NEXT THREE MONTHS OUR SPECIAL "RUSH SERVICE" WILL ENSURE PROMPT DELIVERIES.

For Full Particulars and for Samples Communicate with—

WOMEN'S DEPART. L.L.

Geo. A. Slater Limited
Montreal, Que.

W. A. LANE & CO.

Leather Merchants

ANNOUNCEMENT

Another big advancement in our development of tremendous importance to the Canadian trade.

We have just secured the Canadian distributing agency for

JOHN R. EVANS & CO.

of PHILADELPHIA, BOSTON, ST. LOUIS
and CINCINNATI

Their well-known and celebrated brands of Upper Leathers,

"MAXIMUS" Patent Kips and Sides

"PEERLESS" Glazed and Mat Kid

"PEERLESS" White Kid

"RUBY" Glazed Kid

And all popular shades of fancy colors.

They have style, durability and cutting economy, and we will carry a large stock at all times.

Get in touch with us at once about these lines.

W. A. LANE & CO.

Leather Merchants

218 Notre Dame St. W.

MONTREAL



FORMING IN LINE OF THE BOSTON SHOE AND LEATHER TRADES IN THE PATRIOTIC MARCH

BOSTON SHOE AND LEATHER TRADES PARADE

Shoe and Leather Men of the Hub Manifest Their Enthusiastic Support of President Wilson

ON April 2nd, at the moment arranged for the opening of the War Congress, the shoe and leather and allied trades in the Boston district mobilized in the city's shoe trade centre to join the hundred thousand on the historic Boston Common in a demonstration of support of the National Government. Marshalled by Charles T. Cahill, of the United Shoe Machinery Co., and Major in the Massachusetts' Volunteer Militia, assisted by Thos. F. Anderson, of the New England Shoe and Leather Association, might be seen many leading figures in the Boston trade, including Frank W. Whitcher, president of the Massachusetts Board of Trade; F. M. Haynes, treasurer of the Boston Boot and Shoe Club; Charles W. Morrill, treasurer and Robert Mills, secretary of the Boston Shoe Associates; Elisha W. Cobb, president of the Boston Leather Trade Benevolent Society; Col. F. G. King and Geo. H. Vose, of the United Shoe Machinery Co.; Sig. Rothchild, president of the Boston Leather Associates; Wm. H. Odell, of Besse Osborne & Odell; Lincoln Richter, of the Linen Thread Co.; Wm. Noll and Harry Ripley, of the Boston Shoe Travelers' Association, representatives of the shoe and leather trade press, and others, and supported by the Military Band from the U. S. M. C. Beverly plant, a parade estimated at one thousand men, all bearing the national colors marched through the shoe and leather section and thence to the Mayor's big demonstration on the Common. Amongst the larger units in the parade were delegations from the Regal Shoe Co., Bristol Patent Leather Co., Plymouth Rubber Co., the

United States Leather Co. and the United Shoe Machinery Co.

Prior to the start of the parade the band, headed by a big shoe and leather trade banner, played through the shoe district, and stopped for several minutes at the Albany Building to serenade President S. W. Winslow and other officers of the United Shoe Machinery Co.

Shortly before the start of the parade a preliminary meeting to start the movement for the organization of the Boston Shoe and Leather Trade Unit of the Home Guard was held at the rooms of the New England Shoe and Leather Association.

Secretary Thomas F. Anderson, presided, and the objects of the Home Guard were explained by Major Charles T. Cahill, Adjutant of the Second Brigade, M. N. G. A number of those present enrolled for the unit and the work of organization will be completed under the direction of a special committee representing the allied shoe and leather trades.

The unofficial mobilization for war, in which the industry has taken a leading part in New England, is designed to place the facilities of business at the government's ready disposal, and in the shoe and leather trade the Home Guard movement is being furthered by a special committee selected from the general committee consisting of the Presidents and Secretaries of all the trade organizations.

The parade was the largest unit at the demonstration on the Common and is thought to be the most successful and spontaneous ever witnessed in the industry.

ADJUST YOUR INSURANCE AS STOCK INCREASES

Shoe Retailers Should Take No Chances of Fire on Stocks that Have Largely Increased in Value—As Market Prices of Stock Advances See that Yours Receives Protection

THE question of insurance is a matter of great importance to every shoe merchant, but unfortunately it does not receive the thought and attention that is due it. It is an unfortunate condition, yet only too true, that not a few shoe merchants if burned out to-day would find themselves in bankruptcy, while others again would experience a setback that would take them years to recover from. Those dealers who are in this position are neither fair to themselves, their families nor their creditors. Now, not after the fire, is the time to give consideration to this important question.

Shoe stocks to-day are worth very much more than they were some months ago and as long as market prices continue to advance stocks will become more and more valuable. The shoe merchant must know the amount of his stock if he is to be certain that he is fully insured. We take it for granted that the retailer is conducting his business in a business way, and that he is taking stock regularly. In these times, when a month or two will bring about a tremendous increase in the value of shoe stock, the need of regular stock taking is apparent. The stock sheets are at hand to prove loss at once in the case of fire, and this rapidity of settlement reduces loss of profit from business being demoralized. When claims are settled up at once, the merchant can get business under way without delay. Stock sheets should be filed away in the safe after each stock taking.

When the stock is increased, as it is constantly now, the amount of insurance should be increased also. Dealers who enlarge their stock at certain periods of the year can get

short term policies. The rate of these is higher than ordinarily, but the dealer needs the protection. Some fire insurance companies allow a percentage off the premium when 80 per cent. of the stock is kept insured during the entire year. Insurance up to 80 per cent. of stock is considered fairly good protection, although a dealer can ask for insurance up to 100 per cent.

The dealer should not only be fully but well insured—his insurance should really insure and protect. A reliable company should be chosen. The dealer should assure himself on this point.

Next, he should make certain that his policy reads so that in case of fire he will really receive the amount he expects. Look over your policies carefully and make sure that they read concurrently, that the description of your stock and premises is worded in the same way in each policy, if insured in more than one company, and that each has notice of the insurance carried by the others. This latter is an important point, because in the past it has been an argument for non-payment by some companies.

Frequently the excuse given by a dealer for carrying insufficient insurance is that the premium is high or prohibitory. This is not by any means a sound reason because where the rate is above the average the fire risk must be great, and there is all the more reason why the dealer should be well insured.

Mr. Shoe Merchant, do not neglect this very important matter for a moment. It is due yourself and business, your family and those who are granting you credit.



Aniline Dyes for all Purposes

FROM

The Sandoz Chemical Works, Basle, Switzerland

SPECIALTIES

Saba Colors for Leather Staining

Wool, Cotton and Printing Colors

Sulphur Colors, Colors for Paper

We shall be pleased to furnish product samples on application

M^cARTHUR, IRWIN, LIMITED

MONTREAL

(Established 1842)

TORONTO

Sole Consignees in Canada for

The Sandoz Chemical Works, Basle, Switzerland

THE LEATHER INDUSTRY IN CANADA

THE leather industry of Canada, including the boot and shoe and saddlery industries, has been one of the most important industries of the Dominion. This is an industry which is not confined alone to manufacturing, but has added greatly to the imports and exports of Canada. Taking 1910 as an average year, the figures show that the total value of leather and its finished products produced in Canada for one year was \$62,850,412.

The whole leather industry of Canada for that year was capitalized at \$48,788,803, and had a pay roll of \$9,644,403, which was divided among 22,742 employes. The number of establishments was 399 and the cost of materials \$34,390,189.

The boot and shoe industry was an important one, making up about fifty per cent. of the total leather business for Canada. The boot and shoe industry in the year under review showed a total capital invested of \$23,630,649, with 16,150 employes on wages and a pay roll of \$6,542,347. The value of the products was \$33,987,248 and the cost of materials used in the industry \$18,507,535.

The shoe industry of Canada has had an interesting progress and has been divided among the provinces of the east and west. The earlier history of the industry was confined chiefly to the provinces of Ontario, Quebec and Nova Scotia, but recent years have witnessed the establishment of plants in the other provinces, including Manitoba and British Columbia. While most of the largest boot and shoe industries have been in the bigger cities, chiefly Montreal and Quebec, there have been a number of such industries in the small centres. Yarmouth and Truro, Nova Scotia, were at one time busy boot and shoe centres, but recently Amherst has held the bulk of this kind of Nova Scotia manufacturing. The making of boots and shoes on a small scale is carried on in numerous towns throughout Canada.

The leather business of Canada adds materially to the trade returns of Canada. Canadian leather is in demand from the boot and shoe factories of the United States. The total leather exports in 1914 totalled a value of \$1,268,683 as compared with \$67,577 in 1910. Of this big total, leather was valued at \$266,211, boots and shoes at \$60,378, and harness and saddlery at \$16,936.

The total leather imports in the year under review were valued at \$8,454,176, which was just double the imports of 1910. Of this total, the boot and shoe imports were valued at \$4,229,564, which was nearly a hundred per cent. increase over the figures for 1912. The total imports and exports in leather products for Canada in one year exceeds a value of \$9,000,000, and the increase in live stock ranching in the prairie provinces is likely to further increase the exports of hides and leather.

The Canadian tanneries have become important branches of the manufacturing industries of the Dominion. In the year under review the capital invested in tanneries was \$17,068,768, the employes number 3,530 and the wages paid totalled \$1,732,887. The value of the products was \$19,972,178. The cost of materials was \$10,575,655, of which a large proportion went to the live stock ranchers for hides and skins.

The products which come under the heading of leather and its finished products include boots and shoes, boot and shoe supplies, harness and saddlery, leather, tanned, curried and finished, whips, etc. The saddlery department has received an impetus since the war and there has been a keen demand for leather because of the increased orders for leather products. The leather industry of Canada is one

which benefits the agricultural and industrial development of the provinces and forms an important part of the profit which comes from live stock ranching. The live stock industry of Canada has increased at a rapid rate during the past fifteen years, especially in the prairie provinces, and a large amount of hides now used for Canadian leather manufacturers or for export comes from the provinces of Manitoba, Saskatchewan and Alberta. The older centres, including the Maritime Provinces, Quebec and Ontario, have always filled a generous share of the leather demands for home consumption.

LEATHER MANUFACTURERS' SAFETY ASSOCIATION

At a recent meeting of the members of the Leather Manufacturers' Safety Association, which was held in Toronto, the following officers were elected for the coming year:

President—A. Brandon, Brandon Shoe Co., Brantford.
Vice-president—A. E. King, Dunlop Tire & Rubber Co., Toronto.

Secretary-Treasurer—F. W. Wegenast, Toronto.

Committee—F. L. Langmuir, 800 King street west, Toronto; J. I. F. Anthes, Canadian Consolidated Rubber Co., Kitchener; J. H. Winnett, 350 Sorauren avenue; R. G. Long, 727 King street west, and W. A. Beal, 52 Wellington street east, Toronto.

The inspector of the Leather Manufacturers' Safety Association is D. J. Hay, whose office is in the Traders' Bank Building, Toronto.

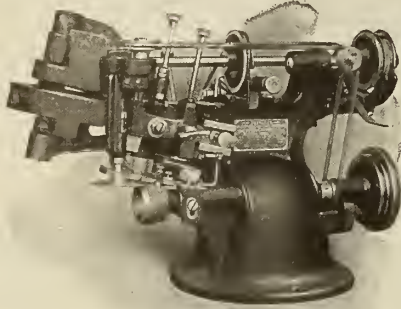
JUST SPRING

There is somethin' sort o' soothin'
When the South win's 'gin to blow,
And the grass peeps through the winter blackened sod,
And the birds begin to twitter,
As they're flittin' to and fro,
And the snow drops waken from their long cold nod.
And the trees are kind o' puttin' on
Their Summer coat of green,
And the honkin' wild goose noses North to nest,
And the meltin' snow has swelled the cricks
To twicst their reg'lar size,
And the chirpin' robin proudly swells his breast.
And you get a kind o' feelin'
That you ain't just half as old
As the years and months declare you ought to be;
You forget about the roomatis
That winter made you have,
And the coughs and colds that now begin to flee.
You see all nature fussin' up,
Which makes you mighty glad.
And the singin' wild birds make the old woods ring,
Then you know that winter's ended,
With its ice and cold and snow,
And everything's rejoicin' 'cause its SPRING.

—F. B. U.

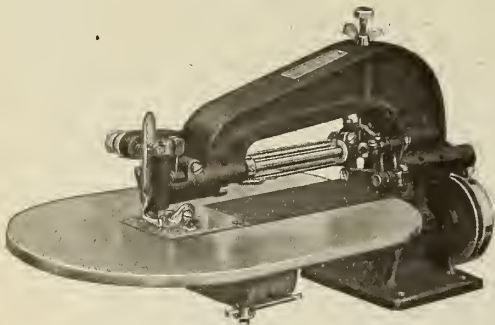
W. J. Thurston, shoe dealer, of Stratford, has donated a handsome bay driving horse for which a raffle will be conducted. Half the proceeds are to be given to Glen Gordon Chapter, Daughters of the Empire, and the remaining half to the Canadian Patriotic Fund. It is understood some six hundred tickets have been sold at 50c. each.

PEERLESS MACHINES



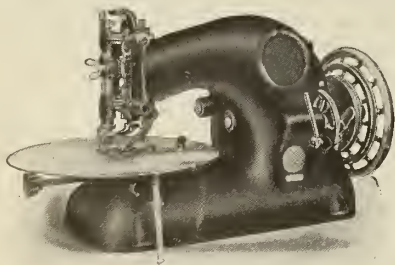
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.

ANALYSIS OF OVERHEAD EXPENSE ITEMS

1. Taxes—Include all taxes and licenses.
2. Insurance—Fire and all protection except life insurance.
3. Fuel, light and water.
4. Rent—Include rent of all property used in the business, or, if owned by you, include an amount equal to cost if rented from others.
5. Salaries—Include all salaries paid to proprietor, partner and officers, and all others employed in the business, except amounts previously figured as labor. The amount of these salaries, as figure, should not be less than the value of these services if employed elsewhere.
6. Clerk Hire—Include canvassers and extra labor.
7. Advertising—Include all money expended in advertising or entertainment of customers in promoting trade.
8. Express, Telephone and Telegraph—Include all amounts expended for these items where not added to invoice price of goods or charged to customer.
9. Office Supplies, Postage, etc.—Include all bills for stationery, ink, pens, pencils, postage, stamps, etc.
10. Supplies—Include all bills for wrapping paper, twine, boxes, crating, brooms, etc.
11. Livery, drayage, etc.—Figure in all expenses of these items where hired of others.
12. Horses, Wagons and Automobile Delivery—If owned by you, figure all expenses of their upkeep.
13. Repairs—This item should include all amounts paid to keep buildings in order, if not figured in rent; also repairs on fixtures and equipment.
14. Depreciation—Include proper deduction (some say 10 per cent.) from your last inventory of fixtures, machinery, tools and other personal property subject to decline in value because of wear and tear, also depreciative goods carried over which cannot be sold at full or regular prices.
15. Deductions—Include amounts allowed customers for damage or any cause whatever.
16. Donations and Subscriptions—Include money or goods donated to charity or public enterprises (private charities not included).
17. Losses—Include notes and accounts which are uncollectable; also amount paid attorneys for collections, and goods lost or stolen or sent out and not charged.
18. Miscellaneous Expenses—Include all expenses not provided for above.
19. Interest on Total Investment—Figure interest on your total assets at the beginning of your business year (cash, notes, accounts, merchandise, etc.) If this is done it insures your getting profits at least equal to interest had your capital been loaned instead of invested.

WAR TIME POST FOR FOR MR. CHISHOLM

Alex. Chisholm who was for sixteen years in the retail shoe business in West Toronto, and retired a few weeks ago, with the intention of spending considerable time in travel, is foregoing that pleasure until after the war. He believes that it is the duty of every man to do what he can at present in furthering the cause of Canada and the allies. Mr. Chisholm is now purchasing secretary for all the Y.M.C.A. Military Camps in Ontario and Quebec, and has his headquarters at 15 Toronto street, Toronto. He will no doubt bring to bear upon his new duties the same energy, ability and good judgment which characterized his career in the shoe trade.

TWO INVITING WINDOWS THAT SOLD SHOES

Handsome Easter footwear windows were installed by Fred. W. Love, shoe retailer, of Aylmer, Ont. The lattice work at the back was gold with white background. The fixtures were gold covered, with metallic flitters giving a sparkling effect. Easter lilies and ferns were used in the effective trim, and on each setting were five electric lights, with frosted globes. The background was in pure white, and in each of the shoes shown were hand painted butterflies in natural colors. From each of the front corners of the windows was a fancy lattice work adorned with lilies.

anniversary. He has been a live, aggressive resident of the "Classic City" since 1888, and in looking after the material needs of men from head to foot, has won their confidence and esteem, so that each year's results show a gratifying gain. Mr. Badour has built up his splendid connection and expanding trade on the policy of buying often, turning over the goods frequently and taking advantage of all discounts. He is an ardent apostle of keeping both himself and his stock moving. His premises are well laid out, cheerful and attractive, and the proprietor has a genial word and kindly greeting, not only for every patron, but for every



IMPOSING AND EFFECTIVE EASTER WINDOW DISPLAY OF FOOTWEAR MADE BY F. W. LOVE, AYLMER, ONT.

The large parrots which are seen in full relief, were twenty-four inches high and resplendent in natural colors, green, gold, red, etc. The bottom and top of the windows were white and the raised glass shelves trimmed with green plush. The roping seen in the windows and also in the interior of the store, was green and white. A row of frosted incandescent lights was lined up above. When the display was lighted at night the effect was brilliant, and the spectacle attracted a great deal of admiration. Mr. Love reports that the result was a very gratifying Easter holiday trade.

WILL WOMEN COMBINE AGAINST SHOES

At an executive meeting of the Associated Consumers, held recently in Calgary, the president, Mrs. E. P. Newhall, reported that she had addressed several societies in response to requests, and explained the object of the organization. Mrs. Newhall reported that at one of these societies it was suggested that the women should organize to boycott the present high price of shoes. It was pointed out, however, that this would be rather unfair to the merchants who have already put in their summer stock, but if the women would bind themselves together and say they must have sensible shoes at fair prices for the autumn, then the merchants would know where they stood. At the present time a pair of woman's shoes costs one-half her husband's weekly salary while a man's shoes cost about \$8.50. The latter contain solid leather, while the women's have very little solid leather, but a great deal of ornamentation. There were no shoes for sensible women to buy these days.

CELEBRATES ANOTHER BUSINESS BIRTHDAY

Twenty-nine years at it and going stronger than ever constitutes the record of J. B. Badour, the enterprising merchant, of Stratford, an illustration of whose premises appears on page 23. He has just observed another business

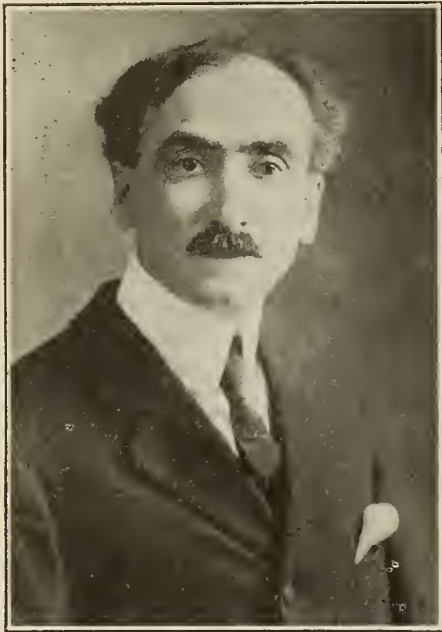
traveler, with whom he makes warm friends. In addition to representative and reliable lines of footwear, Mr. Badour handles traveling goods, men's furnishings, gloves, mitts, etc. He was born in Drysdale, Ont., and learned the trade of shoemaking, which he followed for a number of years. He was a successful and energetic shoemaker when working for others, and he is now imparting to every branch of his own business the same desirable characteristics.

SHOE DEALER SUFFERS DOUBLE BEREAVEMENT

T. A. Wilson, shoe retailer, 579 Bloor st. w, Toronto, received the sad announcement a few days ago, of the deaths of his son, Private Roy R. Wilson, and of his son-in-law, Dr. W. J. McLean, at the front. Both made the supreme sacrifice for their King and Country. Roy Wilson was twenty-eight years of age, and lived with his father in Perth, Ont., for about twenty years, previous to removing to Toronto. He had been associated with him in the shoe business for a number of years, and for some time had been in partnership with him. He was a member of the Mississauga Horse while in Toronto, and enlisted with the 130th Battalion, of Lanark County, going to England in September last. There the unit was broken up and Private Wilson, on crossing to France, was drafted with the 75th. He had been in the trenches since last October, and was a young man highly esteemed. He has one brother, Dr. A. A. Wilson, who is engaged in medical service at the front in France. A brother-in-law, Dr. W. J. McKay, formerly a practising dentist in West Toronto, also enlisted at the same time as Private Roy Wilson, with the 130th Regiment. Private McLean was killed in the recent fighting at Vimy Ridge, where the Canadians won such honor and glory. The many friends of T. A. Wilson will sympathize with him in the loss of his son and son-in-law.

ORGANIZES NEW SHOE COMPANY

J. B. Hurteau, long associated with the Star Shoe Co., Montreal, has organized the Globe Shoe Co., Limited, who are erecting a building in Terrebonne, Que. Mr. Hurteau will have with him as superintendent, A. Z. Poitras, who was also connected with the Star Shoe Co. The Globe Shoe Co. expect to have their factory completed and the machinery installed by the 1st of July next. The building will be a three-storey solid brick one, 45 by 100 feet, equipped with the latest lighting, ventilating and power facilities for the manufacture of white goods and cushion welts, in



J. B. HURTEAU, MONTREAL

which the firm will specialize in, as well as babies', infants', misses' and growing girls' boots and shoes. Mr. Hurteau is an able shoeman and began his career in Sorel, working for three years for the Sorel Shoe Co. After this he came to Montreal, where he entered the employ of Geo. T. Slater & Sons. He spent some years with them and then went to St. Hyacinthe, where he was with J. A. & M. Cote for a considerable period, leaving there to go with the late Louis Cote, the inventor of the Cote pattern, grading and other machines. Mr. Hurteau spent some years in Canada and the United States, teaching pattern work, as well as selling the Cote machine. Later he was manager of the Du Plessisville Shoe Machinery Co., his offices being in St. Hyacinthe.

HOW COMPANY GUARDS WORKERS' HEALTH

A most instructive address was given by Dr. Emmet J. Mullally, plant physician of the Canadian Consolidated Rubber Co., Montreal, before the Montreal Weekly Electrical Luncheon at Freeman's Hotel at noon recently. The subject was "The Place of the Physician in Modern Industry."

"Every person who applies for a position in the Canadian Consolidated Rubber Co.," said Dr. Mullally, "has to undergo a physical examination. This is done so as not to employ any person contaminated with tuberculous, thus preventing this contagious disease from spreading. This examination means that when we employ a person for laborious work, that person must be capable of doing the work, or being placed at some work less laborious, which the person can perform without injury to health.

"We have an up-to-date hospital at our plant, with a nurse in charge all day, who looks after and attends the minor injuries of the employees. Every employee is notified

on entering the company's service to report all injuries received at work, even the slightest scratches, for these scratches often lead to blood-poisoning. This work is being done in connection with the 'Safety First' movement, which was inaugurated about two years ago. Besides this being a sound business proposition, it also makes the employee more interested in the company's welfare.

"Sanitation of plant," he added, "is very common abroad, for the larger corporations and plants are thoroughly inspected by physicians. Our company furnishes all medical expenses free of charge to employees, and also allows them to consult me during working hours. Half wages are paid while the employee is sick, and he also receives free medical attendance."

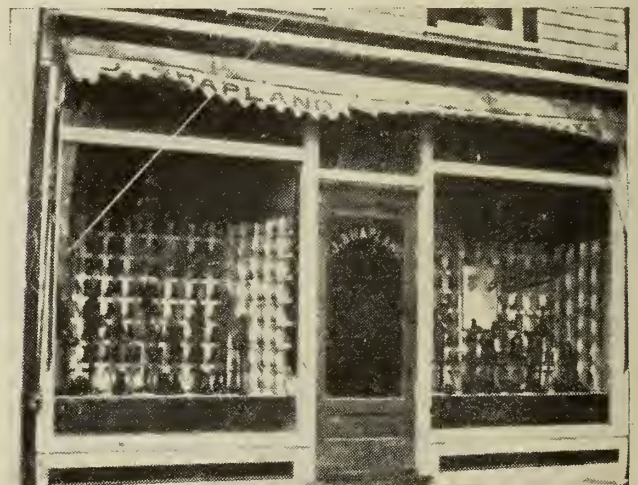
OPENING BRANCH IN REGINA

The Miner Rubber Co. of Quebec has, it is stated by the Board of Trade, secured warehouse site in Regina for a central distributing centre for the West, says a recent despatch from Regina, Sask. The property secured is a warehouse and 150 feet frontage that was formerly occupied by the Stamco Co. It is two weeks or so since the company opened up negotiations for this property, after deciding that Regina was the best suited of Western cities for their special purpose.

The company is one of the largest rubber concerns doing business in Canada and expects within two weeks to have a complete line of goods in stock at Regina, from which it will distribute all through the West. The company proposes to increase its capacity either by adding to the present building or by building a new warehouse

A SOLID PROGRESSIVE FIRM

Shapland's is a widely known, progressive shoe house in Burlington, Ont., the members of the firm being J. and J. E. Shapland. They have carried on business for many years in the lakeside town, which has a population of 2,600, and is located on the shore of Lake Ontario, nine miles from Hamilton, and thirty-two from Toronto. It is a bright, smart centre, and has business houses equal to those possessed by



SHAPLAND'S SHOE STORE, BURLINGTON, ONT.

many places much larger. Messrs. Shapland carry a large and representative stock, and a number of the most widely known brands of shoes for men and women. The store is of ample proportions, is well-arranged, and the proprietors enjoying the confidence of the public, have found their volume of business increasing from year to year, by reason of good service, dependable values, courteous treatment and square dealing.

Profitable Spring Specials

We have the following lines and a number of others

IN STOCK FOR IMMEDIATE SHIPMENT

STYLE No. 990

8-inch Polish Boot of White Sea Island, Full Fox, White Soles and Heels, over our famous English Walking Last.
Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$3.10



990

STYLE No. 991

White Washable Kid, 8-inch Boot. A very dressy shoe, made over our 103 last, with White Welting and ½ Louis XV. Covered Heel.

Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$6.10



991

STYLE No. 718

Burks Mat Kid, Square Tongue, Colonial Pump. Light Welt Sole, Leather Louis XV. Heel. Our 103 Last.

Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$3.50



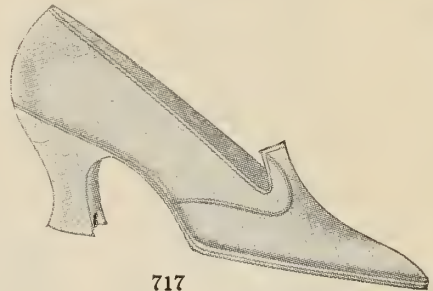
718

STYLE No. 717

White Sea Island, Square Tongue, Colonial, White Welt Sole and Heel.

Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$2.85



717

STYLE No. 989

8-inch French American Kid Boot, made over our 103 Last. Leather Louis XV. Heel, Welt Sole.

Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$5.00



989

STYLE No. 988

9-inch Polish Boot, White Egyptian Reinskin. Sole with a White Welting and Louis XV. Heel, over our 103 Last.

Widths AA.....4 to 8
A to D.....2½ to 8

Price - \$3.85



988

WRITE FOR FOLDER AND PRICES

MOORE-SHAFER SHOE MFG. CO.

Factory: BROCKPORT, N.Y.

30 Minutes from Rochester

ARE YOU GETTING MARKET VALUE FOR SHOES?

With Prices of Footwear Advancing Steadily Retailer Must Safeguard His Business by Adjusting His Selling Prices Accordingly—This Margin of Profit Will be Needed Should Prices Recede—Protect Your Business by Selling at Present Market Costs

THERE is some reason for anxiety throughout the shoe trade due to the fact that so small a percentage of shoe retailers are selling at a price that is in keeping with present market prices. Considering that prices of footwear continue to advance rapidly, with new price lists issued frequently, it is difficult to understand why so many shoe retailers are not taking advantage of the opportunity of protecting themselves against the inevitable lowering of prices—come when they may.

The dealer who bases his selling prices on the cost of footwear purchased some time ago, when market values were considerably below those of the present, is missing an opportunity of securing a necessary protection for the tires to come. He is making a mistake selling on the basis that present prices will continue indefinitely. Just how long present prices are likely to advance or remain where they are is problematic, but it is a safe prediction that sooner or later shoe prices will recede.

Those dealers who neglect to base their selling price on market values, or who refuse to adjust their prices from time to time in proportion to the advances, being content to sell on margin of profit based on the original purchase price,

can afford to overlook. This will be playing the game safe, and considering the increased values of stocks, due to market advances, no retailer can afford to take any chances.

Your customers are not likely to criticize you for asking the additional money for footwear when you can show them that your margin of profit is no larger now, if as large, as it was when prices were normal. You may depend that your customers will be slow to show their appreciation of money which you save for them by incurring risks on your own business. They will be less likely to question your business methods if you increase your selling prices when market prices advance than if you keep them stationary. They are likely to argue in the later case that your margin of profit must previously have been exceedingly large to enable you to continue to sell at the same prices in face of big market advances.

There is another side to the subject that comes up in this connection. The question has been raised by manufacturers as to whether there is not considerable danger involved in selling to those retailers who are not protecting themselves in this way. These manufacturers are looking well ahead and predict that the pinch is most likely to come when prices begin to recede. They are anxious that retailers prepare for this very period, right now, by keeping exceedingly close tab on market prices. Manufacturers and jobbers are becoming more and more alive to the necessity of having this question brought prominently before the retail trade, both as a safeguard to themselves and protection to the retailer.

BRILLIANT STYLES FOR EASTER

Rannard Shoe Ltd.
No. 2 Store, 310 PORTAGE AVENUE AND HARGRAVE ST.

REVEALING a truly superb display of brilliancy in all the glowing tones of Spring charm and beauty. Luxuriously delightful in every phase of design, richness of materials and modish individuality. A most comprehensive collection of the cleverest footwear fashions developed this season by the genius of designers famed in Europe and America.

We will continue these displays throughout the Easter and Spring season, at our Portage and Hargrave store, adding new styles, new ideas, as rapidly as they arrive, so that you may come to this Rannard store with that delightful sense of security in knowing that only the newest in fashion will greet you.

Individuality

In Footwear For Every Occasion—Morning—Afternoon, Receptions, Parties, Opera, The Dance, and Sports Wear



MISS "SPRINGTIME" \$14
All Silver Gray Kid, Lace, \$14
All White, Washable Kid, Lace, \$14
All Navy Washable Kid, Lace, \$14
All Black Washable Kid, \$14
All Glazed Kid, Turb. Sole, \$14
Sole in 2's. Washable Kid in 2's

MISS "VANITY" \$11
All Black, Red Buck, Laminated, \$11
All Brown, Red Buck, Laminated, \$11
All White, Washable Kid, \$11
Sole in 2's. Washable Kid in 2's

MISS "SPRINGTIME" \$10
All Silver Gray Kid, Lace, \$10
All White, Washable Kid, Lace, \$10
All Navy Washable Kid, Lace, \$10
All Black Washable Kid, \$10
All Glazed Kid, Turb. Sole, \$10
Sole in 2's. Washable Kid in 2's

Evening Slippers, lovely styles in Silver and Gold, Cook, white, grey, blue and brown imported glazed kid \$10

"Dance" and Afternoon Footwear, beautiful, stylish in design, long slender vamps, Full Lests covered heels \$16

Attractive Footwear of every description and for every occasion. A most interesting selection of styles for your approval. Original Rannard ideas \$9

RANNARD SHOE Ltd. Portage & Hargrave 536 Main St. 273 Portage

A STRIKING, EFFECTIVE AND INSTRUCTIVE EASTER ADVERTISEMENT OF LEADING WINNIPEG FIRM

are likely to see their mistake when a "Right about face" condition is in evidence. There is no one that doubts for a minute that a drop in prices is ahead, but as to when it will materialize, few will hazard a guess.

Shoe retailers should most certainly adjust their prices as market prices advance. This may mean considerable additional work; it will take valuable time and careful watching of the market and business conditions will be necessary, but it will mean a measure of protection which no retailer

"REGAL" IN NAME AND CHARACTER

The new samples of the Regal Shoe Co., Toronto, are the most imposing and dignified ever turned out by them. The offerings in tony red, walnut, African brown, royal purple, kangaroo, Smooth King and other leathers, in both bals and bluchers are exceptionally strong. A number are leather lined and have "Hylox" slip soles, while others are equipped with Neolin soles and rubber heels. Wing tips are exceptionally strong. Two new lasts have been put in—the Fulton, which is a medium recede, and the Pen, which has a round, rather full toe. Several offerings have smoke suede and tan suede tops. One particularly striking shoe is an African brown kid with ivory kid top and vest buttons. Another is an all-black with tony red top and perforated, and pinked wing tip. A number of the shoes have natural grain leather bottom finish, showing exactly the high-class sole stock employed. Some samples of prospectors' boots are noticed in tan grain, one having an 8½ inch top with bellows tongue and full double sole, while another has a cuff and two buckles, with bellows tongue, ball strap and viscolized bottom. An officer's army shoe is seen with half bellows tongue, full Neolin sole and "Hylox" slip sole, with plain toe. A number of waterproof shoes are shown, some having the "Stroebeck" wet-proof insole. Others are leather lined and have full double and viscolized soles. Another shoe is noticed in Spartan Russia calf, with foxing, and back stay forming one piece and carrying a 14-gauge single sole. In lasts every variety is represented, from the long recede forepart to the more conservative type with full round toes. The Regal Shoe Co. are also carrying In-Stock some twelve popular sellers. This new department is receiving a great deal of favorable attention.

Some "Classic Shoe" Specialties



This White Buck Shoe now in stock in "C" and "D" widths.

White Nubuck Sport Bal., Goodyear welt	-	\$5.50
The same shoe in a Black Vici Kid Bal., welt	-	5.25
Same in McKay	- - - - -	4.75

SHOES OF
QUALITY
For WOMEN



Grey Vici Kid Whole Quarter Bal., Goodyear welt,	\$7.50
Same in McKay	7.00
The Same Shoe in Havana Brown Vici Kid, welt,	6.50
Same in McKay	6.00

FOR PROMPT SERVICE
WE ARE UNSURPASSED

Getty & Scott, Limited

Galt, Ontario

The Shoe Repair Man

WHAT CONSTITUTES COST OF DOING BUSINESS

ARE you in business for your health? If not, what for? If for a profit, then you will agree with us that you must know every principle about profit and how to figure it before you can expect to have it. Too many repairers seem to have the idea that they are in business simply to eke out a living, and the living which they would eke out is not a very desirable one at that. Such men should not be in business, they should be working for a business man. We have said before in these columns that the repairer who limits his business is that of a cobbler, and is barely earning wages, or who is so incapacitated to manage his business that he cannot under normal conditions show something more than a bare living as a return for his year's work, would be better off if he would haul down his sign and go to work for some one that is in business and conducting it successfully. It would be really charitable to starve out this very class.

Now, let's avoid getting excited about this statement for, of course, we do not want anyone to starve to death, and we know they will not starve to death; we know that there are thousands of occupations that they could follow and do better. The railroads of this country are crying for section men to work on their road, and hundreds of the type of repairers we have referred to would better their condition if they were working as section hands. And it is equally true that their families would be better off, and would have greater opportunities. The chances are that when their boys grow up, they would, because of improved opportunities, be successful business men, even if they should in turn choose to enter the shoe repair business says "Shoe Repair Shop."

Should Awaken to Real Ability

Too many of these repairers are failures in business, however, not because of an actual lack of ability, but because they do not awaken to their real ability, and this question of profit is the chief one that they do not awaken to. Their minds have been fixed in reasoning in old fashioned grooves, and are therefore not receptive to changing conditions. Their grandfathers were successful repairers because they were good mechanics, and if they accumulated any money it was not because they made most of their opportunities, but because they economized and denied their families, and sacrificed themselves. That sort of method belongs to ancient history. We are now living in the twentieth century and must adjust ourselves to present conditions. It is essential to have a sufficient mechanical knowledge but this knowledge has not the sufficient earning power to meet more than the needs.

Many shoe repairers would make first-class employes, that are not qualified to make a success of their own business. To do this, they must understand how to figure profit, and must have the needed ability for profitable buying and selling. They must know how to detect the faults in their business methods and to correct them.

This question of studying the cost of doing business is practiced in all lines of trade. We want every repairer that reads our publication to heed this department carefully, for the simple reason that we want you to be a member of the successful class. We want every one of you to not only form good business habits, but to get your whole business

system working right. We want you to prosper, and we want you to set a good example to other repairers to show them that if properly conducted, shoe repairing is a business of just as high a standard as any other business in the community in which you live. To accomplish this means the business must earn more than simply what your hands will earn as a mechanic or a laborer. It must be accomplished mentally.

Some Things You Should Know

Do you know to the exact cent the amount of business that you did last year? Do you know to the exact cent the amount of your expenditures, and what you expended it for? If you know the cost of your expenditures, divide the amount by the amount of your receipts, and you will have the per cent. of those receipts that went to pay expenses. If you subtract the amount of your expenses from the total of your receipts, you will know the bulk profit. If you divide the amount of your expenditures for material by the total amount of your business you will have the per cent. of cost of material; and the big thing to keep constantly in sight of is what is called overhead expense. Having separated all these items of overhead expense and found the total amount, if you will divide it by the total receipts you will have the percentage of cost to do business.

These deductions you should have fixed in your mind so that they are always ready for use. If you do this, you will always have a basis or standard to figure on whenever a customer comes into your shop.

It is not a great hardship for you to keep in mind from day to day the cost of your chief item of expense, which is leather. Therefore, when a customer brings you a pair of shoes on which he wants a half sole, it should be no great trouble for you to have in mind what the leather for that job is going to cost you. Likewise, you should know from experience about the length of time it will take, and how much you ought figure for labor for that length of time. Then add a reasonable amount for thread, cement, and all such raw material as the job requires. Having figured these items of expense and knowing their total amount, the next item of importance is overhead expense. You cannot commence a mental competition of all these different expense items, but knowing what your overhead expense amounts to from month to month, and year to year, you can always have the percentage in mind, and you must add an amount equal to that percentage. In doing so always remember that the cost of doing that job includes the item of overhead expense just as much as it does the item of leather or other material.

What is Overhead Expense?

Overhead expense is practically all such miscellaneous items of expense which are necessary to the business, and which are burdens which every job should share its part of. If your first customer of the day brings you a pair of men's shoes to half sole, and the second customer brings you a pair of ladies' shoes to be patched, both jobs should help pay the rent, insurance, fuel, light, water, taxes, advertising, telephone service, office supplies, postage, freight and drayage, delivery service, loss of bad accounts, depreciation of machinery and stock, subscriptions and donations, and inter-

est not alone on the money borrowed from time to time, but also on your total investment. These are all items of expense which every job that comes to your shop should pay its pro rata of, and therefore we call it overhead expense.

Taking Percentage on Selling Price

If, after having kept careful track of all expenses, and determining the total amount it proves to be, say one-fourth of the amount of your total receipts, then your overhead expense has been 25 per cent., and consequently having these figures in mind, you, in estimating the cost of repairing the customer's shoes, must remember that of the amount which you charge him, 25 per cent. of it goes towards paying

these overhead expenses, and therefore is to be taken into consideration.

Sometimes business men figure that they should add this 25 per cent. to the other expenses, but that would be a mistake. Suppose the leather, material, and labor on a job cost you 60c., and you were to add 25 per cent., or 15c., to the 60c., which would make your job cost you 75c.; and if you get \$1.00 for it, you would have 25c. net profit. But, if you figure right, you must remember that this overhead per cent. is the percentage of the selling price, and therefore if you got \$1.00 for the job and your overhead expense was 25 per cent., you should have added 25c. to your 60c. making a total of 85c., or only 15c. profit.



SOME SMART NEW
MODELS BY THE
LA PARISIENNE
SHOE CO.
OF MONTREAL



WHAT IS THE BEST WAY TO CLEAN UP STOCKS ?

“Personally I am of the Opinion that Special Sales, if Honestly, and not too Frequently Conducted and if Nothing but the Truth is Told, Constitute a Favorable Factor in Lubricating the Machinery of Business and in Keeping Things in Motion ”

A PROBLEM that every shoe retailer has to meet is how to avoid loss through the accumulation of stock, how to get rid of odds and ends, and clear out slow selling lines. It is my opinion, after a boot has been in the store two years, at the very outside, it has begun to “eat its head off,” so to speak, and is not worth its keep. What is the best method to steer clear of drawbacks through bad stock? Does the special sale pay, and if not, what effective means can be adopted to have only “live” goods on your shelf?

These are questions on which many opinions will be found. Each shoeman may have to solve the problem personally as befits his location, the class of people that he caters to, his method of doing business, the size of his stock, and the number of times that he turns it over. Some of the practices employed are perennial bargain tables, special Friday or Thursday sales, commission or P.M. plan among salespeople, and the premium campaign. The semi-annual reduction sales (usually conducted in the quiet months of January or February, and in July or August), and the disposal of all unsaleables in a lot to some dabbler in jobs or a bankrupt stock promoter, thus getting “rid of all junk at one fell sweep,” are other ways.

Frequent Shouts Never Convince

All these plans have merit, and what may prove successful and satisfactory with one man may not do so with another, and therefore it is difficult to lay down any hard and fast regulation. The incessant cry of “sale,” “sacrifice,” “stock reduction,” “going out of business,” “fire,” “forced payment” and other expedients that have run the gauntlet in days gone by have lost their charm and potency to-day. The yell has been heard so often, and the dodge worked to the limit that other means must be followed. It can be safely assumed that frequent special sales are injurious, and the public have little faith in the broad arguments and sweeping statements presented. The hip, hip hurrah order, the big rallying get-together chorus, the flaring announcement in press and poster, preposterous and extravagant pretensions often fail to score.

Now it may be safely assumed that below cost sales are very rare, and if too many bargains are offered at periodical times people naturally wait until then to purchase their footwear. If they are regular customers they are soon converted and educated into bargain chasers. Once people get the opinion that you are always holding out something marvelous you will not get the patronage of that great and growing class who desire stylish shoes of fit, appearance and durability, and are willing to pay a good figure for a reliable and worthy article in the line of foot covering. The customer who is willing to concede that a shoe retailer has a right to make a fair profit on his goods, who is willing to live himself and let others live, and knows that in this world “something for nothing” is not a paying game, is the best friend of the merchant. The results of such transactions keep the commercial machinery of the present day in motion.

There Is Always Tail to the Kite

The shoeman’s business differs from the majority of other merchants in that there is always a dribble, a fag end, a few pairs that stick and hang, odd sizes and widths, that accumulate in spite of all that can be said and done. A line can rarely be sold out to the last one at regular prices owing to

changing styles and season, new lasts and patterns, varied tastes and freakish demands. If I buy a dozen shovels, a score of hammers, a gross of hinges, a barrel of sugar or a hundred pounds of rice, all these commodities may be sold to the last pound, or pair, as the case may be, but with shoes it is a different story, except in a very few staple lines. These things must be taken into consideration in the control, oversight, management and turnover of a stock.

I believe, after an experience of nearly a quarter of a century, that it is absolutely necessary for every shoe dealer, no matter how good a buyer he is, or how clever a student of what will sell, to clean up his stock at certain odd periods. A reputable retailer, however, could have so many sales, on various pretexts that his better class of customers would become offended or place no reliance in his methods.

Just how to clean up stocks is, however, a policy for each retailer to figure out for himself. Personally, I am of the opinion that special sales, if honestly and not too frequently conducted, if the truth, and nothing but the truth, is told, constitute a favorable factor in lubricating the machinery of business and keeping things in motion.

Men are different from women—remember this. They are not so much given to bargains and bargain hunting. Keep this fact in mind, and do not cheapen your business through holding too many sensational cut-rate campaigns, no matter what your competitors do. Any chump can sell footwear below cost or at reduced prices, but it requires business ability, salesmanship, aggressiveness and confidence in yourself and your goods to command what they are worth, retain the esteem of your clients and make a fair return upon your investment.

Men Are Different to Women

There are many men calling themselves “shoe merchants” to-day who are not worthy of the title. You can find them in nearly every city and town in Canada. They are of the “has-been” or “never was” type. Legitimate sales are good, but they are spoiled by this class of dealers who persist in hurrahing too freely about reduced prices. When a shoeman says he is selling goods below cost, below manufacturers’ prices, etc., there appears to be something wrong. The best way is to reduce slow lines during the selling season. It is possible for some stores to offer inducements that some others could not. I do not believe in placarding a store after the fire sale idea. A feature of too many special sales which I detest is that some stores use them to bamboozle the public to an almost unlimited extent. Take, for instance, a store I know about which held a fire sale. They were not content with selling shoes that were in the store at the time of the fire, but went out to wholesalers and bought job lines, which were added to the stock. This type of sale is very injudicious, not only to that particular store, but to others. Personally, I would like it if no stores advertised special sales. They are all right for large department stores, as they bring people to the establishment, but for a shoeman to be continually harping on the special sale idea must bring injury. If they are indulged in too freely, all faith that the public has in special sales will be lost.

The public are skeptical about something for nothing. You have heard of the man who sat at one end of London bridge and offered gold sovereigns for one penny. He sold two in one day. This illustrates how suspicious some people are of the word “bargain.” On the other hand, there exists

a class of people who are never satisfied with goods at regular prices. They want reductions, and are caught by special sales. These people would rather buy a \$3.50 shoe for \$5 if the salesman told them it was worth the latter figure, and was just giving it to them for \$5, than to purchase it at regular price.

Be Honest, Frank and Fair

When prices of goods are to be reduced some definite, legitimate reason must be advanced for the reduction. Be honest about it. Most shoeists are afraid that if they are honest in pointing out the faults of shoes, or why they do not

sell, it would make them unsaleable, whereas if a man or woman is told what is wrong in a frank manner he or she will think a great deal more of your store.

I do not believe in the "Hurrah" business. Many stores are killing the quality of their business by such methods, and are also injuring merchants who desire to use legitimate means. The store that only quotes one price, will sell three times as much as the store which quotes its selling price and what an article was previously worth. Mark all your goods in plain figures, have but one selling price to all, be patient, but firm, on this point, and you will win in the end.

WHAT SERVICE REALLY MEANS IN SHOE STORE

Many Small Courtesies Which May Seem Trivial on the Surface Contribute to Rendering Satisfaction to the Customer—Prompt Rectification of Errors, the Keeping of Promises, Punctual Deliveries, Correct Fitting and Efficient Salesmanship

SERVICE means the rendering of a duty to another; obligation conferred; duty done or required; benefit or good performed, done or caused. Success in any line and service are inseparable. No concern, large or small, nor individual either, can even hope to attain lasting success unless they are willing to extend **SERVICE** to their patrons.

Service is in the air, it is the sign of the times—the paramount issue. The demand for it is relentless. The rendering of service never fails to reap an adequate reward. It pays big dividends regularly.

SERVICE in a shoe store should begin when the customer enters. When correctly applied it means the elimination of disappointments, and in their stead substituting pleasant surprises which the customer had not even anticipated. This treatment of the customer should continue as long as he remains in the store. To merely give a customer value received and nothing more, is not the kind of service now demanded and appreciated.

The wide-a-woke shoeman constantly investigates the requirements of his customers, with the idea of making his store-service more attractive and satisfying to them. At every opportunity he listens to the remarks made by customers while being waited on in order that their viewpoint might better be conformed to in rendering them future service.

Keeping Promises is Important

The aggressive merchant realizes that keeping promises is a very important part of his service. If a customer is promised that her shoes will be delivered at a certain time the promise is kept.

KEEPS HIM KEYED UP

Enclose please find \$1.00 subscription for 1917, "Shoe and Leather Journal," also accept my appreciation of your efforts to make and keep this Journal what it is. I find it a great help in posting me on trade matters and shoe business in general.

Yours truly,

Edmonton, Alta.

COLIN CASE,
c/o Sample Shoe Store.

If a customer explains the details of an unsatisfactory purchase over the telephone no time is lost in sending for the shoes because the longer they remain in the customer's sight the more magnified becomes the grievance.

Many little incidents which might appear of no consequence to some merchants loom up large to the customer. Many small courtesies, which may seem trivial on the surface, when combined, go to make satisfying service to the customer.

It is a rule in aggressive stores to always place the change in the customer's hand, particularly so if the customer is wearing gloves. When a woman customer attempts to open her pocket book she is courteously relieved of any packages she may be carrying. Afterwards the packages are politely returned to her.

When an error is discovered in the delivery of footwear it is at once corrected—not deferred until late in the afternoon, or the following day, but instantly. The customer is concerned wholly in the safe delivery of the package and not at all interested in the merchant's troubles.

There are many degrees of service—it has many angles, but ask any man or woman what is the best service a shoe store can render, and they will answer, "To be waited on by clerks who know their business." This means, in reality, the full service which embraces courtesy, knowledge of the shoe styles offered, and a careful consideration of the customer's requirements and desires particularly in the matter of fitting.

Becomes Fixed, Pleasant Habit

Progressive shoemen lead their clerks into rendering service. They strive to set them good examples of how service can best be extended to each customer who enters the store. They direct their attention to articles on "Better store-service," advise and counsel with them patiently in the effort to assist them to be capable of rendering efficient service.

It is not a difficult task, after all, to render service. It can be so cultivated that the rendering of it becomes a fixed, pleasant, and profitable habit. The aggressive and prosperous shoemen of to-day are those who are willing to render real service in their respective lines. Look about you and see if this is not true.

Politeness and consideration are vital integral parts of modern service. Both are inexpensive and pay tremendous dividends on the investment. Cultivate **SERVICE**—learn its every angle, get the habit, and reap its certain reward.

This Advertisement is printed
for the purpose of fixing

OUR NEW TRADE MARK



indelibly in the minds of the
trade. It represents al that's
BEST in Felt Footwear.

THE COBOURG FELT CO.
COBOURG, ONT.



PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
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 require-
ments to prove this.

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.

FIRST

He never wanted gold so much
That he would risk dishonor's touch
to gain it;

All that was fair he'd bravely do
For victory sweet, and struggle to
Attain it.

Yet he would rather miss the goal
Than put a blight upon his soul.

He ne'er o'ervalued plaudits, cheers,
That every conquering hero hears
Or yearned them;

He wanted to deserve success
Yet would not claim its joys unless
He earned them.

He never made the great mistake
Of risking all for victory's sake.

No victory could compensate
For any mean or treacherous trait.

He chose to fall
Rather than conquer any foe
By striking a dishonest blow.

And first of all

He held, above both fame or pelf,
His own opinion of himself.—Detroit Free Press.



SELLING AGENTS

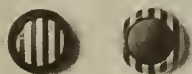
FOR

PYROID SHOE BUTTONS

Complete Assortment in Stock



**The Ideal Button for Fabric
and Fancy Leather Tops**



SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT



AMONG THE SHOE MEN.



Geo. H. Ferguson, Western Canada representative for Clark Bros., Limited, St. Stephen, N.B., was in Montreal this week on his way East on a business trip.

M. W. Webb, of the Imperial Shoe Store, Edmonton, spent a few days in Montreal, Toronto and Quebec on business during the past month.

H. R. Callaway, assistant of the president of the Regal Shoe Co.; F. V. Hill, agency sales-manager, and P. S. Vaitses, cost accountant, Regal Shoe Co., Boston, Mass., spent a few days in Toronto last week on business, with the Canadian plant.

A. L. Dupont, of Dupont & Frere, shoe manufacturers of Montreal, spent a few days in Toronto during the past week on business.

J. H. Hamilton, of the Sherbrooke Footwear Co., Sherbrooke, P.Q., spent a few days in Toronto recently calling upon the trade.

C. F. Schuszler, who represents the Regal Shoe Co., Toronto, in Quebec, and the maritime provinces, left last week on an extended selling trip throughout the East.

H. L. Geene, of Ottawa, Eastern Ontario representative of the White Shoe Co., received the sad news lately that his father had passed away in England.

H. D. McKellar, of Kitchener, Ont., was in Toronto lately, calling upon the trade.

David Bain, city traveler for D. D. Hawthorne & Co., Toronto, who has been seriously ill with pneumonia, is on the road to recovery.

J. P. Buchanan, representing the Smardon Shoe Co., Montreal, is spending a few days in Toronto, showing the

most complete, artistic and varied range of samples this firm has ever produced, in women's fine footwear.

Joseph Davis, shoe retailer, 326 Queen street east, Toronto, has moved into larger and more commodious premises a few doors east of his old stand.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, spent the past week in Montreal and Quebec on business.

N. J. Bordeau, who represents the Galt Shoe Manufacturing Co., in Toronto city and Western Ontario, is now covering his regular territory, and has a splendid range of snappy new models. He has opened sample rooms in the Lumsden Block, Toronto.

A. Richard, of Quebec, Que., the widely known leather representative was in Toronto and other Ontario centres last week.

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

Narcisse Gagnon, Montreal, accompanied by his wife and daughter, as well as his son, Emile, spent the Easter holidays in New York and Atlantic City. Mr. Gagnon, sr., together with Mr. Emile Gagnon, took advantage of the Easter holiday trip to visit Philadelphia, Wilmington and other leading shoe centres.

Ed. R. Lewis, 21 Scott street, Toronto, has been appointed Canadian representative for the Rochester Button Co., of Rochester, N.Y., manufacturers of fancy shoe and over-gaiter buttons in all colors. He has also been made selling agent for cut inner soles manufactured by the Eagle-Ottawa Leather Co., Grand Haven, Mich., cut from their Eagle and Ottawa flexible Goodyear splits.



M. J. SHEEHY

Superintendent of Perth Shoe Co., Perth, Ont., who was Recently Elected a Member of the Board of Directors of the Company



ALEX. CHISHOLM

Former Leading Toronto Shoe Retailer, who is now Y.M.C.A. Purchasing Secretary for all Military Camps in Ontario and Quebec



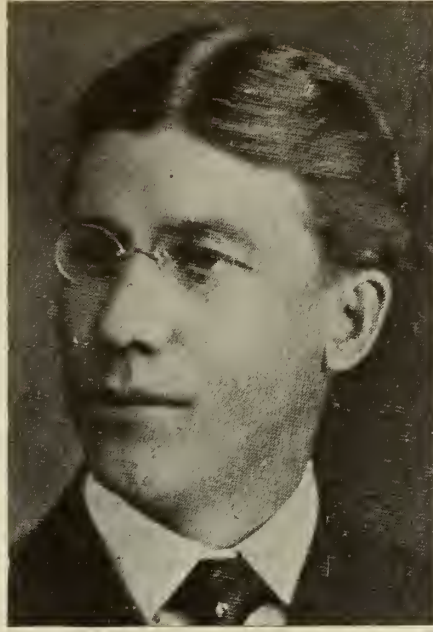
ANTOINE JOANNETTE

Well Known Montreal Representative, who is Specializing on Artificial Leather and Backing Cloths for Shoe Manufacturers



E. A. STEPHENS

Head of historic shoe house in Ottawa which has just celebrated the half century of its existence



GEO. H. FERGUSON

Widely known shoeman and traveler in western Canada who is now on visit to the East



F. W. BEDARD

Manager of Stephens Shoe Store, Ottawa, who has many friends in the Capital City

The assets of Albert Gilbert, shoe dealer, Black Lake, Que., were sold recently.

The Union Clothing and Shoe Co., Winnipeg, has registered partnership.

R. Milette, shoemaker, Gull Lake, Sask., has discontinued business.

The assets of J. M. Guimont, shoes and general store, Montmagny, Que., were recently sold.

W. T. Fegan, of the Big 88, Queen street west, Toronto, is erecting a large addition to his store, which when completed will double the flooring space. Many interior improvements will also be carried out, making the premises spacious and

inviting. It will be some weeks before the work will be finished.

R. M. Smith, Western Canada representative of the Regal Shoe Co., Toronto, who covers the larger centres, and W. R. Billings, who looks after the smaller towns for the company, left for the Prairie Provinces this week with a fine range of new samples.

J. D. Hawthorne, of D. D. Hawthorne & Co., wholesale shoes, Toronto, spent a few days last week in Montreal and Quebec on business.

R. L. Savage, Ontario and Quebec representative of Clark Bros., Limited, St. Stephen, N.B., who maintains permanent sample rooms in Toronto, has removed from No. 2 Trinity Square to Room 709, Lumsden Building, corner of Yonge and Adelaide streets, Toronto.

A. R. Trudeau, representing Corbeil's, Limited, Montreal, spent a few days in Toronto last week on business.

The Royal Shoe Store, of Saskatoon, Sask., has offered a pair of ladies' shoes, valued at ten dollars, to the management of the Saskatoon Fair as a prize open to the women residents of that city and to be awarded to the one making the largest number of entries in the fancy work department.

A charter has been granted the St. Henry Shoe Co., Limited, Montreal, with a capital stock of \$99,000. The incorporators are Jos. Lacasse, T. Daignault, C. W. Michaud and others. The company is empowered to manufacture, buy and deal in all kinds of boots and shoes, etc.

Plans have been made and tenders invited for building a girls' home for Maple Leaf rubber factory employees at Port Dalhousie, Ont. The building will be modern and fireproof, and when completed the home will be conducted along lines similar to Y.W.C.A.'s in the larger centres.

A deputation representing the tanners' section of the Canadian Manufacturers' Association of Toronto, waited upon Sir George Foster last week, urging that representations be made to the British Boards of Trade for a modification of the British import restrictions of boots and shoes and leather which were recently put in force by Mr. Lloyd George's ministry. The deputation was headed by Mr. J. K. L. Bristol and only remained in session a short time. It is possible that their wishes will be communicated to the British authorities.

CONDENSED ADVERTISEMENTS

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

SECOND HAND MACHINERY WANTED.—We want to fit up a sole cutting department, and are open to buy suitable machinery. Let us know what you have got and the price. Apply Box 100, SHOE AND LEATHER JOURNAL, Montreal.

FOR SALE.—One McKay Sole Sewer complete, nearly new—in first class condition. One Singer Patching Machine, etc. Also a Power Finisher, three scouring wheels, two brush wheels, two leather pad wheels; one rubber padding, and one felt padding wheel, trimmer, cutter grinder and rotary finishing irons, all nearly new. Owner retiring from business. What offer? Box 42, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

POSITION WANTED.—Man of thirty-eight years, (with eighteen years' experience in retail), either in retail or wholesale house in Upper or Western Canada. Box 436, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

WANTED.—A second-hand McKay sole sewing machine. W. H. Ward, 689 Dundas street, London, Ont.

Our Travellers are now on their Territories



Surround the Best Trade
in Your Community

They will capitulate to the Charm
and Style excellence so pronounced
in the range of models we are showing
for Present Needs and Fall and
Winter Placing.

—
—

“Vassar” and “Altro” for Women
“Beresford” and “Minister Myles” for Men

—
—

Minister Myles Shoe Co., Limited
Toronto

YOU CAN TELL COLLIS CALF

By its **SILKY FEEL**, its **EVEN TONE** and its **SOFT LUSTRE**. It responds to eye and touch.

COLLIS COLLIS
LONDON MAHOGANY
BROWN BROWN
TONY RED

Are the newest and most popular shades of **COLLIS CALF**. Have you tried them?

In new shades we lead, others follow.



COLLIS CALF In Bright, Glazed, Russian, and Boarded Finish.
 The Leather of **QUALITY** and **ECONOMY** in manufacture.
 IT IMPARTS DISTINCTIVENESS AND STYLE TO THE SHOE.

The Largest Importers of French Calf Skins on this Continent

Collis Leather Company, Limited
 Aurora, Ontario

The British Wood Heel Co. Limited

MANUFACTURERS OF

Wood Heel Blocks

Slipper, Louis, Parisian, Cuban, Military, etc.

Covered Heels

Blocks covered in celluloid, enamel, kid, skiver, canvas or any material or color.

Butt cased Louis and Military Heels.
 Specialties: White stitching on colored leather.

Models to any design. New models got out by arrangement.

Write for Prices and Further Particulars

LONDON, S.E., ENGLAND

Factory and Offices: Windmill Road
WEST CROYDON



Awarded Gold Medal Turin Exhibition, 1911

Among the shoemen who were in Ottawa last week, displaying new Fall samples were: D. R. Hawley, representing Getty & Scott, Limited, Galt, Ont.; E. E. McIntyre, Brandon Shoe Co., Brantford, Ont.; H. B. McGee, Minister-Myles Shoes Co., Toronto; J. P. Buchanan, Smardon Shoe Co., Montreal; J. Heffering, Tetrault Shoe Manufacturing Co., Montreal; Frank Power, Macfarlane Shoe Co., Montreal; J. Dunbar, Scott-Chamberlain Ltd., London, Ont.; Alf. Winn, E. T. Wright & Co., St. Thomas, Ont.; G. H. Murdoff, Thos. G. Plant Co., Boston, and others.

It has been rumored for some time that the Goodyear Tire & Rubber Co., Toronto, who have factories in Bowmanville and New Toronto, and manufacture, in addition to tires, hose and belting, Neolin soles and Wing Foot rubber heels, intended going into the production of rubber and tennis footwear on a large scale. "There is no truth in the report," declared a leading official of the company, this week. "We are not extending our lines at present, and have all the business we can attend to without going into the making of rubber and sporting shoes."

F. T. Fuller & Co., 36 South street, Boston, Mass., are advertising that they have found a use for grain buffings, or in other words the very thin hand shavings or buffings taken from army shoe leather and which prevents this type of leather from cracking. They also consume large quantities of tannery trimmings, belt knife skivings, etc. They will be very pleased to hear from any concern having material of this sort, particularly the grain buffings.

Work is progressing rapidly on the new building of Duclos & Payan, St. Hyacinthe, Que. The structure will be 44 x 150 feet, two storeys high, and will be devoted exclusively to the manufacture of fibre, leather and union counters. The capacity will be from 75,000 to 100,000 pairs daily in their new shop.

Walter Burnill, of the Burnill Shoe Store and Repair Works, 75 Queen east, who has been spending the past three months at Palm Beach, Florida, has returned to Toronto, much improved in health. His many friends are pleased to see him looking so well.

CAUSE AND CURE OF FOOT TROUBLES

The subject of the health and hygiene of the foot and its relation to the shoe shifts itself down to a matter of service, which I believe in the shoe business is a most important factor. The anatomy of the foot should be considered at all times in fitting shoes, for a distorted foot cannot be fitted into a perfectly lasted shoe.

Let me ask, how many can state the cause of a corn, or of a callous, a bunion, or any other cause of foot complaint? How many can explain to a customer the actual correction and relief of all foot ailments? Would it not be a good idea to give a little study to this matter, so that we might intelligently recommend such relief or correction?

We have often removed a shoe from the foot, the odor from which has been so bad that we gave the shoe over to the customer to put on. Have you ever stopped to consider with what thanks a suggestion for remedying the trouble would be welcomed? All this, and in fact, all foot troubles can be relieved to a great extent if not actually corrected.

The matter of shoe fitting to-day has become a subject of study along anatomical lines. We all say fit long and narrow, but how long and how narrow shall we fit. It depends altogether on the longitudinal arch. Study how much expansion there is in the foot, examine the foot carefully on the fitting stool and unless it is an absolute flat foot, you will find more or less of arch there.

Now, have the customer stand up and throw the whole weight of the body on one foot and again examine the arch. In a majority of cases you will find an abnormal depression there. This depression, settling down on the shank of the shoe,

very often is the cause of the shoe bulging on the side, a fact which is very perceptible in low shoes, and especially pumps.

If you are a bit skeptical about this matter, try it out on a few of your good customers and prove it for yourself.

In adjusting arch supports or appliances for the correction of foot troubles thorough study of orthopedics is necessary, but bear in mind that no appliance is fitted correctly until the shoe is fitted in length and width.

Learn this business, gentlemen, and learn it thoroughly, for it means shoe store service, and that service means comfort, and ease, and that, in turn, means getting shoes sold right, which leads to the ever absorbing subject, "More business." It also means the creating of more confidence, which is the fundamental foundation of merchandising goods to-day, and the inauguration in your store of a foot specialty department means that the salesman who takes up this study becomes more efficient.

BROCADE AS SUBSTITUTE FOR LEATHER

The newest thing in fashionable footwear in New York is shoes of gold brocaded cloth.

Dame Fashion does not limit her genius to creating only gowns, pretty frocks, and charming bonnets. Shoes hold her attention at this moment, and here is the most bewitching that ever left her shop. The advancing price of leather has something to do with this innovation. The



makers of footwear decided that something must be done and so tried cloth and brocades as substitutes. The new style is original, charming, and has quite taken Miladi's fancy. One need not necessarily wear shoes of the same cut and design as one's neighbor and the style appears as though it had come to stay.



For that boy with a "Kick"

Our Standard Screw Shoes

will please both parent and boy.

Made on easy-fitting lasts for hard and strenuous wear. Moderately priced, too.

The Range:—

Boys', Youths', Little Gents' and Children's Box Kip

Pressure of orders has necessitated our discontinuing the making of BAREFOOT SANDLES and SOFT SOLE BABY SHOES.

Write us or your Jobber for Prices.

St. Hyacinthe Soft Sole Shoe Co.
 Limited
 St. Hyacinthe Quebec

Money in Waste Paper

The prices paid for Baled Waste Paper were never as high. The paper mills are simply up against it for raw material. An

All-Steel, Fireproof "CLIMAX" BALING PRESS

will turn all your waste paper, cardboard, etc., into money. Made in 12 sizes.

OLIMAX BALER CO. (Dept. A)
 Hamilton, Ont.



DIES Of finest steel for all purposes. Accurate. Workmanship warranted.

GIVE US A TRIAL

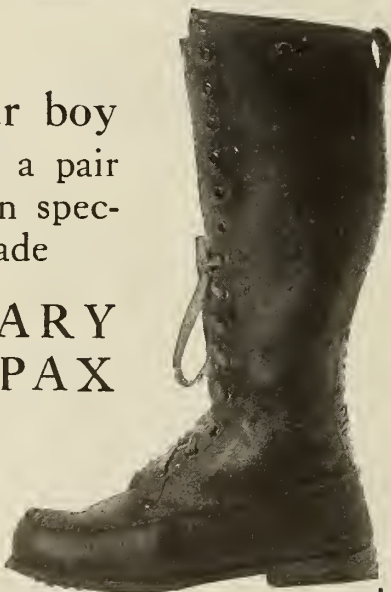
BOSTON CUTTING DIE CO.
 202 A STREET BOSTON, MASS.

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

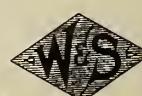
For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada?

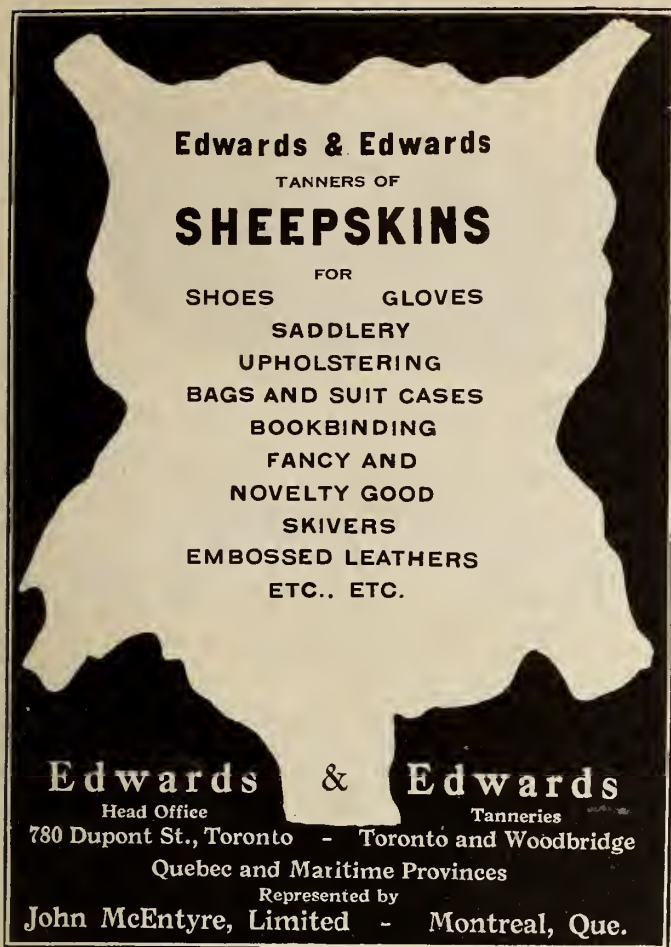
We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

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





Edwards & Edwards
TANNERS OF
SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOOD
SKIVERS
EMBOSSED LEATHERS
ETC.. ETC.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

ARTIFICIAL LEATHER

that has been put to the test and proven up to the highest standard of perfection.

Write us
for
Samples
and
Prices

WHITE AND COLORED REIGNSKIN SHOE CLOTHS

The goods have given entire satisfaction to all who have used them.

ACME BACKING CLOTH

Something you need. Once tried out means you will use no other.

(PETERS MFG. CO.)

Selling Agents for Canada

Ant. Joannette & Co.

55 St. Francis Xavier St.

MONTREAL, P.Q.

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

3000 USERS

Have Proven the

SIMPLEX WAY

the Easiest and Only Profitable One

WHY DON'T YOU?

A "SIMPLEX" quickly returns your investment and then it is all velvet.

Besides revenue it gives you tidiness and a reduced fire risk.

No shoe merchant can afford to be without it.



WRITE AND WE'LL TELL YOU MORE ABOUT IT

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

General Sales Company

123 Bay St., Toronto

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES:

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

=====
Write for Prices
=====

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq. OSHAWA 611 St. Valier St.
MONTREAL QUEBEC

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

Sisman's "Everyday" Solid Leather SHOES



Are the best all round everyday profit-getting shoes that are made in Canada—barring none. That's a positive statement, but shoemaking experience, an up-to-date, modernly equipped plant and a service that satisfies our customers, have proven beyond all doubt the wonderful everyday selling value of Sisman's Shoes.

The T. Sisman Shoe Company, Limited
Aurora, Ontario



YAMASKA

There is always a demand for this every-day, every-body brand of shoes.
They possess just that reliability in

Men's Women's and Children's Shoes

that forms a foundation for a profitable shoe trade. You are always safe when you buy "Yamaska" Footwear. It means satisfied customers and therefore repeat orders.

LA COMPAGNIE J. A. & M. COTE

St. Hyacinthe, Que.

Specify

AIRD & SON'S
Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)
MONTREAL

B

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.

B

INDEX TO ADVERTISEMENTS

A	Page	E	Page	R	Page
Aird & Son.....	61	Edwards & Edwards.....	59	Regal Shoe Co., Limited.....	9
Ames-Holden-McCreedy, Limited.....	12			Ritchie, John, Co., Limited.....	3
		G		Robinson, James.....	13
B		Getty & Scott, Limited.....	27, 28, 47	Robson Leather Co., Limited.....	60
Breithaupt Leather Co.....	19	General Sales.....	59		
Barrie Tanning Co.....	62	Gitterman, Henry & Co.....	5	S	
Beal, R. M., Leather Co.....	58			Slater, Geo. A., Limited.....	37
Bell, J. & T., Limited.....	7	I		Shultz-Goodwin Co. (Inc.).....	52
Blouin, Pierre.....	52	Independent Rubber Co.....	14	Staynes, W. H., & Smith.....	52
Boston Cutting Die Co.....	58			Sisman Shoe Co., Limited, The T.....	60
Brandon Shoe Co.....	8	J		St. Hyacinthe Soft Sole Shoe Co.....	58
British Wood Heel Co.....	56	Joannette, Antoine.....	59		
				T	
C		L		Tebbutt Shoe & Leather Co.....	17
Canadian Footwear Co.....	4	Lane, W. A.....	38	Tetrault Shoe Co.....	18
Canadian Consolidated Rubber Co... 20					
Clark Bros., Limited.....	O.B.C.	M		U	
Clarke & Clarke.....	59	Moore Shafer Shoe Co.....	45	United Shoe Machinery Co., of	
Collis Leather Co., Limited.....	56	Montreal Box Toe & Heel Co., The 52		Canada.....	16 and I.B.C.
Cote, J. A. & M.....	61	McArthur, Irwin, Limited.....	40		
Cobourg Felt Co.....	52	Minister Myles Shoe Co.....	55		
Climax Baler Co.....	58			W	
		P		Wright, E. T., & Co.....	6
D		Perth Shoe Co.....	10 and 11	Woodward, F. E., & Sons.....	58
Davis Leather Co.....	I.F.C.	Packard, L. H., & Co.....	15		
Duclos & Payan.....	60	Peerless Machinery Co.....	42		



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

What are you going to order for Fall?

¶ We have spent much time and money studying the situation, and fashionable shoes at reasonable prices seem to be the problem.

¶ Everything entering into the makeup of a shoe is high. In order to keep the price of our shoes down we must double our output, and to do this we have decided to add to our regular line about thirty SPECIALS at popular prices. These will include Novelties and Staples.

¶ We will show you the most complete line of Ladies' Fashionable McKay Footwear ever seen in Canada. Made in widths AA to E.

Clark Bros.
St. Stephen - N.B.

¶ Our new Toronto sample rooms are now located at 709 Lumsden Building. Our new samples will be ready about April 20th, and they will excel any previous showing.

REPRESENTATIVES

ONTARIO and QUEBEC - - R. L. SAVAGE
WESTERN PROVINCES - - G. H. FERGUSON

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

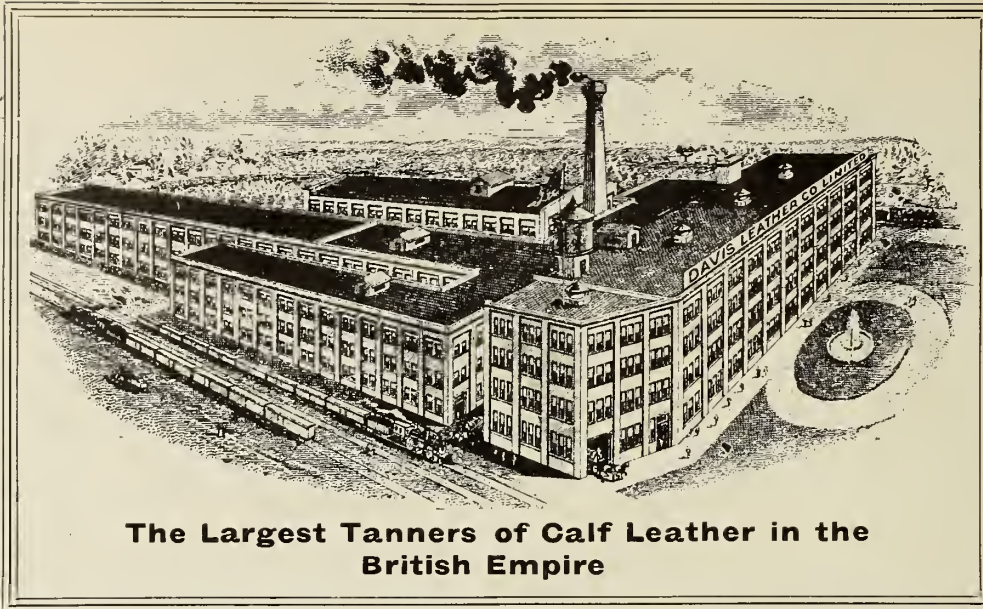


TORONTO
MAY 1
1917

See Page 40

G. H. ANSLEY, PERTH, ONT.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The name has become the Synonym of **QUALITY** in Texture, Color and Finish.

DAVIS LEATHERS stand for the best of **RAW STOCK**, the most **SCIENTIFIC TREATMENT**, the most skilful **EXPERT FINISHING**.

The Manufacturer knows what he is cutting---The Retailer knows what he is **SELLING**.

Made from the most carefully **SELECTED SKINS**, yielding the uttermost in **CUTTING**, and the Highest Excellence in **FEEL** and **LUSTRE**.

COLORED CALF

Our leaders in this line are **Royal Purple Russia**, **Brown Russia No. 66**, **Briar Boarded Calf**, **Brown Russia No. 33**, **Brown Russia No. 14**, **Mahogany Russia**.

GUN METAL and MAT CALF

All our standard selections in men's and women's weights.

VEALS

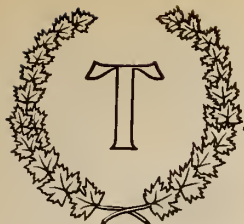
Our Veals are meeting with exceptional popularity---**Black Diamond Veals**, **Diamond Mat Veals**, **Boarded Veals**.

DAVIS LEATHER COMPANY

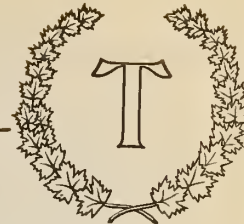
LIMITED

NEWMARKET, ONT.





The
TETRAULT
WELT SHOE



Tetraault Shoes Always Ahead

When Tetraault Shoes reached their immense sale of over TWO MILLION DOLLARS last year—a sale that was unprecedented in the shoe history of Canada—it meant a very great deal. Has it occurred to you that it meant the Canadian Shoe Retailers sold those shoes? Well they did.

? Question ?

Why did they sell them? Could they have sold them had the VALUE—represented by QUALITY, STYLE and PRICE—not been there? Never! And so that TWO MILLION DOLLARS' worth of shoes means that

Tetraault Goodyear Welts

are always ahead—ahead in QUALITY, STYLE and VALUE, and these combine in making and keeping them

Always Ahead in Sales

There is always a reason for big achievements.

Tetraault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES,
 PARIS - FRANCE

M o n t r e a l



Where
MINER
Quality
Shoes
are
Made



Women's McKay high cut white canvas bal., covered heel. Most popular white canvas shoe to-day.



Women's McKay, Havana Brown bal., sport last. Very much in demand.

New Summer Lines

It was fortunate Fashion decreed that **WHITE CANVAS SHOES** would be in vogue this summer. Fortunate for two reasons. One is that they have a peculiar dressiness all their own, the other because of their moderate price compared with other materials.

We have an immense range, including many different models, and can handle your immediate orders very promptly.

Summer Novelties

There is bound to be a big call for novelties this Summer, so we have prepared to meet the demand. These are to be had in **PATENT, GUN METAL WITH FANCY CLOTH** and **LEATHER TOPS, BROWN, GREY** and **BLACK KID** IN **WOMEN'S 9-INCH BALS** in Goodyear and McKay.

Get in touch with our travellers, for our lines are very extensive.

The Miner Shoe Co., Limited

Agents for Miner Rubbers

Montreal Quebec Ottawa Toronto

FALL PLACING

The splendidly broad range of Miner Shoes will enable you to secure some really good things for your FALL PLACING.

Be sure you get in touch with our representatives, who have a full line of our various new models, including Goodyears and McKays.



Women's Goodyear melton cloth button, fleece lined, rubber sole and heel. Very popular for Fall. Popular priced.



Men's Goodyear gun metal calf bal, brown cloth top. Made up in different color toppings.

In addition to these are some splendid offerings in **HOCKEY AND SKATING SHOES** for Senior League and other players; **FELT FOOTWEAR**, and a general line of every-day wearers that will meet with the approval of both city and country trade.

Our every line is a profit producer.

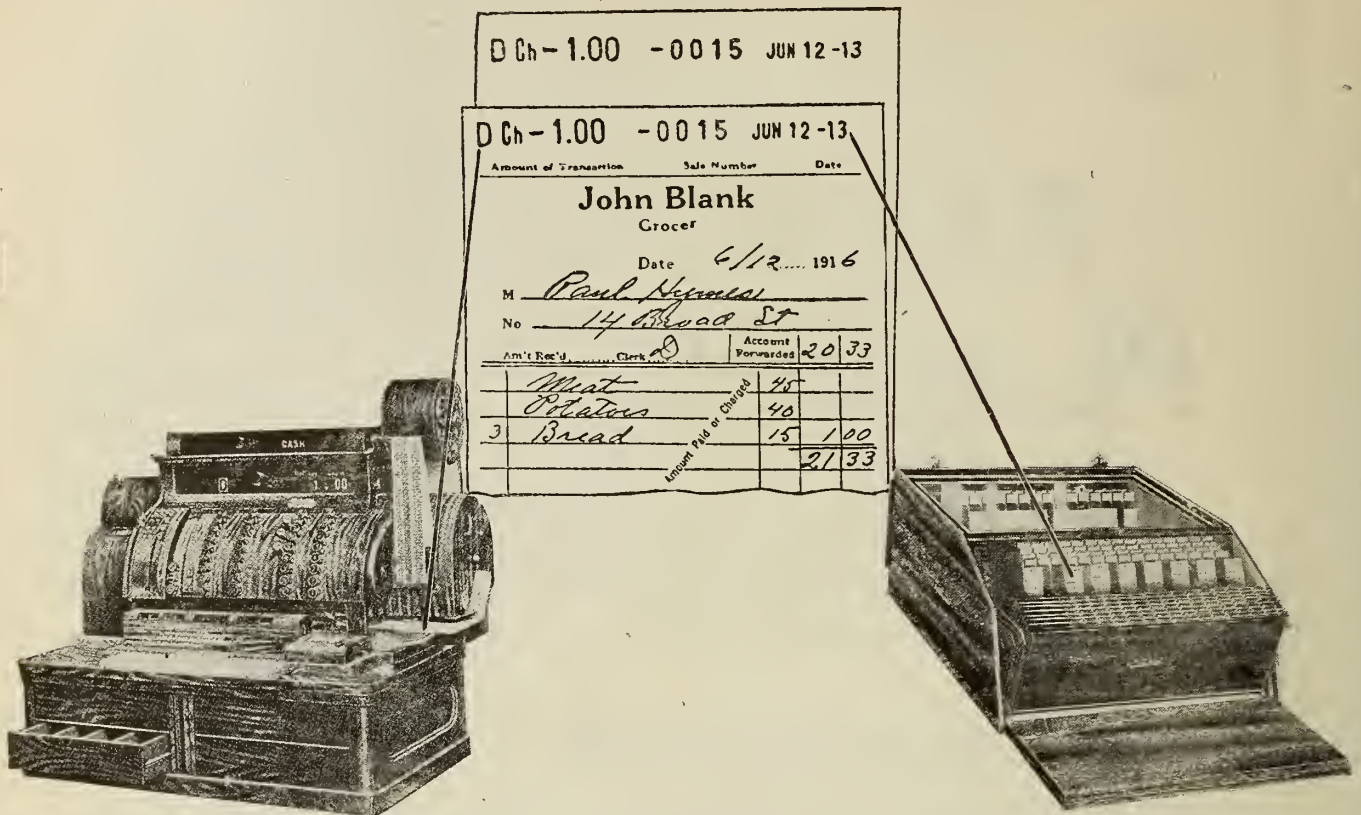
Fall placing orders given now will be delivered in specified time.

THE MINER SHOE CO., LIMITED

The Large "In-Stock" Shoe House—Agents for Miner Rubbers

MONTREAL QUEBEC OTTAWA TORONTO

A simple, complete system for retail stores



The electrically operated National Cash Register

Does twenty-five necessary things in three seconds. Simple to operate—saves time. Forces accuracy—gives quick service.

The new National Credit File

Cuts out all book-keeping of customers' accounts. No blotter—no daybook—no customers' ledger. Every customers' account balanced to the minute.

Stops leaks, satisfies customers Increases profits in stores

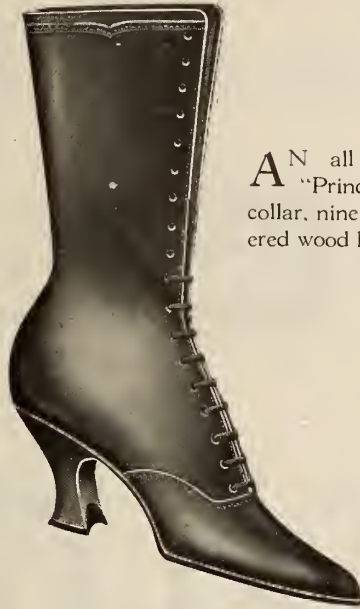
Our new model cash registers do more effectively and more quickly all the necessary operations in the handling of money. They save time, stop losses, prevent mistakes due to carelessness or inaccuracy. They safeguard your profits. They are indispensable to the efficient management of the modern store.

The credit file is a new N.C.R. invention as important to you as your telephone or cash

register. It is so simple that anyone can operate it. It is speedy and convenient. It is so complete that a record of the whole credit business is always available. It is safe, records being in sight, but locked away from all tampering. There is nothing else like it.

Information about National Cash Registers and National Credit Files can be obtained easily from any N.C.R. office or from us.

The National Cash Register Co. of Canada, Limited
Christie Street, Toronto



AN all brown buck
"Princess," with self
collar, nine inch top, cov-
ered wood heel.

The illustration above is a fitting representative of BELL SHOES. It has just that touch of refinement that has always characterized BELL SHOES and made them such favorites with those who want high grade quality and good value.

J. & T. BELL

LIMITED

MONTREAL

Shoemakers for over a century to Particular Men
and Women of Canada

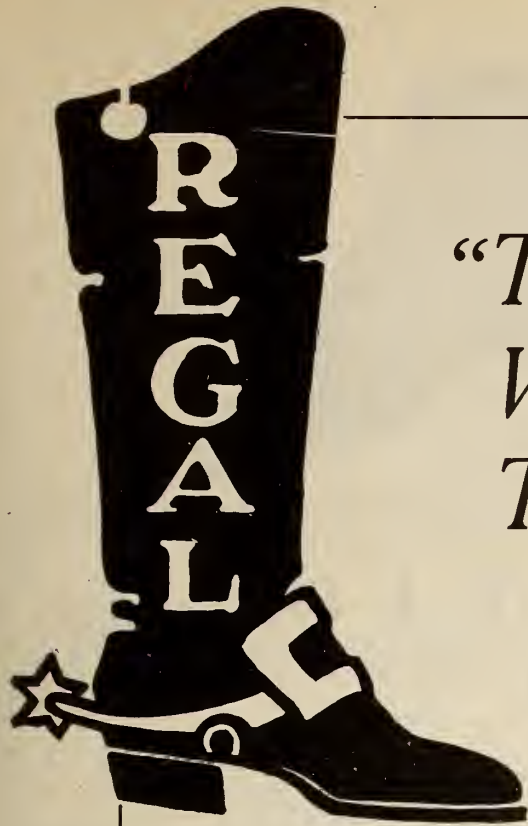
If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED
28 Demers Street Quebec, Que. Montreal, Que. 122 Adelaide Street West Toronto, Ont.
179 King Street West, Kitchener, Ont.



*“The Best Line
We Have Seen
This Season”*

THIS is the unanimous verdict of all progressive shoe retailers who have looked over the new “Regals” for Fall.

Our travelling salesmen are being accorded a reception that betokens the greatest year in our history, as business with us was never as good as now.

Many new agencies are being opened, as discerning dealers recognize the wisdom of getting in on the Regal proposition which spells

STYLE, VALUE AND SERVICE

The Regal Shoe Co. Limited

472-474 Bathurst Street

Toronto, Ontario





Daoust, Lalonde & Co. Limited

MONTREAL

Manufacturers of Fine Shoes

When ordering shoes from us you protect yourself against poor sellers, consequently financial loss. Why?

Because our twenty-six years' experience in the making of shoes has placed us in the unique position of knowing the requirements of the purchasing public.

We have studied the tastes and fancies of both men and women wearers, and we have embodied all this knowledge in producing our THREE SPECIAL BRANDS. They have become the standard of Style, Comfort and Wear, and they yield splendid profits as well.

The Paris

In Women's McKays and Men's Welts

The Patricia

High Grade Welts and Turns for Women

The Metropolitan

Men's Welts and Women's McKays

Selling Agents

The Metropolitan Shoe Company
MONTREAL

91 St. Paul Street East

AERO



PEDS

Pneumatic Tires for the Feet

Aero-Peds in shoes impart to walking the same resiliency that pneumatic tires give to the motor car. Explain to your customers the idea that is built into Aero-Peds, and you will find a ready market.

Aero-Peds in combination with Rubber Heels are the acme of comfort and perfection.

Aero-Peds take the jar out of walking and make every hard sidewalk as soft as an Oriental rug

When you sell Aero-Peds, you are not selling mere inside cushions—you are giving your customers something that makes life's walk a daily delight.

Have your jobber's representative demonstrate this to you.

\$2.00 per dozen

Retail at 25 cents per pair

Made in 3 sizes for men and 3 sizes for women

Aero-Peds Manufacturing Company

30 Adelaide St. East

TORONTO

The Independent Line

If you delayed in ordering your
SPEED KING



lines of Outing and Sporting Shoes don't let further delay rob you of this splendid trade, for there will be a bigger call than ever this year for these lines.



Then we advise the placing of your fall orders for regular and heavy lines that there may be no disappointment in shipping. Our brands are:



“Dainty Mode,” “Royal,”
 “Dreadnought,” “Veribest”
 and “Kant Krack”

And may be had from the following:

The Amherst Boot and Shoe Co., Limited	Amherst, N.S.	The London Shoe Co., Ltd.,	-	-	London, Ont.
The Amherst Central Shoe Co., Limited	Regina, Sask.	McLaren & Dallas	-	-	Toronto, Ont.
A. W. Ault Co., Limited	-	James Robinson	-	-	Montreal, Que.
White Shoe Co.	-	Brown, Rochette, Limited	-	-	Quebec, Que.
Kilgour, Rimer Co., Limited,	-	McFarland Shoe Co.	-	-	Calgary, Alta.
The J. Leckie Co., Limited,	-	T. Long & Brother	-	-	Collingwood
	Vancouver, B.C.				

The Independent Rubber Co., Limited
 Merritton, Ontario

Amherst Solid Shoes

Every shoe dealer needs a reliable staple line for every-hour-in-the-day selling. A line that he can recommend because he knows it is made and backed by a reliable firm that are proud to be the manufacturers of such splendid service-giving footwear.

The AMHERST LINE *For Men, Women and Children*

is every bit this. Our steadily increasing output and growth is abundant evidence of how well Amherst Footwear meets the approval of the dealer and customer alike.

It will be to your advantage to stock
THE AMHERST LINE

AMHERST BOOT & SHOE CO., Limited
AMHERST HALIFAX REGINA



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



We Have The Goods



Somewhat boastful way of stating it, but we cannot emphasize too strongly that we were never in a better position to supply you with

Seasonable Footwear Including an Extensive Range of WHITE GOODS

We have been careful to incorporate such style models in both staple and fancy footwear that will appeal to the buying public. Our line for this season has that style and finish, combined with durability, that distinguishes it from others.

We Can Deliver, Too!

Now, when the matter of getting shipments is important, we have an immense stock from which we can ship at a moment's notice.

Your Sorting Orders

will be taken care of. Send them in—or wait for our travellers who are in their respective territories and will give prompt attention to both your placing and sorting needs.

JAMES ROBINSON
MONTREAL, QUEBEC

The Just Wright
TRADE MARK SHOE



The Just Wright
TRADE MARK SHOE

STOCK No. 11—Select Gun Metal Calf City Bal., Plump
Single Sole, MAZDA Last. STOCK No. 10—Same in Tan.
Widths A to D

Take Every
Advantage
of the
**JUST
WRIGHT**
In-Stock
Service
It
Will Pay You

Always Keeping to the Wright

It will be to your advantage to sample the above shoe or its mate in tan. They are both strictly high-grade, comparing favorably with the best American lines. If you haven't seen them, try a sample order to-day

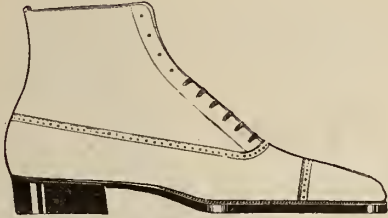
**JUST
WRIGHT**
In-Stock
Service
Will Save
You
Time,
Worry
and Money

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.

Extraordinary Values IN-STOCK NOW



No. 71—Gun Metal Bal, New Recede, \$4.35



No. 715—Kid Bal, High Cut, \$4.25, C, D and E widths

"Midco"

The Big Value in
Men's Shoes

No. 06—Havana Brown Bal,
Neolin sole, wing foot heel,
medium recede - - - - \$4.95

No. 08—Tobacco Brown, Neolin
sole, wing foot heel, new
recede - - - - - \$5.50

No. 45—Kidduck Cushion Sole
Blucher, slip soled - - - - \$4.85

No. 74—Tobacco Brown Bal,
wing tip, recede - - - - \$4.80

Order Samples To-day

"Midland Maid"

The Big Value in
Women's Shoes

No. 703—Dongola Cushion Sole
Bal, rubber heel - - - - \$3.75

No. 711—Dongola 8-Inch Bal,
spool heel, whole quarter - \$4.00

No. 715—Dongola 8-Inch Bal,
dull kid top, spool heel, C,
D and E widths - - - - \$4.25

No. 735—White Ev. Cloth
8-Inch Bal, leather spool
heel - - - - - \$3.25

Order To-day—You Can't Go Wrong

We are so positive of these values that we are not
afraid to quote the prices, and we can ship at once

THE MIDLAND SHOE CO.

KINGSTON, ONTARIO

Doctors
 ANTI-SEPTIC
 SHOE NON
 PERSPIRO
 PAT 1908 1909



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.

THE
Professor

PAT. N^o. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.

Growing in Demand

As proof of the popularity and constant growing demand for

The DOCTORS and PROFESSORS BRANDS

of shoes, our factory is working full capacity all the time.

They have all the comforts of a military shoe and all the style of a civilian's.

Men are becoming more insistent in their demands for shoes that will give comfort to their feet. These brands, in addition to yielding great comfort, have proven themselves to give great wear.

They are just the shoes your customers will demand over and over again.

Write Us or Your Jobber

**The Tebbutt Shoe & Leather
 Company Limited**

THREE RIVERS

QUEBEC

Classic Shoes in Stock

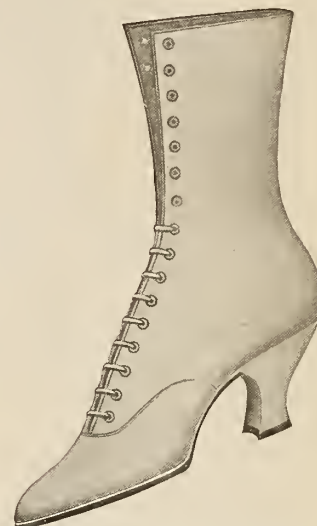
Now Ready to Ship



No. 8021. Vici Kid, High Cut Bal., Louis Heel, McKay, C and D widths - - - \$4.75



No. 3064-4064. Girls' and Misses' Patent Colonials, Last 136, McKay.
3064 (8-10½) \$1.85
4064 (11-2) \$2.25



No. 8049. White Buck, High Cut Bal., White Louis Heel, McKay, D width - - - \$5.00

**GETTY
&
SCOTT
Limited**



No. 3165-4165. Girls' and Misses' White Buck Buttons, Last 136, McKay.
3165 (8-10½) \$2.60
4165 (11-2) \$3.15

**GALT
CANADA**



No. 9055. Vici Kid, High Cut Bal., 14/8 Cuban Heel, Imitation Stitched Tip, Welt, C and D widths - \$5.25



No. 1078-2078. Infants' and Child's Patent Ankle Straps, Turn Sole.
1078 (2-5) No Heel, \$1.10
2078 (4-7½) Spring Heel, \$1.40

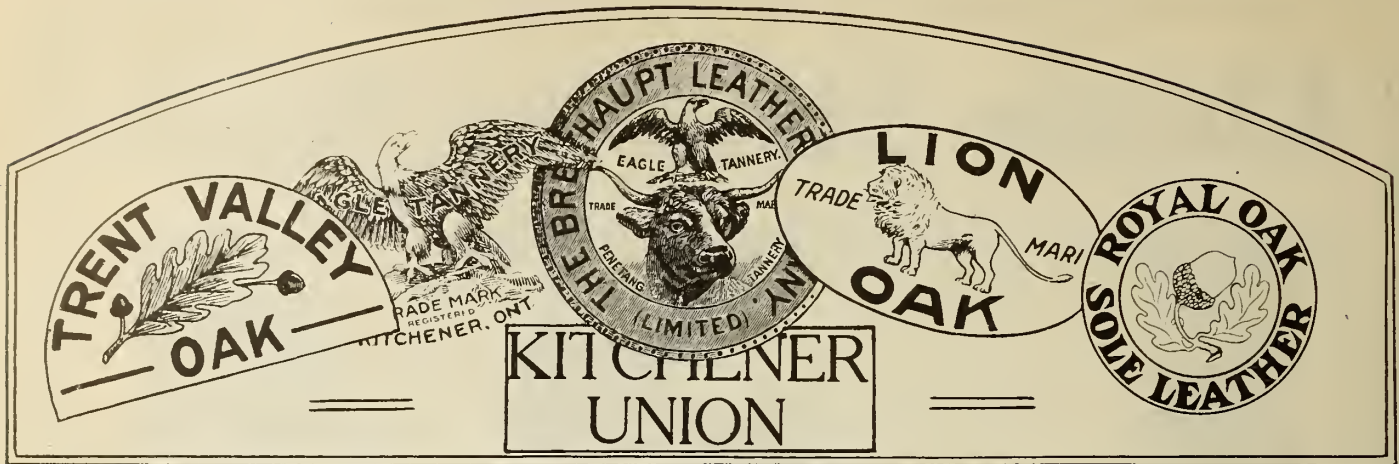


No. 3074-4074. Girls' and Misses' Patent Heel Strap Pumps, White Lining, Last 136, McKay.
3074 (8-10½) \$1.75. 4074 (11-2) \$2.15



No. 9331. White Buck Sport Bal., White Heel, Welt, C and D widths - - - \$5.50

Live Merchandise for Spring and Summer Trade



“There is Nothing Like Leather”

FOUNDED

SOLE
LEATHER

1857

FOR

ALL REQUIREMENTS

The Breithaupt Leather Co. Limited

Tanners of Hemlock Union and Oak Sole Leather

MADE IN CANADA

Head Office, Kitchener, Ontario

Representatives :

JOHN McENTYRE, R. M. FRASER, Montreal, Que.

LUCIEN BORNE, Quebec.

Tanneries: Kitchener, Penetang, Hastings and Woodstock, Ont.

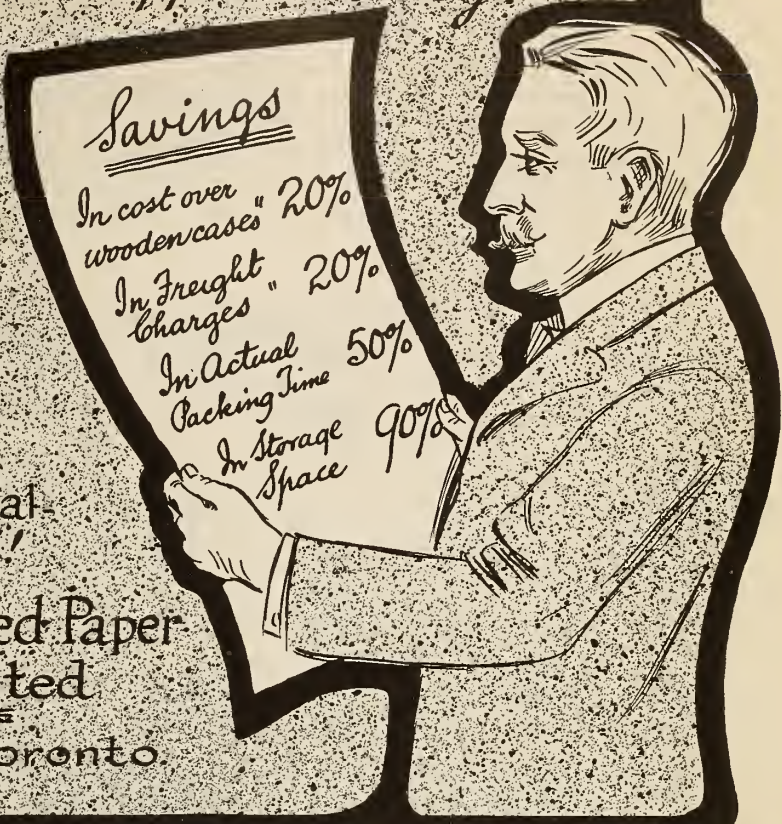
"Martin Saves The Shippers' Money"

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%



ARROWSMITH
"First-Aid"
TRADE MARK
TO THE FEET

CUROPAD

For the relief of hard and soft Corns, Bunions and Callosities on the human foot.

Some years ago an American Orthopedist suggested the more extended use of the rubber compress for the cure of corns, bunions, callouses, etc. His idea was that a close fitting and impervious rubber device properly made and so applied to the calloused part as to exclude the air, retain the moisture of the skin and prevent undue pressure, would not only allay the pain but must finally effect a cure through the process of dessication rather than by absorption. In this way the hard and false cuticle is gradually removed until the natural skin only remains.

The CUROPAD is an up-to-date article, orthopedically constructed of the best para rubber. In order that it may better retain its position on the affected part, there are grooves in the rubber at its thickest section, so that the threads of the stocking may insert themselves into said grooves and thus hold the Curopad in position. Adhesive strips and very thin rubber bands are supplied which may be used to assist in holding the Curopad in position.

Canadian Arrowsmith Mfg. Co., Limited
J. W. ARROWSMITH, President Niagara Falls, Ont. ELMER POYER, Manager



FLEET FOOT SHOES

Now is the time to get your "Fleet Foot" Shoes to the front. More than ever will "Fleet Foot" Shoes be worn this summer. It is going to be a big season for white shoes and "Fleet Foot" is the one complete line to meet every demand.

FLEET FOOT for {
 big and little
 old and young
 work and rest
 sport and play
 every day wear
 fine dress wear

*Write to our nearest branch
 if your stock is not complete*

Canadian Consolidated Rubber Co. Limited

Head Office, Montreal

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

THE SOUND AND SANE POLICY

**Keep Up Your Stock—Buy As You Sell—Let To-morrow Take
Care of Itself—Sufficient Unto the Day is the Risk Thereof**

NO matter what may be their advice to others, sane business men are following the cautious policy of buying from hand to mouth. Tanners may talk about hides going up and what leather may be six months hence, but you will notice that they are not loading up with hides. Wise heads are keeping close to the demand in their production, and are not speculating as to conditions even in the near future.

Shoe manufacturers may be covered to the extent of the prices they are quoting to-day, and may be perfectly sincere in their predictions that shoes will go up steadily in price, but they are buying only as far ahead as will meet the carefully estimated requirements of their trade, or at least protect them in regard to its needs for a few months ahead. They have no doubt as to still higher prices of leather, their uncertainty is as to the retailer, and what may occur should the buying public be suddenly seized with a spirit of caution.

The spring season has been, as the SHOE AND LEATHER JOURNAL predicted from the beginning, a most successful and prosperous one for shoe dealers. With the warm weather, there opened up such a demand for footwear that the pressure upon retail stocks was sufficient to clean up certain lines rather thoroughly. But this demand was very largely in women's novelties, although there was a satisfactory movement of regular lines, particularly in men's goods. There has just been enough interest and enthusiasm in the latter to show that people still have a fairly long purse, and carry the strings loose. Undoubtedly the furore amongst women for attractive footwear is far from abating, and those who have large stocks of fancy lines will be able to record unusual sales and profits. But there is just the slightest indication that the public is "fed up" on high priced shoes, and are beginning to question somewhat the wisdom of handing out just what is asked, even for standard lines. There is also developing the feeling that there will have to be economy if we are to get through the war with credit and success. The pronounced advance in prices of foods and other necessities is bound to have an effect upon sales of goods like shoes. Already some lines of regular requirements, that are not regarded as amongst household essentials, are beginning to feel the effects of timidity and caution that are undoubtedly abroad, and are thought to be extending.

One of the largest, and most progressive, as well as aggressive, leather men in the country said the other day, "It is time to go slow. There is bound to be a halt in this development of high prices. I believe, it is in the interest of the leather and shoe trades that business should be done on as normal a footing as possible. People have reached the peak of buying enthusiasm and unless business steadies down a little, serious conditions may follow."

It is surely a time when the semaphore "proceed with caution" should be raised. The man who follows the market and keeps a wise control of his stock will be safest in the end.

Has Novelty Footwear Come to Stay?

How the Retail Shoe Business has Expanded and Profits Increased by Pretty and Attractive Creations—The Part that Dignified and Distinctive Models Play in Milady's Apparel and in Placing Merchandizing on a Higher Level

By G. W. BROCK

"**P**RETTY shoes are essential to stylish appearance. No other part of woman's dress is more conspicuous than her shoes. Her footwear, therefore, plays a very important part of the style expression of her costume. They make or mar the entire effect. Our spring showings are the newest designs from the style centres. See our display." So runs a seasonable and sensible advertisement of a leading Ontario retailer.

A Western Canada shoe merchant remarks in his spring announcement: "It has been said, and truly, that the success of one's costume depends not so much on the gown as on the hat and footwear worn with it. There were rumors that skirts would grow longer for spring; but longer does not necessarily imply that skirts would be really long. It is safe to say that the average skirt will be a good eight inches from the ground, and that means careful attention to one's shodding, you know."

The Zenith of Shoemaking Art

Novelty footwear has, in the opinion of leading prescient retailers, come to stay. By this is not meant freakish or eccentric shoes, but pretty and artistic creations. Dainty, neat and attractive offerings in pedal toggery are what give life and vim to the shoe business to-day in spite of the high prices and the complaints now and then heard against the changes in leathers, colors, patterns, lasts and heels. There is no getting away from novelties. In the multiplicity of materials and hues, it is sheer folly to attempt to carry everything—just as insane a policy as it is to be over conservative and stock exclusively solid blacks and staple lasts.

Shoemaking has never attained the expression, perfection, smartness, artistry and fine symmetrical lines in Canada that it has to-day, and shoes are now as important and distinctive a part of a ladies' apparel as her suit, hat or coat. No wonder the women like to purchase a new pair, even if they have to pay from \$10 up. The high cuts are dignified, imposing and striking, the colors and combinations are simply irresistible and the appeal made to the eye with a love for beauty and display is strong and convincing.

The Creation of Wider Demand

The average merchant is not afraid of novelties to-day. He knows that business booms because of their creation, originality and presentation and, by reason of the changes, my lady is buying more shoes now than at any time in the history of the world. Style is the chief factor in the sale of women's footwear at the present juncture. Shoes that are trim and neat, classy and dressy sell themselves. For many years the milliner and modiste have been

getting the long end of a woman's spending money but now the shoe merchant, who is enterprising and alert, is coming to his own. Novelties—not freaks—have made the turnover of the wide-awake shoe retailer larger than at any other period. The world moves on and the old order of things will never be reverted to. While prices may not remain as high as they are, still in the opinion of discerning ones, shoes will never be sold at as low a figure as they were two years ago. There will be no recession to former levels, and the sooner that the average shoeman realizes this, the more reconciled he will become to present conditions, and shape his course and buying policy accordingly.

Discussing the style features of footwear for women, a leading member of the trade recently remarked, "The question with milady to-day is not so much how does my hat look as how do my shoes look? Novelties have not only raised the price of footwear to a more equitable basis, but the margin of profit has been increased accordingly. Colored novelty shoes are seldom worn out or resoled but are soon discarded. This means the sale of another pair by the merchant, which is not the case with blacks and tans which do service for some women for a year or more. The sooner all shoemen accommodate themselves to existing altered conditions the better.

Tonic to the Shoe Business

"Profits have been increased and shoes retailing at double the figure to-day to what they did a couple of years ago are disposed of as easily and more frequently. Novelties should carry a profit from 50 to 100 per cent. in view of the extra risk assumed, and the fleeting, fashionable character of shades and materials. Let me tell you that novelty shoes have proved a tonic to the shoe business and why should not the shoe dealer have a larger profit than in the past, when many thought that 25 per cent. was all that could legitimately be added to cost. Extra capital is required to get into the game, larger stocks have to be carried, more careful watching of the lines exercised and more discriminating and intelligent buying. Novelty shoes have been a great factor in keeping the trade in the prosperous condition that it is. They have focused the eyes of the public on shoes as never before, and have assisted every live dealer in getting and sustaining better prices. The shoe merchant is entitled to a good profit for style and originality and has brought good merchandising to the front."

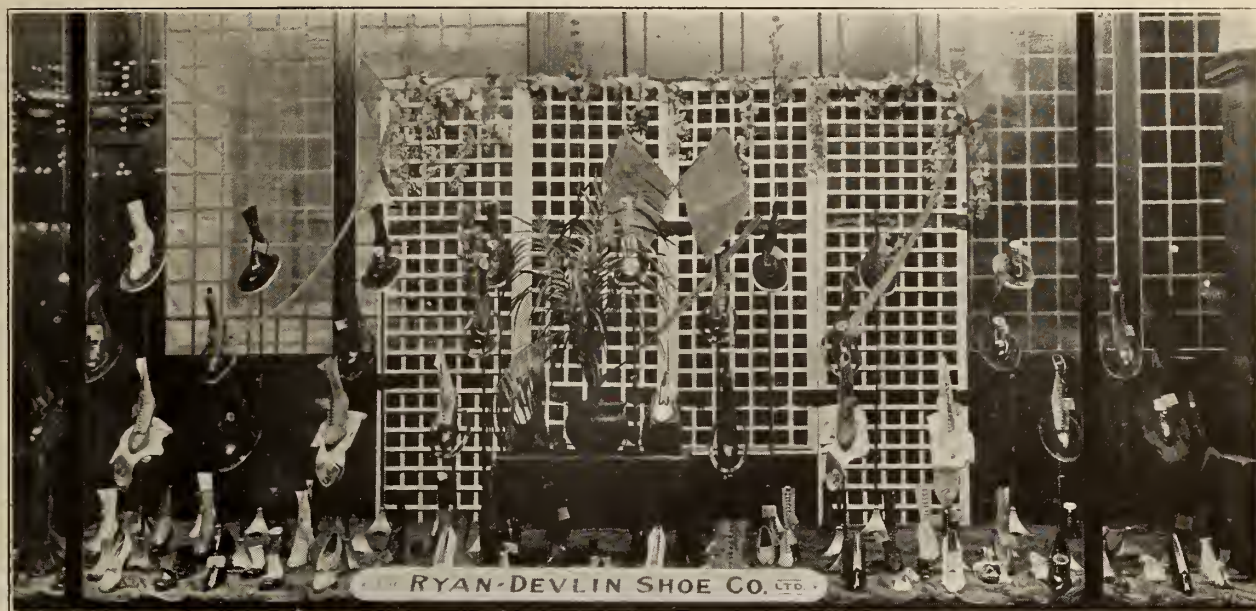
Service is the Solid Foundation

Back of the seasonable, well selected stock there must be service. The nicest and niftiest footgear in the world will not bring the retailer perman-

ent and paying business unless he deals fairly and justly with his patrons and sedulously eschews deception and misrepresentation. Much is heard about service, but this word is grossly abused and misinterpreted. What is meant by service, what does it imply, what fosters and develops it, and how do you know when you are rendering it? Summed up service is something like the good-will of a business and the reputation of a merchant. You can put your hand on anything exactly tangible

in your advertising matter and then forget it. The first definition of service is to put your customer's interest ahead of your own. Forget your interest entirely. Let your whole energy be: to see that your customers are satisfied.

"If you satisfy your customers, you have mastered the one word 'Service,' and conquered the greatest problem in trade to-day, 'How to sell.' Your success is assured; nothing can stop your progress and you can march to the front ranks in



AN IMPOSING, WELL ARRANGED AND EFFECTIVE DISPLAY OF STYLISH SPRING FOOTWEAR RECENTLY MADE BY THE RYAN-DEVLIN SHOE CO., WINNIPEG.

or specific. It is like the oxygen in the air, the breeze from the sea, the fragrance of the flower, the magnetism of personality, or the charm of character. Here are the views of one who has given some study to the subject, and possesses a lucid grasp of the subject.

"First of all, and above all, I think it's the greatest mistake in business to think only of what we're going to get out of it, and how much money we are going to make. Of course, we want to make money. Everybody does. But you'll get a whole lot farther if you put your mind and all your push and energy back of the effort to run a good store along the right lines—trying to be useful to your customers. You'll find that the profit will come along all right.

"We're all human; I know that, and we can't be in business for our health. But I want to tell you that the Golden Rule is a good, hard, modern rule for business, and works out all right all along the line. You may get left some times but not very often. It comes right down to this, the greatest developer of business is 'service.'

"It's the one biggest word in trade, but it means what it says. You've got to talk service, and act service. You can't use it for a 'catch' line

trade. Never forget that one of the greatest assets that you have in business is your customers.

"The fact of the matter is, your customers are your greatest investments, and your greatest assets. Never lose sight of the point that they must make as much profit out of every trade with you, as you make yourself. Naturally, I can't tell other people how to sell, shoes or anything else, but as far as my own experience goes, I believe that it pays to be honest in business.

"But you've got to be honest all of the time in order to get credit with your trade. You can't say, 'I'll be honest Monday, Wednesday and Friday,' and use a sandbag Tuesdays, Thursdays, and Saturdays. But, joking aside, these are my ideas of how to sell shoes. Buy the right goods, let quality and value be your standard, then start in to treat every buyer as you'd want to be treated yourself. Sincere service will do this. Sincere service will make friends and more friends and still more friends. This is what keeps on selling shoes. This large and growing host of satisfied customers never stops growing. They'll push you to the leadership in spite of all competition. To twist an old saying; take good care of your customers' interests and your profit will take care of itself."

Stray Shots From Solomon

The World hates a grouser. If you haven't a cheerful word to say keep your mouth shut.

CHEER UP There are some men like gas shells, they blight everything within a hundred feet of where they strike. "A merry heart doeth good like medicine." Like mercy, "it is twice blessed, it blesses him that gives, and him that takes." The fellow with a glad hand and a cheery countenance never needs calomel. He cheats the chemist everywhere he goes. What you need, friend, more than medicine is a good laugh. Instead of going to a doctor for pills go some place where you can get all the corners taken out of your mouth and the kinks out of your brow. You have made a failure out of life because you have not learned to laugh. People avoid you like a pest house because you make everything and everybody bilious when you come. Learn to laugh and you will make money as well as friends.

* * * * *

SHAKE HANDS There are some who use their hands as a perpetual motion pumphandle. Their flipper is always flopping. But these are nothing to the fellow who dodges everybody he meets and never goes amongst his neighbors. This is the man who grabs his hat and makes a bee line for the door when the last words of the benediction are being pronounced. He walks along the street counting the squares in the sidewalk and considers lodges, political meetings and patriotic gatherings a bore. "He that hath friends must show himself friendly." The poor fish who pokes along alone in this world misses a good deal of heaven. The "shake hands" fad is not half as bad as the "shake-the-head" habit into which many people fall. Cultivate the warm hand grip. People in this world are like a good mirror they give back what they get. If there were more hand shaking, there would be less tongue wagging.

* * * * *

CUT IT OUT It will pay you in dollars and cents to speak well of your neighbor and especially of your competitor. Of all the nauseating and uncomfortable things in life to hear a man belly-aching about his competitors is about the worst. There are some men who do not seem to realize that others are not interested in their petty feuds and jealousies. Let your neighbor alone, and not only he but others will learn to respect and admire you. "The north wind driveth away rain so doth an angry countenance and a backbiting tongue." Many a man has driven from his store and home those who would have been a help and profit to him, by a tongue that is either sharper than a two-edged sword or deadly as a south sea islander's club. Leave your competitor alone, except for anything good you may say of him, and others as well as he will rise up and call you blessed.

Men have made fortunes by minding their own business.

* * * * *

DON'T WORRY When you see others get on by crooked methods "fret not." Keep on hoeing your row. There are plenty of better things in life than money or success, so-called. Many a mean skunk floats down town in a limousine while honest men foot it. "Envy thou not the oppressor and choose none of his ways." There are men in your line who have built up a business that makes you look like a peanut stand, but while their sales have grown their hearts and minds have shrivelled until if you put ten of them inside a peanut it would still rattle. To be able to look the Almighty in the face, and go to bed feeling that you have played the man, is better than a big business and money to spend on winter vacations. Don't worry about a small business as much as a shrivelling heart.

* * * * *

DIG IN You may not be able to count your bank balance in more than three figures, but if you have a reputation for honesty and real business courage you will get there. "The conies are a feeble folk, yet they make their houses in the rocks." This war has shown what a small armed force, properly entrenched, can do against overwhelming numbers. The man who digs himself in behind good business methods, everlasting industry and unswerving fidelity to principle will outlast most of the big guns of modern business warfare. There are a lot of people who start in business with the rush and noise of a "Jack Johnston," but end in a thud and flare of mud. There is nothing to beat trench warfare in business, although an occasional rush may add territory and prestige.

* * * * *

DROP HIM Give a crooked man a wide berth. The man who does business with a shyster invites trouble.

You may make a little money out of him, but in the end he will either do you or smirch you. The man with a "wicked partner" may find him useful if money making is the only object, but sooner or later the old history of "Snap" and "Tray" will repeat itself. "Whoso is partner with a thief hateth his own soul." You can't profit by evil and get away with a clean soul. The man who pockets the proceeds of villainy, no matter who is its author, is a hypocrite as well as a thief. If you are tied up with a crooked man cut the knot. It is better to live on bread with clean hands, than eat fricassed chicken with well dressed thugs.

Solomon

IMPORTANT

“AVOID TROUBLE”

Ever since High Cut Laced Boots have been the vogue, more or less continued difficulty has been met with shoes ripping at back seam.

You and Your Clerks

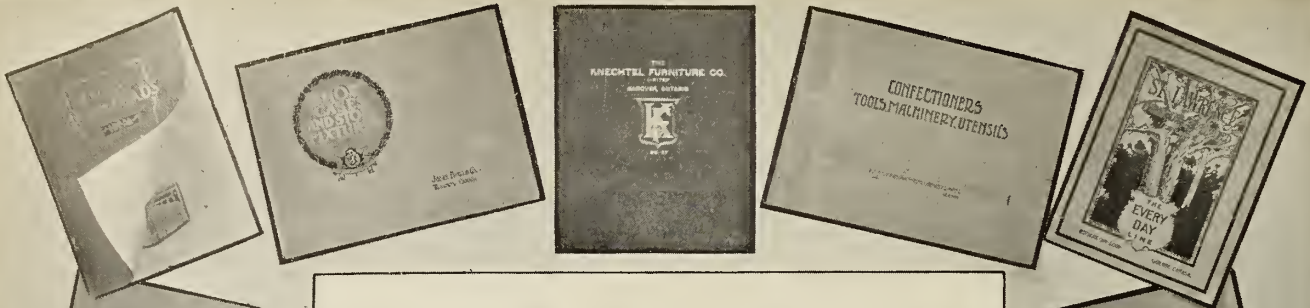
can help greatly to avoid this trouble by continually telling your customers to **PROPERLY AND FULLY UNLACE THEIR BOOTS** before putting them on or taking them off.

UNLESS high cut lace boots can be pulled on or off easily the back seam is subject to a strain it was **NEVER** made to withstand, and will not.

“Drum this Fact Home”

and you, your customers and the manufacturer will be saved from trouble, dissatisfaction and expense.

SHOE AND LEATHER JOURNAL
Real Service Department



Advice Free

The business of this Journal is to help its subscribers in every possible way. We stand ready to help in every way without charge.

Write Us

When you are in need of any kind of printing. We know the business and can give you ideas that will not only HELP you but SAVE you money.

OUR ARTISTS, EXPERT PRINTERS AND PROFESSIONAL PUBLICITY WRITERS ARE ALL AT YOUR DISPOSAL

Acton Publishing Co.

1229 Queen Street West
TORONTO

Limited



Examine these samples of ACTON work

THE BUSINESS MAN AND HIS BANKER

The Capital of a Merchant is the Sum of his Net Available Resources, Plus his Credit—Give the Banker Frequent Insight into Your Business by Discussing Your Affairs with Him—Confidence in one Another Must Exist to be Successful

DO not attempt to get ahead of your banker in the matter of alleged clever financing, or imagine that you can conduct a monetary institution better than you can a shoe business. Better be on terms of friendship, frankness and confidence with the local manager rather than an open foe or secret enemy. The banker,—like the traveler—is in a position to extend many personal favors, and give you sound, timely advice. His counsel, accommodation and endorsement at the right moment or just when most needed may prove of inestimable value and benefit to you. Play the game with him fairly and squarely.

“The Relations of a Merchant with his Bank,” was the subject of an interesting address recently delivered by H. W. Parker, President of the Bankers’ Trust and Savings Bank, of Minneapolis, Minn., in which he pointed out that credit was the life blood of trade and emphasized the necessity of absolute frankness and confidence. There is many a merchant in difficulties to-day or on the anxious seat because he has attempted to “put one over” on his banker, to use a colloquial expression. Possibly a shrewd and astute business man may succeed in fooling his banker part of the time, but he cannot do it very long, and when the expose comes, there is a day of reckoning, which has resulted in a merchant going to the wall and, that too, at a period when a little accommodation would have enabled him to weather the storm successfully.

Here are some forceful observations which the enterprising and progressive retailer, whether in the shoe trade or in any other line, would do well to read with care and ponder over.

Banker’s Power and Responsibility

The control over this constant flow of money brings to the banker great power and great responsibility. He is thereby enabled to place the combined wealth of the community at the disposal of legitimate business. The responsibility involved in carrying out this trust—for it is in fact an obligation of that character—is necessarily a heavy one. Every time the banker exercises his discretion in approving a loan to a merchant, he is using money of one class of persons who have trusted him to back the business enterprises of another person in whom he in turn has confidence. Just as our depositors must have implicit confidence in us, so we must in turn trust to the honesty and integrity of those who come to us for financial assistance in developing and carrying on their business enterprises. The average merchant is very likely to sustain, at different times in his business career, both relations to his

banker. He is necessarily a depositor, and if his business grows as it should, he may be frequently a borrower. This makes the obligation between merchant and banker reciprocal. In fact, modern business is so many-sided and the lines cross each other at so many points, that we are all of us placed in a position where we must inevitably have confidence in one another, in order to carry on business at all. It cannot be gainsaid that the most valuable collateral that you have to deposit with your banker, as security for any loan which you may wish to make, is your reputation for honesty and integrity among your fellowmen.

Frankness and Confidence Necessary

The relation that should exist between the merchant and the banker is one of absolute frankness and confidence. Give him frequent insights into your business by discussing your business affairs with him. Do not be offended when your banker asks you for a statement of your affairs. Whether you are seeking credit or not, a statement of your condition is a most excellent thing to have in your banker’s hands, and should be sent voluntarily. A banker sometimes declines to make a loan because he is not fully advised as to the affairs of the one seeking it. A statement setting forth one’s financial condition should be clear, concise, explicit and absolutely correct. You do not know when the day will come when you will find it necessary to seek accommodations and, if the banker has been kept advised of your affairs, you can receive immediate consideration of your request. This applies to the clerks and other employees among you, as well as to the merchants themselves, for there is not a progressive banker anywhere to-day but who wants to believe that the clerks of to-day are the merchants of to-morrow. The road to such ambitious ends is strewn with many adversities, but the employee who has his employer’s business at heart, who is loyal, efficient and will co-operate, has made the right beginning.

Credit Must Be Proportionate

“Good credit in the markets of the world enables the merchant to add to his ability to do business. It gives him the use of enlarged capital, thus enabling him to carry a more complete stock, increase his sales and magnify his profits. Large assets are not always necessary to the creation of credit. What is most desirable is, that credit be in relative proportion to the actual assets, and in harmony with conditions which create and maintain it. A merchant’s capital is the sum of his net

available resources plus his credit. The giver of credit is a contributor of capital, and becomes, in a certain sense, a partner of the debtor, and, as such, has a perfect right to complete information of the debtor's condition at all times.

"Credit is given a merchant because of the confidence reposed in him. Requesting a statement when credit is asked is not a reflection on one's character, honesty, or business ability, but is done to secure information to enable business to be conducted intelligently."

Borrowers sometimes assume an attitude of resentment towards a banker's requirements regarding a loan. I do not think I am going too far, when I say, that a banker by virtue of his extended experience is better able often times to judge whether a man should become obligated for a loan or not.

Banker is Financial Physician

A banker is in a sense your financial physician, and he feels—particularly since if he loans you he becomes a partner temporarily in your business—he has a right to give advice, and I think it well to heed it. Sometimes borrowers become offended when they are asked to either pay or reduce their obligations. Always bear in mind that when a financial institution makes a loan it becomes in a sense a partner in that firm or individual's business or transaction but it is a partnership for a specified time, namely,—the time for which the note reads, and not for an indefinite period. When a bank asks for payment or reduction it is then that the borrower should show his disposition and his ability to pay all or part, and so keep his credit in his bank unshaken.

It has been facetiously remarked that banks want you to pay, but if they find you can, they do not want you to. Promptness as to the maturity of your obligations and engagements is something that should be religiously observed and practised. Never issue a check against your bank account unless there are funds on deposit to meet it. Indeed, every depositor in bank should keep a balance adequate to meet his needs and sufficient to make it worth while for a bank to carry the account. The size of a bank account is an important factor in the extension of credit. Do not use your bank simply as a bookkeeper and a clearing house for your checks, but keep with it a sufficient balance such as will remunerate them for the facilities they have provided for you.

Operations Dependent Upon Credit

The extent to which the world's business activities are dependent upon this mutual trust and confidence of which I speak, can hardly be overestimated. Upon the foundations of actual tangible wealth, we have erected a vast superstructure, made up of operations dependent upon credit. It is no exaggeration to state that probably 90 per cent. of the business of a country like ours is transacted on this credit basis. In other words, if that mutual trust and confidence upon which credit operations depend, should fail us, the superstruc-

ture falls like a house of cards, and the volume of business comes back to an actual cash basis and shrinks to less than one-tenth of its former volume. That is exactly what takes place, to a more or less complete degree, when we have what is known as a financial panic. A panic is merely the result of a wave of distrust which sweeps across the country, destroying credit and leaving business just where it was in the Middle Ages—to be transacted either on a barter, and exchange or a cash basis.

Criticism Should Be Encouraged

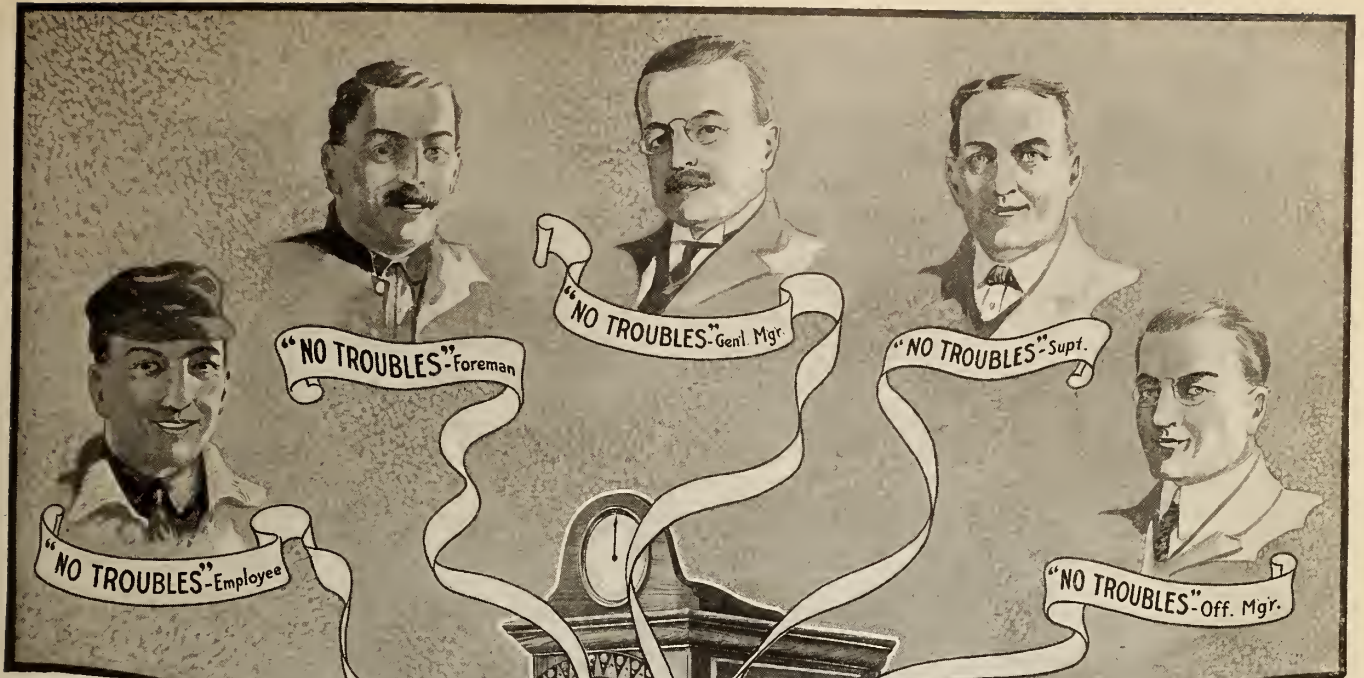
The key to the whole situation is of course, the psychological element of mutual confidence, and here lies the great peril which we face continually. Now, you and I have nothing whatever to fear from just and reasonable criticism. If our methods will not stand most rigid examination, they ought to be shown up and we should suffer the consequences. Sane and reasonable criticism of business by intelligent critics, who have taken the trouble to inform themselves accurately of the conditions with which they deal, should by all means be encouraged. That sort of thing will help every honest banker and every honest business man, as well as the community generally. On the other hand, I believe we all have a distinct grievance against the latter day muckraker, who, assuming all knowledge and experience as his province, proceeds, after a careless and cursory examination of some complicated and technical situation, to launch a reckless and unqualified condemnation in the public prints against some one or more branches of business activity. I am not speaking of a particular incident in this line. Instances will occur to the minds of all of you.

Why the Muckraker is Menace

Now, the special reason why the reckless muckraker is a menace to modern business is that he is playing with fire. The reputation of a business man is a good deal like that of a woman, as unfounded slander, although completely refuted, leaves its mark. That is why the recovery from a financial panic is slow. That is why no man should proceed otherwise than with the utmost caution in doing anything, by act or deed, which may affect the institutions of public and private credit. It is exceedingly easy to destroy credit; it is exceedingly difficult to repair the damage.

Sir Walter Scott has said: "Credit is like a looking glass, which, when once sullied by a breath, may be wiped clear; but if once cracked can never be repaired."

The single concrete idea which I should like to enforce and leave with you is this: That the intangible element of credit is the all important feature of modern business; that it rests entirely upon mutual confidence, is sensitive in the highest degree and therefore easily undermined and destroyed. The maintenance of credit in the higher and general sense in which the term is used is something which we must always have before us.



Creates
Harmony

Saves
Money

To eliminate the Time-Keeping Troubles from every department of your plant means a great deal to everyone connected therewith.

An **International Time Recorder** will do this and do it most efficiently. It will remove the possibilities of errors and carelessness and just as you like any business transaction stated in "black and white," the Time Recorder so states each employee's time. This removes all chances of misunderstandings.

Every competent workman will welcome one of these clocks.

It is only a question of a short time until a Recorder will develop into a permanent Money-Saving Investment. Ask us to show you how.



**The International Time Recording Co.
of Canada, Limited**

Anderson Street, Toronto . . . F. E. MUTTON, Gen. Man.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

THERE is a great diversity of opinion amongst leather men with regard to leather conditions. Some claim that prices are on the mend and seem to be holding back, while others are willing to make concessions, believing that the peak has practically been reached in the matter of prices. Some are expecting another boom as soon as the production of army footwear gets fully under way in the United States, while others point to the fact that so far as our friends across the line have got into the scrimmage, it has had no appreciable effect. It is also urged that not only have American tanners, and shoe manufacturers, offered their services to the government in the turning out of economical footwear, but the war authorities talk of adopting measures to keep down profiteering in the production of munitions and army requisites.

An Undisputed Fact.—The fact remains, however, that there must be a heavy drain upon the leather resources of that country, which will undoubtedly mean that Canada will be called upon to take part in providing sufficient material. In addition to war supplies, there will be the continuance of the general demand for footwear on even an accelerated basis, owing to the increased industrial activity that will prevail from the nature of the financial relations established between the United States and the Allies, as well as from the general speeding up of those industries that will be called upon to provide the sinews of war. The falling away of export trade will be a mere flea bite compared with the largely increased demand at home for shoes and leather equipment of all kinds, so that those who expect any easing of the leather situation are doomed to disappointment. The only thing that may cause any material change in the situation will be the prospect of an early settlement of the conflict. And then the hesitation will only be temporary, as there are really no grounds for expecting cheap hides for a long time to come.

Should Go Slow.—The tanner has no need for boosting prices, and is following an unwise policy in doing so. It is in the interest of all concerned that business should be conducted upon a careful and prudent basis at present. There has been a little easing of the hide market owing to the waiting policy of tanners in the past few months, but this bids fair to be lost through the hysterical conditions that have been promoted lately by the entering into the arena of the American Republic. Advantage has been taken by hide holders to inflate prices with the result that green hides have evidenced considerable strengthening in the past two or three weeks. The nearer business can be kept to normal the better for all branches of the trade. Prior to the beginning of the year it looked as though we were heading for a panic, but by careful handling

of the situation a serious break was avoided, and now that common sense has prevailed through a most trying period it would be a pity if there should be anything like a stampede.

Foolish Statements.—Not only the trade, but the public, was set agog a month ago by statements published in the daily press of the United States over the signature of Thos. G. Plant, a former shoe manufacturer, who declared that there were plenty of hides available, and that leather manufacturers had conspired with other sections of the shoe trade to exploit the public with high priced footwear upon which all were reaping extravagant profits. His claims were fully answered by those in a position to speak, who pointed out the fact that it was impossible to procure adequate supplies of either hides or skins, and especially the latter, outside this continent. Notwithstanding this the agitation has been kept up by some of the metropolitan dailies, whose wild statements have found an echo in an article referred to elsewhere, published in the Toronto "Globe." Why reckless statements of this kind are published without consultation with those interested and best in a position to know their worth is difficult to conceive. An interview with any of our leather producers or hide men would have satisfied any intelligent person that there was not a scintilla of truth in the statements made.

What They Think.—Here are some views of Eastern leather men given our representative:

The predominating argument just now seems to be the trouble in Brazil, and general change of conditions there, resulting from the action taken by the other countries of South America. The feeling seems to be that this is to a certain extent going to once more cut off a portion of the available hides. Then again there have been orders placed in the United States already by their government of between two and three million pairs of army boots. This will certainly put a dint in the supply of hides and leather. While you might say that this will only make a difference in sole leather, calfskins, kips, nevertheless it is going to force the manufacturer more or less into the use of other leathers, such as side and kid, etc., for civilian use. On the part of the tanner there seems to be a feeling that prices have reached very nearly the top; while there might be a slight increase nothing compared with last year's ascending market. There was also considerable buying the past week or ten days in the States being done by England. It might be in view of the United States commandeering the interned ships that the embargo at present in existence might be lifted temporarily. Even a month's lifting of this embargo would make a big difference in prices.

KITCHENER MANUFACTURERS' BANQUET

Large and Representative Gathering to Celebrate the Establishment of the Live Business Organization—A Tribute to one of its Most Progressive Citizens—Mr. T. H. Rieder Presented with "Key of Hearts" by Fellow Citizens and Well-Wishers



ON the evening of April 28th, at the Masonic Hall, Kitchener, Ont., there assembled over two hundred enthusiastic business men, partly to celebrate the organization of the aggressive business men's association known as the Kitchener Manufacturers' Association, and to offer at the same time a word of congratulation and farewell to Mr. T. H. Rieder who has recently been elected to the presidency of the Canadian Consolidated Rubber Co., Limited, and is about to take up his permanent residence in Montreal.

The gathering was large and one of the most representative ever held in the City of Kitchener, embracing all the various industries and commercial enterprises of that busy place, and from start to finish went with that eclat for which Kitchener has always been noted. The chairman and toast-master for the evening was S. J. Williams, of Williams, Greene & Rome, who presided in a tactful and masterful way, maintaining the interest and enthusiasm with timely and cogent remarks from time to time. The chief guest was T. H. Rieder, and amongst others present in addition to the business men of Kitchener were: Rev. C. A. Sykes, Kitchener; R. W. Ashcroft, New York; J. M. S. Carroll, A. Dwyer, Montreal; and W. J. Connor, Toronto.

K.M.A., the trademark of the Association, was pre-dominant in the banquet hall. It graced the walls, the tables, the menu cards, the coat lapels of the guests. It was in the chicken broth a la K.M.A., it decorated the Vimy Ridge chicken. It was in the Bull Dog salad, the British Navy rolls, the Wilson mints, the American crackers, the St. Julien ice cream, the cakes a la Stars and Stripes, and on the K.M.A. cigars. It started out from every conceivable place to impress on the minds of the members and the guests that it stood for a thoroughly British and loyal Kitchener, as well as for a more prosperous, more industrious and better governed Kitchener. And it will carry that message everywhere on all goods manufactured by members of the Association.



T. H. RIEDER
President of the Canadian Consolidated Rubber Co., Limited

After a most sumptuous repast the gathering was called to order by Chairman Williams who expressed his pleasure at seeing before him so large and thoroughly representative a gathering. He spoke of the wonderful enthusiasm and perseverance of the business people of Kitchener, and the remarkable progress the city had made in population, as well as industrial activity. He touched upon some of the pressing civic and commercial questions and called upon

those present to do their utmost to further in every way the interests of the city and of the country generally.

He proposed the toast of "The King" in a few fitting sentences, in which he referred to the love and esteem in which the head of the British Empire was held all over his vast Dominions. He was the head of the greatest democracy of the world. After the National Anthem was sung, with great heartiness, the toast was responded to by Rev. C. A. Sykes, in a very eloquent and forceful address, in which he called attention to the difference in ideals of "Kaiserism" and those the Allied nations were fighting for. He dwelt upon the justice of their cause, and its certainty of final triumph, concluding with a thrilling peroration that won the speaker an ovation.

Mr. Sykes expressed the city's pride in its sons of German extraction, who have recognized, as has Mr. Wilson, this great truth, and who have been willing to take up arms with us in the cause of their own fatherland. The men and women of Germany, he said, will have an opportunity to vindicate their country and to overthrow absolutism that bases itself on the long worn-out idea of autocracy. The Germans cannot stem the tide that is now setting in against them. We have the upper hand in more ways than one. The Prussian army is the last expression in the world of a purely military organization.

A fearful price is being paid in the cause of freedom and a fearful price remains to be paid, Mr. Sykes said. His references to the entry of the United States into the war were

received with applause and he welcomed the new ally to the great fraternity fighting for liberty and right.

Chairman Williams then paid a warm and expressive tribute to the guest of the evening, Mr. T. H. Rieder, who was described as Kitchener's favored son. To become president of one of the six largest industries in the country and the largest of its kind in the British Empire, when one is well on the sunny side of forty, is no mean honor, he said. He pointed out that Mr. Rieder, had risen to his present rank, one of the highest that any business man of Canada may hope to win, from the humble position of office boy with the old Daisy Rubber Co. He rehearsed the guest's activities on behalf of the welfare of the city, especially in connection with taxation reform, educational progressiveness, and the advocate of playgrounds and proper recreations for the youth. He referred to the fact that Mr. Rieder had already set an example in providing swimming pools for boys and girls, and hoped his example would be followed by other men of means in the community. He said the City of Kitchener would miss Mr. Rieder's personality, although he hoped he would continue his interest and good offices in connection with the city that had been this home for many years, and that had witnessed his success. He presented Mr. Rieder on behalf of the citizens with the golden key, not of the city merely, but the hearts of the humblest, as well as the greatest of its citizens. He asked the audience to join in singing number four on the programme, entitled "T. H. Rieder is our Man"—which was done with great gusto to the tune of "Tipperary."

Mr. Rieder on rising received an ovation, lasting some minutes, on the conclusion of which he expressed his surprise at the honor done him by the Association. His interest in his native city had been both natural and genuine. He had had the ambition to see Kitchener the Akron of Canada—the largest rubber centre in the country and that ambition had been quite fully attained already, although a beginning had but been made. He hoped to see Kitchener not only the largest rubber centre in Canada, but the largest and most aggressive manufacturing centre in the country.

He would like to give the "K.M.A." and the City of Kitchener a motto for the future. This is an age when service counts more than ever. The large organization of which he was the head had established this as its dominating principle "service." "He profits most who serves best," is a safe axiom to-day for business both small and large.

He would also caution his fellow manufacturers to sit down and consider what were the possibilities after the war. Undoubtedly industrial competition would be very great, and upon their workmen as well as equipment and business methods would depend the maintenance of the success they had won.

They should see to it that the educational facilities of Kitchener were not neglected. It was upon the boys and girls of the present they must depend for the operatives and business management of the future. They should provide the very best in public school, collegiate and technical training if their successors were to be properly furnished "to every good work." The educated, mentally active mechanic, was the one of the future. They should make a heavy investment as a city along this line.

They should make Kitchener attractive to the mechanic classes by keeping down taxation. It was a city of homes and it should be a city of financial ease as well as comfort to the workmen. They should have municipal regulations that place the burden where it belongs. The poor must not be taxed at the expense of the rich. He hoped to see in the near future from four to six thousand additional people employed in the various industries and this would be possible as they made living conditions easy.

He thanked the K.M.A. for its kindness and assured the members of his continued interest in all that pertains to its present and future interests.

President E. C. Kabel, of the K.M.A. was then introduced, who in a jovial five minute speech told what the Association proposed to do, and expressed its determination to put Kitchener on the map in large letters.

Mr. James Acton, of the Acton Publishing Co., of Toronto expressed his pleasure and appreciation at being asked to be present at the inaugural banquet of the K.M.A., and more especially as he had taken an interest not only in the city for some thirty years, but had watched the rise and progress of the guest of honor, one of its foremost citizens. He referred to the fact that nearly a dozen years ago a prominent member of the rubber trade had pointed out Mr. Rieder as a coming man in that industry. His success had been attained by sheer merit and application.

Mr. Acton congratulated the chairman and the president of the organization on the splendid and representative gathering he saw before him, and hoped that the Association would soon include in its numbers every manufacturer and business man in the city. It was a time to "get together," and forget any differences that might have existed, and he recalled a humorous incident to illustrate how a quarrel may be ended when the parties to it make up their minds there is nothing to be gained by antagonism.

He referred to the agricultural situation and said there would undoubtedly be necessity this year, and next, to provide the farmers with adequate help, if actual privation were to be avoided.

Mr. R. W. Ashcroft, of the U. S. Rubber Co., New York, followed with an address on advertising and trade marks that evidenced great thought.

The musical programme was made up almost exclusively of specially-written chorus songs, and was under the direction of Mr. Nyberg, of the Canadian Regal Motors.

WHY MUST ALL PAY THE SAME?

"I wish I could devise some means whereby in the management of my shoe store, without any evident discrimination or partiality, the customer who pays cash and takes home his or her parcel, would receive some direct financial benefit or rebate from such an act," declared an eastern city footwear merchant the other day. "I know it is a system of business whereby the person who gets shoes on credit, obtains the same consideration as the one who pays cash and the party who takes the parcel home under his or her arm receives no more thanks, or even appreciation, than the individual who orders the goods sent a distance anywhere from two to four miles. It costs the shoeman from five to twenty-five cents to have packages delivered according to distance, time of day, facilities, etc., and yet, one who carries home footwear is not given the benefit of this reduction. It is the same in the matter of paying cash. The one who hands over the where-with-all, then and there, is possibly paying for loss sustained by the dealer in his extension of the credit system, for no one can sell merchandise on time without being a loser to a certain extent. When the retailer has ready money in his possession—made possible only by the person who pays as he goes, it enables him to take advantage of all cash discount. The business man who does not avail himself of such concessions, during these times of increasing prices, augmented cost of doing business, expensive living, etc., is running behind in the financial race, or simply marking time. The successful shoe dealer today, has to take advantage of every favorable breeze in the way of good buying, clever merchandising, quick selling and ample profits. He has to be watching his stock himself and his system all the time, if he wants to forge ahead in the game."

STOCK RECORD CARD FOR EACH STOCK NUMBER

Comprehensive System Outlined Whereby Letters are Used for Classifying Leathers and Numbers for each Line—How to Enter up the Goods When Ordered, When Received, Sold or Returned—Striking a Balance of Sizes on Hand Every Week

THERE are two reasons why many shoe dealers in Canada are not making money in the business game to-day. One of them is that they are not getting replacement value on their shoes, and the other is they do not know where they are at in the matter of stock.

On lines bought six or eight months ago, they have not taken into account recent increases in cost and are basing profits on the old schedule. This is an error and mistake in judgment from every standpoint. These shoes are worth what they will bring to-day on the present purchase figure, no matter on what terms they were secured some months ago. The result of not getting what he should for his goods is that a merchant when he re-enters the market and has to pay the added cost has consumed all the profit made on the old line in re-stocking his shelves. It is a short sighted policy to be handing out shoes on such a flimsy foundation.

If you have bought them for four dollars and are selling them for six, you are making a profit of 30 per cent. on the selling price, in times of stable, unchanging values, but if it costs you five dollars to replace the same pair the profit is really cut down to 16 per cent. on the selling. No shoe business in Canada to-day is operated at as low a basis as 16 per cent. The overhead and other fixed charges generally run from 18 to 25 per cent., and even more on the volume done. Besides this there should be a profit of at least 10 per cent. above the cost of doing business.

Heavy and Badly Assorted Stocks

Another contributing cause to lack of profits is too heavy stock. Shoe dealers do not know where they stand in a merchandise sense—goods keep accumulating in this line

and that line until some morning the so-called business man wakens up to find that he is top heavy with leather assets, a large proportion of which is possibly unsaleable. He is not keeping track of his stock in a proper manner. George A. Slater, Limited, Montreal, manufacturers of the "Invictus" shoes, have in connection with their branch stores and numerous agencies, a splendid system of stock keeping which the SHOE AND LEATHER JOURNAL takes much pleasure in reproducing.

A "record card" is shown on this page used in connection with the system installed in the "Invictus" shops, which will enable any merchant to possess definite knowledge regarding his stock and the saleability, turn over, etc., of his various lines. In connection with the operation of the system the following pointers are given, which will be read with interest. For men's lines, numbers are used—1 to 49, if bals—50 to 99, if bluchers, 100 to 149, button, etc., and in making up the stock numbers letters are used for classification—A being for black calf shoes; D for black kid; P for patent; R for colored and W for sundry shoes, such as special window shoes, etc.

Here are the instructions.

Store Stock System

1. Give stock number to every line.
2. Mark stock number clearly on label of each carton, just above factory lot number.
3. Make stock record card for each stock number and for each width of that stock number.
4. Make entries daily on stock record cards of sizes sold,

STOCK RECORD.														STOCK No. _____			
LATEST BALANCE ON THIS CARD MUST BE CHECKED WITH STOCK EVERY MONTH RECORD DAILY, SIZES SOLD. STRIKE BALANCE EVERY MONDAY														COST PRICE _____			
LEATHER: LAST: PAT: STYLE: TIP: SOLE: WIDTH: SELLING PRICE _____														ON ORDER			
DATE	PRS. ADDED	PRS. SOLD WEEK	5	6	7	8	9	10	11	12							
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	
ON HAND																	

at same time entries of mate numbers are made, from empty cartons, on Daily Sales Sheets.

5. When goods are ordered, make entry of date and sizes in "On order" column of stock record card.

6. When goods are received, make entry in red ink in first * blank line on stock record card, recording each size received, the date received, and the total number of pairs. Put red line through sizes in "On order" column.

7. On Monday following receipt of goods, fill in (with pencil) first vacant "On Hand" line with balance on hand (exclusive of sizes received) then add balance to sizes received and fill in totals (with black ink) on next vacant "On Hand" line.

8. Strike balance of sizes on hand every Monday morning.

9. When goods are returned, enter as goods put into stock, but mark "Returned" on the same line entry is made.

10. Use this symbol to show that five pairs have been sold.

To Make Stock Numbers

Upper leather is represented by letters.

Slip sole is represented by X.

Full double sole is represented by XX.

Last is represented by manufacturer's Last No.

Upper pattern is represented by your own sample No.

Example: Gun. Met. Calf, Sgle. Sole Bal. Last 58.

Stock Number A 20/58.

With slip sole the number would be AX 20/58.

With double sole, the number would be AXX 20/58.

Note: In making up your stock numbers use the following key: (For classifying leathers)

A. For black calf shoes.

B. For kid shoes (black).

P. For patent shoes.

R. For colored shoes.

W. For sundry shoes (special window shoes and such).

For classifying your styles use the following key:

1 to 49 Bals.

50 to 99 Blucher laced.

100 to 149 Button.

150 to 199 Oxford and Pumps.

200 up Sundry.

Note: Use black ink for balances and for sizes ordered.

Use black pencil for marking sizes sold.

Use red ink for sizes added.

* Blank line refers to line other than "On Hand" line.

DOES NOT WANT "LOOKING AROUND" CUSTOMERS

All Shoe Stores have Plenty of the "Sorry to Trouble You," but "Don't Buy" Class—
Retailers Asserts that he is in Business to Sell Goods and not to Fritter Away Time

"NO, I do not want people coming into my store and looking around pricing footwear of all kinds; trying on different styles of shoes and going out without buying, after remarking upon the reasonableness of my prices, the attractiveness of my premises and the beauty of my window displays, and the 'I will be in again manner.' I know several stores have many callers of that kind, who, after taking up the time of a proprietor or a salesman for half an hour or more, will throw him some dainty, sweet morsel about his service, stock, styles, and say: 'Oh, I am not buying to-day—I was just looking around,' or, 'I will be in next week,' or 'Thank you for your trouble,' a friend was inquiring and I wanted to oblige her,' etc. Customers of this ilk are no good to me or to anyone else. Every establishment can get plenty of these patrons," declared a Montreal retailer the other day.

"I do not say to them—'Oh, that is all right,' or 'Don't mention it, please,' or 'Glad to see you again,' or 'No trouble at all to show goods, even if you do not buy,' because I will not play the part of a hypocrite. I generally say nothing, but my serious cast of countenance is sufficiently indicative of my feelings within, namely, that I am not any too jubilant to have been put to all this annoyance and get a 'Thank you' for what I have done in the way of information, display, pulling down cartons, trying on shoes, etc. I notice the next time that they enter they do some buying.

"Of course, if I cannot fit a woman or a man, that is all right—my stock is then at fault, but if I have the right type of shoe, the right size and the right width, and the party does not buy, I am no going to play the part of a hypocrite and let on that I am tickled to death to have them come in and give me only conventional excuses, instead of dollar bills. I am in business to make money and I do not care if people who go out without buying know that I am annoyed when they do so. I guarantee that the person who comes in here once and departs without making a purchase, will realize from my attitude and general demeanor, that it would be rather unpleasant to undertake the same experience again. I always endeavor to tell the truth, and will not trim my sails to meet the passing whims of customers, or their pre-

conceived ideas of what is best for them, if those ideas do not coincide with mine.

"A woman came in the other day, to buy an infant's shoe. She wanted a certain size and I told her it was too short. She said it was not, and I informed her that I had many years of experience and knew what I was talking about in the matter of fitting. She persisted in inquiring if I had not such and such a kind of shoe in such and such a size, I told her yes, but that I did not deem it worth while showing it to her, on account of the fact that she would only be crippling the child's toes and squeezing its feet.

"She remarked: 'This is a funny store.'

"I said: 'Madam, it is not funny at all—it is the customers who are funny.'

"'What do you mean?' she inquired.

"'I mean like this. You ask me for a certain size shoe for that child's feet, I tell you that such a boot will give the little one pain and distress. You intimate that I do not know my business, and I want to inform you candidly that I do, I will not falsify or misrepresent matters in any way for any one.'

"She started for the door, saying that she would never trade with me again. I promptly replied: 'I am very thankful for that, for I can get along without your business.'

"I know I might have been a hypocrite and a sycophant I might have put a two-fold construction on my words, or have sold the woman something which she thought she wanted, but which was not the proper thing at all. That child would have suffered and in the end, the mother would only have blamed me for my carelessness and heartlessness. No, I spoke out at the time frankly and fearlessly and because I did so, I lost her custom. If one cannot be honest, open and straightforward in business, and render service according to his best judgment, experience and ideas, well then, I will turn the key in the shop to-morrow and get out to work on the farm. Let me add, that, while I am no dreamer, parasite or trimmer, I am doing a larger business than ever to-day, although some call me blunt, tactless, brusque and cranky. Sometimes these qualities are required in these days of deception, duplicity, weakness and selfishness."

Hartt Footwear for Men



SUBSTANTIAL, Permanent business is built upon sterling worth. In the making and selling of footwear the strong features to this end are LASTING SERVICE, COMFORT and Genteel APPEARANCE.

And these are the dominant notes of THE HARTT SHOE.

THE HARTT BOOT & SHOE CO., LIMITED

"Canada's Best Shoemakers"

FREDERICTON, N.B.

W. A. LANE & CO.

Leather Merchants

The importance and advantage of having reliable leathers is conceded by all manufacturers.

We are Distributing Agents for John R. Evans' celebrated brands of upper leather.

"Maximus"

Patent Kip and Sides

"Peerless"

Glazed and Mat Kid

"Peerless"

White and Grey Kid

"Ruby"

Glazed Kid

The name alone of these brands is sufficient guarantee of their High Grade Quality and reliability.

We carry a stock of these leathers at all times.

No matter what your leather need may be, we can supply it.

W. A. LANE & CO.

Leather Merchants

218 Notre Dame St. W.

MONTREAL, QUE.

RETURNED SHOE EVIL IS GREAT ANNOYANCE

Women are Chief Offenders and Impose Upon the Service and Large-heartedness of Shoe Houses—Goods Once Purchased should not be Accepted for Credit or Exchange Unless Demand for Return is Reasonable—A Long Standing Trouble

“THE returned goods evil is getting more troublesome every day,” remarked a leading Toronto shoe dealer this week, and “one wonders who is responsible for the growth of it. The higher the price of shoes goes the more picky some people become, especially women, and they will return footwear on the flimsiest pretext. They do not seem to think that it puts the merchant to any inconvenience or annoyance, that perhaps half an hour or more has been spent in fitting and apparently satisfying them, that they strain and stretch the service idea almost to the breaking point. On top of all this we are often coolly requested to return the money.

“There appear to be two many people at the present time who do not know their own mind. They imagine they can impose forever on the service, good nature, or credulity of the house. They buy from impulse, a desire for display, a passing sensation or just for an experiment or experience. They want to feel, handle and ask all sorts of questions about new things. Then without reason or just cause they change their minds, or the goods, and the retailer has to put up with these shortcomings of human nature. We seldom give the purchase money back now as I find that the privilege, once extended by us, was grossly abused. We were subject to all sorts of impositions and deception. Many persons seem to think that it is an interesting personal incident to buy something and then undo what they have done.

How Service is Abused

“We will go to any length—reasonable length—to oblige a customer, but will not hand the money back unless we have not the shoe in stock to fit the customer. Many of the goods are soiled. Persons will put up all sorts of specious argument that they have not worn the shoes or ill-treated them in any way, even when there is ample visible evidence before our eyes. One cannot call a customer a fabricator, but that is what many of them are. Our loss in making exchanges is many hundreds of dollars during the year and we seek, in every way, to minimize the evil by insisting upon correct fitting and satisfaction before a party leaves the store.

“It is the women who cause this thorn in the flesh. They purchase a pair of a certain color kid boots, and when they get them home imagine they would like another style or shade. Back they come, or more generally they will telephone for us to call for the shoes and send up the money. Now we do not do this—I mean send up the money, but will make the exchange, although we are getting thoroughly tired of disposing of a pair two or three times to certain members of the fair sex, who think that a dealer or a salesman has any amount of time to devote to their whims and that deliveries, repeat fitting, exchanges, etc., do not involve any trouble or expense.”

Vexatious Question for Decades

Returned goods have been a vexatious problem in the trade for many years. It is claimed that the abuse on the part of the public is greater on shoes than on any other article of merchandise. Unwarranted returns impose a burden that has materially added to the cost of doing business.

On the general subject of returned goods, the New York Tribune recently pointed out the following plain facts about the return of goods once bought. It says: “Prob-

ably \$5,000,000 is wasted yearly in New York City through unwarranted return of purchased goods. Twenty per cent. of all goods sold are returned, and not once in a hundred times is there any sound reason for returning. Thirty per cent. of all charge goods are returned. It is the charge account which forms the habit. These percentages are increasing yearly. It takes 150 per cent. of delivery to sell 100 per cent. of merchandise. The extra 50 per cent. goes into re-selling returned goods. Each article purchased and returned goes through nineteen hands in the process. One store spends \$10,000 yearly in cleaning returned goods. Another wastes more money in the expense of handling re-unfair and expensive.

“You, as a retail merchant might well impress the above points upon your customers and show them that return of goods is one of the reasons for the high cost of living.”

Want Good Ones for Burned Ones

Now the Western Shoe Wholesalers' Association have gone on record on burned shoes. Their platform is as follows: Over half of the claims that come back to the dealer are shoes that have been exposed to heat. This destroys the

LIKES THE WINDOW SUGGESTIONS

I like the window backgrounds which you publish in your paper. Give us more of them as they are fine for making special trims. You are publishing an excellent Journal—bright and newsy.

Yours sincerely,
Bowmanville, Ont. FRED. R. FOLEY.

fibre in the leather causing it to flake up and to seem in that particular case to be “just rotten.” All leather is tanned in liquor, so, if damaged in one spot it could not be sound in the rest of the shoe. Few people realize just when a shoe is burned, and most of them are perfectly sincere in declaring it couldn't have happened. Before giving credit on a shoe that has these symptoms, have a committee of your local shoemen pass judgment on whether credit should be given or not.

Points About Burned Footwear

The Massachusetts Retail Shoe Merchants' Association go on record in a circular of which more than a million copies have been distributed to the public as follows: “Burnt leather or soles. When damp or wet all leather burns from contact with the slightest heat. Do not expect your dealer to re-sole burned shoes without charge. When shoes are wet put them on shoe trees to dry and thus preserve their shape.”

Another good point in the line of merchandise is to make a fixed rule somewhat as follows:

Goods once purchased are not to be accepted for credit or exchange unless the demand for return is a reasonable one. In such cases the request to take back shoes must be made within one week from date of purchase. This constant abuse of the custom of returning goods may prove a serious burden on future profits. The continued tax on sales needs decided action on the part of all shoe merchants.

FROZE NERVE OF BOTH HIS EYES

Flight Commander Curtis Watson, who is a son of Robt. Watson, shoe retailer, 635 Yates street, Victoria, B.C., and left there at the end of June, 1915, to enter the school of aviation, Toronto, has had a rather exciting career. While flying in his machine at a high altitude over the North Sea, Flight Lieut. Watson suffered a painful injury in having the nerve of both eyes frozen. This caused temporary loss of sight, but the young aviator is now recovering rapidly. After consulting a specialist in London, he has been assured that he will be entirely well in the course of a few days, and that he will not even have to use glasses. It appears he was piloting his aeroplane high in the air, and the wind was cold and penetrating. In ascending he neglected to fix his goggles, with the result that his eyes were afforded no protection. The nerve was frozen and after the first examination was made it was thought that it might mean the loss of one eye, with the sight of the other considerably impaired. This however, will not be the case, which is very gratifying. A fine record has been made by this young aerial officer, and last fall, he interrupted a zeppelin in the North Sea and after a single handed fight, was forced to give up on account of engine trouble. Some time later, he made a raid with others on one of the enemy's aeroplanes in Belgium, which resulted in the destruction of a great deal of property, including an airship.

WHEN A WOMAN WILLS SHE WILL

"I want a new pair of shoes," declared a lady in a very unreasonable tone of voice, as she marched into the women's department of a large Montreal footwear establishment the other day.

"You see, these are ripped," she exclaimed, holding up a pair of turned boots, from which some stitches had been severed.

"Oh, we can easily fix that, and they will look all right," replied the salesman, cheerfully.

"That will not answer," she retorted with some vehemence. "I want a new pair. My husband told me that I would not get any satisfaction in my demands here, but it makes no difference what he says. It is what I say that goes," and thus she rattled along. She had paid \$9.00 for the footwear and it had given her about two months' service, and because the sole had ripped, she was most insistent that no repairs would make good the defect.

"These shoes should not rip," she went on, with considerable animation, "when a lady pays \$9.00 for a pair they should be perfect in every respect."

"Well you know, any shoe is liable to go like that," declared the affable attendant, "we have them selling at \$12.00 and \$14.00, yet they rip just the same as those at half the figure. Do you know how this turned shoe is made? It is made inside out," continued the salesman, anxious to be explicit, and using terms which she could not understand.

He went on to explain in the turned shoe the upper was stitched directly to the sole, wrong side out, and that the shoe was then turned right side out, the process giving it the name "turned." He also pointed out that this method was used for making nice, light, dainty shoes, and that the sole stock must necessarily be of good quality. "In the making the sole is fastened to the last and the upper lasted over it wrong side out, and stitched through, the thread catching in the channel or shoulder cut on the edge of the sole," he continued. "The seam does not come through to the inner side of the shoe. Let me tell you that turned shoes, as a rule, give splendid satisfaction, but that the threads fastening the upper to the sole, are liable to break at any time, although it does not frequently happen, so, mad'am, I think you are most unjust in your demand.

"I do not care whether it is made inside out or outside in," was the fiery rejoinder, "a new pair of shoes I am going to have before I go out of this place."

The clerk went to consult the manager, and came back quickly, determined not to yield one inch in the verbal battle. Thus the contending forces stood face to face—the one insisting that she be given a new pair of shoes, and the other stating positively and plainly that the shoes had given excellent wear for the past two months—that the rip was only a temporary affair, and could easily be repaired, without any sacrifice of the appearance, loss of wear, or minimizing of the comfort. For fifteen minutes neither gave in, and then the clerk politely told her that she could either leave the shoes and have the soles sewed, or whatever she pleased.

Finally she went out in a towering fit of rage, asking that the matter be allowed to stand over a day or two, until she had seen her husband and engaged him as an auxiliary or ally, to help her master this alleged injustice. However, back she came a few days later, as meek and docile as a spring lamb, explaining that perhaps she had been a little hasty in her judgment, and imperious in her demands, and that if it really would not show, she would be quite content if they would stitch the rip.

AN ENTHUSIAST WHO IS "MAKING GOOD"

(See Front Cover)

A quarter of a century in the shoe game and still preserving his genial nature and buoyant enthusiasm, sums up the career of G. H. Ansley, vice-president and general manager of the Perth Shoe Co., Limited, Perth, Ont. He is one of the younger shoeman who is making a name for himself, his factory and its products.

Mr. Ansley, who has been at the helm in the Perth Shoe Co. for the last three years, has a natural genius for the footwear life. He has always been a close student of styles and possesses originality and initiative, which enable him to "sense" the favor with which certain lines will meet. The result is that the output of the industry has more than trebled and the style, snap and dignity which characterize the range, place Perth shoe styles in the forefront rank of women's novelty footwear.

The factory organization and system has also been completely changed under Mr. Ansley's direction, and the plant is now the largest in the Dominion turning out women's Goodyear welts exclusively. Although there were many who shook their heads forebodingly when he went to Perth, the subject of this reference is very much on the job and the "stone town" has been put on the shoemaking map by his progressive management. Mr. Ansley was born in Chicago and has had a rather interesting career in the shoe arena. He has resided in Canada for thirty years, and was with Geo. A. Slater Limited, Montreal, and later the J. D. King Co., Toronto, as special salesman of the Nursery shoe, made by them (which line he originated). Then came a connection of seven years with the Slater Shoe Co., covering the Maritime Provinces and Ontario.

Next he was associated with the Nursery Shoe Co., St. Thomas, as salesmanager, and previous to entering upon his present responsible post, was a highly successful road representative of the Kaufman Rubber Co., and the W. E. Woelfle Shoe Co., of Kitchener, Ont. He knows the selling game from end to end and has also mastered manufacturing details. The Perth Shoe Co. is thus moving on to greater achievements, and in the near future a large addition will be erected to the establishment, in order to take care of the steadily increasing volume of business and more particularly the new "in-stock" department.

FALSE AND UNJUST REPORT ON HIDE SITUATION

What Supplies Exist are not Available, Owing to Shortage of Bottoms—Misleading and Inconclusive Statement by United States Commercial Agent—Publication of His Reckless Observations Serves to Create Discontent in the Mind of People

HIDES are plentiful, but not obtainable, is the rather startling and misleading report of E. L. Reilly agent in charge of the New York Office of the Bureau of Foreign and Domestic Commerce. He further intimates that this continent need have no difficulty in getting hides, and that there is no extensive shortage of leather for the consumer. He would make it appear that the world's supply of hides and skins is increasing. The "no-lack-of-hides" article has been published in many quarters conveying erroneous impressions.

Leather men throughout all of the United States have protested strongly to Secretary W. C. Redfield who recently sent out a letter in reference to the no-lack-of-hides article. He says in part: "I beg to advise that I have considered carefully your statements in connection with this announcement and regret very much that the Acting Commercial Agent in charge of the district office of the Bureau of Foreign and Domestic Commerce, in New York, gave out the statement. I think in justice, however, I should say that this official was only temporarily in charge of our office and consequently is not thoroughly familiar with the usual procedure in matters of this kind.

Untimely and Ill Advised

"This article is very untimely and as pointed out in your communication does not deal thoroughly with the situation. At the time this statement was given out the Commercial Agent in charge of the New York Office of the Bureau of Foreign and Domestic Commerce was engaged on special work in Washington, but left on Sunday evening to take charge of the New York office. I shall take steps to see that no further announcements of this kind will be made in the future."

Does any serious minded man presume to think for one moment, that if hides are plentiful and sources of supply easy of access, that the representatives of various live stock associations and other important bodies would be waiting upon the Federal, Alberta and Ontario Governments asking for their co-operation in the matter of cattle raising. The British Cattle Supply Co. have made application to the Ontario authorities for an area of 25,000 acres at least, and the government has practically agreed to lease them this land for fifteen years at a nominal fee of five cents an acre. At the present time the company have 1,500 cattle on grass in Alberta. If hides are so abundant, and their future so uncertain, why is this organization seeking so strenuously to engage in large undertakings in the cattle raising line, and already enter a glutted and overstocked line of business?

Poisoning Mind of Public

A leading sole leather representative remarked: "What is the use of talking about large quantities of hides, thousands of miles from here, when we cannot get ships to bring them to us. The idea is ridiculous. One might just as well speak of lots of available labor for the farms to-day by stating that six hundred men are in the penitentiary. True they are there, but like the hides are not available. They are being held up by stone walls and bars, while hides are being held up by scarcity of ships and the submarine campaign, of the wide spread effect of which no reliable reports have been published. The publication of such articles does the trade any amount of harm."

"Yes," declared another leather manufacturer. "I think it is ill advised for the general press to publish such

articles as this one, for the reason that the public mind is poisoned. They imagine they are being held up by the shoe and leather manufacturers. If there were hides and skins here in the quantity suggested, we would do anything on earth to get hold of them. I never read a more inaccurate and ill-founded report. I am in the market and keep closely in touch with conditions all over the world, and want to tell you that the scarcity of hides was never more acute than at the present time, and I know what I am talking about."

World Shortage of Ships

Here is what one dealer said: "We purchased a consignment of hides overseas in December, for delivery in March, and that contract could only be lived up to on the very last day of the contract period. The hides were shipped, but the vessel has been listed as missing; where it went or what happened to it nobody knows. Our one consignment of 14,000 hides is missing, goodness knows what the full amount of that cargo was worth. The point I wish to make is this: there is a world shortage of ships for all purposes of trade and commerce, and quite a number of the few we can charter are lost."

"Regarding the Consular report from Buenos Aires to the effect that increasing supplies of raw hides are in sight," declared another Toronto dealer, "we know nothing of it. We are very large buyers of hides in South America, and our information is totally different from that. We know nothing of any alleged accumulation, and we buy continually. On the other hand, we know that three or four months ago the French Government bought up large quantities of hides for military purposes."

Some of the surplus in other sections of the world's hide-producing countries is undoubtedly due to the falling off of German purchases, and these, unfortunately, are located in inaccessible quarters of the globe. It was stated that, so far as the British Empire is concerned, the British Government would undoubtedly lift the embargo if there was a glut of hides on the accessible markets. It is practically impossible for the Canadian buyers to get hides from Australia, the Cape and New Zealand, unless for military contracts, which, coupled with the shortage of shipping, makes it increasingly harder to get hides for domestic consumption. Even when an order is placed with a British firm in India, where hides are not necessarily embargoed, it is hard to do business. A Toronto firm placed an order with an Indian hide concern for a shipment to be delivered immediately, but that Indian firm wanted to hold shipment until next December. As the market is not in a condition to permit of buying for future deliveries, the order was naturally cancelled.

The domestic market is declared to be very high, as the packers are sold out right up to date.

The Fabrication in Part

The statement credited to Mr. Reilly is in part as follows: The bureau officials believe American trade factors are not taking anything like full advantage of the opportunities existing at this time to get hides from easily available sources. According to some of the Consuls, an actual glut of hides exists, while a number of foreign factors have written the bureau stating that they have goods to sell, together with price lists, terms of payment, and other details. Some of

the prices quoted appear reasonable when compared with rates being asked for hides in other quarters.

The American Consul at Mombasa, British East Africa, for instance, reported that the subjugation of the nearby Province by the British troops, and the consequent opening up of trade, had brought in large consignments of hides. Also that such supplies as were held back by the use of the railway lines for troop movements and munitions were now moving. The American Commercial Attache at Peking reported that the hide market in China, which previously had been brisk, was now much depressed.

Further testimony regarding the availability of supplies was testified to by the Consul at Aden. He stated that a large supply of goat and sheep skins was ready for immediate shipment in his district. This was due to the fact that the news of shortage and high prices in the United States and elsewhere went out through Arabia in 1916, with the result that dealers accumulated large stocks, which taken in connection with the easing up of the demand, threw a lot of skins on the market at reasonable prices. A Consular report from Buenos Aires was to the effect that an increasing supply of raw material was in sight in that locality. This was due to stimulated breeding and the accession of new stock from remote sections.

In addition to the above testimony are communications received by the bureau from foreign factors direct. A merchant in Madagascar, for example, wrote at length to the government agency offering to ship trial orders of hides to American dealers, and pledged large shipments in case the importers were satisfied with the merchandise. A firm in Cairo forwarded a request that it be placed in contact with American importers of hides, the letter stating that the firm was well known in the London market, and was desirous of forming connections in the United States.

Several Consuls in various districts in South Africa reported that dealers in hides in their territory were anxious to get into touch with American firms. It was also shown that a supply of hides was available in New Zealand, despite the fact that the British Government requisitioned all hides. Some of these at least, can be shipped out on permits issued by the Ministry of Customs.

RUBBER FOOTWEAR TAKES ANOTHER JUMP

A new price list has gone into effect on rubber footwear which shows an average increase from 4 to 5 per cent. over the one which was put into effect on March 5th, when the placing season started. The business booked during the past two months has exceeded all records and all rubber manufacturers will have to work to their fullest increased capacity to get out the goods. The reasons given for the latest raise are the constantly advancing costs of cotton and fabrics of all kinds, and more particularly the increase in wages paid to all employes owing to the high cost of living. The wage bill is mounting up steadily and is, of course, the biggest factor in getting out the goods. The country is being scoured for labor of all kinds and more particularly girls.

Some of the new and old prices on leading lines are:

	May, 1917	March, 1917
Women's Croquet	\$0.68	\$0.66
Misses' Croquet57	.55
Children's Croquet47	.45
Women's foothold57	.55
Men's plain over90	.87
Men's self acting back98	.95
Men's grip sole98	.95
Boys' plain over73	.70
Youths' plain over62	.60
Men's short rubber boots, black soles	3.10	3.00
Men's short rubber boots, red soles	3.60	3.50

One buckle cashmerette, Artic—men's	1.70	1.60
Two buckle cashmerette, Artic	2.35	2.25
One buckle, Jersey—men's	1.85	1.75
Two buckle, Jersey—men's	2.60	2.50
Men's leather top black sole and black top, 7-inch leg	2.65	2.50
Men's leather top black sole and black top, 9-inch leg	3.15	3.00
Men's leather top red sole and black top, 7-inch leg	3.15	3.00
Men's leather top red sole and black top, 9-inch leg	3.90	3.75
Men's leather top red sole and black top, 12-inch leg	4.65	4.50
Men's leather top tan top and red sole, 7-inch ..	3.40	3.25
Men's leather top tan top and red sole, 9-inch ..	4.25	4.10
Men's leather top tan top and red sole, 12-inch ..	5.15	5.00

All lumbermen's gum and duck goods are up 10 cents a pair.

TRADE IS GOOD IN THE WEST

A leading Ontario shoe traveler, who has recently returned from the West, says trade on the coast has been very good and salesmen have been receiving some very nice orders. Those representing ladies' and children's lines are meeting with much better success than representatives of men's footwear. So many males have left the country business in foot toggery for the lords of creation has not been quite as brisk as it was some time ago. However, on the whole, trade has been very satisfactory.

CAPT. DAVIS OFF TO THE FRONT

Capt. Aubrey Davis, of Davis Leather Co., Limited, Newmarket, who has just gone overseas with the 220th is an example to Canadians of self sacrifice of the most pronounced type. The executive head of one of the largest concerns in



CAPT. AUBREY DAVIS, NEWMARKET, ONT.

the country, he has cheerfully left his family, as well as his business, and placed his talents at the disposal of his country. He is in charge of the commissary and transport departments of his regiment.

OFF TO THE FRONT TO DO HIS BIT

Sergeant-Major F. J. Tyner, of the 208th Battalion, Irish Canadians, left Toronto recently with his corps for overseas. For many years he was connected with the Acton Publishing Company as circulation manager, and special representative, in which capacity he frequently visited all parts of the Dominion, and by his genial manner and



SERGT.-MAJOR F. J. TYNER, TORONTO

courteous disposition, made many friends for himself and the interests he so ably represented. Sergeant-Major Tyner has long been an enthusiastic military man having been connected with the Queen's Own Rifles for over a score of years. He enlisted for overseas service in February, 1916, spending several months at Camp Borden and at the Exhibition Grounds, Toronto.

GIVE THIS MAN THE GOLD MEDAL

Let folks step on your feet hereafter; wear shoes a size smaller if you like, for corns will never again send electric sparks of pain through you, according to this Cincinnati authority. He says that a few drops of a drug called freezone, applied directly upon a tender, aching corn, instantly relieves soreness and soon entire corn, root and all, lifts right out. This drug is a sticky ether compound, but dries at once and simply shrivels up the corn without inflaming or even irritating the surrounding tissue. It is claimed that a quarter of an ounce of freezone obtained at any drug store will cost very little but is sufficient to remove every hard or soft corn or callous from one's feet. Cut this out, especially if you are a women reader who wears high heels.

HAS JOINED MARRIED MEN'S RANKS

Allan Locké, sales manager of the Slater Shoe Co., has joined the ranks of the benedicts, being married on April 12th in the 23rd Street Presbyterian Church, New York City, to Miss M. V. Ohlsen, of New York. Mr. Locke and bride spent some time visiting points of interest, and have now taken up residence in Montreal. Mr. Locke is well liked, having been identified with the shoe game for 20 years. He first started with James Linton & Co., spending

seven years with them and afterwards went with Clark Hutchinson, New York City. Returning to Canada he took a position with the Ames, Holden Co., and later joined the Slater Shoe Co., as sales manager. He is one of the best-known footwear representatives, and by his courtesy and geniality, has made a wide circle of friends in the trade, who will wish him and his bride every success and prosperity.

DISPOSING OF THEIR BRANCH STORES

The Carey Shoe Co., 142 King street east, Toronto, who have branches in Barrie and Chatham, Ont., are disposing of their stock in both places. The store in Barrie is being taken over by new interests and Frank H. Hurlburt will continue as manager, while William Lawson will be manager for the new interests in Chatham. The reason the company are disposing of their outside branches is that the health of A. C. Carey has not been good for some time and he intends taking an extended trip through the West. The business in Toronto will be under the direction of his father, Johnston Carey, during his absence.

DEATH OF MR. PETER GAUTHIER

Peter Gauthier, manager of the Ottawa branch of the Miner Rubber Co., passed away recently at his home in the Capital City. He had been actively identified with the trade for over forty years, being born in Montreal and educated in that city. Mr. Gauthier represented Z. Lapierre for fourteen years; James Robinson for nine years; the Thompson Shoe Co. for a couple of years, and had been connected with Messrs. Jackson & Savage and the Miner Rubber Co ever since these firms started business. There was no man more widely known or better liked through the Ottawa Valley and Eastern Ontario than Mr. Gauthier,



THE LATE PETER GAUTHIER, OTTAWA

who for the last sixteen years has been stationed in Ottawa. He could count his friends by the score and the news of his death will be received with sincere regret. His son, G. Gauthier was associated with him in the Miner Rubber Co.'s warehouse, Ottawa. S. Sherman is looking after the management of affairs since Mr. Gauthier's demise, which took place on April 19th.

TENAX

**SOLES
AND
HEELS**

WILL STAND THE
**"Rocky Road to
 Dublin"**

CHEAPER THAN LEATHER
 Wears longer than Leather or Rubber

GUTTA PERCHA & RUBBER, LIMITED, TORONTO, CANADA.

The new "TENAX" Show Card—12¼ x 15¾
 If you haven't received one, write for it

GUTTA PERCHA & RUBBER LIMITED

Toronto Halifax Montreal Ottawa Fort William Winnipeg
 Regina Saskatoon Lethbridge Calgary Edmonton Vancouver

Rubber Footwear Notes

The Rubber Season Great Surprise—Orders Ahead of Last Year
—The Outlook for All Kinds of Rubber Shoes is Promising

THE placing season for rubber boots and shoes is about over and manufacturers are practically a unit in saying that so far the season has been the most satisfactory, so far as volume is concerned, of any they have experienced. Some claim that the placing orders are fully 50 per cent. ahead of those of last year. There also seems to have been much less trouble in regard to prices than usual. Evidently the shoe trade consider that rubber footwear at the present figures is a good buy from a manufacturer's standpoint. No doubt the concentration of lines, as well as the many improvements in the goods themselves account for the promptness with which the retail trade have given their orders this season. Undoubtedly whatever may be the result to manufacturers, the dealer has done wisely in ordering well up in his requirements for the coming fall and winter season. There can hardly be the slightest doubt that the cost of raw material will go up somewhat. In fact, many of the manufacturers are now debating whether they have been wise in accepting orders that so largely anticipate their requirements.

Sporting Goods Conditions—Last season was a record breaker in regard to sporting shoes, but this year promises to exceed all the anticipations of rubber shoe men in this line. Orders were in fairly early and manufacturers have been able to get ahead well with their production. Nevertheless they are confident that as soon as the outing season begins, there will be such demands upon their capacity that many of the trade will be disappointed as last year. Since giving orders a number of the retail trade have supplemented their previous requirements and it looks as though it would take well into the summer season to complete the business. Doubtless the expensiveness of ordinary footwear has had considerable to do with the increased production in this class of rubber shoes, but the attractiveness of design and perfection of manufacture have no doubt borne a large part in making popular this end of the rubber footwear business.

The American Trade—Rubber footwear manufacturers on the other side of the line are feeling uneasy in regard to the prospects of filling their orders at the prices that they have sold for 1917 and 1918. The fact that the United States has gone into the war will no doubt have a great influence in creating industrial conditions that will be trying to all lines of manufacture. Large orders have been taken and unless the signs fail, there will be a scarcity of leather there similar to the experiences

that we have passed through in this country. The demand for munitions and other war materials will no doubt decimate the factories even if the demand for men for military purposes will not be largely felt. At the same time, there is no doubt that manufacturers are unnecessarily worried. They have already passed through a time of great stringency in regard to leather supply, which can hardly prove less trying than any that they may be called upon to pass through in the immediate future. The calling out of a million men in the United States will hardly have a noticeable effect in that country of one hundred million. The demand upon Canada's resources in this respect has been much more trying, and cannot possibly occur across the line unless they multiply very largely the number at present called for.

Rubber Soles and Heels—This line of business is already proving an industrial factor in the trade on the other side of the line, as well as in Canada. With the high price of sole leather, a great impetus has been given to this class of goods. According to the rubber companies, business is steadily on the increase, and a large number of shoe manufacturers are now sending out lines with these bottoms or heels. The rubber advertising done during recent months had also an effect of creating an impression, that this class of goods cheapens the product. Experience thus far, however, goes to show, that there has been no startling tendencies along this line, and with the extra attention, etc., shoe manufacturers claim that they are able to hold their own in leather goods. However, the public just now is inclined to favor anything in the way of novelty that comes out, and it looks as though a large run will be made on this class of goods.

Crude Rubber Market—In spite of the great activity in rubber production, there does not seem to be any noticeable change in conditions in the raw rubber market. Spot prices in market are even lower than they were a month ago, and advices from England show a decline in cost of plantation varieties. Para remains steady at 76½ cents for upriver fine. First latex pale crepe is quoted at 80½ cents. Manufacturers are offering to buy at concessions, but holders seem to be of the opinion that prices will strengthen very shortly. Should the carrying trade suffer to any considerable extent buyers of raw rubber fear that supplies will fall off considerably beyond that already experienced. In the meantime, there seems to be enough rubber about for all purposes.

RINEX SOLES

When you show Rinex-soled shoes to a customer you can say:

RINEX is a composition—mostly vegetable fibre.

RINEX contains just enough rubber to make it waterproof.

RINEX Soles are wholly different from either rubber or leather soles.

RINEX is flexible as rubber but will not draw the feet, or slip on wet pavements.

RINEX wears better than leather and is waterproof.

RINEX never squeaks.

Any shoe repair shop can re-sole (or half-sole) shoes with RINEX.

RINEX requires no breaking in. It is flexible from the start.

If you are a shoe manufacturer and have not tried RINEX Soles, write at once for full information. If you are a shoe dealer, send for a sample and see for yourself what the sole means to your trade.

The Walpole Rubber Co. of Canada Limited
14 Papineau Avenue, Montreal

The Shoe Repair Man

HE ATTACHES SOLES WITHOUT STITCHES OR NAILS

New Process Outlined by Medicine Hat Shoeman who Maintains that his Method is Superior to Anything yet Discovered—Early Closing Petitions to be Circulated by Toronto Association—Piece Work Schedule Drawn up as Criterion for Wages Paid

ATTACHING soles to shoes by the welding process and using no nails or stitches, is the latest method in the shoe repair trade.

This interesting announcement was made public at the last regular meeting of the Toronto Shoe Repairers' Association, when a letter from Geo. Edwards, of the New Way Shoe Store, Medicine Hat, Alta., was read by Secretary A Butterworth. It had been received by the SHOE AND LEATHER JOURNAL, but as the communication contained a proposition of much interest to the shoe repair trade, and the Toronto organization was referred to, it was passed on to that body. Mr. Edwards claims by his new method of attaching soles, that welts can be preserved, stitchers dispensed with, royalties no longer paid, and that the soles will not rip or come loose in any way. He maintains that his process of welding is superior to anything that has been placed on the market. He has such faith in his invention that he offered to fasten soles, either leather or composition, to any pairs of shoes that the Toronto shoe repair men, as individuals or an Association might send.

Action was taken on the communication, which aroused considerable discussion, and it was decided that two pairs of shoes should be forwarded to Mr. Edwards, to have soles put on by him. The boots will be returned to the Association, and it is hoped that, by the next meeting, the new process of welding soles will be on view. Mr. Edwards was warmly thanked for his offer. His letter is as follows: and explains matters very fully. A reprint of his announcement in the Medicine Hat papers is also given on this page.

THE NEW PROCESS GIVES SATISFACTION

Medicine Hat, Alta.,

April 21st, 1917.

SHOE AND LEATHER JOURNAL,
Toronto.

Dear Sirs:—

I have been in the shoe repair business in Canada for twenty-six years, and during that time, I have discovered a process of welding soles on any make of boot or shoe, whether the soles are leather, fibre, or composition, or any other material, that has been put on the market for bottom stock up to the present time.

I might say that the shoe repair man, has the broadest experience of any one in the trade, because he gets all kinds of boots to repair—boots that come from every corner of the globe. This is the reason why we get more knowledge of the real idea, the construction and build of footwear, and the foot generally than the best shoe manufacturer, providing we are thoroughly interested in our business. I have all the best machinery, finishers, skiver and everything else, including a button machine.

I have always been very much interested in the SHOE AND LEATHER JOURNAL, and I usually read what is going on in the trade. I notice that you have a live bunch of shoe repair men in the City of Toronto, and if the Association would like to take up this matter of welding soles with me, I will be only too pleased to answer any reasonable question on the subject. If the Association or any member of it will send me a Goodyear welted shoe, with either single or double sole, I will weld on a new sole and return it to the owner if he will pay the express charges. I would suggest that a good way for a repair man to get a pair of shoes to fit himself is that he sew on a sole, with either leather or any of the various substitutes used, and send the other boot to me, with the sole of the same material. I will weld the latter on the other shoe, and return the boot. The repair man can wear the pair himself and show them to others, and in this way, get an idea which is the better job—the sewed sole or the one welded on by me.

I have a pair of welt shoes, and on December 1 10th last, I put on a pair of Neolin soles, one of them being welded, and the other sewn—a double

THE NEW WELDING PROCESS

By this new process, we can weld on your shoes a pair of soles, whether of

THIS IS
NATIONAL
SERVICE

LEATHER, NEOLIN, TENEX OR RUBBER

NO NAILS Don't Have a Sole Nailed On. NO SEWING

Nails hurt and destroy the feet as well as wear out the hosiery. Don't have a sole sewed on because as everyone knows, they rip off before they are half worn out. Our welded soles can't rip as there is nothing to rip, and they will stay on till the boot is completely worn out. When a hole is worn in the sole, slivers and dirt can't get under the sole.

The boot that goes to the garbage can is the one to be repaired to save money to buy bread.

A Boon to Medicine Hat!

No other man in Canada is doing this work. There are over 100 pairs now being worn in the city and all are satisfactory. It is undoubtedly the most wonderful method of repairing boots now being used. Medicine Hat is the first city in Canada to get this wonderful process and that is used here by only one man.

If a new pair of shoes cost you \$4.00 and you can get your old ones made as good as the new ones for \$1.50, which can easily be done by this process, you save \$2.50, which will buy bread for a large family for a week.

Samples Can Be Seen At My Store From 7 in the Morning to 8 At Night.

THE NEW WAY SHOE STORE

511A Fourth Ave.

GEO EDWARDS PROP

Phone 3917

AN ANNOUNCEMENT OF MEDICINE HAT SHOE REPAIRER WHICH HAS CREATED MUCH INTEREST

soled welt on the welded shoe. I cut a hole in the ball of the Neolin sole, bevel shape, so it would not pick up slivers or anything that could possibly get under to tear it off. I have worn this shoe every day since and the sole is on yet. Now, its mate at this time has had the third sole of the same material, without cutting a hole in the ball. The reason is that it will not stand the stitching. It rips off at the toe, and dirt gets in under and off comes the sole. By my process it cannot rip for there is nothing to rip. I am sending you a copy of my ad. which appeared in the papers here on April 20th. This is the first time I have ever advertised my new welding process, by which I can weld a pair of soles on any shoe, whether of leather, Neolin, Tenax or rubber, with no nails and no sewing.

By this process I do away with the Goodyear welt stitches, yet we can have the welt, and the sole will be welded to it, not sewn. Then sewn, the sole rips too easily, but by my new process, it cannot rip.

I would like to hear from some shoe manufacturer on this process. He can throw away his Goodyear stitchee at once and he will not have to pay a royalty any longer. I would not use the Goodyear stitchee in my repair shop to-day if you would make me a present of one. They destroy 95 per cent. of the welts on old shoes, but by my method the welt is not marred or injured in any way. Every shoe repair man knows to-day that sewing new soles on worn shoes; when the welt has to be punctured with awl and needle is not a success. He may do a fair job on a few pairs in every hundred. The stock is not there to work on, and in a great many cases, I have found in new shoes, spots broken with the stitches, and these were doped up to hide the poor work of the stitchee.

I am a British subject and was born in Prescott, Ont., fifty-eight years ago. My forefathers came from London, England. My school education extended only six months in a country school—the remainder I picked up myself. I believe that I have to-day, the most up-to-date method of shoe repairing known, and as I said before, this is the first time I have ever advertised my business in the newspaper, as my work itself has always brought me more jobs than I could handle.

Yours truly,

(Signed) GEORGE EDWARDS,

511 A Fourth avenue, Medicine Hat, Alta.

The New Way Shoe Store.

Will Try for 8 O'clock Closing

In the absence of the president, Chas. F. Robertson, H. K. Hayward, vice-president presided. The proceedings, as usual, were lively, and there was not a dull moment. Several new members joined, and were warmly welcomed.

One of the topics discussed was early closing, and it was announced that on May 1st, several in the Association would close their shops from May until September every Wednesday afternoon, in order to enjoy a weekly half holiday. Quite a few of the members, now close their shops on week days at 8 o'clock, in spite of the fact that certain other repairers, who are no as yet identified with the organization, persist in keeping open until 10 and even 11 o'clock. Those, however, who adopt early closing find that they do just as much business as before, and have more leisure. One member stated that if twelve hours work would not make him a living, he would get into some other trade, while another son of St. Crispin added since he started early closing, he found business has greatly improved. He is well pleased with the results.

It was decided that a petition be prepared, and circulated among all the repair men of Toronto. Each member of the Association will take it around in his district and seek to obtain signatures from repairers. The object is to have all shoe mending establishments close at 8 o'clock, the year around and to make Wednesday a half holiday during June, July and August. It is felt that if systematic work is undertaken, the project will go through, and the required number of signatures be obtained.

It was reported that since the Association had adopted the stand that no member should do stitching for shoe repairers who did not belong to the Association, several had joined and everything was looking bright and prosperous for the summer's work.

The Figure for Piece Work

Some time ago, it was decided that a schedule of prices be drawn up for piece work and presented to the members. While only one or two repair shops in Toronto pay their men on piece work basis, others would like to know what such work is worth, in order to gauge the wages of their helpers.

Here is the basis for preparing or "stocking" the work, that was agreed upon as being a fair figure.

Stocking men's half soles and heels.....	22½c
Stocking men's soles, only.....	15½c
Stocking full soles, men's or women's.....	45c
Stocking half soles and heels, women's.....	18c
Turn soles and heels.....	25c to 50c
Men's heels.....	7c
Women's heels.....	5c
Men's rubber heels.....	7c
Women's rubber heels.....	5c
Sewing on welts.....	35c
New heels made up.....	10c
New heels to build.....	25c to 50c
Boys' soles and heels.....	15c
Children's soles and heels.....	10c
Patches and rips.....	50c

THE PRICES FOR COMPOSITION SOLES

A Winnipeg shoe repair man writes the SHOE AND LEATHER JOURNAL wanting to know what the price of No. 1 hemlock and oak leather is in Toronto at the present time. It may be stated that the repair trade now pay 87 cents for No. 1 hemlock backs; 97 cents for hemlock bends. For No. 1 oak backs the figure is 92 cents, and for oak bends, \$1.00 a pound. For putting on Neolin, Tenax, Duflex, or any other composition soles, and leather or rubber heels, Toronto shoe repair men get \$2.50. Without heels, the rate is \$2.25 for men's, and \$2.00 for women's. The figure that prevails in Winnipeg is \$2.50 for composition soles and 50 cents extra for rubber heels.

EIGHT MONTHS OF SEVERE SERVICE

There is on exhibition in the window of William Stewart, of the Reliable Shoe Repair Works, 1134 Queen street west, Toronto, a pair of trench boots which saw eight months' strenuous service at the front in France and are still in fair condition, showing that they will withstand all kinds of strain and hard usage. They were made by Beal Bros., 52 Wellington street east, Toronto, and were the property of Capt. A. C. Trousdale, of the 102nd Battalion (Canadian) being bought in April, 1916. Capt. Trousdale was wounded at the battle of the Somme in the Regina trench raid in November last year. He had worn the boots from the day of purchase in April, and in a letter to the makers said, "Send me another pair. I prefer them to anything I saw in France as they are waterproof." The trench boots are well littered with the thick mud of the Somme and show several shrapnel holes.

BIG DRIVE TO PUT "FRITZ" OUT OF FRANCE

Former Toronto Shoe Representative Writes Interesting Letter on Offensive Operations at the Front—To Finish the Job is the Thing with the Men, and the War is Secondary—Seven of Platoon in Working Party Killed by Shell—Remains Scattered

S. C. CRONK, wholesale shoes, 60 Front street west, Toronto, has two sons at the front, both of whom before enlistment were associated with him in the shoe business. Lieut. Frank S. Cronk, the older lad, joined the 169th Battalion and left Toronto in September, 1916, for overseas. Shortly after he was sent from England to France, being attached to the 20th Battalion, Canadian Infantry.

Gunner S. C. Cronk, Jr., identified himself with the 67th Battery, Canadian Field Artillery, and went over with a draft in October last. He is now with the 14th in France.

In a recent letter to his father, Lieut. Frank S. Cronk gives a vivid picture of the horrors of war, and the hair breadth escapes that he has had. He is confident that the

for the advance and every one gets up steam and works like the deuce. Suddenly there is a faint whistle in the air, which gradually rises to a shriek and you instinctively know that instead of going a couple of hundred yards away from you, as others have been doing all day, this one is for you. Everyone takes a head-long dive for cover and you always get there a second before there is a whiz-bang, and the shell bursts and scatters mud and earth all over you. The men swear like the dickens, not on account of the danger, but because the work has been interrupted. The job is the thing over here, and the war is a secondary thing.

Witnessed Awful Spectacle

We were in the front line last week, and only had two casualties but the other day, when Wallace, the Major and I, were making a friendly call on the engineers, a white-faced man rushed in and told us that seven of my platoon had been killed by a shell, while in the working party. The Major and I rushed over to see what was doing. The seven boys were literally blown to pieces, arms, legs and heads scattered around. I felt awfully sick going over but when I got there I did not seem to mind very much. I had a good shot of "Scotch" before I had their things gathered up, preparatory to sending them back home. They never knew what struck them; when the soul has departed what is the body anyway?

No doubt I— would remember Gregory Nelson, who used to go to Winchester School. He was blown to pieces by



LIEUT. FRANK S. CRONK, TORONTO

Germans will soon be driven out of France by the present offensive, and that the Allies are in efficient fighting trim. The letter is as follows:

FRANCE, March 11th, 1917.

Dear Father,—

I am quite well and never felt better in my life; already for the Big Drive, that is going to push Fritz out of France.

I have sent my trunk and club bag containing my spare clothes to Thos. Cook & Son, Langley St., Longacre, London, E.C., England. In case I do not come back you can write them.

To-day is bright and clear and the planes have had a great day, three have been brought down. It is just a game of tag these fellows play, but a very dangerous game, as when they are "it," it usually means a machine gun bullet, or an anti-air craft shell.

I have been in the front line for a couple of weeks and am now attached to the Canadian Engineers in charge of a company of infantry, that has been loaned to them by the battalion. We are very busy preparing for the drive, building numerous things. It is funny the way we look at the war here. We start to build a light railroad at night over land



GUNNER S. C. CRONK, JR., TORONTO

a shell about an hour after I was talking to him. I have his cap badge, which I am sending to his father.

I— can tell her American acquaintance, who boasts of his sharp shooting abilities, that rifles are very seldom used this war, except to jab someone with the bayonet. It is all artillery, bombs, machine guns and bayonets, also that he need not worry, as the United States are not going to fight



Aniline Dyes for all Purposes

FROM

The Sandoz Chemical Works, Basle, Switzerland

SPECIALTIES

Saba Colors for Leather Staining
Wool, Cotton and Printing Colors
Sulphur Colors, Colors for Paper

We shall be pleased to furnish product samples on application

M^cARTHUR, IRWIN, LIMITED

MONTREAL (Established 1842) TORONTO

Sole Consignees in Canada for

The Sandoz Chemical Works, Basle, Switzerland

just yet, excepting amongst themselves, as to who can spend the most war money.

Poor Fritz is certainly getting his iron rations now. When our guns start to talk it is just one long roar. I pity the Huns sometimes, but when we hear of our friends going under our pity turns to hate. We have our big observation balloons up every day over here. I was looking at one to-day, and the observer wanted to come down, so he just walked off in a parachute.

Worthy of Best Treatment

I have been reading about the way they treat the returned men in Toronto. Believe me there is nothing too good for those fellows. If the people got down and cleaned the mud off their shoes they would not be doing too much. I mean the infantry men, not the officers. They are treating all the boys right in England. My chum, Eddie Burns, who came over with me, was wounded an hour ago, and is now on his way to Blighty—lucky dog. He is the first officer of the battalion to be hit.

Will have to close on account of numerous things. A whiz-bang, 18-pounder F. A. Battery, that are about 200 yards from here, have been straffing Heine at half minute intervals all day. You could not see them ten yards away, so cleverly are they concealed, but their continual banging has set my head aching, also one of the lieutenants has managed to steal an old violin from somewhere and is trying to play some old Scotch Airs. Old Scotch Airs are bad enough by an expert, but by a subalteran, who knows as much about playing a violin, as I do about flying a Zeppelin, they are hard on the nerves. Then the light is bad and my eyes are tired, and I also have some operation orders to get out.

I had the biggest treat of my life last night. I was able to undress and put on pyjamas and get into my sleeping bag. It was a month all, but a few days since I have had my clothes

off, and a week since I had my boots, so I certainly appreciated it. There is only one thing I want and that is a bath, and by the way things look now it is going to be another month. When this little show starts here it is going to have the Somme badly off the map, but my usual good luck will get me through. For instance, last night, when I had to go up to a certain place, it was pitch dark and foggy, I made a mistake in my direction, and walked off the path and lit on my head at the bottom of a seven-foot trench. It did not even jar me. When the men see a man being carried away on a stretcher they look at him and say "lucky devil, three months in Blighty and possibly home after that, wish it was me." Slept in a barn with open sides for three nights with only a blanket, but now I have my Wolseley kit I am in clover.

Must close now, love to all and do not worry as I am all right.

FRANK.

SOME STRIKING FALL MODELS

J. P. Buchanan, representing the Smardon Shoe Co., Montreal, spent a few days in Toronto recently, showing a magnificent range of summer and fall samples in various colors, the newest shades being mulberry, orchid and Persian tan. Suedes are particularly well represented, while a few cloth tops are exhibited. A very striking shoe is a mulberry bal, with Louis heel. A black and white, with white kid vamp, white kid covered wood heel, white kid eyelet facings and collar, and black kid quarters, is certainly unique, and another boot, with black kid vamp, eyelet facing, collar, and covered heel, with white kid quarters is catchy. Effective combinations in mustard and black kid characterize the line, as well as some new models in walking shoes of the finest calf leathers procurable.

BRANCHING OUT IN SHOE GAME

J. H. McLelland, shoe retailer, 297 Danforth avenue, Toronto, has opened a branch store at 788 Gerrard street, near Logan avenue. Mr. McLelland is a progressive and alert shoeman, who has been in business for himself four years, and is making a success of the footwear game. Recently he was elected a member of the Executive of Toronto Shoe Retailers' Association, of which body he has always



J. H. McLELLAND, TORONTO

been an enthusiastic member. Born at Wiarton, Ont., he has been in the men's furnishing and shoe line for nineteen years. He served four years' apprenticeship in W. Symon & Sons, general merchants, Wiarton, and coming to Toronto, was engaged with the T. Eaton Co. for several years, after which he was with J. F. Brown & Co. for eight years, holding a responsible position. He then launched out in his own behalf, and is meeting with every encouragement.

WILL HAVE MILITARY BOOTS REPAIRED

Boots have been condemned by Boards of Officers, that are still capable of repair, and for this reason the Department of Militia has been put to the loss of large sums of money. Ottawa announces that the Headquarters Boot Expert has visited ordnance depots at various points, and has reported that 50 per cent. of the boots condemned would have given double the wear if they had been properly cared for, and repaired at the proper time. Hence, very strict orders have been issued to Commanding Officers that a regular inspection of men's boots must be made, so that the repairs can be effected at the proper time, and the length of the wear of the boot substantially increased. No boots must be condemned that are capable of being repaired.

GAUDY BOOTS AND SAVING ON FOOD

"A Mother," writing to the Woman's Page, in a Toronto paper, takes issue with the resolution passed at the last meeting of the War-time Thrift Committee, asking women to abstain from the use of veal and spring lamb.

"Better pass a resolution," she says, "to abstain from wearing the extravagant and senseless footgear now fashionable. All one needs is to walk up Yonge street and glance from the price marks on the boots in the shop windows to the feet of women (many of them attracting attention a

block away), to see how many pounds of veal and lamb have gone into boots fit only for velvet carpets instead of the nourishment of the body."

The Boot vs. Veal and Spring Lamb question seems one of those to which a text of Scripture might fittingly be applied: "These ought ye too have done and not to leave the other undone." The times demand both the saving of calves and lambs for full maturity, and the saying of money by buying only boots that are of reasonable height and that can be renovated by the application of the blacking brush.

WOMEN SMUGGLERS HAD TO PAY

Mrs. White, customs official, paid another visit to Niagara Falls, Ont., on a recent Saturday afternoon, and a large number of women were compelled to pay duty on smuggled goods. Mrs. White even exacted eight cents duty on a pair of twenty-five cent stockings. Male officials stood at the end of the bridge, herding all women into the office while men were allowed to go. Every woman had to either declare goods or else satisfy Mrs. White she had nothing dutiable on her. Many new shoes, hats and even suits were brought to light.

MR. POITRAS GOES TO TERREBONNE

A. Z. Poitras, who will be associated with J. B. Hurteau as superintendent in the Globe Shoe Co., Limited, which organization is erecting a new factory at Terrebonne, Que., for the making of white goods, cushion welts and infants', misses' and growing girls', has been thirty years in the shoe business and is an expert as a shoe machinist. He was born in L'Epiphanie, Que., in 1873, so he is now forty-four years of age. He went to St. Hyacinthe when fourteen and took employment with Messrs. Seguin & Laline, where he spent



A. Z. POITRAS, MONTREAL

four years in the bottoming department. Then he was with Messrs. J. A. & M. Cote, in the same city, eight years in the making department. Mr. Poitras next accepted a position as operator for the Duplessis Shoe Machinery Co., with whom he spent seven years. Eleven years ago, in partnership with J. B. Hurteau, he started the Star Shoe Co., in which he has since been interested.

CLOTH TOPS BOUND TO "ARRIVE"

"I tell you what it is," remarked a leading shoe manufacturer the other day, "that while the retailers may be taking hold of cloth tops rather gingerly at the present time, they will not do so very long. Now here is an all-white cloth shoe, made of first-class fabric with covered wood heel, which we can sell at \$6.35. It is just as stylish as, this one, with the white washable kid top, collar and leather covered wood heel which brings \$8.55."

Another shoe manufacturer showed the writer an all-cloth grey shoe and an all-silver grey kid leather shoe, in which the difference was \$3.50 in favor of the cloth creation. On the whole, cloth shoes or those with cloth tops can be bought from two to four dollars less than a high cut kid leather shoe. "The trouble is that people have too much money at the present time to think of expense," he declared. "But prices will eventually go so high that women will welcome cloth tops, is the opinion of those who have closely followed the situation."

A number of manufacturers have sufficient stock of leather of various kinds to make up a large proportion of their line of shoes for early summer and fall, and based prices accordingly. When manufacturers again have to enter the market and the prices of shoes take another substantial jump, then retailers and consumers will realize that the one refuge or alternative is the shoe with the cloth top, which is just as handsome, artistic and stylish.

LOSES TWO SONS IN THE WAR

Two sons of J. A. McLaren, of the wholesale shoe firm, of McLaren & Dallas, Toronto, have made the supreme sacrifice. The oldest boy, Major Wm. H. McLaren, who resided in Hamilton, at the time of his enlistment, with the 19th Battalion C.E.F., fell at Courcellette in September last. His promotion to the rank of Major was not gazetted until



THE LATE MAJOR W. H. MCLAREN ON THE LEFT AND HIS BROTHER, THE LATE LIEUT. J. F. MCLAREN, ON THE RIGHT

after his death. He was married in April, 1916, to Miss Beatrice Brown, of Hamilton.

Now comes the sad intelligence of the passing of a second son of Mr. McLaren in the person of Lieut. John F. McLaren, who gave up his life in the recent offensive in which the Canadians won undying renown for their courage and

gallantry. Previous to going overseas, with the 58th Battalion C.E.F., Lieut. McLaren was a member of the Queen's Own Rifles, and was employed in the warehouse of his father.

After being some months in France, the young officer was taken ill with hernia and had to return to England where he entered a hospital in London, for an operation. While convalescing he was married a few weeks ago to Miss Rita Harvey, daughter of Mrs. W. E. J. Dickson, Toronto, and shortly after returned to the firing line. The deceased, who was born in Toronto twenty-four years ago was educated at the Harbord Collegiate Institute and Toronto University. Both boys were nephews of Lieut. John I. McLaren, of Hamilton, who is overseas, and were enthusiastic military men. Lieut. McLaren died in a hospital as a result of wounds on April 22nd.

The many friends, in the trade, of J. A. McLaren will extend to him and Mrs. McLaren their deepest sympathy in the double bereavement, which they have suffered. The McLarens came of fighting stock. They knew no cowardice, and shirked no duty, and like thousands of the best and bravest of the young manhood of Canada, they have yielded their all in the great struggle for liberty, justice and democracy. They have paid, with the last drop of blood, their debt to Sovereign and Empire in the cause which they so nobly and unselfishly upheld. Mr. McLaren's family now consists of only one son, Wallace, aged fifteen, and three daughters.

OPEN NEW WAREHOUSE IN MONTREAL

The Breithaupt Leather Co., Kitchener, have secured a large three-storey warehouse, corner of St. Helen and Lemoine streets, Montreal, where a large stock of their well-known brands of sole leather will be carried for jobbers and manufacturers. The location is both central and commodious. John McEntyre, Limited, and Robt. Fraser, who have represented the Breithaupt Leather Co., in Montreal in the past, will continue to do so, and will be in a better position than ever to look after the wants of the many customers of the firm, owing to the splendid warehouse facilities, service and representative stock.

PATENT LEATHERS COMING IN AGAIN

In the samples which are now being shown for late fall it is noticeable that there is an increasing number of models with patent leather vamps. Patent leather, in combination with suede tops of various colors, and with the high-class fabrics which are being presented makes shoes of beauty, art and attractiveness. It is being recognized more and more that patent leather is coming strongly to the front, and for purposes of alliance with other leathers, there is none so pleasing in contrast, so striking in combination and so drossy and effective in appearance.

Another reason why patent leather is being used so largely is that it comes more reasonable than either calf or kid leathers, which have increased enormously in price, while the advance in patent has been very moderate when all things are taken into consideration. One thing that will possibly check the exalted selling figure of shoes is the employment of shiny leathers in combination with fabrics, for, with ivory, beige, smoke grey, castor, Imperial, cocoanut brown, plum brown, etc., there is no better material to use. Patent has always been the dressiest of all leathers and the most conservative in character and sale. Its return to favor is being hailed with a large measure of appreciation and anyone who follows the trend of styles and the growing tendencies in materials must notice that patent is once more holding its own.

BREEZY BRIEFS FROM ST. JOHN

Private Walter F. McCann, who was formerly employed in the Shoe Hospital Co., Sydney street, St. John, was admitted to No. 10 Stationary Hospital on April 10th, suffering from a gunshot wound in the left leg according to a telegram received by his father, Michael McCann, of 1 White street.

Private Percy G. Howard, who prior to donning khaki was employed with Waterbury & Rising, Limited, was admitted to No. 8 Stationary Hospital in Wimeraux on April 10th suffering from a gunshot wound in the right arm.

Another well-known young man of the boot and shoe district in St. John has been wounded on the battle field and is now in No. 32 Stationary Hospital in Wimeraux. Mr. and Mrs. Dennis Callahan received a telegram a few days ago informing them that their son, Private Leslie D., had been admitted to the said hospital suffering from a gunshot wound in the hip. He had been in the trenches since December 1st, and prior to enlisting was employed in Humphrey's Shoe Factory.

Lieut. Daryl G. Peters, son of F. Peters, of Peters' Tannery, who is attached to the 236th N. B. Kilty Battalion, has reported for duty after a long illness. He is stationed in Fredericton.

E. L. Rising, of the firm of Waterbury & Rising, Limited, wholesale and retail shoe dealers, has been elected a member of the council of the Board of Trade.

Many friends of Richard J. Walsh, manager of Waterbury & Rising's retail store in King street, will be pleased to learn that he is able to be about for a short while during the day. He is slowly recovering from a serious operation.

Kelly, "the price wrecker" of boots and shoes, is again in the city conducting a sale. He has opened a store in Charlotte street, and has had some patronage. His sale, however, did not attract as many people as on his former visit, due to the fire sale of boots and shoes being conducted by the McRobbie Shoe Co.

As navigation on the St. John River is open, local merchants expect to sell a large quantity of goods to the residents and country stores. Travellers have gone forth and will in all probability place their fall orders.

HOUSES WHICH ARE NOT FAIR TO THE TRADE

"There are some retailers who do not know how to receive travellers, and travellers who do not know how to extend consideration to retailers. I know a man," remarked an old-time footwear merchant the other day," who sold for a certain house, which did business in an eastern metropolis. His territory lay outside the city where he resided and conducted a successful shoe store. He bought goods from the firm with which he himself was associated, but would not permit it to give its city representative any commission on that business. The house stood for this sort of thing. This fellow, who was both shoe retailer and traveller, secured the usual discount given to the trade and also the local salesman's commission, saying he was not going to have another representative from the same company take his order when he could well attend to it himself.

"He thus obtained material advantage over other competitors in the same city and yet the house allowed him to get away with it. Our friend also was in the habit of buying shoes from outside concerns, and would have travellers call upon him, show their lines, get their prices and promise consideration or an order later. Then he would board a train and go to the town, where the plant was making known the fact that he was both a traveller and a retailer. He would tell the head of factory that he wanted to buy some shoes, that he never placed an order with a

travelling salesman, but bought direct, and therefore expected consideration.

"Well, this was granted in many cases, several firms falling for this very specious introduction. One day, however, this retailer-drummer went to another factory stating that he did not buy from any road men. He asked for a special discount. The manager, said: "You make your living, Mr. A—, by selling goods?"

"Oh, yes," came the response.

"Well, why on earth don't you allow somebody else to earn a living too? Other people have to exist and if every man like you, bought goods direct, was so thoroughly selfish and tried to get ahead of the traveller by eliminating his commission, there would be many an excellent salesman out of a job. How would you like this treatment accorded you by chaps to whom you sell goods? You would complain lustily. Now, be fair to your fellow men, and let them make a little money. Frankly speaking, if any manufacturers have sold you goods at a special discount, on the plea that you have put forward, I do not think much of the firms."

SON OF OTTAWA SHOEMAN KILLED

Flight Lieut. Donald Masson, son of Robt. Masson, the well known Sparks street shoe merchant, Ottawa, was killed recently in France. It is supposed that he met death in one of the many recent aerial duels on the western front. Lieut. Masson was prominent for the past six or seven years in



FLIGHT LIEUT. DONALD H. MASSON, OTTAWA

sports and athletics. He graduated from the Ottawa Collegiate Institute, where he played both football and hockey. He then entered McGill University, Montreal, and became known as one of the stars of that institution on the gridiron and the ice. He was captain of McGill hockey team for one season, when they made a great showing in the inter-collegiate race, and he was also a brilliant half back. His brother, W. G. Masson, is also at the front. The late Lieut. Masson won many honors in championships, regattas and swimming contests in the Capital city, and was a fine, well-developed young man, who had nerve and daring, resource and courage.

STAR SHOE CO. FURTHER EXTENDING

The Star Shoe Co., Limited, Montreal, are now going exclusively to the wholesale trade, and have recently acquired additional quarters in order to keep pace with their business, which has increased enormously during the past year.

E. H. Lanthier is the president and general manager of the company, and Peter A. Doig, general sales manager, has



E. H. LANTHIER, MONTREAL

been made assistant general manager. Closer attention than ever will be given to the quality of the lines manufactured and to the service of the company, which has been in existence twelve years. The plant turns out infants',



PETER A. DOIG, MONTREAL

children's, misses' and growing girls', youths' and little gents' McKays, turns and cushion welts—and the new line of samples is the neatest and most attractive yet shown to the trade.

Mr. Lanthier, president of the company, has been in the shoe game over fifty years, and has many jokes with those who do not know him intimately by asking them to guess his age. The estimates are invariably wild as most callers place the number of years on his head as less than he has been in the shoe business. Around fifty is the general verdict, whereas, as a matter of fact, Mr. Lanthier is sixty-six, and as alert and active as many men of forty. He first started learning the trade with the old Montreal firm of George T. Slater & Sons, where he occupied many positions for fifteen years, among them that of foreman. He was then with Z. Lapierre & Son, Montreal, for fifteen years, and on their going into liquidation he purchased the machinery of the company and launched the Kingsbury Footwear Co., which is to-day one of the largest shoe concerns in Canada. Mr. Lanthier, retired from this organization a couple of years ago to assume his present position. He is one of the most progressive and widely known shoe manufacturers in the Dominion.

Mr. Doig, assistant general manager and sales manager of the company, has been identified with the shoe and leather trades for over a score of years, and has a wide circle of friends. He began his career with G. S. Hubbell, Montreal, for whom he worked several years and later was with A. R. Clarke & Co., Toronto, as salesman covering Canada, Australia and New Zealand, which countries he visited frequently. He was also sales manager for Fisk, Limited, Montreal, which position he resigned in 1915 to join the Star Shoe Co. He is now receiving congratulations on his recent promotion to the post of assistant general manager, which he is in every way well qualified to fill.

CURIOUS SHIPPING METHODS

A very interesting little story is told of shipments of kid skins being made to Russia by parcel post. They are, of course, in this way limited per parcel to a certain weight. It was very interesting to see them adjust these parcels by changing a skin here and there in order to get the exact weight. When the skins were weighed out they were sewed up in a package in burlap or some material similar to that ready for posting. The parcels are then done up in large cases and shipped in the usual way by freight, going to the Pacific coast by rail thence to Japan and through Japan to Vladavostock. The individual parcels are then taken out of the cases and sent to their destination, Petrograd or elsewhere in Russia. This seems to be a very odd way of shipping this stuff, although they claim it is considerably faster than any other method at the present time. Even at that it would be six months before the skins arrived at their destination.

RETIRES AFTER LONG SERVICE

Miss E. L. Grobe, who was forelady of the fitting department of Getty & Scott, Limited, Galt, Ont., for many years, which position she filled with the utmost satisfaction, has resigned and will take a well earned rest. On the occasion of her departure she was presented by the girls of No. 1 and No. 2 Fitting Rooms with an appreciative address, accompanied by a handsome necklace. Miss Grobe said that she would long remember her pleasant associations with them. At the time she joined the firm they were making only two hundred pairs of children's shoes a day, and she had watched the expansion of the "Classic" shoe factory until its output now numbers over two thousand pairs a day in women's, misses' and children's lines, and is among the largest plants on the continent.

HE GOT THE CHILDREN AROUSED

G. L. Hodgson, of Mount Dennis, Ont., who was for many years in business, in Walkerton, Ont., is an enterprising and original shoeman. He has a small printing press at the back of his store and sets up his own advertisements, some of which have a decidedly catchy turn. He recently distributed small hand bills, in which he offered a pair of run-

FREE FREE

A Pair Of Running Shoes

The Boy or Girl under 15 years of age, finding the greatest number of errors in this advertisement in language, punctuation or arrangement will receive a present of a pair of Running Shoes. All answers: must be in by Tue. April 24th.

We cater too the Shoe requirments of every body We,ve Shoe for every member of the Famely. fram granbpa down baby,

FOR FATHER

We've splended Shoe of Dull. or Bright leathars, Shoes of comfort, and Durebility? shoe kuilt by Man's Shoe Specialest, And guarante

FOR MOTHER

Street or House Shoes, Regular or Hight cut, button or lace model; Hansome. and stylish. Dul or bright leathe,

FOR HARRY

Sturbey School Shoes, Dul Cafe. and Box Calf leather: then, they is Pat leather. Dull top, Sunday boots or dress boots, Goob looking or commfortable.

FOR MARY

Nature shaped Shoes, Just wright for growing feet. soft leaehr, and low heels: just the Shoes she ought to ware.

FOR BABY

Soft sole. Flat heels Shoes. made of vary soft leather, in several styles, just the Shoes for tendre smal feat, com. Sea our Baby Shues **WE DO NEET SHUE REPIARING,**

**1050 Westen Rood MONT DINNES
HUDGINS SHUE STOR**

AN ADVERTISEMENT THAT SET THINGS GOING

ning shoes to the boy or girl, under fifteen years, finding the greatest number of errors in the advertisement in language, punctuation or arrangement. Needless to say there were scores of entries and the children seemed to vie with one another in finding out just how many mistakes there were in this rather unique announcement, which might well be called a "comedy of errors." The proprietor even went so far as to mis-spell his own name in his desire to arouse interest. He is well pleased with the result of this educational publicity and certainly awakened the young people. This stirred up a lot of trade for the store, particularly in summer footwear.

A PLEA FOR ARTIFICIAL LEATHER

"What are we going to do about the leather situation? Are we going to keep on demanding genuine leather until prices are up to the point when all but the rich must go bare-foot? For a generation leather has been growing scarce. But the idea of using anything called an imitation or substitute hurt our pride and in some cases warped our judgment," says an exchange.

Artificial leather is a fabric treated and coated in the course of manufacture so that it looks like leather, feels like leather and, besides, is washable, waterproof and uniform in thickness. It is made to resemble Spanish leather, pebbled grain leather, and many other finishes.

Millions of yards of it are annually used for upholstering the seats of railroad cars, carriages, automobiles, couches and chairs. It is excellent for bookbinding because it stretches uniformly and takes ink well. The service and good appearance of the best grades of artificial leather are unquestioned.

FABRICS OFFER THE ONLY SOLUTION

A few years ago shoe manufacturers vied with one another in advertising "all leather" and "solid leather" shoes. Today an advertisement of this kind is rare, and the "leatherless" shoe has made its appearance, says E. O'Connor in the "Shoe Retailer."

It was not a question of the wearing qualities of the all-leather shoe, but from an economic standpoint, it represented a waste of leather. There are parts of almost every kind of shoe which can be made of other materials, at less cost, without impairing the service in any way. When leather was comparatively low cost, it could be used with a free hand, and there was little advantage in experimenting with other materials. But with leather at a premium the inevitable has come. Experimenting with lower cost materials has been stimulated, and wherever possible they are being used.

Leather linings are rapidly disappearing. A heavy cotton lining is more hygienic, and in most cases will wear fully as long. Artificial leather and various other kinds of fabric top facings are being used. This is a part of the shoe, the function of which is purely ornamental, and as the appearance of these materials is fully as good as that of leather, there seems to be little reason for continuing the use of the high cost article.

The leather inside backstay or heel stay is giving way to the fabric stay. Strangely enough, it has been found that a stay of this kind is stronger, and is so durable that it is seldom worn out when the shoe is discarded.

For tops and for the entire uppers a wider range of fabrics is being used than ever before, but the strange feature of the rapidly increasing demand for fabric tops is the comparatively moderate use of corkscrews, among the most durable, the most stylish and best adapted of all cloths for shoe tops. This is undoubtedly because this kind of cloth appears to best advantage, in black, while the demand for colors, such as grays, browns, fawns, chamois, castor, etc., has been persistent. Although these colors or some of them will doubtless continue in demand during the fall and winter, there are many indications that black corkscrew tops will soon come into their own again.

Artificial leathers for vamps or tops are still in the experimental stage, and as yet no satisfactory material for the purpose has been evolved. Fabrics, therefore, offer the only solution of the high cost shoe problem, and, indeed, for many purposes they would seem to be fully as well adapted as leather itself. Shoes for summer wear, with the whole upper made of a good serviceable fabric, are light, cool and durable, and stylish in appearance.

The great opportunity to conserve the leather supply, however, lies in the combination of leather and fabrics. There are few shoes except those for hard winter wear which cannot be made with leather vamps and fabric tops.

Retailers' associations in all parts of the country have been practically a unit in recommending the increased use of fabrics, and it is quite evident that this is the only way in which the price of shoes can be prevented from going entirely out of bounds.

EARLY CLOSING FOR TORONTO SHOEMEN

Early closing in a modified form will be gone on with by the Toronto Shoe Retailers' Association. At the last meeting held on April 26th, a report was presented from the committee that the city council could not legally pass a by-law that shoe stores close at six o'clock on Wednesday night, as stipulated in the original resolution. It was pointed out by the solicitor of the Association, that seven o'clock was the earliest hour which could be included in the movement.

Accordingly, after much discussion, it was decided that the members should go ahead with the canvass for signatures and present the petition when sufficiently signed, to the city council. As outlined, the proposition is to close at 9 o'clock on Monday, Tuesday, Thursday and Friday nights of each week, 7 o'clock on Wednesday nights and 11 o'clock on Saturday nights, or nights before a holiday. While various amendments were moved, on the whole, it was felt that, although the step in the direction of early closing is not a very advanced one, it was a beginning, and every shoeman in Toronto would gladly accede to the new regulations. As it is now, a number of retailers in the suburbs are keeping open till 10 and 11 o'clock every night of the week, and if they close at 9 o'clock, it will be somewhat of a move forward. Most of the Yonge street stores close at six o'clock.

It was declared that the Wednesday half holiday movement is making progress, and that all shoe dealers east of the Don are now turning the keys in their doors at 12 o'clock every Wednesday at noon and enjoying a weekly respite from duty for a few hours.

Not a great deal of other business was taken up beyond the discussion on early closing. It was decided to send a resolution of sympathy to T. A. Wilson, shoe dealer, 579 Bloor west, who lost both his son and son-in-law at the front recently.

A complaint was made that several abattoirs, and other large concerns using rubber boots, were being sold direct by the manufacturers of rubber footwear, whereas, it was pointed out that these firms should buy through the retail trade, the legitimate channel of distribution. The executive will look into this matter and report at an early date, and also into the complaint that more persons than ever are now going to wholesale shoe establishments and trying to obtain their footwear at jobbers' figures. This, it is alleged has been caused by the fact that footgear has gone up so high in price, that many realize a much bigger saving can now be effected than formerly, when shoes sold around the popular retail price of \$5.00. The Association will endeavor to check the practice of any jobbers selling to private parties.

IT IS PAIRS SOLD THAT COUNT

An old customer had been on the books of a shoe store for several years ceased to buy from the house. A letter was written in which the company explained that no goods had been sold for some time, asked the reason why, and offered to do its best to make anything right. Soon afterwards a reply was received in which the customer stated that a good friend, who had been connected with a men's store, had become a salesman for a large shoe house handling a full line of men's, women's, and children's footwear, and that the account was to favor the salesman. Later the salesman became manager of an exclusive men's store. When this occurred the company in question wrote to the old customer. Attention was called to the fact that the salesman was now with a specialty store and that he was no longer in a position to fill the wants of the family, and asked that the company be favored with a portion of the "family" shoe business at least.

This manner of securing business is perfectly fair competition. It is constructive work that every retail store should do to increase its sales. More and more retailers are realizing the great value of their mailing list, and of the

necessity of keeping a record of every transaction as a means of holding their trade and increasing the number of sales as well as patrons.

High prices have caused some people to hold off buying new shoes. They have had their old shoes repaired at least once, and perhaps twice. Reference to a record at this time, on the eve of the opening of a new season that will show the kind and price of the shoes and the time of the last purchase by a customer, will suggest the desirability of a dealer sending to customers who have not purchased new shoes for some months, a personal letter acquainting them with the styles and price of shoes which have been stocked for their benefit.

Every effort should be made by dealers to keep up their ratio of sales in comparison with the records made in past seasons. To be gratified with a substantial increase in income resulting from sales is not enough. The increase in receipts will be found to come from the higher prices which have been paid for shoes, and not from an increase in the sales of pairs of shoes. It is the latter that every dealer should strive for. The sales of pairs of shoes must be kept up, or a business will go behind. Constant use of the mailing list and frequent letters to customers who have not continued their regular practice of buying at known periods of the year, will help to maintain the usual standard of sales.

JOY IS A BUSINESS ASSET

There is a Chinese proverb which should be memorized and taken to heart by every young man starting on a business career.

It is short and easily remembered. Here it is:—

A man without a smiling face must not open a shop.

Applied specifically to the business of shop-keeping, this little proverb may be applied with equal force to almost every vocation in which a man can engage.

The only vocation which at the moment occurs to me as furnishing an exception is the undertaking business.

And even an undertaker should not forever keep sunshine out of his face and heart, if he would maintain a high standard of efficiency.

For gloom, like all other depressing mental states, is a physical as well as a mental depressant.

It lowers the vitality, slows the circulation of the blood, weakens the digestive power, and consequently helps to unfit a man for the long hours of work essential to success in any calling.

On the other hand, the joy which is manifested by a smiling countenance, is a physical tonic of high order. This has been scientifically demonstrated again and again by various ingenious experiments.

In one particularly interesting set of experiments, a man was required to press a spring until fatigue paralyzed his finger. This was repeated at intervals in order to determine definitely the average number of pressures he could make at a single sitting.

Then he was required to press the spring while thinking of something extremely sad. At once his average pressure-power was noticeably lowered.

Whereas, when he allowed his mind to dwell on exceptionally pleasing thoughts, he was able to press the spring far oftener than when his mind was occupied with nothing in particular.

Other experiments have proved that joy stimulates all the bodily functions and stimulates especially the circulation of blood in the brain, with resultant improvement in the ability to think rapidly and clearly.

Accordingly joy must be regarded as a body builder and mind developer of the first order. If only for this reason the man about to engage in business should cultivate the habit of happiness.

THE BEST METHOD TO RETAIN YOUR SALESMEN

Let Each Employe have Regular Drawing Account, Based on Existing Conditions and Individual Ability—To This Add Regular Percentage on Total Sales, Payable Quarterly—The Commission Salesman is More Alert for he Shares in the Results

WHAT is the best method to retain the service of a good, efficient salesman, what will tend to satisfy him most—seductive promises of partnership, a regular increase in salary, a commission basis or a bonus at the end of the year?

This question has been discussed again and again by shoemen and the ordinary store help is as restless and uncertain as ever. Salesmen and salesladies flit from one town to another and from one establishment to another down the street.

The Simple Commission Plan

The house that permanently retains the members of its staff is the one which makes the most progress and the most money for the reason that the employees get to know the customers intimately, the policy of the store and the facilities of the stock. It seems to be the universal opinion of the most liberal-minded shoe merchants that a straight, hard and fast salary proposition is not the best means to induce a continuity of service but that a drawing account and commission on sales is the fairest and most reasonable basis. On this working arrangement the more goods that a clerk sells the more he makes for himself and the firm as well. Their welfare and prosperity is mutual. He has some incentive to enthusiasm and activity. Here are the views of a leading city retailer, as given in the "Boot and Shoe Recorder." His remarks and observations will no doubt be read with interest and appreciation as they hit the nail on the head.

The manner of compensation for employees has received considerable attention in recent years and will be given more thought as time goes along.

The amount of earnings that a shoe salesman receives should come to him in such a way that it will produce the maximum of satisfaction and contentment with the greatest producing results for the store that employs him.

The straight salary, so much per week, will put many men in the rut and the only thing that will get them out of it in many cases is a more scientific manner of compensation.

The salesmen should receive a drawing account each week or month, the amount should be governed by existing conditions and the ability of the employee.

A record of each salesman's sales and salaries paid will soon tell you what your selling force is costing you. If the percentage is too high, it must be reduced by increasing the sales per man. You may have too many in your sales department for the volume of trade that you have. This means you should reduce your selling force to the proper number and to further adjust the percentage that your salesmen are costing you.

Give them a certain percentage to work on, with the understanding that they will receive the difference at the end of each three months, between their drawing account and what the percentage shows they have earned for the period. For example, if you are paying a salesman a drawing account of \$18.00 per week and during three months or twelve weeks he has drawn \$216, his sales are, say \$5,000 (on a commission basis) he has earned \$300.

You owe him the difference, or \$84.00. He has made \$25 per week on the commission plan. This man knows and feels a deep interest in things, for the more he sells the more he makes. He is interested in his own pocketbook

the same as you are, and why shouldn't he profit as he serves? He will under the commission plan. Why should he profit better than he serves, as he may under the straight salary plan, or on the other hand, he may not profit as well as he serves if he is a live wire.

The commission salesman is more interested in everything about the store for he shares in the results of the store. He will serve customers more satisfactorily for he is interested in selling them the best goods and have them come back to him the next time. He will invite his friends to come and buy his shoes—he will make new acquaintances. He will use his business cards to better advantage. He will serve more customers in a given time in a satisfactory manner than under the old straight salary plan.

If the salesman is at all interested in his own self he is going to develop a new interest in things that will increase sales, hold the trade, get new trade and give better satisfaction to the customers and prove a business building asset to the store.

Do not think that you can start this commission part in your store (as good as it is when worked right) and let it run itself and get the best results. You must have it fully and clearly understood by your men—show them where they can make more money for themselves—tell them how to increase their sales—get them enthused over the proposition—get their hearty co-operation.

Needs Thorough Explanation

You will not get your best results the first three months, but after some of the salesmen have started to draw some of the commission, they will all be hungry for more, and they

PHONE 203	
A SAFE STORE !	
<p>WE trust and believe that you will have no cause to regret having made this purchase at our Store. If for any reason however, you are not in every way satisfied with your purchase, you may return the goods and the matter will be adjusted to your entire satisfaction or the money refunded.</p> <p>This is our method of doing business, and we trust that we shall always be able to count you a permanent Patron.</p> <p>Thanking you for your patronage to-day, we are</p> <p style="text-align: right;">Very truly yours,</p> <p style="text-align: center;">JOSEPH PATTERSON</p> <p style="text-align: center;">ST. MARYS, ONT. The Home of Better Shoes</p>	
Name	
Street	

THE LEAFLET WHICH ST. MARYS, ONT., SHOEMAN, PLACES IN EVERY PARCEL. IT IS APPRECIATIVE AND WELL WORDED.

will work for it. The second three months will increase and the third will be even better, for the men will quickly get out of the old rut.

After the commission plan is put into operation, post a bulletin each day or week and show how much each man has sold and their relative standing. This will produce good-natured rivalry to lead and keep up their interest. With this information they can figure how much they are making each day.

NEW POSITION FOR MR. SAUNDERS

A. G. Saunders has been appointed manager of the Johnston-Murray Shoe Store, St. Thomas, and has entered upon his new duties. Mr. Saunders was for some years manager for Geo. H. Wilkinson's store in St. Thomas, and latterly was on the travelling staff of John Lennox & Co., Hamilton. He then enlisted with the A. M. C. of Toronto,

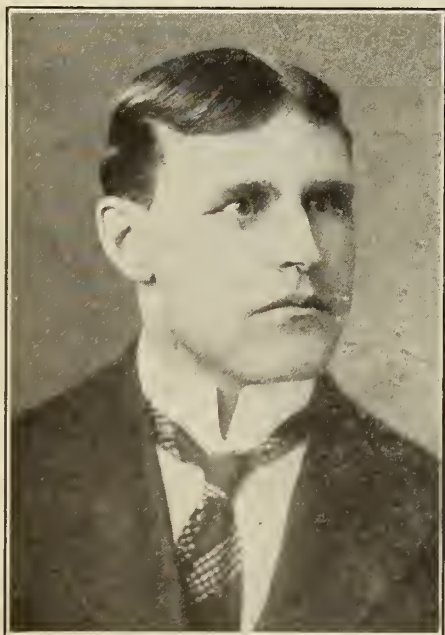


A. G.
SAUNDERS,
ST.
THOMAS,
ONT.

but was rejected as medically unfit. Clarence Stewart, who has been in charge of the Johnston-Murray shoe store in St. Thomas for some time past, has gone to London.

DOING WELL ON HIS OWN BEHALF

George Leclerc, who was for many years with the Regina Shoe Co., Montreal, where he occupied a responsible



GEORGE
LECLERC,
MONTREAL

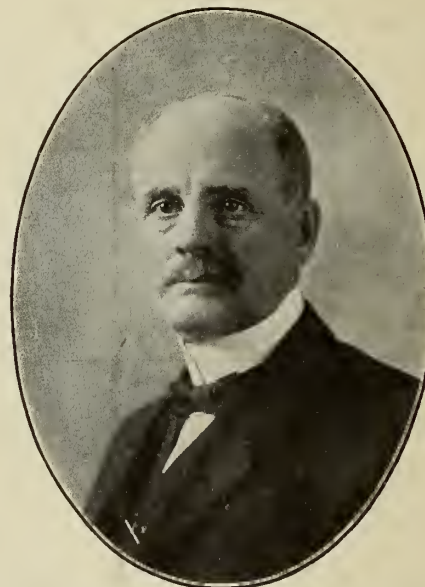
position, and began business for himself some months ago at 85 Rue IX Boulevard, Maisonneuve, Que., is meeting with good success, and goes strictly to the jobbing trade. Mr. Leclerc makes infants' and child's high grade turn shoes

and his plant has been kept busy from the day that it started. He is well-known to the trade in Montreal, and is an experienced and progressive shoemaker, who has many friends that are pleased to hear of his prosperity.

SHOE NEWS IN SHORT SHAPE

Pte. Trevor E. Prince, 342 Jones avenue, Toronto, who was four months in the front line trenches, suffered from shrapnel wounds on April 11th, and is now in the Australian hospital at Wimeraux, France. He left Toronto in August last, and spent the greater part of his life in the city before enlisting. He is nineteen years old and was employed for several years in the office of the Minister, Myles Shoe Co., Toronto. A brother, Edward G. Prince, is overseas with the 134th Battalion.

Aero-Peds Manufacturing Co., Limited, of which John A. Adams is manager, who make the popular, ventilated, resilient heel cushion for men and women are installing additional machinery and greatly increasing their output. Manufacturing costs have been cut, enabling the company to give the retailer the benefit of a considerable reduction in price so that Aero-Peds can be sold now at twenty-five cents per pair, and a good profit insure to the mer-



THOMAS RYAN, WINNIPEG, WHOLESALE SHOE MERCHANT,
WHO IS ONCE MORE BACK IN HIS OFFICE AFTER A LONG
ILLNESS. HE IS NOW COMPLETELY RESTORED TO HEALTH

chant. The company are working overtime in order to catch up with orders.

A recent despatch from Lynn, Mass., says: The Lynn Shoe Manufacturers' Association, whose members control thirty-five plants, announced that it had ceased to manufacture shoes because of present labor conditions. Between 11,000 and 14,000 employees are affected. A statement issued by the Association declared that the "manufacturers had found it impossible to accept contracts with a feeling of surety that the unions, under threats of strike, would not demand an increase in wages and other conditions detrimental to the trade."

A federal charter has been granted the Globe Shoe Co. with headquarters in Terrebonne, P.Q. The incorporators are J. B. Hurteau and A. Z. Poitras, late of the Star Shoe Co., Montreal. The capital stock is \$100,000, and the firm are empowered to manufacture boots and shoes of every description. They will erect a new factory in Terrebonne, and expect to start operations in July, as announced in the last edition of the SHOE AND LEATHER JOURNAL.



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



AMONG THE SHOE MEN.



W. A. Lane, of W. A. Lane & Co., Montreal, has returned from spending a few days in Philadelphia.

Narcisse Gagnon, proprietor of Aird & Son, Reg., Montreal, left for the north to make a new Canadian record for fresh water fishing.

James Birss, who represents the Williams Shoe, Limited, Brampton, and is an enthusiastic curler, was elected President of the Brampton Curling Club at the annual meeting held last week.

G. J. Scott, who represents P. Jacobi, shoe store supplies,

the Perth Shoe Co., and enters upon his new duties in a few days. Mr. Albee comes highly recommended and succeeds M. J. Sheehy, who has been appointed superintendent of the John Ritchie Co., Quebec.

J. P. Lagace, of the firm of Lagace & Lepinay, shoe manufacturers, Quebec, spent a few days in Toronto lately, showing a fine range of new samples for the coming season, in men's, boys' and youths' McKays.

J. J. Connor, Western Canada representative of McLaren & Dallas, Toronto, is on an extended selling trip throughout the prairie provinces.

The price of footwear continues to ascend and one of Toronto's leading shoe stores recently advertised a combination lace boot for ladies with pearl grey kid vamp, and full quarter silver grey ooze top, with blind eyelets, covered Louis heel, and plain pointed toe, at \$20 a pair.

Arthur Du Rocher, who represents the Rochester Heel Co., of Rochester, N.Y., has just finished a most successful trip throughout the Dominion. He is a Canadian and during his recent visit met a large number of old friends who were pleased to greet him.

Another addition is being built to the Parker Shoe Co.'s factory in Preston. This makes the second extension within the past year and a half. The new wing is 40 by 40 feet, of brick and steel construction.

Carl Hermann, Yarmouth, N.S., has installed a 22-foot Goodyear shoe repair outfit and stitcher. He is an enterprising shoe repairer, who is making a splendid success of his business.

L. J. Breithaupt, president of the Breithaupt Leather Co., Kitchener, along with L. O. Breithaupt, sales manager, was in Montreal recently on business.

J. C. Moreau, who has been in charge of the Yale Shoe Store, Jasper avenue, Edmonton, for some weeks, has returned to Toronto and will leave shortly on an extended business trip throughout the Western provinces in the interest of Blachford, Davies & Co. George Moreau, late of Toronto, and Leslie Wallace, formerly with Johnston Walker & Co., Edmonton, are now in charge of the Yale Shoe Store in that city.

Writing the SHOE AND LEATHER JOURNAL, a well-known Eastern shoe salesman says that trade in Halifax and other cities and towns is normal for this time of the year, and the buying public seem to view increased prices from a sensible standpoint. The placing business at present, is not quite as heavy as during the last few seasons, but is coming along better every day. In ladies' lines, combinations in both leather and fabrics are selling well.

M. A. Leblanc, Club Shoe Store, Halifax, has been conducting a fire sale on Gottingen street, opposite his former stand. He expects to be back in his old quarters about May 30th, the store having been completely rebuilt and renovated since its destruction by flames some weeks ago.

F. E. Stark has been appointed Eastern Ontario representative for Blachford, Davics & Co., Toronto, and has entered upon his new duties.

Geo. A. Cox recently opened a shoe store on the lower part of Granville street, Halifax. It is known as the Pentagon Shoe Store.

C. J. Howe, superintendent of the Regal Shoe Co., Toronto, is spending a few days in Boston, New York and other centres on business.

Shoe Surety!

It is our desire to make our Shoe Service as perfect as possible. We ask that you report promptly any error or cause for complaint you may have with this purchase. We'll adjust the matter to your entire satisfaction.

We value more than anything else in business the good-will of our customers, and trust that we may long have the pleasure of furnishing you with

"Reliable Footwear"

ROWLAND HILL

AN APPRECIATIVE AND INSTRUCTIVE CARD WHICH LIVE LONDON, ONT., RETAILER PLACES IN EVERY PARCEL THAT LEAVES HIS STORE.

Toronto, throughout the Western provinces, has returned from an extended selling tour going as far as the Coast.

L. S. Odell, of Montreal, spent a few days in Toronto and other points in Western Ontario, lately, calling upon the trade.

C. H. Albee, who has been holding a responsible position with Ames-Holden-McCready, Limited, Montreal, for some years, and is an experienced and practical shoemaker, with a progressive record, has been appointed superintendent of

*Established**in 1882*

WHITE'S WHITE GOODS

The demand this season for White Shoes will greatly exceed last year's. The main thing is to have your supply.

We are splendidly equipped, not only to ship your orders promptly, but to furnish you the very latest style-models that are sure to be quick sellers.

DON'T DELAY ONE DAY IN ORDERING

In addition to the above lines we have a most complete and carefully chosen stock of

**Women's Strap Slippers, Pumps, Colonials
and High Cuts**

AND

**A Wide Range of Men's Tans in Various Styles
and Shades**

**We also have an Extensive Line of Heavy Staples for Men,
Boys and Youths**

*Order Your Independent Rubber Co.'s Footwear from Us. Our
Travellers will take Immediate and Placing Orders.*

WHITE SHOE CO., LIMITED

48 York Street, Toronto
Half a Block from the Union Depot

Morris Liss, of O'Donoghue & Liss, proprietors of the Quebec Shoe Store, Main street, Winnipeg, was in Montreal, Quebec and Toronto during the past fortnight on business.

Hon. P. E. Lessard, of Edmonton, who is interested in stores at Elk Point and St. Paul, Alberta, was a visitor to Toronto last week.

L. A. Moorar, treasurer of the Regal Shoe Co., Boston, spent a few days in Toronto last week on business.

Geo. Taylor, of the Wm. Taylor Co., Limited, was recently made one of the controllers in the city elections at Halifax. He won by a big majority, and many friends in the trade will extend congratulations.

J. E. Pare, sales manager of Dufresne & Locke, Montreal, called upon the trade in Toronto and other cities during the past few days.

B. W. S. Martin, sales manager for the John Ritchie Co., Limited, Quebec, is now spending some time in Ontario, having recently returned from a successful trip throughout the maritime provinces.

Writing the SHOE AND LEATHER JOURNAL, Gibson & Ross, shoemen, of Woodstock, N.B., say that the recent Easter trade was good with them. They have found business so far this year much better than last. Ladies' shoes are their best sellers at present, particularly high top lace



THE SHOE STORE OF WM. CHATTERTON, ESSEX, ONT. THE PROPRIETOR AND HIS WIFE ARE SEEN IN THE DOORWAY.

lines. "For the past two years we have found that business in the women's department is increasing very rapidly," they add. "Wholesale houses are doing fairly well with us considering conditions, and the outlook for trade in this part of New Brunswick is exceptionally bright. Your Styles Edition was particularly fine. We always receive a lot of valuable information from the SHOE AND LEATHER JOURNAL, and the big number certainly gave us a lot more than usual."

Private Thos. N. Sutherland, son of David Sutherland, shoe retailer, Harriston, Ont., died recently in the Military Hospital in London, suffering from spinal meningitis. He had undergone an operation and was progressing slowly toward recovery when he was seized with pneumonia, which proved fatal. Private Sutherland, before enlisting with the 153rd Battalion, was a student at the High School in Harriston, and was very popular with his comrades. He was in his twentieth year.

T. H. Rumford, shoe retailer, of Georgetown, Ont., has purchased a lot between the post office and the Merchants Bank in that town, and intends erecting thereon an up-to-date store, during the coming summer.

The Canadian Consolidated Rubber Co. have opened a wholesale distributing agency in Lethbridge. R. E. Jamieson, director in charge of sales, was in Lethbridge recently and took a five year lease of the Bowman Block. The manager of the new Lethbridge branch is Mr. Parks, who has been traveling for the company for some years. The

ground floor of the building will be used as offices and warehouse while part of the upper floor will be fitted up as a sample room. Lethbridge is now desirous of getting a wholesale leather shoe concern to locate in that city.

Samuel Cameron, who was for a number of years an employee of the John Palmer Co., Limited, Fredericton,



MEN'S heavy white poplin sport oxford, rubber sole and heel and steel shank.—By Thompson Shoe Co., Montreal.

N.B., passed away recently. The employees of the firm attended the last sad rites in a body as a mark of esteem and respect.

J. F. Duff & Co., of Ottawa, have recently enlarged and improved their shoe department, and are now carrying a very complete stock of footwear.

F. A. Theriault, shoe dealer, Montreal, has sold out to E. Sansregret.

W. A. Lane, leather merchant, of Montreal, spent a few days in Quebec last week, calling upon the trade.

E. L. Rising, of the firm of Waterbury & Rising, Limited, wholesale shoes, St. John, N.B., spent a few days in Montreal and Toronto, last week, calling upon a number of friends in the trade.

F. T. Fuller & Co., 36 South street, Boston, Mass., are advertising that they have found a use for grain buffings, or in other words the very thin hand shavings or buffings taken from army shoe leather which prevents this type of leather from cracking. They also consume large quantities of tannery trimmings, belt knife skivings, etc. They will be very pleased to hear from any concern having material of this sort, particularly the grain buffings.

The Thompson Shoe Co., of Montreal, are sending to their many customers an attractive folder illustrating their rubber soled, white poplin footwear for men and women. This line is called the "Leisure Line", and in addition to being an ideal sport shoe can be worn equally as well for regular street use. The models are very inviting and every detail of wear and tear has been carefully considered in the



WHITE poplin eight inch ball rubber sole, steel shank and covered Louis heel.—By Thompson Shoe Co., Montreal.

construction. The Louis heeled goods all have steel shanks to avoid any possibility of their breaking in the arch. The Thompson Shoe Co., also carry a complete stock of white canvas goods in addition to their regular ranges.

J. Weir, late of Vancouver, has taken a position on the selling staff of Owen-Elmes, Limited, Yonge street, Toronto.

Frank P. Slater, representing the Eureka Shoe Co., of Three Rivers, Que., was in Toronto last week calling upon the trade.

IN STOCK



J 347 O.....\$8.00

Women's Diplomat welt boot, silver grey Kid, Juanita last, 8-inch height, whole fox, lace, square throat vamp, 2 1/4-inch full Louis heel, regular leather sole, white welting, close beveled edge.

AA, 4 to 7; A, 3 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7.

IN STOCK



J 394 J.....\$4.25

Women's white reigskin welt boot, 8-inch height, full quarter lace, Vaughan's white ivory sole and welting, close edge welt, 2 1-8 inch wood covered half Louis heel. Touraine last.

AA, 4 to 7; A, 3 to 7; B, C and D, 2 1/2 to 7.

IN STOCK



J 194 E.....\$3.25

Women's white canvas, flexible McKay boot, 8-inch height, full quarter lace, plain toe, regular leather sole, wood covered half Louis heel. Belmont last.

A, 3 1/2 to 7; B, C and D, 2 1/2 to 7.

IN STOCK



J 0384 E.....\$5.50

Women's welt boot. White Delhi calf, Touraine last, 8-inch height, whole fox, lace, imitation wing tip, perforated vamp and lace stay, regular leather sole, close edge welt, wood covered half Louis heel.

A, 3 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7.

Many Retailers Know

that when a woman who is particular in her shoe buying gets a pair of U. & D. Shoes she generally thereafter prefers that brand.

The craftsmen who make these shoes have constantly before them a fixed high standard of quality which they know must be maintained. Nothing short of this standard ever reaches our customers. You will like their uniform quality.

The reason why your customers will take unqualified satisfaction in U. & D. Shoes is the very reason you should at least try them.

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.
TIGER & VOORVAART, Repr't's

THE CONSCIENTIOUS OUTFITTER

Derives much satisfaction from the sale of ECLIPSE SHOES
for Infants, Children and Growing Girls.

ECLIPSE SHOES

Are perfectly adapted to the foot in its formative stage, and
combines good sense and good taste to a degree never attained
before.

*Let the Galt Shoe Company's Traveller go into the matter with you
and show you the strong points of appeal in ECLIPSE SHOES.*

Galt Shoe Manufacturing Company, Limited
Galt, Ontario

Gordon E. Wright, late of the Quebec Division, has been appointed manager of the Fort William, Ont., branch of the Canadian Consolidated Rubber Co., and has entered upon his new duties.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, is spending a couple of weeks at Atlantic City.

Canary kid is a popular leather being made up in a number of factories. It is placed on shoes retailing from \$12 to \$18 a pair but does not promise to be much of a seller except in high grade stores. Many of the new kid leathers are extremely elaborate in colors. Unusual shades are also being introduced in the cloth top boot.

Thomas Clerke, a former resident of St. John, N.B., died, recently, from pneumonia, in Lynn, Mass., where he had resided for some thirty years. In young manhood he was with David H. Hall, shoe manufacturer, and later was foreman with the Sussex Boot & Shoe Co., Sussex, N.B. He is survived by his wife, two children and three grandchildren.

E. E. Donovan, of E. T. Wright & Co., St. Thomas, Ont., was calling upon the trade in Toronto last week.

Pte. J. P. Mitcheson, 271 Wellesley avenue, Toronto, who has been in France, since December last, is reported both wounded and missing. He is twenty-four years of age, and prior to enlistment was engaged with the United Shoe Machinery Co., Toronto.

W. L. Francis, sales manager for Gale Bros., Limited, Quebec, spent a few days in Toronto, London and Hamilton recently with a fine range of samples.

Fortier & Co., shoe dealers, of Montreal, are retiring from business and will sell their entire stock.

The London Shoe Repair Co., of Toronto, Ont., have recently registered.

Richard Young Co., one of the oldest leather firms of New York City, writing the SHOE AND LEATHER JOURNAL, say: "We consider your Special Style Number a very

creditable production; in fact, we are surprised that you are able to issue such a high-grade publication under existing circumstances. We wish you continued success."

J. M. S. Carroll, salesmanager, Canadian Consolidated Rubber Co., Limited, Montreal, spent a few days recently in Toronto and Kitchener.

W. Pollock, son of the secretary-treasurer of the Yale Shoe Store, Limited, Winnipeg, was killed in action on April 17th, in France.

Murray Smith, twirler for the Transconas, the 1916 baseball champion, has taken a position as assistant accountant with the Kilgour-Rimer Co., Winnipeg.

Thomas Kelly, who has for some years been associated with Walter Powell, shoe retailer, has been appointed manager, and has supervision of both the Powell store in West Toronto and the Yonge street establishment at the corner of Shuter street.

E. E. Code, manager of the Ottawa branch of the Kaufman Rubber Co., spent a few days in Kitchener last week on business.

P. Pocock, of London, who is a bright young man, has gone to Winnipeg, where he has taken a position with the Winnipeg Shoe Co., in which he has charge of misses' and children's department.

A cream suede bal, with grey inset eyelet stays and collar, and covered Louis heel, is being shown in some of the Winnipeg stores, and retails at \$18.00 a pair.

John Stewart, shoe retailer, of Vancouver, has opened a branch store on Fort street, in that city.

J. P. Donald, manager of the Logan Tanneries, Pictou, N.S., was in Boston and New York recently on a business trip.

Margolian Bros., of Yarmouth, N.S., have opened a shoe store adjoining their clothing stand. This latest addition gives Yarmouth ten stores carrying footwear.

F. H. Meinzer, general salesmanager of the Miner Rubber Co., and A. R. Angus, general salesmanager of Miner Shoe Co., Montreal, spent a few days in Toronto recently on business. Mr. Meinzer, accompanied by his wife, has gone on an extended business trip to the west, and will look after the opening of several new branches for the Miner Rubber Co. in the Prairie Provinces. This progressive step has been rendered necessary owing to the great expansion of the Miner business during recent years in the West.

W. J. Detweiler, shoe dealer, of Sault Ste. Marie, Ont., was in Toronto, Montreal and Quebec lately visiting the trade. He reports business in the "Soo" as being exceptionally good.

J. A. Lavoie, La Parisienne Shoe Co., Montreal, spent a few days in Toronto recently, the guest of W. C. Myers, Ontario representative of the company.

E. C. Scarrow, shoe retailer, of Owen Sound, Ont., paid a business visit to Toronto recently.

Jos. Sagar, shoe repairer, 13 Richmond street east, Toronto, has sold out to H. Holbrook, lately employed by the King Shoe Co., Toronto, who has taken possession.

H. Hopkins, shoe repairer, 224 King street east, Toronto, has installed a Goodyear rapid stitcher supplied by the United Shoe Machinery Co.

The Walk-Over Boot Shop, 290 Yonge street, Toronto, is installing a complete repair department, having put in an 18-foot Goodyear shoe repair outfit and stitcher, supplied by the United Shoe Machinery Co. An expert has been placed in charge of the Walk-Over repair branch, which is located at the rear on the ground floor.

A. R. Trudeau, representing Corbeil, Limited, Montreal, left lately on an extended trip to the west. He will visit all the principal cities as far as the Coast.

Oswald Beaudry, of the Die and Clicking Machine Department, United Shoe Machinery Co., Montreal, spent a few days in Toronto recently calling on the trade.

Edward Quinn, who was recently employed on the staff of the Slater Boot Shop, Hamilton, has joined the selling force of the Slater Boot Shop, Toronto.

John Stewart, shoe dealer, New Westminster, B.C., returned home recently after spending the winter in Los Angeles and Long Beach, Cal.

Wm. Cathcart, of Wm. Cathcart & Co., shoe dealers, of Victoria, B.C., spent a few days last month on business in Seattle.

The Provincial Cut Sole Co., Richmond street west, Toronto, have removed to Kitchener, where they have secured larger quarters in the block of the Breithaupt Leather Co., Queen street. The company, which is composed of Gregory Hoyer and E. B. Paige, have met with

HAVE YOU ANY SURPLUS STOCK ?

Do you want to realize on it ?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.

Sales conducted personally or by mail.

Stocks bought and sold.

All negotiations strictly confidential.

splendid success since starting some months ago, and are now cutting both men's and women's inner and outer soles and counters.

The many friends of Alderman G. D. Christie, shoe retailer, of Victoria, B.C., will sympathize with him in the loss of his mother, who passed away at Lachute, Que., on April 6th.

Shane Bros., of Yarmouth, N.S., have closed their "Cut-price Shoe Store," the lease of the stand having run out. They will continue business at their old premises, known as the "Cash Shoe Store."

James Rae, shoe dealer, Vancouver, returned recently from a trip to Tacoma, Wash.

Geo. R. Gavin, shoe dealer, Ladysmith, B.C., has moved into his new store, which is neat and attractive.

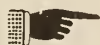
Archie McDiarmid, vice-president of the Boot and Shoe Workers' Union, Local 458, Fredericton, N.B., who is employed by the Hartt Boot and Shoe Co., will represent the Union Shoe Workers of Eastern Canada at the twelfth biennial convention of the Boot and Shoe Workers of America in Philadelphia in June.

R. J. Orr, who represents the Canadian-Arrowsmith Mfg. Co., Niagara Falls, Ont., has returned from an extended and successful selling tour throughout the Prairie Provinces.

Among the shoe travelers who recently paid a visit to Vancouver, B.C., were:—M. L. Savage, Tetrault Shoe Mfg. Co., Montreal; J. Trick, Wayland Shoe Co., Montreal; Robt. Wall, Perth Shoe Co., Perth, Ont.; L. M. Stock Walker, Parker & Co., Toronto; H. E. Wettlaufer, Chas. A. Ahrens, Limited, Kitchener; Geo. J. Scott, P. Jacobi, Toronto; R. J. McAllister, Brandon Shoe Co., Brantford, and E. Sart, Hydro City Shoe Co., Kitchener, Ont.

This Advertisement is printed
for the purpose of fixing

**OUR NEW
TRADE MARK**

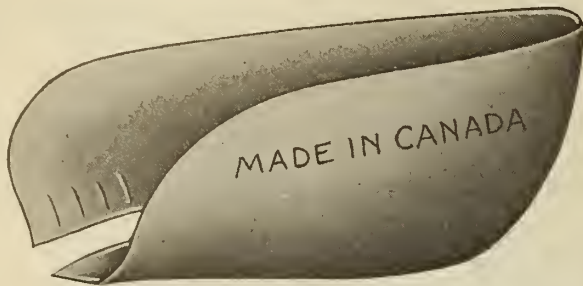


indelibly in the minds of the
trade. It represents all that's
BEST in Felt Footwear.

THE COBOURG FELT CO.
COBOURG, ONT.



OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly **HALF A CENTURY**. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

PARKER'S FELT BOX TOES

Some of Our Lines

—
"Waxol"
Shoe Felts
Polishing Wax
Sewing Wax
Dressings
Box Gums
Patent Leather
Repairer
Fish Glue
Dry Paste
Blackings
"Carbicon"

and a complete line
of Shoe Findings

The kind that give satisfaction. They are waterproof and are not affected by heat or perspiration of the feet.

Once tried always used.

Write for samples and prices.

Selling Agents for

PERTH FELT CO.

PERTH, ONT.

Makers of the Finest Line of
Shoe Felts made in
Canada

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL



SELLING AGENTS
FOR

PYROID SHOE BUTTONS

Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT

Extensive improvements are being made to the department store of J. F. Cairns, Limited, Saskatoon. The shoe department, which is on the main floor, has been largely extended and now occupies practically the whole space formerly taken up by the grocery branch, which has been moved to the basement. This will give the footwear section much needed accommodation. Several important changes have been made to the staff. W. F. Moser has been made superintendent or service manager and W. Purvis has been promoted to the position of merchandising manager. Both these gentlemen have been with the Cairns establishment for several years and have been successful heads of their departments.

M. J. Sheehy, who for the past three years has been superintendent of the Perth Shoe Company, Perth, Ont., has been appointed superintendent of the John Ritchie Co.'s factory, Quebec, and will enter upon his new duties in the near future. Mr. Sheehy is one of the most expert, conscientious and faithful shoemakers to be found anywhere, and, previous to going to Perth, had an extended and successful experience in various factories in the United States. The Perth Shoe Co., while regretting the loss of his services, wish him every prosperity and increasing usefulness in his larger sphere of operation in Quebec.

CONDENSED ADVERTISEMENTS

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

WANTED—Retail Shoe Salesman with some experience, for progressive city store. Apply giving full particulars regarding experience, salary and references, Box 48, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

I SPECIALIZE ON
SHOE STAMPS

STEEL STAMPS & DIES

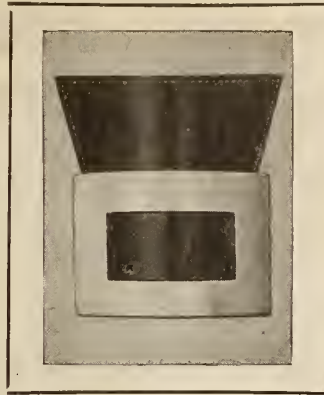
DESIGNS
ON REQUEST

W.D. ARMSTRONG

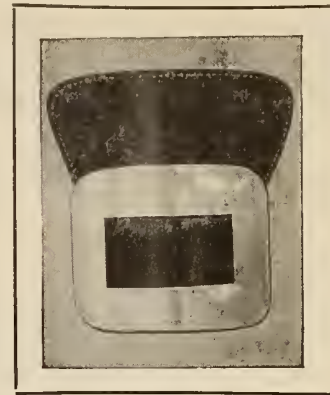
230 CRAIG ST. W. PHONE 675 MAIN MONTREAL



COMBINATION C-133



COMBINATION C-124



COMBINATION C-132

TRIM YOUR STOCK WITH Chandler's Colonial Combinations

(Tongues set lower than samples shown if so ordered)

The above styles may be procured in the following combinations :

Patent leather tongue in metal or leather covered buckle to match. Also gun metal, white, canvas and white buck.

Patent or gun metal tongue, with oxidized buckle. "C 133" illustrated.

Patent or gun metal tongue, with nickel buckle. "C 132" and "C 124" illustrated.

WRITE FOR AN ASSORTED SAMPLE DOZEN PAIRS

C. A. BROWNING CO., 30 Franklin St., Boston, Mass., U.S.A.



The Standard of Worth "Moose Head Brand"

is an established standard of quality and worth because of the best materials and competent workmanship in every pair of our

OIL-TANNED LARRIGANS, SHOE PACKS,
SPORTING BOOTS and SUMMER PACKS.

They will make business for you.

*Largest and Oldest makers in
Canada of Oil-Tanned Water-
proof Footwear.*



John Palmer Co. Limited
Fredericton. N. B.

TANDOP FOR FADED AND LIGHT TAN SHOES

*Changes the Color to the Rich, Deep Mahogany
Now so Popular*

Have YOU any LIGHT TAN SHOES warming your shelves?
Get some TANDOP and watch them move.

Put up in Three-Ounce Bottles at \$3.00 Per Dozen.

NOW is the Time to Get Rid of Odd Lines.
Shall we send YOU a dozen?

L. H. PACKARD & CO., Limited
MONTREAL
CANADIAN DISTRIBUTORS

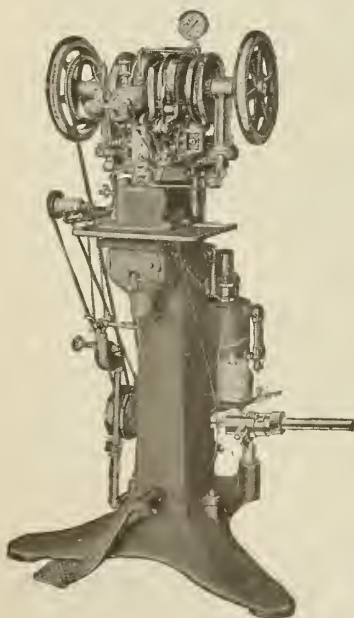
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

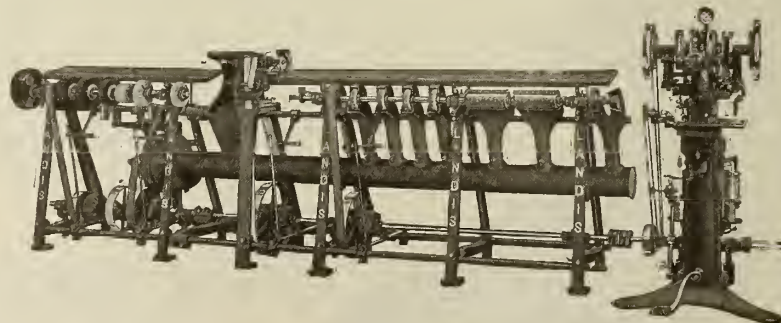
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price 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



YAMASKA

The brand that is always in demand every shoe - selling day in the year

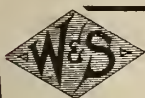
The range includes:

SHOES FOR MEN, WOMEN AND CHILDREN

Solidly made of best materials they will give unbounded satisfaction in long wear. They are a line on which you can build up an enviable reputation, because of their extraordinary value.

*To see our Fall Samples means
you will place an order*

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



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

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 - MONREAL, 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 WAREHOUSES
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.

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.



Adelard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

1870 St. James St.

Regd.

Montreal, 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

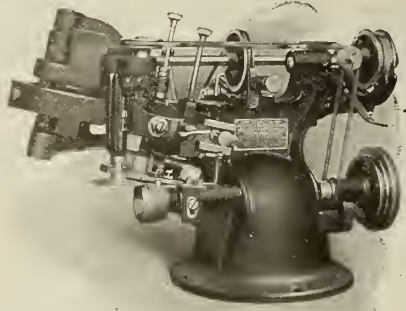
Has a full goat grain and the fibre and texture of the ordinary kid. It comes
in bright or dull finish. Order early for delivery as soon as possible.

Head Office:
491 St. Valier St., Quebec

LUCIEN BORNE

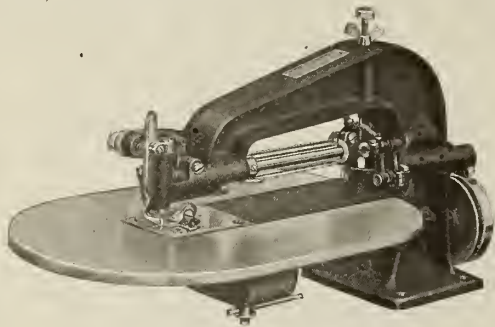
Montreal Office:
152 Notre Dame St. W.

PEERLESS MACHINES



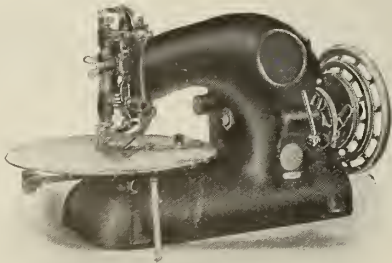
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.



*A
Money
Maker*

*for Your
Retail
Store*



A Marvel of Efficiency, an
Every Day Time Saver
and Money Maker

The Independent Shoe Button Attaching Machine

Will set all sized buttons almost instantly.

SOLD OUTRIGHT. And we'll keep it
in repair for you for one year WITHOUT
COST TO YOU.

Enough wire for 100,000 fasteners in-
cluded with each machine.

Don't lose a minute. Write at once.

Independent Button Fastener Machine Co.

5 Wellington St. East
TORONTO

Specify

AIRD & SON'S Women's McKays and Turns

When You

ORDER FROM YOUR JOBBER

Made in pleasing and attractive styles and so priced that it adds to their popularity and makes them quick sellers.

AIRD & SON (Registered)

MONTREAL

A. DAVIS & SON

KINGSTON TANNERY

KINGSTON, ONTARIO

MANUFACTURERS OF

High-Grade Shoe Leathers

Including:

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.

Military Leather.

OUR GUN METAL
AND MATT SIDES

Are pronounced by those who have used them as the best value on the market. They have those qualities that not only mean wear but appearance, and above all

THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

Why Burn Profits?



Here's an attractive source of dividends to which you should not close your eyes.

Waste Paper
is no longer waste

with a

Simplex Baler

Efficiency High ————— Price Low

It immediately becomes marketable
and a source of profit

Send for full particulars about where to sell

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

General Sales Company

123 Bay Street, Toronto

Edwards & Edwards
TANNERS OF
SHEEPSKINS
FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOOD
SKIVERS
EMBOSSED LEATHERS
ETC., ETC.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

The British Wood Heel Co. Limited



Awarded Gold Medal Turin Exhibition, 1911

MANUFACTURERS OF

Wood Heel Blocks

Slipper, Louis, Parisian, Cuban, Military, etc.

Covered Heels

Blocks covered in celluloid, enamel, kid, skiver, canvas or any material or color.

Butt cased Louis and Military Heels.
Specialties: White stitching on colored leather.

Models to any design. New models got out by arrangement.

Write for Prices and Further Particulars

LONDON, S.E., ENGLAND

Factory and Offices: Windmill Road
WEST CROYDON

There is Hardly a Shoe Need

We Cannot Supply

FULL LINES OF:—

Sheepskins
 Chrome Gun Metal
 Chrome Dull and Box Sides
 Embossed Splits
 Tan Army Leather
 Glazed Kid

Superior Tip Repairer and Shoe
 Dressings
 High Grade Rubber Cement
 Independent Bottom Filler
 Cabretta
 Cotton Shoe Linings

Breithaupt Leather Co.,
Sole Leathers

Daoust, Lalonde Co., Limited
Side Leathers

John M^cEntyre, Limited

28 ST. ALEXANDER ST.

Rubber Cement and Filler
Plant:
 26 Gladstone Ave.

Montreal

Tanneries:
 1704 Iberville Street

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.

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq.
MONTREAL

OSHAWA

611 St. Valier St.
QUEBEC

WHEN YOU WANT BOOT AND SHOE

LACES

I have in stock 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.

Buy your Laces Banded in Pairs

E. W. McMARTIN

45 St. Alexander Street, Montreal

For your Soldier Trade, 42-inch Tan Porpoise Laces
and 45-inch Khaki Breeches Laces

DIES

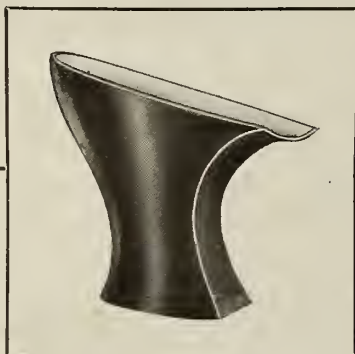
For Cutting

LEATHER RUBBER
PAPER CLOTH

*Best Quality Steel
Exact in Pattern
Prompt Service*

JAS. CLELAND, Reg'd

16 St. George St., Montreal



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHEEL

Write for Samples and Prices. These will
interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

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

Money in Waste Paper

The prices paid for Baled Waste Paper were never as high. The paper mills are simply up against it for raw material. An

All - Steel, Fireproof
"CLIMAX"
BALING PRESS

will turn all your waste paper, cardboard, etc., into money. Made in 12 sizes.

CLIMAX BALER CO. (Dept. A)
Hamilton, Ont.



Fine
McKays



Fine
McKays



The distinguishing mark of Lady Belle Shoes is their adherence to style demands without sacrificing the quality.

Wherever stocked the line has proven decidedly popular with customers and profitable to the dealer.

For those customers who prefer something really nice we have a new sport last, with the popular Half Louis Heel, that is meeting with much favor. It is to be had in Fabrics, Kid, Calf and Patents in various combinations.

We desire to call your attention to our "In-Stock" Department.
For immediate shipment we have a range of the latest popular styles, also a new line of pumps and strap slippers.

BE SURE YOU MEET OUR TRAVELLERS

THE LADY BELLE SHOE COMPANY, Limited
Kitchener, Ontario

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

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.

INDEX TO ADVERTISEMENTS

<p style="text-align: center;">A</p> <p>Aero-Peds Manufacturing Co. 11</p> <p>Aird & Son 73</p> <p>Ames-Holden-McCready, Limited..... 14</p> <p>Armstrong, W. D. 66</p> <p>Amherst Boot & Shoe Co. 13</p> <p style="text-align: center;">B</p> <p>Barrie Tanning Co. 78</p> <p>Beal Bros. I.B.C.</p> <p>Bell, J. & T., Limited..... 7</p> <p>Breithaupt Leather Co. 20</p> <p>Borne, Lucien..... 71</p> <p>Browning, C. A. & Co. 67</p> <p>British Wood Heel Co., Limited..... 74</p> <p style="text-align: center;">C</p> <p>Canadian Arrowsmith Co., Limited.... 21</p> <p>Canadian Consolidated Rubber Co... 22</p> <p>Clarke & Clarke..... 70</p> <p>Cleland, James, Reg'd. 76</p> <p>Cote, J. A. & M. 69</p> <p>Cock of the Walk 69</p> <p>Clark, A. C. 65</p> <p>Cobourg Felt Co. 65</p> <p>Clarke, A. R., Co., Limited O.B.C.</p> <p>Climax Baler Co. 76</p> <p style="text-align: center;">D</p> <p>Davis, A., & Son..... 73</p> <p>Davis Leather Co. I.F.C.</p> <p>Duclos & Payan 66</p> <p>Daoust, Lalonde & Co. 10</p>	<p style="text-align: center;">E</p> <p>Edwards & Edwards..... 74</p> <p style="text-align: center;">G</p> <p>Galt Shoe Mfg. Co. Limited 64</p> <p>Gutta Percha & Rubber, Limited... 44</p> <p>Guay, Eugene..... 70</p> <p>General Sales Co. 74</p> <p>Getty & Scott, Limited..... 19</p> <p>Gale Bros., Limited..... 71</p> <p style="text-align: center;">H</p> <p>Hartt Boot & Shoe Co. 37</p> <p style="text-align: center;">I</p> <p>Independent Rubber Co. 12</p> <p>Independent Button Fastener..... 72</p> <p>International Time Recorder Co. 31</p> <p style="text-align: center;">L</p> <p>Lagace & Lepinay..... 71</p> <p>Landis Machinery..... 68</p> <p>Lane, W. A. 38</p> <p>Lady Belle Shoe Co. 77</p> <p style="text-align: center;">M</p> <p>Miner Shoe Co. 4 and 5</p> <p>Martin Corrugated Box Co. 21</p> <p>McMartin, E. W. 76</p> <p>Montreal Box Toe & Heel Co., The... 76</p> <p>McArthur, Irwin, Limited 50</p> <p>Marsh, Wm. 71</p> <p>Midland Shoe Co. 17</p> <p>McEntyre, John, Limited..... 75</p> <p style="text-align: center;">N</p> <p>Newcastle Leather Co. 70</p> <p>National Cash Register..... 6</p>	<p style="text-align: center;">P</p> <p>Parker, Irwin, Limited..... 66</p> <p>Pfister & Vogel..... 75</p> <p>Palmer, John, Co., Limited..... 67</p> <p>Packard, L. H., & Co. 68</p> <p>Peerless Machinery Co. 72</p> <p style="text-align: center;">R</p> <p>Routier, Luc..... 71</p> <p>Regal Shoe Co., Limited..... 9</p> <p>Robson Leather..... 76</p> <p>Robinson, James..... 15</p> <p style="text-align: center;">S</p> <p>Samson, J. E., Inc. 71</p> <p>Shultz-Goodwin Co. (Inc.)..... 66</p> <p>Staynes, W. H., & Smith..... 70</p> <p style="text-align: center;">T</p> <p>Tourigny & Marois..... 71</p> <p>Tebbutt Shoe & Leather Co. 20</p> <p>Tetrault Shoe Co. 3</p> <p>Toronto Heel Co. 76</p> <p style="text-align: center;">U</p> <p>United Shoe Machinery Co. of Canada 8, 59</p> <p>Utz & Dunn Co. 63</p> <p style="text-align: center;">W</p> <p>Wood-Milne Co., Limited..... 77</p> <p>Woodward, F. E., & Sons..... 69</p> <p>Walpole Rubber Co. of Canada, Ltd. 46</p> <p>Wright, E. T., & Co., Limited..... 16</p> <p>White Shoe Co. 61</p> <p style="text-align: center;">Y</p> <p>Young, Richard, & Co. 70</p>
--	---	--

IT'S A LIVE PROPOSITION



We have in course of construction a proposition which is bound to be a big thing for many shoe merchants. We are anxious to get to the "live ones" first. Thus this method of announcing our enterprise.



Show that you belong
to the "Live Ones."



DROP US A LINE ——— AND OUR ——— SALESMAN WILL CALL

BEAL BROS. LIMITED

52 Wellington St. East

TORONTO

The Mark



of Quality

The verdict of the best Shoe Manufacturers is that
CLARKE'S PATENT LEATHERS are not excelled
anywhere by any similar product.

**CLARKE
LEATHERS**

**THE
BRAND**

**PATENT
LEATHERS**

**A
GUARANTEE**



Made from the finest selected raw stock.
Most economical cutting patent made.
Largest makers of Patent Leathers in
Canada.

A. R. CLARKE & CO., Limited

TORONTO

Branches---Montreal, Quebec

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

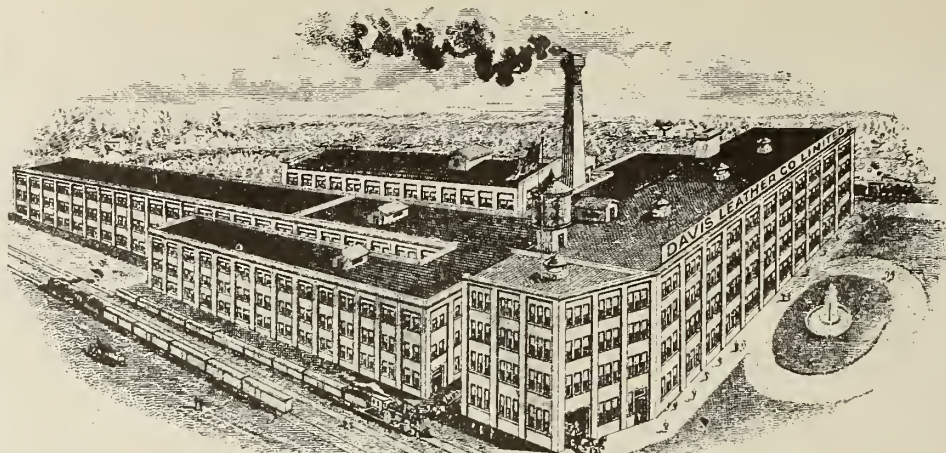
TORONTO
MAY 15
1917



J. P. DONALD, PICTOU, N.S.

See Page 40

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



**The Largest Tanners of Calf Leather in the
British Empire**

DAVIS LEATHERS

The name has become
the Synonym of
QUALITY in Texture,
Color and Finish.

DAVIS LEATHERS
stand for the best of
RAW STOCK, the
most **SCIENTIFIC**
TREATMENT, the
most skilful **EXPERT**
FINISHING.

The Manufacturer
knows what he is
cutting---The Retailer
knows what he is
SELLING.

Made from the most
carefully **SELECTED**
SKINS, yielding the
uttermost in **CUT-**
TING, and the
Highest Excellence in
FEEL and **LUSTRE.**

COLORED CALF

Our leaders in this line are Royal Purple
Russia, Brown Russia No. 66, Briar
Boarded Calf, Brown Russia No. 33,
Brown Russia No. 14, Mahogany
Russia.

GUN METAL and MAT CALF

All our standard selections in men's and
women's weights.

VEALS

Our Veals are meeting with exceptional
popularity---Black Diamond Veals, Dia-
mond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





THE
Ritchie
Shoe



IN STOCK NOW

HAVANA BROWN

TOBACCO BROWN

GUN METAL

DONGOLA

Bals, Bluchers and Oxfords

Leather and Neolin Soles

Send for latest List and Prices

THE JOHN RITCHIE COMPANY LIMITED
QUEBEC

Manufacturers of Men's and Boys' Goodyear Welts Only

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.

The Brands That Make Quick Sales and Good Profits

The HEALTH FEATURES alone of the DOCTORS AND PROFESSORS BRAND of shoes make them [decidedly easy sellers, and when the prevailing styles are incorporated with these features the selling possibilities are still further increased.

In addition to this, for years these shoes have proven their wearing-worth by giving unbounded satisfaction to those who have bought them, and these are some of the reasons for their great popularity.

Ask your jobber for them, specifying the names.

*THE
 Professor*

PAT. N^o.  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 Tebbutt Shoe and Leather Co., Limited

Three Rivers, Quebec



R
E
G
A
L

“PALL MALL”
Smooth King Bal.

IN STOCK

All Sizes

B, C and D Widths

One of our leading lines
and most popular sellers

R
E
G
A
L

THE REGAL SHOE COMPANY, LIMITED

472 - 474 Bathurst Street
TORONTO, ONTARIO

SPEED KING

*Sport, Outing and
Holiday Shoes*

These will be worn more than
ever this year.

SORT YOUR STOCK NOW

and get the best of the Rubber
Soled Footwear Trade.

There's good profit in it.

Order from any of the follow-
ing firms:—

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.

MERRITTON, ONT.

Limited



AN all brown buck
"Princess," with
self collar, nine inch
top, covered wood heel.

THOSE particular customers who are
so exacting will be at once satisfied
if you show them a Bell Shoe.

We put the quality in. The name has estab-
lished a standard of character, style and value
which at once appeals to those who appreci-
ate the best in shoemaking.

J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA



A
Few of Our Many
New Models



AIRD & SON

(Registered)

Montreal





We
Specialize in Popular
Priced Lines



AIRD & SON

(Registered)

Montreal



YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

That Constant Demand

for shoes that are stylish and at the same time possess durable qualities, yet are not excessive in price, can be met with in our strong feature lines for

**Women, Growing
Girls, Misses and
Children**

Our travellers are out now.
Don't miss seeing their
samples.

Canadian Footwear Co.

Limited

Sales Rooms
44 St. Antoine Street
MONTREAL

Factory
Point Aux-Trembles
P.Q.



Makers of Fine Shoes for the Fair Sex



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



ROBINSON'S



*Complete and Up-to-date Sorting Service
is at Your Disposal*

All doubts and uncertainty of not getting what you want are removed by dealing with us. Our In-Stock Department contains a complete range in all lines.

In your next order specify **Bostonian Shoes**. They will stimulate trade and make steady customers for you.

*Ask to See Our Line of
White Goods*

JAMES ROBINSON
MONTREAL, QUEBEC



Two Strong Features
About

Collis Calf

APPEARANCE
and *WEAR*

And it always Stands Supreme
in these.

The popular COLLIS CALF shades are COLLIS LONDON BROWN,
COLLIS MAHOGANY and TONEY RED.

Other COLLIS COLORS are BRIGHT, RUSSIAN, GLAZED,
BOARDED FINISH.

We are the Largest Importers of French Calf on this Continent. Write Us for Prices.

COLLIS LEATHER COMPANY, Limited
AURORA, ONTARIO



YAMASKA BRAND

Fills that demand you will have every day for

Men's, Women's and Children's Shoes

of the wear-well-quality and that are not excessive in price. They are a truly staple line from which you will reap good profits and they will make that kind of satisfied customers who will always "come again."

LA COMPAGNIE J. A. & M. COTE

St. Hyacinthe, Que.



Be First in the March of Progress

Feature D. & F. Brand of
footwear, the popular line
both in style and quality

The great majority of buyers want a shoe that is in every way stylish and durable, but at a price that is not prohibitive.

The D. & F. lines meet such demands. And not alone do they possess the style, they also have the wearing-quality.

Ask our travellers to show you some of our new models in **NUBUCK** colored goods. They are strikingly stylish and are very popular sellers just now.



DUPONT & FRERE

301 Aird Avenue

MONTREAL



SISMAN'S

BEST

"EVERYDAY"

SHOES

Men's, Boys'
and
Youths'

The reason all the BEST JOBBERS handle these shoes is that they are SATISFACTORY and PROFITABLE. That makes them a GOOD PROPOSITION for the Retailer also.

The Buyer Always Comes Back For More.

Women's, Misses'
and
Children's
McKays

THE T. SISMAN SHOE COMPANY, LIMITED
AURORA, ONTARIO

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

The Just Wright
TRADE MARK SHOE



The Just Wright
TRADE MARK SHOE

STOCK No. 11—Select Gun Metal Calf City Bal., Plump
Single Sole, MAZDA Last. STOCK No. 10—Same in Tan.
Widths A to D

One of the New Just Wright Shoes

There's an air of distinction about the above boot. We designed it and made it to meet the present style demand. The sale results have surprised us.

Order a pair or two through our efficient IN-STOCK SERVICE and be convinced of its selling powers.

We have other new ones, just as snappy, just as good value. Send for particulars.

Get the habit
of using our
IN-STOCK
SERVICE
It's a Worry
Saver

The E. T. Wright Co.
Incorporated

St. Thomas
Ontario

Rockland
Mass.

It will save
you \$\$\$\$ if
you use our
IN-STOCK
SERVICE

The illustration shown herewith represents one of the new cards in colors recently issued by the manufacturers of "Life-Buoy" Rubber Footwear. Owing to recognized improvements that have recently taken place in canvas shoes with rubber soles, lines are now made for every-day and street wear, as well as for sporting purposes. The increasing cost of leather footwear has influenced this demand to a large extent, and as a result the production in "Life-Buoy" Canvas Shoes will be trebled for the coming season.

Some of the newer lines made are intended expressly for street wear and others for every-day wear for the working man. The latter are made with unusually heavy duck and with double soles and solid rubber heels. The soles on some better grades will outwear the soles on the average leather shoes, which has been repeatedly proven by test.

Canvas shoes with rubber soles have certain advantages over leather shoes, such as the protection of the foot against dampness, and the extra com-

fort and elasticity in addition to their more economical price. These shoes are noiseless, and will not mar floors like the heavier grades of leather shoes sometimes do. The genuine leather insoles in "Life-Buoy" Lines prevent "drawing" of the foot, which inevitably results where only cotton insoles are used.

There is little doubt that the demand for this class of goods will keep manufacturers more than busy throughout the season, and the merchant who is wise enough to protect himself with a good stock of "Life-Buoys" now, will have reason to congratulate himself later, on his good judgment.

Readers of the Shoe and Leather Journal who are not stocked with "Life-Buoy" Rubber Soled Summer Footwear should get in touch immediately with

THE KAUFMAN RUBBER COMPANY, LIMITED

either at their Head Office, Kitchener, Ont., or at one of their branch warehouses at London, Toronto, Ottawa or Montreal.



The Solid Leather Line

The jump in prices has not caused us to abandon our policy of putting the best there is into Hydro City Shoes. They are the same Solid Leather Lines as before. We consider substitution a folly. We have built our reputation on Solid Leather Shoes and purpose to maintain it. The demand now is for Shoes that will wear.

Our lines will do this and they are the styles and models that are asked for every hour in the day. That persistent trade that yields the profits.

EXAMINE OUR LINES BEFORE PLACING

Hydro City Shoe Manufacturers

LIMITED

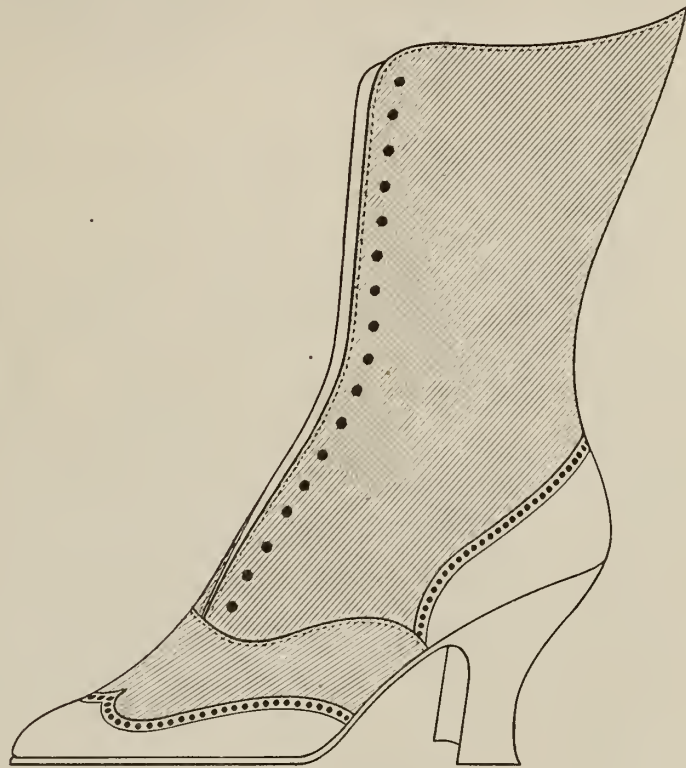
KITCHENER, ONTARIO



*"Vassar" & "Altro" for Women
"Beresford" & "Minister Myles" for Men*

Women who express a fastidious taste in footwear will approve of these stunning Boots of fine serviceable cloth.

Made on the same lasts as our highest priced leather models, they will retain their shape and smart appearance, the same as boots of the best of leather.



Concentrate Your Action on the Big Guns

They are the most important factors in any field of operation and their action has considerable bearing on the degree of your success.

The most effective work can be done with the aid of "Minister-Myles" Brands.

Placing or Sorting—we can take care of your needs.

*Minister Myles Shoe Co., Limited
Toronto*

New Address
201 Inspector St.
MONTREAL



Telephone No.
Main
5447

Canadian Consolidated Rubber Co., Limited

Announce the removal of their EXECUTIVE OFFICES and the SALES DEPARTMENT of their MONTREAL BRANCH from Notre Dame Street East and Papineau Square to

THE RUBBER BUILDING

201 Inspector Street
MONTREAL

This central location, being more convenient, will increase the facilities for a better and quicker service to the trade when in need of rubber footwear.

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

A TIME TO PRESS NOT FALTER

Retail Trade Inclined to Lag—Cool Weather Against Fine Trade—Only Six Weeks More for Active Selling—Clear Up Stocks for Midsummer Quiet

THE weather is blamed principally for the slackening of trade in shoes for the past two weeks. Reports say that there has not been the amount of business done by a considerable amount that there was for the month immediately following Easter.

The weather cannot be entirely responsible for this comparative quiet as it has not been such as to interfere generally with the wearing of spring apparel. Nevertheless, it is easy to understand how light shoes should not be as much in evidence as when the weather is brighter, and when people are inclined to discard heavier wear, both inside and out.

There is also a wave of economy just now passing over the country, due largely to the food scare. The high price of necessaries is leading the public to tighten the purse strings, and this involves the cutting off of expenditures that at all may be considered as luxuries. Then, too, people have been following the advice of the rubber manufacturers, and encouraged by the prevailing wet weather have delayed their footwear purchases by hiding their shoe shortcomings with rubbers. At all events dealers say that the regular trade has been slack while the rubber shoe business has been unusually good for this time of the year.

In the West business started well this spring, and for a while orders came in well, but the delay in seeding and the talk of short crops, through lack of seed, has dampened the ardor of purchasers until wholesalers report a cautiousness in buying that is making itself felt with those who have anticipated a good season's trade. Everybody seems to be feeling his way carefully.

There is no doubt that this spirit of caution is more or less permanent, and so far as it is within reason, it is a wholesome sign. But should it lead to that parsimony that ties up business, and locks pocket books, it will produce widespread disaster. Every effort should be made to promote confidence in the general situation. There is abundance or rather a super-abundance of employment in rural as well as urban centres, and this means a steady flow of currency through channels that ought to be productive of good. While extravagance should be discouraged, people should be advised to follow their usual habits of free, but sensible spending. The talk about famine may be necessary to stir the authorities to needed action, with regard to speculation in commodities that mean life to the community, but it is apt to promote panic.

The duty of the retailer is to keep his goods before the public in such a way as to insure active movement. There are only six short weeks until the summer months of quiet are upon us, and these weeks should be used to clear the shelves, especially of fancy lines of footwear. By the month of July we ought to have day-light on some of the questions that vex the public mind. The new season's produce will have begun to come in and the assurance with regard to fall crops will be possible. There is every reason to believe that the crop yield will be rather more than the average, and, although it will all be needed, the money it will set in circulation will mean good business.

The American War Tariff

The Ten Per Cent. Tariff for Loan Purposes Affects the Leather Trade in Canada as well as the United States---No Appreciable Effect upon the Shoe Trade

THE recent announcement of the war tariff of 10 per cent. ad valorem upon all articles imported into the United States created considerable excitement, both across the line and here. It was thought at first, that the Bill would apply only to manufactured articles, and it was so stated in some of the press despatches sent out when the legislation was announced. It has since transpired that the impost is to apply to all goods brought into the United States, whether previously free or subject to duty.

This, as may be readily understood, means a great deal to the tanning industry of the United States, especially as applied to the importation of hides and skins, which previously came in free of duty. As a result a large deputation of leather manufacturers waited upon the Senate Committee at Washington on May 14th, to protest against the increased cost of their raw material as involving a higher cost of finished leather which would affect the price of army shoes and other equipment, as well as the price of shoes to the general public.

As the war tax would naturally affect Canadian leather business which in the past two or three years has grown appreciably, and more especially since the removal of the tariff on leather, the "Shoe and Leather Journal" at once got in touch with some of the leading spirits in the hide and leather trade and sent a special representative to follow up the matter. In this way we have kept the leather trade here, by letter, in daily touch with the situation. With the duty applying to hides as well as leather there would be little change in the statu quo, but, of course, with the duty on leather alone a handicap would be put upon Canadian business in leather which might seriously impair its development, if it did not stop it altogether. In the meantime, Canadian contracts under way have been pushed forward, and shipments made as expeditiously as possible in order to avoid the chances of increased cost in the manufactured product.

There has been some talk of admitting leather required for army work in accoutrements, shoes and the like into the States free of duty, but no regulation of this kind has as yet been issued. No doubt arrangements will be made to make available for military purposes, not only sole leather, but other lines used by the War Department by a system of permits such as obtains in England.

The duty as applied to footwear will have little effect here as Canada has not been exporting shoes to any extent across the line, and, no doubt, if it should become necessary to help out with army footwear, arrangements will be made to have the goods reach the authorities free from the extra cost imposed by the tariff. The tariff is purely a war measure, and is being accepted as such by the trade across the line. At such a time as the present, with the two nations standing shoulder to shoulder in the same great cause, every effort should be exerted to avoid anything like friction. The proposal to put an export duty on domestic hides sent out of the United States, which fortunately was not seriously considered by the American Government, was one of those mischievous bits of commercial legislation that always leads to reprisals and consequent bad feeling. The war is drawing the two peoples together, and it would be a pity to allow anything to interfere with the co-operation and good will, so essential to success.

The Jobber as Factor in Shoe Trade

What He Furnishes in the Way of Ideas, Service and Facilities—He is the Storehouse, the Buyer, the Adviser and the Helper of Many—His Place and Purpose in the Scheme of Things—Wholesalers are now Right up to Minute and Specialize on Many Lines

“BUY from a jobber? Well, I guess not. Do you suppose that I am going to pay those fellows a large commission, in these days of high priced shoes? No, sir. I go direct to the manufacturer. No jobber for me.”

It was a Western Ontario shoeman who had spoken, as he was called upon by a representative of a leading wholesale house, whose reception was rather chilly, not to say frosty. The salesman, however, did not lose his good temper, and invited the retailer to drop into the warehouse when he was in the city, if only to have a chat and shake hands.

It was not more than five weeks after the foregoing incident, that Mr. K——, happening to be in town, sauntered into the wholesale shoe establishment one Friday afternoon. The traveler had returned from a week-end trip, and greeted his visitor cordially. They discussed affairs in general, and in walking around the sample room, the visiting shoeman happened to pick up a vici kid bal, whole quarter foxed, with matt kid, eight inch top, plain toe, flexible sole, and Louis heel. It was a shoe that they sold at \$4.75. He looked at the boot and was delighted with the style and last, and said he wanted to use it as an alternative with his L— line, which he obtained from an Eastern manufacturer.

It Was More Than Substitute

“Why,” he declared, “this shoe looks equally as well as the one for which I have been paying \$5.25, and I do not see why it should not work in very well as an alternative.”

“Well look here,” declared S——, the traveler, “if this shoe is good enough for a substitute, if it has the looks, the appearance, the style and the finish that the manufacturer’s line has, why not let us have your order for 120 pairs? We happen to have a large stock which we bought before the recent sharp advance went into effect.”

“Well, I did not know you had such splendid facilities in your warehouse. I thought you bought only rough and ready lines, and a few of the cheaper summer goods,” remarked the caller.

“Oh, you see, that is because you have been prejudiced to a large extent. I told you we could give you a service and a stock that are unsurpassed. I also told you the goods were here when you wanted them, that we could give you quick shipments and splendid sorting facilities. We are like a buyer for you right on the spot; we are in close touch with the markets; sense styles, and know what is selling readily, and what is likely to move. Of course, we now and then make a mistake, but on the whole, our men, visiting the leading centres of information several times a year, can pretty accurately gauge what will be the most profitable range to place on the ordinary shoeman’s shelves.”

The visitor listened for some time, and certainly had his eyes opened to the place and purpose of the jobber in the community. Before departing, he gave the traveler a generous order, not only on women’s, but in misses’ and children’s summer foot toggery. The goods were shipped and in his establishment ready to dispose of, within a couple of days.

Smart Representative Footwear

This is only one instance of many that might be enumerated, on the how and why the shoe jobber is in business to-day. The number of wholesale shoe houses is increasing each year. The tendency is for the large ones to grow larger, and the reason they do so, is by the service they render and the representative character of the goods they carry. True, at one time, jobbers carried only bread and butter lines or heavy, staple stuff. A certain style would come in—the people would be asking for it, and before the jobber could secure and offer it to his customers, the demand had ceased. When the belated goods arrived, why they had to be sacrificed, in order to find a market at all, but that day is now past. Scarcely a seasonable novelty appears, but what the jobber has his line and shows his samples, just as quickly as the manufacturer. His range, of course, does not perhaps embrace as many colors in cloths and leather combinations, but, for conservative, artistic shoes, the up-to-date wholesaler now has something very neat to offer, and can furnish the merchant with these lines in any desired quantity and sizes. He is going in more and more for specialties.

It has been stated that the jobber is a middle man, and that by the retailer purchasing direct from the manufacturer, all go-between cost is cut out. This is a far-fetched and illogical deduction or assertion for shoe manufacturers have their own travelers, who are paid liberal salaries, and, there are many other considerations which might be enumerated. It must appear to all, that the jobber can do business on as economical a basis as any manufacturing concern, and in addition, he carries stock, gives service and provides unsurpassed facilities. This is not disparaging the worth and work of the average shoe manufacturer. Where the jobber comes in is, that he supplements or is the complement of the manufacturer in many endeavors and achievements for the weal and uplift of the trade as a whole.

It is true that some shoemen get along without purchasing anything from the jobber, but not infrequently, they are very glad to apply to him for certain goods, which they want promptly and in certain specified quantities. The jobber is really a big in-stock department. He is the eyes and ears, the fore-runner of the retailer in many instances.

Trade Mark is Business Life Insurance

Advertising That Trade Mark is Paying the Premium on That Life Insurance—
When Your Order Book is Full You Do Not Put Your Trade Mark Out of Sight
—It Means Firm and Its Products Stand for Honesty, Quality and Service

“**T**HE Value of Trade Marks” was the subject of a cogent and convincing address delivered by Mr. R. W. Ashcroft at the recent complimentary banquet in Kitchener, Ont., which was tendered by the members of the newly formed Kitchener Manufacturers’ Association to Mr. T. H. Rieder, President of the Canadian Consolidated



R. W. ASHCROFT, NEW YORK

Rubber Co., Montreal, on the occasion of his leaving his native city to take up his permanent residence in Canada’s commercial metropolis.

Mr. Ashcroft is one of the most widely known publicity experts in America, being advertising manager of the United States Rubber Co., with headquarters in New York. Previous to his removal to that city he occupied a similar position with the Canadian Consolidated Rubber Co., Montreal. His remarks aroused much enthusiasm for, as a speaker he is always bright, original and instructive.

“Let us go back a few thousand years,” said Mr. Ashcroft, “and trace forward rapidly the steps which lead us to modern merchandising methods. In the beginning there was production. Man produced what he needed—food and a little raiment, and perhaps a dwelling of one sort or another. As the sun of civilization climbed a little higher in the heavens, his needs grew more numerous and complex. In a very few generations, therefore, we find some men or groups of men producing a little more than they actually needed themselves and disposing of this excess production of food and raiment—and what were

then luxuries—to other people who came to them.

“Then came caravans, galleys and sailing ships bringing from the Orient laces, spices, tea, silk, rugs, jewels, and so on. These were traded for whatever the owners desired or the buyer had to offer. Those of you who travel in isolated sections of the country know that this form of trading is still in existence. The garden truck and other natural products are traded at the general store for merchandise needed by the farmer.

Who Were the First Salesmen?

“Traveling peddlers, like traveling actors, were the next step forward in the development of distribution, but for the most part the selling of merchandise followed the spread of the fame of certain goldsmiths, silversmiths, weavers and boot makers, and to them for their wares people traveled from many distant parts. The first Bible, printed in what is now Germany, by Guttenberg, was distributed in England by zealous martyrs, who risked and often lost their lives through their zeal for Christianity. Perhaps these were the first traveling men.

“The freedom of the people from the feudal laws and barons gradually resulted in the establishing of towns and cities, and while this was going on, exploration by daring mariners and overland travelers resulted in the populating of the colonies. Then came steamboats, steam trains and a system for facilitating the distribution of merchandise, which today is termed credit. Offshoots of this arrangement are insurance and the various banking and financing means by which large enterprises are floated and maintained.

“The establishing of the cities meant larger business for those little concerns which had won their reputation for the quality of their jewelry, boots, silks and so forth, and, in some instances, one of the partners would make an occasional trip to nearby cities, or in some cases to India, America, or other points distant from England, which had become the producing centre of manufactured goods. Articles for adornment or for raiment were probably the first items sold by merchants. In many instances of course, the captain of the vessel or the supercargo was the salesman in charge of the consignment.

“Most of you are familiar with the story of the wonderful growth of the Honorable East India Company, and the Hudson’s Bay Company—the latter of which, through its posts or trading stations, dealt with the original inhabitants of this country. Out of this condition developed what is known today as the system of traveling salesmen.

The First Known Advertising

“Four or five thousand years ago a slave ran away from his owner in a region near the Red Sea. The owner of that slave is the first known adver-

tiser. He had a full description of the slave chiseled into a clay tablet and sent broadcast by carrier. The original tablet containing this first-known advertisement is now on exhibition in the British Museum at London.

"The first advertising done in the newspapers of the United States and Canada referred to patent medicines, lotteries, real estate, boarding houses, stage coach systems, theatres, schools of penmanship, Portuguese leeches, and small merchants. With the trade-marking of merchandise, however, and the remarkable growth in the number of publications in this and other countries, advertising has developed within a generation to its present vast extent.

"The first trade mark was put on merchandise for identification purposes. Even the manufacturer of certain articles sometimes has to examine his own coat or hosiery or other product very carefully, when it is shown to him with products of other manufacturers, in order to identify any particular number of his own make. So, to enable the jobber and the dealer—and, of course, the consumer—to identify certain products, certain trade marks and containers were conceived.

"A 'Trade Mark' is a symbol—a picture, a label, a word or a combination of words—attached to the goods of a manufacturer, identifying them as his product and distinguishing them from other like goods. A simpler definition is this: A trade mark is a **pride** mark. It says: 'I, Mr. Manufacturer, am **proud** of these goods. Use them, and you will swear by them.'

"Manufacturers, generally speaking, may be divided into two classes—those whose goods are trade-marked, and those whose goods are not—those who are on top with high-grade and trade-marked merchandise, and those who are **not** on top with mediocre and nameless goods. Trade marks were in vogue as far back as the commencement of the seventeenth century—more than three hundred years ago.

"In the reign of James I. a clothier was fined, or maybe imprisoned, for trying to pass off his inferior product as that of a competitor who had made a name and reputation for good goods.

The Protection of Trade Marks

"Today, in this twentieth century, the British, the French, the American and other democratic governments, give as much protection to trade marks as they do to any other national obligation—whether to citizen or to alien. In these enlightened countries, if you make a good mouse-trap you can christen it and trade-mark it, and advertise it, and the world will make a beaten path to your door. Submarine manufacturers of imitation mouse-traps may try to torpedo you, but you and your business will thrive just the same.

"I don't know **why** your president should have asked me to talk to you about trade marks, but he is a bit of a humorist, and I suspect he is pulling your leg as well as mine. I suppose he is hoping I will unload on you a bunch of dry statistics, proving the benefits accruing to ownership of a trade mark. Well, we'll try to oblige him.

"Adolphus W. Green died the other day at the

age of 74. He rose from being an obscure lawyer to the presidency of one of the largest and most utilitarian organizations in the United States—the National Biscuit Co. He did it because he believed in trade marks.

"Shortly before his death he said of the trade mark 'Uneeda': 'We would not consider its sale for less than the total capital of the company. For,' he continued, 'factories may burn down and we can replace them; but take away the trade mark of Uneeda Biscuit and the foundation of the business is gone.'

What Certain Names are Worth

"Mr. Heinz would probably want \$100,000 a piece for each of his 57 varieties.

"The five letters K-O-D-A-K are probably worth \$1,000,000 each.

"The Gold Dust Twins could quit dish-washing to-day, and live in luxury for the rest of their lives.

"The name 'Mark Twain' brings an income of over \$50,000 a year to his sole surviving child.

"The names 'Australia,' 'New Zealand,' 'South Africa,' 'India,' 'Canada,' and what they stand for, are worth life itself to the British Empire.

"The name 'Kitchener' is the best, the proudest, the bravest, any manufacturer, any community, any association could claim.

"To be identified with the Kitchener Manufacturers' Association, as I presume most of you are, means that you and your products stand for honesty, quality, efficiency and service."

"All we manufacturers, both in Canada and the United States, are busy, very busy, to-day. We are working at full capacity. It is no trouble at all to sell goods. Our problem is one of production.

"Some of us are inclined to sit back and say, 'What's the use of soliciting business? What's the use of advertising? I have enough orders booked to keep my mill busy for months and months.'

"But the wise ones among us are more farsighted. They see their opportunity—an opportunity that will never occur again. The opportunity is this: To so establish their names, their trade marks, their community, in the minds of the buying public—not only of Canada but of other countries that, when conditions return to normal and all the factories of Canada, of the United States, of England, France, Germany and Austria commence once again to produce peaceful goods for the consumption of the world—that the buying public will recognize their product as being reliable and as being good value.

"A trade mark is business life insurance.

"Advertising that trade mark is paying the premium on that life insurance. When you are in good health, do you drop your life insurance, do you fail to pay your premium when it falls due? Certainly not!

"And, likewise, when your mill is busy, when your order-book is full to over-flowing, you do not put your trade mark out of sight and ignore it.

Safeguard for Rainy Day

"On the contrary, you treasure it and you publish it more than ever; it is your safeguard for a

(Continued on page 26)

Don't Give New Pair With Every Complaint

Wholesaler Says Many Merchants are Too Ready to Take Shoes Back Even When They Have Been Worn for Months and Then Forward to the House Asking for Credit Note for Full Amount—Shoes Will Go Wrong, of Course, but Not Always

“**S**HOE retailers should have more backbone. They seek to curry favor with their customers, even at the expense of the manufacturer and wholesaler. They are wittingly being imposed upon, and rather than adopt a firm attitude and square matters with the customer at once, they hand out a new pair of shoes, and send along the old ones which, in many cases, have been worn for weeks, to the factory or the jobber, expecting a credit note for the full amount.

“Now, of course,” declared the speaker, who is a leading wholesale shoeman, “I know there are defects, oversights and short-comings in all shoes. Stitches will rip, leather will crack, hooks will pull out, heels will come off, soles will separate, counters will break down, box toes will cave in, but such frailties are not common and in many instances the shoes must have been subjected to the severest strain in order to make them go wrong.

All Shoes Will Never be Perfect.

“But I am taking shoes under normal conditions. If there is any defect within a week, or two weeks, after they are worn, of course the retailer should make it good, and have them repaired, or, if necessary, give the complainant a new pair, and the wholesaler or manufacturer should stand the expense. What I am talking about is the return of shoes that have been worn two months to three months, and if they have developed some weakness, why should the retailer assume that the shoes have not given satisfaction, and seek to make the manufacturer pay for two or three months' wear? Why should not the consumer pay for the service given?”

“Now, the average life of a pair of shoes, without resoling, is possibly four months, and if footwear is returned at the end of two months, taken back and a new pair handed out, then the wearer gets the advantage of two months' usage, free of charge. The fairest way to deal with such cases is, if the shoes have been worn six weeks or two months, is to make the patron pay for the period of service the footwear has rendered. The consumer should bear his proportion of the loss.

“Let me explain it in this way. Many retailers owning automobiles buy a new set of tires, which, under normal conditions, are guaranteed to cover 5,000 miles. If a tire should become faulty after traveling 200, 300 or even 400 miles it could be returned to the manufacturer, and a new one would be given gratis to the owner of the car. But if that tire had gone 1,500 or 2,000 miles, and the owner sought to obtain a new one to replace the defective one, he would not get it free of charge, the same as some people do shoes, after six weeks' or two months' service. The rubber people would charge him proportionately for the 1,500 or 2,000 miles covered. In other words, he would have to pay for the use

of the tire for that number of miles. And it is only fair that he should do so. Such a concession is a just and right one on both sides, and so it is with the shoe retailer. He should not be too ready to pass a complaint and hand out new pairs without making the consumer pay for the wear which the footwear afforded him.

“I am often amazed at what shoes will stand. They are subjected to strain and stress such as no other article of apparel receives. People expect altogether too much of their pedal toggery. Why, I had about a dozen shoes come in the other day from the west, and among them was a child's welt which had a hole burned right through at the ball. It looked as if the sole had been placed upon a coal, been over a fire, or been up against a red hot poker. I did not blame the proprietor for sending back these shoes and giving the customer a new pair. I think it must have been a green clerk who certainly had one put over him when he accepted them. Possibly more shoes are returned which are burned through the carelessness of the owner than for any other cause, and in a case like this should the retailer stand for any such imposition or misrepresentation? If boots are burned at any point it is the fault, pure and simple, of the wearer, who has possibly got the leather wet and placed the shoe near the oven, grate, radiator or register to dry.”

TRADE MARK IS BUSINESS LIFE INSURANCE

(Continued from page 25)

rainy day. I firmly believe in community trade marks. Such trade marks afford double-barrelled protection to the manufacturer who can use them. He has the protection of his own mark, coupled with that of his community.

“You Kitchener manufacturers are fortunate in that your Association—the Kitchener Manufacturers' Association—provides you with a supplementary trade mark which strengthens your own—which means honesty, quality, efficiency and service. Henceforth it will appear on the cartons, on the packages, on the cases, on the letter paper, on the envelopes of your best and most thriving industries—industries still yet in their infancy. Can any Kitchener manufacturer afford to fail to take advantage of making it known to the world that he belongs to a community whose name represents everything in life that is worth while? I think not!

“But to those who may be faint-hearted, who may be backward, let me try to tell a little fable. Aesop did not write it, but it is a good one.

(The moral of the fable was: “Do it now!” It related to an industrious bee and a troublesome bull. Either Mr. J. A. Connor, of Toronto, or Mr. Ashcroft will be glad to tell it to any of our readers who call upon them.)

Stray Shots From Solomon

A good deal of time is wasted by some people getting ready to get ready to do things. By the time they are in shape to start the go is all out of the enterprise and it flattens out like a stale pancake. Preparation is a good thing in its place, but it is not the whole thing. There are men who seem to think getting ready is doing things. They spend most of their time at the preface and never get to the book itself. "Do it now." "A dream cometh through the multitude of business," and many business undertakings end in dreams because of the multitude of preliminary talk. Deeds not words count. Get down to business. A real day's work with something accomplished, no matter how crude the results, is worth all the fussing and chatter of weeks of busy idleness that get one nowhere. Plenty of men are "busy here and there" like the man in Holy Writ and let duty and opportunity escape them.

* * * * *

This is an age when waste is a crime. "Gather up the fragments" is the watchword. Fortunes are made from by-products. Dust heaps are sifted. Slag piles are put through the retest to extract the very last grain of usefulness. Look about your business for the leaks that make the difference between profit and loss. Saving at the bung and wasting at the spigot is the secret of many a failure in life as well as business. "He that gathereth by labor shall increase." The man who watches the little things will make sure of the totals. Take care of your moments and hours and your days will turn to profit. The ball game and golf are all right in their place, but if some men put as much energy and care into their business as they put into a long shot or a good fishing expedition, they would be ready to retire in a short while. Watch the little things for out of them come the issues of life.

* * * * *

There are those who are ready to drop out of the race just as soon as someone hints that they are getting "too old." Professor Osler did a great thing for the race when he made the offhand claim that men might be chloroformed at forty as far as their usefulness was concerned. The statement startled the whole world and then it started people discussing whether it were true that most men had "shot their bolt" at forty. It has brought to light a good deal of information as to what men who have been considered "old" have done for their times and the race generally. Men prominent in politics, business, philanthropy, literature, and so forth, were shown to have done the best work, many of them after the age of sixty. Don't make years your excuse for being lazy or ambitionless. No doubt you are living and, particularly eating, as

you used to do when you had growing pains. You have not used the common sense with which nature has furnished you to conserve your mental or physical strength. There are men at eighty who are not as old as you are at forty-five. The fault is with you, not with your years. Your best lies ahead of you, if you only rise to the occasion.

* * * * *

Abraham Lincoln said once that God must have loved plain, ordinary people because he made so many of them. Most of us are out of the five talent class and can only come in half way between that and the one talent man.

But the fellow with the two talents who used them got the same praise that his cleverer and more hustling five talent competitor received. "Well done," if you have done "what you could." What would the world be without the great army of "mediocrities" that help the five talent man to put his genius to proper use? This great war is not a war of military genius, as some wars have been, but is the strenuous, steady fight of two talent democracy against five talent autocracy. The heroes today are mostly in the ranks, not on the general staff. There is great comfort to the ordinary individual these days in the fact that he counts as much, practically, as the smartest of his fellows in the great fight for international freedom and truth.

* * * * *

Far fields look green and things nearby have a drab and common appearance. If you only had the "luck" some men have, you say, you would have made name and fame for yourself and have served your day and generation. No you wouldn't. You would do with the big things just what you have done with the little. You would have flirted, played with opportunity. There are chances under your nose now that you don't seem to see. "Wisdom is before him that hath understanding; but the eyes of the fool are in the ends of the earth." There are people who chase pleasure and happiness clear across the earth, when it is waiting for them just around the corner. There are men who plod along bemoaning their fate at having to live colorless, ineffective lives who are looking over the head of chances that their fool eyes do not see. Waken up. Get your mind on the race. Quit moaning about the lack of opportunity. Wisdom, and in that sense all that goes to make success and happiness in life lies before you, not a thousand miles away. There was a man some time ago who made a fortune out of an idea he got from a woman's hat that he was dodging in church to see the preacher.

Solomon



SECTION OF THE ATTRACTIVE CHISHOLM STORE, SHOWING REAR PORTION ONLY OF GROUND FLOOR, MEZZANINE FLOOR AND OFFICES

MANY NEW FEATURES IN BRIGHT SHOE STORE

In Appointments, Facilities and Service of New Chisholm Establishment in West Toronto Nothing Has Been Overlooked—Removable Window Floors and Back, Central Show Case Aisle, Spacious Children's Department and Admirable Lighting

THE new Chisholm Shoe Store at 1680 Dundas street, West Toronto, is the latest addition to the ever increasing number of beautiful and attractive footwear establishments not only in Toronto, but in the Dominion. The appointments and conveniences are unsurpassed and embrace the last word in up-to-date retailing facilities. The formal re-opening took place recently and the event was a decided success, large numbers visiting the inviting and tastefully decorated shop.

The premises, formerly occupied by May Bros., were taken over in March and completely overhauled and refitted. The old show windows were torn out and a thoroughly modern Easy-set front installed while inside new shelving and new fixtures were placed in position. On the west side is the men's department and on the east the women's while at the rear is a splendid and spacious children's department, reached by a wide central aisle, flanked by fitted show cases of an original and very much admired type. On the mezzanine floor located at the north end are the offices, cash and wrapping desks. The proprietors are John L. and Morley S. Chisholm, brothers of Alex. Chisholm, who was engaged in the retail footwear line in West Toronto for some twenty years and retired a few weeks ago, being now purchasing secretary for Y.M.C.A. military camps in Ontario and Quebec.

Both the Chisholm boys, who bought his business, have had an extended and successful experience and insight into the trade. J. L. Chisholm, who has charge of the men's boys' and youths' selling, was connected with several leading Yonge street establishments for over eighteen years and resigned the position of manager of the Invictus Boot Shop in order to launch out in his own behalf in association with his brother, M. S. Chisholm, who for fifteen years, has been identified with the Chisholm business in West Toronto,

which he helped to build. He has charge of the women's, misses' and children's branches. Chisholm Bros. bring to bear upon their undertaking a thorough knowledge of buying, fitting, merchandising and service, while each is an able and skilled window trimmer, who will make the best of the fine facilities afforded them by the new display front.

Inviting and Attractive Exterior

The alterations and refitting of the store were carried out under the direction of Smith & Wright, architects, and the contract was in the hands of T. P. Wright. The exterior base of the windows and the side panels are of Tennessee marble while the entrance is laid with red quarry tile. The front is what is known as the shallow type, the windows being only five feet at their deepest point from the street line. The side of each window and the lower section of the back, which is removable, admitting of easy entrance for purposes of trimming, are panelled in quarter-cut oak finished in Belgian grey. This is the decorative scheme throughout the store interior and is decidedly pretty and pleasing in effect. Over the panelled woodwork on the side of the interior of each window are hand painted Dutch and Belgian scenes. The top of each window is in tan beaver board. There is a transparent blue glass sign forming a separate border from the plate glass at the top of the side and front panes, bearing the name of the firm.

The exterior is all metal, marble and glass, the large plate glass being set in bronze copper standards. At the back of each show case window, the lower portion is of Belgian grey oak, easily removable as already stated, while the upper portion is of plate glass. The flooring of the windows is of oak with Belgian grey border, and is also removable. Underneath is a rough pine floor for special window trims such as water, nature and harvest scenes, landscape

effects, etc., all of which can be carried out on a rough bottom without doing any damage to the oak floor used for regular displays. The top of each triangular shaped window is bordered with Normandy cloth curtains.

Over the exterior plate glass is pebble prismatic glass and at the back is chip glass toning down the strong light. The space above the show case compartments which, in many stores, is left open to collect dirt and dust is thus enclosed giving a better appearance and more finished, uniform effect.

The width of the store proper is twenty-three feet, and the depth sixty-five. Just inside on the right and left are shelved glass cabinets for findings of all kinds, polishes, etc., and also two neat display silent show cases set diagonally for the showing of fancy slippers, shoe ornaments, hosiery and other accessories.

The flooring of the store is of British Columbia fir, varnished and waxed, and the shelving is of the single carton type, extending a height of seven feet, while the top is decorated with palms, lilies and potted plants. Midway down each side of the mural fixtures is a cheval full length mirror.

Children's Department is Feature

On entering, the most striking feature of the Chisholm store, outside of the handsome Belgian grey finish of all the oak wood work, is the wide central display show case aisle entirely separating the men's and women's departments and leading directly to the superbly fitted up children's section in the rear. The width of the aisle is four and a half feet and on either side are three shelved cases, each eight feet four inches in length and thirty-eight inches high, surmounted by a four-sided glass top, ten by twelve inches, for the display of children's shoes, slippers, evening footwear. In the aisle cases are seven shelves, where is kept the staple lines handled. There is a complete barricade as it were between the men's and women's departments formed by the shelved show cases. There is a passage of two feet six inches between each case, so that one may move from the men's to the women's department and vice versa, without any roundabout tour.

The chairs and fitting stools are all of dark brown oak covered with leather and form a pleasing contrast to the solid grey effect.

At the end of the aisle is the commodious children's department. This is twenty-three by twenty-three feet, and



J. L. CHISHOLM
TORONTO

at the back is a mural show case, flanked by pillars. The case is five feet wide by six feet high and eighteen inches deep, with glass front and admirably displays children's

shoes and hosiery, while flowers adorn the brilliantly lighted interior of the case. A hidden stairway leads to the mezzanine floor where the offices, wrapping and cash



M. L. CHISHOLM
TORONTO

desks are located and from the elevation an uninterrupted view can be had of the floor below. The rear of the store is fitted with prismatic glass. The ceiling is of cove design in cream and the side walls above the fixtures are in tan.

An Admirable Lighting System

A universal carton with uniform label of appropriate design prevails throughout. A Lamson air-line carrier system is used for conveying all parcels, cash, etc., to the wrapping and cash desks on the mezzanine floor. The rugs, in front of the fitting chairs in the adult departments, are of grey-ground Oriental pattern, while in the children's there are animal rugs which cannot fail to arouse the interest of the little shoppers. All rugs are held to the floor by handy screw fasteners so that they cannot be shifted about or curl up at the ends.

The interior of the new store is splendidly lighted, both naturally and artificially. There are no dark corners or dim reflections. Three holophone lights, each having a five hundred watt nitrogen lamp, with a drop cord switch attached, are installed in the interior. The windows are illuminated by six, one hundred watt nitrogen lamps in each, in holophone shades. The lights are automatically controlled by an eight day time switch which, when set, causes them to turn on or off at any desired hour. The lights are also equipped with snap switches. Back of the show case in the children's department is shelving for placing any goods ready to put in stock. Upstairs over the mezzanine floor is the reserve stock room for leather shoes, while the basement is used for storing rubber footwear. Radiators of an ornamental type are located at the rear of the store for heating the premises.

Music and Flowers at Opening

At the formal re-opening of the Chisholm store, which was recently held, there was flowers everywhere. Music was furnished by a new Edison concert grand gramophone, loaned for the occasion by R. S. Williams & Sons Co. Nothing has been left in the appointments, finish and decorations of the artistic establishment to make it a beautiful and pleasant place for shopping. All the latest in men's and women's stylish footwear is handled, and the stock is replete with the newest offerings of the season, thoroughly in keeping with the high class character of the environs.

FROM THE "FOREST TREE" TO SHOE "FAC-TREE"

How the Modern Shapely, Handsome Lasts are Made—The Wonderful Progress in the Industry—If a Shoe on Certain Last Sells Well it is Then the Maker Realizes the Fruits of His Work—"How the Last Shall be First," Paradoxical as it May Seem

By H. L. TOWER, United Last Co., Montreal

HOW many people realize when they go to a store to purchase a pair of shoes, that the familiar quotation "The Last shall be First" is the foundation of the shoe industry. Without the last, the shoe would be a very unshapely affair, and the first requirement of the shoe manufacturers is the last. This sounds like a paradoxical statement, but it is true, nevertheless.

To obtain this last from the stately maple—for maple is the chief material from which lasts are made—let us follow the process from the tree to the finished last. Starting with the tree as it is felled in the forest, we follow the log conveyed by auto tractor or team and rail to the block mill, where it is sawed into lengths according to the size of the block desired; for instance, a size seven block must be thirteen inches long and other sizes in proportion. These short lengths of logs, resembling the old-fashioned chopping block, are taken by automatic conveyors to a large circular



THE LOWER LAST IS ONE MADE FIFTY-FIVE YEARS AGO, THE OTHER IS ONE OF THE VERY LATEST HINGE LASTS

splitting saw, which splits the log into wedge shaped pieces, preparatory to passing on to the rough turning lathe, which quickly turns the wedge shaped block into a form roughly resembling that of a last. Each of these rough turning lathes has a capacity of about 1,400 blocks per day.

Stacked up Like Kindling

After leaving the roughing lathe the blocks pass by endless conveyor, to the air drying shed, where they are stacked up like kindling wood, and in such a manner that the air may circulate freely around them, and the shed is so constructed that the sides and ends are partly open, allowing a free circulation of air, in and out of the building, but at the same time, keeping out rain and snow. In this shed the blocks remain for a period of from six months to a year, or even longer—the longer, the better—for the purpose of

eliminating as much of the sap or moisture as possible, before going to the steam dry kiln, where the block gets the final process of drying.

A steam dry kiln is usually a solidly constructed building of brick, with flooring placed about two inches apart, and under this flooring many coils of steam pipes, so that, after the blocks have been placed in the kiln, the steam is gradually turned on and the heat rises through the flooring and circulates among the blocks. The heat gradually increases until it is a good deal more than 100 degrees, and is maintained for several weeks, after which the temperature is gradually reduced. This kiln drying occupies three or four months, and is exceedingly important. The man in charge must be an expert, and must watch the weather and all conditions, for the sudden changing of the temperature in the kiln at certain times, would result in the blocks checking—(cracking) and becoming useless for anything but firewood.

When the blocks are properly cured, the kiln is opened, the blocks are loaded into cars and shipped to the last manufacturers, where they are stored in bins, preparatory to turning them into finished lasts, and here again, in the storage bins of the last factory, extreme caution is taken to keep the temperature and degree of moisture at an exact prescribed correctness.

As stated, maple is the chief source of supply for last blocks, although some beech and persimmon are used, but very little of the latter on account of its scarcity, and the trees do not grow large enough to supply the size required for men's lasts. In Germany, a species of beech is used almost exclusively, and up to the beginning of the war, considerable maple was exported by both Canada and the United States to Germany and England for last manufacturing.

Where Style of Lasts Originate

We have followed the block from the forest to the last factory, and it is now ready to be turned into some style or other, but what style? Where does the style originate? In every modern last factory, there is an up-to-date model room, and here the designer, or as he is called in a last factory, the model maker, is constantly working on new styles and in a large sense, he is responsible for the creation of new styles, although credit must be given to some of the shoe manufacturers for the ideas and suggestions that they convey to the model maker.

Some people have an idea that the model maker simply takes a chunk of wood and whittles out a new style. The method he employs, however, is quite different to this crude performance. He takes a last that somewhat resembles the idea he has in mind, and by tacking pasteboard on here and there, changes the entire appearance of the old last. Then, taking this patched-up last to the turning lathe, he has a rough model turned, and instead of paste board he now has wood on the model, which he works down to suit his ideas.

After he finishes the new model, there are turned several "salesmen's dummies," simply plain lasts, and these are given to the salesmen, who in turn show them to the shoe manufacturer. If the last please the manufacturer, he buys a sample pair, makes a pair of shoes, tries them out for fitting qualities, and if he is satisfied, they will sell, orders a

(Continued on page 40)

HOW DO YOU HANDLE FUSSY SHOE BUYERS?

Good Judgment, Tact and Courtesy are Essential—Eccentric Requests and Unreasonable Demands—Wordy Squabble Never Gets the Retailer Anywhere—Individual, Personal Talks to Sales Force, if Given in Helpful Spirit, Ever Inspire Confidence

"SERVING, selling and fitting are three great essentials in the success of the retail shoe business, and too little attention is devoted to these qualifications," declared a leading Hamilton shoeman the other day, when discussing the matter of efficiency in his help.

"I do not make a practice of waiting upon customers myself, unless my services are needed, but I keep my eye on the boys on the floor, and know what they are doing, and observe how customers are received and handled. My salesmen make many mistakes, as I did myself, in years gone by, but I have never yet, no matter how big a bungle a man committed, called him down in the presence of others. This is a very short-sighted policy. I make it a custom, after the patron has gone, or, it may be some hours later, to engage in a casual conversation with the clerk who has committed an error, or oversight, and, in the course of my remarks, I bring up the incident, not reprovingly, but more in the spirit of a helpful, timely, co-operative suggestion. I find that they take it in good part, for it is not in the nature of a call down. It is as I said by way of sympathy and support, making them feel that they are receiving pointers, and that I take a personal interest in their welfare and success. If you appeal to the pride, spirit and ambition of the average young man, I feel that he will respond. To call him down 'for fair,' or to use blunt, vituperous words does not get a proprietor anywhere.

"Many of the little matters which I discuss with my men would be overlooked in the ordinary shoe shop, but what I seek to impress upon them is the highest efficiency in salesmanship. Here is just one little incident. See clerk No. 2 there, who is fitting a pair of tobacco brown bals on that black moustached, stockily built customer? I should judge the caller had never worn shoes of that color, and wanted to see how they looked. You notice that he went to the mirror some distance away in order to have a gaze at himself in his new pedal apparel. Now, that clerk stayed by the fitting stool, and did not accompany the customer to the mirror. That was a mistake—just as much as it would be for a salesman not to escort a lady to the door and open it for her, after she had made a purchase.

Do Not Argue With Patrons

"Another thing I impress upon my men is never to argue with a customer. One never gains anything by an argument, for, an old saying is, 'Convince a man against his will, he is of the same opinion still.' If you find a customer is disposed to argue, deftly switch off to some other point, or cleverly evade the issue. Sometimes I have had people come into my establishment and say: 'Your shoes are no darn good,' or 'They are rotten'; using even stronger expletives.

"Instead of flaring up or taking umbrage at a verbal assault, I smile, and say, 'Why, how is that? I am sorry they did not give you satisfaction.' By a pleasant look and genial, unruffled manner, I endeavor to convert an attitude of opposition into one of, at least tranquillity, whereby the visitor will give me some information or data, which may be helpful in my business, and enable me to render him greater service.

"Then, too, there is frequent chance for argument or dispute in the matter of customers, who bring back shoes, alleging that they have ripped here, have broken down at the toe, come loose at the heel, cracked across the vamp, buttons off, hooks pulled out, or a score of other reasons. If

I think the shoe is clearly at fault, I endeavor to remedy the defect. If the customer is a part contributor to the trouble, I try to meet him or her half way, and once in a while, the buyer is wholly to blame, and the goods not at all.

"Then it is that you have to be firm, and the customer will often do a good deal of complaining, saying the fault is with the store and the goods, and that he is perfect and long suffering in every respect. I generally keep my equanimity, listen patiently to what he has to say, and then tell him politely but firmly what I will do. Then if he is disposed to argue further, I endeavor to impress upon him that my stand is fair and just, but never do I allow my voice to be raised above its natural tone. If I did, I would feel myself giving way under the stress of passion, and a man must be master of himself at all times. Keep cool, and if the patron goes on berating me, or trying to secure further concessions, say: 'I am very sorry—you can either leave the shoes here, on the understanding that I will have them attended to, on the basis proposed, or you can take them away. The matter rests entirely with yourself. I have given you my decision and it is final. There is no use in our arguing about it, because it would not do either of us any good.' With such an ultimatum, I have no further trouble with any sane, reasonable caller.

Making Patrons Feel at Home

"I have always endeavored to be pleasant and polite with customers—to make them feel at home. I find that the frostiest and chilliest individual on earth will generally thaw out in the sunshine of friendship and geniality. I do not mean familiarity. A smile will work wonders in this poor, work-a-day age, but, of course, he is a hero who can smile all the time.

"To give you some examples. We have a young fellow who comes into the store and says he wants a pair of shoes. He would have us show him every pair in the shop, if we were willing. We know all along by his attitude that he is not going to buy, and, after fussing with him for half an hour or so, he will say: 'Well, this is the first place I have been in, and I am not buying today, only looking around. If I cannot find anything better, I will probably call back later this afternoon, or tomorrow.' We know very well that we will never see him again, yet we preserve our sweet disposition and the only satisfaction we get out of the incident is that somebody else is going to get a similar dose to what we have and you know, 'misery loves company.'

"Then there is the other fellow, who enters with a swagger or sense of personal importance. We invite him to be seated and start to remove his shoes. He says: 'Oh, no, show me what you have first.' He gives you no idea of what he wants. If this fellow is inclined to be an ordinary, good-natured chap, you can generally knock out his proposition, if you smile and say: 'Show you what we have!—that is a large proposition, since you have not indicated the nature of the shoe that you desire. We have several hundred pairs here on the shelves—it will take a good while to pull down the cartons—but if you do not mind and have a few hours to spare, why, here goes.' Generally, he will see the absurdity of his request, and then give you some indication of the style that he fancies.

Show Me What You've Got

"Another type of customer is the fellow with whom we cannot take any liberties, but who still gets off that dry,

stereotyped expression: 'Show me what you have.' We sometimes walk to the window and ask him if he noticed anything at the front that particularly suited him. We tell him that if he points out a shoe, or gives us some idea of his requirements, it will assist us in catering to his needs.

"Sometimes we even have a lord of creation refuse this modest request, insisting on keeping on his shoes and repeating, 'Well, I want to see what you have first.' Under the circumstances, when a visitor strikes an attitude like that we tell him that in buying shoes there are two essentials to be taken care of. One is to please the eye, and the other is to fit the foot, and while we might please the eye all right, we cannot very well fit the foot until we have a look at his 'understandings,' in order to judge of the last that will best suit. Then we tactfully point out that if his old boot were removed, it would give us some idea of how to serve him

promptly and efficiently, and would expedite matters, so that it would not take up too much of his valuable time; for generally such a chap thinks he is a very busy person, and does not want to waste many minutes in a shoe store, if he can be satisfied in a short while.

"We never fail to please the great majority of customers by adopting tactics and a liberal-minded policy such as I have outlined. Oh, yes, there are other types and characters of humans that have to be dealt with on an individual basis, and who possibly cannot be classified. On the whole, human nature runs pretty much in a general rut, and three or four groups will cover the majority of the thoughts, tendencies, actions, ideals, prejudices and predilections of most people. Salesmanship is a great study, a wonderful science, which one can follow every day with pleasure and profit if interested in his work," he concluded.

DANGLED PARTNERSHIP BAIT OVER CLERK'S HEAD

When the Hour Came Around to Give Faithful Employee an Interest in the Business He had to Make Way for Another—Rich Rewards Promised by Some Bosses Never Seem to Come Around—Duplicity, Meanness and Double Dealing Well Illustrated

"THE meanest boss that I have ever worked for," declared a Calgary salesman, "was a fellow in a Western Ontario town who kept me working at a small wage for four years, and then raised me \$2.00 and promised if I would not ask him for any more money for another three years, he would take me into partnership at the end of that time, and give me a liberal share in the business.

"I was foolish enough to swallow the bait, and although I received two good offers from other firms, I turned these down, expecting that at the end of the period mentioned, I would be allowed to put some money in the business and be given so much stock for my services, for I had been working for fully eight dollars less weekly than I could have obtained in similar establishments. I had no written agreement to this effect, but naturally took the proprietor's word, and served him faithfully and well.

Wife's Relatives to Rescue

"About two months before the time limit had expired, and when I fully expected to be a partner, I was called into the office one morning and told a very pathetic story about his nephew, who hailed from New Brunswick, and had a wide experience in the shoe business, being out of a position.

afford to keep the two of us, and incidentally I had better look around for another situation. He professed to be extremely penitent at the totally unexpected turn that affairs had taken, and informed me that he would assist me to the utmost in getting a new position, and wound up by offering me a bonus of \$100.

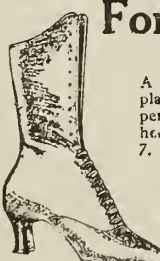
"Well, I was aroused for once and a milksop no longer, and I told him in pretty plain language what I thought of him, and the shabby, paltry treatment that he was handing out. I even accused him of merely concocting this story in order to get rid of me, now that the time had come when he was to take me into partnership. Of course, he denied any such intention, and tried to convince me that he was perfectly straightforward and sincere in the matter. I told him that he knew very well he was deceiving me with this information, that he was depriving one of a job who had served diligently and faithfully in his interests during the past seven years, and so on, but it was no go. After getting all the bile out of my system, I requested him to give me three months' wages along with the \$100 bonus and I would take my departure, but he flatly refused to go one cent further.

Incompetent Had Short Regime

"True enough, there was a young fellow, who came up from the east, but he knew as much about the shoe game as I did of the jewelry manufacturing or the undertaking business. He lasted only a few weeks. I have no doubt that he was simply a stool pigeon brought up by the boss in order to get rid of me. He would not have to implement his verbal partnership agreement which he wanted to squirm out of, and was not man enough to come out flat footed on the matter.

"My object in telling this long story is merely this—do not take any man's word in a business partnership, or arrangement, but have it down in black and white, in legal form, duly witnessed, signed, sealed and delivered, and you will not be suddenly euchred out of your position, promised returns and established connection, the same as I was.

"Many bosses lead clerks on by letting them think there is a great future ahead, and after the preliminary conditions have been fulfilled and the time comes to "cash in" on the proposition, there is always a string attached to it or, hocus-pocus, some raw deal is pulled off and everything vanishes into thin air, and the earnest salesman who has been long in the service, often overworked and underpaid, finds himself summarily released and often out of a job."



For Canada's Best Dressers

A striking combination Lace Boot, with pearl grey kid long plain vamp; full quarter, 8¼-inch silver grey ooze top; made perfectly plain, with blind eyelets, and 2¼-inch covered Louis heel; Goodyear welt sole; AA to D. Sizes 2½ to 7. Pair **20.00**

Dull Kid High Lace Boot \$15.00

Women's Beautiful Dull Kid, Lace or Button Boot, made by Laird & Schober, has long, plain vamp; whole quarter, 8-inch top, blind eyelets, Goodyear welt sole and high Waldorf leather heels. Sizes 2½ to 7; widths AA to D. Pair **15.00**

ANNOUNCEMENT OF YONGE ST. FIRM, TORONTO, SHOWING THAT THE LONG PREDICTED \$20 SHOE VALUES HAVE ARRIVED

He told me how relatives had brought strong influence upon him to give the unemployed one a position, and he could not see very well how he could refuse, without offending his wife and his wife's people.

"The boss then began to talk about the long and faithful service I had rendered and frankly said that he could not

SOME SUGGESTIONS FOR SUMMER SELLING

THE summer season is here. Summer lines should now be displayed prominently, and as white goods will be worn extensively this season a window trim that will show these to advantage will be very appropriate.

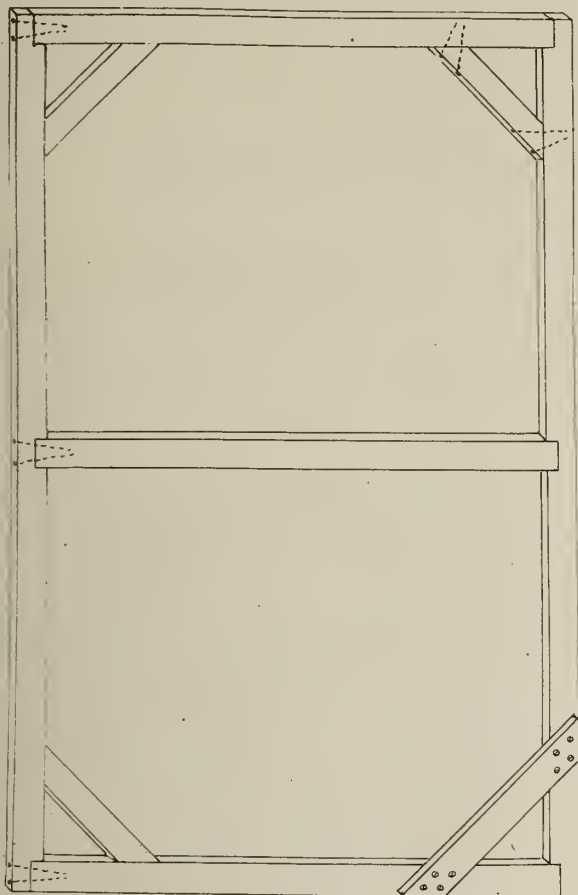


PLATE NO. 1, SHOWING COMPLETED FRAME

A frame work for a back ground can easily be made with seven-eighths strips about two inches wide. It is best

to make the frame work in sections, and join them together. Plate 1 shows the completed frame with the manner of jointing, bracing and nailing. Plate 2 shows various methods of making joints. The braces had better be as Fig. 7 for that leaves the back of the frame flush, but not like Fig. 9 and as shown at the bottom right hand corner of the completed frame. Cover this frame with building board of which

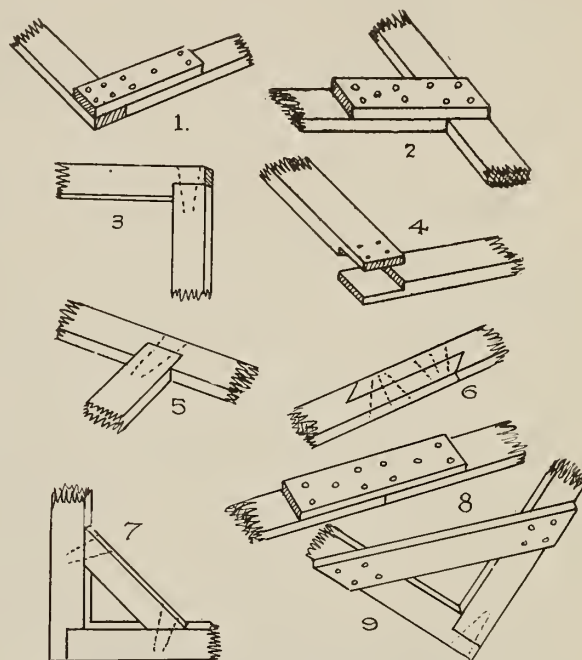


PLATE NO. 2, SHOWING VARIOUS METHODS OF MAKING JOINTS

there are various types on the market. This may then be kalsomined, painted or papered to suit.

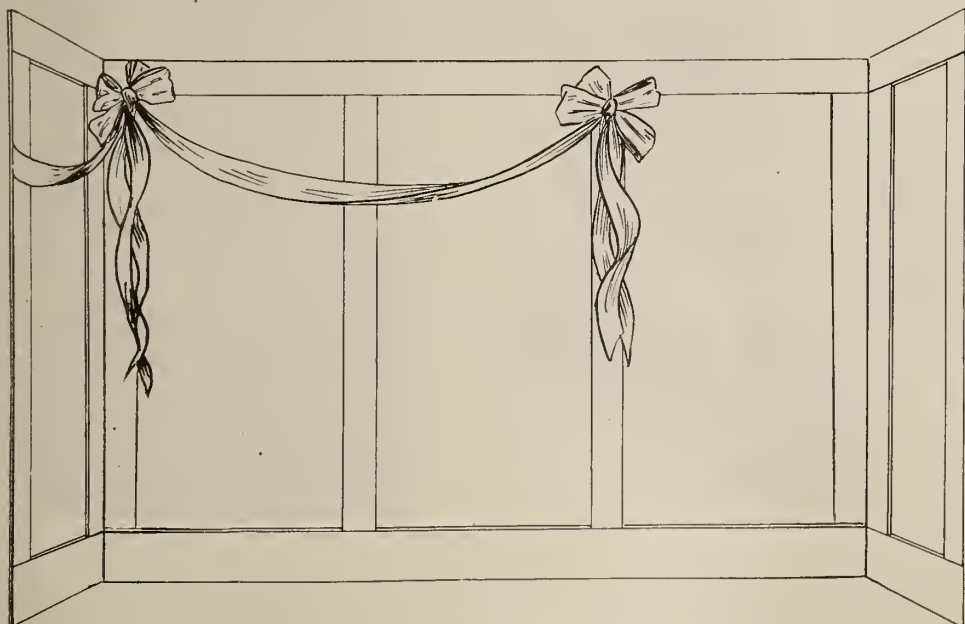
For a trim in which to show white goods, yellow is a splendid ground color. Yellow cheese cloth can be used, and tacked over the bottom and gathered or ruffled at equal points and tacked to the wall-board. The relieving or decorating colors may be pink and light blue. Ribbons always give a rich effect, but crepe tissue paper is now obtainable in various widths and serves quite nicely.

Plate No. 3 shows the completed back ground to which the cheese cloth may be fastened.

If desired, white cotton may be tacked on the bottom of the window, and given a coat of kalsomine, the correct shade. After it is dry it can be marked off into squares with a piece of crayon and straight edge. If a couple of thicknesses of paper are put under the cotton it will protect the bottom of the window from the kalsomine.

While these colors are suitable for white goods, other shoes will show to good advantage also.

What about a bride's window for June? June is the



month of weddings, and it is well to time your displays to anything a month may feature. If your windows are large enough a full sized figure dressed in a bride's costume and posed in some sitting position to display the feet, will make a very attractive window. You need not be confined to wedding shoes or slippers alone; there will be the "going away" shoes, street and house shoes, shoes for the bridesmaids, for the groom and groomsman, all of which can be in the bride's window display.

The trim can be of white cheese cloth or other white material and treated the same as given above for the white goods' window. The decorating colors may be pink or light green, or light blue.

Should you desire to show white goods in this bride's window it can be done by setting them on something dark.

A little thought and planning and a little common sense ingenuity on the part of the window trimmer will be resultant in a very effective and attractive window.

TRYING TO BLUFF THE RETAILER

"Got any children's shoes?"

"Oh, yes, lots of them."

"Have you got B's?"

"No, but we have T's."

"Oh, you have, have you? Glad of that. I know Mr. T. very well.

"Is that so?" said the retailer.

"Sure I do," rejoined the big, prosperous-looking, rather tall caller. "Why he is an old friend of mine. I knew him when he first went into business. He has got on great, hasn't he. Makes a fine line of shoes—nothing better going."

To all of which the retailer assented.

The garrulous visitor asked if he had certain sizes in stock, and finding that the dealer had, said: 'I will take two pairs.' How much are they?"

"Four dollars a pair," was the response.

"Four dollars a pair! Good gracious! Do you want to rob a man? I could send down to T's factory and get them cheaper than that."

"All right, if you can get the factory to supply you,

you are welcome to try. I think though that you will find I am selling them cheaper than the figure the manufacturers are asking to-day."

Finding that this bluff was of no avail, the caller, who was a traveler for a line of goods other than shoes, said: "I suppose you allow travelers a discount?"

"No, I do not," was the dealer's rejoinder, "why should they get special preference. They should be around here in these times telling us we are not getting enough profit on our shoes, in view of the high cost of footwear, the overhead outlay in doing business, the advancing scale of wages, and the rising expense of living. No, I cannot give a traveler discount, particularly as you are not a shoe representative," was the final retort of the merchant. The affair ended up by the visitor, who had evidently been working a bluff game, so far as knowing T— was concerned, handing over eight dollars for the two pairs of shoes and leaving with a pleasant "Good-day."

But here is where the second part of the narrative comes in. Many a man has not nerve enough to turn down a proposition himself, or to see a disagreeable thing through, but will call his wife to the rescue, and let her do the underhand or sneaky work. On the following Monday, the wife of the man appeared with the two pairs, at the store where he bought them, and asked if she might be refunded the money for them, on the pretext that they did not suit the children.

"I will not give you the money back on the conditions that those shoes were sold," said the shoe merchant.

"We thought we would like the children to come down and be fitted personally," was the sweet response.

"That will be all right, but I cannot return the cash for the shoes. I will give you a credit note for eight dollars, good at any time for merchandise," said the shoeman, "but I certainly will not make a refund."

"Very well," replied the woman, "I guess perhaps we will keep the shoes, after all, if you will not give back the cash. The credit note is no use to us," and out she went in a huff, to think that she too had not been successful in putting one over Mr. Retailer. Oh, these are great days for some of the retail shoemen, who have troubles all their own.



WALTER BROWN, TORONTO, BUSINESS AGENT OF BOOT AND SHOE WORKERS UNION, WHO WILL ATTEND ANNUAL CONVENTION IN PHILADELPHIA, PA.



CHAS. H. HOLMES, LATE OF MONTREAL, WHO RETURNS TO GALT TO RESUME HIS OLD POSITION AS SUPERINTENDENT FOR GETTY & SCOTT, SHOE MANUFACTURERS



M. J. SHEEHY, LATE OF PERTH, ONT., WHO HAS ENTERED UPON HIS DUTIES AS SUPERINTENDENT OF THE JOHN RITCHIE CO.'S FACTORY IN QUEBEC CITY.

The Shoe Repair Man

TORONTO MAN SHOWS SHOES SOLED IN NEW WAY

Says He Has Done the Work of Fastening on Soles Without Nails or Stitches for Some Years—Job Done Quickly and Neatly and Stands Severest Strain—Toronto Repair Men Will Compare Method with that Carried Out by Mr. Edwards

IS there anything new under the sun? Sometimes one thinks there is, and at other times, one imagines there is not.

Somewhat of a sensation was sprung on the Toronto Shoe Repairers' Association at their regular fortnightly meeting the last week in April, when a letter was read from George Edwards, of Medicine Hat, Alta., telling of his new



W. F. BARKER, TORONTO

way of welding on soles without the use of nails or thread, and how they would give satisfactory, efficient service.

A general discussion followed the reading of this letter, and some of the members told how the process had been known by them in the Old Country, but never heard of in the Dominion.

At the last meeting of the association on May 10th, it was expected that the shoes, which had been sent from Toronto to Mr. Edwards, to be soled by this new method, would reach the association in time. They were evidently delayed in transit, and will be on exhibit at the next session, which will be held on Tuesday, May 22nd, as the regular meeting night falls on the 24th, which is a public holiday.

Mr. Barker Does the Work

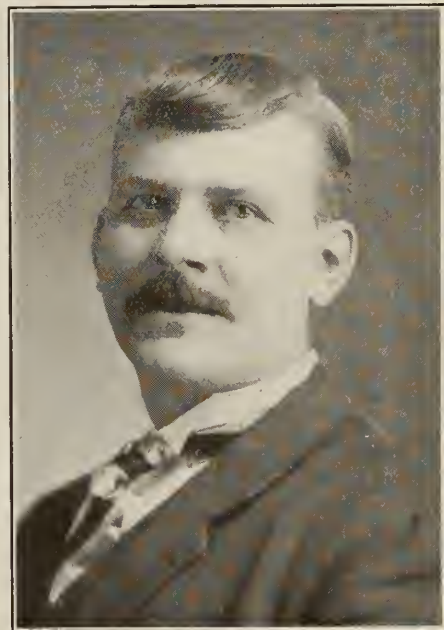
W. F. Barker, who has been in the shoe repair business in Toronto for several years, running the Reliable Shoe Repair Shop at 802 Bloor street, and the Rosedale Shoe Repair Co., at 210 Bleeker Street, was not present at the last meeting, as in fact, he recovered only recently from a severe illness.

He, however, read the report of the proceedings in the SHOE AND LEATHER JOURNAL.

What was thought to be something entirely new in Canada, the matter of fastening on soles without nails or stitches, on any make of shoe, and using any kind of leather or substitute, is apparently not so new after all, for Mr. Barker has been doing this work for a long time, putting on several pairs of soles every week by his method.

Mr. Walter Burnill, one of the live shoe repair men of Canada, and a pioneer in the modern equipment line, who was also absent at the last meeting, told how he had made use of this process from time to time, on certain lines of work.

Other members also spoke of having done the same thing to a limited extent, but it appears that Mr. Barker is an extensive employer of the process. He showed two ladies' shoes—one a Goodyear welt, and the other a turn—



GEORGE EDWARDS, MEDICINE HAT, ALTA.

to which tap soles had been attached by his own "welding." Mr. Barker is a practical boot maker and passed the shoes around, so that the members might see the character of the work that he had done that afternoon. Although the shoes were subjected to the severest strain, twisted and pulled and turned and jerked, the soles did not give way, yet there was not a stitch or a tack to cause the outer sole to adhere to the inner sole.

Mr. Barker has a secret, adhesive solution, preparation, cement or mixture, or whatever you may call it, by which

this work is done, and among the shoe retailers who have had shoes re-soled by this method for some years, is Harry Russell, of 292 Yonge street, whose patrons are well pleased with the system. Naturally, Mr. Barker did not give away the nature of his preparation, or adhesive solution, but he stated that he could prepare a shoe for resoling by this "welding" in ten minutes. It required only a few minutes to make the preparation and attach the outer sole, which was first roughened, and also the inner surface to which it is attached. The shoes were then set aside to dry for a couple of hours, and a neat, clean job was effected.

It was explained that where the outer sole was being put on a slip sole it would be necessary to attach the slip sole to the boot by means of stitches or nails or else it would work loose, but Mr. Barker explained that slip soles could also be attached by his new method, and he did several pairs of shoes every week. He had been urged to put his preparation on the market, but had not done so. He had gone along in his own quiet way, until the matter had been brought to his attention through a letter from Mr. Edwards, of Medicine Hat.

A general discussion followed, in which Mr. Barker was asked a number of questions, which he answered fully. He said the new method would withstand wet, heat and cold. It was decided, before anything definite was done in the matter, to wait the return of the shoes sent by the association to Medicine Hat. It is expected that these will be on hand at the next meeting, when Mr. Barker's job will be compared with that of Mr. Edwards, and vice versa. Several members stated that they had never seen the work of attaching soles, the same as presented by Mr. Barker, and would like to buy some of the solution, or adhesive, to try out in their own shops.

Mr. Edwards Backs up His Work

Secretary A. Butterworth read a letter from George Edwards, of the New Way Shoe Store, Medicine Hat, Alta., who had offered to weld leather or composition soles on any pairs of shoes sent him by the association in order to demonstrate the success and worth of his new process. In his communication Mr. Edwards said: "I have repaired the boots and am returning them by express, together with samples of the different material used on the bottoms of the boots. You will readily see that the work can be done on winter wear as well as spring or fall wear. This surely does away with a stitcher for which you are paying a big price, and with that monotonous thing that is called royalty. You can do away with the expensive stitcher and just use a finisher with a trimmer for the edges. You can thus have a shop that is more up-to-date than anything that you have now with a lot of costly equipment. I am very busy just now and did not have the time to do the work as well as I would like. As for the test, I will leave that to you. I am sending you a piece of Rinex soling with a lap weld. A good way to test this Rinex is to give it a severe twist and a pull, or leave it in water for a week and then in the sun, and then twist and pull. You will find that none of these samples will separate where they are welded; the other goods will separate first. I am sending you an old rubber sole taken from a boot made and sewn on in the factory with a Goodyear stitcher. You will readily see what the stitcher did. My method will not do that. There are no stitches to rip or wear out and there is nothing to rip on the boots that I have repaired for you. Just take notice of the Rinex heels welded on without nails. This is a hummer for the repair man."

No definite action will be taken until the next gathering. Mr. Burnill explained how he had attached soles for several years by this method, and told of the well-known firm of Dicks, of Glasgow, who make an entire shoe by means of adhesives, without the use of a single nail or stitch. However, the subject of "welding" soles, as it is called by Mr.

Edwards, has set the trade agoing, and the interest in this new development, which may have been known for years, but has only recently been brought to light, is becoming keener all the while.

Early Closing the Year Round

Nine new members recently joined the association and, under President Chas. F. Robertson, things are kept on the move, everybody taking part in the discussions.

Another vital topic was that of early closing, and the getting up of a petition to present to the city council, asking that a bylaw be prepared, so that all shoe repair shops shall close at eight o'clock every night, the year round, except Saturday.

It was at first thought advisable to incorporate in this petition, that shoe repair establishments should close every Wednesday or every Saturday afternoon, which ever was more convenient, during the months of May, June, July, August and September. It was, however, decided to leave this reference out of the petition. The matter of closing half a day a week is optional with the members, although the majority of them are taking a half-holiday during the summer months, and are already locking their places of business at eight o'clock every night.

The movement is intended to widen the early closing operation, and it was decided that a properly worded petition should be obtained and submitted at the next meeting for the consideration of the members, who will work in their own districts in order to secure signatures. It is believed that eight o'clock in the evening is late enough for any man to work and that early closing will help better the conditions of the shoe repair man, without entailing any financial loss.

It is possible that if sufficient signatures are secured (outside the members of the association, for they have already gone on record as eight o'clock closers), that the city council may be asked to pass a bylaw. The co-operation, goodwill and unity of the trade generally will be depended upon in any event to give force and effect to this progressive step in the weal and welfare of the sons of St. Crispin.

SHOEMAKER IS REGULAR "SHERLOCK HOLMES"

Abraham Shoemaker, 429 Selkirk street, Winnipeg, need not tell his occupation. Should any one inquire regarding his means of living he can truthfully say: "I am which my name implies." Abraham is a shoemaker by profession, as well as by name, and is somewhat of a sleuth.

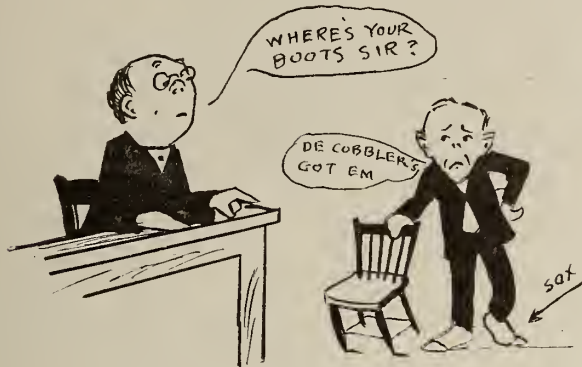


THE RACE AFTER THE JITNEY

In fact, his recent achievement in this respect reads like a chapter from the triumphs of Sir Arthur Conan Doyle's "Sherlock Holmes."

John Otto, 410 Mountain street, Winnipeg, is a tailor in that city, employed in the Kensington Building, and lately appeared in the police court in his stocking feet,

charged with the theft of a pair of shoes from Abraham. It appears that Otto had only the one pair, and recently left them with the shoe mending man to be re-soled. Otto shuffled to work and home again in his slippers, until Saturday night, when he called at the cobbler's shop for his footwear. Mr. Shoemaker is a very busy man, and he could not locate the "understandings" that the tailor had left, so he found another pair which he offered to sell Otto for \$4.00. The tailor tried on the shoes, found that they fitted perfectly, and while the cobbler was engaged waiting on another



THE SHOELESS TAILOR BEFORE THE BEAK

customer, the devotee of the needle and shears suddenly departed with the \$4.00 boots, eluding payment for them.

Here is where the humorous part comes in—Shoemaker, in telling his story to the court, said that for several days he looked for Otto. The only information he had by which he could locate him, was that the fellow resided on Mountain avenue. The footgear healer thought his absconding customer worked in Eaton's big store, in the prairie capital, but on looking over the pay list he could not find the name. He also knew that Otto worked late, sometimes until ten o'clock, and from five o'clock in the afternoon until nine, Shoemaker stood on Main street, Winnipeg, at the corner of Mountain avenue, behind a telegraph pole, waiting for Otto to alight from the trolley at this transfer point. He took up a position there for three days, but Otto did not appear. Then one morning early, while Shoemaker was walking down Mountain avenue, he saw Otto. The tailor jumped into a jitney—and the shoemaker gave chase after the vehicle, and began to clamber in.

"Here, get out, there is no room for you in this rig," said Otto.

"All right," responded Shoemaker, "I will sit on the door." He followed his quarry down to the Kensington, saw him go in and noticed that he wore the shoes for which he had neglected to pay. The cobbler called a policeman and had the tailor arrested. In court, Otto said he was going to settle for the shoes next pay day, and the magistrate decided to allow the proceedings to drop if the boots were returned to the son of St. Crispin. This was done, and Otto was set free, but he could not leave the lockup, as he was in his stocking feet, and had to wait for half a day before he could get any footwear to accommodate him, so that he could resume his work.

It pays to settle promptly for goods received, is the moral that might well be drawn from the foregoing incident. Shoemaker lost much valuable time tracing his man and Otto wasted several hours in police headquarters.

SAYS HIS WORK WILL STAND EVERY TIME

W. F. Barker, who demonstrated the success of his method in attaching outer soles to shoes, without the use of nails or stitches before the Toronto Shoe Repairers' Association, has been a resident of Toronto for about twenty-two years, and is well-known in shoemaking circles. He was born in that centre of shoe industry, Northampton, England,

and learned the shoe repairing trade thoroughly in the Old Country. Since coming to Canada, he worked for nine years in the finishing department of Minister-Myles Shoe Co., and also with R. Dack & Son. Six years ago he started a shoe repair shop at 210 Bleeker street, and three years later opened out at 802 Bloor street west. He has made a specialty for a long time of attaching soles by his patent cement, the ingredients of which are known only to him. He states that a sole fastened by this means will not come loose under any circumstances—no matter how great the strain—and will stand wet, heat and cold. No water can penetrate to the foot through the sole, as the substance between the inner and outer sole is positively wet proof.

SHOEMAKER WORKS GARDEN AT 107

Jos. Mantell, in his 107th year, the oldest shoemaker in the world and the oldest Free Mason in Canada, is doing his bit in the food production campaign. At the residence of a relative, 49 Rainsford road, Toronto, he enjoys the open air life and is busy digging and hoeing in the garden for several hours a day. That plot of ground is a source of great delight to Mr. Mantell, who is hale and hearty, his only physical ailment being a slight deafness, which, however, preceded the coming of old age. He has two sons who are now old, as the world reckons human ages nowadays. One of them, John, is in the Yukon. For 27 years the father had not heard from him, but a letter came the other day.



JOSEPH MANTELL, TORONTO

They are the children by his first wife, who died many years ago. The second wife has been dead 14 years.

Joseph Mantell was born in Endon, which was the former name for what is really Old London. Eighty years ago he started for Canada. On the voyage across the ship's flag flew half-mast in mourning for George IV., who had just died. But before the new world shore was reached a clipper passed them; she brought the news that Queen Victoria had just been crowned. For thirty years, until he reached the age of 99, Joseph Mantell followed the trade of shoe-

making at Tillsonburg. Since then he has divided his time between Peterboro and the home of his grand-daughter, Mrs. Edwards, in Toronto.

THOSE GAY TORONTO REPAIRERS

Here is a tribute paid to the fraternal spirit and social qualities of the members of the Toronto Shoe Repairers' Association by the "Shoe Repair Shop" of St. Louis, which says:—

"The Shoe Repairers' Association of Toronto evidently seems to be one for co-operation not only in work, but also in play. Plans are being made to hold picnics and outings for the members and their families during the summer months as a relief of dull care which hovers over many heads. Various entertainments and instructive lectures are in consideration, with a view of making the meetings of the association so desirable that the members will feel they are attending, not merely from a sense of duty, but because of the pleasure derived in doing so. Congeniality is dominant



Shoe Repairs
vs.
Cost of New Shoes

Shoes with any degree of quality cost from \$8 to \$12, and how long is it before the outer sole is worn through and the heels worn down? However, in 90 per cent. of cases the uppers are in good condition and well worth while expending 20 per cent. of the original cost and get the full value of the shoes.

OUR SPECIALTY:
We put on a whole sole, right under heel—as per cut, Good-year sewn process with new leather or rubber heels inclusive—otherwise an entirely new bottom to your shoes. Hydraulic pressed oak tanned leather, neolin or Tenax. Balata—for heavy rough wear **\$2.25**

WAITING SERVICE.

- Rubber heels put on, 10 mins. 50c
- Leather heels rebuilt, 10 mins. 40c
- Leather heels, Ladies' 10 mins. 30c
- Half soles and Leather heels, 20 mins. . . \$1.60
- Half soles and rubber heels, 20 mins. . . \$1.70
- Full soles and heels, 30 mins. \$2.25

Slippers, a newspaper, and a comfortable seat and then go out with good points on your feet.

Leather & Balata Shoe Repair
Cor. Arcade & Victoria. Phone M. 4331

THE EFFECTIVE WAY IN WHICH AN AGGRESSIVE TORONTO SHOE REPAIR ESTABLISHMENT ADVERTISES IN THE DAILY PAPERS AND SPLENDID RESULTS ARE OBTAINED.

at all meetings, for everything of a cut-and-dried nature is eliminated. Every member feels what "co-op" means, and the element of pig-headedness is being wiped out entirely.

"The early closing question is also receiving great consideration by this association. Some members have already started the plan, and found they have lost nothing by it. It is likely a petition will be prepared in proper shape in the near future and presented to the city council for enactment. The members of the association are strongly in favor of such an arrangement.

C. H. Albee, the new superintendent of the Perth Shoe Co., has entered upon his duties, while M. J. Sheehy, late superintendent of the Perth Shoe Co., has gone to Quebec, where he assumes a like position with the John Ritchie Co.

HOW HE FIGURES IT ALL OUT

Editor SHOE AND LEATHER JOURNAL:

Being somewhat interested in shoe repairing, and reading your articles along these lines, I am prompted to add a little from time to time to the subject as I see it. I can never understand, either from your letters or from the reports of the several association meetings, how the prices of repairing are determined, and published, or what rule of mathematics is used to arrive at the figure charged for such work. I am not convinced that the prices given out as a fair charge are right or anywhere near right.

I am not writing from the viewpoint of a city repair man, but am applying myself to the conditions of towns of 2,500 people, where probably three repair men carry on business. I am going to take such shops as are operated by the proprietor himself, with the aid of one boy, without machinery, excepting a Singer patching machine, and his own small tools. We have lots of shops, such as these, carrying on business from year to year, without knowing whether their business is paying them or not.

I am enclosing a statement of the greatest possible revenue that can possibly be made by such a business, with a fair, overhead expense. If anyone having a shop under such conditions cares to keep an account in this way for one year, he can tell whether or not his business is paying him. I have no doubt but that the overhead expenses would be greater than I allow and that the receipts from such a business would be very much less.

Yours etc.,
E. H. GULLIDGE.

Oakville, Ont.

Receipts	Overhead Expenses
A business of \$25 per week for 52 weeks in the year, equals \$1,300.00.	One man, \$2.00 a day \$624.00
My estimate for leather cost is just one-quarter of what one would receive, say for sewn half soles and heels. Basing this job at \$1.60, twenty-five per cent. or one-quarter would be 40 cents for the leather used.	One boy, 50c. a day 156.00
A fourth of the year's gross receipts goes for leather, and on a business of \$1,300 there would be \$325 expended for leather on the average.	Rent of store, \$10 per month..... 120.00
I do not believe in a town of 2,500 people a repairer can do a business of \$1,300 annually or \$25 per week. Deducting cost of leather (\$325) leaves only \$975 to cover the wages of the proprietor and a boy, rent, light, heat and all overhead expenses. In the column on the right you will see how matters figure out for period of one year.	Light, \$2 per month 24.00
	Heat, \$2 per month.. 24.00
	Leather required..... 325.00
	Rubber heels..... 10.00
	Thread..... 5.00
	Wax..... 1.00
	Blacking..... 2.00
	Nails, etc..... 3.00
	Express and freight, 75c. per month..... 9.00
	Stationery, postage.. 2.00
	Incidentals..... 5.00
	Interest of 6 per cent. cent. on, say, \$200 of stock and equipment..... 12.00
	Depreciation..... 2.00
	Insurance..... 3.00
	Business tax..... 5.00
	Lost accounts..... 1.00
	Subscriptions..... 1.00
	Advertising..... 3.00
	Wrapping paper and twine..... 2.00
	Two brooms..... .75
	Allowance to customers..... 1.00
	\$1,340.75
	Total receipts..... 1,300.00
	Year's deficit without any lost time, etc..... \$40.75



No. J50—\$2.85.
Eight-inch Canvas Turn Sole,
Louis Heel.

Specials

Thompson's
Cushion Soled Kid
Goods for Women

Thompson's
Cushion Soled Kiddies
Nature Lasts



No.334.—White Canvas Peggy
Pump, White Heel, Turn.

Samples expressed prepaid upon request

“In Stock”

- No. 345—Fine Poplin, eight-inch Bals, Louis Heel, Turn Sole.
- No. 236—Growing Girls' Canvas Button M.S.
- No. 226—Misses' Canvas Button M.S.
- No. 215—Child's Canvas Button M.S.
- No. 205—Infant's Canvas Button M.S.
- No. 245—Women's Canvas Button M.S., Leather Heel.

Warm Days Are Coming

You will want
WHITE GOODS
in a Hurry
Let us make money for
you by supplying them
promptly.

Always Carried in Stock.

“In Stock”

- No. 231—Canvas Colonial with Leather Heel, M.S.
- No. 238—White Canvas Pump, White Heel, M.S.
- No. 240—White Canvas Pump, Leather Heel, M.S., \$1.15.
- No. 224—Misses' White Canvas Theo.
- No. 213—Child's White Canvas Theo.
- No. 203—Infant's White Canvas Theo.



No. 83—Men's Canvas, White,
Rubber Sole Welt.

If you have not
received
our Catalogue for
White
“Leisure Brand”
Rubber Soled
Goods
Write for it.



No. 215—Child's Canvas Button
M.S.

Something Just a Little Better

The Thompson Shoe Co. Limited
36 St. Genevieve St. Montreal, P.Q.

NEW LINE FOR MR. MCGEE

C. Hazen McGee, of St. George, N.B., who represents the James Muir Co., of Montreal, and the Macfarlane Shoe Co., of Montreal, in the Maritime provinces, has also been appointed representative for Clark Bros., Limited, of St. Stephen, N.B., manufacturers of women's high-class McKays, and will look after their interests in New Brunswick, Nova Scotia and Prince Edward Island. Mr. McGee began his career on the road some fifteen years ago and is a most successful and well-liked salesman. He was for a long time with the Hartt Boot and Shoe Co. and later with the Murray Shoe Co., London. He has handled the Macfarlane line



C. HAZEN MCGEE, ST. GEORGE, N.B.

for the past eight years. Mr. McGee is a former Mayor of St. George, and is a lover of a good horse and has always taken a warm interest in athletic

NEW SHOE FACTORY FOR TORONTO

The Phillips Bros. Shoe Co., Limited, is being incorporated with headquarters in Toronto and a capital stock of forty thousand dollars. The company has secured eight thousand square feet of space in the large building of the General Leather Goods, Limited, 1191 Bathurst street, Toronto, and equipment is being installed. The premises are light and airy and well adapted for shoemaking. The firm will manufacture children's stitchdowns exclusively and when in full operation early in July will have a capacity of six hundred pairs a day.

Jasper W. Phillips, who will have charge of the office, recently resigned his position as manager of the Unique Shoe Co., Limited, Simcoe, which removed to that town last year from Toronto. His brother, James Phillips, will supervise the making room and another brother, William, will superintend the cutting department. For the last seven years the latter has been foreman of the cutting department of the Pingree Shoe Co., Detroit, and has a thorough insight into the shoemaking line, while James Phillips was for some years in Toronto with Cooper and Smith, the J. D. King Co. and the Singer Sewing Machine Co. The three brothers, who are the only members of the new firm, are all practical experienced shoemakers.

Frank Sisman, son of T. Sisman, of Aurora, who spent several years in his father's factory, and latterly has been on the road for the United Shoe Machinery Co., has been appointed superintendent of the Unique Shoe Co., Simcoe,

which has amalgamated with the Sovereign Mitt, Robe and Glove Co., late of Delhi, Ont., the latter plant being removed to Simcoe. A new charter will be taken out and the name of the amalgamated concerns will be the Simcoe Shoe and Glove Co., Limited.

FORTY YEARS IN THE LEATHER GAME

(See Front Cover)

James P. Donald, manager of the historic Logan Tanneries at Lyons Brook, just outside of Pictou, N.S., has an intimate acquaintance with the leather trade. He started in the business with Daniel McLean in Toronto, with whom he stayed until 1890. He was later with Beal Bros., Toronto, and then with the R. M. Beal Leather Co., Lindsay, until his acceptance of his present post about five years ago. Always interested in civic, religious and charitable work, he also possesses the proud distinction of having three of his six sons overseas. One of his boys, after doing trench duty, recently left the hospital and is now in the Canadian Records Office at Rouen, France. Another is with the 13th Battalion at the fighting front and a third is still in England anxiously awaiting his chance to get across, being with the 92nd as drill instructor at Blighty.

Mr. Donald has developed the Logan Tanneries, founded by John Logan sixty-one years ago, to a wonderful extent, and the present output is two thousand sides a week of hemlock sole leather. Twice the industry has been visited by fire but each time it has emerged stronger than ever. An enterprising and public spirited business man, Mr. Donald was born at Whitby, Ont., and educated at the Toronto public schools, the Model school and the Jarvis street Collegiate Institute. In a connection of over forty years with the leather game he has won many friends.

FROM THE "FOREST TREE" TO SHOE "FAC-TREE"

(Continued from page 30)

few pairs on the sample sizes to make up his salesmen's samples. If the shoe sells well, then is the time the last manufacturer gets the fruits of his work, for, as the orders for shoes come in to the shoe manufacturer, he in turn has to order lasts from the last manufacturer.

When the order for lasts is received, say on four widths, B, C, D, E, a model is made for each width. On men's, seven is the model size, on women's, size four, and from these models, the lasts are turned out by the turning lathe, a wonderful machine, that simply by manipulation of gauges, turns all sizes from four to twelve, all from the size seven model, and by reversing the lathe, a left foot last may be turned from the right foot model, or vice versa. Each of these lathes has a capacity of about fifty pairs per day.

From the turning lathe, the lasts pass on through the various departments on racks, much the same as shoes. The hinge last, (as shown in the illustration) has been through between fifty and sixty distinct operations. On an order of six hundred pairs, about a week's time is necessary to complete the lasts and make shipment.

Every last must have certain measurements, for instance, a size seven, C width, in men's should measure 8½ around the ball, with 8 3-8 around the waist and 8 3-8 around the in-step. A size eight is 1-3 of an inch longer than a size seven, and a size 7 D width is 1-8 of a size longer than a size 7 C width, and 1-12 inches wide on the bottom; and constant attention must be paid to these details during the different operations.

Modern last making is well represented in Canada by the United Last Co., Limited, who have a thoroughly modern up-to-date factory in Maisonneuve, Que., with 24 turning lathes and equipment for a capacity of 1,200 pairs per day.

In the illustration on page 30 the small roughly finished last was made away back in 1862, in Halifax, by an uncle of Mr. H. L. Tower. The other last represents one of the very newest turned out by the United Last Co.

WESTERN SHOEMAN WHO HAS DONE HIS BIT

One of the most progressive wholesale and retail shoe firms of the West is Dowling & Creelman, of Brandon, Man., who started in that city nearly nineteen years ago, opening up in the retail line. In 1912 they branched out in a wholesale way as well and have worked up a splendid



MAJOR W. J. CREELMAN, BRANDON, MAN.

business. The members of the firm are R. R. Dowling and Major W. J. Creelman. Both are experienced and alert business men. Major Creelman was born in Georgetown, Ont., where he worked for some time in a general store,



R. R. DOWLING, BRANDON, MAN.

and then came to Toronto. Going west about twenty years ago, he became associated with Mr. Dowling in the retail shoe game two years later. While in Toronto Major Creelman was a member of the Queen's Own Rifles and, when the

99th Manitoba Rangers was organized in Brandon, he started in as Quartermaster with the rank of Captain and was with them until the war broke out. Then he joined the 79th Overseas Battalion as Captain but was later promoted to Major. He went to England with the battalion, when it was broken up, and crossed to France with the 16th Battalion. He served with them until the taking of the Regina trench, in which engagement he was wounded. He received three shrapnel bullets in the right foot and was also hit by a bomb which was thrown from a German trench, sustaining several wounds on the right leg and right arm. After lying on the ground throughout the day he managed to crawl back to the communication trench and from there was taken to the hospital and afterwards sent to England where he remained until December last. Obtaining leave of absence he came home to Brandon. Major Creelman had expected to return to the front ere this and rejoin his battalion, but he has not made as fast progress toward recovery as his many friends would like to see. It is hoped, however, that he will in time regain his former good health and strength.

WHY CUSTOMERS GO TO THE OTHER STORE

A very interesting investigation has been made by "System" regarding the cause why customers stop buying at one store and go into another. About two hundred letters were received and the "reasons" tabulated as follows:

Indifference of salespeople.....	47
Attempts at substitution.....	24
Errors.....	18
Tricky methods.....	18
Slow deliveries.....	17
Over-insistence of salespeople.....	16
Insolence of employes.....	14
Unnecessary delays in service.....	13
Tactless business policies.....	11
Bad arrangement of store.....	9
Ignorance of salespeople concerning goods.....	6
Refusal to exchange purchases.....	4
Poor quality of goods.....	1

The main reason, it seems, in the losing of trade, is the indifference of salespeople.

Attempts of substitution, errors, tricky sales methods, over-insistence of salespeople, insolence, unnecessary waiting, are all relating to service, and all these faults are easy to be overcome by instruction or by adherence to certain rules and regulations.

It is interesting that only one of the two hundred answers tabulated give as the reasons for quitting the stores "the poor quality of goods."

Another interesting feature brought out by these letters is that the average man, describing his experience, is very exhaustive in giving details, names, dates, places. All these were remembered with an accuracy that plainly showed how deeply the "impression of affront" had sunk.

Some of these experiences dated back several years still rankled in the customer's mind.

The average patron of a store is very sensitive and assumes that all the faults of the salespeople is due to the attitude of the merchant himself. They reason that the clerks are reflections of the employer.

Try to eliminate errors and all other faults mentioned in this article. A monthly get-together meeting is a splendid place to air certain phases of store service and suggest remedies. It is sort of a clearing house of many ideas, all directed toward the betterment and the success of the store.



WARREN T. FEGAN, TORONTO



F. C. HENRY, TORONTO

“THE BIG 88”
“THE SIGN OF THE FOUR”

(See opposite page)



H. O. DORAN, TORONTO



E. C. TRIPP, TORONTO

TAKING HEADS OF ALL DEPARTMENTS INTO FIRM

Successful Toronto Shoe Merchant Rewards Faithful Service by Giving His Employees a Financial Interest in His Big Business—Has Progressive Ideas on Management, Co-operation and Responsibility—Large Addition Erected to Store Known as the "Big 88"

TO ensure permanency of service, and continued, active co-operation on the part of his staff, to afford them wider scope and larger monetary returns, and at the same time to take certain responsibilities off his own shoulders, and allow others to share in the management and participate to a greater extent in the successful shoe business that he has built up, Warren T. Fegan, of the "Big 88" Queen street west, Toronto, will, in a few months, adopt a new and progressive business policy.

Three of his salesmen, who have been in the service for many years will be taken into partnership. This move is entirely voluntary on the part of Mr. Fegan, who has been thirty-one years in the shoe game, and made a splendid record. Mr. Fegan has definite, progressive ideas in regard to recognition of employees, which extend further than the mere dollar mark and weekly wage. For instance, last fall, in order to give the heads of his departments an outing, and at the same time afford them an education on how business is conducted in large footwear establishments on the other side of the line, he took them on a trip, visiting Detroit, Cleveland and Buffalo. The result was that many valuable pointers and timely suggestions were picked up, and the co-operative spirit of the "Big 88" has never been as strong and active as it is at the present time.

Will Take Extended Vacation

Mr. Fegan is not only a shoeman, but the son of a shoemaker. He was born at Jordan, Ont., nearly fifty years ago, and in January next, when he will celebrate the half-century of his nativity, he purposes taking an extended holiday, along with his wife and family, and spending several months in California. He does not believe in deferring until late in life, the pleasures afforded by a modified amount of leisure and at the same time, desires to give those in his service something more to look forward to than a salary envelope.

The young men who will be taken into partnership are F. C. Henry, who is in charge of the women's department; H. O. Doran, in charge of the men's department, and E. C. Tripp, who supervises the infants', children's, boys', youths', girls' and misses' departments. Mr. Henry has been with Mr. Fegan for twenty years; Mr. Doran for seventeen years. Both started upon their careers as messenger boys, and have known no other boss. E. C. Tripp has been with Mr. Fegan for five years. As department heads they have full charge of the stock keeping, display, sorting and selling. Lately they have been assisting in the buying and from this out, will devote more attention to the purchasing end, Mr. Fegan gradually withdrawing.

Getting Started in Shoe Game

Starting in the shoe game with J. W. McAdam, in November, 1886, at the corner of Queen and Teraulay streets, where the Manning Chambers now stand, Mr. Fegan hustled parcels and swept the floors. In February the following year, Mr. McAdam moved to 88 Queen street west, where the premises had formerly been a furniture stand, and were altered and renovated to suit a footwear stock. In 1893, Mr. McAdam desired to retire. Mr. Fegan, in company with the late Ewen McDiarmid, of Toronto, took over the stock, the firm being known as Fegan & McDiarmid. This partnership continued for seven years, or until 1900, when the present proprietor assumed his partner's interest, and has since run the establishment under the registered title of the "Big 88." A large stock is carried and business

has been growing to such an extent, that it has been found necessary to erect an addition. The extension is fifty-five feet long by twenty-five feet wide and will give the "Big 88" 113 feet in depth. Mr. Fegan owns eighty-three feet frontage on Queen street, the stores on either side of the "Big 88" being his property.

Selection of Store Name

"How did you happen to hit upon the name of the 'Big 88,'" was asked of Mr. Fegan.

"Well it is like this," he replied, "as a boy I used to go to St. Catharines quite frequently, and I noticed a clothing store there on St. Paul street was conducted under the name of the "Big 22." The figures were large, the somewhat unusual title caught my fancy, and I always remembered the sign. When I got into business for myself, I thought it would be suitable for my line, and accordingly I had the name, the 'Big 88' registered. It is easily pronounced, and remembered. I attribute any success that I have met with in the shoe line to industry, perseverance, and honorable dealing. I have endeavored during the thirty-one years that I have been connected with the game, to play it squarely and fairly, and the result is, that business has grown from year to year in an encouraging way.

"My father, Robert K. Fegan, who lives at Vineland, Ont., in the Niagara district, was, I think, until he had a paralytic stroke last fall, the oldest working shoemaker in Canada, having been for seventy-two years on the bench. He is to-day eighty-six years old. I remember as if it were yesterday, when I started in as a messenger for Mr. McAdam, who, I may say, is running a shoe repair establishment on East Seneca street, Buffalo, where he has been for some years. I made up my mind that if hard work and application would bring success, I would attain it. The three heads of departments—'boys' I call them—whom I propose to take into partnership, have well and worthily won any recognition that I can bestow. They are on the average, the same age as I was when I obtained exclusive control of the 'Big 88,' being then just thirty-three years. I have always felt that a man can enjoy pleasures and pastimes at fifty, which, later, may be rendered out of the question, by reason of bodily infirmity and advancing years. I believe in promotion in the service and in participation in the profits, and for this reason, as stated, intend taking 'the boys' into partnership.

"The details of the arrangement I am not prepared to give at present, but they will be settled upon in ample time. From my own view-point, the young man, who has nothing more to look forward to than a weekly wage, after years of service, will naturally base his duties and work on that limitation, but given higher and wider interests, he will develop the best and brightest that is in him.

Clean Cut and Aggressive Quartette

"One other thing that I might mention,—and I do not say this in any boastful or narrow-minded spirit,—is that neither myself nor the three young men who will become associated with me in partnership, know the taste of liquor or tobacco. Perhaps a similar quartette of shoemen in the one establishment, working together for years, as we have, cannot be found anywhere, in this day when the majority of men smoke."

It is expected the extension to the "Big 88" will be completed in a week or two, and other improvements carried

out to the interior of the store, which will result in a rearrangement of the stock, and better facilities for serving the public.

"I have no doubt," concluded Mr. Fegan, "that as partners, 'the boys' and I will continue to work together just as harmoniously and smoothly as we have as employer and employees, during the last fifteen or twenty years. Our interests have been mutual, and, with added responsibility, 'the team play,' as I call it, of the 'Big 88' will be more effective and aggressive, for we are going out after bigger business than ever."

SPECIAL CHILDREN'S DEPARTMENT OPENED

The new children's department of the Walk-Over Boot Shop, Toronto, is now open and stocked with representative lines. It is located in the basement and is reached from the rear of the store by a nine-foot wide mahogany stairway of easy descent. At the landing, where the stairs turn, is a handsome plate glass wall showcase for the display of evening footwear. The dimensions of the children's department are sixty by thirty feet, and the floor is covered with an olive green linoleum, while the shelving, which extends to the ceiling, is of the single carton type, with uniform Walk-Over labels. The mahogany settees are of the low seated, high back design, with ornamental ends, and particularly suited for catering to the trade of the little folk. Women's evening slippers are also shown in this department. The ceiling is nine feet high, and the interior is brilliantly lighted with nitrogen lamps.

Among other improvements is the removal of the shoe polishing stand downstairs, to the left of the stairway leading to the children's section. A 22-foot Goodyear shoe repair outfit and stitcher have been installed on the ground floor at the rear. The store now does its own repairing, and has a competent staff. The special children's department, and the establishment of its own repair branch are further evidences of progress and expansion on the part of the Walk-Over Boot Shop.

THE "GROUND-GRIPPER" IS NEW LINE

Getty & Scott, Limited, of Galt, are putting on the market a line of specially constructed shoes which will be known by the registered name of the "Ground-Gripper." The shoe is constructed to conform to the natural lines of the human foot and is particularly adapted to growing feet. The natural formed bottom corsets the arch, causing an even distribution of weight and ensuring real comfort. The "Ground-Gripper" will be made in women's, misses', child's, boys', youths' and little gents'.

DECLARE NEW RATES ARE EXCESSIVE

At a meeting of manufacturers of Kitchener and Waterloo, held this week, at which representatives of the different shoe interests were present, the proposed increase in freight rates was discussed and a committee appointed to inquire fully into the matter. This committee will report at a general meeting of the Kitchener Manufacturers' Association, which will be held on Saturday night. The manufacturers do not object to any reasonable increase in freight rates as a war measure, but they take exception to method or principles under which an abnormal advance is likely to be put into effect by the Canadian Railway Association. The difference in the new classification, the change in rate of 15 per cent. in regular classification, and the increase in the minimum rates as proposed in clause No. 17, effect an increase of about 150 per cent. in some lines. Manufacturers declare that they are willing to bear a fair and just raise in

freight rates, but cannot see their way clear to meet the exorbitant levy which, it is proposed to put into effect and the change in classification which will further add to transportation charges on all shoes, particularly those sent to the West. The manufacturers also state that if the new schedule becomes effective the retailer will have to bear the increased cost of carriage, which to distant points in the West would mean twenty-five cents a pair in some instances.

NEWSY HAPPENINGS FROM QUEBEC

Ed. Gaumont, superintendent of the Plessisville Shoe & Leather Manufacturing Co., of Plessisville, P.Q., was a visitor in the city recently. He reports that his firm received an order for 20,000 pairs of navy boots, and the factory is running to capacity at present.

Among other visitors to Quebec recently, were A. A. Deverill, of Novelties, Limited, Toronto; H. Billcliff, of Frank W. Whitcher Co., Boston, Mass.; F. J. Pirego, of the Steel Co. of Canada, Limited, Montreal; E. St. Armand, Goodyear Tire & Rubber Co., Limited, Montreal; R. E. Woodward, of F. E. Woodward & Sons, Lachine, and James Boyd, representing the Nugget Polish Co., Montreal.

M. Lagace, of Lagace & Lepinay, has returned from a business trip to the West.

Shoe factories in general are quiet just at present, but the John Ritchie Co. and Gale Bros. are exceptionally busy filling orders.

Nails for shoe repair work have again raised in price, two cents a pound advance being asked. Some lines in cotton threads have advanced between ten and twenty cents a spool. The price for sole leather remains the same, and there is a great demand for Neolin and other leather substitute soles. Collections are fairly good, and not many complaints are heard from retailers regarding sales.

J. Charland, shoe retailer, is building a fine private residence.

Leon Chevalier, shoe repairer, has opened a retail shoe store on Des Fosses street, where he will carry a full stock of all the newest and most popular styles in footwear.

Pleau & Frere have opened a shoe repair shop, and have installed a Progressive shoe repair equipment purchased from Dupere & Garant.

CATTLE RAISING ON BIG SCALE

Asking for co-operation from the Ontario Government, similar to what they have received from the Alberta and Dominion Governments, the British Cattle Supply Co. interviewed the Premier, Sir William Hearst, Commissioner of Agriculture, Dr. George C. Creelman, and Deputy Minister, Bert Roadhouse, in Toronto, recently.

The company are going in for cattle raising in Ontario. At first their plans were to raise all their cattle in Alberta, but the fact that cattle can be raised in Northern Ontario came before them and they decided to ask the Government for co-operation.

The company want an area of 25,000 acres at least, and the Government has practically agreed to lease them this land for fifteen years at a nominal fee of 5 cents an acre. At the present time the company have 1,500 cattle on grass in Alberta.

Those on the deputation were: R. H. McElroy, M.P.P., of Carleton, secretary of the company, who introduced them; T. G. Good, president of the company and manager of the Union Stock Yards; Sam Hisey, president of the Live Stock Shippers' Association; D. B. Wood, of the Wood Milling Co., of Hamilton; A. C. Gordon, president Hamilton Harbor Board; C. H. Maybee, Toronto; Harry Talbot, head buyer for William Davies Co., and general manager of the company, and J. H. Fussell, of Toronto.

THE NEW MANAGER OF NEW BRANCH

A. Parks, manager of the Lethbridge branch of the Canadian Consolidated Rubber Co., Limited, which was recently opened in that city, has been with the firm for six years. He



A. PARKS, LETHBRIDGE, ALTA.

started in the Winnipeg warehouse, being transferred a few months later to the Calgary branch, and since that time he has been working South Eastern Alberta, or the territory handled by the Lethbridge branch under the company's present freight rates. The new warehouse of the Canadian Consolidated Rubber Company is located in the Bowman Block, and the building has been completely renovated and modernized. The ground floor is used as offices and warehouses, while the upper floor is fitted up as a sample room. Lethbridge is a bright, progressive city and the local press refers appreciatively to the enterprise of the Canadian Consolidated Rubber Co., and the appointment of Mr. Parks as local manager.

DEATH OF MR. GEORGE McQUAY

Geo. McQuay, president of the McQuay Tanning Co., Limited, Owen Sound, Ont., passed away on May 5th, in that town, after a long illness. Mr. McQuay, who was born at Smith's Falls, Ont., was sixty-seven years of age, and was one of the most prominent business men in the northern town. The large industry, which he founded, making harness, bridle and collar leather, has long been one of the most substantial and progressively managed factories in the province. Mr. McQuay also took a deep interest in public matters, and was a member of the town council for six years, rendering faithful and efficient service. A wife, two sons, George W. and Edward, and one daughter, Mrs. B. Dutcher, of Los Angeles, survive.

WILL RUN THROUGH TANNERY YARDS

Judgment in favor of the plaintiffs has been delivered in Toronto by Mr. Justice Britton in the action brought by the Toronto Suburban Railway against Beardmore & Co., leather manufacturers, for specific performance of an agreement, where by the plaintiffs have been granted right of way through the Acton Tanning Yards without paying compensation other than for Grand Trunk spurs and changes

made to buildings. This right the plaintiffs allege was in consideration of the facilities granted the tanning company for shipping their goods.

The defence in the case was that the late Walter D. Beardmore, although managing director of the company, had no authority to make it and did not actually make it. His Lordship, however, has found to the contrary.

WANT HEMLOCK BARK EMBARGO LIFTED

A recent despatch from Washington says: An urgent appeal to Sir George Foster to bring about a suspension of the Canadian embargo on hemlock bark has been made by Richard Olney, Member of the House of Representatives from Massachusetts. In March, 1916, Canada prohibited the exportation of barks for tanning purposes, but consented to issue permits to certain tanners, permitting them to secure bark already purchased and paid for. In December of last year, however, the Canadian Government discontinued the issuance of permits. Mr. Olney pointed out to the visiting Canadian authorities that the hemlock bark was essential to New England hide and leather interests engaged in the manufacture of army shoes, and urged that in accordance with other co-operative measures between the United States and Canada that the embargo on bark be lifted.

HAS THOROUGH KNOWLEDGE OF LEATHER

As a cutter in the shoe factory of James McCready & Co., John McEntyre, of Montreal, got his first acquaintance with leather in his native city. After working six years for this firm in different departments, he joined Fisk Limited, as a leather sorter and subsequently became manager of this department, remaining with the firm for twelve years. In 1913 Mr. McEntyre branched out for himself and does an exclusive business in cotton shoe linings, rubber cements, bottom fillers and other shoe supplies. He is sole selling agent for Daoust-Lalonde side leathers and splits, and in



JOHN McENTYRE, MONTREAL

addition represents the Breithaupt Leather Co., of Kitchener, Ont. Mr. McEntyre is a member of the Montreal Amateur Athletic Association and belongs to the Baconsfield Golf Club.

ED. R. LEWIS

Phones—Office, Main 2579
Residence, Beach 2298
R. E. Bennet, Junction 4775

REPRESENTING

Donnell, Carman & Mudge, Inc.
Boston, Mass.—Sheep.

Helburn Thompson Co., Salem,
Mass.—Fancy Goat & Sheep.

Duclos & Payan, St. Hyacinthe,
Que.—Side Leather, Count-
ers, etc.

Standard Kid Mfg. Co., Boston,
Mass.—Kid, Chrome, Glazed
and Dull.

Henry Gitterman & Co., New
York — Fabrics, Imitation
Leather.

C. Galibert & Sons, Montreal
—Fancy Shoe Calf.

Boston Woven Hose & Rubber
Co., Boston.—Fibre Soles and
Heels.

Rochester Button Co., Roches-
ter, N. Y. — Shoe Buttons,
Ornaments.

LEATHER

21 SCOTT STREET
TORONTO

Call, Phone or Write
for Anything in

LEATHER

OR

SHOE FABRICS

*Prompt Shipments
from Stock*

OFFERINGS

Fancy Sheep	Shoe Sheep
	Side Leather
Chrome and Bark	Tannage
Counters, Leatherboard	
	Fibreboard
Pancake and Flexibles	
	Skivers
Fancy Colors and Grains	
	Glazed and Mat Kid
Full Line of Shoe Fabrics	
	Fancy Shoe Calf
	Shoe Ornaments
Fibre Soles	Rubber Heels
	Fancy Shoe Buttons
	Imitation Leathers

SECRET OF HIGH COST OF SHOES IS OUT

The story, and it is vouched for by the veracious Kansas City Star, reads like the old saying about "For want of a nail . . . the kingdom was lost." Here is how it was done:—

A local shoe dealer—a man who deals exclusively in women's shoes and the higher-priced women's shoes—divulged the secret, says the "Literary Digest."

"Women's shoes began to jump about two years ago," he said, "and a little before this jump was noted you may have observed that the women were beginning to wear high-top shoes—shoes with tops higher than they ever had been before—and in colors that presented a rainbow medley when you got enough of them on the street at the same time.

"Naturally the dealers now cry that the shortage in leather has sent up shoe prices, and, while that is true in a sense, the war has had very little to do with the leather shortage. Responsibility really rests with an enterprising retail shoe dealer out in Los Angeles!

"I think it was three summers ago that this particular Los Angeles shoe dealer, owner of the largest and smartest shoe store in the city, conceived the idea that something extraordinary would have to be done if he were to sell shoes to women who were touring in California from the East. There had always been high-topped shoes for women and always shoes in many colors, but they were the kind of shoes (or boots) that one usually saw on the stage. They looked good on the chorus girls and the prima donnas, see?

"Well, this Los Angeles man sent an agent East and he bought up all of these fancy boots that he could find. In the course of a short time there was received by the Los Angeles dealer a job lot of women's fancy shoes that looked like the dream of an opium-eater."

No specialist in futurist art, we are told, could evolve a greater variety of colors than those which tinted the wares he received. There were champagnes, ivories, Havana

browns, mouse and pearl-grays, chamois, smoke-grays, pinks, and reds—and, it is whispered, no lack of the strange, exotic tones so romantically called elephant's breath, song-of-roses, pigeon-milk, negro-head, and a thousand other indescribable shades purloined from the "Arabian Nights". Then, adds the narrator:

"The dealer makes a great window display of these fancy boots and the women tourists in Los Angeles look upon them, then gasp for breath, then wonder what has happened in the East—or in Paris—and straightway start to buy.

"In the course of a few months the tourists from California, returning East, began to startle the women who had remained home and were wearing the common old blacks and tans. The stay-at-homes started a rush on the home shoe stores, the home shoe stores started a rush on the manufacturers and, as a consequence, the leather market was upset and the manufacturers were kept busy night and day making new patterns in a dozen different colors, and totally unaware all the time as to the identity of the man who had started all the excitement.

"Manufacturers, of course, don't let golden opportunities skid down the toboggan. They shot up prices and women's boots of the more than ordinary pattern now range in price from \$12.00 to \$25 a pair. The women would have them and the manufacturers decided that the women must pay for their fun. Not meaning, you understand, that these high-priced boots are not made of expensive material nor that they are not actually worth far more than the fancy boot of an earlier day. But that is the story. The Los Angeles man did it. If it hadn't been for that Los Angeles fellow, I dare say the women would still be wearing blacks and tans, leaving the richer and more colorful boots to the musical comedies, which, in my candid opinion, owe a large measure of their decline to the competition now offered by female pedestrians on our most frequented highways."

To Those Interested

YOU may have noticed in the daily press that we had a fire in our factory last week.

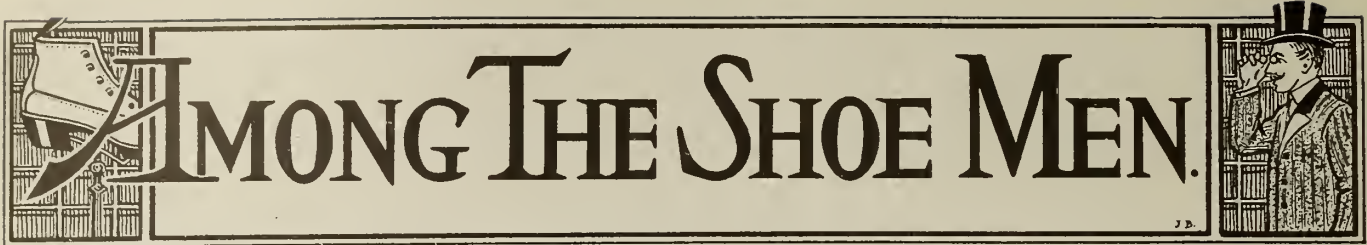
¶ We wish to assure you that our deliveries will not be delayed more than a few days on orders which should have gone forward the latter part of last week and the beginning of this.

¶ We are again in full operation, and future business will be handled without any delay.

Perth Shoe Company

Limited

Perth, Ontario



AMONG THE SHOE MEN.

The Webster Shoe Co., of Montreal, have registered. The price for shining black shoes has been raised in several cities and towns to ten cents.

J. Morris & Co., of Edmonton, have sold their boot and shoe stock to Johnstone, Walker & Co.

M. Webb, of Imperial Shoe Store, Edmonton, has returned from a business trip East.

Mr. Blackwood, manager of shoe department of W. W. Cooper Co., Swift Current, has taken a position with New Cut Rate Shoe Store in Calgary.

Geo. Neelands, formerly of Vancouver, is now with Murray's Limited, shoe dealers, Calgary.

C. Romania, shoe dealer, of Nelson, B.C., has moved into his new store.

The American Shoe Store Co., of Edmonton, have enlarged their store, and now have one of the most attractive in that city.

Ed. Foster, formerly in the shoe business in Edmonton, has moved to Vancouver, and is now engaged by Johnston's Big Shoe House.

J. Ablowitz has taken over the Clapp Shoe Store, formerly owned by M. H. Clapp, on Main street, Vancouver. Mr. Clapp died some months ago.

Walter Brown and F. C. Cribbin have been elected by the Boot and Shoe Workers' Union of Toronto, to represent

them at the biennial convention of the Boot and Shoe Workers of America, which will be held in Philadelphia in June. Mr. Brown is President of the Toronto District Trades and Labor Council, and Business Agent for Local 233 Boot and Shoe Workers' Union.

Wood & Son, shoe dealers, of Main street, Vancouver, have moved into the store on Hastings street, formerly occupied by C. E. McKeen Shoe Co.

C. McKeen Shoe Co., Limited, have opened showrooms and warehouse in the Unity Building, Montreal. They will carry a complete line of medium-priced Goodyear welts and McKays also children's turns. Mr. McKeen intends to make his home in Montreal in future.

Geo. W. Beardmore, of Beardmore & Co., Toronto, was recently elected a member of the board of directors of the Canadian General Electric Co., Limited, succeeding the late Senator J. K. Kerr.

Major Charles T. Cahill, advertising manager of the United Shoe Machinery Co., Boston, was elected to the office of secretary of the National Guard Association of the United States. Major Cahill has been active in state military affairs for many years, and just recently returned from five months' service with the National Guard on the border.

The executive offices and Montreal branch of Canadian Consolidated Rubber Co., have been moved from the



Aniline Dyes for all Purposes

FROM

The Sandoz Chemical Works, Basle, Switzerland

SPECIALTIES

Saba Colors for Leather Staining

Wool, Cotton and Printing Colors

Sulphur Colors, Colors for Paper

We shall be pleased to furnish product samples on application

McARTHUR, IRWIN, LIMITED

MONTREAL

(Established 1842)

TORONTO

Sole Consignees in Canada for

The Sandoz Chemical Works, Basle, Switzerland

corner of Notre Dame street and Papineau avenue to 201 Inspector street, in the large building recently occupied by Ames-Holden-McCready who have in turn removed their executive offices and men's factory to Mount Royal avenue.

Manufacturers of shoe laces have advised their customers that all orders placed now will be accepted subject to ability to make deliveries with prices on an "at value" basis. While the labor and dyestuff situation has greatly improved, a scarcity of raw material is apparent. Shoe houses are finding it difficult to obtain cotton laces and are compelled to turn to the silk division. Never before in the history of the industry have the shoe lace factories in America been so busy.

The United States Rubber Co., of New York, has purchased the plant of the Banner Rubber Co., Kenrick and Bittner streets, St. Louis, and will open a large factory in that city for the manufacture of rubber footwear. Myron H. Clark, general manager of the footwear factory, says the new plant will be ready for operation in a few weeks. It is expected that the capacity of the plant will be 10,000 pairs of rubbers a day.

Scores and scores of freckled faced boys and girls were recently lined up before the American Shoe Co.'s store in Edmonton when the management gave away seventy-five tickets to the most freckled children so that they could see the play "Freckles" at the Empire Theatre as the guests of the store.

A. Levy, of the Right Form Shoe Store, Toronto, spent the past few days in Montreal, Boston and New York on a business trip.

Mrs. John T. Hagar died recently in Montreal, at the home of her daughter, Mrs. Keenan, wife of Lieut.-Col. C. B. Keenan, D.S.O., M.D., 376 Mountain street, who is president of J. & T. Bell, Limited. She had been an invalid for the past four years. She was the widow of John T. Hagar, proprietor of J. & T. Bell Co., who predeceased her eight years and was born in Hamilton, Ont., seventy years ago. In addition to Mrs. Keenan, she is survived by another daughter, Miss Mildred Hagar, and one son, Major Lavens Hagar, of Brigadier-General Meighen's Staff.

Teddy Firth, son of J. E. Firth, of Peterboro, who is Eastern Ontario representative of the W. B. Hamilton Shoe Co., Toronto, has joined the Royal Flying Corps for overseas service.

G. C. Wilson, sales manager for the James Muir Co., shoe manufacturers, Montreal, was in Toronto, Hamilton and London on business recently, and has gone on a trip to the West. He is calling on the wholesale trade in all the large cities.

B. W. S. Martin, sales manager for the John Ritchie Co., Quebec, spent a few days in Toronto last week, showing a fine range of samples. Mr. Martin was recently elected a director of the John Ritchie Co.

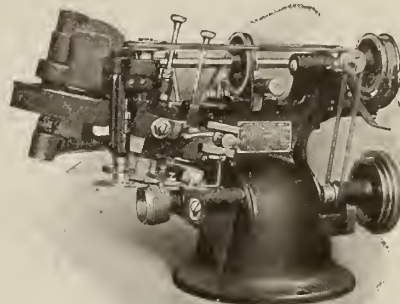
Pte. John Duncan, of the 117th Eastern Townships Battalion, who has returned from the front, has opened a shoe repairing shop at 180 Wellington street, Sherbrooke, Que.

H. C. Durgin, lately superintendent with Chas. A. Ahrens, Limited, Kitchener, Ont., has gone to London, where he has taken a similar position with Sterling Bros., Limited.

Fire broke out in the shoe store of D. St. Amour, corner of Clarence and Dalhousie streets, Ottawa, recently, and did damage to the stock to the extent of one thousand dollars. The blaze originated in the rear portion of the store from an unknown cause.

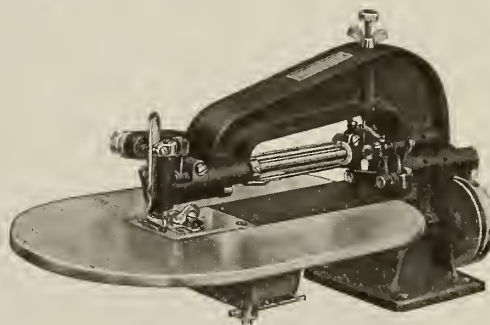
Fred. A. Bowe, well-known in the trade as a cutting room foreman, has accepted a position with Ames-Holden-McCready, Limited, Montreal, and has charge of their cutting and upper leather departments as buyer. Mr. Bowe has had excellent experience in the shoe business and has been associated with the L. B. Evans Co., Wakefield,

PEERLESS MACHINES



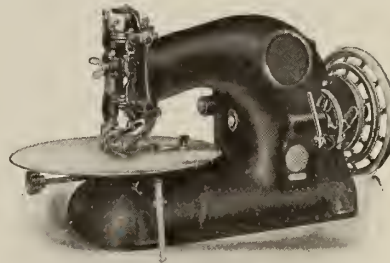
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.

Mass., with the Isaac Prouty Co., Spencer, Mass., and his most recent position was with the Criterion Shoe Co., Beverly, Mass.

Wm. Stanley Fox, formerly superintendent for Sterling Bros., Limited, London, Ont., has been appointed superintendent of the factory of Chas. A. Ahrens, Limited, Kitchener, Ont., and has entered upon his new duties.

Lessard & Fenland, shoes, Quebec, recently registered. S. W. Caldwell, of the T. Eaton Co., shoe department, Winnipeg, was a recent visitor to Toronto and Montreal.

The Shoemakers' Association of St. Catharines, Ont., had a meeting recently, and decided to close every Wednesday afternoon at 12 o'clock during the summer, and five o'clock on Saturdays.

Segal & Co., shoe jobbers, of Montreal, have dissolved partnership.

G. & C. Shoe Outlet Co., Montreal, have dissolved, Maurice Gold continues under the same style.

Jacques & Cain, dealers in shoes and men's furnishings, Calgary, have dissolved partnership. Mr. Jacques will continue.

The shoe store of Benjamin C. Gill, Pictou, N.S., has recently been improved and extended. The premises are now bright and attractive.

Geo. A. Meloney, shoe retailer, of North Sydney, N.S., spent a few days in Boston and other shoe centres recently.

The team of Aird & Son, Reg., Montreal, have again won the championship of the Montreal Shoe Manufacturers' Bowling Association. Recently they played a match with the boys from the Kingsbury Footwear Co., whom they easily defeated. Aird & Son's bowlers are being congratulated on retaining the cup this year.

Fire broke out in the shipping room of the Perth Shoe Co., of Perth, Ont., last week and some goods ready for shipment were damaged by smoke and water. Owing to the good work done by the firemen the blaze was prevented from spread-

ing. The manufacturing equipment is in no way interfered with and the factory is running to capacity as usual.

W. Hebert, of Gagnon, Lachapelle & Hebert, shoe manufacturers, Montreal, spent a few days in Toronto lately, calling upon the trade.

Horace Urquhart, a returned soldier, has opened a shoe shining parlor at the corner of Aylmer and Charlotte streets, Peterborough, Ont.

H. R. Emery, of Blachford, Davies & Co., Toronto, was in Montreal and Quebec recently, in the interests of his firm.

J. F. Carney, formerly connected with the Douglas Shoe Co., Brockton, has joined the staff of the Tetrault Shoe Mfg. Co., and is in charge of the cutting room.

David Bain, of the city traveling staff of D. D. Hawthorne & Co., Toronto, has recovered after several weeks' illness and is able to be around again. During his absence, his customers were looked after by Allan Walsh, of the warehouse force.

T. Gagnon, of Gagnon, Lachapelle & Hebert, shoe manufacturers, Montreal, spent a few days in Toronto last week on business.

J. Gillatly, shoemaker, of Taber, Alta., has sold out his business.

Roy E. Wilson, late of the shoe firm of Cloos & Wilson, St. Thomas, Ont., has taken an important position with James Leslie, Hamilton. Geo. Cloos is continuing the business in St. Thomas.

H. D. Wing, partner in the United Shoe Dealers, Parry Sound, has withdrawn his interest from the firm and will continue in the shoe business under his own name.

J. A. Adams, manager of Aero-Peds Mfg. Co., Limited, Toronto, was in Montreal last week on business.

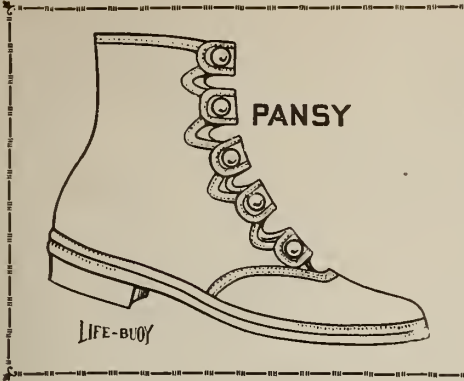
J. Art. Gosselin, representing Ludger Duchaine, shoe manufacturer, Quebec, was in Toronto last week, showing a fine range of samples to the trade.



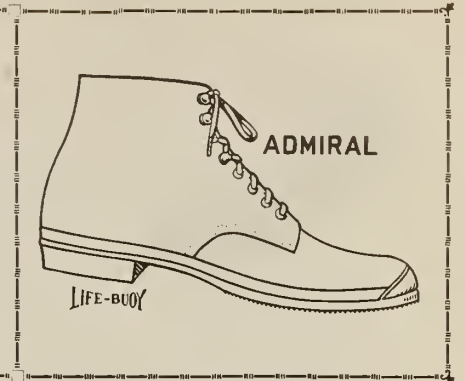
MR. LE BLANC IS BACK IN OLD STAND AT HALIFAX

Sixteen years ago M. A. LeBlanc, proprietor of the Club Shoe Store, opened business at 69 Gottingen street, Halifax, N.S. He built up a retail trade rapidly, each year showing a gratifying gain. Mr. Le Blanc attributes much of his success in the footwear line to careful buying, industry, courteous treatment of customers, giving good values and obtaining many pointers from the *SHOE AND LEATHER JOURNAL*. A fire destroyed his store on February 15th last, but the premises have been completely remodelled and renovated.

Mr. LeBlanc has just opened out for business again in the old stand. The dimensions of the establishment are seventy-five feet deep by eighteen feet wide. The accompanying illustration shows the interior of the old store. In the new one, the post, seen in the picture, has disappeared, and the ceiling is supported with steel girders, which makes a decided improvement in the appearance and adds materially to the convenience and facilities of his well managed and well stocked shop.



Some of the Series of Newspaper Advertising Cuts Supplied to the Trade Gratis by the Kaufman Rubber Co., Limited, Kitchener.



A. R. Burris, shoe dealer, of Victoria, B.C., recently made an assignment.

Geo. Ryan, vice-president of the Thos. Ryan Co., Ltd., of Winnipeg, and Geo. Maecker, sales manager, have been east visiting the leading shoe centres in Ontario and Quebec and purchasing goods for the coming season for their large western trade. Mr. Ryan is an old timer in Winnipeg, having been in that city for the last thirty-seven years, and his many friends were pleased to meet him on his recent trip.

The next annual convention of the National Shoe Retailers' Association will be held in Chicago on January 7th, 8th and 9th.

Charles H. Holmes has resigned his position as superintendent of the Kingsbury Footwear Co., Montreal, and spent the past week in Buffalo. He will resume his old position as superintendent for Getty & Scott, Limited, of Galt, entering upon the duties next week.

L. L. Mason, for seven years with Perry & Alport, Orillia, has bought out the Cut Rate shoe store in that town. Extensive improvements are being made to the premises. Mr. Mason will also carry trunks, suit cases and club bags.

A charter has been granted to Roy Shoe, Limited, with a capital stock of one hundred thousand dollars, to carry on the business of tanners and manufacturers of shoes and to take over as a going concern the wholesale boot and shoe business of J. A. Roy & Cie, Limitee, at Cap de La Madeleine, Que., where the headquarters of Roy Shoe, Limited, will be.

Richard Weston, of the Weston Shoe Co., Campbellford, Ont., spent a few days in Toronto last week on business.

Geo. H. Bray, of C. Galibert, Son & Co., Montreal, was in Toronto and other Ontario centres last week on business.

McDonald Bros., shoe retailers, of Sydney, N.S., have remodelled their store since the fire and have a fine, new front. The interior has also been greatly improved and is very bright. The store is one hundred feet deep by eighteen feet wide, and all the walls are shelved. Dan McDonald, a member of the firm, who has been in Boston for medical

treatment, recently underwent an operation for appendicitis, and is rapidly recovering.

P. J. Milburn, who represents Marlatt & Armstrong Co., Montreal, and has been eighteen years with the firm, having covered all parts of Canada from coast to coast, is now calling upon his many friends in the trade, in his handsome new McLaughlin-Buick, six-cylinder car.

The St. Leger Shoe Co., who operate five stores in Toronto, some months ago inaugurated a nine o'clock closing movement on every day of the week except Saturday. They now intend to take another step in advance, and starting on June 1st, will close all their establishments at 8 o'clock each night except Saturday. They have always been advocates of shorter hours, and are the pioneers in this movement. They will also, as in years past, close all their stores every Wednesday at 12 o'clock during June, July and August, to give their employees a half holiday.

Damage to the extent of \$80,000 was done May 8th by a fire which wiped out the plant of the La Duchesse Shoe Co., Desmarais and Vaillancourt, proprietors, Montreal, at Beaudry and Craig street. One fireman was injured slightly. The origin of the fire is not known. It is supposed to have started on the third floor of the four-storey brick building, which is situated in the rear of the Laurentian Baths on Beaudry street. A large quantity of the raw and finished stock of the shoe manufactory, as well as valuable machinery and accessories, were destroyed, and the two upper storeys will probably have to be rebuilt.

P. J. Maher, who represents the Reliance Shoe Co. in Toronto and Western Ontario, is now covering his territory with a splendid range of men's, boys', youths' and little gents' McKays and Standard screw, several new models being added. The company is very busy filling orders. While construction work on the new factory of the Reliance Shoe Co., in Acton, Ont., will be proceeded with during the summer, the plant will not be removed from Toronto until next spring.

This Advertisement is printed for the purpose of fixing

OUR NEW TRADE MARK



indelibly in the minds of the trade. It represents all that's BEST in Felt Footwear.

THE COBOURG FELT CO.
COBOURG, ONT.





Stitchdown Pump



MAKERS OF



Stitchdown Blu.

Shoes that Stand Every Test of Quality

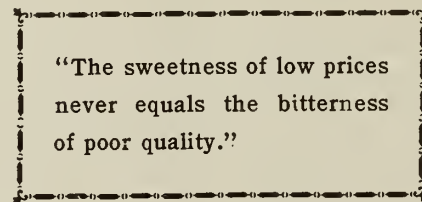
Our range embraces MEN'S, WOMEN'S, MISSES', YOUTHS', BOYS', LITTLE GENTS' and CHILDREN'S.
All staple lines that are suitable for city, small town or country trade.

You can feature our "STITCHDOWNS" (sizes 3 to 10½) for they are growing in popularity daily with the boys and girls, which means more sales.

WE CAN SHIP PROMPTLY



Stitchdown Butt.



Standard Screw Blu.

A. McCausland, shoemaker, of Macleod, Alta., passed away recently. He was taken ill while working at the bench, and died a few hours later.

H. O. McDowell, of the International Supply Co. of Kitchener, Ont., called on the trade in Montreal recently.

C. E. Smith, shoe retailer, of Peterborough, spent a few days in Toronto recently.

Geo. Robinson, of James Robinson, Montreal, spent a few days last week visiting Boston and New York.

Jas. F. Clark, of Clark Bros., St. Stephen, N.B., was in Montreal last week on business.

W. A. Lane, leather merchant, Montreal, spent a few days lately in Philadelphia.

Geo. A. Butler, of the International Supply Co., Montreal, is at present calling on the trade in Quebec City. He is installing while there the Poole Inner Sole Process in the factory of J. M. Stobo.

Contracts have been let for erecting the Girls' Home Building for female employees of the Maple Leaf Rubber Factory at Port Dalhousie, Ont.

Before leaving the Kitchener Branch, to take his new position at the Toronto office of the Canadian Consolidated Rubber Co., Irving Erb was tendered a farewell banquet by about forty of his Kitchener friends. R. G. Dibben, local manager, was chairman of this delightful event, which was held at Bridgeport. Appreciative addresses were given. During the evening, a handsome club bag was presented to him as a slight token of esteem and good-will.

The annual meeting of the shareholders of Ames-Holden-McCready, Limited, Montreal, will be held on June 28th.

Robt. Coates, of Coates, Burns & Wanless, wholesale shoes, London, spent a few days in Toronto recently.

Harvey E. Graham, of Ottawa, formerly of Toronto, who represents the Hartt Boot & Shoe Co., of Fredericton

N.B., in Eastern Ontario, spent the week end among his many friends in Toronto.

By gaining entrance through the coal chute a thief visited the Walk-Over Boot Shop, Yonge street, Toronto, one night recently, and made off with six pairs of men's shoes. The intruder must have been someone familiar with the premises, as all the shoes taken were of the one size, and evidently a good fit for his feet.

"From time immemorial it has been an established custom in Montreal to move into a new place on May 1st. This custom has been sanctioned by law and seemingly everyone 'worth while' lives up to it," says the "Dominion." This year the Dominion Rubber System joined in the Moving Day, and as a result the Executive Offices, Montreal Branch and the Raincoat Manufacturing Department will now be located at 201 Inspector street, Montreal. The trials and tribulations incident to the removal from Notre Dame street and Papineau Square to Inspector street, were many. But good nature pervaded the whole undertaking and like the heroes at the finish of a good story book,—"every one is living happy ever after."

C. F. Just, Canadian Government Commercial Agent at Petrograd, writes to the Trade and Commerce Department, Ottawa, that some of the municipalities of Russia, including the city of Moscow, and other large cities, are arranging to import boots, shoes and rubbers on a large scale in order that their people may get them at reasonable prices. They will be resold to the city populations. Moscow is in the market for 400,000 pairs. Other cities will make purchases on the same scale. Mr. Just states that the Russians would be glad to deal with Canadians if boots, shoes and rubbers can be obtained in Canada at satisfactory prices.

L. C. Van Geel, of the Tilsonburg Shoe Co., Tillsonburg, was in Toronto last week, calling upon the wholesale trade.

READY FOR IMMEDIATE SHIPMENT

CLASSIC SHOES

FOR SUMMER WEAR



No. 8021. Vici Kid, High Cut Bal., Louis Heel, McKay, C and D widths - - - \$4.75



No. 3064-4064. Girls' and Misses' Patent Colonials, Last 136, McKay.
3064 (8-10½) \$1.85
4064 (11-2) \$2.25



No. 8049. White Buck, High Cut Bal., White Louis Heel, McKay, D width - - - \$5 00

**GETTY
&
SCOTT
Limited**



No. 3165-4165. Girls' and Misses' White Buck Buttons, Last 136, McKay.
3165 (8-10½) \$2.60
4165 (11-2) \$3.15

**GALT
CANADA**



No. 9055. Vici Kid, High Cut Bal., 14/8 Cuban Heel, Imitation Stitched Tip, Welt, C and D widths - \$5.25



No. 1078-2078. Infants' and Child's Patent Ankle Straps, Turn Sole.
1078 (2-5) No Heel, \$1.10
2078 (4-7½) Spring Heel, \$1.40

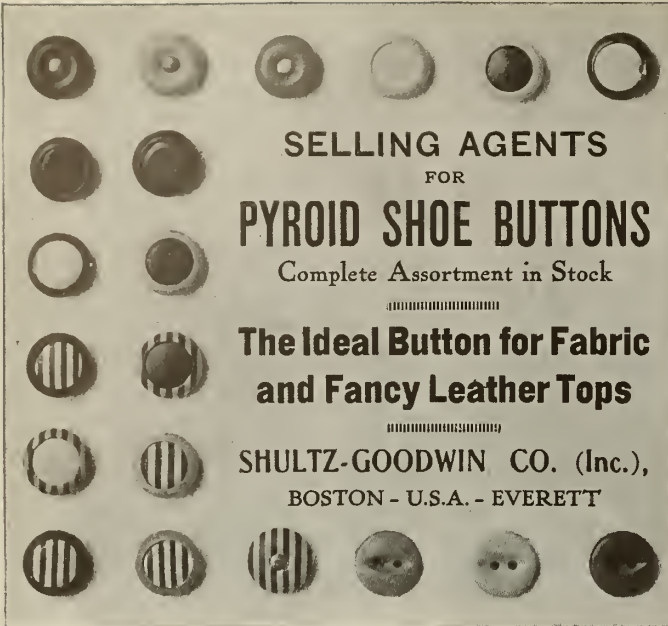


No. 3074-4074. Girls' and Misses' Patent Heel Strap Pumps, White Lining, Last 136, McKay.
3074 (8-10½) \$1.75. 4074 (11-2) \$2.15



No. 9331. White Buck Sport Bal., White Heel, Welt, C and D widths - - - \$5.50

Live Merchandise for Spring and Summer Trade



SELLING AGENTS
FOR
PYROID SHOE BUTTONS
Complete Assortment in Stock

**The Ideal Button for Fabric
and Fancy Leather Tops**

SHULTZ-GOODWIN CO. (Inc.),
BOSTON - U.S.A. - EVERETT

BREEZY BRIEFS FROM ST. JOHN, N.B.

Captain Ralph Hayes, son of Mayor R. T. Hayes, of St. John, N.B., and president of the firm of J. M. Humphrey & Co., wholesale boot and shoe dealers and manufacturers, who is at the front in command of a siege battery unit, has had the misfortune to dislocate his shoulder. This was his first mishap since going overseas with the first Canadian contingent. At the time of the accident he was riding and a shell burst nearby. His horse was wounded

and Captain Hayes, in an attempt to throw himself clear, so as to escape being caught under the falling animal, struck on his arm, dislocating the bone at the shoulder. When the member was reset he continued his duties and although suffering excruciating pain, remained with his men.

A wedding of interest took place in Halifax recently when John C. Waterbury, a well-known shoe merchant, was united in marriage with Miss Hilda Cunningham, daughter of Rev. and Mrs. H. W. Cunningham. The ceremony was performed by the father of the bride. Mr. and Mrs. Waterbury enjoyed a wedding tour through the province. Mr. Waterbury is a son of George H. Waterbury, of St. John, formerly of Waterbury & Rising, Limited.

The town council of St. Stephen have asked the New Brunswick legislature to pass an act authorizing the town to guarantee bonds proposed to be issued by Clark Bros., Ltd., shoe manufacturers, doing business at St. Stephen, to the amount of \$50,000, the act to provide that the question be finally determined by a vote of the property holders of the town. The shoe company has been doing business for the last four years on a capital of \$15,000 common stock and \$25,000 preferred stock. The citizens of St. Stephen raised \$20,000 of the preferred stock. The factory was built and the first shoes shipped in March, 1914. In December of the same year it was completely destroyed by fire, involving a loss of \$16,000 (direct) and a loss of \$4,000 in business. On a capital of \$20,000 the firm did a business of \$309,000, turning their capital stock over fifteen times.

Frank M. Merrill, who is employed with Percy J. Steel, retail boot and shoe dealer, in St. John, was recently elected vice-president of the Senior Epworth League of Portland Methodist Church.

The McRobbie Shoe Co., Limited, have reopened at their former stand in King street, which was badly damaged by fire some few weeks ago. The building has been thoroughly repaired and painted.

The True Fit Shoe Store, situated at 339 Main street, and owned by H. Garson, is holding a "going out of business sale." The store was formerly owned by Captain J. Calhoun, who sold out in 1915 and later went to sea in a large three-masted schooner. He died soon after leaving St. John.

Mills Eveleigh, shoe retailer, Sussex, N.B., is advertising his business for sale.

SUDDEN DEATH OF SHOE REPAIRER

Alexander Braid, proprietor of the Park Shoe Repair business, 313 Roncesvalles avenue, Toronto, died very suddenly in his sixty-sixth year. He was seized with a weak spell a short distance from his home on Western avenue, and passed away soon after being carried into the house, his demise being due to heart failure. For many years the late Mr. Braid was employed by the John McPherson Co., Hamilton, and some months ago, came to Toronto, starting in the shoe repair line on Roncesvalles avenue. He is survived by his wife, one son, (who was associated with him in the business) and three daughters. He was a member of the A.F. & A.M., and I.O.O.F., and was a quiet, unassuming, and well-liked citizen.

CONDENSED ADVERTISEMENTS

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

WANTED—An experienced traveler for Province of Manitoba, to carry a medium priced line of boots and shoes. Apply Dupont & Frere, 301 Aird avenue, Montreal.

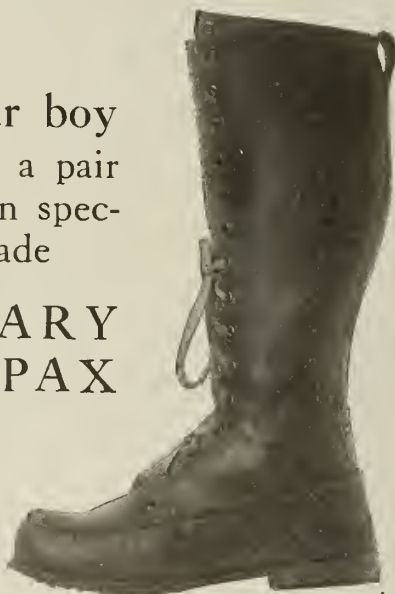
WANTED.—Shoe Salesman to assume charge of Shoe Department. Must have long experience in similar position. Good salary. Reference required. Box 50, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

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. LEWIS SECURES MORE LINES

Ed. R. Lewis, 21 Scott street, Toronto, the widely-known leather merchant, who has returned after spending several days in Montreal, has been appointed sales agent in



ED. R. LEWIS, TORONTO

Ontario for C. Galibert & Son Co., manufacturers of black and colored calf, 1121 St. Catherine street east, Montreal. He will also carry stock for the firm. Mr. Lewis is also representing the Standard Kid Mfg. Co., 207 South street, Boston, in Ontario, and is handling their black and colored kid. All kinds of upper leather are now stocked by Mr. Lewis, who is also selling agent for the Boston Woven Hose and Rubber Co., of Cambridge, Mass., and reports a large sale for their well-known fibre sole and rubber heels.

THE TRAVELERS WILL HELP

At a meeting of the Board of Directors of the Dominion Commercial Travelers' Association, held in Montreal, the



H. E. WETTLAUFER, SALES MANAGER OF CHARLES A. AHRENS, LIMITED, KITCHENER, ONT., AND HIS BROTHER, H. O. WETTLAUFER, OF H. D. RAE'S SHOE STORE, VANCOUVER, ENJOYING THE BALMY MAY WEATHER AT CAPALINO CANYON, NORTH VANCOUVER.

following resolution was adopted:—"Whereas, all Europe is on short rations and the world is today facing a general

famine, and whereas, this country can produce lots of food-stuffs, but owing to scarcity of farm labor a shortage in the coming crop is expected, and, whereas, it would relieve to a certain extent the present conditions and enable us to do our bit in the world struggle; it is moved by J. H. Paul Saucier, seconded by Romeo Brosseau, that this board recommends to the members that they each offer to the National Service Cultivation Committee a week or more of their summer holidays to help harvesting in Canada, and that they at once notify the secretary of the association of their willingness to do so."

HE LIKES THE LEATHER GAME

Robert M. Fraser, of Montreal, who represents the Barrie Tanning Co. for Eastern Canada, the Breithaupt Leather Company, of Kitchener, and also the Provincial Cut Sole Co., of Kitchener, is one of the most popular and genial leather representatives in Canada's commercial metropolis. He got into the leather game with the Scottish Co-operative Wholesale Society, Limited, in Glasgow, in which city he was born in 1880. Starting with them as a boy he spent ten years in their service, and coming to Canada in 1905, he



ROBERT M. FRASER, MONTREAL

joined Beardmore & Co.'s staff in Toronto, afterwards being transferred to their Montreal office. This was in 1907, and he remained with the firm until 1915, when he assumed his present connection. Mr. Fraser has been prominently engaged in several Scottish organizations since coming to Canada, is quite a fisherman and is good-natured, obliging and affable under all conditions.

BRAVE AVIATOR HOME ON VISIT

Flight-Lieutenant Curtis Watson, son of Robert Watson, shoe retailer, 235 Yates street, Victoria, B.C., who has had many thrilling experiences, is home on a short sick leave. It took him a month to reach Victoria, having been delayed so much. They were on board the boat two weeks before sailing, and were not even allowed to write a letter, but fortunately, were with the members of the Royal Commission, on their way to Washington, and had some talks with Rt. Hon. A. J. Balfour, and others. It will be remembered that Flight-Lieutenant Watson had the nerves of both eyes frozen, when flying his machine at a high altitude over the North Sea. A temporary loss of vision was caused, but the young aviator has now completely recovered.

AN OLD FIRM UNDER NEW TITLE

The Powell-Kelley Co. is the new name under which the Sample shoe store in West Toronto, and the former



WALTER C. POWELL, TORONTO

Porter shoe store, corner of Yonge and Shuter streets, Toronto, are being conducted. Both have been owned by Walter C. Powell until recently, when he took his nephew, Thomas R. Kelley into partnership, and for the present, the organization will be known as the Powell-Kelley Co. Later on letters patent will be taken out and the company incorporated.

Mr. Powell is one of the most widely known and successful shoe retailers in Ontario. He spent several years on the



THOMAS R. KELLEY, TORONTO

bench and has been identified with the footwear game since 1880. He first started out for himself in Essex, Ont., where he remained for eight years. About twenty-nine years ago,

his father, the late Thomas Powell, began business in West Toronto—the subject of this reference joining him. In 1902 his father withdrew and Walter C. Powell has ever since conducted the business on a sound, progressive basis.

Thomas R. Kelley, the new general manager of the firm, is a Toronto boy, who has won his way by industry, courtesy and perseverance. He has been associated with Mr. Powell for several years and for three years was in the employ of J. C. Budreo, 1344 Queen street west, Toronto. Until recently Mr. Kelley has been manager of the Sample shoe store, West Toronto, but in his new position, will look after the large Yonge street establishment as well. The latter is being extended by taking in two vacant stores on Shuter street. This will give the Yonge street premises a depth of 150 feet and a width of 50 feet at the rear, making it one of the most spacious and well lighted shops in the Dominion. The Powell-Kelley Co. now have two splendid establishments and, under the active direction of Mr. Kelley, they will no doubt continue to prosper and expand.

MOVED INTO LARGER QUARTERS

The Ottawa branch of the Columbus Rubber Co., Limited, and J. I. Chouinard, (Regina Shoes) has been



RODOLPHE GRATTON, OTTAWA

moved from 16 Mosgrove street to 465 Sussex street, at the corner of Clarence street, Ottawa, where much larger and up-to-date quarters have been secured, with greater facilities for service and expansion. Rodolphe Gratton is the energetic manager of the Ottawa branch of the Columbus Rubber Co. and Regina Shoes, and a full stock is carried in the footwear of the respective companies. Mr. Gratton was born in Hull, and after finishing his education in the public and Model Schools and the Ottawa Business College, entered the employ of the late A. W. Ault, wholesale shoes, Ottawa, as invoice clerk and stenographer. This was thirteen years ago and five years later he was made credit man. Interesting himself in the selling end of the business, he looked after the French speaking trade. Mr. Gratton resigned in 1915 to enter upon his present appointment, and, has met with a gratifying measure of success.

"There is Nothing Like Leather"



Over the Ridge on Real Sole Leather

The test of the Canadian Boys at Vimy Ridge proved their quality.

Trench warfare is the crucial test of footwear and leather has proved its quality.

In fact, both the Canadian Boys and Sole Leather have lived up to traditions and expectations. They have "made good."

If sole leather is good enough for men of this calibre it is good enough for any customers you have.

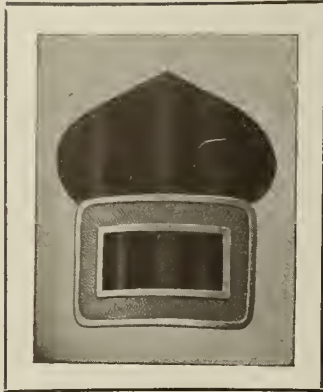
Sixty years' experience in the manufacture of sole leather in our tanneries enables us to turn out products to meet every demand of shoe manufacturer and sole leather jobber with our six well known brands.

The Breithaupt Leather Co., Limited

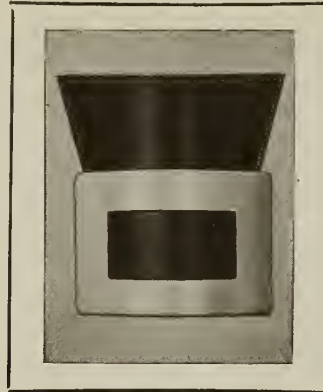
Tanners of Hemlock, Union and Oak Sole Leather

Head Office, Kitchener, Ontario

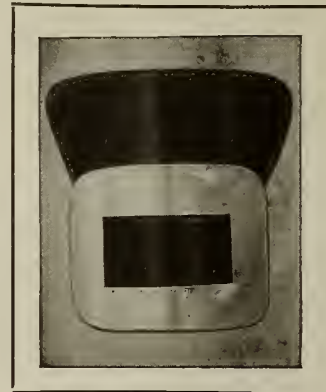
Tanneries: Kitchener, Penetang, Hastings and Woodstock, Ont.



COMBINATION C-133



COMBINATION C-124



COMBINATION C-132

TRIM YOUR STOCK WITH Chandler's Colonial Combinations

(Tongues set lower than samples shown if so ordered)

The above styles may be procured in the following combinations :

Patent leather tongue in metal or leather covered buckle to match. Also gun metal, white, canvas and white buck.

Patent or gun metal tongue, with oxidized buckle. "C 133" illustrated.

Patent or gun metal tongue, with nickel buckle. "C 132" and "C 124" illustrated.

WRITE FOR AN ASSORTED SAMPLE DOZEN PAIRS

C. A. BROWNING CO., 30 Franklin St., Boston, Mass., U.S.A.

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq.
MONTREAL

OSHAWA

611 St. Valier St.
QUEBEC

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

TWENTY-FIVE CENTS FOR LACING SHOES

"Will you please lace up my shoes—my arm is sprained," said a young lady, as she entered a Queen street west shoe store in Toronto the other morning.

The obliging clerk sat on a fitting stool, while the young lady placed her dainty number three upon the pedestal. At the task he went, although his fair caller had not bought even a pair of laces. The salesman was a new one attached to the establishment, and did not know the identity of the visitor. Coming downstairs, before the lacing up operation was finished the proprietor passed directly in front. Taking a swift glance at the female footwear, he saw that the shoes were not new, and that the visitor had not even purchased laces. When the clerk had finished, the proprietor stepped up to the young woman and remarked: "That will be a quarter, please."

"What!" she said in amazement.

"That will be just twenty-five cents."

"Charge a lady that much for lacing her shoes?"

"Yes," replied the proprietor, "you don't work for others for nothing, do you?"

"No," she answered.

"Well, neither do we, here."

Without any words the woman paid the two bits and departed in a huff.

It appears she had not bought anything in the store for years. After selling a pair of laces the ordinary shoeman, if requested to put them in the shoes, cannot very well refuse. But as no purchase was made in this case, the proprietor did not feel under any obligation or in a mood to be imposed upon in this bold and rather impertinent manner.

"I have been in the shoe business for a great many years, but this was the cheekiest and nerviest request that has ever been made of one of my salesmen. I know this woman. She resides about three blocks from the store with her mother, and could get some one in the household to lace her shoes. Instead she tramped here to get my clerk to perform this menial duty, and why she did so is more than mortal mind can understand. I do not think she will try this plan again. We have customers endeavoring to put things over us, and have to be on our guard all the while. There is no use in a shoeman being too easy a mark, especially for those people who never enter his store except to get souvenirs, secure information, use his phone, or his directory. The latest is having your shoes laced up."

SPECIAL SERVICE PAYS EVERY TIME

"Yes," said a retired grocer the other day, "I think the prices that shoeman get nowadays should enable them to earn a competence and retire within a comparatively few years."

"Oh, I do not know about that," declared a footwear retailer, who happened to be a member of the group, "I never see many former shoe dealers walking around, leading a life of ease, but I notice quite a few grocers who seem to have both money and leisure."

The first speaker winced a little at the shot, but he was not to be downed so easily, and spoke up.

"I have a pair of arch supports here which were got at a retail store the other day, and for which the price paid was \$3.50. I could go to a drug store and get the same kind of pedal appliances for \$2.00. Somebody is making a long profit somewhere, and apparently it is the shoeman."

"Hold on there," said the footgear dispenser; "I am not the fellow who sold you those arch props, and I do not know who did, but perhaps he is an expert in his line—gave you special service in the way of advice, adjustment, fitting, etc. You know a specialist always gets more for his line of goods than the general caterer. Perhaps you went back to this man three or four times, in order to have these supports made comfortable and satisfactory."

"Well, yes, I did," admitted the ex-grocer.

"How do they feel?" asked the shoeman.

"Fine, they give me new life and vim. I have no more backaches, and my limbs are not sore. I would not take ten dollars for the original supports if I could not get another pair."

"There you are," declared the shoeman conclusively, "you admit that you were given special service, that you would not take \$10.00 for the supports, for which you only paid \$3.50, and yet you are condemning some person—whom I do not know—for getting too long a profit on a certain

Tanners at Boston Warmly Discuss Proposed War Tariff

Our special representative in Boston wires us regarding meeting of Tanners held Thursday afternoon, May 17th:—

"There was a largely attended meeting of American Tanners of sole and upper leather in Boston to-day conferring on how to best co-operate with Government on leather supplies. Prices were not discussed, all being assured of Government's fairness. Immediate call for one million men is expected to require twelve million pairs army shoes in which chrome re-tanned side upper leathers will figure largely. The principal discussion centred on the proposed Government duty of ten per cent. on imported hides. Tanners unanimously opposed to tax on hides. Some argue if duty is placed on foreign hides it should also be placed on domestic hides. Many agree that tax on excess profits and on incomes would be more fair to the industry than imposing duty on raw stock. Very strong arguments were put up in favor of direct tax on leather sales, with hides on the free list. If ten per cent. duty must be paid on foreign imported hides many tanners claim same duty should be paid on domestic hides, but opinions differ. As to individual ideas all tanners willing to stand back of Government, but hope for adjustment that will be fair to trade at large. Meetings today were close group meetings of sole and upper leather tanners. Open meeting to be held Friday for all branches of the trade. War council luncheon to follow. Group meetings to continue Friday afternoon. Briefs and resolutions will be sent to Washington at end of meetings with recommendations."

We have received further advices from a prominent New York leather man, who is a member of the Senate, that the Bill will likely go through as it stands, in spite of any changes suggested, as the latter would open the door for discussion and delay in other lines.

article. I think that your statement about refusing an X for the props contrasted with your first-named remark is quite inconsistent. It is expert knowledge and superior service that count nowadays. With your special fitting of those props, what have you to kick about?"

"That is so," rather reluctantly admitted the retired dispenser of tea and sugar. "I never looked at the matter in that way. Perhaps I should be more temperate in my observations."

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.



For that boy with a "Kick"

Our Standard Screw Shoes

will please both parent and boy.

Made on easy-fitting lasts for hard and strenuous wear. Moderately priced, too.

The Range:—

Boys', Youths', Little Gents' and Children's Box Kip

Pressure of orders has necessitated our discontinuing the making of BAREFOOT SANDLES and SOFT SOLE BABY SHOES.

Write us or your Jobber for Prices.

St. Hyacinthe Soft Sole Shoe Co.
 Limited

St. Hyacinthe

Quebec

Money in Waste Paper

The prices paid for Baled Waste Paper were never as high. The paper mills are simply up against it for raw material. An

All-Steel, Fireproof "CLIMAX" BALING PRESS

will turn all your waste paper, cardboard, etc., into money. Made in 12 sizes.

OLIMAX BALER CO. (Dept. A)
 Hamilton, Ont.



PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
 QUEBEC

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

Mack's Foot Life

Relieves **SORE, TIRED**
or **SWEATING FEET**

Removes
CORNS, CALLOUSES
and **CHILBLAINS**



**T
W
O

G
O
O
D

O
N
E
S**

TAN DOP

For **CHANGING Faded or**
Light Tan Shoes to the

DEEP MAHOGANY

Now so Popular

Put up in 3-oz. Bottles
PRICE \$3.00 PER DOZ.

HAVE YOU ANY
ODD LINES

of Light Colored Shoes?

Let us send you a dozen
TAN DOP. Try it on them
and watch the result.

L. H. PACKARD & CO.
LIMITED, MONTREAL
CANADIAN DISTRIBUTORS

"ECONOMY"

IS THE SLOGAN OF THE DAY

**Do
Not
Forget
Reign-
Skin
Shoe
Cloth**

You can save money by
using our

Artificial Leather
and
Backing Cloth

Write us for prices. It will
mean money to you.

Ant. Joannette & Co.

55 St. Francis Xavier St.
MONTREAL, P.Q.

Edwards & Edwards
TANNERS OF
SHEEPSKINS
FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOOD
SKIVERS
EMBOSSED LEATHERS
ETC.. ETC.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

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.

INDEX TO ADVERTISEMENTS

A		D		P	
Ahrens Limited, Charles A.	51	Davis Leather Co.	I.F.C.	Perth Shoe Co.,	47
Aird & Son	8 & 9	Duclos & Payan	58	Packard, L. H., & Co., Ltd.	61
Ames-Holden-McCready, Limited	12	Dupont & Frere	15	Peerless Machinery Co.	49
B		E		R	
Barrie Tanning Co.	62	Edwards & Edwards	61	Regal Shoe Co., Limited	5
Beal, R. M., Leather Co.	45	G		Ritchie, John, Co., Limited	3
Bell, J. & T., Limited	7	Getty & Scott, Limited	53	Robson Leather Co., Limited	58
Breithaupt Leather Co.	57	H		Robinson, James	13
Blouin, Pierre	60	Hydro City Shoe Mfrs.	18	S	
Boston Cutting Die Co.	60	I		Shultz-Goodwin Co. (Inc.)	54
British Wood Heel Co., Limited	16	Independent Rubber Co.	6	Staynes, W. H., & Smith	62
Browning C. A. & Co.	58	J		Sisman Shoe Co., Limited, The T.	16
C		Joannette, Antoine	61	St. Hyacinthe Soft Sole Shoe Co.	54
Canadian Consolidated Rubber Co.	20	K		T	
Canadian Footwear Co.	11	Kaufman Rubber Co.	18	Tebbutt Shoe & Leather Co.	4
Clark Bros., Limited	O.B.C.	L		Thompson Shoe Co.	39
Clarke & Clarke	60	Lewis, Ed. R.	46	U	
Collis Leather Co., Limited	14	M		United Shoe Machinery Co. of	
Cote, J. A. & M.	14	Montreal Box Toe & Heel Co., The	62	Canada	10 and I.B.C.
Cobourg Felt Co.	51	McArthur, Irwin, Limited	48	W	
Climax Baler Co.	60	Minister Myles Shoe Co.	19	Wright, E. T., & Co., Limited	17

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

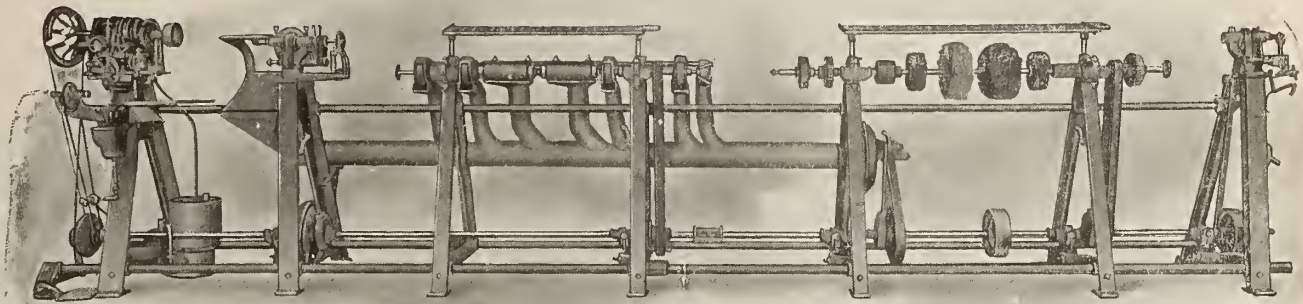
CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES," Leicester.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

*We Make One Hundred Lines
of
Real Novelty Shoes*



Ladies' Royal Purple Russia 8-inch Sport Bal., Tan Buck Top, White Welt, McKay, AA to D widths.



Ladies' Black Kid, 9-inch Collar Bal., Light Grey Buck Top, Louis Heel, McKay, AA to D widths.



Ladies' Patent 9-inch Fancy Collar Bal., White Washable Kid Top, White Welt, Louis Heel, McKay, AA to D widths.

OUR TRAVELLERS ARE NOW ON THE ROAD

Clark Bros., Limited
St. Stephen, N.B.

REPRESENTATIVES FOR THE DOMINION

R. L. Savage,
709 Lumsden Building, Toronto
Ontario and Quebec

Geo. H. Ferguson,
Western Provinces

C. Hazen McGee,
Maritime Provinces



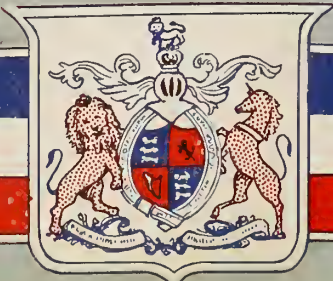
THE SHOE & LEATHER JOURNAL

INTERNATIONAL NUMBER

At the time of the Venezuela dispute in 1896 the Right Hon. Arthur Balfour, who was recently received by the United States Congress, made the following prophetic utterance:

"It can not but be that those whose national roots go down into the same past as ours, who share our language, our literature, our laws, our religion, everything that makes a nation great; it can not but be that a time will come when they will feel that we and they have a common duty to perform, a common office to fulfill among the nations of the world."

ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**





Main Office and Factory
37 Foundry St. S.
Kitchener, Ontario

International Supply Co.

Manufacturers, Jobbers, Importers

Shoe Machinery and
Shoe Factory Supplies



Eastern Branch
401 Coristine Building
Montreal

YOUR ATTENTION

Is called to the list of houses we represent. Every one is the leader in its line. There are no "seconds." Most of these houses and their goods, are known to you. The fact that we hold such agencies indicates that our business methods are RIGHT.

Consider these facts as you read the list, then ask for samples and prices on items in which you are interested.

AMERICAN LACING HOOK CO., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.

ARMOUR SAND PAPER WORKS, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and
and Scouring.

BOSTON LEATHER STAIN CO., Boston, Mass.
Inks, Stains, Waxes, etc., the Famous Cyclone
Bleach.

THE CEROXYLON CO., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.

THE LOUIS G. FREEMAN CO., Cincinnati, O.
Shoe Machinery.

HAZEN, BROWN CO., Brockton, Mass.
Waterproof Box Toe Gum Rubber Cement.

KENWORTHY BROS. CO., Boston, Mass.
Felt of All Kinds.

MARKEM MACHINE CO., Boston, Mass.
Marking and Embossing Machines, Com-
pounds, Inks, etc.

M. H. MERRIAM & CO., Boston, Mass.
Binding, Staying, etc.

PURITAN MANUFACTURING CO., Boston, Mass.
Wax Thread Sewing Machines.
Poole Process for Goodyear Insoles.

THE S. M. SUPPLIES CO.
Factory Supplies, Needles, etc.

J. SPAULDING & SONS CO., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling

UNITED STAY CO., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting,
etc.

Many of these lines are carried in stock both at Kitchener and Montreal.
In addition we have attractive propositions on

Round Belting
Cheese Cloth and Silkoline

Sponges
Cotton Thread for Puritans

Counter Pockets
Pump Bows
Trimmings

QUALITY GOODS
PROMPT SERVICE

RIGHT PRICES
HONEST DEALINGS

"WHEN YOU GET A GOOD THING, REMEMBER WHERE YOU GOT IT"



THE LION'S BROOD

Is it the sound of thunder by the salt winds
borne afar?
Nay! 'tis the Mother Lion calling her brood
to war!
Where the cannons roar and rattle at the gates
of "Far Cathay,"
She sounds the call to battle, and the Lion's
Whelps obey,
From the Cross in the Southern heavens to the
Pole Star of the North,
Her children hear the rally and their answer
thunders forth
In tones that ring true and steady, to the gates
of "Far Cathay,"
"Mother! your sons are ready, speak! and your
sons obey."

Hark to the young ones calling across to the
Eldest Born.
"Is the lion-heart not in ye? Are ye of the
Blood foresworn!
Are we not born blood brothers who speak the
selfsame tongue?
And greatest of Earth's nations is she from
where we sprung.
Shall the son stand coldly passive while the
parent blood is shed?
Will the cub find friendly favor when the
Mother-Lion is dead?
Is blood less thick than water? Is love less
strong than hate?
Is he that harbors resentment than he that
forgives is great?"

And the Eldest Born makes answer: "Peace!
young ones, have no fear,"
Is it a time for clamor when the Lion's foes
are near?
Is the heart of the Lion in me? Can I strike
the Lion's blow?
Go! question her who bore us, she has a right
to know.
Ask of the Mother-Lion if I'm of the Blood
foresworn.
In open field she has measured the strength of
her Eldest Born.
And the strength I brought against her when
she roused my fierce, young wrath,
Will be hurled on the wolves and jackals when
they stand in the Lion's path.

They have given me courtly greeting, the Wolf,
the Fox and the Bear,
And the rest of the pack salute me with
honeyed speech and fair,
They would have the quarrel endless twixt the
Lion and her Eldest Born,
But I read their hearts' black purpose, and
laugh in my secret scorn.
And as for their friendly favor, I hold it for
what it is worth,
Based on a deathless hatred for her who gave
me birth;
Shall the son stand coldly passive while the
parent blood is shed?
Will the cub find friendly favor when Mother-
Lion is dead?
I might look for courtly greeting and honied
speech in vain.
Short shrift for the hated litter, when the
brave old Lion is slain.

Hearken to me, my brothers, you of the
Northland free!

And you of the far-off Indies! and you of the
Southern Sea!
Hark to your elder brother, who fought and
held his own,
Long e'er ye ceased to suckle, or your teeth or
claws were grown;
They call us the Lion's Litter, is it a cause
for shame
To be lords over land and ocean, whom none
can subdue or tame?
Aye? we are the Lion's Litter, bred from her
blood and bone,
And the Lion and the Lion's Whelps will
always hold their own.

Shoulder to shoulder, my brothers, and the
hostile pack takes flight,
Let the hood of their slain bear witness that
the Lion's Brood can fight.
Not for the lust of carnage, nor for greed of
gold,
Do her sons go forth to battle like the Warrior
Kings of old,
Not for the pride of conquest danger and death
they face,
But to do the work that God entrusts to the
Anglo-Saxon race.

To strike the chains from the captive, to free
the fettered mind,
And to preach the sacred gospel of Freedom to
all mankind.
To foster the spark of Manhood in the breast
of the hopeless clod,
And to bring more near together man and
maker, God.
This is "the white man's burden," as sung by
a master bard,
All other tribes have shirked it, 'tis a heavy
task and hard,
But the Lion's Brood accepts it, and the
horrors of war will face
To fulfil the trust that God has laid on the
Anglo-Saxon race,
Shoulder to shoulder, my brothers, at the
sound of the battle call,
Strong sons of a stronger mother, together
we stand or fall.

And the Starry Flag of Freedom and the Flag
that rules the wave
Float proudly out together, twin emblems of
the brave.
While the New World sends a message on the
wings of the free West Wind
To the Old World nations waiting, the New
World speaks her mind.
"I choose my place in battle, close to my
mother's side,
Let the War God give the signal, by my choice
I will abide,
For the Lion heart is in me, fearless and strong
and bold,
Ready to fight when the cause is right, and
'what we have we'll hold.'"

And the heart of the brave old Lion throbs
with a wild, fierce pride,
As she waits the War God's signal, her brave
whelps by her side,
And the Lion's roar and the Eagle's scream
are heard in "Far Cathay,"
"The Lion and the Lion Whelps can hold the
world at bay."

—Anglo-American.



WHERE YAMASKA SHOES ARE MADE

YAMASKA FOOTWEAR

The range of this splendid brand includes

Men's, Women's and Children's Shoes

For half a century they have been the standard for solid, every-day wear, because we give careful supervision to every detail in the making of the shoe.

They are solidly made of the best materials, and will meet the constant demand for serviceable footwear that has style and appearance—besides they are priced to be within the reach of the average purse.

Dealers who sell YAMASKA SHOES find them particularly profitable lines to carry.

Have the travelers show you our samples.

LA COMPAGNIE
J. A. & M. COTE

ST. HYACINTHE, QUE.





“THE BRITON”

in

Black and Nut Brown Russia Calf

Fibre Sole and Rubber Heel

All Sizes

C, D and E Widths

IN STOCK

This is one of our very best
sellers and is the final word in
Dignity, Style and Craftsmanship.

THE REGAL SHOE CO. LIMITED

472 - 474 Bathurst Street

TORONTO, ONTARIO



NEW CASTLE KID

has won an International Reputation for Excellence,
Economical Cutting, Wearing and Cleansing
Properties.

Expert knowledge, careful attention to the minutest
details and enormous facilities enable us to uphold
this reputation in every section of the world.

Made in Black, White, Tan, Brown and Fancy
Colors.

NEW CASTLE LEATHER CO.
NEW YORK

MONTREAL

BOSTON

CHICAGO

MELBOURNE

BUENOS AIRES

And the Principal Leather and Shoe Centres Everywhere

FACTORY

-

WILMINGTON, DEL.



3 ROBINSON FEATURES



There are three special features we desire to emphasize this month that are of tremendous import to retail shoe men. They are:

1

We have AN ENORMOUS STOCK on hand which we are able to sell at prices that will actually net the buyer a handsome profit.

2

OUR IN-STOCK DEPARTMENT, which is a development of our service so favorably known all over Canada, is complete. It means that whether you order in small or large quantities, you receive prompt and courteous attention.

3

WHITE GOODS. We mention these specially because there will be an extraordinary demand for them this year, so we stocked heavily for your benefit. They are the pick of this year's styles and you should order at once so that you will be prepared when the warm days come.

James Robinson
Montreal



This Summer---for
keeping CANVAS and
BUCKSKIN SHOES
CLEAN and WHITE---
Recommend

"NUGGET" White Cleaner

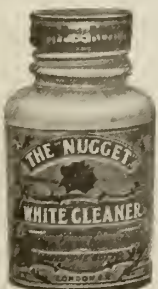
A Pure White that will not rub off.

Put up in liquid form, the only satisfactory way to
clean White Buckskin and Canvas Boots and Shoes,
Belts, Helmets, etc., etc. Best for Babies' Shoes.

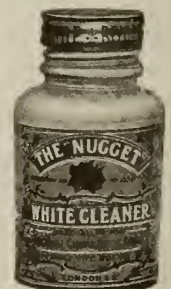
RETAILS AT 15c. BOTTLE

Shows you a good profit.

Order some from your Jobber, or write us



THE NUGGET POLISH CO.
LIMITED
9 Davenport Road
TORONTO ONTARIO





La Salle

ONE of our numerous new models in pumps that signifies all that is desirable in high class footwear.

STYLE, quality and uniform high grade workmanship are the features which go to make the Bell shoe stand out pre-eminent and enhance the reputation of your store for good quality footwear.

J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

"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%

WOOD-MILNE RUBBER HEELS
STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.
Stocks held by C. Parsons & Son, Limited, Toronto

WHERE
QUALITY
COUNTS



THE ELECT

WE
WIN

Monarch, Dr. Brandon ^{Cushion} Soled, Brandon
ARE THE QUALITY LINES ON WHICH WE HAVE WON

They are supreme in style and quality. They are shoes you can feature—feature them for their splendid make and also their wonderful wearing qualities.

Those are some of the reasons why we had a bigger output last year than ever before.

You make no mistake in stocking these shoes.

Lines for Immediate Shipment

Stock No. 714—Royal Purple Calf Bal., Elect Last, width D. Sizes 6 to 9.

Stock No. 639—Gun Calf Bal., Mat Calf Top, Elect Last, width D. Sizes 6 to 9.

THE BRANDON SHOE CO., Limited
BRANTFORD, ONTARIO

Daoust, Lalonde & Co., Limited

Montreal

Makers of Fine Shoes for Men and Women



We stand between you and THE PRESSURE OF STYLE, PRICES, WORKMANSHIP, etc., and give you the pick of the best shoes made in Canada. These are:

The Metropolitan

Men's Welts and Women's McKays

The Paris

In Women's McKays and Men's Welts

The Patricia

High Grade Welts and Turns for Women



Years of close attention to the footwear needs of the public and the application of all that is best in shoemaking have enabled us to produce these three brands, which we will stand behind for Quality, Quick Sales and Good Profits.

Selling Agents

THE METROPOLITAN SHOE COMPANY

91 ST. PAUL STREET EAST

MONTREAL

Hartt Footwear For Men



*The Man Who Buys
"Hartt" Stays a "Hartt"
Customer*

Men whose trade is worth while do not consider price so much as **QUALITY, STYLE and COMFORT.**

To a certain happy combination of these essentials **THE HARTT SHOE** owes its wonderful popularity.

The Hartt Boot & Shoe Co., Limited

"Canada's Best Shoemakers"

Fredericton

New Brunswick

COLLIS CALF

*The Leather of
Quality and Economy*

Retailers Note:—If you are selling the "COLLIS" leathers in your shoes, you are not only increasing your sales, but are building up a reputation in your community, insuring return visits of your satisfied customers each season.

Ask for "COLLIS"
Calf Leathers.



The Very Newest—COLLIS KHAKI CALF

COLLIS LEATHERS have the Hall Mark of Quality that makes them indispensable in High Grade Shoes. They have the softness of texture, evenness of color and beauty of lustre, that give distinction and grace to the shoe.

COLLIS CALF: In Bright, Glazed, Boarded and Russian Finish.

OUR SPECIALTIES: COLLIS LONDON BROWN
COLLIS MAHOGANY BROWN
COLLIS TONY RED
COLLIS KHAKI

We Lead in these New
Shades—Others Follow

Largest Importers of French Calf Skins on this Continent

COLLIS LEATHER CO., LIMITED
AURORA, ONT.

Moore-Shafer Money Makers

What the dealer needs just now is quick selling lines that meet all the requirements of attractiveness, good shoemaking and PRICE. We have the following and OTHERS ready IN STOCK FOR IMMEDIATE SHIPMENT



STYLE No. 990

8-inch Polish Boot of White Sea Island Full Fox, White Soles and Heels, over our famous English Walking Last.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$3.10

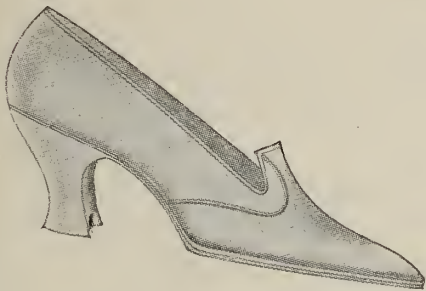


STYLE No. 991

White Washable Kid, 8-inch Boot. A very dressy shoe, made over our 103 Last, with White Welting and ½ L. XV. Covered Heel.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$6.10



STYLE No. 717

White Sea Island, Square Tongue, Colonial, White Welt Sole and Heel.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$2.85



STYLE No. 989

8-inch French American Kid Boot, Leather L. XV. Heel, Welt Sole, 103 Last.

STYLE No. 978

The same as 989, except that it is made in a Turn Shoe.

Price, 5.00 Widths AA 4 to 8
A to D 2½ to 8



STYLE No. 718

Burks Mat Kid, Square Tongue, Colonial Pump. Light Welt Sole, Leather L. XV. Heel. Our 103 Last.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$3.50

Moore-Shafer Shoe Manufacturing Co.

Factory: Brockport, N.Y.

Thirty Minutes from Rochester

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

28 Demers Street, Quebec

179 King Street West, Kitchener



GLAZED KID

PAN AMERICAN KID is a chrome tanned glazed kid, made of the highest grade goatskins, on which no effort or cost has been spared to make it the finest that can be produced.

LOOKS GOOD = FEELS BETTER = WEARS BEST

OUR COLOR DEPARTMENT

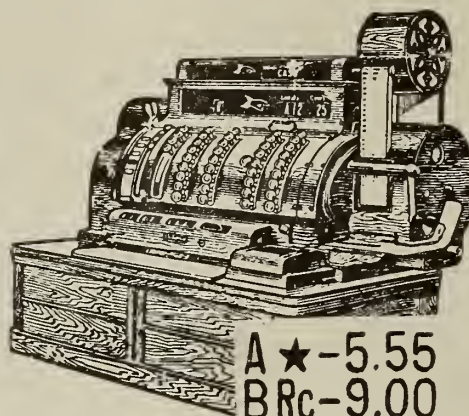
We have a separate, well-equipped color department for the manufacture of PAN AMERICAN KID in the leading popular colors. Ask to be shown samples of "Battleship Grey," "Ivory," "Seal Brown," and "Pan American Bronze."

PERKINS & McNEELY

OFFICE AND SALESROOM, 1815 BRISTOL STREET. FACTORY, WAYNE AND BRISTOL STS.

PHILADELPHIA, U.S.A.

Information and Protection



A ★	-5.55	- 0125
B Rc	-9.00	- 0126
D ★	-6.68	- 0127
E Pd	-2.00	- 0128
A Ch	-8.65	- 0129
B Rc	-4.50	- 0130
A Pd	-0.50	- 0131
E ★	-2.43	- 0132
B Ch	-3.50	- 0133
D ★	-5.48	- 0134
A Pd	-1.00	- 0135
B ★	-0.43	- 0136
E Ch	10.50	- 0137

THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete, covering every detail of every transaction. It is as safe as though locked up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation.

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than book-keeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. Agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

Section of Detail Slip

Line 1 indicates that clerk A sold goods for cash to the amount of \$5.55—transaction 125.

Line 2 shows that clerk B received \$9.00 on account—transaction No. 126.

Line 3 tells you that clerk D made a cash sale amounting to \$6.68—transaction No. 127.

Line 4 indicates that clerk E paid out \$2.00—transaction No. 128.

The National Cash Register Company

of Canada, Limited

Christie Street

- - - - -

Toronto, Ontario



J 394 J.....\$4.25

Women's Welt Boot, White Reignskin, Touraine last, 8-inch height, full quarter, lace, Vaughan's white ivory sole and welting, close edge welt, 2 1-8 inch wood covered half Louis heel. AA, 4 to 7; A, 3 to 7; B, 2½ to 7; C, 2¼ to 7; D, 2½ to 7.

The ESSENTIAL thing right now is immediate service on warm weather shoes, and just here is where these shoes can play an important part in your selling plans. We have them in stock. This means immediate delivery. With this service business comes easier—no waiting—no putting customers off and perhaps losing them. Try this service. It will benefit you.



J 194 E..... \$3.25

Women's Flexible McKay Boot, White Canvas, Belmont last, 8-inch height, full quarter, lace, plain toe, regular leather sole, wood covered half Louis heel. A, 4 to 7; B, 2¼ to 7; C, 2¼ to 7; D, 2¼ to 6½.

UTZ & DUNN CO. Rochester, New York



J 690 T.....\$3.75

Women's Welt Dalton Pump, White Linen, Berkshire last, ivory ornament, plain toe, Vaughan's white ivory sole, close edge welt, wood covered half Louis heel. AA, 4 to 7; A, 3 to 7; B, 2½ to 7; C, 2¼ to 7; D, 2¼ to 7.

LOS ANGELES OFFICE

319 Story Bldg., Los Angeles, Cal.
G. C. McATEE, Representative

DENVER OFFICE

218 Charles Bldg., Denver, Colo.
VOORVAART & TIGER, Repr't's

NEW YORK OFFICE

200 Fifth Ave., Fifth Ave. Bldg.

Room 405

S. A. McOMBER, Representative



J 490 E.....\$3.00

Women's McKay Dalton Pump, White Linen, Berkshire last, enameled ornament, plain toe, flexible McKay sole, wood Cuban heel. A, 3½ to 7; B, 2½ to 7; C, 2¼ to 7; D, 2¼ to 7.

An Invitation to the Style Show

Rochester Shoe Manufacturers hold their semi-annual Style Show at Powers' Hotel, July 5th to 13th. This will be a REAL, LIVE Style Show, and is intended for you. Buyers from all parts of the country will be here. May we have the pleasure of seeing you? The Utz & Dunn Co. exhibit will be at Room 500.



The
Mark
of
Quality

MOOSE HEAD BRAND

Oil Tanned Shoe Packs, Larrigans,
Sporting Boots, Trench Boots
and Summer Packs

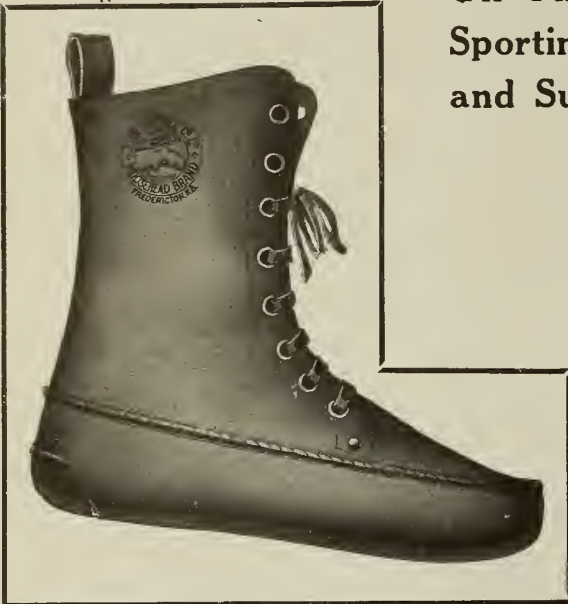
The result of a life time of Practical Experience
in Tanning and Manufacturing. The Brand
demanded by all who know the needs of those
who use this class of Footwear.

DON'T EXPERIMENT - BUY MOOSE HEAD

John Palmer Company Limited

Fredericton, N.B.

Largest and Oldest Manufacturers of Oil Tanned Waterproof
Footwear in Canada



Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

DO YOU
USE

FELT?

We can Supply Your *For Shoe*
Needs in Every Line
You Require *Manufacturing*

We Carry a Complete Stock

For
Immediate
Shipment

Also a Full Line for TANNERS' USE, Such as "Bolster" Felt,
"Querin" Sleeves, etc.

Write Us for Samples and Prices

Commonwealth Felt Company

76-78 Summer St.

Boston, Mass., U.S.A.

SHEEPSKINS

WE specialize colors
and match shades
to make your shoes at-
tractive.

We carry a great vari-
ety of lines for the shoe
trade in standard col-
ors, which have given
entire satisfaction for
the past ten years.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

FOR
SHOES
GLOVES
SADDLERY
BAGS
SUIT CASES
FANCY AND
NOVELTY
GOODS

EDWARDS AND EDWARDS

Head Office: 780 Dupont Street

TORONTO

DUANE SHOE CO.

SPECIALTIES

143 DUANE STREET,
NEW YORK CITY.

HOW DO YOU DO?

Permit Us to Introduce Ourselves.

We carry a Full Line of

Ladies' Novelty Boots in Stock

From \$2.00 to \$8.50



OUR RECORD

Over 3,000 Pleased Customers in the U.S.A.

And Only 15 in Canada.

Hence this Advertisement!

Send for Samples.

Do it Now!!!

DUANE SHOE COMPANY

143 Duane Street,

New York, N.Y.



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.

*THE
 Professor*

PAT. N.º. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.



If you will investigate the health feature of

TEBBUTT FOOTWEAR

you will find it a strong factor alone. But when you realize that the health features are **COUPLED WITH STYLE AND QUALITY**, then you will see what an extra strong selling proposition you have. Every season shows a greater demand for these brands

The "DOCTORS" and "PROFESSOR"

The health shoes of Style and Quality.

Tebbutt Shoe and Leather Co.

Three Rivers, Quebec

Limited



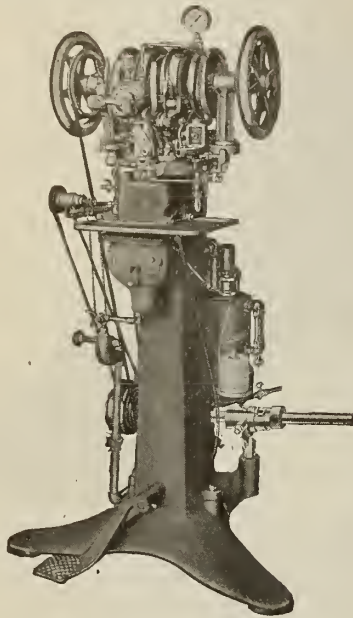
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

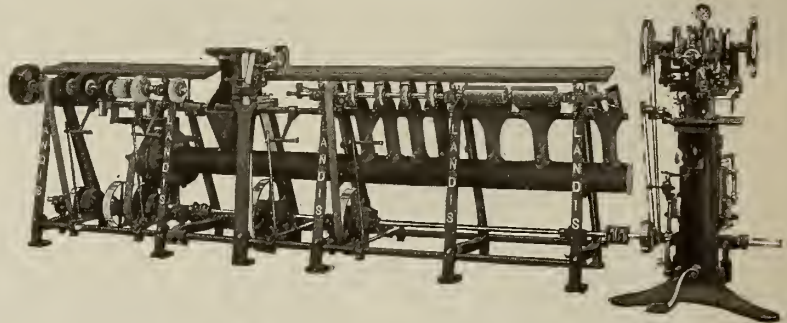
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. 1515 No. 25th St.
ST. LOUIS, U.S.A.



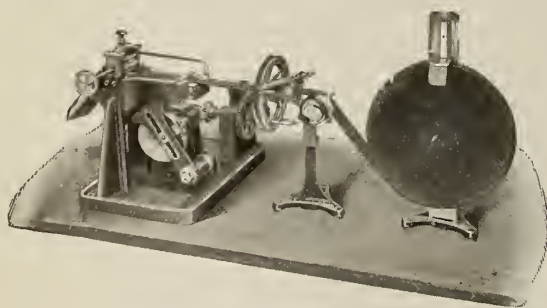
Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher

Special Shoe Machines for the Stitching Room

Which Obtain Efficiency, Economy and Improved Product



The Shawmut Stay and Tape Cutting Machine

This machine should be in every up-to-date factory where stays or narrow fabrics are cut into pieces.

Shawmut Strap Cutting and Folding
Machines

Shawmut Power Hand Method Seam Rubbing
Machine

Duplicates hand work with speed and uniformity

Shawmut Tip Scouring and Buffing Machine

Shawmut Paster for Linings

Fast, cleanly and saves paste

Shawmut Perfection Scissors Grinder

WRITE FOR INFORMATION

THE SHAWMUT MACHINERY CO.

Manufacturers

82 LINCOLN ST. - BOSTON, MASS.

McLAREN & DALLAS

30 FRONT ST. WEST
— TORONTO —

You Will Require

RUSH SERVICE

on

SUMMER SORTING ORDERS

Our policy is to anticipate, as nearly as possible, the needs of our customers and continually keep our stocks in such a state of completeness as to enable us to meet all demands for rush shipments. Amongst our many Quick Sellers are:—

SPEED KING OUTING SHOES

WHITE CANVAS SHOES

IN PUMPS AND HIGH CUTS

STRAP SLIPPERS AND PUMPS

IN BLACK AND COLORED LEATHERS

WOMEN'S HIGH CUT BALS

IN ALL GREY, BROWN AND BLACK KID, as well as with COLORED CLOTH AND BUCK TOPS. McKay Sewed and Goodyear Welt.

FALL AND WINTER

Our Salesmen are also showing our Fall and Winter Lines, amongst which are the following: "SUPERIOR" BRAND FELT FOOTWEAR, ENGLISH FELT SLIPPERS, MOOSE MOCCASINS, KNIT SOCKS, OIL TAN PACKS and HOCKEY BOOTS.

The "IMPERIAL" Shoe
FOR MEN AND WOMEN
Made in all fine leathers—Goodyear
Welts and McKay Sewn

The "VARSITY" Brand
Men's, Boys', Youths' medium fine
shoes, McKay Sewn

The "MAPLE LEAF" Brand
Solid leather working shoes, every
pair guaranteed

"WITCH-ELK"
Prospectors' and
Hunters' Boot
10 - 12 - 15. IN.

The "SPORTSMAN'S" BOOT
Made in Chocolate Calf, Pearl, Black
and Serrated Elk
10 - 12 - 15. IN.

The "LITTLE CANADIAN"
An extra fine line of Misses' and
Children's Shoes

Rubber Footwear Brands

"KANT-KRACK"
"DAINTY MODE"
"ROYAL"

"BULLDOG"
"DREADNOUGHT"
"VERIBEST"

"SPEED KING"
Tennis and
Sporting Shoes

SUMMER
SHOES



IN STOCK



SUMMER
SHOES



IN STOCK



TELL US YOUR NEEDS

Our In-Stock Department will Take Care of Them

Our Stock of Stylish Summer Footwear including the very latest lasts in High Cuts, Pumps and Strap Slippers in Colored Kids, Suedes, Patents and Fabrics is in excellent condition to take care of hurry-up orders for replenishing stocks.

Let us take care of your requirements and you'll find we can do it in a mighty satisfactory manner.

THE LADY BELLE SHOE COMPANY, Limited
KITCHENER, ONTARIO

We make a Specialty of all kinds of **FELT** for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings	Filler Felt	Shoe Roll Felt, etc.

SUPERIOR LINE OF FELT FOR BOX TOES
THE BEST FELT FOR EVERY PURPOSE

Write Us for Samples and Prices

Boston Felt Mfg. Co.

112 Beach Street

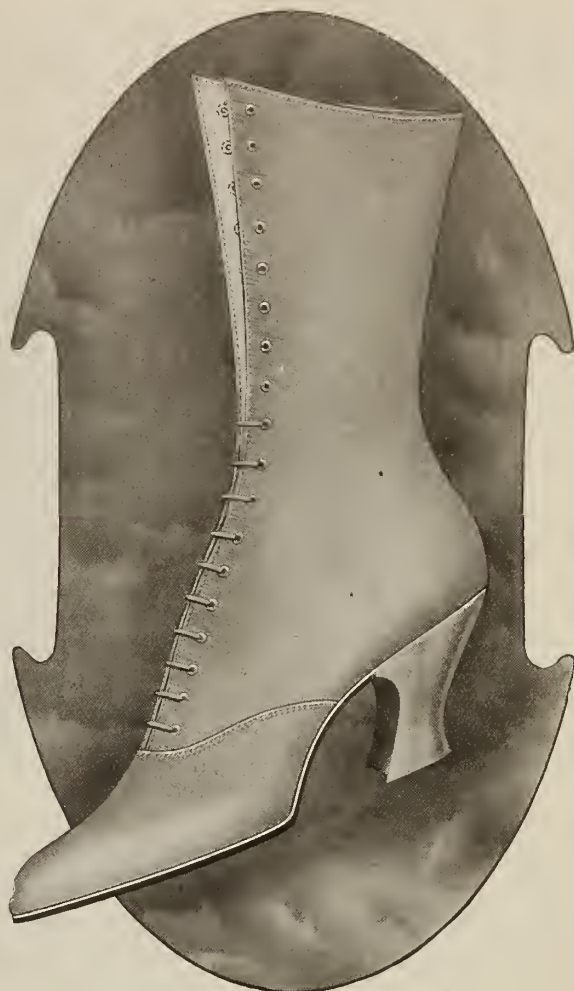
Boston, Mass.

Ask Your Jobber

For Prices on this

LADY WHITE BOOT

Sea Island Duck
White Leather Heel
8-Inch High Cut Laced
Pointed Toe
High Heel
Exactly as Illustrated



Thirty-six pairs to the case, assorted as follows: 2 to 5, 2½ to 6, 3 to 7. We don't break cases.

Remember If you don't get the **STYLE** of the shoe right you can't give it away. Evidently the "LADY WHITE" is the Best Looker, the Best Fitter and the Best Seller on the market.

We have sold over **500 Cases** so far this season and have hundreds of cases yet to come. Indications are that they will sell all summer long.

We have the same style in **GREY** and **CHAMPAGNE** color Wyclo Cloth, also a line of **WHITE CANVAS HIGH CUT LACED** on the new Pointed Toe Last with inch and a half heel.

If your Jobber doesn't carry these lines write us

CHAS. E. SLATER

BOSTON OFFICE
Rice Building

491 St. Valier Street
QUEBEC

The "NARROWBAK" Last

(A Combination)



For the men who, although slim in the *Heel, Instep* and *Waist* require a regular standard *Ball Tread*

The "NARROWBAK" is constructed with
"A" HEEL
"B" WAIST AND INSTEP
"C" BALL

For example, "A" Ball has "AA" Waist and Instep and "AAA" Heel.

Made in Widths A to D; sizes 4 to 11.

If you have not bought this last for Fall write for a sample case.

Scott-Chamberlain, Limited

Makers of "Astoria" and "Liberty" Shoes

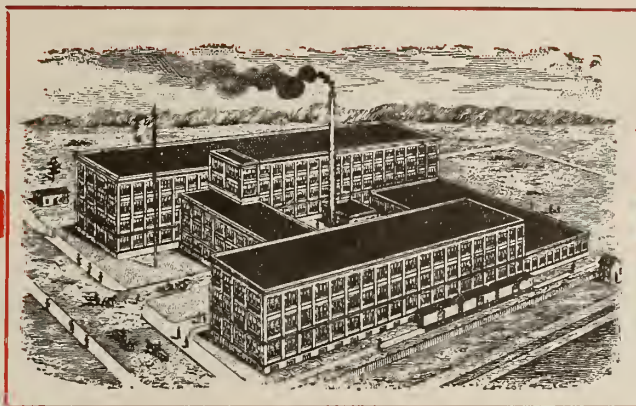
London, Ontario

F. G. CLARKE
President

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

Established

1852



CLARKE & CLARKE LIMITED
LEATHER MANUFACTURERS

Makers of

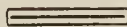
SHEEP LEATHERS

OF EVERY VARIETY. The standard of QUALITY and COLORS in Canada for over thirty years. Colored, Russet and Black Sheep and Indias, Dull and Glazed for Beading and Lining. Button Fly Lining.

WHITE LAMBS OOZE SHEEP

CHROME CAPRINE. Glazed and Dull. Equal to Cabrettas.

CUTTING DEPARTMENT - - MONTREAL BRANCH
Stay Binding and Facing, Back Stays, etc.



CLARKE & CLARKE

GENERAL OFFICES
AND WORKS
Christie St.
TORONTO

LIMITED
TORONTO

WAREROOMS
63 Bay St. - - TORONTO
252 Notre Dame St. W., MONTREAL
553 St. Valier St. - QUEBEC



FIRE

Despite the fact that a disastrous fire wiped out a portion of our plant on May 8th, we have rebuilt rapidly and our factory is now in full running order. Our reconstructed building contains the very latest equipment for the manufacture of a select range of

*Women's, Misses' and Children's
Fine & Medium McKays & Turns*

Do not let this slight delay interfere with your orders. Send them along; we'll take care of them promptly.

LA DUCHESSE SHOE CO.

(REGISTERED)

92 BEAUDRY ST., MONTREAL

Hunt-Rankin Leather Company



MANUFACTURERS OF



FINE

CALF LEATHERS

VELVETIA

All Colors



All Finishes

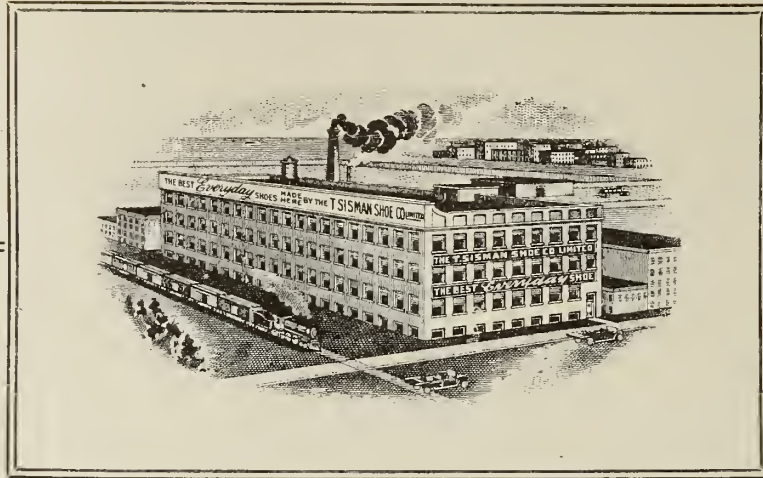
RUSSIA

Salesrooms:

106 Beach St., Boston

Factory:

Peabody, Massachusetts



Ask Your Jobber

We do not sell direct to the retail trade, but every LIVE JOBBER who knows GOOD FOOTWEAR carries

THE BEST EVERYDAY SHOES

They are ALL their name IMPLIES. Made from the BEST CANADIAN LEATHERS. Produced by the BEST SHOE MAKING METHODS, by the BEST WORKMEN that the BEST WAGES can employ, in the BEST EQUIPPED FACTORY that long years of PRACTICAL EXPERIENCE could devise for the purpose. The Jobber who handles them and the Dealer who sells them knows they are the

BEST SHOE VALUE IN CANADA

The T. Sisman Shoe Company, Limited
Aurora, Ontario, Canada



The
TETRAULT
WELT SHOE



Why they are Popular

No SHOE DEALER buys a shoe to look at, or to warm his shelves, the quicker they are sold the better he likes them.

The Quick Turnover of TETRAULT GOODYEAR WELTS is what makes them popular with the dealer. And they are profitable as well as Quick Sellers.

Why they Sell Quickly

Tetrault Goodyear Welts are the best value to be found in Canada to-day. They are popular with the public because they suit the pocket and are pleasing to the eye, besides possessing excellent wearing qualities.

Tetrault Goodyear Welts have the Style, Quality and Fit of High Priced Footwear.

THAT IS WHY THEY
 LEAD IN SALES

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:

9 RUE DE MARSEILLES
 PARIS - FRANCE

Montreal



The "Speed King" Brands

The Speed King is a line of Sporting Shoes made for the various outdoor sports, Tennis, Lacrosse, etc., but there's a growing demand for these shoes for vacation and many other outings.

Hundreds and hundreds of pairs were sold for this purpose last year. There'll be many more this year.

See that your stock is well sorted. The following live wholesale houses handle them.

- | | | | |
|---------------------------------------|---|---|-----------------|
| 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 |



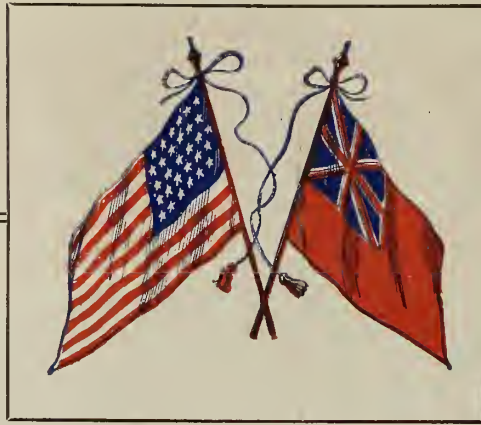
Independent Rubber Company, Limited
 Merritton, Ontario





Lawrence Leathers
are Known and Used the World Over

A. C. LAWRENCE LEATHER CO.
BOSTON, MASS., U.S.A.



An International Understanding

Both literal and figurative was established long before the GREAT WAR threw the world into uproar, by

TRICKETT'S SLIPPERS

which have not only followed the flag from sun to sun, but have popularized themselves wherever men know and appreciate QUALITY, STYLE and MAKE in this class of goods.

For Nearly a Quarter of a Century

Trickett's have held the good will and esteem of buyers on the AMERICAN CONTINENT, whom they have to-day to thank for their patience and forbearance under the trying position which, owing to shortage of men and materials, they have found themselves in since the war began.

SIR H. W. TRICKETT, LIMITED

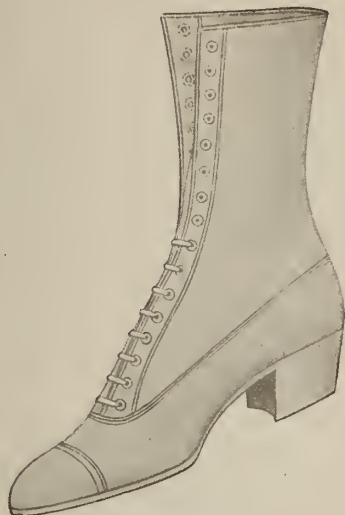
Waterfoot, near Manchester, England

CANADIAN REPRESENTATIVE:

J. S. ASHWORTH, MANCHESTER BUILDING, TORONTO

YOU WILL PROBABLY FIND SOME OF YOUR SUMMER SORTING NEEDS RIGHT HERE

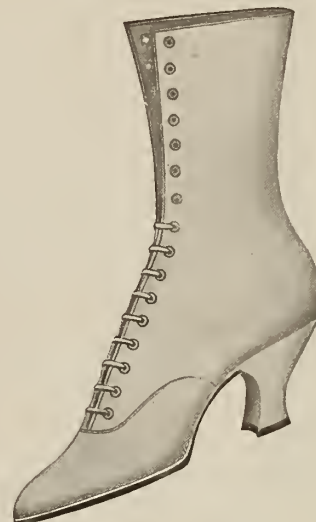
Look Them Over Anyway



No. 9331. White Buck Sport Bal.
White Heel, Welt, C and D widths
\$5.50



No. 3165-4165. Girls' and Misses'
White Buck Buttons, Last 136, McKay.
3165 (8-10½) \$2.60
4165 (11-2) \$3.15



No. 8049. White Buck, High Cut Bal.,
White Louis Heel, McKay, D width
\$5.00

CLASSIC

SHOES



No. 1078-2078. Infants' and Child's
Patent Ankle Straps, Turn Sole.
1078 (2-5) No Heel \$1.10
2078 (4-7½) Spring Heel \$1.40



No. 8021. Vici Kid, High Cut Bal.,
Louis Heel, McKay, C and D widths,
\$4.75



No. 3074-4074. Girls' and Misses'
Patent Heel Strap Pumps, White Lin-
ing, Last 136, McKay.
3074 (9-10½) \$1.75
4074 (11-2) \$2.15



No. 9055. Vici Kid, High Cut Bal.,
14/8 Cuban Heel, Imitation Stitched
Tip, Welt, C and D widths. \$5.25

Ready for
Immediate Shipment

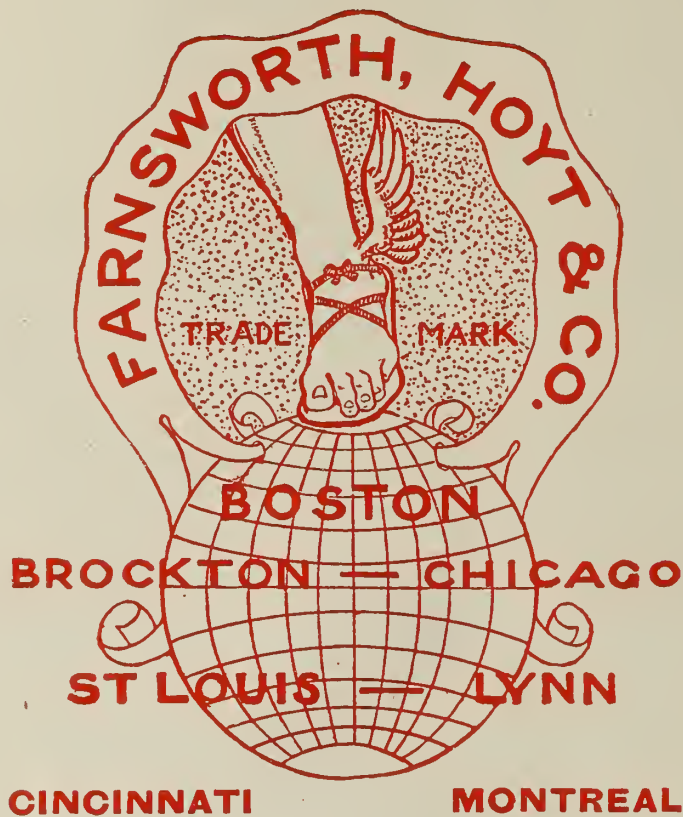
GETTY & SCOTT

GALT

LIMITED

CANADA

Shoe Manufacturers' Goods



Makers of *Red-line-in* REG. U.S. PAT. OFF. and "*Rushur*" *Wear Proof*.

The Linings that Make Shoes Wear Longer.

Shoe Fabrics of Every Description

Biggest Line of Shoe Goods in the
United States.

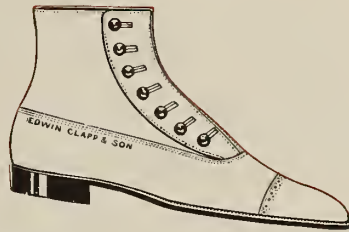
Montreal Representative

H. D'ARTOIS

224 Lemoine Street.



ESTABLISHED 1853



THE DELMONTE

A DISTINCTIVE EDWIN CLAPP MODEL
HIGHEST GRADE ONLY

Edwin Clapp
& Son Inc.
ESTABLISHED 1853

EAST WEYMOUTH, MASS., U.S.A.



No. 258

New Address
201 Inspector St.
MONTREAL



Telephone No.
Main
5447

Canadian Consolidated Rubber Co., Limited

Announce the removal of their EXECUTIVE OFFICES and the SALES DEPARTMENT of their MONTREAL BRANCH from Notre Dame Street East and Papineau Square to

THE RUBBER BUILDING

201 Inspector Street
MONTREAL

This central location, being more convenient, will increase the facilities for a better and quicker service to the trade when in need of rubber footwear.

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

A COMMON PERIL, A COMMON FRONT

America's Answer to Kaiserism—The Monroe Doctrine a World Policy—The "Crown of Thorns" of Autocracy Shall Not be Pressed Upon Democracy's Brow

THE entrance of the United States into the war delayed, as it was, until patience no longer seemed a virtue, has been justly hailed as the final barrier cast in the way of the modern juggernaut. To-day the struggle is more clearly defined than ever as the final stand of mediaevalism and chauvinism against the rising tide of democracy. Freedom is in the air, and when the smoke of battle has cleared the sun will shine upon a world from which the shackles of feudalism in its most galling form shall have been struck forever. When the great fight is finished, the glamor, and glory of militarism will have been so dissipated that little chance will remain for the resurrection of the issues that have created such appalling disaster and woe. This new world will see to it that its right to the enjoyment of a "place in the sun" is not again disturbed by the mad ambition of any relic, old-world dynasties of the latter should continue to exist.

In the meantime, the war, in its more recent developments, has not been without beneficial effects upon this western hemisphere. A common danger has drawn American peoples together so that from pole to pole there has been a girding of the loins, and a consolidation of interests and purpose that will mean much in the future relationships of the various countries to each other, if not to the world at large.

Canada was the first to realize that success of the programme of the German war lords, and a realization of the aims of kaiserism meant without doubt a "place in the sun" that shines on this western hemisphere, and threw in her lot with the Mother Land as a matter of practical necessity as much as national sentiment. Defeat of Great Britain meant essentially the subjugation of Canada, and the transplanting of German traditions, methods and empire to this continent. The menace to the United States and the rest of America lay in the foothold obtained upon the northern half of this northern continent. So that self interest, as well as popular democratic sentiment, made it essential that the great republic should join its neighbor in the support of these world principles for which the Allies are fighting to-day.

In the meantime, the fusion of common aims and interests has had its good influence upon both countries. While living together for over a hundred years in peace and prosperity, with no frowning forts or threatening battleships to suggest a border line, there has grown up a neighborliness that has resulted in keeping the two nations in friendly touch. Notwithstanding, however, the free co-mingling of the peoples made more easy by a common language, and mutual interest, there has hitherto been more or less of that aloofness that grows up especially amongst relations where jealousy and misunderstanding are more apt to arise than even between strangers. Business interests and national policies sometimes clashed and created antagonisms, that while not serious, produced friction and at time bitterness.

The result of the present "entente" has been to already dissipate a good deal of the coldness and indifference as well as the petty antagonism, that in spite of general good will between the countries, have occasionally been manifest. Brother Jonathan has learned that little Jack has the stuff in him that of which the Old Lion is made, little Jack has discovered that down deep in the heart of his Big Brother is the same spirit and purpose that have made Britons the world over the champions of truth and liberty. Out of this mutual respect and appreciation will come, in the future relations of these two great countries that which will enable them to work out not only their own destiny with greater freedom and success, but give the world a part in the glorious heritage of truth and freedom they enjoy.

The Shoe and Leather Situation in the U.S.

Impressions from a Visit to the Trade Centres—By a
Member of the "Shoe and Leather Journal's Staff"

THERE is pronounced nervousness among the shoe and leather industries south of the Canadian border. It is the cumulative result of many causes, some inherent, others from the outside.

In attempting a diagnosis I am compelled to treat of matters, seemingly irrelevant, which yet unquestionably have been contributory.

President Wilson prides himself on personal aloofness from mere trade and commerce. He is difficult of approach on such subjects, said to be unsympathetic, and it is claimed gives scant heed to the representations of men engaged in these departments of activity: moreover, he is untrained in business, and it is rarely such men are found capable of passing sound judgment upon business matters which are after all fundamental and practical affairs of life.

The Proposed War Tariff

For the above and other reasons the leather men were apprehensive of politics in connection with the war. They were in this state of mind when the government announced a tariff of 10 per cent. on imported hides and skins. Meetings were hurriedly called and there was much agitation. The tanners were one in the desire to fall in line with legislation necessary for the production of needful revenue, but submitted that the exemption from taxation of domestic skins was playing into the hands of the packing houses, and urged it would be preferable to assess business profits. Those with strongest ground for complaint were the tanners of imported hides and skins.

Passing Through Trying Period

Disquiet in the shoe and leather trade, too, is in considerable measure a reflection of the general nervousness of the nation upon actual entry into the war after a protracted period of patience-trying uncertainty.

Habitually strenuous in all pursuits, the people of the United States are in a constant condition of high tension, sensitiveness and susceptibility, and show symptoms of hysteria under undue excitement.

It is a form of hysteria, though, that finds immediate relief in action. Flags are still seen in a profusion never before witnessed, but the emotional period is fast giving place to solid practical effort in directions best calculated for the economic utilization of the nation's vast potentialities in the interests of the country itself, and of the world at large. The government and people are really taking the war seriously. The government is moving rapidly and with decision. Hundreds of thousands of people, formerly wholly engaged in

other occupations, are giving time, energy and money to the problem of greater food production. The steadying influence of settling down to work in well defined channel is coming. The prospect of panics grows less, and with it the likelihood of any serious breaks in the market.

The output of United States shoe and leather industries, long regarded as to a great extent dependent upon foreign markets, has, during the war years, been largely absorbed by the home and what other markets were available. There was reason for congratulation in this.

Surplus Stocks Will Be Cleared

True, dealers bought heavily on a rising market and are fairly well stocked at the moment. The lateness of the season also has militated against sales; travelers' orders are small. But as a corrective manufacturers are not forcing production, and in the case of Lynn, when labor trouble was fomented the situation was accepted philosophically, and the factories were closed down. There is complete confidence that surplus stocks will soon be cleaned up. It is improbable that the preaching of false economy will cause people to greatly curtail buying. I have pointed out the activity now under way which will increase production on the whole, and with increased production will come greater purchase power and the exercise of it.

Business Adjusting Itself

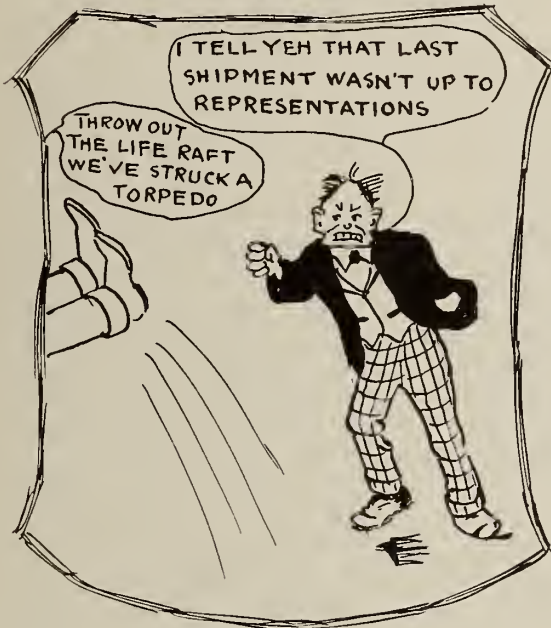
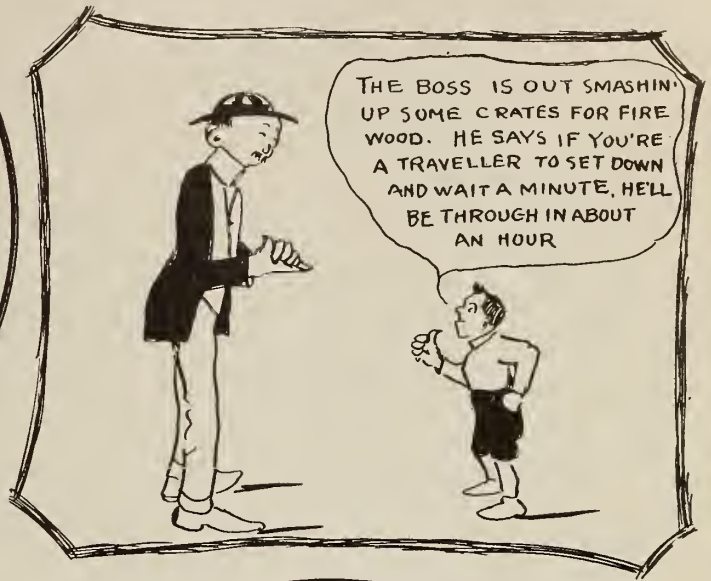
There is a considerable quantity of leather on hand, the great bulk of it produced under high cost conditions, for which a high price must be exacted. Cost of production promises to be higher. Will the tariff not add to the price of leather also?

In the meantime, business is gradually adjusting itself to altered conditions. It is a great pity that a decision has not been promptly reached on the tariff matter, as certainty whichever way the decision be made is much better than uncertainty. It is claimed that it may be a month before the Senate puts the law into effect.

General business is, however, shaping itself into more normal position. The campaign undertaken by large wholesale and retail houses to promote normal buying, as well as the recent message of the President to the people, along these lines, have both had a stimulating influence.

In the course of a few months, trade will get into its usual swing and with the tremendous money circulating in the country in connection with war supplies, there will be the same wonderful activity that existed previous to the declaration of war with considerable accentuations.

Not all Sunshine for the Shoe Travelers



The Way to Diminish Cancellations

Loss to the Manufacturer That Should be Avoided—Retail Dealers Should Co-operate with Manufacturers for this Purpose—Some Faults that Prevail on Both Sides and Should be Corrected—Mutual Interests and the Need of Co-operation

“IT is well known that one of the great disadvantages under which a shoe manufacturer labors to-day is that of countermands, or cancellations of orders obtained by the salesmen. While the percentage is considerably lower than it was years ago, yet the number of cancellations received season after season is still too large.

“It is not presumed that shoe buyers place orders with a salesman intending at some future date to follow the orders with cancellations. It is to be presumed that a buyer signs an order with his eyes open.

“The shoe manufacturer proceeds on the theory that a shoe buyer in placing orders selects styles which he expects to use. That is safe, intelligent, and judicious buying.

“Sometimes it happens, none the less, that a buyer who has started out with the best of intentions finds himself compelled to cancel certain styles which he has ordered for future delivery.

“The salesman has called on him when business has been good. The buyer's spirits have been proportionately high and the salesman has been sent away happy with a liberal order.

“Then comes a change. Business falls off somewhat, and the same buyer, running over his orders, believes he has made an error in ordering, has contracted for too many styles. Then come the cancellations.

“It is an even chance that later, when business brightens up again, this same buyer will re-order on these styles, but from some other salesman, who happens to call on him just at that time. The first salesman and his house are not likely to see this re-order.

“Now, where does this leave the manufacturer? Has he been treated fairly, or has the first order and subsequent cancellation resulted in annoyance and loss to him?

Both Have Obligations

“Comparing the manufacturer with the retailer: The manufacturer, like the retailer, has to estimate the goods which he will need every season, and has to place his orders for material in advance. He goes over the situation, estimates his sales, figures up the materials he will need, and then orders them.

“Suppose that a little later his estimates appear a little off, and he seems to have ordered too much of certain kinds of leather. Does he countermand? No.

“The tanners of leather would very soon shut down on any maker of shoes who did not accept all of the leather for which he originally contracted. Whether business conditions be good or poor, the manufacturer has to stand by his orders.

“The problems of the manufacturer are greatly lightened in the degree that he knows orders which

are coming to him are dependable and will stand without countermands. His work then becomes definite and he knows that there will be no added confusion in the vast detail of shoe manufacture, which is in itself a great problem.

“How appreciative any manufacturer would be if he could feel a full degree of confidence in every order received!

“And getting back again to the buyer, how much could be accomplished towards this end if the buyers, in making their first selections, would order only those styles which they know they will need.

Safe Method to Pursue

“That is a safe and sound procedure in ordering; and any manufacturer would prefer early orders for fewer styles which will surely stand, than orders for a variety of styles, some of which are almost certain to be cancelled. Later, he would gladly take orders for additional styles—at a time when the buyer becomes certain that he will need such styles.

“Again, let it be stated that no buyer intentionally orders a larger number of styles with the deliberate idea of cancelling at a later date. They follow their best judgment.

“But if these buyers would order early the styles they MUST have for the next season, and let the additional styles go until such time as they become a necessity, there would be fewer countermands, better service, and a much better understanding between manufacturer and dealer.”

This seems entirely reasonable, and if it were carried out would help solve this vexatious question.

At a recent convention, speaking in behalf of the manufacturers, a speaker urged that manufacturers ought at least to have the courtesy of a notification before shoes were returned. This certainly seems a very small thing to ask. As a matter of fact manufacturers of good standing report that they have had dealers ship back invoices of shoes without a word of explanation!

If a dealer in an agricultural town finds that the crop prospects have certainly gone bad; or if a dealer in a manufacturing town is confronted by a bitter strike which seems likely to be very prolonged; or if a dealer anywhere, from any cause, finds that he has been over-optimistic in ordering, then he ought to promptly take the manufacturer into his confidence, and explain the situation. We believe that any manufacturer, upon receipt of a frank, square letter of this kind from a dealer with a good reputation, would be willing to meet him part way, and to make some kind of adjustment.

It cannot be insisted upon too often that the interests of the independent retail dealer and of the manufacturer, who is his source of supply, are mutual. This is true not only in a broad, general sense, but in a very personal and individual way.

The Nations in Great Common Cause

Closer Bond of Sympathy and Fellowship will Result from Entrance of United States Into the Conflict—The Defence of Democracy and the Preservation of the Right of the Individual—The Elimination of Differences, the Expansion of Industry

Better Business and Social Relations

(By Col. S. P. Colt, President U.S. Rubber Co.)

“**W**HATEVER may be the ultimate outcome of the present war, two results are inevitable—the bringing about of better understandings between Canada and the United States, and the establishment of trade relations that will be mutually beneficial. We are fighting in a common cause and that fact alone can but bring us into closer relationship, both socially and commercially.

“At the present time the United States exports large quantities of manufactured products, whereas a generation ago the exports from this country were derived from its grain fields, its mineral deposits and its cotton plantations. The war has clearly demonstrated to manufacturers in the United States the wonderful business opportunities in foreign fields, the result being that this condition has carried forward the export trade within a period of two years to a point it would normally have reached in twenty years. It is, therefore, only logical that in future the United States should more nearly live up to its possibilities, and cater more strongly to the extension of foreign trade.

“Last year there were produced in the United States 331,000,000 pairs of leather shoes. The export of shoes during the past three years to European countries, both for military as well as civilian purposes, has been enormous. Not only have manufacturers shown their ability to produce what was needed, but foreign purchasers have learned the strong value of this product.

“The leather shoe business in the United States is gradually getting into the hands of large operators who tan a certain percentage of the upper and sole leather which they use, thus placing them in a strong competitive position. These manufacturers, however, in shipping merchandise to Canada are greatly handicapped by the high import Canadian duty, and it is hoped that the interests which are now common to us all will later result in a revision of tariff conditions which will be mutually advantageous.

“We all earnestly hope and believe that out of this world's war will come, among other much desired results, better understandings and a permanent foundation for the establishment of closer co-operation between Canada and the United States.”

Foundation for Closer Co-operation

(By Frank W. Whitcher, Pres. of Mass. Board of Trade, Boston)

“I believe that the joining in a common cause, namely, to defend democracy and preserve for the future the liberty of the individual, cannot help

creating a closer bond of sympathy and fellowship which will bring about better business and social relations between our two countries in the future.

“The present war seems to me to be the last stand of feudalism amongst civilized nations of the world, as the rights of the individual have steadily grown, so I believe there can be but one outcome to this terrible struggle, namely, that the yoke of autocracy will be thrown off, giving to the people of the old world the same right to govern themselves as we on this continent have enjoyed for so many years.

“There is no doubt in my mind of the very beneficial results which will inure to not only the shoe and leather trades of our two countries, but to all branches of industry.

“In fact, I have a strong feeling that all of the nations sharing in this war, will be brought into a closer bond of union which as the years go on, will steadily work for a betterment of world conditions.

“If as a result of this war, all of the civilized nations could be brought into one International Union, with the capitol perhaps at the Hague, which would positively insure a settlement of disputes on the basis of justice and fair treatment, what a great stride forward would be made over the old way of endeavoring to settle disputes by brute force where injustice always exists.

“Let us pray for the coming of the time when universal liberty exists, and every individual shall have the right or representation in his government.

“May the cry of ‘Up with Democracy’ and ‘Down with Autocracy’ prevail until our aim has been accomplished.

“I assure you of my appreciation of the work which you are initiating, and I believe it is in a splendid cause.”

The Levelling of all Differences

(By T. H. Rieder, President Canadian Consolidated Rubber Co.)

“I feel that democracy must win in the great struggle, and having won, the effects upon the whole world, civilized and uncivilized, but particularly upon Europe and America, will be to level our differences socially, commercially, and maybe politically. It is certain there will spring up a greater sympathetic relationship, bringing us nearer to a state of universal brotherhood of man among nations.

“Having then levelled many differences, our industries must be put into a position to compete with those of other nations. Canadians should, therefore, study economics and educate their working classes to a high degree of efficiency. The nation having reached the highest form of development of its masses will excel.”

SHOEMAN BELIEVES IN UPHOLDING HIS DIGNITY

Unreasonable Woman Suggested That He was not Acting Fairly and Squarely with Her—She had Cause to Regret Her Hasty Words—Some People do not Know When They are Well Treated by Shoe Merchant, and Have to be Taught Timely Lesson

“WHAT can you do with these shoes? See how they have broken out at the back,” demanded a lady caller, as she entered a leading city shoe store the other day. The proprietor was busy at the time, and knowing that there was possibly trouble ahead, and not having time to settle the matter just then, invited the caller to come in on the morrow, when he would give her special attention. He requested her kindly to bring the shoes with her.

“But I cannot,” she replied, “I have no other pair.”

“Well then,” he courteously rejoined, “in that event, I will send for the shoes, and have them returned to you.”

“Very well,” she declared, as out she went.

So the shoes were sent for, and on examination, it was found that, in pulling them off, the wearer had not unlaced them sufficiently to allow the foot to be withdrawn easily. The lining had broken at the back, and the back stay subjected to such a strain, that it had ripped.

Rather Proud of Neat Job

The retailer had the shoes sent to a repair man, and asked that a particularly neat job should be done. The shoemaker put an inside facing of white kid at the back and stitched it in and out, with the result that the work was so cleverly executed no one would ever notice there had been any repair made.

It was expected that as the retailer had sent for the shoes, the lady would, at least, call for them, since he was not charging her for what was really her fault, namely, carelessness in not unlacing them, and forcing the leather to give way. She phoned in, however, one morning, asking that the shoes be sent down within one hour. Although short of help, the dealer, anxious to oblige, despatched the footwear to the house at the appointed time. When the messenger arrived, he rang the bell and then knocked several times. He even went around to the back, but no one was at home, and yet this was the lady who said she could not leave the shoes because she had nothing else to wear in the way of pedal equipment. The footwear merchant surmises that she went visiting in her stocking feet. That afternoon she rang up and said the shoes had not arrived.

When a Woman is Not at Home

“Excuse me,” replied the dealer, “I sent them down, but there was no one at home.”

“Oh, yes, I was there all the while,” she persisted.

“Pardon me, but you were not,” was the equally firm response.

“Well, I know I was, and nobody ever came up the front steps.”

“But my young man says that he was at your door, and tried for several minutes to elicit a response, but no one came, and he would have no object in misrepresenting matters.”

“I do not believe you sent the shoes,” was the indignant assertion.

“Excuse me, madam, but I did, and I think that, having done so at the time appointed, the least you can do now is to come for them yourself.”

“Will you please tell me what kind of a ‘skin game’ you are running at your place?” was the next salutation, delivered in a voice quivering with anger.

The dealer was so incensed over this insult, that he could not trust himself to speak further, and hung up the receiver.

In the afternoon, Mrs. J., who had ventilated her venom on the inoffensive shoe dispenser, sent a friend, Mrs. R., up for the shoes. Mrs. R. came in and made known her mission, and the dealer told her that he had been deliberately insulted over the phone, and the charge for the work done would be fifty cents. He had gone out of his way to execute a nice job on the shoe, the broken condition of which had been brought about through the carelessness of the wearer, and he did not care to have insult added to injury.

“Well I do not know about that,” replied the caller, “I will go and see Mrs. J.”

Had the Wisdom to Apologize

A couple of hours later, back came Mrs. R., and the fifty cents was paid without a murmur. The shoeman told the friend of his lady customer, that he was anxious to please and give service, but that he had sufficient dignity and force of character not to be deliberately insulted and abused; that he would not have charged anything for the repairs if he had been treated courteously, and he thought an apology was due from Mrs. J.

The latter rang up the next morning, stating that she had been rather hasty in her remarks, and expressed her regret at the use of innuendoes to the effect that his place of business was not conducted on honorable lines or characterized by straight dealing. The footwear merchant explained his position, stating that he did not think, when he was performing a courteous service for customers, they should jump on him as if he were a highwayman or a buccaneer. In the afternoon Mrs. J. came up and apologized in person, evidently thinking discretion was the better part of valor. The fifty cents was returned by the shoeman, and now, all is pleasant sailing; and an incident, which at one time threatened to disturb a life long patronage, has been forgiven and forgotten.

OWN YOUR OWN STORE IF POSSIBLE

There are a number of points in favor of a shoe retailer owning his own premises, providing his store is located in the proper place and is likely to continue as a good business centre. One of these is that he can make what changes he desires and any improvements that he makes accrue to his benefit, whereas, when a dealer rents he generally spends considerable money in fixing up things that he receives the benefit of only as long as he remains there.

Besides this, the footwear merchant maintaining a live business at one place for years, and educating the public to frequent the spot, is creating real estate value there and he should benefit from this increase instead of allowing a landlord to get the increment.

Discussing this point not long ago with a dealer who purchased his place of business some time ago, but who had to give a mortgage for a large portion of the purchase price when he did so. Asked if he considered it advisable to purchase in this way, he said he was extremely glad he had done so. The interest and taxes were less than he would have paid in rent, he was able to make improvements from which he received permanent benefit, and the fact that he had a mortgage to pay off kept him working aggressively all the time. The value of his building has also increased considerably since he purchased it.

LEATHER MEN PLACE PATRIOTISM BEFORE ALL

While Holding that a Duty on Raw Materials is an Economic Error, the Tanners of United States will do Their Part in Keeping Wheels of Industry Going, Creating Confidence and Providing Supplies—Conditions to be Faced, Financial and Otherwise

“THE flag above the dollar,” was the sentiment which pervaded the patriotic meeting of leather manufacturers, held recently in Boston.

It was resolved by the National Association of Tanners, that they extend to the government their full co-operation in supplying the highest quality of military leathers that can be produced, at fair prices, and their further assistance in any capacity that may be of service.

Another important resolution carried was: “that we favor the custom duties as provided in the war revenue bill, although we believe that a duty on raw materials is economically and basically wrong, and should be removed as soon as in the judgment of Congress other sources of revenue can be produced.”

During the recent war tariff measure before Congress, the *SHOE AND LEATHER JOURNAL* has kept all prominent leather and shoe firms in close touch with the progress of events by means of letters, and in the last issue of the paper. All the latest information regarding the development of events was obtained from our special representative on the spot, while the thanks of the publishers are also due to Schmoll Fils & Co., of New York, the widely known dealers in hides and skins, as well as Richard Young Co., the well known leather concern.

The Patriot and the Humanitarian

At the big Boston meeting President Lesh aroused much enthusiasm when he said, “With the entrance of the United States into the great war, the manufacturer and merchant were submerged in the patriot and humanitarian. To-day we are more concerned about the flag than the dollar.”

Referring to the patriotic negotiations of tanners and shoe manufacturers with the government, President Lesh said that not a pound of leather had been sold. The government was assured that leather would be provided for three to six million pairs of army and navy shoes at prices not to exceed fixed maximum rates. There was extreme danger that with the army contracts rapidly following each other, and a possible lifting of the British embargo, that competitive buying would force leather to panic prices. Some of the leather stipulated by the government will be exhausted before three million pairs of army shoes can be made. When no more calf and kip are available, side upper stock will be used.

No minimum rates were established. If contractors can buy leather below the maximum figures, there is nothing to prevent their doing so. The new revenue bill now before Congress has affected our business. Government receipts for the next fiscal year will amount to \$1,500,000,000. And the new law is estimated to produce \$1,800,000,000 additional revenue. Of this total, \$200,000,000 will come from the new custom duties. This amount will include about \$13,000,000 from the tax on imports of hides and skins.

President Lesh, while not criticising the emergency taxes, asserted that the tariff of 10 per cent. on imported hides and skins would result in increasing by 10 per cent. the value of the hides and skins originating in the United States. Since it is usually estimated that we tan about equal quantities of foreign and domestic raw material for making leather, it follows that the government will collect only half of the increase it creates.

The Glazed Kid Situation

Mr. Stout (John R. Evans & Sons) said: “The glazed kid manufacturers have not taken up the question of regis-

tering statistics and sales and prices. They rejected it because it would not work practically in our business. Some of our factories make as many as a hundred and ten grades and weights, others make thirty or forty, and we could never tell what a sale registered meant, really, in its return in price. If we could adopt some absolutely uniform selection of glazed kid and stick very rigidly to it, why, I could see where some benefit could be gotten from it, just exactly the same as our belting friends have got it.

“In regard to the situation in glazed kid, I wish to say that last year we got up to our maximum capacity, and even at that we could have sold again half as much glazed kid if we had been able to have filled our orders going to England, Russia, Holland, Italy, France, Norway, Sweden, Denmark, South America and Australia, and taken care of our home trade.

“Since the first of the year, as you all know, England has put an embargo on glazed kid as well as other leathers going into that country. Russia has declared a partial embargo, and that has cut off, temporarily at least, thirty-five per cent. of our sales, and with it we are enjoying the same relaxed condition that the other divisions of this industry feel.

“But we are in this peculiar position: There is only twenty-one per cent. of our raw material that comes from South America, and that we can really count on getting with any certainty of time. The rest of it comes from India, China, Arabia and South Africa, and shipping conditions have got in such a way that it has made it practically impossible for us to do business. In addition to that, in India the exchange arrangements are all out of gear—cannot pay for your goods—and it would make no difference if those markets were to fall one hundred per cent.—it wouldn't do us any good.

Kid Bound to be Scarce

“You take the entire glazed kid industry put together, we have an ample amount of raw stuff, stock in process, for a short period of time, but for a long period of time, glazed kid is bound to be a scarce article.

“I think that outlines the condition just exactly as it exists. We all feel that the prices of to-day are as low as we can possibly make them, for we are confronted with just exactly the same labor and chemical conditions that Mr. Vogel spoke of also. The workmen in my own factory are getting a hundred per cent. more than they did before the war, and just to-day they went out on strike, and out of 750 men, we have 99 working for us. So that condition doesn't look very good.

“There is one other thing, gentlemen, that I want to touch on before I sit down, and that is the psychology of the whole situation. The United States is in war to-day and as I look about me I think that there are very few people who have yet realized or begun to realize the seriousness of the entire situation. We have all brought out our flags with great alacrity, wore our little badges, attended meetings, thrown up our hats, made suggestions, made criticisms, telling the other fellow how he can pay the taxes and shift them yourselves for some selfish reason. That is not patriotism. In fact, it is very far from it.

“If we are going to be taxed in a way that the government can get the money, and we are going to give freely, business has got to be kept good. It is most unfortunate, to my mind, that when the advice for economy went out, it

was picked up, like—well, like most everything else is in America, in a degree of hysteria. That this nation should conserve its food supplies, cease its enormous waste in food material, is absolutely correct, but that the nation, that the individuals, should start in and practice parsimony, is absolutely wrong, and will be the secret of defeat if it isn't stopped. No war can be prosecuted without immense sums of money, and you can not get it unless you keep the wheels of industry going. The very fact that that Liberty Loan is to be placed means inflation and good business. The thing is to get the psychology right, to get the thing going. It has got to start somewhere. I wrote to Washington and said it ought to start down there, but we can do our part if every leather man and every shoe manufacturer and every shoe retailer starts in and stops the frightful attack that we are having all the time on business.

"Now, gentlemen, that is the message that I want to leave with you, that every man will do his part toward getting the wheels of industry going again. You want to make good profits; you want to make better profits than ever, because you are going to turn them over to the government. You are not working selfishly, you are not working for yourself any more. You may have to sacrifice seventy-five or eighty per cent. of your profits before we get through with this war. I really believe we will; but we are all in that one common family of the union of the United States, working together to raise that money to successfully prosecute this war ourselves and supply the food and money to our half-crippled Allies, who need it; and that is the situation."

Mr. McGowin Gives His Views

President Andrew McGowin, of the National Shoe Retailers' Association, on being called upon, stated that the retail shoe business was away ahead for the year. (He has charge of the shoe department of Wanamakers', Philadelphia, and is one of the leading shoe merchants of the country.) Mr. McGowin regretted the small number of retailers who belonged to their association, although non-members benefit by the valuable work done by the members. He believed that business would be bad for a month or two, same as it was in Canada and abroad for several months, after the declaration of war. Business may be better than we imagine, and we should all go ahead and keep cheerful as usual.

"What we do try to do is to try to do business, and we have done it and it is encouraging.

"Therefore, do you men who pull the hides, who tan them into leathers, whether they are fancy leather, glazed kid or harness leather, aid and assist all national work of any sort, organization work of any sort, because it tends finally to give you gentlemen better profits in every direction."

Shoe Industry is Second Largest

Harry I. Thayer, of Thayer-Foss Co., tanners, Boston, and president of the New England Shoe and Leather Association, made a strong address, asserting that the shoe and leather industry was the second largest in the country, and very properly boasted that New England had always responded nobly and promptly when the country needed her. He spoke about the shoe and leather committee of excellent men that were working with the Council of National Defense.

Mr. Thayer emphasized the great value of all working together, and touched on the embargo conditions that have obstructed exports to Great Britain and other countries. The Government has become a great consumer of leather, and tanners and shoe manufacturers will maintain the government standards of quality.

In discussing the revenue bill, Mr. Thayer urged a patriotic attitude toward it. Railroads are inadequate for moving coal; and steamship, barges, etc., are being taken for government service. New England uses vast quantities of coal, and every buyer should obtain, without delay, his future

necessities. The proposed flat increase of freight rates and changes in classification, etc., were a great handicap to the important industries of New England, and Mr. Thayer said it would be hard for them to hold their position and compete with the South and West. He hoped that the wage controversy between Massachusetts shoe manufacturers and 15,000 factory workers would soon be adjusted, and gladly offered any assistance that might help to end the trouble.

"We all hope and pray for a speedy and everlasting peace. With peace, I trust a great change will come to the whole economic structure of our beloved United States. And prompted by the highest and truest patriotic principles, profiting by the new light the war has brought to our vision, we shall build as we have never built before," concluded the speaker.

NEW LINE OF FABRIC SOFT SOLES

Philip Jacobi, specialist in infants' footwear, 5 Wellington street east, Toronto, is showing something entirely new to the trade in the line of infants' fabric soft soles. Owing to excessive cost and shortage of leather, which has prevented the firm from accepting more than half of its normal business in these goods, fabrics have come to the rescue and are being eagerly taken advantage of. Infants' fabric soft soles are light, durable, dainty and attractive and are decidedly popular. They come in button, moccasin, lace and strap slipper styles in white, black, blue, pink and tan, in sizes from 0 to 4. The lowness of the price also commends the new lines. The best range of moccasins are adorned with silk trimmings and one of the neatest creations is a button boot with tassel and pearl buttons. The goods are uniform in character and are very moderately priced, being artistic and inviting in every respect.

HE IS NOW SERGT. HART

T. W. Hart, of the Nugget Polish Co., Toronto, who went overseas with the 95th Battalion, came safely through the

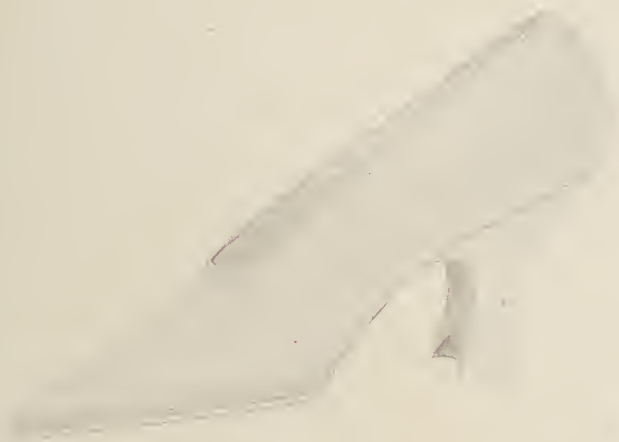


SERGT. T. W. HART, TORONTO

Vimy Ridge engagement, and has been made Sergeant. Tom's many friends will be very glad to hear of his promotion and wish him further success and a safe return.



Hits in Summer Footwear



SPORT OXFORDS in **WHITE BUCK** and **REIGNSKIN**
GREY, CREAM and BLUE KID—TAN CALF and WHITE BUCK TRIMMINGS
\$4.50 to \$5.50

WHITE REIGNSKIN PUMPS and OXFORDS, \$4.00

WHITE BUCK SPORT PUMPS, \$4.65

B. C. D. WIDTHS IN STOCK

Ready to Ship Now

BLACHFORD SHOE MFG. CO., LIMITED TORONTO

B



BLACKFORD SHOE MFG CO. LIMITED TORONTO

Blackford

THE GREATEST WHITE FOOTWEAR SEASON EVER

Are You Prepared to Meet the Demand—Public Taking to Outing, Tennis and Canvas Footwear as Never Before, owing to High Cost of Leather Shoes—How to Install Special Window Displays and Create Enthusiasm Among the Staff

THE white shoe season has arrived. It has been somewhat delayed this year, owing to the rather cold, backward spring, but "all things come to him who waits," and now the white goods season is here in reality.

White has always been popular for warm weather wear, but never to such an extent as at the present time. While all cannot afford white buck and washable white kid shoes, there are many other offerings in white, which look equally as well, and should appeal to all wearers of light and graceful footwear.

White shoe week is generally observed in the United States about the second week in June. Last year many retailers featured all kinds of white goods during that period. The result was very satisfactory. Included, of course, in the display of white shoes were outing and sporting footwear which has attained such a large measure of favor, and is growing steadily, owing to the increasing cost of leather shoes. The person who wants to buy foot toggery at a medium price, can obtain in various white fabrics a very wide selection, and different styles and patterns—all at a price that is sure to meet with the ideas of economy and thrift, which so many are exercising and practising at the present time.

Big in Outlook and Turnovers

Now is the time for all live merchants to push sporting and outing shoes, which are big with opportunities and satisfactory with respect to profits.

The retailer should put in special windows of white shoes, and should announce the attraction, economy and comfort of white in his advertising in the press, or by means of leaflets, booklets, etc. Stylish, handsome, high cut creations, with Louis heels, leather, wood and rubber heels, and leather, ivory and Neolin soles, can be obtained, that sell from \$5.00 down, and on these a good profit is made.

The reasons why the white shoe is popular—it is cool and comfortable, has a neat appearance; and is stylish and airy. It has been proved by long experience that white is the coolest of all colors. Everything in the line of dress in summer attire harmonizes with white.

Don't get away from the proper display idea in window and in store. Install a suitable background that will tend to exhibit the goods to the best advantage. Blue, green, black, rose and purple are exceptionally striking colors and bring out the white in bold relief, but possibly the most fetching are blue, green and purple, and of these, green is the first choice, because it reflects the green sward and the open fields. It will impart to all your displays a warm weather aspect and to draw more striking attention to any arrangement of the goods, it may be advisable to put in a few tennis rackets, baseball bats, golf sticks, lacrosse sticks, paddles, hammocks, hampers, lunch boxes and baskets, or anything suggestive of an outing and of sport. White footwear, as already stated, includes outing shoes, walking shoes, sport shoes—in fact, all kinds of outdoor summer pedal attire, with or without rubber, composition, fibre or leather soles. Great possibilities exist by suggesting and emphasizing the comfort and convenience, lightness and airiness of this kind of footwear.

Much more might be said in the way of effective plans and putting in an outing footwear window, and the vast possibilities there are for the sale of white and sporting shoes. The man who goes thoroughly into this proposition

and gets there first, is the one who is going to reap the harvest, for white shoes are based on common sense, good appearance and comfort. It is also well to have in the windows or throughout the store, some appropriate cards, calling attention to the fact that white is the proper vogue for summer, and that for warm weather wear, nothing is quite so appropriate, economical and pleasing.

Working Up Spirit and Zest

If the proprietor will throw personal interest and enthusiasm into the selling of white shoes, he will no doubt get his sales force interested, for fervor and zeal are contagious elements. Those associated with an enterprising boss will catch something of the infection, and united effort will develop a splendid business along this line. In this connection it is important to point out that the disposal of a pair of white shoes means, if tactfully pushed, the sale of some white cleaner or polish. Those who handle hosiery may sell white stockings with every sale. The one important thing to remember in selling white shoes, is to see that they are turned over at a profit. Do not seek to create a name for yourself in cheapness, when people are educated and prepared to pay a longer price for their foot attire than they have in the past.

It is, of course, impossible to deal specifically with suitable window trims, displays, etc., that will appeal to every merchant in all centres, large and small, but it should be remembered that just now—white is right, and also that white is might, when it comes to volume of business and timely seasonable merchandising.

Each Pair Means Extra Sale

One leading retailer furnished the following as to why white shoes should be worn, and why he is selling a large number of them.

"Perhaps the principal reason why white shoes are going to be better than ever before is the fact that they can be sold at lower prices than other shoes," he pointed out.

"With white buck and kid at their present prices, only a very limited proportion of the customers of any store can afford to buy them; and other leather shoes are relatively high, as the past season has demonstrated, and as prices now quoted sufficiently indicate. For that reason alone it is safe to say that the public will take to white shoes as never before. We can offer women a handsome, serviceable white shoe at \$3.50 and upward, and they can get nothing to compare with it in leather at that price, from any standpoint.

"The same is true in men's and children's lines. For children, white fabric shoes are becoming more popular every day, on account of their good looks, the ease with which they can be cleaned, and their reasonable price, as compared with white buck or with other leather shoes. We are already selling many more canvas shoes for children than in other seasons, and there seems to be no reason to doubt that the increase will continue as the season advances.

"In the men's department we are prepared for a heavy increase in the demand for fabric shoes, in white and Palm Beach, last year having given us an idea of what the extent of this business can be.

"The trend toward more comfortable and informal dress, indicated by the popularity of so-called sport garments for both sexes, gives the shoe merchant a splendid

opportunity to push white shoes, not only on price, but on style. The clothier and the garment man are helping the trade wonderfully by their work in selling outing clothing, and it is up to the shoe trade to sell the white shoes that properly go with them, especially as we can at the same time perform a real service by selling these goods at very reasonable prices.

Each Sale is an Extra One

"On the other hand, a highly practical consideration is that in many cases the white shoe is an extra shoe, purchased and worn in addition to the pair of leather low-cuts which the average man or woman buys. This means that nearly every pair of white shoes sold is just that much additional business, and no matter how low the price may be, it helps just that much to roll up the volume in dollars and cents in number of pairs.

"In my opinion, the public is going to take white shoes without much urging, for the reasons which I have indicated. We shall help the thing along by featuring white shoes in our regular advertising, from time to time, as well as by devoting reasonable space in our windows to them. I have no fear but that we shall be able to move these goods in bigger volume than ever before."

THE DEMAND SETS IN EARLY

According to the wholesalers there is likely to be a decided shortage of white canvas shoes, carrying leather soles and covered or leather heels. Already many jobbers are unable to fill orders on account of delay in getting goods from the factories. Business placed months ago has, in some instances, not been filled yet, and a scarcity in the cheaper lines threatens to become pronounced. The demand for white goods has set in actively. Pumps and Mary Janes for misses and children are also declared to be lacking in sufficient numbers, and while the requisitions are just now for lines selling to the retailer, around two forty for women's, one eighty-five for misses', and one thirty-five for children's, in the more expensive ranges, there is so far quantity enough to meet the demand. Sorting business is picking up considerably of late in many lines and on the whole the jobbers report trade as fair considering the recent prolonged cold snap.

WESTERN RETAIL MERCHANTS IN SESSION

The annual meeting of the Saskatchewan Retail Merchants' Convention was held in Moose Jaw on May 8th, 9th and 10th. There was a fairly large attendance, but not as representative as in years past, owing to the scarcity of help in the stores, which makes it necessary for many members to adhere more closely to business. Ald. S. J. Mc-Micken, president of the Moose Jaw Association, and Mayor W. W. Davidson of that city, extended greetings.

Among the speakers at the convention were President C. F. Rannard, of the Manitoba Association, who is a widely known shoe merchant of Winnipeg, and Geo. A. Maybee, of Maybee's Limited, Moose Jaw, former president of the Association, who is resigning, owing to his entering the ranks of the wholesalers. A. A. Evans, of Outlook, Sask., president of the Association, gave an inspiring address, and was re-elected president for the coming year. H. D. MacPherson, Regina, was re-appointed first vice-president; J. L. A. Hutchinson, Saskatoon, second vice-president; F. A. Raymond, Regina, secretary; J. J. Polson, Regina, treasurer.

The citizens of Moose Jaw entertained the visiting business men to a banquet. Many expressions of regret were heard at the retirement of Mr. Maybee. He is called the "Grand Old Man" by the members, and was the first president of the Saskatchewan Retail Merchants' Association, which has been five years in existence.

One of the features of the gathering was the address on "Co-operation Among Merchants," by Horace Chevrier, of Winnipeg, Dominion president of the Retail Merchants' Association. H. O. Roberts, Minneapolis, gave a splendid talk on "Cash versus Credit," pointing out how to secure a larger share of the business now going to mail order houses. Mr. Roberts is secretary of the Minnesota Hardware Merchants' Association. Several interesting reports were read at the gathering, and all things being considered, the outlook for the coming year is satisfactory.

The annual meeting of the Manitoba branch of the Retail Merchants' Association of Canada, will be held in Winnipeg, June 12th, 13th and 14th. C. F. Rannard is the energetic president.



A. A. Evans, Outlook, Sask., who was re-elected President of the Retail Merchants' Association of that province, at a meeting held recently in Moose Jaw



Charles M. Iredale of the Canada Last Co., Toronto, who was elected to the Presidency of the Ruskin Club at the last annual gathering



Geo. A. Maybee of Moose Jaw, who retires from Saskatchewan Retail Merchants' Association owing to his entering the wholesale business exclusively

THE APPROBATION EVIL IS FAST PASSING AWAY

In the Larger Cities Retailers are Seldom Bothered with Approval Requests—How Certain Shoemen have Stamped out the Practice—The Abuses which Crept in, and the Folly that Resulted—Shoes too Costly now to be Handled Indiscriminately

“HELLO! Is that Blank & Co.? This is ‘Big Gun’ Jones speaking. Send up to the house half a dozen or more pairs of comfortable, A1 quality shoes, will you? I’m looking for satisfaction more than style. I’ll keep a pair or two if they suit, and send you a check to cover.” This ‘phone message was received the other day in a large city shoe store. If that shoe man had been of the jellyfish variety so common in all trades, he would have hurried the errand boy away with a bundle big enough for a man to carry. But did he?

Here’s what we heard him reply: “Mr. Jones, I’m very sorry I can’t oblige you, but one rule in this establishment is never broken for anyone. We cannot send out goods on approbation. If we made an exception in your case, we would have to do so for others, and we cannot ‘make fish of one and flesh of another.’ We must request you to come down and see our shoes, as in this way only will you get satisfaction.” The other man, who, by the way, is a millionaire, waxed very indignant, but when he was assured that the dealer preferred rather to lose his trade than to serve him unsatisfactorily, he changed his attitude, came down to the store and was perfectly fitted. The shoe retailer now has his respect as well as his custom.

Once Serious Menace to the Trade

This was the emphatic way this dealer spoke of the approbation habit. He further added, “The case which you have just noticed is only one of many such requests which every shoe man has to face. The worst feature of it is that many of them comply, either because they have not courage enough to refuse lest they lose actual or probable custom; or because thereby they hope to steal a march on some competitor who will not do business in this way. Here is a great evil for the various shoe retailers’ associations to deal with. The trouble is that the average dealer seems to be too selfish to join his neighbor in working for the good of the trade in general, forgetting that whatever is agreed upon for the general good is sure to be beneficial to him personally. And when, as is sometimes the case, this approbation system grows so rapidly that some retailers have one employee or more spending all their time looking after it, the thing ceases to be a business scheme at all, and becomes merely a farce. Every dealer who tacitly or openly encourages this method of doing business makes it all the harder for the rest of us who are determined to avoid it, to say nothing of the fact that he is cutting a noose which will one day strangle his business.”

What do you think about it? What is your personal position in the matter? It is very hard to see how any dealer who gives this question the serious, unselfish consideration it deserves, can fail to agree with the remarks just quoted. It is positively nonsensical for any shoeman who is now reaping the fruits of his own carelessness to blame the buying public. The latter are not the greatest transgressors. What they once requested as a privilege, they now demand as a right. Approbation could have been handled very easily at the start, but now it is a problem which must be courageously faced. It will only be faced by every retailer who is a sinner in this respect taking his own share of the blame and adopting a firm policy in regard thereto.

The Cause of the Habit

Some are serious, and some border on the ludicrous. Did you ever send several cartons of shoes to some fair

enquirer’s house, only to have your errand boy inform you that he saw there four or five other boys from competitors’ stores on the same errand as himself? The knowledge that your shoes are being tossed about helter-skelter with a couple of dozen other pairs doesn’t help your peace of mind any. Neither is it likely to prepossess favorably your goods in the mind of the prospective purchaser. It is more than probable that she thinks of you more or less contemptuously as an “easy mark”—which under the circumstances, is a fairly correct estimate.

All-round Dissatisfaction

There is a more serious side, however. In the first place, not in one case out of a hundred can the person concerned secure in this way a shoe satisfactory in fit, style or price. Figure it out for yourself. You judge a salesman by his selling ability. But this consists very largely in his ability to fit the customer’s foot as perfectly as possible, and sometimes he has to take much time and to try on many pairs of shoes ere a suitable pair is found. There is as much individuality in feet as in personality. If he can make the customer’s feet comfortable, there is much less difficulty about the style or the price. By his advice he is often able to divert the customer’s mind from some particular style desired, which he knows would result in that customer developing a chronic grouch against the firm from which he bought the shoe.

But the sale is not always made when a satisfactory fit is secured. A battle of wills often occurs over the price, which takes every atom of selling ability possessed by the salesman to bring to a successful issue. Now if a salesman with his selling ability, experience, expert knowledge of the goods, and the whole stock of the store to draw upon, sometimes fails to make the desired sale, what likelihood is there that the prospective purchaser can fit himself or herself satisfactorily, or be satisfied with the price even when this is accomplished? Look at the first paragraph of this article, and see those three innocent little words spoken, “if they suit.” That’s always the little joker in the pack. In such cases the shoes almost invariably never suit, and all your trouble goes for nothing.

The Loss Through the Practise

This is another feature to be considered. It’s bad enough to lose a sale, and to lose it under such circumstances that the customer never thinks of blaming himself, but always you and your goods. It is even worse to find stock returned almost irreparably damaged, as has been the case times without number in the experience of shoe retailers. Buttons ripped off, shoes stretched all out of shape, seams torn, patent leather cracked, soles marred and scratched; these are some of the results of this short-sighted method of doing business. In such cases, it is practically impossible to obtain redress. Many a retailer who possibly might be able to push such claims to a successful issue, hesitates to do so because of the fear that the amount he would receive would not make up for loss of trade bound to follow. Therefore he suffers in silence, and gets rid of damaged stock as best he can.

Supposing the stock be returned undamaged, there is always the likelihood of sales being lost because of the absence in this way of some particular style of shoe just when it is wanted. And if that style is one which you do not get an opportunity to show every day, your chagrin is all the

greater. Many a retailer has bemoaned sales lost in just such a manner. There would be some excuse for the existence of the habit if customers could be made to realize what a favor they ask of a dealer when requesting that goods be sent out on approval. But, the people who are most insistent on shoes being sent on approbation are the very ones who almost always have to be urged repeatedly to return samples sent them.

You may assert that these are exceptional cases. Not at all. They can be duplicated in your own experience, if you are a devotee of this pernicious system, as they have been in the experiences of hundreds of other retailers, to their sorrow. We have said nothing of parcels that never reached the addresses to which they were sent, and which never came back to the store; nor of parcels sent out, the recipients of which took the first train for parts unknown. These and other instances are by no means uncommon.

What Associations Can Accomplish

Have you a local association in your locality? If so, here is an opportunity to justify its existence. If not, you and your competitors surely ought to be able to get together on such common ground as this, and come to some definite

arrangement for handling this problem. It's a case of "together we stand, divided we fall." A little concerted, red-blooded action and firmness will put this evil out of business, the same as it solved the question of early closing, in practically all localities. Remember the howl that went up everywhere about that project when it was first broached? "The public will not stand for it"; "nearly all business is done in the evenings"; these and many other excuses were urged against it. But wisdom won out; the public have become educated to daylight shopping and business has not suffered in the least; in fact, it has increased, as both employer and employee do more and better work in the shorter hours.

This result can be duplicated in dealing with the approbation evil, and if the nettle is grasped firmly and rooted up once and for all, you, your competitors, and the buying public will be everlasting gainers.

If on the other hand, you are content to endure in silence, with only the underground rumblings of protest, the evil will continue indefinitely, becoming more troublesome and expensive as it grows, while you and your competitors remain victims of the approbation habit.



MAJOR Charles T. Cahill of the United Shoe Machinery Co., Boston, an enthusiastic officer in the Massachusetts Volunteer Militia and Adjutant General of Second Brigade, M.N.G. He was at the Mexican border, when forces were despatched there to suppress trouble. Major Cahill is also a national authority on army boots to which he has devoted much study and is now one of the most active and influential recruiting factors in the present war. He is well-known and highly esteemed by the trade in both Canada and the United States.

The Shoe Repair Man

SOME INSTRUCTIVE POINTERS ON MAKING MONEY IN THE SHOE REPAIR BUSINESS

E. H. DIXON, who conducts a successful and progressively managed shoe repair establishment at 217 Arthur street, Port Arthur, Ont., is a live wire in the trade. He entered into business in that city in September, 1909, arriving the previous spring from Owen Sound, where he had been for some three or four years in the employ of Harry Peel, principally in the manufacture of hand-made boots and shoes. When Mr. Dixon first started for himself in Port Arthur the work was done by hand, but it was not long before he installed a finishing machine, and two years later, purchased a No. 10 Landis Stitcher, which he continued to use for some four years with entire satisfaction after he had once mastered the operation of the machine. He found it an entirely different matter to watch a machine being operated by some one else, than to run it himself, there being much to learn in order to do it properly. Last August, Mr. Dixon and staff moved from their old quarters to the present stand, and sold their Fleming Stitcher and finishing machines, together with other appliances, and installed an 18-foot Goodyear outfit and Goodyear Stitcher, finding the latter a considerable improvement. Mr. Dixon says his is the only stitcher used in Port Arthur, as all the other shoemakers in that city do their stitching by hand. Mr. Dixon, however, considers that life is too short to spend the hours in hand stitching when a machine will do the work more perfectly, and in much less time. He finds that a machine will finish in three minutes what will consume one hour's hard handwork. "In fact," said Mr. Dixon, "at the present run of price, a man stitching soles by hand can only make wages, and not a cent of profit, which is eaten up in the time it takes to complete the job."

In regard to prices, for repair work in Port Arthur, they are practically the same as those in the schedule published by the Toronto Shoe Repairers' Association. On some jobs the prices are a little higher than those in Toronto, while on turn work a slightly lower figure is obtained. Very little of this work is done, however, as the repairers of Port Arthur do not find it profitable at any price. Ten to fifteen cents a pair more is obtained for men's nailed soles and about ten cents less for ladies, which Mr. Dixon thinks is more uniform, considering the difference in quality and material required.

"As near as can be figured at the present prices of the best oak and hemlock sole," added Mr. Dixon, "men's soles should be from ten to fifteen cents higher than at present, as a shoemaker cannot buy a good sole for less than from sixty to eighty cents a pair."

Mr. Dixon considers calling for and delivering work consumes a large measure of the profit, and therefore does not make a practice of doing so, although he thinks more work could be secured by this means. He does not consider this part of the business could be successfully carried out by a boy, as a thorough knowledge is required of just what repair work will be needed on a pair of shoes, and a boy can not give an accurate estimate of the cost. To attend to this work, a person should be familiar with the trade and the make of all shoes, as frequently the customer himself cannot just decide what repairs are required, and a person more in

touch with the trade, and experienced in shoe repairing should be employed to solicit.

Mr. Dixon thinks it is high time some native Canadians should wake up and get busy in the repair and shoemaking line, as otherwise he considers that, in a few years, it may pass completely out of Canadian hands into the hands of foreigners, as may be noticed in many cases at the present time, not only in Port Arthur, but in different towns and cities throughout the Dominion. Mr. Dixon instances this fact by stating that eight years ago in Port Arthur, there was one foreigner engaged in shoe repair work, while to-day, there are only two Canadians and one Britisher—three men in all working at this trade—the rest of the work being done by the foreign element, while conditions in Fort William are much the same.

Besides repairing, a large number of boots are made by Mr. Dixon and his helpers, to measure, as well as lumbermen's and cruising boots, as it is next to impossible, said Mr. Dixon, to buy a good factory boot for these purposes. He firmly believes that leather will advance much higher in price this coming summer, and accordingly he is fully protected in this respect, having purchased enough leather at right prices to supply him for the next eighteen months. He feels that any extra profits to be made in this line may as well fall to his share as enrich the manufacturer. Mr. Dixon thinks every shoe repair man should take advantage of all discounts he can get, as it must pay him if it pays a wholesaler or a manufacturer to allow 2 or 5 per cent. off, ten days, or net 30 or 60 days. "Take your discount—it is the easiest money you can make and you can thus buy at closer prices," he concluded.

Mr. Dixon buys all oak for sewn work, and does his own sole cutting, but for all the rest, he has complete sets of whole sole, insole, tap sole and heel dies, and finds it a great saving in stock and labor, many dollars of which is wasted, if cut by hand.

STILL INVESTIGATING NEW SOLING METHODS

At the last regular meeting of the Toronto Shoe Repairers' Association, an interesting discussion took place on the new method of attaching soles without stitches or nails. The sample shoes which were sent to George Edwards, of Medicine Hat, Alta., who put on several soles by his method of welding were exhibited. The job was favorably commented upon, and the shoes subjected to a severe test, but the bottoms could not be loosened by any pulling or twisting. Many views were expressed on the economy and merit of the work and it was decided to write Mr. Edwards requesting him to put his proposition in writing and to forward a sample of the solution or cement which he uses, together, with the price for the same, as many members are desirous of securing the preparation.

Walter Burnill stated that he had used a cement for years in attaching soles to turn shoes and women's light

flexible McKays. His solution is made of gutta percha and bisulphate of carbon.

The opinion was generally expressed that Mr. Edwards, in writing regarding his new method and preparation, was entitled to the thanks of the Association.

W. F. Barker, of Toronto, who has been attaching soles for years with a solution, which he makes himself, showed the gathering a sample of the mixture and answered several questions. He said that he had not the time to put up his preparation in a commercial way and place it on the market as his health was not good.

Mr. Edwards has been written to by Secretary Butterworth and his proposition will be laid before the members in detail at the next meeting.

C. F. Robertson presided and there was a large attendance. The petition for closing all repair shops in the city, at 8 o'clock every night except Saturday, which will be duly gotten up in regular legal form, was referred to the committee elected for that purpose and will be presented at the next session in proper shape for signatures. Each member will then canvass the repairers in his district.

A LIVE FIRM IN ST. KITTS

William Legg & Son are an enterprising shoe repair firm, who have been actively engaged in that line for twenty-five years, in St. Catharines, Ont. Business with them has largely increased by reason of the superior work and splendid service given. Of late, however, they have been badly handicapped, due to the scarcity of help. William Legg,



THE SHOP OF W. LEGG & SON, ST. CATHARINES. THE SENIOR MEMBER OF THE FIRM IS IN THE CENTRE AND HIS SON WALTER LEGG ON THE RIGHT

the senior partner, came to Canada in 1892, and located in the Garden City, at 229 St. Paul street, later purchasing the present premises at 246 St. Paul street. An Englishman by birth—he served thirty-two years in the army and navy, entering the former when but a boy, and for twenty-two years was on H.M.S. Britannia at Dartmouth, Devon.

Walter Legg, who entered into partnership with his father, ten years ago, is secretary of the St. Catharines Shoemakers' Association, and at the annual meeting, was unanimously re-elected. All repair shops in the city close

at 6.30 p.m.—Saturdays at 5 p.m. and at 12.30 p.m. on Wednesday during June, July and August.

A new price list was recently adopted, owing to the steady increase of raw materials and the necessity of paying higher wages on account of the abnormal cost of living.

The following are the prices which are being obtained by the Association:

St. Catharines Shoe Repair Prices

Men's Whole Soles, sewn.....	\$2.00
“ “ “ Insoles (rubber boots).....	2.00
“ “ “ nailed.....	1.75
“ Half Soles, sewn.....	1.40
“ “ “ nailed.....	1.10
“ Top Piece Heel.....	.45
“ Building New Heels from 1-inch.....	.85
“ Rubber Heels.....	.55
“ Shoes Dyed.....	.40
“ Buttons Fastened.....	.10 and .15
Youths' Half Soles and Heels 3½ to 5.....	1.20
Boys' “ “ “ “ 1 to 3.....	1.10
Boys' “ “ “ “ 10 to 13.....	1.00
Girls' “ “ “ “ according to size.....	
Women's Whole Soles, sewn.....	1.60
“ “ “ nailed.....	1.30
“ Half Soles, sewn.....	1.10
“ “ “ turn.....	1.15
“ “ “ nailed.....	.85
“ Top Piece Heel.....	.25
“ Building New Heels from 1 inch.....	.65
“ Rubber Heels.....	.50
“ Shoes Dyed.....	.35
“ Buttons Fastened.....	.15 and .20
“ and Girls', and Boys' Toe Caps.....	.40
Men's Toe Caps.....	.50

WHY NOT TRY THE PICNIC STUNT?

The secretary of a Shoe Repairers' Association in a Western city which shall be nameless, apparently does not think that there is much prospect of unity and co-operation as a body. He says there were twenty members enrolled at the outset, but in many cases they just sat tight once they saw what benefits would accrue, and were content to do nothing further.

“I have not the time,” declares the writer, “to go out into the highways and byways and compel the members to come in, especially after finding my efforts treated unappreciatively. You know it takes time and means losses to a man alone in his shop to undertake to carry on this kind of business, for men who do not see any reason why they should be so foolish as to render their own self-support. I might add that the notice which I am enclosing was practically ignored by the recipients. There is no use putting forth efforts and activity on behalf of men in whom you find the spirit of exploitation predominates over that of co-operation and fraternization.”

Among the subjects to have been discussed at the meeting, at which less than a quorum met, were:

- Our Relations to Other Associations.
- Date and Particulars of Banquet.
- Rubber Heel Prices and General Prices.
- Do We Need More Leisure Time.
- How to Deal with Price Cutting.

“Your committee has instructed me to inquire as to whether you intend your membership in this Association to continue.

“It should be apparent to you that each and every member must of necessity fill his place and give his support on a basis of equality in order that we may continue in existence as an Association.

"Whilst we, either as a committee appointed or as shoe repair men have no desire to interfere in your personal affairs or your private business, we at least feel that in serving this Association we have been entirely unselfish in our efforts to benefit the trade conditions through the city, and if supported in the manner which we at the outset were led to expect we are confident that much benefit would accrue, as time goes on, to each and all concerned. However, if you are satisfied that future conditions and the maintenance of standard prices do not appear to make further co-operative efforts of value to you, it is not for us to dictate but simply for you as business men and fellow-workers to release us from further duty.

"Since the Association has been formed it has been gratifying to shoe repairers to receive prices consistent with the advanced cost of materials, but we doubt if the same conditions will prevail indefinitely if the Association is permitted, through lack of unity to become extinct.

"The secretary will be glad to have your reply, giving your personal expressions relative to the foregoing; also any remarks or suggestions you feel disposed to contribute. A stamped, addressed envelope is enclosed for your convenience. Kindly use the same and reply promptly."

The topics were certainly attractive, and ones which should have invited discussion and aroused much interest.

If the forcible appeal contained in the above, and the list of timely subjects did not bestir the lethargic members, then some other means should be tried.

How would it do for the Association to try and get up a picnic of some kind? We know that the members of another trade association in this particular city, have for years held a very successful outing at which their wives and daughters, friends and relatives have gathered in large numbers. There have been games and races of various kinds, valuable prizes, music and other attractions, which have brought the affairs up to a high state of interest, so that the event is looked forward to with a great deal of expectancy.

The Toronto Shoe Repairers' Association are shortly going to have a big basket picnic and everybody is going to come along. Why could not the Association in question undertake something of this character? No doubt, it would prove a tremendous success.

QUESTION DRAWER FOR THE TRADE

Any shoemaker or repairer who has difficulties or perplexities, desires any problems solved, or is anxious for advice or assistance in any way, should write the *SHOE AND LEATHER JOURNAL* and his questions will be fully and promptly answered in these columns. Such a department would be of mutual benefit, and prove a means of instruction and source of interest to those who have knotty problems that they wish cleared up. Send in your questions and they will be given mature consideration. The name of the inquirer will not be used and, therefore, any reader may write freely and frankly on any matter.

SHOE REPAIR FIRM BRANCHING OUT

D. W. Butler, proprietor of the United Shoe Repair Co., 667 Queen St. W., Toronto, has sold his business to the Practical Shoe Repair Co., 457 Yonge street. Mr. Butler has been in business for eight years, and possesses a complete equipment, consisting of a McKay Stitcher, a Goodyear Stitcher, 33 feet of buffing and finishing shafts, a twelve-inch Power Splitter and a Crowe Loose Nailer. Mr. Butler will continue to reside in Toronto, but his outside business interests for some time have claimed a large share of his attention, he being president of the Natura Chemicals Corporation, 626 Ellicott Square, Buffalo, N.Y., which company is specializing in fertilizers.

Arthur Butterworth, one of the members of the Practical Shoe Repair Co., who has made his headquarters at 457

Yonge street, will take up his abode at 667 Queen street west, which is near the corner of Bathurst street, and will be in charge of the United Shoe Repair Co. Mr. Butterworth is the energetic secretary of the Toronto Shoe Repair Association.

SHOE REPAIRER WHO CAN SHOOT

C. H. Easter, boot maker and repairer, of Napinka, Man., has been a resident of that town four and a half years, and is doing a nice little business, considering the size of the place, which has only three hundred population. Mr. Easter is a thoroughly experienced craftsman, having been



C. H. EASTER, NAPINKA, MAN., AND THE OWL HE SHOT

born in Bermondsey, London, England, the heart of the tanning industry. He learned the trade when fourteen years of age, with his father, who was conducting a first-class shoe repair business in Surrey.

Mr. Easter expects at an early date, to install a complete repair equipment and stitcher. He makes a specialty of hand work, including new work, and has testimonials from prominent residents in the district, and the next jobs that he executes bear witness to his knowledge of the vocation in which he is engaged. The accompanying illustration shows him in hunting attire. It was taken after he shot an owl, when on a holiday. The bird measured three feet from wing to wing, and two feet from head to tail, and was shot from a distance of two hundred and sixty yards, with a 32-calibre rifle, on the outskirts of Napinka.

SHOEMAKER WHO IS A BARD

John Henley, of Belleville, Ont., who styles himself the Footbridge Gangway Shoe Repairer, writes the following interesting letter to the *SHOE AND LEATHER JOURNAL*:—

"In reading your Journal I have often been benefited by articles appearing on the Shoe Repair Man's Page, especially along the advertising line. At different times you have reprinted advertisements inserted by different repair men, and they have often given me a good idea for my own use. Some time ago I got out what I considered an original advertisement, which, if you would care to print it, might possibly be of some use to some other repair man, as it is capable of being changed around quite a bit, for instance:

"Forward the boot brigade,
Give George Edwards all your trade;
Into his quick repair shop,
Go you six hundred."

"No doubt some repair man will be able to make use of this ad with a few alterations. It is not copyright, not by a long way.

"Hoping you can see your way clear to print this and assuring you that I am always keeping my eyes skinned for pointers when I read our Repair Man's Page."

PUBLIC SPIRITED SHOE MANUFACTURER

N. B. Detweiler, president and treasurer of the Hydro City Shoe Manufacturers, Limited, Kitchener, is a man with public spirit, who has always been a force and a factor for good in Kitchener. Born in Roseville, Ontario, fifty-nine years ago, he began his business career with Jacob Y. Shantz & Son, button manufacturers, Kitchener, with whom he remained four years. He then took a position on the road and was later accountant with A. O. Boehmer & Co. In 1897 he went with G. V. Oberholtzer, shoe manufacturer, with whom he remained three years, and in 1901, took over the estate of Mr. Oberholtzer by order of the executors, for one year. With his brother and nephew, he then pur-



NOAH B. DETWEILER, KITCHENER, ONT.

chased the present business, and has operated since the same, under the old name, until 1916, when the title was changed to Hydro City Shoe Manufacturers. Mr. Detweiler has found time from his active career to devote a large share of attention to public affairs. He has been chairman of the Board of Health, an alderman, member of the Canadian Manufacturers' Association and the Board of Trade, and at the recent municipal elections, in Kitchener, received the highest vote of the British League candidates for alderman.

Mr. Detweiler is a member of the United Brethren, and has always been active in Sunday School work, having been a superintendent for the past twenty-five years. He has shown his public spirit in other ways, by being secretary of Kitchener Branch, National Service Council, and chairman of the Local Committee, Waterloo County Temperance Alliance.

HAS JOB AS OFFICIAL SHOE TESTER

E. W. Burt, shoe manufacturer, of Lynn, Mass., has hired a shoe tester, in the person of "Chief" Mike Doyle, who is said to be the first salaried shoe tester in the country.

It is "Chief's" task to tramp all over the country, testing materials for boots and shoes. Last week he tramped from Portland, Me., to Mr. Burt's factory in Lynn, a distance of 100 miles. Later he will tramp through the White Mountains. He also will tramp to Chicago.

He tests shoes on all sorts of roads, from smooth paved streets to country cow paths. He walks through mud, and

fords brooks, and climbs rocky hills, just to see how different materials stand up under the test of actual wear.

Every once in a while he goes to the factory, where his shoes are examined, to see how they are wearing; also his feet are examined to see what effect walking has upon their development.

RECRUITING RAILWAY DRAFT

Lieutenant B. A. Dimock, of Windsor, N.S., has been authorized to recruit a railway draft of fifty men to proceed overseas at once. Windsor is the mobilization point. Already half the number has signed up from the town and county. Lieutenant Dimock is now on a trip through the valley to Yarmouth, returning along the south shore, and will secure the required number.

Lieutenant Dimock is a son of C. Henry Dimock, a prominent shoe merchant of Windsor. An elder brother, Milford, who was on the Canadian Bank of Commerce staff, enlisted last year and is now with a Western battalion somewhere in France.

HE IS ALWAYS ON THE JOB

Percy J. Milburn, of Montreal, who represents the Marlatt & Armstrong Co., Limited, was born in the commercial metropolis, and educated at the Montreal High School. He graduated with highest honors and was awarded a medal. For seventeen years he has been in the service of Marlatt & Armstrong Co., Limited, and for the last fifteen years has called upon the trade from Lake Huron to the Atlantic Ocean, and also points in the New England States, both for buying and selling. Mr. Milburn is one of those quiet, steady-going fellows who does not say much but "saws



PERCY J. MILBURN, MONTREAL

wood" and gets results. He has made good with the French Canadian shoe manufacturers as well as all the others in his territory, and speaks the French language fluently. Mr. Milburn has the happy faculty of making and retaining friends, and is never weary of upholding the interests of his firm.

ROBSON

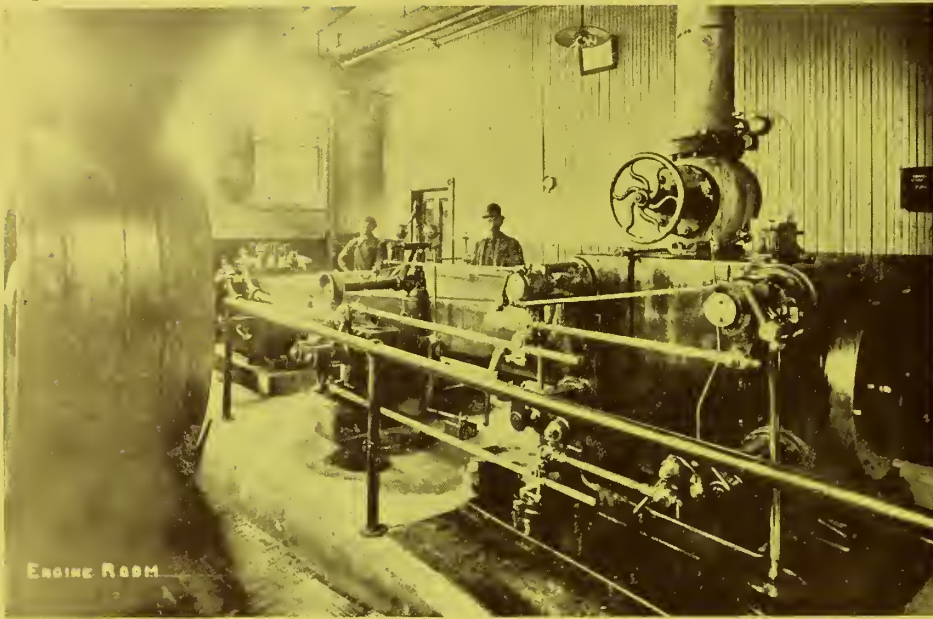
High Grade Shoe Leathers



*Gun Metal Sides, Box Sides, Chrome Patent Sides
Russia Sides, Buck Sides in Popular Colors
Heavy Storm Leathers*

OSHAWA

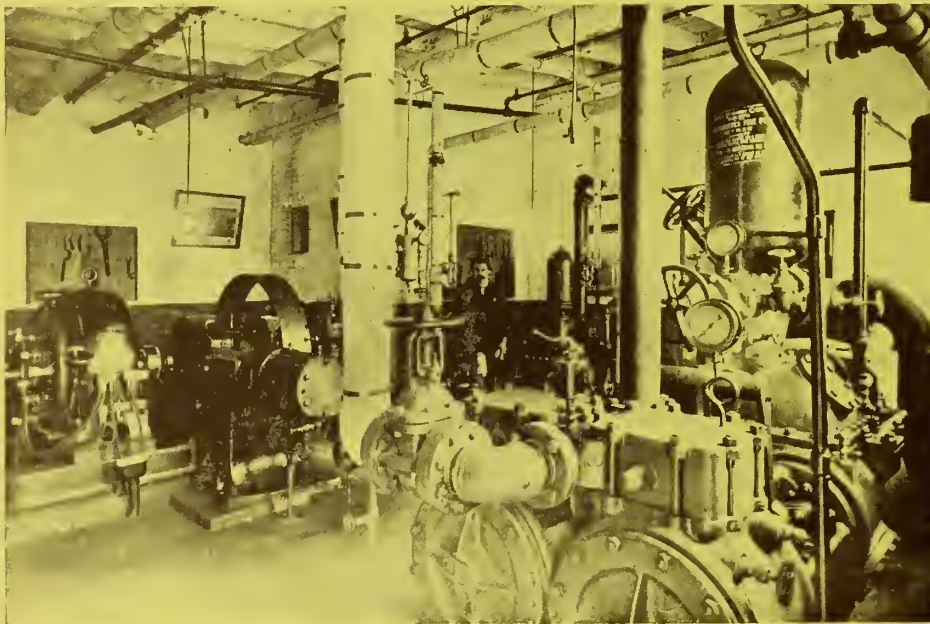
CANADA



ROBSON

*Our
New
Power
Equipment*

With our modern up-to-date power house we are in a position to give effect to the many recent improvements made in the ROBSON PLANT. We have now a complete duplex equipment, which enables us to work our immense establishment without loss of time through accident or pressure of business.

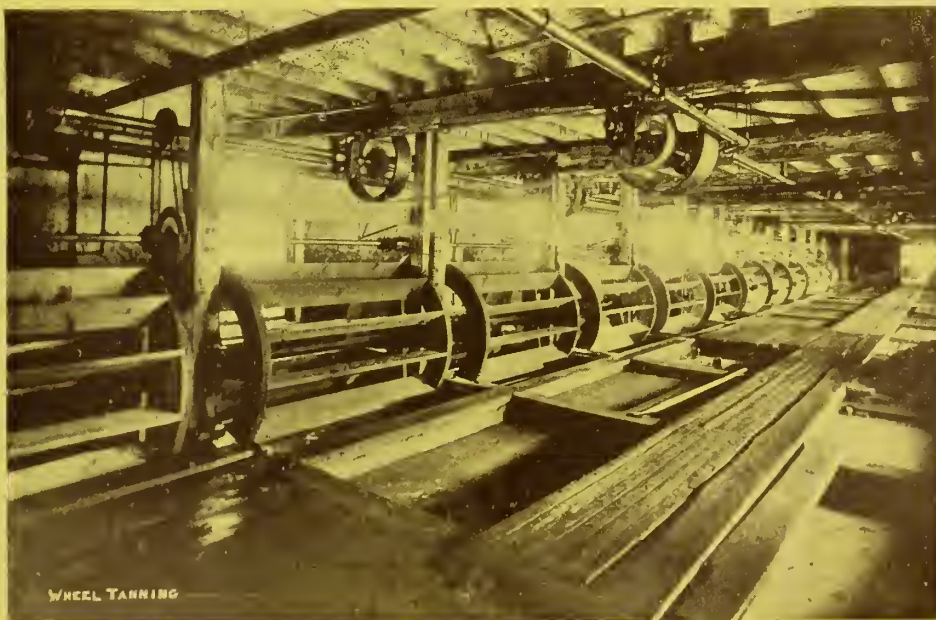
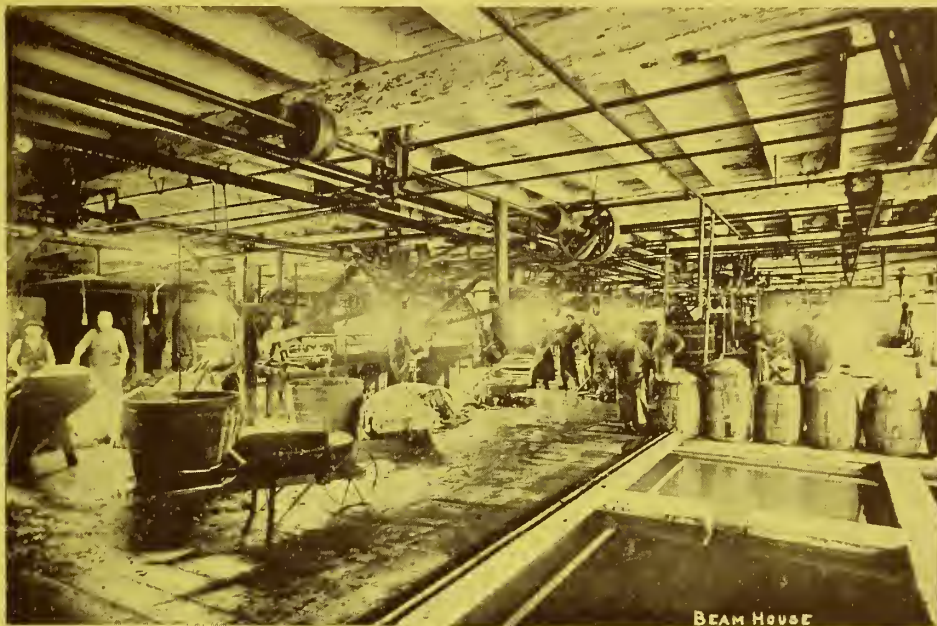


OSHAWA

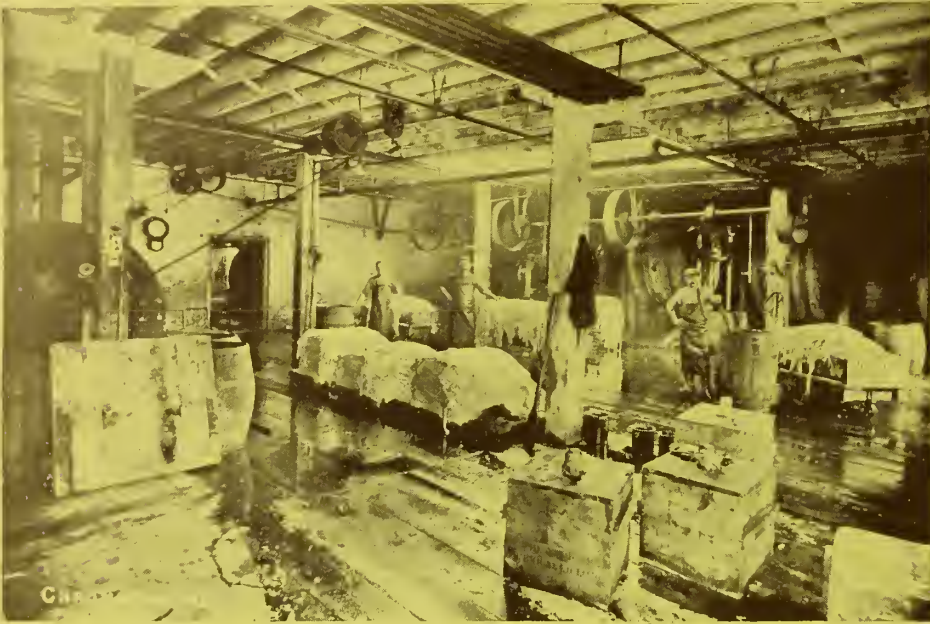
ROBSON

*The
Big
Foundation*

of all good leather lies in the hide, its selection and preparation for tanning. Robson Leathers are made only from hides carefully selected for the particular use for which the leather is intended. The work of preparing the hides for tanning and finishing is in the hands of well trained and experienced workmen under expert supervision.



OSHAWA



ROBSON

*The
Most
Approved
Method*

"Rule of thumb" methods of the smaller tannery find no place in an establishment such as ROBSON'S. Every process and operation is the result of the most thorough technical knowledge, which combines the newest and best theoretical and practical ideas. Careful tests of materials and methods make results in the ROBSON PLANT reliable.

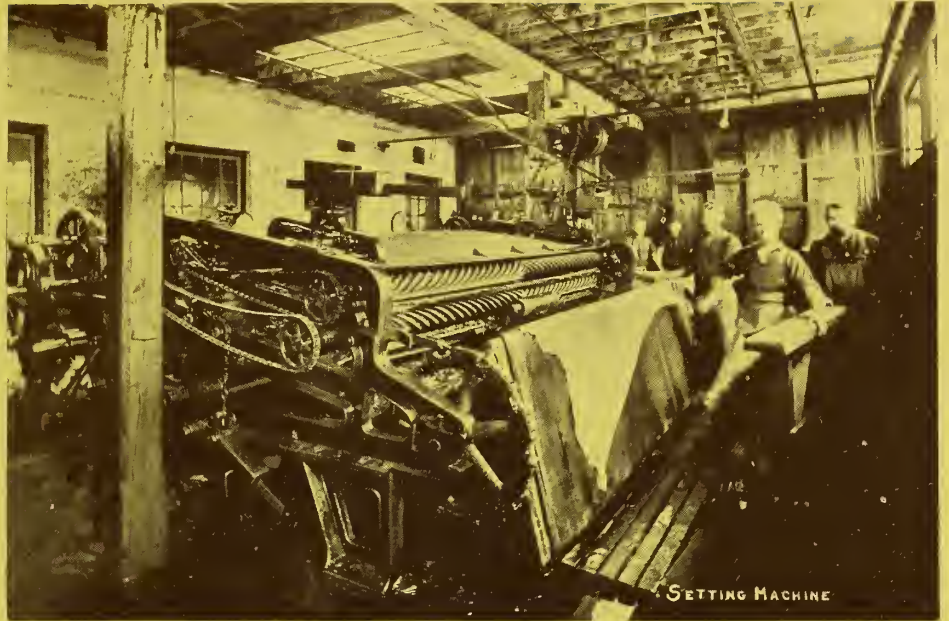


OSHAWA

ROBSON

*Latest
Approved
Appliances*

Nothing is too good for ROBSON Leathers either in raw material or appliances. The newest and best machines for giving proper effect to the tanning processes are to be found in the ROBSON Plant. Every element of uncertainty and delay which affect quality and cost in the leather are rigidly eliminated.



OSHAWA



ROBSON

*Expert
Experienced
Workmen*

The class of labor employed in the ROBSON Plant is a guarantee of results as to quality. Carriers and finishers have many of them grown up with the business and take as much pride in ROBSON Leather as the heads of the concern.



OSHAWA

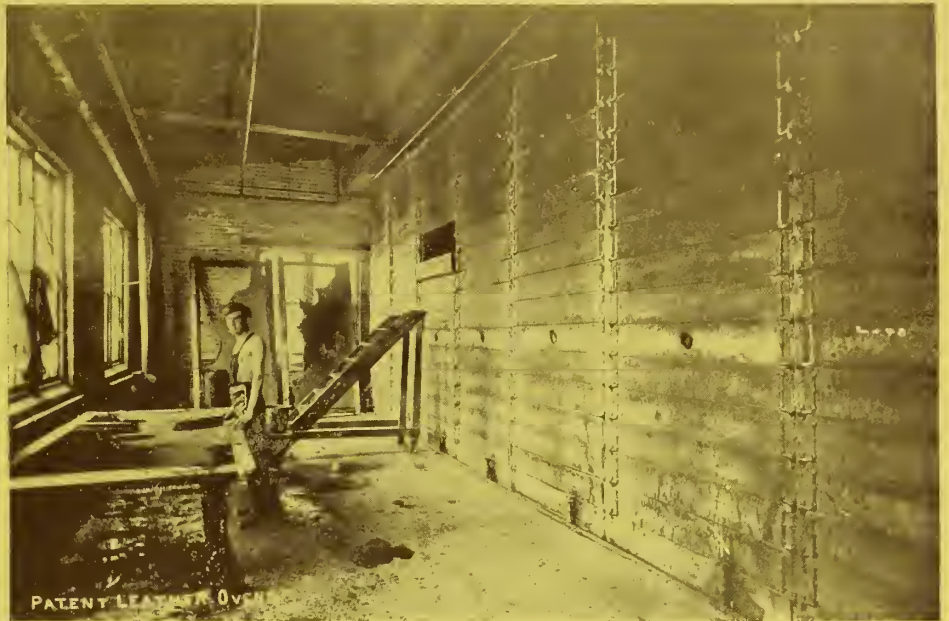
ROBSON

*Our
Patent
Sides*

which have won such favor with the shoe trade of Canada are prepared and finished with that care and exactness which will not be found elsewhere. The sides are of specially selected raw stock and are given that special care from start to finish that means so much in patent leather. That is the secret of their staying as well as cutting quality.



OSHAWA





ROBSON

An International Business

The marvelous growth of the ROBSON Plant is a commercial triumph of which any firm would be justly proud. The founders laid the nucleus of the present business in small beginnings half a century ago, and it has been developed to its present almost world-wide standing by a conservative policy of making only the best grades of leather known to the tanning trade.

The quality of ROBSON Leathers stand as a monument to this principle, a standard by which others may be gauged.

Their business is international, knowing neither boundries nor trade limitations, which is the result of superior productions and honest dealings.

OSHAWA



HOLDING UP THE VOLUME OF YOUR SHOE BUSINESS

Under Present Abnormal Conditions More Customers are Anxious to Buy Economically—Many are People who have Previously Purchased Without Giving the Subject Much Thought—The Necessity of Skill and Tact in Satisfying Patrons

OF course, the shoe retailer is simply passing on to his customers the advances in the prices of the goods he sells. The manufacturers raise the wholesale prices and the retailer is compelled to follow suit or quit.

Theoretically no apology should be necessary on the part of the shoe dealer for passing on the increase to the consumer, but old "Uncle Consumer" has recently been given a good many things to think about, and he is getting a bit sensitive on the subject of a price curve that goes continually upward.

Whatever causes the higher prices, the war, freight car shortage, increased demand, lack of leather, the retail man has to assume the responsibility of putting the increase up to the consumer. The consumer cannot get at the manufacturer or the jobber. He is not in touch with the men higher up. He can reach only the retailer, so it is at that point that the sparks must fly.

With prices steadily ascending, and the market unsettled in many ways, it behooves the shoe retailer to consider ways and means of making peace with his customers. He should take steps to make it plain that he is not responsible for higher prices, that they mean losses to him as well as inconvenience and dissatisfaction.

The question is "How can the shoe dealer cause his customers in a measure to forget that shoes are costing them more, and give more thought to the shoes themselves?"

Expert Service Better Treatment

The better an article looks and the better it is sold, the better the treatment accorded the customer, the less likely a complaint about the price. It is necessary to see that customers are given every attention that will make them feel pleased and satisfied. Politeness, courtesy, careful attention in the handling of customers in such a way as to make them understand that their interests are being looked after will help them to forget they are paying more money than ever before.

The one thing that costs no more in these times is courtesy. There is no real expense attached to politeness. If folks are coming in with their minds upset over the prospect of having to pay two prices for what they buy, make it your business to see that they are cheerfully received, tactfully handled, that their mental wrinkles are smoothed out and their purchases made to appear worth the cost.

It is difficult to do much business with people while you are rubbing them the wrong way. While tempers are upset by high prices you will have to be careful in manner and speech.

To most people the advances in prices of shoes have been exaggerated. They come in with flighty ideas of what they will have to pay for some lines. Gossip has hinted that they cannot get shoes fit to wear for less than ten dollars a pair, and that for anyone with a roll of bills a bit smaller around than a telephone pole, there is no use trying to buy anything at all with any style to it. Everyone has heard this kind of talk, supplemented with tales of instances where women have had to pay thirty dollars a pair for shoes to match certain gowns.

Make it plain that something more than the price of shoes has advanced. While shoe prices have gone up, shoes have gone up in height and in the average quality demanded. Who will buy to-day such shoes as were staple ten years ago, I mean shoes of such workmanship, such inconspicuous design, and comparatively of so much less material?

If people demand more expensive styles at a time when the normal styles would have cost enough more to suit any new-rich customer, they must be made to shoulder some of the responsibility.

After tactfully placing the responsibility for higher prices where it belongs, make it your business to show people where and how they can get better value out of their shoes.

Teach them the necessity for giving the leather a chance to wear. Encourage frequent cleansing and polishing, and the early repair of worn soles. Explain that if buttons are all kept in place shoes will look better for a longer time: also that care should be used in the lacing. Emphasize the difference in the style of a shoe well laced up, and kept clean and snug and fit. Women who may be careless about their shoes, as far as the welfare of the leather is concerned, will change their attitude for the sake of appearance.

The well informed shoe dealer can explain to a customer the way leather acts under misuse and neglect, what happens when shoes become wet and are thrown in a heap to dry into wrinkles and distortions.

The fact that the proper care of shoes calls for the use of more findings in the way of cleaners, polishes, trees, etc., ought to be of itself sufficient reason for a dealer to be interested in working along that line.

I do not know that any figures have ever been compiled to show how much the average life of a pair of shoes could be prolonged by proper care, but 25 per cent. would probably not be out of the way as an estimate. Is it not worth while for a dealer to go to a customer with such a statement as this: "You realize that shoes are costing more money, and will cost still more. Let me suggest that you can, by the exercise of proper care and without taking much time, make your shoes last 25 per cent. longer. That means that you will get the same value for your money as you got when shoes cost a quarter less."

Reduce this to figures for the customer in the case of the shoes he is buying. Tell him that if he pays six dollars for a pair of shoes and wears them out in four months, the cost is \$1.50 per month, while if he makes them last five months the cost is but \$1.20 per month.

Encourage the Practice of Alternating

Encourage the buying of additional pairs on the basis of the argument that two pairs worn alternately will last much more than twice as long as one pair worn steadily. There are plenty of people who are of economical trend, and have money enough to buy more extensively, if they can be shown that it is profitable to do so. Study ways you can recommend for making shoes wear longer, and bring them to the front with every sale.

It always makes the buyer better satisfied with the price if the goods are made to look their best. Great care should be shown in displaying the goods to show to full advantage, and in bringing out all the good looks when exhibiting to a customer. The best shoes in the store can be cheapened in appearance by poorly lighted display, and they can be cheapened in the mind of a customer by careless handling. Light up your stock, and handle it as if it was the best. Show your shoes the respect you want the public to show them.

Under present conditions more customers will be anxious to buy economically. Many of them will be people who have previously bought without giving the subject

much thought. It is up to the shoemen to do and say everything possible to make such customers comfortable. Unfortunately there are stores where salespeople seem to feel more or less scorn for a customer who has to think about the cost of a purchase. If there was ever any excuse for that attitude, it does not exist now.

A good deal of the feeling about high prices depends on how those prices are announced. If a dealer comes out with great ado about advancing costs, thus helping to spread the feeling that everything is going up out of reach, it tends to put a stop to buying. It would be worth while for all the merchants in a town to get together and agree to apply the soft pedal to this high cost of living talk.

The Right Method of Proclamation

In "Printer's Ink" recently the following appeared which is quite suggestive of the right method in announcing higher prices:

"In the following manner Maurice L. Rothschild, of Chicago, advertised an advance in hosiery prices: 'This little advance in the price of Phoenix silk hose is interesting. It shows that the makers care more for quality than for keeping a price down. It shows, too, that most men would rather have quality, even if it costs a little more—five cents more.'"

That is a tactful, not to say shrewd, way of breaking the news of an advance. How much better it reads to a consumer than such a statement as: "We are advancing the prices on all shoes. Everything is going up and there is no sign of a halt in the advancing costs. Buy before the prices goes higher."

Trying to make people buy by throwing a scare into them has an all around bad effect. It makes people tighten their grip on their money, and buy less than they really can afford to buy.

Don't discuss higher prices and war and unsettled conditions with your customers if you can avoid it. Worried looks and anxious voices are contagious. It is an easy matter to make a man think that the time has come to sit tight and see what is going to happen before he spends any more money. It is harder to get people out of such a mental attitude than to get them into it.

If prices are higher, they are not so much higher that your customers of fair incomes need to worry or to stop buying. It is up to you to get your feeling right about the shoe situation.

WON PROMOTION AT VIMY RIDGE

Lieut. S. M. Gibson, son of D. A. Gibson, shoe retailer, Portage la Prairie, Man., after seven months in France, has been sent to England to qualify for his commission. Lieut. Gibson enlisted with the Brandon Battalion, and went overseas in 1916, later being transferred to the Highlanders in France. He was in the fight at Vimy Ridge, and two days later, was recommended for a commission. He spent his 21st birthday at Vimy, where he held the rank of Lance-Corporal.

TELL THE PEOPLE THE FACTS

The Chilliwack Shoe Co., of Chilliwack, B.C., is a live organization. They believe in keeping in close touch with their customers and giving them some timely information on why shoes have gone up in price. Recently they mailed to every one of their patrons, a neat slip containing detailed statistical information on how leather, both upper and sole stock, heels, top lifts, counters, linings, trimmings, labor, findings and manufacturing expenses had gone up during the past few years. Statistics carry conviction where any amount of stereotyped talk would have little or no effect.

Here is a copy of the leaflet which was sent out by the firm, entitled—"Why Shoes Cost More."

WHY SHOES COST MORE

(Compiled by Boston Research Bureau)

The following table has been compiled to illustrate the rapid rise in shoe costs. It shows the cost of a pair of shoes in 1905, and the cost of a shoe of the same quality in 1912, March, 1916, and December, 1916, with the percentages of increases in the several intervals.

	1905	1912	Mar. 1916	Dec. 1916
Upper Stock.....	\$0.60	\$0.735	\$0.92	\$1.21
Sole Leather.....	.28	.295	.374	.593
Innersole.....	.12	.11	.14	.185
Heel.....	.09	.1075	.123	.162
Top Lift.....	.04	.0425	.06	.08
Welt.....	.06	.06	.07	.082
Royalty.....	.05	.05	.05	.05
Counter.....	.057	.0625	.075	.087
Lining.....	.044	.0529	.06	.079
Trimming.....	.062	.077	.09	.102
Labor.....	.602	.6144	.65	.71
Findings.....	.173	.2158	.26	.30
Manufacturing Expense....	.201	.2226	.232	.27
	\$2.379	\$2.6452	\$3.104	\$3.91
Increase over 1905.....		11%	30%	64%
Increase over 1912.....			17%	32%
Increase over March, 1916.....				26%

LONDON SHOEMEN ELECT NEW OFFICERS

At the annual meeting of the London Retail Shoe Dealers' Association, which was held on May 10th, satisfactory reports were presented for the past year, and the outlook for the coming one is regarded with satisfaction.

John Morrison, of the Morrison Shoe Co., was elected president; Philip Cook, of the Cook Shoe Co., first vice-



JOHN MORRISON,
PRESIDENT



W. J. ASHPLANT,
SEC.-TREAS.

president; Hugh Murray, of Johnston & Murray, second vice-president, and W. J. Ashplant, of Hubert Ashplant & Sons, was re-elected secretary-treasurer.

It was decided to extend Wednesday afternoon closing through the month of September, with the exception of the Wednesday falling in Fair week. This is an extension of the Wednesday afternoon closing of one month. For some years, the retailers of London have taken every Wednesday afternoon during June, July and August, and will still do so this season, with September added.

Various other matters were taken up and considered, and a profitable discussion resulted on a number of topics of mutual interest to the members, who all reported business as excellent, in spite of the unfavorable weather that had been prevailing.

The London Retail Shoe Dealers' Association was the first body of its kind organized in the Dominion. While no great flourish of trumpets has been heard, quiet and effective work has been done, and the Association is strong, active and united.



AN EPOCH-MARKING EVENT—BALFOUR AND JOFFRE VISIT WASHINGTON'S TOMB AT MT. VERNON

HOW CANADIAN IMPORTS AND EXPORTS OF SHOES AND LEATHER STAND

THE statement showing the imports and exports of hides, leather, boots and shoes, as furnished by the Commissioner of Customs, Ottawa, Ont., always affords an interesting study.

For the fiscal year ended March 31st, 1917, the total imports of boots, shoes, slippers, etc., into the Dominion were \$3,448,448; in 1916, the importations were \$2,156,196; in 1915, \$3,478,951; in 1914, \$4,349,958. The increase for the fiscal year ended March 31st, 1917, over the corresponding fiscal year ended March 31st, 1916, is \$1,292,252, or a little over 50 per cent., and is accounted for, no doubt, by the increased value of shoes of all kinds, the advances ranging all the way from 40 to 100 per cent., and in some instances more.

The imports of upper leather, including dongola, cordovan, kangaroo, etc., during the last fiscal year into Canada were \$610,528, as compared with \$296,171 in 1916, \$390,990 in 1915; \$486,795 in 1914.

In calf, kid, goat and sheep skin leathers, the importation was \$2,649,839 as compared with \$83,930 in 1916; \$110,749 in 1915; and \$87,409 in 1914

The increase is due, no doubt, to the large importations of fancy colored kid of many hues and shades which have been brought into the Dominion, to minister to the tastes and gratify the whims of My Ladye Fair.

The commissioners' monthly statement of imports and exports for March, 1917, which contains all information in detail, is now in the hands of the King's Printer, and will be ready for distribution shortly. In the meantime, the following are the bulk figures for the imports into Canada, of all kinds of leathers and shoes, from the aggregate figures covering the imports from the United States, the United Kingdom and other countries. The exports are also given in bulk.

Statement Showing the Imports for Consumption in Canada, and Domestic Exports from Canada, During the Fiscal Year ended 31st March, 1917, of Leather, etc., as Undermentioned

IMPORTS FOR CONSUMPTION	Value	IMPORTS FOR CONSUMPTION	Value
Boots, shoes, slippers and insoles of leather, n.o.p.	\$3,448,448	All other leather and skins, n.o.p.	232,753
Upper leather, including dongola, cordovan, kangaroo, alligator, and all leather, dressed, waxed or glazed, of further finished than tanned, n.o.p. and chamois skins.	610,528	All other leather, dressed, waxed, glazed, etc., n.o.p.	288,023
Calf, kid or goat, lamb and sheep skins, tanned.	158,259	Boots and shoes, pegged or wire fastened, with unstitched soles, close edged.	24,511
Calf, kid or goat, lamb and dressed, waxed or glazed.	2,649,839	Harness and saddlery, including horse boots.	188,426
Shoe leather.	339,234	Leather belting.	198,193
Belting leather of all kinds.	407,053	All other manufacturers of leather and raw hide, n.o.p.	948,928
Upper leather, not waxed, dressed or glazed.	39,467	Hides and skins, raw, whether dry salted or pickled, 44,378,911 pounds.	12,858,016
Glove leathers, tanned or dressed, colored or uncolored, imported by glove manufacturers for use exclusively in their own factories in the manufacture of gloves.	1,531,002	Exports, Domestic Produce	
Harness leather.	68,265	Sole leather.	5,848,971 lbs. \$2,375,120
Tanners scrap leather.	28,367	Upper leather.	1,226,152 " 1,988,912
Japanned, patent or enamelled leather and morocco leather and leather in imitation of morocco leather.	37,228	Harness leather.	1,388,339 " 646,408
Skins for morocco leather, tanned but not further manufactured.	13,107	All other leather, n.o.p.	595,718
		Boots and shoes.	951,687
		Harness and saddlery.	787,125
		All other manufactures of leather, n.o.p.	63,751
		Hides and skin, other than fur.	6,738,177

AN IMPROVED SHOE DEPARTMENT

Extensive and elaborate improvements have been effected in the shoe section of the J. F. Cairns' store, Saskatoon. This department now occupies one fourth of the main floor, and is attracting the favorable attention of all customers. The space utilized was formerly devoted to the grocery line, which in the scheme of extensive alterations has been moved to the basement. Formerly the shoe department was divided—the women's and children's footwear being carried on the balcony, while the men's was directly underneath. In the new footwear quarters, all lines are conveniently arranged to provide the best shopping facilities. The men's shoes are next to the north wall of the building—and the women's on the Second avenue side, affording privacy to the lady customers. In the two spacious aisles are found the misses', children's and boys' foot togegy. Traveling goods will also be handled in this department in future. The handsome fixtures, for which the J. F. Cairns' store is noted, and the splendid arrangement of the shoe stock, combine to make the new department attractive, impressive and commodious.

MANY FIRMS BRANCHING OUT

The following installations of machines have been made in the Kitchener district recently by the United Shoe Machinery Co.

Canadian Consolidated Felt Co., Kitchener, Ont., Louis heel breast trimming machine, Model M; Louis heel breast trimming grinder, Model M; top lift scalloping machine, Model B; Ultima heel trimmer.

Grosch Felt Shoe Co., Limited, Milverton, Ont., Ideal clicking machine, Model C; Naumkeag buffing machine.

Western Shoe Co., Limited, Kitchener, Ont., Goodyear rapid stitcher.

Nursery Shoe Co., Limited, St. Thomas, Ont., U.S.M.C. buttonhole making machine.

Galt Shoe Manufacturing Co., Galt, Ont., U.S.M.C. buttonhole making machine.

Kaufman Rubber Co., Kitchener, Ont., Booth rapid beading machine, Model A.

Brandon Shoe Co., Limited, Brantford, Ont., Goodyear imp. stitch burnishing machine.

Getty & Scott, Limited, Galt, Ont., Goodyear welt ind. and burnishing machine; Atlas levelling machine, Model A;

work tables for pulling over and lasting machines; assemblers tables.

Oscar Rumpel, Kitchener, Ont., four foot imp. gearless sole cutter, Model C.

Tillsonburg Shoe Co., Limited, Tillsonburg, Ont., Xpedite heel finishing machine.

Hydro City Shoe Manufacturers, Kitchener, Ont., Pluma skiving machine, Model D; Crescent toe gauger, Model C.

International Supply Co., Kitchener, Ont., Ideal clicking machine, Model C.

Greb Shoe Co., Limited, Kitchener, Ont., Rapid standard screw machine.

Parker Shoe Co., Limited, Preston, Ont., Ensign lacing machine, Model B.

W. E. Woelfle Shoe Co., Kitchener, Ont., Ideal clicking machine, Model C.

Superior Shoe Repair, Kitchener, Ont., 18 foot Goodyear shoe repair outfit with stitcher.

BREEZY BRIEFS FROM ST. JOHN

The clerks in St. John have been endeavoring to get their employers to close their stores five nights of the week at 6 o'clock, instead of remaining open until eight and nine o'clock in the evening. They feel that the public should assist by doing their shopping before six o'clock.

Sergeant Percy J. Steel, of the Machine Gun Section, under command of Lieutenant Scammell, was recently made the recipient of a pretty wrist watch, suitably engraved, from the officers and teachers of Portland Methodist Church Sunday School. Mayor R. T. Hayes, president of J. M. Humphrey & Co., wholesale dealers and manufacturers of boots and shoes, who is superintendent of the Sunday School, made the presentation and in an accompanying address paid a glowing tribute to Sergeant Steel for valuable services rendered in the past. Sergeant Steel expressed his appreciation and spoke a few words regarding his military life.

Frank Merrill, clerk for Percy J. Steel, is becoming quite a society man. Recently he was elected vice-president of the Senior Epworth League of the Portland Methodist Church, and a few days ago he was elected president of the Knights of the Round Table of the same church.

Many retail shoe merchants in the boot and shoe district have commenced the Saturday half holiday. Some will close in the afternoon, but will open again in the evening.



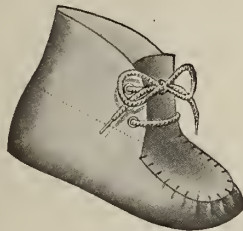
ONE OF THE PRINCIPAL STREETS OF PERONNE AS FOUND BY THE BRITISH AFTER THE GERMANS HAD LEFT THE TOWN—THE SIGN MEANS "DON'T BE ANGRY, ONLY WONDER."

DAINTY
SOFT



FABRIC
SOLES

OUR NEW LINE OF
FABRIC SOFT SOLE SHOES



Ordinary Moccasin
Blue, White, Tan
\$1.75 per doz. pairs
Sizes 0—4

Are here at an opportune time. Owing to the shortage and high price of leather we have not been able to accept more than 50% of our normal business on leather lines during the past two years.

Owing to the uniformity and daintiness of shades, durability and lowness of price, Fabrics lend themselves attractively to the manufacture of Soft Sole Shoes. They are popular, too.

We cannot guarantee prices; but are selling them just now at prices quoted.



Best Moccasin
Fancy Silk Trimmed, White,
Blue, Pink, Tan
\$4.50 per doz. pairs
Sizes 0—4



Button
Black, White, Blue, Pink, Tan
\$3.75 per doz. pairs
Sizes 0—4

**BUTTON BOOT WITH TASSEL AND PEARL
BUTTON**
in White, Blue, Pink and Tan.
Sizes 0—4 \$4.50 per doz. pairs

Terms: 2% 30 days, F.O.B. Toronto.

If you have not already seen samples we will gladly send them upon request.



Strap Slippers
Black, White, Blue, Pink or
Tan
\$3.50 per doz. pairs
Sizes 0—4

PHILIP JACOBI

Specialist in Infants' Footwear 5 Wellington East, Toronto



JOAN OF ARC

By constant effort and
striving for its
attainment

WYCLO

the Beautiful Shoe Cloth with
the leather appearance has at-
tained a position which warrants
the consideration of all shoe
buyers.

Made in white and a large variety
of colors.

Wears Well

Looks Well

Fits Well

Cleans Well

and

Feels Soft on the Foot

HENRY *Gitterman* & CO.
MADE SYNCHRONOUS WITH PROGRESS
AND LEADERSHIP SINCE 1888

33 Spruce Street, NEW YORK

BOSTON ST. LOUIS HAVERHILL
ROCHESTER PHILADELPHIA, Pa.

Toronto Office, 21 Scott St.

E. R. LEWIS, Mgr.

NO "NATIONAL SHOE" FOR THE WOMEN

A National Shoe is talked of in Paris. It will be a uniform style of economical footwear, tending to cheapen prices and save leather. According to a despatch from the French capital, it is said the government is considering a product of this kind. But it is not so comprehensive as the general public might suppose. It is proposed to adopt a standard type of cheap shoes for the benefit of refugees and persons in moderate circumstances, who are unable to pay fifty francs (\$10.00) for a pair of "kicks." "Exclusive shoes, with high tops for women, will still be made for those who are able to pay for them," concludes the despatch.

The attempt to have a "National Shoe" might work out with a fair measure of success, so far as the masculine population is concerned. A shoe built on a conservative, comfortable last, of a good quality of leather, could perhaps be standardized and even popularized; but when it comes to asking My Ladye Fair to wear something just like her neighbour or a rival in society, it is a totally different proposition. One might as well ask the fair sex to don the same type of hat, the same design of dress or the same effect in blouses, as to confine her choice in pedal toggery to a hard, fast, monotonous and universal class of shoe. "Variety is the spice of life," and it is also the builder of trade, so far as the sale of women's shoes is concerned, for, if it were not the changes of color, kaleidoscopic effects, variations in style, cut, pattern, combination and contrast, out of which numerous novelties are created, there would be little activity in the making of women's boots. The trade in this line of shoes has been developed and expanded by pandering to the foibles and whims, the love of finery and desire for display, which is more or less characteristic of all the daughters of Eve.

Some years ago a wave of sentiment swept over several fashion journals, in which designers were asked to get up a pattern for a "Polly Muriel" costume. For the benefit of male readers, who may not know what a "Polly Muriel" outfit was intended for, it may be said that this dress was designed as one suitable for all occasions, one appropriate for every requirement—street wear, morning wear, afternoon receptions, evening functions, theatre-going, shopping, visiting, traveling, etc. The "Polly Muriel" type of dress was supposed to be one that could be worn by any woman anywhere and any time. It was, of course, primarily conceived for the lady of moderate means, who could perhaps afford only one new gown a season, but after a few specimens were submitted, and considerable lively discussion had taken place on this interesting theme, nothing further was heard of the proposal.

In like manner, it is believed that if any attempt were made to foist a "Polly Muriel" shoe upon the nether limbs of womankind, the movement would have only enough impetus to carry it along for a week or two. Then, after the novelty of the effort had worn away, women would still be clamoring for the newest, smartest and most pretentious creations in leather and cloth. A "National Shoe" may be feasible so far as mankind is concerned, especially with those of maturer age, but when it comes to proclaiming a "National Shoe" for women, it is safe to say that there will be a revulsion of feeling toward the promoters that would even put to shame the ante-bellum escapades of Mrs. Pankhurst's suffragettes to gain the franchise.

NEWSY HAPPENINGS FROM QUEBEC

M. A. Issenman, representing the Walpole Rubber Co., Montreal, was in town on his return from a business trip to the lower provinces, and reports business as very good.

H. Hurtibise, representative of the Panther Rubber Manufacturing Co., Sherbrooke, was in Quebec recently on business.

George Goulet, son of O. Goulet, shoe manufacturer, and formerly foreman in the cutting room of his father's

establishment, died recently at the age of thirty years. The funeral, which was largely attended, was held at the Jacques Cartier Church, and thence to St. Charles Cemetery.

M. D. Dion, formerly a shoe manufacturer of this city, passed away recently at the age of sixty-six years. The funeral took place on the 31st ult. He was the father of



CANADA—YPRES—APRIL 22-24, 1915

Bernard Partridge's sketch in London "Punch"

J. R. R. Dion and A. Dion, salesmen, and father-in-law of Jos. Racine, tanner, of Quebec.

Art. Gosselin, of Lud. Duchaine, has returned after a business trip to Toronto and Hamilton, and reports having booked good orders.

Jos. Tanguay, shoe manufacturer, is organizing a Good-year plant. This firm is working to capacity and its business is steadily increasing.

P. Ouillet, leather and finding merchant, of Quebec, is at present suffering from a severe burn on his right hand, caused by the upsetting of boiling water.

A recent report from the front states that Major J. A. Scott, of Quebec, has been wounded in France. Full details have not yet been received.

Work on the handsome and commodious new establishment of Edgar Shee, leather commission agent of this city, on Belleau street, is now completed.

Business in Quebec shoe factories, generally, is quiet at the present time. Shoe retailers, however, report that sales are good. There is quite a demand for novelty shoes in different colors.

TOES LONGER AND TOPS HIGHER

"Business appears to be at a standstill in Lynn, Mass.," says "Hide and Leather." Fifty shops are shut down, and nothing special is doing in the shops that are running. However, there is plenty going on underneath the surface, and if a big drive in footwear does not set in along in July, or later, then some Lynners will miss a guess in which they have much confidence.

Development of style, our source of much prosperity, goes on. Boots for fall will be taller, longer and slimmer, as refined and as ladylike as styles can be. There are no signs of military or mannish shoes coming into fashion at the present moment, though they may come if women become conductresses on trolley cars, chauffeurs, postwomen and policeladies.

The new fall styles will cause some minor changes in the buying and cutting of leather. Toes of shoes will be long and slim, with extreme vamps 4 inches long against 2½ inches, the extreme in days of short vamps. The longer vamps will take up more leather, of course. As the toes are pointed, the soft leathers, like millinery kid stock, can best be handled by the shoe workers. It will be no easy task to pull over and last patent leather around the toes of sword-point lasts. The soft kid leathers can be handled more advantageously.

As toes will be long and slim, soles will be long, and stock fitters will fit up on sizes, instead of down. That will take up more sole leather, of course. Some of the solecutting dies, now being made in local forges, look half an inch longer, size for size, than the old style dies.

There is some offset to this excess in the use of leather, for when soles are slim, they are always narrow, and there is no extension on their edges. The old argument that long toes waste leather no longer holds good, because shoe clerks have a new habit of fitting shoes long and slim, thinking they look better and feel more comfortable. For example, one retailer reports he took from the feet of a customer a pair of No. 3½ E wide shoes, and put on in their place a pair No. 5 A wide, and that the long slim shoes fitted better and looked better.

When foreparts are long and slim, heels always are higher. Our manufacturers will use more wood heels than ever. They can get them, for the Haverhill wood heelers strike has been settled, and 200 workers have returned to their benches. The new wood heeling machine enables an operator to nail on 700 pairs of heels in a day, so it is now possible to provide the wholesalers with all the wood heeled shoes they require. The wood heels are more expensive than leather. A manufacturer usually figures wood heels at fifty cents a pair, for the heels, the covering and the attaching; and leather heels at fifteen cents a pair.

Patterns of boots 12 inches high were made in one local shop the other day. That's an extreme height, though salesmen tell of seeing even higher boots, the patterns were for fabric boots. More fabrics are being offered to shoe manufacturers than ever, and some of them are surprisingly good looking imitations of leather.

Supplies of leather here are more abundant than for some time. India and chrome kid are accumulating, and

INTERESTING AND HELPFUL

I have read the "Shoe and Leather Journal," which I find very interesting and helpful. I wish to become a subscriber and you will find enclosed money order for a year's subscription.

Yours very truly,

London, Ont.

L. KAUFMAN.

bargain lots are offered at prices that seem impossibly low. One lot of 150,000 feet of black kid leather was offered at 12 cents during the week.

Various rumors concerning the lifting of embargoes, the reopening of foreign trade, and of new and important developments in domestic trade were in circulation during the week. Our manufacturers of shoes, leather and factory supplies showed a disposition to sit tight, to listen to rumors, and to wait for the country to complete its readjustment to a war basis. It is figured that when this readjustment comes there will be a big drive on medium grades, more serviceable than have been many of the shoes made and sold the past year.

THREE YEARS AND SEVERAL THOUSAND DOLLARS

"It took three years and several thousand dollars for me to find out that 33 1/3 per cent. added to cost only means 25 per cent. on selling price," was the very significant statement made by a shoe dealer recently.

Turn that statement over carefully in your mind, Mr. Dealer. It may mean hundreds of dollars to you, because there is no denying the fact that a good many retailers do not realize the all-important one that a profit that gives a certain percentage on cost gives a vastly different and smaller percentage on selling price.

But let us go back to the experiences of this merchant who admits he lost several thousand dollars in finding out this fact. He had acquired about ten thousand dollars in a general business in a small centre—probably more by good luck than good management, it being during those days when expenses were smaller and competition less keen than to-day.

Then, he decided to go into the shoe business in one of our cities where he was offered the exclusive agency for a certain brand of shoe. He was told that the shoe paid a profit of 33 1/3 per cent. At the end of the year he found his expenses were about 28 per cent., and, figuring that he was making a gross profit of 33 1/3 per cent. he saw where he was making a nice net profit of 5 1/3 per cent.

But stop to consider the mistake he was making—the same mistake that dozens of other dealers are making to-day, albeit they may be all unconscious of the fact. He was figuring his expenses on the selling price of the goods, while the 33 1/3 per cent. profit that he had been told about, was figured on the cost price of the goods.

He thought he was making a profit, but an inventory at the end of three years demonstrated that there was some mistake, for the \$10,000 with which he had commenced business, was dwindling. And here is the reason why. It is indeed a sad story.

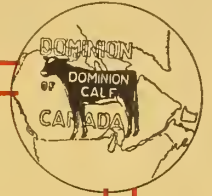
He sold \$16,000 worth of goods per year. He believed that he was getting a net profit of 5 1/3 per cent., which would mean about \$850 a year.

Here was the truth, however. He was buying \$12,000 worth of goods per year, which at a profit of 33 1/3 per cent. (figured for him by the manufacturer on the cost price) gave him a gross profit of \$4,000, and a total sales figure of \$16,000. His expenses, however, were 28 per cent. (but figured on the selling price), making a total of \$4,480 per year.

So, he was really losing \$480 per year instead of making \$850, as he thought.

This is the same mistake that many others are making—failing to realize that 33 1/3 per cent. on cost, only means 25 per cent. on selling price—that 25 per cent. on cost only means 20 per cent. on selling price—and so on.

Are you making this same mistake? It is certainly worth taking time to make certain that you are on the right path. Now is the time to do so instead of waiting until you lose a good deal of money by the mistake.



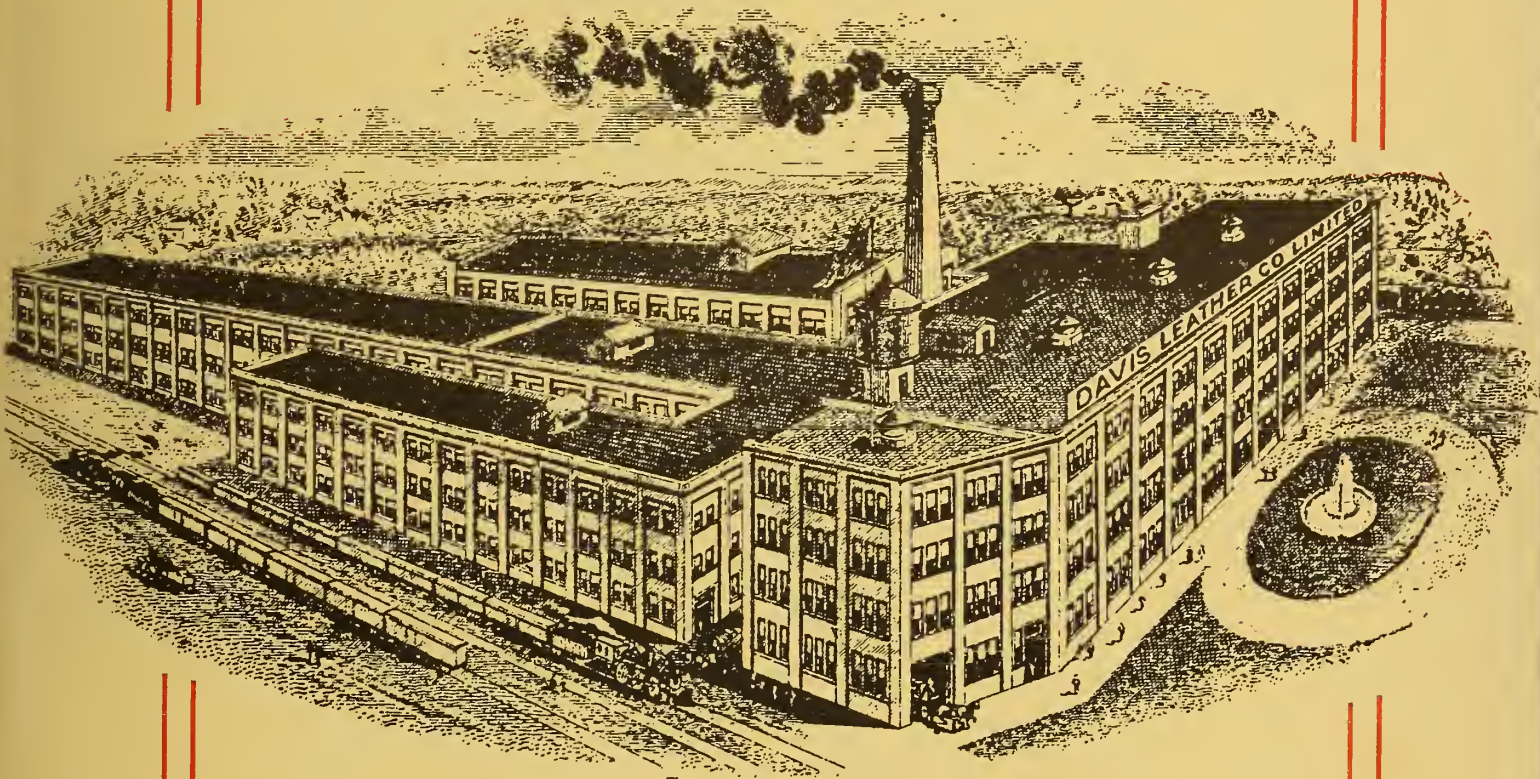
LARGEST TANNERS OF CALF

IN THE BRITISH EMPIRE

Uniform in Quality

Superior in Finish

Economic in Cutting



OUR SPECIALS

Colored Calf, Gun Metal and Mat Calf

VEALS

FROM SPECIALLY SELECTED SKINS

DAVIS LEATHER COMPANY

NEWMARKET, ONT.

LIMITED

THE DAVIS WAY

DAVIS LEATHERS have won their renown through sheer QUALITY.

LEATHER QUALITY begins with the skin, and through years of experiment and experience, the DAVIS WAY has adopted this as an inviolable axiom.

Raw skins that are SPECIALLY SELECTED for the particular purposes for which the finished product is intended are only used in DAVIS LEATHERS.

The "BEST ONLY" in Tanning Materials, Equipment, Methods, Men and everything that enters into the successful production of HIGH GRADE LEATHERS is the watchword that holds absolute sway in connection with the DAVIS WAY.

SKILLED WORKMANSHIP is as essential as good materials in handling the delicate products that pass through the various processes of FINE LEATHER production.

WATCHFUL EXPERT SUPERVISION that guards against mistakes in processes, mechanical operations, finishing and packing, ensures that thoroughness of workmanship, appearance and CUTTING QUALITY that distinguish DAVIS LEATHERS from all others.

DAVIS LEATHER COMPANY

NEWMARKET, ONT.

LIMITED



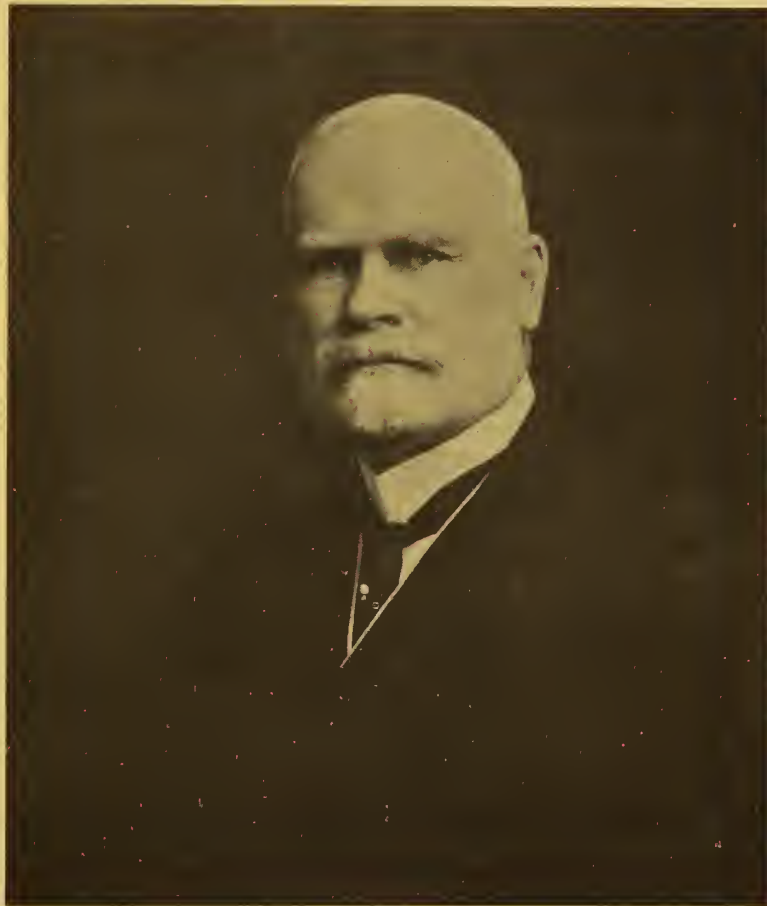
ANDREW J. DAVIS
General Manager



CAPT. AUBREY DAVIS
Vice-President



E. J. DAVIS, Jr.
Superintendent



HON. E. J. DAVIS
President

Four Generations of Tanners

For nearly three-quarters of a century the name of Davis has been associated with the production of High Grade Leathers.

A. DAVIS & SON

KINGSTON TANNERY



MANUFACTURERS OF

High-Grade Shoe Leathers

Including:

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.

Military Leather.

OUR GUN METAL AND MATT SIDES

Are pronounced by those who have used them as the best value on the market. They have those qualities that not only mean wear but appearance, and above all

THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

KINGSTON - ONTARIO

UNITED SHOE MACHINERY AFFAIRS

The annual report of the United Shoe Machinery Corporation and United Shoe Machinery Co. shows combined earnings of \$8,174,452 for the year ended February 28th, 1917, which compares with \$6,138,433 the previous year and \$4,861,091 for the year ended February 28th, 1915. The company's surplus as of March 1st last was \$27,109,966, which compares with \$14,919,050 on March 1st, 1916, and \$17,497,772 on March 1st, 1915. This increased surplus was brought about by a revaluation of stocks of subsidiary companies as of March 1st, 1916, a foot-note relating to it in this language: "Stocks and bonds of subsidiary corporations have in previous years been carried on the books at a figure which, as noted in previous statements, was in the opinion of the directors less than their actual value. This item has now been increased by a reappraisal, as appears by the above statement of assets and in the surplus account, to an amount not exceeding their actual tangible asset value on March 1st, 1916."

The balance sheet carries the value of these securities at \$37,992,360, which compares with a valuation of \$30,077,805 the previous year and \$29,588,450 at the end of February, 1915. The company paid cash dividends during the fiscal year of \$4,996,360 and a stock distribution (T. G. Plant Co.) of \$1,889,782, a total of \$6,886,142. In referring to the substantial increase in the stocks and bonds of other corporations and leased machinery, S. W. Winslow, president, says: "In view of the requirements and effect of the various existing and proposed tax laws, it was deemed wise by the directors of the United Shoe Machinery Co. to re-appraise these holdings of stock in subsidiary companies and to take up upon the books of the company the appreciation in value so that the shares should be carried upon the books at figures reflecting such increase in value, but not in any case exceeding their actual tangible asset value on March 1st, 1916. This increase does not represent any actual change or addition to the capital assets but merely a reappraisal of the same assets to reflect their increased value at the beginning of the fiscal year beginning March 1st, 1916."

The combine balance sheets as of March 1st, 1917, shows as below:

Assets	
Cash and receivable.....	\$20,927,834
Stock finished and in process.....	8,476,419
Real estate.....	2,171,839
Machinery.....	1,403,802
Patents.....	400,000
Stocks and bonds of other corporations and leased machinery.....	37,992,360
Miscellaneous.....	27,24
Total.....	\$71,399,502
Liabilities	
Common stock.....	\$31,506,981
Preferred stock.....	9,786,975
Accounts payable.....	860,722
Reserves.....	1,919,484
Outstanding stock United Shoe Co., and also corporation.....	215,374
Surplus.....	27,109,966
Total.....	\$71,399,502

The report also says: "During the greater part of the year the increase in the business of the company which was referred to in the annual report a year ago has continued. At times more than five thousand people have been employed at our Beverly factory, a larger number than at any previous time in the company's history. At present the number employed there is 4,866. Two years ago the number was 2,887 and a year ago it was 4,450. The payroll is larger

than ever before. The volume of business has been greater than at any similar period since the company was organized.

"In most instances the foreign companies in which the company is interested have continued to show a considerable increase in business. This is true, especially of the French and English companies, but our business in the Scandinavian countries has been materially affected by our inability to make shipments to our Danish company in Copenhagen upon which shoe manufacturers in Norway, Sweden and Denmark were dependent for supplies and parts."

Referring to the litigation in the courts, President

Predicts Great Activity in Leather Very Soon

"As to the outcome of this great struggle for liberty, now that the United States have joined the Allies there can be only one ending. As they are in it with all their force and energy it will certainly shorten the strife, once they have been able to get many thousand men into the field," declares a leading Ontario leather man who has just returned from a business trip to the leading New England cities.

"It will have a very substantial effect on the leather industry of the North American Continent, and within the next three months you will see great activity in all kinds of manufacturing industries, particularly in the leather trade and shoe industry.

"The United States to-day have the bulk of the money of the world and with the billions which they are loaning to the Allied nations, practically all of which is to be spent in their country for supplying the Allies, it can have only one result and that is a good prosperous effect which will last many months after the war is over. It is also drawing the English speaking nations closer together, both in relationship as well as in commercial intercourse.

"The ocean shipping facilities are handicapping the general trend of trade. But the time is not far distant when this will be all overcome, and the United States have the bulk of the interned German steamers in service. This will relieve all the congestion of freight along the Eastern ports, which is the most particular and serious thing we have to meet to-day.

"We, ourselves have many tons of freight to be shipped, but can only ship a portion, as our permit allows only a certain tonnage per month. We are sure that this will be all overcome when more steamers are available to relieve the situation.

"It is hard to say what effect the 10 per cent. duty will have on leather going into the United States, but with the 10 per cent. duty off the raw stock coming into the United States it will make some difference in our still being able to continue doing business in the American market."

Winslow says: "One unfortunate result of the litigation brought by the government against the company is that it has demanded and continues to absorb much of the time and energy of the executive and administrative officers of the company, and has deprived and will continue to deprive the business of services which, especially under present conditions in this country and abroad, are urgently needed in the administration of the company's business affairs and for the rendering of the company's greatest service in this crisis."

No. 257

RINEX SOLES

RINEX is a composition fibre material, possessing ingredients that ensure the most serviceable wear. It has the advantages of both leather and rubber, yet decidedly different from either. Although developed by the world's largest rubber manufacturers, it is not a rubber product.

RINEX differs from all of the many and varied shoe sole materials of times past, in that it is manufactured solely for soles. It is not a material made for other purposes and simply used by the shoemaker for soles.

RINEX is deliberately made for the express and exacting requirements of shoe soles, and without a doubt, is the most practical and economical sole in the world.

RINEX
SOLES
ARE

{ Light and comfortable like papyrus.
Wear-resisting and strong like metal and wood.
Tough like leather, but more flexible.
Waterproof like rubber.
Uniform in quality and thickness.
Unlimited in supply.

RINEX is recommended and guaranteed for all kinds of shoes, for all purposes where wear and comfort are desired. Shoes soled with RINEX are non-squeaking and can be re-soled. For your Fall and Winter trade insist that the manufacturers use RINEX Soles on the shoes you are ordering.

CANADIAN CONSOLIDATED RUBBER CO.
LIMITED

HEAD OFFICE

- -

MONTREAL

28 "Service" Branches throughout Canada



AMONG THE SHOE MEN.



Herbert Gale, of Gale Bros., shoe manufacturers, Quebec, spent a few days in Montreal on business recently.

J. G. McDiarmid, Western Canada representative of the Murray Shoe Co., London, has returned to Toronto from an extended fall selling trip to the Coast. He did a very large business.

"Andy" Moore, representing the Minister, Myles Shoe Co., Toronto, has returned after an extended selling tour throughout the Maritime Provinces.

George Stockand, of Edmonton, Alta., was in Montreal and Toronto the past week on a business visit, and called upon a large number of friends in the trade.

L. F. Jackson, of Toronto, who represents the Brandon Shoe Co., of Brantford, and the Blachford Shoe Manufacturing Co., of Toronto, is home after several weeks on a fall selling trip in the Maritime Provinces.

L. W. Stock, Western Canada representative of Walker, Parker & Co., Toronto, has returned from a very successful fall selling trip throughout the prairie provinces.

S. J. Anderson, who represents Getty & Scott, Limited, shoe manufacturers, of Galt, in Toronto and Northern Ontario, has removed from Kingston, Ont. to Toronto, and has along with his wife and family taken up his residence at 11 Duggan ave.

The shoe house of J. J. Haines in Napanee, Ont., is being extended by adding a part of the store next door. A new front will be put in.

Fashion has changed her mind again, says a recent despatch from London, Eng. Women's boots are to be lower this summer. This statement, it should be explained, has no reference to prices. It is announced that the government proposes to economize in leather by prohibiting the manufacture of boots exceeding seven inches in height. Trade journals say manufacturers will gladly comply, hoping they will be permitted to make tall boots, provided the tops are of other material than leather. The permission, however, is not likely to be given, because fabrics appropriate for such uses are also scarce.

C. S. Corson, general manager of the Regal Shoe Co., Toronto, spent the past week in Boston, on business.

George Garrett, for many years foreman of the cutting room of the Minister, Myles Shoe Co., Toronto, has taken a similar position with the Regal Shoe Co., Toronto, and has entered upon his new duties.

The Canadian Shoe & Slipper Manufacturing Co., of Toronto, recently registered.

F. N. Beardmore, of Beardmore & Co., Montreal, spent the past few days in Toronto on business.

Patrick Rowan an old and highly respected resident of Toronto passed away recently, aged eighty-five years. He had been ailing for a long time. He leaves a wife and family of four sons and four daughters. P. J. Rowan, manager of

the Slater Boot Shop, Yonge street, Toronto, and Denis Rowan, shoe retailer, 1627 Dundas street, Toronto, are two of the sons.

H. R. Rice, of the H. R. Rice Co., manufacturers of leather tops, Niagara Falls, Ont., was a business visitor to Toronto during the past week.

A. C. Clark, 491 Brunswick avenue, Toronto, has just concluded a very successful sale for a shoe merchant in Haileybury, and is at present running a large sale in North Bay. Mr. Clark will be in Toronto at the end of June, to put on a large clearance of footwear for a progressive Toronto firm.

The Tetrault Shoe Manufacturing Co., Montreal, is exceedingly busy and this week they added fifteen cutters to their staff in the cutting room.

S. C. Cronk, of Toronto, spent a few days last week calling upon the trade in Ottawa, Montreal and other Eastern points.

Among the recent callers on the shoe trade in Toronto were J. E. Warrington, of the John Ritchie Co., Quebec; W. L. Francis, of Gale Bros., Quebec; R. M. Beal, of the R.

M. Beal Leather Co., Lindsay; N. Macfarlane, of the Macfarlane Shoe Co., Montreal; G. S. Hubbell, of Paul Galibert, Montreal.

Magnolian Bros., Yarmouth, N.S., have just added a representative and well assorted line of shoes, in connection with their clothing business.

Thomas O'Neill, assistant sales manager of the Miner Rubber Co., Montreal, spent a few days in Toronto

last week on business. Previous to entering upon his present position, Mr. O'Neill was for many years with the E. B. Eddy Co., Montreal.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, has been spending a few weeks in Winnipeg, Edmonton and other Western points on business. J. C. Moreau, sales manager for the firm, left a few days ago for the prairie provinces on an extended selling trip.

H. W. Pearson, manager of the Toronto branch of Ames-Holden-McCready, Limited, spent a few days in Montreal on business last week.

J. Paddon, who has been for several years in the employ of the Minister, Myles Shoe Co., Toronto, has been appointed foreman of the cutting department and has entered upon his new duties.

E. Larose, sales manager of the Canadian Footwear Co., Montreal, was in Toronto last week calling upon the trade.

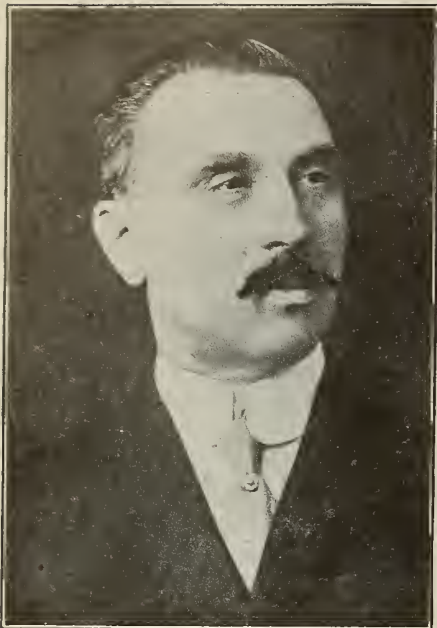
James Moore, of the staff of S. C. Cronk & Co., wholesale shoes, Toronto, and a widely known shoeman, is confined to his home by illness. He has not been enjoying good health for some months, and many friends hope that he will regain his strength.

We shall fight for the things which we have always carried nearest our hearts—for democracy, for the right of those who submit to authority to have a voice in their own governments, for the rights and liberties of small nations, for a universal dominion of right by such a concert of free peoples as shall bring peace and safety to all nations, and make the world itself at last free.

—Pres. Wilson to U. S. Congress.

We all feel instinctively that this is one of the great moments of the history of the world and that what is now happening on both sides of the Atlantic represents the drawing together of great, of free people for mutual protection against the aggression of military despotism.

—Hon. A. J. Balfour to U. S. Congress.



J. I. Chouinard of the Regina Shoe Co., Montreal, who recently purchased E. H. Lanthier's interest in the Star Shoe Co. Montreal



W. H. Leckie, Secy-Treas. of J. Leckie Co., shoe manufacturers, Vancouver, B.C., who have many employes fighting for King and Country



Hugh Murray of London, Ont., who has just been elected second vice-president of the Retail Shoe Merchants' Association of that city

Fire broke out recently two doors away from the Yale Shoe Store, Jasper avenue, Winnipeg, and the flames spread rapidly. The shoe stock was damaged by smoke and water to the extent of several thousand dollars and had a close call from complete destruction.

J. A. Walker, of Walker, Parker & Co., Toronto, returned recently from a business trip to Boston, Lynn and other New England shoe centres.

R. E. Dildine, sales manager of Ames-Holden-McCready, Limited, Montreal, and R. W. Clark, manager of the Montreal warehouse, spent a few days lately in Boston on business.

Rumors to the effect that the Consolidated Rubber Co. has in view the construction of a large building to cost \$1,000,000, have been given their quietus by President T. H. Rieder, of Montreal. He states that while it is the intention to consolidate the entire plant, nothing is likely to be done until after the war, when the cost of building will have reached a normal basis again. The company has sufficiently vacant land adjoining its present Craig street premises on which to erect a building meeting all the requirements, but it is not the intention to spend a million for the purpose, half a million being nearer the mark.

A federal charter has been granted to the British America Rubber Co., Limited, with a capital stock of two hundred and fifty thousand dollars and headquarters in Toronto. The company is empowered to manufacture and sell rubber goods and supplies. The incorporators are Gordon E. Kellar, Edward J. Swift and Robert K. Grimshaw, of Toronto.

The National Shoe Co., Limited, with a capital stock of one hundred thousand dollars and headquarters in Montreal, Que., has been granted a federal charter to carry on a wholesale and retail shoe business. The incorporators are Philippe Morel, of Maisonneuve; Joseph S. Pilon, Montreal, and others.

J. J. Kilgour, of Kilgour, Rimer Co., wholesale shoes, Winnipeg, spent a few days recently in Montreal, Quebec and Toronto on business.

S. T. Duclos, of Duclos & Payan, St. Hyacinthe, Que., was in Toronto and other cities recently on a business trip.

Ken. Murray, of the Murray Shoe Co., Limited, London, who has been ill for several weeks, is able to be around again.

H. L. Daville, representing C. Parsons & Son, leather merchants, Toronto, returned recently from a successful business trip to the West going as far as Edmonton and Calgary.

Charles Culbertson, who a few weeks ago opened a shoe repair establishment at 1155 Yonge street, Toronto, has opened a branch shop at 2519 Yonge street, Davisville, with Pte. T. Hughes, a returned soldier, who was twenty-seven months in the trenches in France, in charge.

J. W. Helburn, Jr., of the Helburn, Thompson Co., Salem, Mass., manufacturers of fancy goat and sheep leathers, spent a few days in Toronto last week on business.

The annual meeting of the National Leather and Shoe Finders' Association of America, will be held in Milwaukee, Wis., on July 10th, 11th and 12th next.

James C. Soutar who was with A. E. Little & Co., of Lynn, Mass., for eighteen years, and later with Lunn & Sweet, of Auburn, Maine, has been appointed superintendent of the Blachford Shoe Manufacturing Co's. factory, Toronto, and entered upon his new duties. He comes highly endorsed as a successful and thoroughly experienced shoemaker.

The Practical Shoe Repair Co., 457 Yonge street, Toronto, has bought out the business of the United Shoe Repair Co., D. W. Butler, proprietor, 667 Queen street west, which has been established for several years and has always done a good business.

The employes of the tanneries of the Acton Tanning Co., and Beardmore & Co., at Acton, Ont., have each been given the free use of a quarter of acre of land to raise garden produce for themselves. The company has about fifty houses which it sells to those desiring to purchase a home on very easy terms of payment, while good dwellings are provided for the men at as low a rental as five and seven dollars a month.

Hugh Kennedy, shoe dealer and repairer, of Winnipeg, has discontinued business.

George W. Corral, who was a shoe worker, died in Toronto on May 19th, aged fifty-three years. For the last few months he had been suffering from cancer. He was born in England, and came to Canada six years ago. He is survived by a wife, a son, Pte. Percy Corral, who is on active service in France, and by a daughter.

"LIFE-BUOY"

*Rubber Soled
Canvas Footwear
For Summer Wear*

Ample Stocks in all lines
have been provided in ad-
vance to meet the demand.

If you are short, write our
nearest warehouse.

We can look after you
promptly.

*The
Kaufman Rubber Co.
Limited*

LONDON :
342A Richmond St.

TORONTO :
76 York Street

OTTAWA :
282 Wellington St.

KITCHENER :
Factory and Head Office

MONTREAL :
310 Craig St. West

Some of the Lines in Strong Demand



BETA



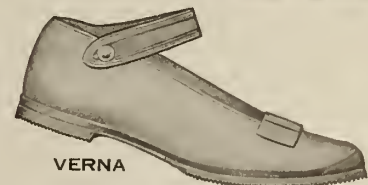
PANSY



GEM



ADMIRAL



VERNA

TENAX

**SOLES
AND
HEELS**

WILL STAND THE
**"Rocky Road to
 Dublin"**

CHEAPER THAN LEATHER
 Wears longer than Leather or Rubber

GUTTA PERCHA & RUBBER LIMITED, TORONTO, CANADA.

The new "TENAX" Show Card—12¼ x 15¼
 If you haven't received one, write for it

GUTTA PERCHA & RUBBER LIMITED

Toronto Halifax Montreal Ottawa Fort William Winnipeg
 Regina Saskatoon Lethbridge Calgary Edmonton Vancouver

Rosecrans Murphy, of Chicago, who represents the Julian & Kokenge Co., shoe manufacturers, of Cincinnati, Ohio, was in Toronto, Hamilton and London,, recently showing a fine range of samples, which embraced all the latest ideas and new effects in women's fine footwear.

A movement is on foot among the merchants of St. John, N.B., to close their stores at five o'clock every evening on the first four days of the week during June, July and August.

Reports covering the world's total production of crude rubber indicate that the 1916 output amounted to 178,000 tons, of which 114,000 tons, or 64 per cent. were consumed in America. The consumption of rubber in America has more than doubled since 1914. The great rubber plantations of the east, now produce about 75 per cent. of the total and promise to show a decided increase for 1917. It is expected that this year's crop will amount to 235,000 tons. One million four hundred and twelve thousand acres are known to be under cultivation.

"I am giving my orders for men's shoes for fall subject to cancellation if conscription goes into effect," remarked a leading shoe dealer this week. "I have not a word to say against conscription—in fact, am strongly in favor of the proposed measure, but I do not intend to load up with a heavy stock of men's goods, in view of the uncertainty of the trade in the future on this line. I may be unduly cautious, but I think it only fair to put this stipulation in all my bookings for fall."

Chas. M. Iredale, sales manager of the Canada Last Co., Limited, Toronto, has been elected president of the Ruskin Literary and Debating Society for the coming year. Alex. Marshall, who is acting secretary of the Ontario Boot and Shoe Manufacturers' Association, is secretary of the Ruskin Society, which has been a flourishing organization for some years.

E. Van Orden, at one time superintendent for the Pilling Shoe Co., Lowell, Mass., and more recently superintendent for Getty & Scott Limited, Galt, Ontario, has returned to Boston.

Louis McNulty, wholesale and retail shoe dealer, St. John's, Que., passed away recently. He had been in business in that town for many years.

A. Wilkin has purchased the shoe repair business of Thos. Watts, Clinton, Ont., and has moved his stock into the shop lately occupied by Mr. Watts, which has been recently overhauled and renovated. Mr. Wilkin is a thoroughly experienced workman.

Word was received in St. John, N.B., recently that gunner Vernon McLaskey had been killed in action in France. Gunner McLaskey was formerly accountant with J. M. Humphrey & Co., wholesale boot and shoe dealers and manufacturers. He was a son of Ernest McLaskey, of Rollingdam, Charlotte County, N.B., and besides his parents is survived by his wife and two brothers, one of which is in France with a Canadian unit. Gunner McLaskey was thirty years of age and had been with J. M. Humphrey & Co. since the spring of 1913.

In order to assist in increasing the food production of Canada, Mr. T. H. Rieder, president of the Canadian Consolidated Rubber Co., Limited, has announced in Montreal, that their seven large rubber factories in Ontario and Quebec would be closed for one full week, during the farmers' busiest season in their respective communities. This would permit several thousand employees of the company to help farmers take care of their crops, when such help is needed most.

A. Bonisteel, of the Collis Leather Co., Aurora, Ont., spent a few days recently in New York and Boston, on business.

The co-operative committee on shoe and leather industries, United States Council of National Defense, consists of: Chairman, J. F. McElwain, 354 Congress street, Boston, Mass.; John A. Bush, St. Louis, Mo.; W. G. Garritt, Boston,

Mass.; Charles P. Hall, Boston, Mass.; George F. Johnson, Binghamton, N.Y.; John Kent, Brockton, Mass.; H. Frederick Lesh, Chicago, Ill.; August Vogel, Milwaukee, Wis.

W. G. Fallen, who represents Getty & Scott, Limited, of Galt, in Alberta and British Columbia, has returned from an extended and successful selling trip to the West.

Z. Enchin, of the Roncesvalles Shoe Repair Co., 471 Roncesvalles avenue, Toronto, has installed the latest model of 22-foot shoe repair outfit and Goodyear stitcher. Mr. Enchin has sold his 12-foot outfit to George Jackson, who has been employed in the shoe factories of Toronto, for some years, and is starting in the boot mending line on Danforth avenue, Toronto.

H. E. Wettlaufer, sales manager for Charles A. Ahrens, Limited, Kitchener, has returned from a very successful trip through the Western provinces.

Robert Hawley who represents the Getty & Scott, Limited, of Galt, in Montreal, and Eastern Ontario, has completed a very satisfactory fall selling tour, and will spend the summer months in New York City.

Contracts for 3,450,000 pairs of shoes for the army and navy were awarded last week at Washington through the National Defence Council. Delivery is to be completed within eight months. The average price per pair will be \$4.85. The total contract calls for the expenditure of nearly \$17,000,000.

G. L. Hodgson, shoe retailer, of Mount Dennis, Ont., who recently underwent an operation, is able to be around to business again.

Tenders are being called for the purchase of the shoe stock of the estate A. R. Burris, of Victoria, B.C.

Geo. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, is visiting New York, Boston, Philadelphia and other shoe centres on business picking up the latest style pointers in women's footwear.

TORONTO SHOEMEN HAD JOLLY OUTING

Four Toronto shoe exponents recently enjoyed an outing to the summer home of Neil Chappell, 1188 St. Clair avenue, going by automobile to Bass Lake, which is located a few miles from Orillia. In the party were Thomas Kelley, of the Powell-Kelley Co., George Nicholson, city traveler for W. B. Hamilton Shoe Co.; Alf Bawden, city representative



NEIL CHAPPELL OF TORONTO AT THE HELM, AND ALF. BAWDEN, GEO. NICHOLSON AND TOM KELLEY OF TORONTO, ON THE RUNNING BOARD

for the White Shoe Co.; and Neil Chappell. The trip of eighty-five miles north was made in good time in Mr. Chappell's car and during the few days' stay there were sports and pastimes to while away pleasantly the hours. Mr. Chappell is a skilled performer on the flute and the songs of Mr. Nicholson were greatly enjoyed. Baseball and other sports, along with fishing and boating, made the occasion one not soon forgotten. The accompanying illustrations show the party on their way north.

CONDENSED ADVERTISEMENTS

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

SHOE REPAIR BUSINESS FOR SALE—Sixteen-foot outfit, with Goodyear stitcher, in splendid condition, doing a paying business, in prosperous section of Toronto; for sale as a going concern. Established six years—ill-health the sole cause of desiring to sell. This is an excellent opportunity. For full particulars apply to Rosedale Shoe Repairing Co., 210 Bleeker street, Toronto.

WANTED—By Manufacturing Firm in Ontario, an energetic young man for traveling representative. Must be a hustler and have either road or first-class retail experience. Box 52, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—By a shoe traveler of twenty-five years' experience, nineteen years on the road, ten years in the West, a line of Manufacturers' Samples, from Winnipeg to Coast, or any portion of above ground. Good connection, thoroughly capable, best references. Manufacturers only. Box 54, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—Shoe Salesman to assume charge of Shoe Department. Must have long experience in similar position. Good salary. Reference required. Box 50, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

The Champion Shoe Repairing Co., of Victoria, B.C., has dissolved partnership.

Clinkskills, Limited, of Saskatoon, Sask., have closed out their Twenty-first st. store.

Philip Pocock, of the London Shoe Co., Limited, London, was in Toronto last week on business.

A. A. Orendorff, of London, who represents E. T. Wright & Co., St. Thomas, in Western Ontario, spent a few days in Toronto last week on business.

Rowland Hill, son of Rowland Hill, shoe retailer of London, Ont., has joined the ranks of the benedicts, being united in marriage on May 30th, to Miss Elsie, second daughter of Mr. and Mrs. James Wilkins, Mackenzie avenue, Rosedale, Toronto. The bridesmaid was Miss Henrietta Wilkins, and Clarence Hill was groomsman. Many friends will extend congratulations.

The semi-annual styles' show of the shoe manufacturers of Rochester, N.Y., will be held July 5th-13th, in Power's

Hotel, of that city. Buyers from all parts will be in attendance, and it is expected that this event next month will be the most representative and attractive ever conducted by the shoemaking firms of the Flower City, who will gladly welcome all their friends.

A federal charter has been granted to Beckwith Box Toe, Limited, Sherbrooke, Que., with a capital stock of \$100,000 to manufacture, buy, sell and deal in box toes and shoe parts and in all kinds of boots and shoes.

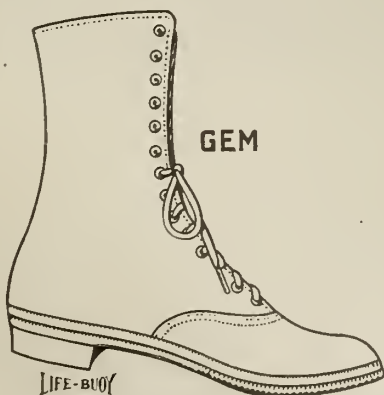
The Lillian Shoe Co., Limited, with a capital stock of \$20,000, and headquarters at Maisonneuve, Que., have been granted a charter to manufacture, buy and sell all kinds of boots and shoes. Among the incorporators of the company are H. H. J. Gariety and George Leclerc, of Maisonneuve.

The Minister, Myles Shoe Co., Toronto, who for several years have been manufacturing men's welts and women's welts and turns exclusively, have just added women's McKays and a very attractive and snappy range of models for fall, has been turned out. They are much admired for their beauty and craftsmanship. The necessary equipment has been installed by the United Shoe Machinery Co., for making McKays which will be undertaken on a large scale. The other lines, which the company have been specializing in for many years will, of course, be continued.

Incorporated in 1867, the Amherst Boot and Shoe Co., Limited, of Amherst, N.S., celebrates this year its golden jubilee. As 1867 was Confederation year, the Amherst Boot and Shoe Co., and Canadian Confederation started their careers together, and both are going strong today. The Amherst Co., in a circular to their customers, suggest that it would be particularly gratifying if this should also be their banner year.

The T. Sisman Shoe Co., Aurora, Ont., report that the outlook for business for fall is very good, and the demand for their "Every Day" and other lines of shoes increasing all the while. The company have always given particular attention to the smallest details in shoemaking, such as sock linings which insure a perfectly smooth inside in their nailed goods. A few weeks ago the company voluntarily reduced the number of working hours of their employees from sixty to fifty-five a week, with no reduction in pay, and the action of the firm is greatly appreciated by the workers, among whom there is loyalty and esprit de corps to an extent that makes things run along smoothly and progressively for all concerned.

Wm. Chatterton who has been in the shoe business in Essex, Ont., for the past fifteen years, has worked up a splendid trade. He conducts a live repair department which is under the management of James Murray. In addition to a complete general line of footwear for men, women and children, Mr. Chatterton handles hosiery for every member of the family as well as mitts, gloves, etc. Though born in St. Mary's, Mr. Chatterton has resided in Essex County thirty-seven years.



Two of a Series of Newspaper Cuts, Illustrating Rubber-Soled Canvas Outing Shoes. Supplied to the Trade Gratis by The Kaufman Rubber Co., Limited, Kitchener.



BEARDMORE & CO.



TANNERS & EXPORTERS

OF

Hemlock and Oak Sole Leathers
Harness and Saddle Leathers
Case, Bag and Belt Leathers
Belting Butts and Lace Leathers
Cowhide Upper Leathers

MANUFACTURERS OF

Half Soles and Top Lifts
Moulded Counters, Uppers, Leggings, etc., etc.



BEARDMORE & CO.

The Largest Tanners in the British Empire
Head Office - TORONTO

SOLE AGENTS
FOR CANADA
AND THE
WEST INDIES

SOLE AGENTS
FOR GREAT BRITAIN

"There's Nothing Like Leather"



BEARDMORE'S

"ACTON" PACKER OAK SOLE

"ACTON" DRY HIDE OAK SOLE

"MUSKOKA" HEMLOCK SOLE

**In Sides, Crops, Backs, Bends,
Shoulders and Bellies**

Quality is always paramount in
BEARDMORE BRANDS. It is
upon this basic characteristic
that we have built up our
enormous business which has
made us

**THE LARGEST TANNERS
IN THE BRITISH EMPIRE**

OUR SERVICE, too, is a great
source of satisfaction, for we
can always ship your orders
with that minimum of delay so
essential in this hurry-up-
business age.

BEARDMORE & CO.

Toronto (Head Office)
Bracebridge

Acton

Montreal
Quebec

MEN FOR COMFORT—WOMEN FOR STYLE

"When will women wear sensible sort of shoes?" asks a woman writer in one of Toronto's daily papers.

Here are her observations, which, while the reader may not agree in her opinions and conclusions, are at least readable and entertaining:—

She was buying shoes. She gave the salesman her size and the price she wished to pay for what she termed "a nice pair of walking shoes." While he was gone she began to examine a pair of men's shoes lying on the front counter. The clerk returned with a pair of women's "up-to-date" shoes in his hand, such as one might see by the hundred any day going up or down Yonge street.

She gasped at the sight of those in his hand. "I said walking shoes!" she commented.

"Yes, lady—this is one of our nicest walking shoes."

"That! Walking shoe! Why I'd about as soon think of walking on step-ladders as those—the heels must be almost three inches high!"

"But these are the fashion, lady, just now."

"But the fashion of the human foot does not change. It's the same old foot ever since I have known it—those shoes don't resemble it a mite. Haven't you something more like these?" and she held up one of the men's shoes she had been examining.

"Those? Why those are men's shoes!" laughed the clerk.

"Yes, I know; but there's not much difference between the shape of a man's foot and a woman's foot, only a little larger."

"But men go in for comfort and—and common sense in shoes; and women, usually, think of just style," said the salesman a bit apologetically.

"Humph! No wonder you didn't give up the vote—if you thought we carried that out in other things—but then, I forgot, you didn't 'give' us the vote; we 'took' it. But just look at this lovely, solid, wearable leather and these flat

heels and thick soles—just think how lovely it would be for us to come down on the ground so solid and firm! Then if we wore them like this we'd scarcely ever get our feet damp, even if we were caught out in the rain without rubbers—and we'd scarcely need rubbers at all; that would be quite an economy. No wonder men's shoes wear longer. Why our men folk just put on a pair of shoes and wear the same ones day in and day out, and year in and year out—one pair lasts them for a good three years sometimes. If they want to dress up a little extra they just get—the same old shoes 'shined,' and nobody ever notices or thinks it's a bit horrid. And here we women have been talking about economy and—Why, those things in your hand look—well, like a kangaroo walking on his head!"

The clerk had to laugh, though no doubt he felt a bit rumply underneath; however, he became confidential.

"Well, lady, we don't keep the kind you want and I doubt if you find them just now in Toronto, for the simple reason that—they wouldn't sell if we had them; no demand for them; they'd be dead stock, and we're here to do business. And listen here, lady—when you want them—women, I mean—and begin asking for them you'll get them—they're made to suit the trade."

"Well, we're coming to it, mark my words. In two years' time I believe you'll see us wearing shoes about like these, and just think of the labor and leather and time and money that one simple change would free for other more helpful and necessary things. Changing the fashion in shoes means changing the last—and that's what costs money, I understand. Men's shoes rarely require a change of last. Then if our shoes were made of good, wearable leather like men's, particularly the soles, we'd only require about one pair to three of those we wear at present. As for health—why men would be lame in no time if they walked in shoes the style of those in which women walk about Toronto, and women are supposed to be more delicate than men!





Order Your Shoes

NOW

While our Prices are at
PRESENT LOW MARK



Be Prepared in
Men's, Boys' and Youths'
Heavy Staples



Women's, Misses' and
Children's Lines

*High Cuts for Women will be in
demand for early Fall*

For present trade our stock is splendidly
assorted in

**PUMPS, SLIPPERS AND
TENNIS GOODS**



Don't put off your buying until you want the
goods—Order NOW while our prices are below
market value.

WHITE SHOE CO., Limited

48 York Street, Toronto

Young's Logwood Dyes

LIQUID AND SOLID

The Logwood Dyes produced by J. S. Young & Co. are recognized as superior and of better value than any now being offered on the Canadian Market.

In keeping with our policy to always supply goods of the highest known standards, we take pleasure in announcing the fact that we are now sole representatives in Canada for the products of J. S. Young & Co.

Write for prices for present or future delivery. All prices include freight paid to destination.

M^C ARTHUR, IRWIN, LIMITED

MONTREAL

(Established 1842)

TORONTO

Chemicals of all kinds for leather manufacturers.

Sole consignees in Canada for Dyestuffs from the SANDOZ Chemical Works, Basle, Switzerland.

CATTLE FIRM TO PROMOTE INDUSTRY

In the interests of cattle farming in Canada, and to further encourage production in that line, a company has been formed under the patronage of the National Live Stock Board with the name British Cattle Supply Company Limited, with headquarters at Toronto. The company proposes to enter upon the business of cattle ranching on a scale consistent with extraordinary world shortage and the incomparable natural advantages of the Dominion.

Under the direction of the most expert and disinterested authorities on the subject, over half a million acres of well-watered, sheltered and luxuriant pasture-land have been secured in the Vermilion River district in the Province of Alberta, and a herd of 10,000 breeding animals, of which 1,500 have already been purchased, is now being assembled, it being the plan of the company to have a permanent

herd of 75,000 head upon its lands within four or five years. Other excellent grazing areas in other provinces, including tracts offered by the Ontario Government in the "clay belt," may be included in the scope of the company's operations.

BRITISH LEATHER PRICES SET

A further order, supplementary to that of January last, has been made by the British Army Council under the defense of the realm regulations, with a view to limiting the prices which may be charged for split hides, shaved hides, dressing hides, strap butts, etc., supplied for government purposes. The new order extends the control of prices to curried leather produced from rough leather of the descriptions covered by the previous order, and requires a guarantee similar to that in the former order when the leather is required for government purposes.

This Advertisement is printed for the purpose of fixing

**OUR NEW
TRADE MARK**

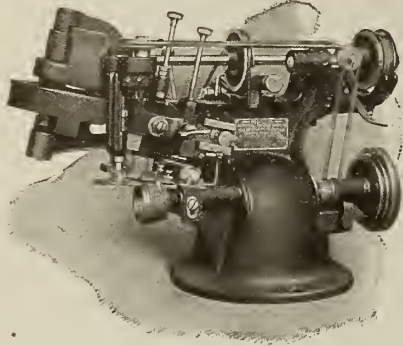


indelibly in the minds of the trade. It represents all that's BEST in Felt Footwear.

THE COBOURG FELT CO.
COBOURG, ONT.

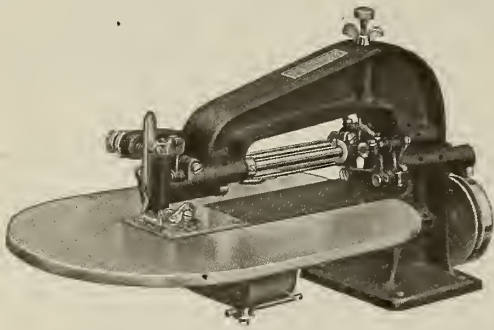


PEERLESS MACHINES



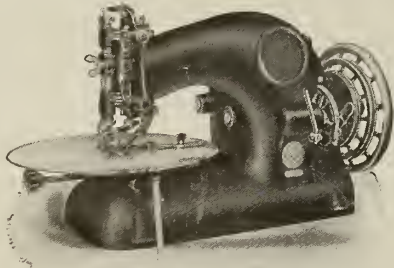
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.

Manufacturers Attention!

We Have For Sale

- 2 Amazeen Skivers
- 2 Universal Skivers
(Peerless Machine Co.)
- 1 Power Lining Machine
- 1 Stanborn Perforator
- 1 Boston Seam Rubber
- 1 Puritan Fairstitcher
- 1 Hartford Pattern Grader

These machines have all been rebuilt; are mechanically perfect, and in appearance are as good as new and are backed by our guarantee. Prices on application.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON—EVERETT
MASSACHUSETTS, U.S.A.

WHY VELVETS ARE NOT IN AGAIN

"Somebody has asked why the velvet boot is not run now same as it was some three or four years ago. It is said that all kinds of upper leather is high and now is a good time to use fabrics, including velvet and everything else in that line," says "Shoe Topics."

When one speaks of the velvet upper it is presumed that the women's boot is referred to. It was in the women's that velvet was run to such a great extent. So far as men's are concerned it was never used at all, as far as we are aware, and the only upper in men's that has been cut from this stock was the slipper. It was all right as a house slipper, but it is not as popular as it was in this class of footwear. The men will not wear it now, for some reason or other, and the slipper shops have found that out lately.

It is of no use trying to cut velvet to-day, either for a street boot for women or in a slipper for men. The shop that tried it could not sell the shoes and that is the chief difference between to-day and some three or more years ago.

At the same time it can be said that the velvet makes a good upper either in a street boot or in a slipper. At the present time they are making many men's slippers with a sheep upper, but the velvet would wear as well or better in a house slipper. It would wear better than some of the sheep uppers, at any rate, and it is cheaper than any leather at the present time.

That upper was seen in women's boots for something like two years or so. That was long enough for many manufacturers to get sick of it and when a few carloads came back it made matters all the worse. It was said that a few manufacturers lost a whole lot of money on the velvets and that others lost more or less, too.

The one big fault with the velvet upper was its tendency to spread in wear. It would spread so much that it became baggy around the ankle. That was enough to queer it with

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.

Sales conducted personally or by mail.

Stocks bought and sold.

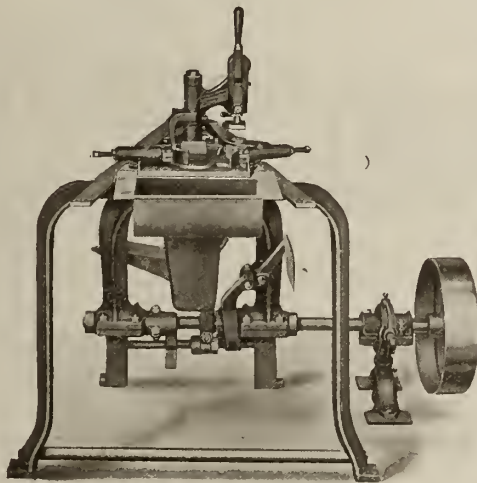
All negotiations strictly confidential.

the women and as a result it went out of style. Women may like to get their footwear at as low a cost as possible, but they will not have a shoe that does not fit well, no matter how moderate the cost is.

Naturally a velvet boot would appeal to women and so it did. As a consequence many women bought these boots, but other women noticed how poorly they fitted around the ankle. These latter would not buy and those who had one pair would not buy the second pair, so that it was a matter of a very short time for the upper to go out of style altogether.

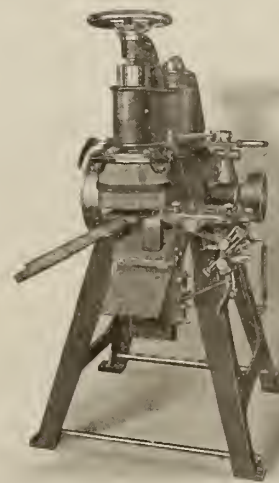
As already said, a velvet shoe or boot could be put up at a moderate cost, compared to leather, but any shoe must fit snug to keep it in style. This was demonstrated in the case of this upper and the women also demonstrated that nothing goes unless it is satisfactory to them. It is doubtful if velvets could be given away to-day, unless it was to some women who had just come to the country and who have not had time to see just what the styles are.

WE BUILD A COMPLETE LINE OF Machines for the Manufacture of Counters, Heels and Box Toes



Grover Heel Building Machine

Suitable for Building Heels of all kinds, either Men's or Women's from Whole or Pieced Lifts.



Automatic Wedge Dinking Machine

For Automatically Dieing Out the Lifts from Strips of Pulp or Fibre Board.

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

NEW EQUIPMENT BEING ADDED

Among recent installations by the United Shoe Machinery Co., Toronto, are the following: Phillips Bros. Shoe Co., Toronto, zig zag single sewing machine, loose nailing machine, single head taper nail tacking machine, grinder, Goodyear impression stitch burnishing machine Model "A," edge trimming machine, Climax finishing shaft Model "B," Union twin edge setting machine, foot power stamping machine, Climax finishing shaft Model "A," staple fastening machine Model "B," U.S.M. button holing machine, and other equipment for the manufacture of children's stitch-downs. Operations will start in July at 1191 Dufferin street, Toronto, with a capacity of six hundred pairs a day.

Minister, Myles Shoe Co., McKay equipment complete.

L. Chircio, 201 James street north, Hamilton, six foot shoe repair outfit; Canadian Consolidated Rubber Co., Elmira plant, Ideal clicking machine Model C.

Harry Katman, St. Catharines, eighteen foot Goodyear shoe repair outfit.

Toronto Slipper Manufacturing Co., Toronto, staple fastening machine, Model D.

Regal Shoe Co., Toronto, Duplex eyeletting machine and other machines.

T. Sisman Shoe Co., Aurora, McKay sewing machine, Model B.

Ideal Shoe Repair Co., Danforth avenue, Toronto, tap sole dieing out machine.

ceptionally fine tone and lustre that is having a great run. The Collis Tony Red as well as London Brown and Mahogany Brown, are also enjoying a larger measure of esteem than ever and for softness of texture, evenness of color and uniform quality are unexcelled. The company are specialists

THE shoe store of Thomas Kennedy, 404 12th, St. N., Lethbridge, Alberta. He prides himself on the fact that his is the smallest footwear emporium in the west.



in new shades which backed by the quality and economy of their brands results in the industry being operated to capacity.

KHAKI CALF IS LATEST LEATHER

A new leather has just been put on the market by the Collis Leather Co., of Aurora, Ont., known as Collis Khaki. It is taking exceptionally well and bids fair to become equally as popular as the other widely known brands of the company. Khaki calf is a rich, brown shade of ex-

THEY KEEP THINGS ON THE MOVE

The Barrie Tanning Co., of Barrie, are very busy at the present time and attribute their success to the fact that they have the "leather that is different." The company manufacture staple and fancy leathers and russet sides and specialties in bag, case, trunk, strap, bridle, collar, splits and bookbinders leathers. The company pride themselves on keeping their plant and facilities up-to-date, and in the selection of good, full, well trimmed hides which imparts to their leathers the utmost economy in cutting. There is a minimum of flanks and the manufacturer gets the largest amount of first-class usable material out of their products. The inner-soling of the company is a standard thing with the high-class shoe trade.

WHEN YOU WANT BOOT AND SHOE LACES

I have in stock 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.

Buy your Laces Banded in Pairs

E. W. McMARTIN

45 St. Alexander Street, Montreal

For your Soldier Trade, 42-inch Tan Porpoise Laces and 45-inch Khaki Breeches Laces

I SPECIALIZE ON SHOE STAMPS AND DIES

STEEL STAMPS AND DIES

DESIGNS ON REQUEST

W. D. ARMSTRONG

230 CRAIG ST. W. {PHONE 675 MAIN} MONTREAL

KANGAROO

We are Headquarters for all Finishes, Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng. and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.



"TAKE IT EASY"—IT'S THE BOSS'S TIME

The basic principle of a Time Recorder IS—
 Get the original payroll entry PRINTED—
 Get it printed by the Employee HIMSELF—
 Get all lates printed in Red.

Then you get discipline, harmony and all the labor
 you pay for, which means increased profits.



The International Time Recording Co. of Canada, Limited

Anderson Street, Toronto - - F. E. MUTTON, Gen. Man.

MONTREAL
 212 McGill Street

WINNIPEG
 400 Electric Ry. Chambers

VANCOUVER
 305 Birks Building



WITH A RECORDER IT'S THE EMPLOYEE'S TIME—WHAT A DIFFERENCE



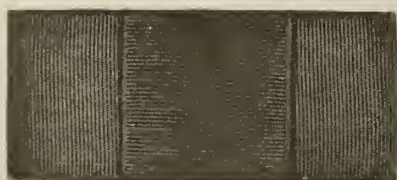
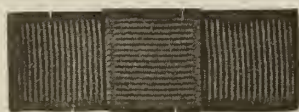
Aird Shoes

appeal to customers who want footwear possessing style and quality at a moderate price.

Ask to see our new
line of **WOMEN'S**
McKAYS and **URNS**

when you order from **YOUR**
JOBBER.

AIRD & SON (Registered)
MONTREAL



CHANDLER'S FLEXO PUMP BOWS

These bows represent a perfection in finish and detail that has always characterized

CHANDLER'S PRODUCTS

Made in all grades, sizes and colors.

We also carry in stock an extensive line of Metal and Leather Covered Buckles, Patent, Gun Metal, Nu Buck, White Kid and Canvas.

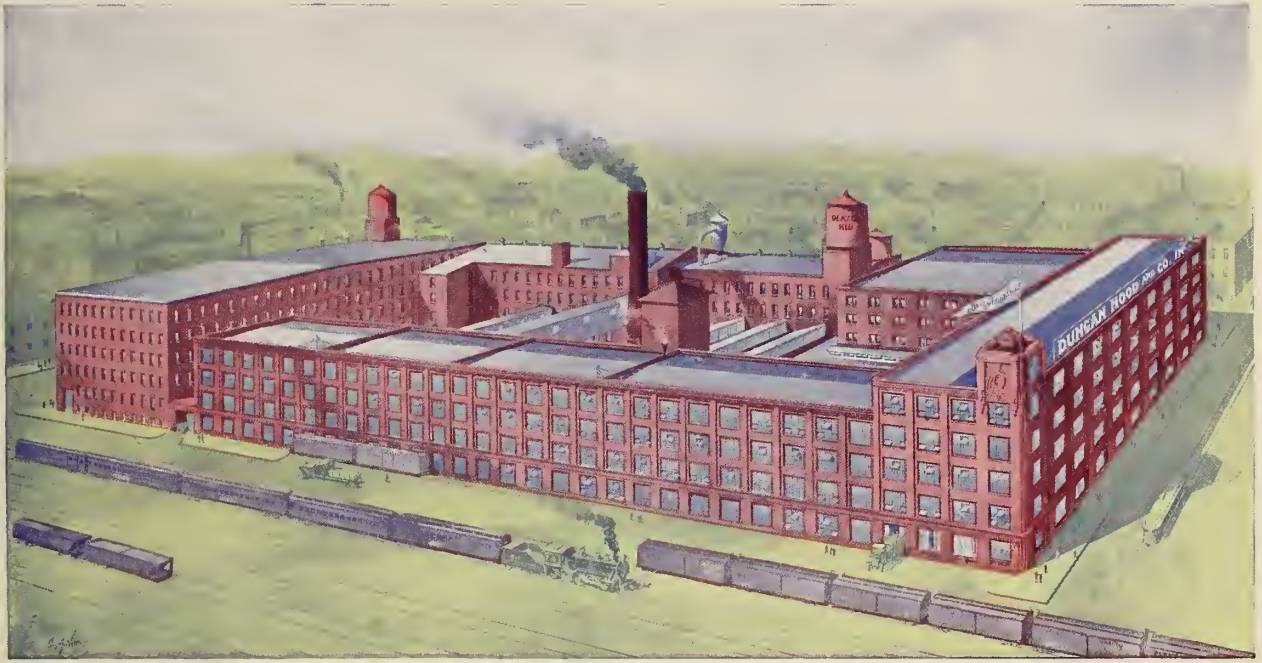
Sample pairs on request.

New catalog now ready.

C. A. BROWNING CO., SOLE AGENTS

30 FRANKLIN ST., BOSTON, MASS., U.S.A.

GLAZED KID



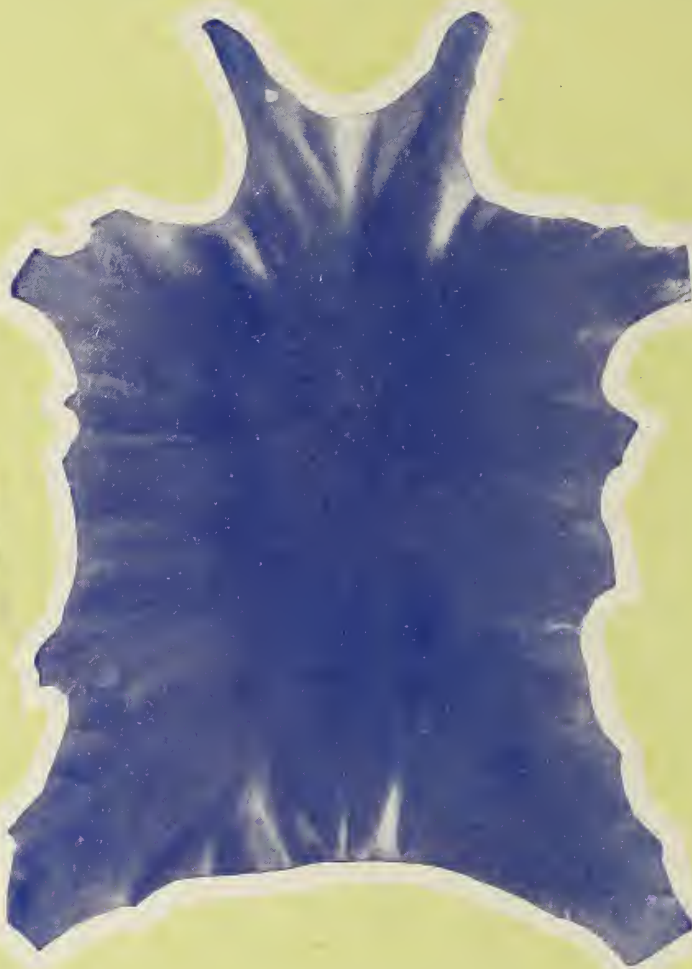
Dungan, Hood & Co. Inc. Philadelphia

Factory :
Cor. Susquehanna Ave.
and North American St.
Philadelphia



Boston Store :
Corner Lincoln and
Bedford Sts.

GLAZED KID THE BEST LEATHER FOR MEN'S AND WOMEN'S SHOES



Dungan-Hood Quality THE BEST GLAZED KID

"WE DELIVER WHAT YOU BUY"

Schmoll Fils & Co.

PARIS · CHICAGO · NEW YORK · HAVANA · BASLE



BRAZIL
CHINA
JAVA
AUSTRALIA

EUROPE
EAST INDIA
RIVER PLATTE
COLUMBIA

SPECIALIZE IN

CHINA, JAVA, INDIA HIDES

COWS AND BUFFALOES

DRY, DRY SALTED, WET SALTED

SELECTED BY US FOR

SOLE AND UPPER LEATHER.



COPYRIGHT APPLIED FOR

EDMUND SCHMOLL }
 SYLVAIN SCHMOLL } Special

LUCIEN SCHMOLL
 ARMAND SCHMOLL JR
 EMIL EUSCHHOFF

SCHMOLL FILS & CO

HIDES & SKINS

PARIS
 12 AVE DES GOBELINS

BASLE
 SWITZERLAND

NEW YORK
 28 & 30 SPRUCE ST

CABLE ADDR - SCHMOLLFUS - NEW YORK

CHICAGO
 130 NO FIFTH AVE

CODES
 A.B. C. 4TH & 5TH ED
 WIDEBROOK
 WESTERN UNION
 LIEBER
 SIMPLEX

LONG DISTANCE PHONES
 2410 }
 2411 } BEEKMAN
 2412 }

New York, June 1, 1917

Tanners,
 East and West,

Gentlemen:--

You buy a barometer to know of the changes of weather.

You can secure an organization able to register the slightest vibrations of the world's hide markets.

In daily cable touch with

Paris,	France
London,	England
Rotterdam,	Holland
Hankow,	China
Calcutta,	India
Soerabaya,	Java
Havana,	Cuba
Ceara,	Brazil
Rio Janeiro,	Southern Brazil
Montevideo,	Uruguay
Buenos Aires,	Argentine

You can no doubt avail yourselves of some of our information to good advantage.

Ready to serve you and awaiting the opportunity, we remain,

Yours sincerely,

A.S. Jr. G.

"WE DELIVER WHAT YOU BUY"

IMPORTANT

“AVOID TROUBLE”

—BY—

Cleaning White Cloth Shoes Properly

White soap, clear water and a small nail brush, followed by a coat of Blanco or Talc Powder, is

THE ONLY SAFE WAY

TELL YOUR CUSTOMERS

DON'T use gasoline or naptha because SOME cloths are backed with a gutta percha adhesive, and gasoline or naptha will draw the gutta percha through the face of the cloth and thus ruin its appearance.

Much trouble is caused by innocently using over strong, so-called “cleaners.” Why not advise the only really safe method—

PURE SOAP AND CLEAR WATER.

SHOE AND LEATHER JOURNAL

Real Service Department

Our Position

We are Distributing
Agents for

John R. Evans & Co.

Celebrated Lines of
Upper Leathers

"Maximus"
Patent Kip and Sides

"Peerless"
White and Grey Kid

"Peerless"
Glazed and Mat Kid

"Ruby"
Glazed Kid

Enables us to furnish Canadian
Shoe Manufacturers with **Chrome
Glazed Kid** in any quantity from

*Twenty-four Cents
a Foot up.*

*Laid Down in
Canada*

Our connection is such that we
are in the position of being able to
give manufacturers the benefit of
any change in the world's leather
markets.

Communicate with us at once re-
garding your requirements.

W. A. LANE & CO.

Leather Merchants

218 Notre Dame St. West

MONTREAL, QUE.

*For
Style
and
Wear*



Our Solid Leather Shoes for Women

are positively in advance of
anything made in this line.

All McKay Sewn

and possessing that stylish
make-up which results in
quick sales.

Our range also embraces

Misses', Children's and Infants' Shoes

Equally as well made and as
popular with the buying public.

White Goods

Don't forget to stock WHITE
GOODS this season. They will
be worn extensively, and we
are making a range of stylish
and attractive models for
WOMEN, MISSES, CHILD-
REN and INFANTS.

Ask Your Jobber to Show You Our Lines.

Gagnon, Lachapelle & Hebert
55 Kent St. Montreal

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

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 and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey

SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

P F I S T E R
85-87 South St.

&

V O G E L
Boston, Mass.



Head Office, Kitchener



Eagle Tannery, Kitchener



Penetang Tannery



Hastings Tannery



Warehouses at G.T.R. Station,
Kitchener



Woodstock, Ont.

ESTABLISHED SIXTY YEARS

TANNERS OF SOLE LEATHER

FOR
ANY AND ALL
REQUIREMENTS

OUR SIX BRANDS—

Trent Valley Oak
Royal Oak
Lion Oak
Kitchener Union Oak
Eagle Hemlock
Penetang Hemlock

*“There is nothing like
leather well put together”*

THE BREITHAAPT LEATHER COMPANY, LIMITED

HEAD OFFICE :
KITCHENER, CANADA

TANNERIES :
KITCHENER, PENETANG, HASTINGS WOODSTOCK, ONT.

OFFICES AND WAREHOUSES : MONTREAL, QUEBEC

A. C. LEWIS LEATHER CO., LYNN, MASS., U.S.A.



SHOE STOCK Grain, Split and Pasted; Taps; Sock Linings and Innersoles; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

There is Hardly a Shoe Need We Cannot Supply

FULL LINES OF:

Sheepskins
Chrome Gun Metal
Chrome Dull and Box Sides
Embossed Splits
Tan Army Leather
Glazed Kid

Breithaupt Leather Co.
Sole Leathers

Superior Tip Repairer and Shoe
Dressings
High Grade Rubber Cement
Independent Bottom Filler
Cabretta
Cotton Shoe Linings

Daoust, Lalonde Co. Limited
Side Leathers

John McEntyre Limited

28 ST. ALEXANDER STREET

Montreal

Rubber Cement and Filler
Plant:
26 Gladstone Avenue

Tanneries:
1704 Iberville Street

Money in Waste Paper

The prices paid for Baled Waste Paper were never as high. The paper mills are simply up against it for raw material. An

**All-Steel, Fireproof
"CLIMAX"
BALING PRESS**

will turn all your waste paper, cardboard, etc., into money. Made in 12 sizes.

**CLIMAX BALER CO. (Dept. A)
Hamilton, Ont.**

**Turn Into Money**

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

**CHROME and
COMBINATION
TANNED LEATHERS**

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

=====
Write for Prices
=====

The Robson Leather Co.

TANNERS AND CURRIERS Limited

52 Victoria Sq.
MONTREAL

OSHAWA

611 St. Valier St.
QUEBEC



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.

**TORONTO HEEL CO.**

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

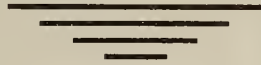
WE ARE ALSO MAKERS
OF THE HAVERHEEL

Write for Samples and Prices. These will
interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

The Just Wright
TRADE MARK SHOE

ALWAYS
KEEP TO THE
WRIGHT 



STOCK No. 11—Select Gun Metal Calf City Bal., Plump Single Sole, MAZDA Last. STOCK No. 10—Same in Tan. Widths A to D

The selling worth and profit making of WRIGHT SHOES are demonstrated every day by dealers who KEEP TO THE WRIGHT.

One reason why it pays to handle WRIGHT SHOES is the tremendous advantage you have with our IN-STOCK SERVICE, a service that means AT ONCE to you with your orders.

That gives you steady, all-year-round sales of shoes you can feature that are uniformly strong, stylish and wearable.

KEEP TO THE WRIGHT

The E. T. Wright Co.
Incorporated

St. Thomas
Ontario

Rockland
Mass.

THE FEATURE LINES



The Just Wright
TRADE MARK SHOE



BOSTON

NEW YORK

CHICAGO

WINSLOW BROS. & SMITH CO.

ESTABLISHED 1776

*Tanners and Manufacturers***SHEEPSKINS and CABRETTA**

For Shoes, Linings and Facings

EMBOSSSED and FANCY LEATHERS

For Bags, Pocket Books, Belts and Novelties

Also Woolskins in Bark and Alum Tannages

NORWOOD, MASS., U. S. A.

Geo. W. Ingalls Co.

MANUFACTURERS OF

Turn and Combination

SHANKS721 Washington St.
LYNN - MASS.Will Gladly Quote on Samples
Submitted, and InviteRequests for
Samples.**MOCCASINS**

Genuine Canadian Indian Hand Made



These Moccasins have beaded fronts, suitable for house slippers. They run in sizes same as shoes.

We have many other lines.

Ask for samples.

Every Shoe Store should carry a line of Moccasins, as they are always in demand.

PRICES

Men's	sizes, 8 to 12	-	\$10.50 doz.
Women's	" 3 to 7	-	9.00 "
Misses'	" 11 to 2	-	7.00 "
Children's	" 7 to 10	-	5.50 "
Infants'	" 1 to 6	-	4.50 "

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.



Model
SHOE



W.B.H.
SHOE
ALL SOLID LEATHER

THE BEST
In Fine and Staple Shoes

W.B. Hamilton Shoe Co.
Limited.

TORONTO.
ESTABLISHED 1848

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



Spats

Fashion's dictate every well groomed woman should have a pair.

WE have the FINEST
Line on the Market

Buy your needs NOW and get the BEST goods at TO-DAY'S prices.

Have them WHEN your customer WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

		Per doz. pairs
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....		\$16.50
Men's 5 " Flat Tailored Buttons		13.50

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....	\$13.50	doz. pairs
" 8 " 8 "	12.00	"
Men's, 5 in. high.....	9.50	"

FINE KERSEY CLOTH

BLACK ONLY

Women's 10 Button, No. 333.....	\$8.50	doz. pairs
" 10 " No. 141.....	6.00	"
Men's 8 " No. 141.....	6.00	"

Laing, Harrar & Chamberlain

Philadelphia, Pa.

WICKETT & CRAIG

MAKERS OF

LIMITED

STANDARD ARMY LEATHERS

IN ALL WEIGHTS

OIL TANNED LARRIGAN LEATHER

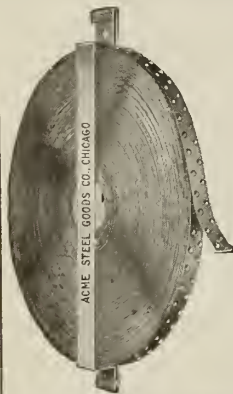
LEG AND TONGUE STOCK TO MATCH

COLORED STRAP AND CASE LEATHERS

BOOKBINDERS' LEATHERS

GOODYEAR WELTING

TORONTO, CANADA



Dot Embossed Box Strapping

Lacquered to prevent rusting, and the surface is embossed to prevent nails from slipping.

In coils of 300 feet 20 coils to a case.

For prices and samples write to

Acme Steel Goods Co. of Canada
Limited
Montreal, Quebec

Baker's New Bottom Polish

TRADE MARK



(COCK-OF-THE-WALK)

Cock-of-the-Walk

is a

"World Beater"

MADE BY

Cock of the Walk Mfg. Co.

78 Portland St., BOSTON, Mass., U.S.A.



Adelard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

1870 St. James St.

Regd.

Montreal, Quebec



THE MAGNETAWAN TANNING AND ELECTRIC CO.
LIMITED

TANNERY
BURK'S FALLS
ONT.

OFFICE
12-14 Wellington St. East
TORONTO

HEMLOCK SOLE LEATHER
UNION SOLE LEATHER
OAK SOLE LEATHER

THE
MAGNETAWAN TANNING AND ELECTRIC CO.
LIMITED

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.

INDEX TO ADVERTISEMENTS

Acme Steel Goods Co.....	106	Gitterman, Henry, Co.....	66	Parker, Irwin, Limited.....	86
Aird & Son.....	90	Gutta Percha & Rubber, Limited.....	78	Pfister & Vogel.....	98
Ames-Holden-McCreedy, Limited.....	17	Guay, Eugene.....	106	Palmer, John, Co., Limited.....	16
Armstrong, W. D.....	88	Getty & Scott, Limited.....	31	Peerless Machinery Co.....	86
		Gagnon, La Chapelle & Hebert.....	97	Perkins & McNeely.....	13
Barrie Tanning Co.....	108	Hamilton, W. B., Shoe Co., Limited.....	105	Routier, Luc.....	100
Bell, J. & T., Limited.....	7	Hartt Boot & Shoe Co.....	10A	Regal Shoe Co., Limited.....	3
Breithaupt Leather Co.....	99	Hunt, Rankin Leather Co.....	30	Robson Leather.....	53 to 60 and 102
Borne, Lucien.....	100	Independent Rubber Co.....	28	Robinson, James.....	5
Browning, C. A. & Co.....	90	International Time Recorder Co.....	89		
Britis' Wood Heel Co., Limited.....	16	International Supply Co.....	I.F.C.	Samson, J. E., Inc.....	100
Brandon Shoe Co., Limited.....	9	Ingalls Co., Geo. W.....	104	Shultz-Goodwin Co. (Inc.).....	86
Blachford Shoe Mfg. Co., Limited.....	43, 44	Jacobi, P.....	65	Staynes, W. H., & Smith.....	88
Beardmore & Co.....	81, 82	Kaufman Rubber Co.....	77	Slater, Chas. E.....	23
Boston Felt.....	22	Lagace & Lepinay.....	100	Scott-Chamberlain, Limited.....	24
		Landis Machinery.....	20	Shawmut Machine.....	20
Canadian Arrowsmith Co., Limited.....	83	Lane, W. A.....	96	Schmoll Fils & Co.....	93, 94
Canadian Consolidated Rubber Co.....	34	Lady Belle Shoe Co.....	22	Saba, C. N. & Co.....	104
Clarke & Clarke.....	25, 105	Lawrence Leather Co., A. C.....	29	Sisman Shoe Co., The T.....	19
Cote, J. A. & M.....	2	La Duchesse Shoe Co., Reg.....	26		
Clark, A. C.....	87	Lewis, A. C., Leather Co.....	101	Tourigny & Marois.....	100
Cobourg Felt Co.....	85	Laing, Harrar, Chamberlain.....	105	Tebbutt Shoe & Leather Co.....	19
Clarke, A. R., Co., Limited.....	O.B.C.			Tetrault Shoe Co.....	27
Climax Baler Co.....	102	Maganetawan Tanning & Electric		Toronto Heel Co.....	102
Commonwealth Felt Co.....	18	Co., Limited.....	107	Trickett, Sir H. W., Limited.....	30
Collis Leather Co., Limited.....	10B	Marlatt & Armstrong.....	107		
Clapp, Edwin, & Son, Inc.....	33	Martin Corrugated Box Co.....	8	United Shoe Machinery Co. of	
Clement, Omer.....	98	McMartin, E. W.....	88	Canada.....	12 and I.B.C.
Cock of the Walk Mfg. Co.....	106	Montreal Box Toe & Heel Co., The.....	98	Utz & Dunn Co.....	15
		McArthur, Irwin, Limited.....	84	Ullathorne & Co.....	98
Davis, A., & Son.....	72	Marsh, Wm.....	100		
Davis Leather Co.....	69, 70, 71	McEntyre, John, Limited.....	101	Wood-Milne Co., Limited.....	8
Duclos & Payan.....	98	Moore, Shafer Shoe Mfg. Co., Ltd.....	11	Walpole Rubber Co., of Canada, Ltd.....	74
Daoust, Lalonde & Co.....	10	McLaren & Dallas.....	21	Wright, E. T., & Co., Limited.....	103
Dungan, Hood & Co., Inc.....	91, 92	Newcastle Leather Co.....	4, 102	Winslow Bros. & Smith Co.....	104
Duane Shoe Co.....	18B	National Cash Register.....	14	Wickett & Craig, Limited.....	83
Dun, R. G., & Co.....	102	Nugget Polish Co.....	.6	White Shoe Co.....	84
				Young, Richard & Co.....	88
Edwards & Edwards.....	18A			Young, J. W., Machinery Co.....	87
Farnworth, Hoyt, Co.....	32				

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.

HIGHEST



QUALITY

Clarke's Patent Leather

Style Creators are again appreciating the possibilities of PATENT LEATHER

PATENT LEATHER to be satisfactory must be reliable.



Its use is very pronounced in the finest footwear for the coming season

CLARKE'S PATENT LEATHER is absolutely reliable.



☐ **A. R. Clarke & Company** ☐
Limited

Toronto

Branches Montreal and Quebec

Ontario

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

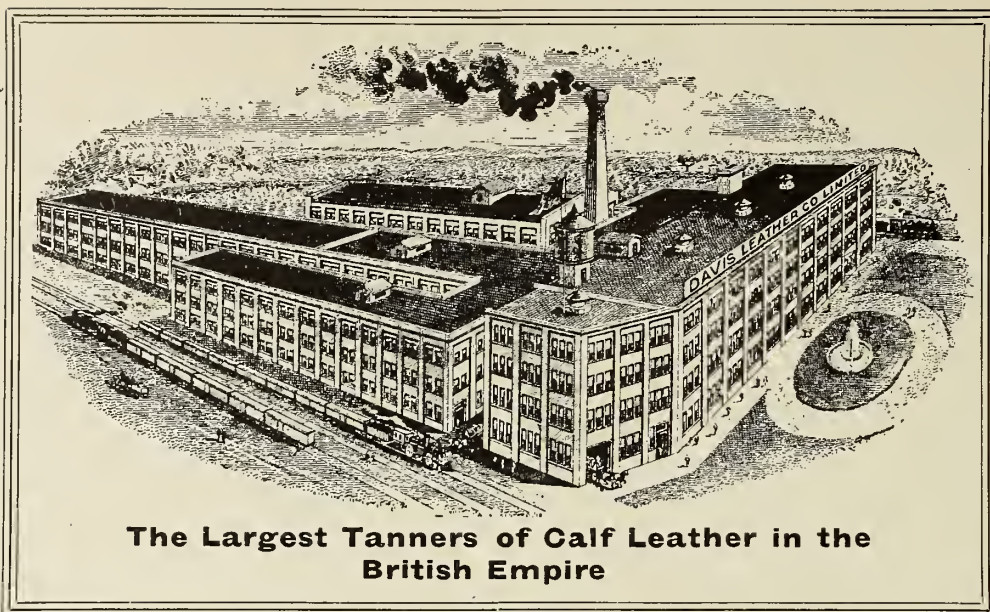
TORONTO
JUNE 15
1917



W. F. MARTIN, MONTREAL

See Page 40

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The name has become the Synonym of **QUALITY** in Texture, Color and Finish.

DAVIS LEATHERS stand for the best of **RAW STOCK**, the most **SCIENTIFIC TREATMENT**, the most skilful **EXPERT FINISHING**.

The Manufacturer knows what he is cutting---The Retailer knows what he is **SELLING**.

Made from the most carefully **SELECTED SKINS**, yielding the uttermost in **CUTTING**, and the Highest Excellence in **FEEL** and **LUSTRE**.

COLORED CALF

Our leaders in this line are **Royal Purple Russia**, **Brown Russia No. 66**, **Briar Boarded Calf**, **Brown Russia, No. 33**, **Brown Russia No. 14**, **Mahogany Russia**.

GUN METAL and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are meeting with exceptional popularity---**Black Diamond Veals**, **Diamond Mat Veals**, **Boarded Veals**.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





THE
Ritchie
Shoe



*Made exclusively for Men and Boys
In Goodyear Welts Only*

Bluchers, Bals and Oxfords
(Neolin or Leather Soles)

NOW IN STOCK

In the prevailing style shades

Havana Brown *Tobacco Brown*

Gun Metal *Dongola*

*Our Latest Price List will Interest You
Send for it.*

THE JOHN RITCHIE COMPANY LIMITED
QUEBEC



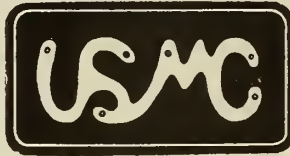
Shoe Machinery

For Every Department

FROM

Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

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

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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

179 King Street West, Kitchener

28 Demers Street, Quebec

TETRAULT



**SOMETHING
SIGNIFICANT**

W
E
L
T

S
H
O
E

While the majority of shoe manufacturers are slack, we find in comparing our sales with the same period last year, that we are away ahead in volume of business.

When you recall that last year we sold over two million dollars worth of shoes, does not this mean that TETRAULT'S WELT SHOES possess some particular selling qualities to merit this continually increasing demand?

They do, and these qualities may be summed up in

**SNAPPY STYLES
EXCELLENT WEARING QUALITIES
AND MEDIUM PRICES**

coupled with the significant fact that we are firm believers in service, and do all that is humanly possible to assist and co-operate with all those who buy from us.

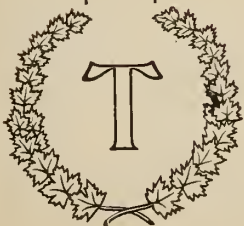
**THAT'S WHY TETRAULT'S GOODYEAR
WELTS LEAD IN SALES**

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

M o n t r e a l

T
E
T
R
A
U
L
T



WELT SHOE

Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE

“KEEP TO THE WRIGHT”

The Just Wright
TRADE MARK SHOE



The Just Wright
TRADE MARK SHOE

STOCK No. 11—Select Gun Metal Calf City Bal., Plump
Single Sole, MAZDA Last. STOCK No. 10—Same in Tan.
Widths A to D

There's a deal of satisfaction to us in continually advertising our trade slogan, KEEP TO THE WRIGHT, because it is gratifying to know that so many retail shoe merchants are getting into the WRIGHT WAY.

The tremendous growth of our output is proof of the above, and we attribute it to three outstanding features—THE SPLENDID VALUE OF WRIGHT SHOES, our POPULAR IN-STOCK DEPARTMENT, and our EFFICIENT AND PAINSTAKING SERVICE.

They are the three strong links in our chain of success, which binds us close to our customers and our customers close to us.

We are simply determined and bound to give you shoe satisfaction, if you will

KEEP TO THE WRIGHT

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.



La Salle

ONE of our numercus new models in pumps that signifies all that is desirable in high class footwear.

STYLE, quality and uniform high grade workmanship are the features which go to make the Bell shoe stand out pre-eminent and enhance the reputation of your store for good quality footwear.

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

IN STOCK NOW



No. 575—Women's White Reigskin (fine canvas), 8-inch lace, white enamelled sole and Louis heel - - - - - \$3.90

No. 586—Women's White [Reigskin Bal., tip, 8-inch top, sport last, white Neolin sole and solid white rubber heel - \$4.10

Widths C and D

Packed in fifteen and thirty-pair containers, regularly sized 2 to 7

Perth Shoe Co. Limited

Manufacturers of Women's Fine
Goodyear Welted Shoes Exclusively

PERTH, ONT.



Top Notchers



Every line in the CANADIAN FOOTWEAR CO.'S range is a top notcher, because they have the style and finish that appeal to the buyer. They have the wearing quality as well, that holds trade, and they are priced so as to be within the reach of even the most moderate purse. Ask to see our lines of:

*Women's, Growing Girls',
Misses' and Children's
Shoes*

Watch for our travellers.
They are on the road now.

Canadian Footwear Co., Limited

Makers of Fine Shoes for the Fair Sex

Sales Rooms:
44 St. Antoine St., MONTREAL

Factory:
POINT AUX TREMBLES

"Vassar" & "Altro" for Women
"Beresford" & "Minister Myles" for Men



A
 PATRICIAN

Quiet, genteel, slender
 —this new Minister
 Myles Model No. 505
 is fashioned to fit the
 foot with snug comfort.

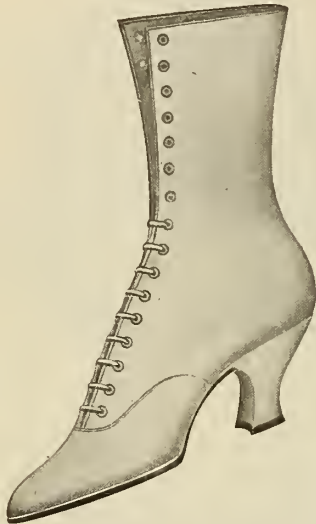
It will stand up under
 hard wear without los-
 ing its aristocratic,
 good-looking lines.

The delightful and artistic styles for women and the fashionable and reliable models for men, of which the Minister Myles range is comprised, is a demonstration of the possibilities of careful thought, proper materials and expert shoemaking.

Minister Myles Shoes will retain the standard of any reputable shoe store and increase the prestige of others.

Minister Myles Shoe Co., Limited
Toronto

LIVE LINES FOR THE Summer Season



No. 8049. White Buck, High Cut Bal., White Louis Heel, McKay, D width \$5.00



No. 9055. Vici Kid, High Cut Bal., 14/8 Cuban Heel, Imitation Stitched Tip, Welt, C and D widths \$5.25



No. 9331. White Buck Sport Bal., White Heel, Welt, C and D widths \$5.50

Classic Shoes



No. 1078-2078. Infant's and Child's Patent Ankle Straps, Turn Sole.
1078 (2-5) No Heel \$1.10
2078 (4-7½) Spring Heel \$1.40

Ready for Immediate Shipment



No. 3074-4074. Girls' and Misses' Patent Heel Strap Pumps, White Lining, Last 136, McKay.
3074 (9-10½) \$1.75
4074 (11-2) \$2.15



No. 8021. Vici Kid, High Cut Bal., Louis Heel, McKay, C and D widths, \$4.75



No. 3165-4165. Girls' and Misses' White Buck Buttons, Last 136, McKay.
3165 (8-10½) \$2.60
4165 (11-2) \$3.15

**GETTY
&
SCOTT
LIMITED**

**GALT,
Canada**

BETTER
FACILITIES

GREATER
PRODUCTION

OUR SPLENDID LINE
OF
SPRING 1918 MODELS
FOR THE
CANADIAN JOBBING TRADE

will embrace Women's McKays in patent, gunmetal and dongola, on several new lasts and in new patterns.

Our range for Spring will be particularly strong in Women's Pumps and Strap Slippers and in Cushion Soles. They will all be

Ready for Inspection July 1st

Our output is sold exclusively to the wholesale trade and our service is unsurpassed. We have recently completed another large addition to our factory—the second one within one year—and are now in a position to take care of any orders and give prompt shipments.

By concentrating all our energies on Women's McKays, we have increased our production 400% in three and a half years.

S. H. PARKER

MANAGER

The Solid Leather Shoe Co. of Preston, Limited

PRESTON

ONTARIO

JAMES ROBINSON



Means Dollars to You

Our anticipation has always served us and our customers well. We anticipated the conditions of the shoe trade and bought unusually heavy. The result:

An Extensive Stock

from which we can ship you AT ONCE, and those who take advantage of this service NOW will have the benefit of prices from which they can reap rich profits.

White Goods

too, are going to sell like hot cakes this summer. Everything points that way. The weather prevented the season getting off to a good start, but when it does go it will go with a rush. The range covers every white goods demand you will have, and we can ship these AT ONCE, too.

Get the habit of using our IN-STOCK DEPARTMENT. It's the greatest worry, time and money saver in the retail shoe business

JAMES ROBINSON

MONTREAL, QUEBEC



We are now busy on our samples for 1918.

Every effort has been put forth by us to produce the biggest and most up-to-date range for the coming season we have ever shown, in

WHITE GOODS

for Women, Misses, Children and Infants

ALSO A SUPERB LINE OF

Women's Leather Footwear

We have included in this coming range a large number of the newest lasts and patterns, representing the very latest ideas in fashionable footwear.

Jobbers should not fail to inspect this attractive range —they are priced to sell rapidly.

Gagnon, Lachapelle & Hebert

SHOE MANUFACTURERS

55 KENT ST.

MONTREAL

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.

Health Shoes

Are bound to continue their appeal to men.

COMFORT is a big consideration with them.

The Doctors and Professor Shoes

are distinctly health shoes, with a wealth of comfort and style, and wear quality not equalled by any others.

**The Tebutt Shoe
& Leather Co.**

Three Rivers - Quebec

*THE
Professor*

PAT. N^o. 119409
 GOLD CROSS
 SHOE



In addition to the qualities of the "Doctors" Shoe, this one has a patent cushioned sole making it doubly comfortable.



No. J50—\$2.85.
Eight-inch Canvas Turn Sole,
Louis Heel.

Specials
Thompson's
Cushion Soled Kid
Goods for Women

Thompson's
Cushion Soled Kiddies
Nature Lasts



No. 232—White Canvas Colonial
M.S., White Heel

Samples expressed prepaid upon request

"In Stock"

- No. 345—Fine Poplin, eight-inch Bals, Louis Heel, Turn Sole.
- No. 236—Growing Girls' Canvas Button M.S.
- No. 226—Misses' Canvas Button M.S.
- No. 215—Child's Canvas Button M.S.
- No. 205—Infant's Canvas Button M.S.
- No. 245—Women's Canvas Button M.S., Leather Heel.

Warm Days Are Coming

You will want
WHITE GOODS
in a Hurry
Let us make money for
you by supplying them
promptly.

Always Carried in Stock.

"In Stock"

- No. 231—Canvas Colonial with Leather Heel, M.S.
- No. 238—White Canvas Pump, White Heel, M.S.
- No. 240—White Canvas Pump, Leather Heel, M.S., \$1.15.
- No. 224—Misses' White Canvas Theo.
- No. 213—Child's White Canvas Theo.
- No. 203—Infant's White Canvas Theo.



No. 83—Men's Canvas, White,
Rubber Sole Welt.

If you have not
received
our Catalogue for
White
"Leisure Brand"
Rubber Soled
Goods
Write for it.



No. 215—Child's Canvas
Button M.S.

Something Just a Little Better

The Thompson Shoe Co. Limited
36 St. Genevieve St. Montreal, P.Q.



Kid Vamp and Foxing
No. 605—PRINCESS LAST
PRICE \$3.50

IN STOCK
FOR PROMPT
SHIPMENT



GRACIA QUALITY
ALWAYS THE SAME



No. 126—L. JANE LAST, ALL PAT.
PRICE \$3.25
No. 127—PRICE \$3.50, ALL KID



Kid Vamp and Foxing
No. 603—PRINCESS LAST
PRICE \$3.25

KID AND PAT. PUMPS
AND SLIPPERS FOR
IMMEDIATE NEEDS

THE W. E. WOELFLE SHOE COMPANY, LIMITED
KITCHENER, ONT.

YAMASKA



BRAND

*Is a Superior Range of Footwear
For Men, Women and Children*

whose quality has made them wear-proof. Half a century of shoemaking has taught us the needs of the trade and YAMASKA BRAND is a sure winner for quick sales and good profits. They are lines that have STYLE and WEAR—QUALITY NICELY BLENDED and their moderate price greatly increases their selling powers.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.



THE PALL MALL

Its beauty, grace and attractiveness make this last one of the most popular and predominant in the REGAL LINE.

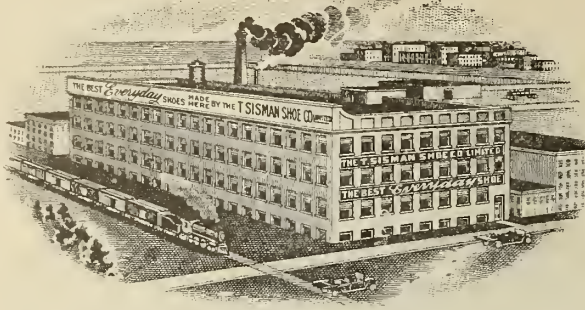
The PALL MALL is among our very best sellers. It means repeat business for the retailer.

THE REGAL SHOE CO. LIMITED

472 - 474 Bathurst Street

TORONTO

CANADA



You Can't Beat SISMAN'S EVERYDAY SHOES

You can't beat them for wear, for quick selling, for profit, for service, and all round satisfaction to Jobber, Retailer and Customer.

We know, for we've been making them and selling them for nearly fifty years.

WE SELL TO JOBBERS ONLY.

The T. Sisman Shoe Company, Limited
AURORA, ONTARIO



RALSTON'S SHOE POLISHES

Robt. Ralston & Co.
HAMILTON, ONT.



A Dressing for Every Shoe.
Order from your wholesale dealer or write us direct.





Just as We Predicted—

SPEED KING OUTING SHOES

Are having a big run this year. People are taking to these splendid lines for all kinds of outdoor recreation as well as sports.

Keep your stock in shape so you can meet this ever-growing demand for Rubber Soled Summer Footwear.

Obtainable from any of the following Wholesalers:

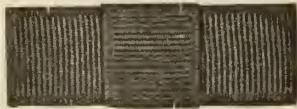
The Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.
The Amherst Central Shoe Co., Limited	- -	Regina, Sask.
A. W. Ault Co., Limited	- - - -	Ottawa, Ont.
White Shoe Co.	- - - -	Toronto, Ont.
Kilgour, Rimer Co., Limited	- - - -	Winnipeg, Man.
The J. Leckie Co., Limited	- - - -	Vancouver, B.C.
The London 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

INDEPENDENT RUBBER CO., LIMITED
MERRITTON, ONT.



These fittingly illustrate our New Fall Models, exemplifying
Style and Quality at Moderate Prices

AIRD & SON (REGISTERED)
MONTREAL



CHANDLER'S FLEXO PUMP BOWS

These bows represent a perfection in finish
and detail that has always characterized

CHANDLER'S PRODUCTS

Made in all grades, sizes and colors.

We also carry in stock an extensive line of
Metal and Leather Covered Buckles, Patent,
Gun Metal, Nu Buck, White Kid and Canvas.

Sample pairs on request.

New catalog now ready.

C. A. BROWNING CO., SOLE AGENTS

30 FRANKLIN ST., BOSTON, MASS., U.S.A.

Established



Sixty Years

The Breithaupt Leather Co. Limited

Hemlock, Union and Oak

SOLE LEATHER

*In Sides, Crops, Backs
and Bends*



*Cut Soles and Jumbos for
Home and Export Trade*

Unsurpassed for Profitable Cutting and Wearing Qualities

Head Office: Kitchener, Canada. Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

Representatives: John McEntyre, R. M. Fraser, Montreal; L. Borne, Quebec, P.Q.

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

No. 259



The Executive Offices and the Sales Department of the Montreal Branch are now located at

THE RUBBER BUILDING

**201 Inspector Street
MONTREAL**

The location is quite central, being near the heart of the business section of the City and within three or four blocks of the G.T.R. and C.P.R. Stations.

Shoe Merchants, when visiting Montreal, are cordially invited to call at our offices and warehouse in The Rubber Building, 201 Inspector Street.

**Canadian Consolidated
Rubber Co., Limited
Head Office - Montreal**

Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Kingston, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

A TIME FOR BUSINESS OPTIMISM

**“Business As Usual” Should Be the Watchword All Along the Line—
The Surest Way to Make Hard Times is to Talk Hard Times—Plenty of
Business for Everybody**

JUST now we are feeling the effects of a natural hesitation following a period of unwonted business activity. Added to this has come the reflex influence of the commercial hysteria that has prevailed in the United States since their entering into the war. The soaring of prices in foodstuffs has also created more or less alarm in the minds of those who see the possibilities of the higher cost of living reaching a point where actual famine may wait at their doors. The economizing in food consumption that has resulted from unusual conditions and disturbing predictions made by newspapers, have extended to other lines, and people are more or less inclined to gather in their purse strings rather tightly.

The most certain way to bring about this very condition that everybody dreads, is the giving heed to this spirit of false and needless economy. Hard times have ever had their origin in fear of what might be. Confidence in the future gives way, people clutch their purses and put their savings in the proverbial stocking, and in a short time business is at a standstill. There is no real reason for lack of confidence in the future just now. While prices for necessities may attain a strong position there will be plenty to pay for what people need. One has only to consider the immense war expenditures being made just now in the country to realize how absolutely unnecessary alarm is with regard to the future of the country commercially. In munitions alone \$50,000,000 a month is being spent, and with ship building and similar enterprises connected with the war and export trade, all the available supply of labor is being used at advancing prices. Laboring men are receiving three dollars a day and upwards, and it is impossible to get adequate help even at such prices.

The crop prospects, both East and West, are excellent, and high prices promise to make the farmer this year master of the situation. Farmer, manufacturer and artisan ought to have at the end of this season not only plenty to meet all the exigencies of changed conditions, but money to put away.

What is needed more than anything just now is to get rid of the epidemic of “cold feet.” Economy is a good thing, and especially economy in the use of foodstuffs, which without doubt, are being held at higher prices than conditions actually warrant. The only way to bring the market to a normal basis is to use less. Already with the more reassuring prospects with regard to crops there has been a drop in wheat, and if the government will only take the necessary action, stocks of other necessities will be made available at reasonable prices.

It is the stoppage of general spending that is seriously affecting retail merchants, and through them manufacturing and commercial interests throughout the country. If the factories slow down there will be less employment and therefore lower wages, and as a result less money to spend, and the influence in an undesirable way will be widespread.

People should not be extravagant in war time, but nevertheless should see to it that none of the regular industries of the country suffer through a spirit of penuriousness that is bound to be followed by a baneful reaction. “Business as usual” is a good motto just now. One can help win the war by wisely spending as well as by wisely saving.

SHOEMAN SHOULD RUN TWO CLEARANCE SALES

No Matter How Carefully the Retailer Buys, Odds and Ends Will Accumulate—
Stock Must be Kept Clean and Seasonable—Sale Should be Properly Advertised, and
Backed up With the Goods—Turn the Stock as You go, and Keep Up Your Volume

By A. C. CLARK, Shoe Sales Specialist

YOU ask me should a merchant run sales? You might as well ask should a merchant wash himself. Of course there are exceptions to everything under the sun, and I expect there are men who never take a bath, but the merchants who can run a shoe business successfully without sales are very few, and, to put it into plain figures, there is about one store in every large city, say of a population of 400,000 where it is advisable to do without a sale. This particular man's outlet for his odd sizes is the Jew. Of course, no merchant can help accumulating odd sizes and broken lines, and for these he must have an outlet. It is one of two things to stop these accumulations, either by buying or by selling.

I will show you how it is impossible to stop them by buying. (I am dealing with the average shoe store. As I said before, there are exceptions, but it is a hundred to one that the man who thinks his is the exception is the very man who wants a sale.) Therefore, the only way to keep a stock clean is to do it by selling. Now the thing is can a man do this without a sale? I figure, on practical experience, that he cannot. I am afraid I shall use up too much of your valuable space to demonstrate fully why, and to answer thoroughly every argument that might be put up, but I am willing to be shown and profit thereby, so if on any point you differ from me, let me know, and I will be pleased to agree if my past experience warrants it.

Now, I think you will find the man who says he does not believe in sales is either the man who does not know how to conduct a sale so that he does not injure his regular business, or the man who is trying to do a high-class trade in a neighborhood or store that does not lend itself to this particular, shall I say "Dack's trade." Now it is a foregone conclusion that a merchant cannot do without getting accumulations, as I will show later, but, dealing with this man who tries to do the high-class trade, I would like to find one such who has been in business ten years. You will find him in business say three or four years, as any man can run a shoe store successfully for three or four years, but about the fifth year he begins to feel the pressure of the odds and ends and he either dies or, if finances are low, fails and blames his finances for his failure instead of his fanatic ideas, or, if he has finances to spare he tires of the shoe game and sells out and finds that he has been a successful shoe merchant and worked hard for ten years, persuading himself all these years he had made \$2,000 or \$3,000 a year. He finds, however, when he has sold out, that he has not made three per cent. on the money invested, outside of his living, the \$2,000 or \$3,000 he made each year having gone into increased stock which, when he comes to realize on it, he finds is not worth one hundred cents on the dollar, and the \$2,000 worth of lovely fixtures he has been so proud of only fetch \$300 or \$400.

Sales Do Not Lower Prestige

Another reason why he will not run a sale is because he has an idea that sales will lower the prestige of his business. Do sales lower the prestige of Eaton's, Simpson's, Murray-Kay's, or any other large, or shall we call them successful, businesses? Then you will hear a traveler or an unprogressive merchant say it is silly to run a sale just now while prices are advancing. Any old time is the right time for a sale, no matter what the conditions of the market are. Future market prices will take care of themselves. Shoes are not

sugar, so what use is a gun metal oxford when vici pumps are in demand? You see shoes are very much like a piece of real estate. It is the demand that is the big factor as to the worth of it. As I said before, a gun metal oxford that you have in stock is not much use if vici pumps are in demand. For instance, the gun metal oxford has better stock in it by far than the vici pump, but the pump sells itself readily at \$4.50 and the gun metal oxford will not sell at \$1.98, but cost wholesale \$3.00, and the same material today, made up into the style in demand, would cost \$4.50. Therefore, which ever way you put it, it proves that the demand is a factor to be dealt with, and this illustration of gun metal oxford vs. vici kid pump is only one of many. The same thing applies to a vici button boot and a vici button boot. I mean that a vici button boot of yesterday is not the vici button boot of to-day. Going back to the gun metal oxfords, if the man had sold these odds and ends out at the end of the season at cost or moderate loss, say \$2.98, he would have given good value to his patrons, advertised his business and made his profit good on what he had already sold. (See later figures.) Instead, he keeps them on the shelf until the demand has gone and then he must lose heavily on them. Then, too, there is the accumulative interest on them he has lost, as also the cash discounts and seven per cent. interest he would not have had to pay, to the amount of \$2.98.

Proportion of Sizes Sold

I have worked out on five years' sales in 400 different retail stores, all in the same five years, that the proportion of sizes sold is equivalent to sizes shown in exhibit No. 1, and I cannot see any other way of ascertaining the proportion of sizes, as you cannot depend on the manufacturer because he has no idea of the sizes the retail man is carrying over from last season. You will, therefore, find these sizes fairly reliable for an average shoe. Of course different styles of shoes need a variation in sizing. For instance, you would not order the same sizes in a French heel as you would in a college girl shoe.

EXHIBIT NO. 1—135 PAIR

1	—	2	—	3	—	4	—	5	—	6	—	7	—	8
1	1	2	3	5	25	20	36	20	11	6	3	1	1	

Now the ordinary merchant has to buy in twelve or fifteen pair lots in most cases, sometimes in thirty pair lots, but, for the benefit of the small merchant, we will say he deals in fifteen pair lots. To order fifteen pairs he could not do much different from the following:

EXHIBIT NO. 2

2	—	3	—	4	—	5	—	6	—	7
1	2	2	2	2	3	2	1			

Sometimes he will vary this when he wants a 6½ or a 7. There are nine fifteen pair lots in 135 pairs. Therefore his ordering would work out as follows:

EXHIBIT NO. 3

1	—	2	—	3	—	4	—	5	—	6	—	7	—	8
		9	18	18	18	18	27	18	9					

By comparing this with Exhibit No. 1, you will see that he has ordered 7 2½, 15 3, 13 3½ more than actual experience shows it is possible for him to sell, leaving him to buy in place 7 4, 2 4½, 9 5, 2 5½ to even up.

Now, on first thoughts, you will say a merchant can regulate this by his buying. Well, I do not think so, for my experience teaches me that he cannot buy less 2½, 3 and 3½, because if there is any person more than another that insists upon the latest style in shoes, it is the person with the small foot. The same applies equally to a man with a small foot. Therefore, he must carry small sizes to supply his regular trade, and, however, a man tries, he cannot regulate his sizes with buying, that is providing he does any placing ordering.

Now for keeping them down by selling. To do this without a sale a man must continually work off these small sizes and to do this, when Mrs. Jones comes in, although he probably knows exactly what shoe she wants he cannot show it to her because he must first show her all these old styles that she had seen last season. By the time he is through showing her these old lines she has probably made up her mind that Mr. High Class Shoe Merchant has nothing but old styles. When he does show her his new styles she has decided that she will go to one of the department stores, where she is shown a variety of seasonable goods at the first asking, and, even if he does effect a sale of a pair of the old styles he is only prolonging the agony, as it were, as he is pushing his new lines back until they become old, and so it goes on. As I have already said, it is easy for the first three or four years, but after that he must get his "shelf warmers."

Why Stocks Keep Accumulating

This is only an illustration. There are a dozen other reasons why a merchant must accumulate bad stock. For instance, how can a buyer avoid buying a bad seller occasionally? The best of buyers make some very bad buys, in fact a man is no buyer unless he makes mistakes in buying, and my experience teaches me that it is by selling only that the odds and ends can be cleared. For various reasons outside of the principal one I have given, it is impossible, or shall I say not advisable, to try to regulate it in the ordinary business dealings. Therefore, you are reduced to the few dealer or to that dreaded thing "A Sale." Of course there are sales and sales. I really believe there are quite a lot of men who fail in business because they are afraid to lose a \$5.00 bill.

Personally, I think a merchant cannot do without two sales a year to be successful. Space will not permit me to give many reasons why a sale helps a business, but one illustration should be sufficient, as it demonstrates exactly what I mean. Take figures in exhibit No. 2.

2	—	3	—	4	—	5	—	6	—	7
		1	2	2	2	2	3	2	1	

These figures prove that in the ordinary run of business a merchant would sell part and leave part of this line, as follows:—

2	—	3	—	4	—	5	—	6	—	7
		1	2	1						

This leaves four pairs in stock and eleven pairs sold. Now we say we have sold eleven pairs at \$5.00 and the shoe costs us \$3.00, and we think we have made \$22.00 profit, but have we? It is generally understood it costs 22 per cent. to do business, therefore 33 per cent., which many merchants state they work on, is not enough.

However, we are getting away from the sale question. Now, I figure the merchant has only got \$22.00 above his investment and added \$12.00 to his stock. Now he either lets these lie on his shelf and increases his stock so that at the end of the year he has probably, by his books, made a profit of \$3,000 and increased his stock \$2,000. Now my idea of the odd four pair would be to sell them in the sale at say \$2.48, 50 cents less than he paid for them, thereby losing 50 cents per pair, or \$2.00, but actually adding \$10 profit to the \$22 profit shown by his books.

Now, people die, people move away and a merchant is always losing customers from one reason or another, and I

think a sale is the only thing to liven up a store. A sale will bring hundreds of people into the store who would not otherwise have come and if many of these continue to come after the sale is over, they make up for the lost customers. I have repeatedly heard customers remark when I have been conducting a sale that they had no idea there was a shoe store there, although they live in the immediate neighborhood and the store has probably been there ten years. A sale will also bring back customers who had left or lost the habit. There is a lot in habit. Get a customer coming to your store, no matter if it is by a sale, and you stand a chance of getting him regularly.

Keeps the Store Alive and Awake

Providing, of course, the sale is a properly conducted one, properly advertised, and the advertisements properly backed up with the goods in the store, good clean sale advertising will keep a store alive all the year, and properly sold goods will be the best advertisement. I really do not know of any successful merchant who can get along without sales. Of course, sales can be over-done like everything else, but two sales a year are not too much, say of four weeks each. A man with \$10,000 stock should be able to sell say \$15,000 worth of goods during ten months of the year, which, at a net profit of 40 per cent. would give him \$6,000 profit. He should then be able to sell another \$15,000 in two months' sales, say at 20 per cent., which would be \$3,000. This would be \$9,000 on the year. Figuring, say 22 per cent. overhead expenses (including his own salary of say \$1,500) \$6,600, this would leave him a net actual cash in bank profit of \$2,400 on year's business. This is only possible by selling at good, fair profit during the ten months and by running two sales a year. The sales will make business better during the other ten months, as the publicity you will get from your sales will help your ordinary business.

The man who does not believe in sales is either sore on sales because the other fellow runs them or because he does not know how to conduct a successful sale, or is too lazy to do so. Of course, a sale means work, and to this man I would say get help or someone competent to run a sale. A sale campaign is so much different from the ordinary business that it is not to be expected that every man is competent to run one, any more than it is to be expected to find all the good points necessary to a business in one man. Therefore, one man must not think he can do everything successfully.

Where the Specialist Comes In

For instance, he may be a good buyer, good financier and practical shoe man, as also a good advertiser and have a good system of stock-keeping, and still be a failure in running a sale. If he finds that his sales have not been a success, let him introduce new blood into this department. I would suggest, however, that he should not take for granted what he may read about, as, for instance, what some of the so-called sales agencies have done for others in the United States of America. Most of these agencies are nothing more or less than real estate agents, and send out men who are not practical shoe men or men who cannot realize the position of a merchant, and only look to a big turnover to get their commission on same, losing sight of the fact that they are there to sell old stock and broken lines, and not to break into new or bread and butter lines that have to be repeated, any more than is possible. So before getting anyone in to help, get to know about the firm by actual inquiries from shoe merchants they have done business for, and ask them the different points you have your doubts upon. If their answers satisfy you, then go to it and run your sales, for I feel sure you cannot do without them. Of course there are hundreds who will not admit this, but, to any genuine argument which is sent to and printed in this paper with merchant's name and address, I will answer through these columns. As I said before, this is

(Continued on page 43)

STRAY SHOTS FROM "SOLOMON."



The little tallow dip flickers and splutters in its greasy socket in its frantic aping of the sun. The dazzling arc of light throws its cold rays into the murky darkness as though to atone for the temporary absence of the monarch of the skies.

THE LIGHT OF DAWN
But yonder comes the dawn. The cold dark grey is streaked with amber and gold, which melt into a halo of purple, amethyst and crimson from which the King of Day emerges "as a bridegroom coming out of his chamber." With a shower of shining javelins he scatters the last remnant of skulking shadows and the world is bathed in a flood of light. "The path of the righteous is as the light of dawn that shineth more and more into the perfect day." (Revised version.) How sick the little smoking taper makes us as it thrusts itself into our faces and says "I am it." How weary we become of the tinsel and show of apparel and profession as a substitute for righteousness. What a contrast is the quiet, gradual, godlike development of that righteousness that "shineth more and more into the perfect day." The people who go about with the placard "I am holy," are poor fools. The church that substitutes millinery for righteousness is a sham.

* * * * *

There are plenty of men too smart to get along in the world. They know too much. All their knowledge does for them is to get them into trouble. A lad was discharged from a situation some time since, and when a friend called to learn the reason he asked if he was not a smart boy. "He's too smart, that's all," replied the manager. He meant by this that the boy used his knowledge in a wrong way. There are men in business so smart that they do not know how to treat a traveler decently. There are some so clever that they "can't be bothered" with trade papers. There are others so smart that they cannot leave their neighbors alone even in their advertisements. They know plenty but they do not know enough to keep their mouths shut. A good story is told of Pope, the poet, who was more or less afflicted with this liability to misuse his talents. At a social gathering one evening, an officer was leading the conversation and made some remark about an interrogation point. "And what might an interrogation point be?" queried the wizened, deformed little man, who had previously annoyed the speaker by unwarranted interruptions. "A little crooked thing that asks impertinent questions," was the prompt though somewhat cruel retort.

* * * * *

Adverse rather than favorable circumstances make men. It is the rough weather not the smooth sailing that brings out all that is in the navigator. The curse of most young men today is that they have too many props. They spend more in a month than their fathers did in a year. They are pampered to death with social and commercial advantages that throttle ambition. Fathers forget that the very source of their own success was their being thrown upon their own resources, and having to fight their way through to success. It is this kind of thing that puts moral bone and sinew into a man. Be careful not to spoil your boys with advantages. Give them a chance to take care of themselves. Throw them in and let them swim. Don't fret your heart

out trying to leave them "comfortable" when you die. Your legacy of ease is more likely to be a curse to them than a blessing. Give them a good, all-round education and a little experience of hard work, and they will bless your memory.

* * * * *

It used to be said that it took nine men to make a tailor, but if the men were the size of some that have seen the light of the twentieth century, the world would have to go back to fig leaves.

THE WIDOW'S MITE
If the widow that cast the two mites into the treasury had realized the eagerness with which misers of succeeding generations would profit by her illustrious example, she might have hesitated. Mean old screws have jabbered out this palliation for their stinginess ever since. Where you will find one man ready to follow the lead of a liberal subscriber, you will get twenty who will scan the whole list to take his cue from the smallest giver. It is astonishing how people will stand all day in line to get a good seat at a theatre and crawl under the barn when anyone is heading their way with a charity subscription list. "Lord, I care not for riches," croons some old skinflint that would with his dying fingers clutch at a copper cent with a hole in it.

* * * * *

Some men would make their fortunes if they could only do as well behind a counter as in church at the nat business. They can tell you to the thirty-second of an inch the head measure of every man and woman they meet, and the skill with which they can fit what they hear to their neighbor's failings is only exceeded by their calm blindness to their own sins. If people were only as generous with their contributions as they are with sermons the church would never be mortgaged to pay the preacher's salary. Where you find a man passing back a right hander to the man in the next seat you get one who nods and smiles at the collection plate, and as cheerfully hands it over his left shoulder. Some of these close-feathered, short-proof birds will take all the powder and lead you can put into them at short range, and come up smiling like a hell diver as though you were throwing bouquets at them.

* * * * *

The devil, so the story goes, entered a place of worship one Sabbath morning and delivered such a sermon that the congregation, who knew not that the Prince of Darkness was in their midst, were moved to the deepest admiration.

GLITTERING SHAMS

The clerk alone noticed the cloven foot protruding from beneath the gown, and at the close of the service timidly ventured to ask his Satanic Majesty how it was that he could deliver so fervent a discourse from the Word of God. "Oh," said he, "it is easy to simulate unction with earnestness." "Fervent lips and a wicked heart are like an earthen vessel overlaid with silver dross." Your life may have the appearance of a vessel of honor unto the Lord, but "ichabod" may be written upon the glittering splendor that hides worthless clay from the eyes of those that see only the surface.

Solomon

MERCHANT MUST BE AN ASSET TO COMMUNITY

He is not Only the Right Medium for the Distribution of Merchandise, but Should So Impress the Public that he is Fulfilling His Position in that Respect—President Rannard in Stirring Address Before Businessmen of Manitoba Favors Conscription

“**T**OO many men to-day are atoms tossed by the unremitting tempest of business interests instead of being the force behind the tempest. In other words, business rules their lives. Business is the utmost limit of their horizon line. Their gaze is on the sordid rather than the supernal, the scum rather than the sky, the low rather than the lofty. Every being with whom they deal is measured by the business standard alone. The possession of dollars, or the lack of them, is all they can see. But even in business we are recognizing that there is more to the individual than just the dollar value, and the call for the public spirited business man who can realize this fact is ever insistent,” declared C. F. Rannard, of the Rannard Shoe, Limited, and President of the Retail Merchants’ Association of Manitoba, at their annual convention held recently in Winnipeg. His address was full of inspiration and high ideals on the position, power and influence of the business men of any community. Continuing he said:

“It is the man who answers this call that will feel the truth of the fact that every business transaction makes for better or for worse, in the community. Retailers must be champions—driving dishonor from business.

“The members of this Retail Merchants’ Association are nerve-ends of a great business organization reaching out and touching the people. They are the mediums between large interests and individuals. Because of this they can be the means of bringing these together as factors in the country’s upbuilding rather than factions hindering its progress. In the great work of bringing about the solidarity of the nation we, as an Association, can be a powerful influence if, in this way, we act the motto, ‘Not dollars only, but brotherhood,’ a brotherhood that would ours a great Manitoba—ours a great Canada—ours a great Empire.

Business Intended to Serve People

“It is important that we get a clear conception of the social function of selling. It must never be forgotten that business is intended to serve the people, and that the people are not to serve business. It is for customers that you and I are working. It is the customer which you and I are to please. Satisfactory service to customers is the keynote of good salesmanship.

“Efficiency is the watchword of modern merchandising.

“Scientific management is being introduced into the industrial field and because of this the cost of production will be reduced to a minimum waste. The principles which are being applied to farming and manufacturing can be successfully applied to the distribution of merchandise. Modern retailing requires careful study owing to the growth of a number of special problems. Dealers cannot afford to overlook the problems which they are facing in the competition among themselves, competition with neighboring towns, competition with distant cities, competition with the various ‘direct to the consumer’ movements being promoted here and there. Rising prices due to the increased cost of raw materials have reduced the scale of net profit.

“Every merchant should make a study of whether he can best serve his customers by cash or credit. I would urge upon you the desirability of the united effort to speed the day when retailing in our Western provinces will be on a more cash basis. Credit was necessary when the West was in the making, but it has encouraged men to assume a load of debt beyond their capacity. It has caused a heavy loading of interest—bad debts, and the indirect cost of

resulting inefficiency of retail service. The banks have taken the initial act to encourage the farmer in cash buying.

“We can help solve some of these problems ourselves, but must seek assistance from other sources as well. If we find obstacles are placed in the path of our progress by any other branch of business we must make every effort to overcome them. Each part of our system of distribution will have to justify its existence on the basis of practical economy. Failing this, it will have to step aside.

“Then, again, demands of the public for greater variety and increased service call for advanced knowledge in merchandising and show our need for a system which will provide intelligent help in selling. Would it be safe to say that this problem would be solved through our public school system, the high school and the university? Salesmanship and the general principles of retailing should be taught in our educational institutes. Some provision should also be made for which men now engaged in business could attend short courses in modern merchandising.

What Merchant Should Support

“The merchant must be an asset to the community. He is not only the right medium for the distribution of merchandise, but he should so impress the public that he is fulfilling his position in that respect that they in turn will give him their support. The successful merchant will support to the best of his ability the local newspaper, churches, schools, and every good organization that helps to build up the community. We recognize to-day better than ever before, that we are to render satisfaction to our customers and obtain for ourselves that profit to which we are entitled. This means that we must buy right, advertise right, sell right, and adopt a general store policy that is right toward our customers.

“When you honored me first, two years ago, with the office of president of this Association, Canada had already been in the grip of the greatest war in human history. The first flush of war activity was over and her resource power was being called upon. But, although this was true, the past year has been a period of real testing. It speaks well for the calibre and largeness of our men that Canada has passed through this period with credit and faces the future with a determination to do all, and to bear all in the name of liberty and right. We have almost forgotten our old differences and we find that in the matters that really count at this moment—the vigorous prosecution of the war to a victorious ending. We are one in intention and desire. This unity among the people should be reflected in the Parliament at Ottawa. All party feuds and grievances should be forgotten and new issues not related to the war should be allowed to stand until we complete the task in hand. Cannot we expect that our leaders will give us a national government composed of the very best men that can be selected in Canada, with one spirit of co-operation and patriotism so that our Canada’s splendid record in the war to-day may not be blemished by any failure in the final phase of this terrible struggle?

“The policy which commends itself to the largest number of the best thinking men of this city seems to be:

1. That conscription should be put into force immediately.
2. That there must be no general election on party lines.
3. That the present Prime Minister should strengthen his government by including therein representatives of the

Liberal party, as well as a larger degree of representation of the business and commercial interests, including an outstanding farmer and labor leader.

"The true men of our country have given themselves, heart and soul, to their country's need. Many have paid the supreme sacrifice in the firing line. Of those truest of all patriots we express our deepest appreciation.

"Many Canadians are not yet awake to the fact that this war has gone to the length of a grim death struggle. One speaker who came from the battlefields of France gave this advice: 'Take five minutes each day to think as hard as you can what this war means to you.' I would add to this, try to conceive, if you are not of craven heart, what defeat to Canada would mean. Think!—think hard—victory is far from certain. England and France are in a death struggle even though the United States has entered the war as their ally. In the name of all that you hold sacred do not deliberately refuse to realize that this is your war. And the Retail Merchants' Association, now assembled, must recognize this tremendous fact.

"In view of recent events our government throughout the Dominion must be urged at once to take drastic measures to the utmost limit of the law to punish all treasonable conduct of individuals or organizations. This would have a salutary effect upon the confused and hesitating attitude of certain peoples of this country in this time of crisis through which we are passing.

Concentrate on Necessary Work Only

"Again, this war demands that the nation put its shoulder to the industrial wheel and concentrate on necessary work only. The sooner the public gets over the idea that we want 'business as usual' during this great war the better for all. We must stop all unnecessary work and expenditures immediately and concentrate on the immense volume of work that has to be done. Business should get rid of any foolish fears that economy would bring on a general paralysis of industry and trade. There is no danger of not having work for everybody. The trouble is that there is more work in sight than can possibly be done, and the question is whether we shall cut off luxuries or necessities. Do you know greater production is being hampered by organized effort on the part of our pro-enemy?

"By thrift and self-sacrifice, bravery and determination, the war will be brought to the successful conclusion desired. All we want out of this war is a victory which will guarantee security and the liberty of democracy that will light the future years as a star of the first magnitude, or even as the sun lights the heavens. And we have the will to get that victory, because we have set our teeth to win, no matter at what cost."

BREEZY BRIEFS FROM ST. JOHN

William Cole was in St. John, N.B., recently representing the "Empress Shoe" of Toronto.

Robert Brittain, shoe manufacturer and repairer in Main street, has purchased a modern repair outfit.

That Captain R. St. C. Hayes, son of Mayor Hayes, president of the firm of J. M. Humphrey & Co., wholesale shoes, has been mentioned in despatches by Sir Douglas Haig recently, was the word received in the city a few days ago. Captain Hayes was formerly in charge of J. M. Humphrey & Co.'s shoe factory, but shortly after the outbreak of the war joined the 3rd Canadian Garrison Artillery under Major Magee, and crossed overseas with the First Canadian Contingent. He has had charge of a battery on the firing line in France for some time.

Lance-Sergeant Percy J. Steel, an energetic and enterprising young shoe dealer, of St. John, N.B., who is a member of a machine gun section under command of Lieut. J. K.

Scammell, is at present on a tour through the Maritime Provinces seeking recruits. Sergeant Steel is a qualified captain, but being unable to get attached to any battalion in his official capacity joined the machine gun section as a private.

Harold McCarthy, who for the last two years was employed with Francis and Vaughan, shoe dealers in King street, St. John, has joined the staff of the McRobbie Shoe Co., Limited.

BUYS MOTOR CAR JUST FOR SPITE

H. C. Parker, of Parker, Irwin Limited, Montreal, the widely known shoe manufacturers' supply house of Canada, recently completed a successful business trip through the Maritime Provinces. Mr. Parker has branched out as a motor magnate, and now possesses a fine Overland car, which is the envy of all the boys, when they see him making his rounds of the trade. It is rumored that Mr. Parker negotiated the purchase, not so much for the beauty of the car, its



H. C. PARKER, MONTREAL

convenience to him in a business way, or the pleasure it will afford him—as it was to spite several other shoe supply men, who think they are the only ones that can sport around in a buzz wagon. Mr. Parker has spent his whole life in the shoe business, and when eleven years old, made a turn shoe, of which he is still proud. He is vice-president and managing director of Parker, Irwin Limited, and received his early training in such well known factories as the Thos. G. Plant Co., A. E. Little & Co., and others. Coming to Montreal sixteen years ago, from the city of Lynn, his native spot, he has ever since resided in Canada's commercial metropolis. For six years he was assistant superintendent of Ames-Holden & Co., and later, was superintendent for the James McCready Co. for four years. Then he joined his brother, G. G. Parker, (now with the Boston Last Co., Richmond, P.Q.) and established the Dominion Supply Co., eight years ago. This company was taken over in the spring of 1915 by Parker, Irwin Limited, who carry a representative line of shoe manufacturers' supplies and shoe findings, and have the agency of a number of leading concerns. Mr. Parker is the originator of "Waxol," a waterproof preparation, which is largely in use in army shoe work. No one enjoys a wider measure of popularity with the trade than the subject of this reference, who is attentive, courteous and genial, under all circumstances.

BRAND NEW CLAIMANT FOR FISHING HONORS

J. A. McLaren, of Toronto, Makes Record Haul, so Far as Numbers are Concerned
—He Was Only After Morning [Mess but Pretty Nearly Drained Lake Huron of
Its Miniature Finny Tribe—New Competition Opened by "Shoe and Leather Journal"

TO widen the competition, and allow of the entrance of more shoe and leather men in the struggle, the SHOE AND LEATHER JOURNAL is offering another leather medal to the angler capturing the greatest number of fish, large or small, within a two hour time limit.

It will be remembered that some weeks ago, Hugh White, of the White Shoe Co., Toronto, captured the stencilled disc for catching the largest fish ever landed by a Canadian citizen, wresting the championship of the Dominion from Narcisse Gagnon, of Montreal, and Fred Marois, of Quebec, the former having carried off the trophy the previous year. But all representatives of the shoe and leather trades cannot be fishers for marine monsters and prodigious piscatorial prodigies. The man who can go out and catch a mess of trout, sun fish, rock bass, perch, cat fish, carp, pike or pickerel within a certain time, should not be debarred from receiving some recognition of his ability and agility. He must be expert, dispassionate, deliberate and cautious. He must have a well-poised head, an imperturbable temperament, a well balanced disposition, infinite tact and remarkable resource.

In fishing for the small fry, there is, of course, not that spirit of recklessness, abandon, speculation and daring characterizing deep sea fishing, and it is only fair that in the angling arena, there should be two divisions. With this somewhat lengthy preamble the SHOE AND LEATHER JOURNAL now gets to business and presents the first claimant for the new leather medal in class No. 2. He is no other than J. A. McLaren, of the firm of McLaren & Dallas, Toronto, who has emerged lately, both in the role of a motorist and an angler.

The Pulling Power of Personality

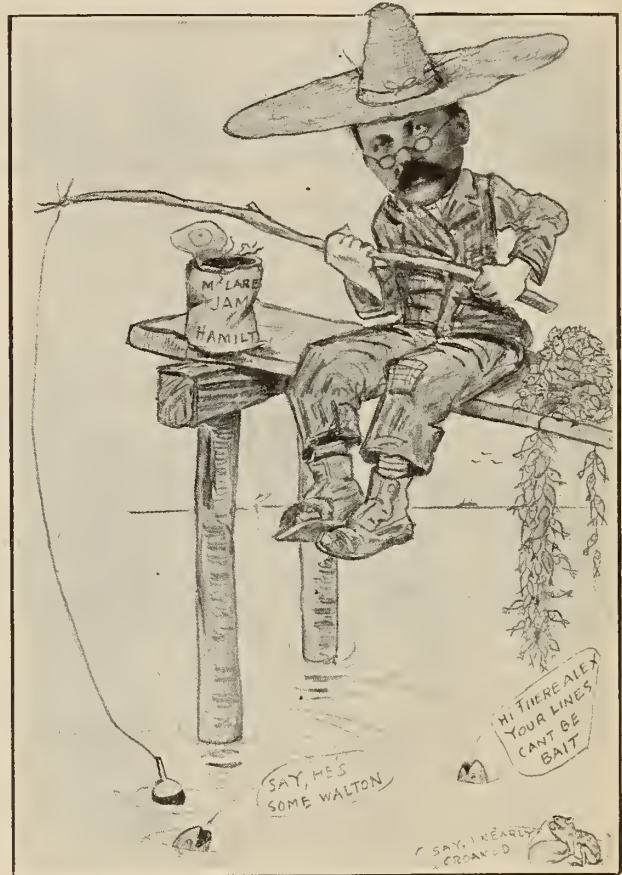
It was in the town of Goderich that Mr. McLaren first saw the light of the sun, and a hankering came over him the other day, which he could not resist. The longing was to revisit the scenes of his youth, and gaze up and down the familiar streets of the lakeside community, noted far and wide for its wealthy citizens, its octagonal business centre, its pretty parks, splendid harbor and summer hotels. After arriving at the place Mr. McLaren, who was accompanied by his brother from Hamilton, yielded to another impulse, in an unguarded moment, when the latter suggested that they should go down to the Government pier and fish. Not that they were hopeful of catching any muskalonge, sharks or porpoises, but just some fine specimens of perch.

"We will get up at four o'clock," declared Mr. McLaren's companion.

"No, sir," replied the Toronto wholesale shoe merchant, "I will not take an unfair advantage of the fish. I do not want to catch them asleep, and will give them every opportunity to be wide awake before starting operations. Another thing is that I object to entering upon any pursuit before having a good breakfast."

After the morning meal at six o'clock to the pier went Mr. McLaren, not in the expectation of doing anything exceptionally spectacular, but to obtain merely a few fish. His name and fame must have preceded him, or else his prowess as a fisherman in the days of his youth came back, with all his shrewdness and ingenuity, for such a catch as he made has never been known in the waters of Lake Huron since Champlain made his famous cruise of the inland route several centuries ago.

Old timers declare his fishing feat is the marvel of the age, and that he stands before the world as a miracle man, a modern wonder worker. He sat upon the dock exactly one hour and fifty minutes, and in that time caught 295 perch, which is at the rate of nearly three a minute. His brother who accompanied him managed to get only seventeen. What kind of bait Mr. McLaren used it is



J. A. MCLAREN, OF TORONTO, PERCHED ON A PIER, GATHERING IN MYRIADS OF PERCH.

impossible to learn, but truth it is that he never put in so much hard work, in such a short period, as during the two hours he was "perched" upon the pier. He certainly made a record haul and pulled off an unparalleled performance. The achievement is all the more to the credit of Mr. McLaren, for he had no thought of entering any contest for a medal.

But this is a world of surprises. Things go by contraries and genius frequently lurks unseen in many a sequestered spot. Had not Mr. McLaren's brother suggested going on a fishing trip that morning, the latent talent and piscatorial potentialities of this modern disciple of Izaak Walton might never have been revealed to the world, and he would have been like a "flower born to blush unseen." But now he typifies—as seen in the illustration—a fisherman who is in a class by himself.

The Multiplicity of Numbers

When numbers count he is right there, and landing 295 perch in a little less than two hours, is something which will

require on the part of any possible rival considerable training, preparation and patience to excel, or even approach.

In the excitement and trip-hammer motion of letting down his line and drawing it up, and gazing upon the pile of perch accumulating in such abnormal proportions, Mr. McLaren could not believe his own eyes, or rather his glasses.



NARCISSE GAGNON, OF MONTREAL, AND FRED MAROIS, OF QUEBEC, ON A RECENT PRACTICE STUNT DOWN THE ST. LAWRENCE

No doubt he thought they magnified the number of fish and so, unconsciously, they slipped down to the end of his nose. But when he beheld with the naked eye, unaided by any optical delusion, there were the fish, in one ever-increasing mass! Mr. McLaren is a gentleman whose word in the shoe trade is as good as his bond, whose integrity and probity have never been questioned, and the trade is assured that the incidents connected with his fishing exploit are in no way exaggerated.

Mr. McLaren is very modest about his great achievement and it was only by the merest chance that the signal success of his angling exploit was learned.

NO HOPE OF CHEAPER LEATHER

Like almost all other industries tanning companies are experiencing difficulty in securing raw materials, particularly hides. And the prospects are that the situation will not be improved, at least not in the immediate future. There is therefore, no hope for cheaper leather, and consequently no reduction likely in the high price of shoes.

As to the reason of the difficulty in securing hides several are attributed to the same, according to a statement by L. J. Breithaupt, President of the Breithaupt Leather Co., Limited, Kitchener.

In the first place, the embargo on hides in several countries has shut off many shipments. This applies to Australia, New Zealand, South Africa, India, England, Ireland and Scotland, from all of which it is next to the impossible to get hides. The drain for the raw material therefore has been put on South America and even as regards the latter source it is almost impossible to secure shipment on account of the excessive ocean rates of carriage, which is the result of the tonnage shortage and the extremely high rate of marine and war insurance. An illustration of the soar in rates is that of marine rates which have gone up from ½ per cent. in normal times to about 5 per cent. to-day. Mr. Breithaupt quoted the instance of his own company, which in former periods has imported hundreds of thousands of hides from South America at a rate of ¼ cent. per pound to Boston or New York. To-day this rate is 4½ cents pound.

Another factor which contributes to the shortage of hides are the new conditions in the United States following that country's entry into the war. Contracts have just

been awarded at Washington for 2,500,000 pairs of army shoes, which will be a big item on the market, with many more similar contracts to follow, which will mean that our neighbors to the south will require all the hides they can produce, or have comparatively few, if any, to spare.

To this must be added 7½ per cent. war tax now imposed on all hides entering Canada, as also the present high cost of labor, which latter is justified owing to the high cost of living.

In this connection it is of interest to note that a few weeks ago a big shipment of hides to the Breithaupt Leather Co., and other Canadian tanning companies from England was sent to the bottom of the waters by a torpedo from a submarine. The big shipment consisted of about 25,000 hides. It was, of course, insured but cannot now be replaced at the same price.

Besides the scarcity of hides there is that of tanning materials and extracts; the fact that so little foreign stock is arriving and the probabilities that less will be coming in the future, tend to make this market stronger.

As to the leather market there will be enough demand for all the leather produced in the future. While the export demand is not particularly active at this time it is believed that it will be fully up to the past when it gets started. And here also the drawback is lack of vessel room, which, no doubt will be overcome by the warring countries working together, to supply space where it is most needed. While general conditions throughout the country are held back somewhat owing to the new war conditions, everything points to a large and satisfactory business for the future.

In the case of the Breithaupt Leather Co., Limited, Mr. Breithaupt stated that considerable Canadian business was being done and conditions as far as demand for leather is concerned were good. It might be stated that the company now have four tanneries in continual operation. They are located in Kitchener, Penetang, Hastings and Woodstock, Ont. All are hives of industry. Further, the business of the fourth tannery, which was purchased last winter has within a remarkably short time been brought from small proportions to a big scale. At the Woodstock plant to-day the "Royal Oak Brand" of leather is being manufactured in an ever increasing volume.

Comparison of Prices

Of interest will be a comparison of prices of hides to-day, and in former years, as showing one reason why leather prices are so high to-day.

Chicago Packer Hides

	Heavy Native Steers	Butt Brands	Light Texas Steers
1908.....	11—11½c	10¾—11c	11½c
1913.....	17—17½c	16½—16¾c	17¼—17½c
1914.....	18—18½c	18c	18½c
1917.....	31—32c	30½—31c	30—31c

Chicago Country Hides

	Heavy Steers	Bufs	Calf Skins	Branded Hides
1908....	8¼c	7¼c	12½—13¼c	6½—7½c
1913....	14½c	13¾—14c	17½—20½c	13—14½c
1914....	15¾—16¾c	16½—17¼c	18½—21¼c	15—16c
1917....	24—26c	25—27c	35—50c	21—22c

Exceedingly high prices also apply to tanning extracts, which are secured from the Southern States and from South America. Tan bark which formerly sold at \$6 to \$18 and occasionally \$10 a cord, now brings \$14.50 to \$15.00. The source of supply, which by the way, is Muskoka and Parry Sound Districts, is fast diminishing.

The Shoe Repair Man

HOW WINNIPEG MAN BUILT A "WHALE OF A SHOE"

SHOEMEN as a whole are a pretty ingenious family, and it would be hard to find an industry whose representatives are more to the fore in publicity matters, or varied in the methods employed to advertise their business.

The big shoe is nothing new perhaps as a form of advertising particularly among shoe repair men, although we are of the opinion that Mr. J. C. Thomas, of Winnipeg, has struck an original note in his latest addition to the footwear of the Dominion.

Mr. Thomas, who is proprietor of a successful shoe repair shop at 282 Osborne street, Winnipeg, equipped with one of the largest Goodyear repair outfits and rapid stitcher, is a great believer in publicity as a successful and necessary factor to business. During the cold days of a Winnipeg winter he began to think of a new way to arrest the attention of the ever forgetful public. The idea occurred to him of building a shoe sufficiently generous in size to make "em sit up and take notice," and he at once set about putting this idea into execution. As the shoe was to be large the undertaking appeared equally so and Mr. Thomas went in consultation with one of the up-to-date carriage and automobile body builders of his home city to get their assistance. But they were not at all enthusiastic about undertaking this commission, and told their prospective customer that in order to build such a boot, as he proposed, the constructor would have to be a combination of shoemaker, carriage builder and canoe maker all in one—and plainly that they did not have such a man in their employ or know of any concern who did. The best they could do was to offer to build an advertising sign, shoe shaped but not true in outline, for the sum of five hundred dollars, the result being that the inventor of this pedal proposition returned to the bosom of his family a sorely tried and perplexed man.

But that shoe had to be built, and built true to shape and form of a real shoe, or not at all. How to get that shape—so that it would stay—was something of a proposition, and workable ideas were not fast in coming.

One evening the worried follower of St. Crispin was presiding over the homely occupation of dissecting a large fish for the consumption of his growing family. He does not say whether that fish was tough or his knife dull, but he was struck with the manner in which a fish is held together. A backbone and a number of lighter bones joined thereto are all that hold these elusive and toothsome piscatorial products in shape. Why not build a shoe on the same principle. A backbone or groundwork and a number of lighter ribs and stays to give the many curves and bends. Sounds something like a Jonah idea, but that the conception was more than some fish stories is evident from the accompanying pictures of Winnipeg's "whale of a shoe."

Once the idea was fairly under way, Mr. Thomas again sought out his friends the carriage builders and asked them if they would bend the necessary ribs for his shoe if he supplied the patterns. This they readily consented to do, for they were interested in a man who had grit enough to tackle a job that they had virtually turned down.

In his novel and sometimes tedious task the builder was ably assisted by his eldest daughter, who is a good deal with him in his shop, and was often called into commission to

recline at different angles inside the growing framework of ribs and veneer, to rivet and clinch the many rivets, screws and bolts that a creature of this size has in its body, while dad worked on the outside. And when it came to covering the framework and lasting in the material around the toe of that shoe and getting it in without "pipes" or cutting—well she does not tell us what she did then.

All winter the toilers labored, making everything they used, even to hooks and eyelets and at last the giant was ready for the public gaze.

Eight and a half feet long, size 294, and a true model of a No. 7, shoe supplied for that purpose by the Kilgour Rimer Co., wholesale shoe merchants of Winnipeg. No sir! This shoe is not responsible for the leather scarcity for it is entirely a "fabric" shoe. Canvas vamp and quarter pantosote leg and bellows tongue, canvas pull strap, metal welt, hooks



CANADA'S LARGEST SHOE—8½ FEET LONG, SIZE 294—USED AS DELIVERY RIG AND FOR ADVERTISING PURPOSES BY NEW WAY SHOE REPAIR, 282 OSBORNE STREET, WINNIPEG, OF WHICH J. C. THOMAS IS PROPRIETOR

and eyelets and wooden sole and heel. The interior has a seat that will accommodate two persons, while a trap door in the floor over the heel, reveals a cavity in which a large number of parcels can be stowed when the shoe is used as a delivery rig, as is intended by its owner. A small door in one side of the leg allows easy entrance and exit for the driver.

One of the accompanying illustrations shows one of Mr. Thomas's daughters having a joy ride on Winnipeg's streets and the sensation she created in her novel carriage, and amount of attraction caused and number of necks stretched in her direction, were well in keeping with the size of the shoe.

MR. EDWARDS OFFERS TO SELL HIS PROCESS TO TORONTO SHOE REPAIRMEN

The Toronto Shoe Repairers' Association are making preparations for their first annual picnic, which will more than likely be held to Niagara Falls, on Wednesday, July 18th. The date has not been definitely fixed as yet, but preliminaries are going merrily along. There will be an interesting programme of sports and games as well as a baseball match between the single and the married men, and on the boat to and from the point of destination, there will be an impromptu concert. Every repairer is asked to come

and bring his wife, family and friends and a good time is assured all. The baskets will be well filled. An energetic committee has all the arrangements in hand and will report fully at an early date.

At the last regular meeting there was a large attendance, and it was decided to go on and obtain signatures from all the repair men in the city with respect to closing every Wednesday afternoon during the summer months, and to shut up their shops every evening, except Saturday, at eight o'clock throughout the year.

The Association has engaged new rooms on the first floor of the Foresters' Hall, 22 College street, and henceforth the regular fortnightly meetings will be held in this bright apartment, which is admirably suited for the purpose.

A proposition has been received from the Goodyear Rubber Co. in reference to Neolin Sole and Wing Foot Rubber Heels, whereby special co-operative terms will be offered the members of the organization. The details will be fully discussed at an early date.

Wants Big Sum for Process

George Edwards, 511A-4th Avenue S. E., Medicine Hat, Alberta, who some time ago submitted samples of his process of welding soles to shoes has sent a letter to Secretary A. Butterworth, in which he says that he received the one and a half pairs of shoes and has welded the half soles on the pair, and also the patch welt and sole on the right shoe, and there is not a stitch to be found on the welt patch or sole.

Continuing, Mr. Edwards writes: "Now as you may know the state this particular pair of shoes was in when you shipped them to me, was beyond repairing and on the odd shoe I have welded on the long sole, and you will not find a nail or stitch in it. The real art of welding soles on boots and shoes still remains with myself. I understand that you have some shoe repairmen in Toronto, who are mixing and making cements for sticking on soles. I want to say here that I do not mix or make any cements or solution of any kind; neither do I have any cement or solution to sell. I think the Shoe Repairers' Association, of Toronto, has drawn the wrong picture of the real art of welding soles on shoes. I believe, that I am the only man to-day who has this art, and I am going to sell to each shoemaker or body of shoemakers the real art of the welding process. Welding is the correct name for the process because the soles are welded and, when you buy the art from me, you will not be buying any cement or solution of any kind but simply the process of welding. I have not decided as yet what I can take in cash as I expect to retire on what I get for my method. I would like to sell my process to the shoe repair men, although I have some shoe manufacturers very keen for it. I would like to hear, as soon as possible how many shoe repair men you have in your Association, who would like to get my process and how much you could pay me as a body for the city of Toronto alone. Now it seems to me that a body of fifty good shoemakers with a fair donation each could make up a respectable figure, and I would let you have the process right away, but for Toronto only."

Will Open Eyes of World

Writing to the SHOE AND LEATHER JOURNAL, Mr. Edwards says: "I might say that the samples that I sent to the Toronto Shoe Repairers' Association, were a very delicate affair compared with the genuine art of welding on soles on shoes. I was sure that some one would crop up with 'something just as good' and, therefore, the samples that I forwarded were not in it. I believe, that I am about to open the eyes of the world by new process of welding on soles."

THE SHOE AND THE HAT

The problem of caring for shoes is not given much attention. J. L. Thompson, of Haverhill, Mass., makes a

suggestion that affords both a text and a lesson for the public, as follows:

A woman puts a C shoe on a D foot. That is abuse of the C shoe. She wears a white cloth-top shoe in the rain and mud. That is abuse of the cloth-top shoe. She pays \$5 to \$25 for a hat and wears it at once in the rain—with an umbrella over it! The shoe is the most abused article of merchandise on the market.

"HAVEN'T I A PERFECT RIGHT"?

It was just after a rain storm and two soldiers were walking down Yonge street in Toronto behind a young lady, who was holding her skirts rather high. After an argument as to the merits of the case, one stepped forward and remarked:

"Pardon me, Miss, but aren't you holding your skirts rather high?"

"Haven't I a perfect right," she snapped.

"You certainly have, Miss, and a peach of a left," he replied.

Another story is told of how two shoe repair men were walking along the street the other day when they met two stylishly dressed young women with somewhat abbreviated skirts and wearing white silk stockings and white high cut kid shoes.

"Here come a couple of nice looking chickens" sentimentously observed one.

"Yes," drawled his companion, "and both evidently White Leghorns."

THE CHARGE OF THE BOOT BRIGADE

Half a sole, half a sole,
Half a sole, on sir?
Then into John Henley's go
All you six hundred.
Forward the Boot Brigade
Give John Henley all your trade
Into the Foot Bridge Gangway
Go you six hundred.

Forward the Boot Brigade
The Cobbler is not dismayed,
He makes no blunder.
His not to reason why
His not to make reply
His but to do and DYE
Boots without number
Tearing off sole and heel,
Quickly he works and well
Into the Foot Bridge Gangway
Next to the Ritchie Store
Go you six hundred.

Flashed both his elbows bare
Flashed as they turned in air
Fixing the uppers there, while
Everybody wondered.
Shoe fixing is sure no joke
Right through the sole they'd broke
Toe cap and backstrap
All torn asunder
They sure will come back
All the six hundred.

When shall his glory fade
Oh, the MODERATE charge he made
Everybody wondered.
Honor the effort made
Send him plenty of trade
Three times six hundred.

—By John Henley, shoe repairer, of Belleville, Ont.,
with apologies to Tennyson.



ON the next three pages you will find full particulars concerning "ACME"—"the Sole of Perfection"—an exclusive Dunlop product.

The facts presented ought to be read by every boot and shoe manufacturer and dealer in Canada.

Dunlop Tire & Rubber Goods Co.
Limited

Head Office and Factories: Toronto

Branches in Leading Cities





"ACME"



WAR breaks down many precedents. The Great War has made leather a scarce commodity. For hundreds of years people have worn leather-soled shoes. Any other kind of sole had to fight for recognition.

* * *

Now that is all changed. Much inferior leather is on the market, and even that demands a higher price.

* * *

People no longer are getting the same results from leather-soled shoes, unless they pay extraordinarily high prices, and complaints are becoming world-wide.

* * *

We saw the inevitable change coming. For over two years we have been turning out "Acme"—"the Sole of Perfection"—made in only one grade—the highest—hence the name "Acme."

* * *

Month by month the call for "Acme" has been getting greater; yet we waited until the present time to tell the public the story. We knew there would be a prejudice in their minds about forsaking leather.

* * *

Now we feel that leather scarcity is so widespread, and the recognition of "Acme's" superiority is so emphatic, that the public merely want sufficient facts to make them immediately give orders to "Acmetize" their shoes.

* * *

A great number of manufacturers in all the great shoe centres of Canada have been using "ACME" Soles right along.

* * *

Dealers have been re-soleing boots and shoes with "Acme" for months.

* * *

Now we have the verdict of these manufacturers and dealers, and we feel the present is the time to give you the good news.

"The Sole of Perfection"

Dunlop Tire & Rubber Goods Co., Limited, Toronto





"ACME"



Unanimously these men say "Acme" Soles are not only all-round better soles, but they will outserve and outwear leather soles.

* * *

Unanimously they say there is complete freedom from dampness.

* * *

Unanimously they say there is never a crack at the bending point of the sole.

* * *

Unanimously they say that in "Acme" the high cost of soleing is solved.

* * *

"Acme" Soles prevent slipping because they never get that shiney surface that leather does. This will not only mean quietness and no scratching of the floor at home, but a lightness and "giveness" to the shoes—which mean an end to feet troubles.

* * *

A tremendous feature in connection with "Acme" Soles is the fact that they are so made by the Dunlop process, that the stitches are just as positive—just as secure to the end of the wear—as those on the regular leather sole.

* * *

Everybody knows how annoying is that squeak which even gets into good boots in the re-soleing with leather. The public can banish their fears by wearing "Acme"—no squeak possible.

* * *

No "breaking-in" necessary with "Acme"—"the Sole of Perfection"—the pliability is the same from the beginning—a feature never obtainable with leather.

* * *

The very merits of "Acme" Soles would have gained them recognition anyway, but the scarcity of good leather hurried along the introduction.

(Continued on next page.)



"The Sole of Perfection"

Dunlop Tire & Rubber Goods Co., Limited, Toronto





"ACME"

Our newspaper advertising will commence at once. It will tell the public to get "Acme" Soles on the new boots or shoes they buy or to order them from their repair man for that re-sooling job next time it comes around.

* * *

Made in all sizes, and in colors black, white, and tan, for men's, women's, and children's boots and shoes.

* * *

Special Note to Dealers.—Your manufacturer will fill your order for boots and shoes fitted with "Acme" Soles.

For repair purposes "Acme" can be supplied in sheets 3-16 in., $\frac{1}{4}$ in., or 5-16 in. thick.

* * *

Write for sample.

"ACME"

"The Sole of Perfection"

An Exclusive Dunlop Product

By the way, Dunlop Peerless Rubber Heels are selling in great style.



Dunlop Tire & Rubber Goods Company, Limited

Head Office and Factories: Toronto

BRANCHES:

Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina,
Winnipeg, London, Hamilton, Toronto, Ottawa,
Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages, and High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Horse Shoe Pads, Cements and General Rubber Specialties.

"The Sole of Perfection"



GETTING THE HIGHER PRICE FROM CUSTOMERS

One of the big obstacles in the making of sales in the shoe store to-day is the high price that has to be asked for shoes as compared with a few years ago. The problem that the retailer has to study is the getting of the higher price, and doing so in such a manner that customers will not go away with any ill-feeling toward the store, or an impression that they have been charged a higher figure than they rightly should pay.

"You can get the higher price alright and without the customer going away with any ill-feeling toward the store" said a prominent shoe dealer recently, "but you have to go about it in the right way," and he proceeded to tell how he set about the work.

"I make it a rule never to ask a customer what price shoe she wants when she comes into the store. Especially have I watched this point since the higher quotations prevail. I look at the shoe she is wearing and proceed to show her something a little more attractive and snappier. When I get it fitted on she will probably ask what price it is? It may be a \$9.00 shoe, and the last one she bought probably cost her about \$5.00. Naturally she is surprised at the higher figure, or at least she pretends to be, but you know as well as I do that the average customer is nearly as well acquainted with the enhanced prices of leather and shoes as the dealer is, but they put on that look of surprise when a price is quoted anyway. It is here, of course, that I have to come in with my little talk on the high price of leather, and I say it as if the customer is or should be acquainted with such a generally known thing as the higher values of hides and leather. I frequently quote prices on leather to-day as compared with five years ago, and also point out that all kinds of other goods used in the manufacture of shoes have advanced as well as the cost of labor.

"Of course, I always make the point that I can give them a shoe at a lower figure, and I generally show them a lower-priced one just for the purpose of contrast. I point out the difference in finish, material, the style of heel, height of leg, last, etc. I recommend the better one to a customer because I believe that it is more than worth the difference in price.

"Here is another argument that I frequently use in getting customers to buy the better grade of shoe. There are many people who like a shoe better after it has been broken in. I point out to such that a good shoe will last much longer than a cheap one, that they will get more satisfaction and comfort out of it for the price, while its style characteristics are irresistible. There are some people to whom this argument will not appeal, but an experienced man can generally pick out the kind in whom such reasoning will arouse interest."

It is this dealer's policy to always try to sell a high quality shoe to customers, not only for the larger profit they carry as a rule, but also because they give better satisfaction, and are more likely to mean repeat business. He refers to the fact that a customer will frequently specify a rather low price for the shoe she wishes to look at, when he feels that in order to get satisfaction she should pay a higher figure. In such cases he generally puts a higher priced shoe on and then says: "Now that is a more expensive shoe than you asked for, but it is well worth the money. However, I will let you see what we have at the figure you mention," and he lets her try on the cheaper one. The difference in the feel and appearance of the two is generally so great that, except in special circumstances, she will be willing to pay the higher cost for the better one.

In these days of higher prices for footwear it should be the aim of the retailer to thoroughly convince customers that the enhanced prices are really warranted.

The records show that the price of shoes has not advanced to any extent like the figure for leather and hides. In fact, for the five years from 1910 to 1915 the index number

for hides went up 57 points, leather went up 46 points, while the index number in connection with the price of shoes only advanced 30 points. This demonstrates that the public should be pleased that the price of footwear has not increased even more than it has.

SECURING BARGAINS AT FIRE SALE

The accompanying illustration shows the vast crowd in front of the Yale Shoe Store, 10079 Jasper avenue, Edmonton, during the recent fire sale. The insurance adjusters fixed the loss on the stock at \$11,000. The rush was so



THE RUSH TO GET SHOE BARGAINS AFTER YALE SHOE STORE FIRE IN EDMONTON

great that it required four policemen to preserve order, and over \$5,000 in cash was taken in the first day. The blaze broke out two doors away from the Yale Shoe Store, but the flames reached the latter establishment. The stock was also damaged by smoke and fire.

MAGNIFICENT SPECIMEN BOOK OF LEATHER

Pfister & Vogel, tanners and curriers of high grade leathers, Milwaukee, Wis., have just issued an elaborate and admirably illustrated leather specimen book, which affords a practical and instructive exhibit of the leather industry, prepared specially for the use of retailers, dealers in leather goods, students of leather and others. The contents show various specimens of upper leathers in process of manufacture, as well as sole, glove, book binding, heavy and light leathers. Accompanying this valuable book is a timely and helpful treatise on the tanning industry, for users of leather and leather products, and others having no knowledge or experience in the art. A short explanation is given of each process in tanning leathers. There has long been a place for such a general descriptive work, and the new specimen book should prove as useful, as it is unique, to the trade. The preparation, which involved much study and labor, was successfully carried out by F. W. La Croix, advertising manager of the Pfister & Vogel Co.

WOMEN'S HIGH HEELS ARE SAVED

Women's high heels are safe. Brutal death was administered by the Senate of Illinois, to James H. Kirby's Bill, which sought to limit the height of heels on women's shoes to one and three-eighths inches. The enacting clause was stricken out, and to make the assassination all the more painful or ludicrous, the Senate resolved itself into Committee of the Whole and gave five minutes to the Menard County farmer to talk for the measure. He declared high heels are causing more "damnation than the German submarine."

EFFICIENCY—HOW AND WHY?

"A few years ago we only occasionally heard the word efficiency, which the dictionary defines as 'the power to produce the result intended.' But to-day it is a magic word standing for the power of great nations, signifying the brains, energy and resourcefulness of millions of people. It is to efficiency the world owes its progress and to this same power we are indebted for all the crowning achievements of the twentieth century.

"It was misused in 1914 and the great war began, but in different hands, it will likewise end the war; yes, and it will even rebuild the regions devastated by the war.

"It is the great dynamo of humanity, the propeller of achievement and progress, the destroyer of the unfit and the builder of the better-than-ever.

"But what is this much talked of indispensable Efficiency—isn't it striving to do the things you have to do in the best possible manner?

"No matter what our vocation may be, soldier, sailor, tiller of the soil, factory hand or a distributor of goods—no matter if a man be a digger of drains or of brains, no matter the work or the responsibility, we must in order to be efficient strive to be the best in our line.

"The average man won't do because he does things in the average way. He sticks to the rut and the rut only grows deeper.

"The man who is successful is the man who strives and strives to do better, who sees the unusual things, who is even dissatisfied with the best he has ever done.

"At this particular time we are not free to do as we please, because the nation, our fellow men, every trait of manliness demands that we put forth our best efforts, that we be keen enough to recognize methods superior to our own and big enough to adopt them.

"I am going to add that at this particular time we must all work—but after all isn't life one endless round of work of some kind or another. Isn't it just work, work, work? But there are two kinds, crude and refined. In its crude state we call it drudgery, but properly boiled down in goodly portions of efficiency it becomes a pleasure. It becomes something we long for and live for."—H. J. Daly, General Manager of the National Cash Register Co., of Canada.

THE REPLACEMENT THEORY

There has been a growing sentiment in the retail shoe trade that shoes should be sold upon the replacement basis. That is to say, the price at retail should be whatever it would cost to replace the shoes, plus a satisfactory profit," says Superintendent and Foreman.

It seems clear that if a retail shoe dealer has shoes on his shelves costing him \$3.50 per pair, and which he intended to sell for \$5.00, but the shoes would now cost him \$4.25 to replace them, to retail these shoes for \$5.00, would mean that that in order to put new shoes on his shelves to keep up his stock, he would have to take 75 cents out of the \$1.50 profit on the sales to put another pair of shoes in their place.

If a business man has to invest the cost and the profit of his sale to replace that sale with new stock, he is not making any money.

Tanners have, for some time, been working upon the basis of replacement; that is, they have been selling leather based upon what it would cost to replace it. Retail shoe dealers are gradually adopting the same policy. But it is said that shoe manufacturers are still generally pursuing the old policy of selling goods based upon the cost of materials rather than upon the replacement value.

Speaking upon the absurdity of this theory, a shoe manufacturer said that every time he sold a bill of goods he was stung, because he could not reproduce those shoes for the amount which he received for them. This puts the shoe manufacturer in a position of selling goods, and then taking

the entire sale price, and perhaps more, to produce new goods.

Here is another way it works out. Suppose a shoe factory has a large buying power and has been using it for the benefit of its customers. The tanner sells this shoe factory on the basis of replacement. The tanner owns a lot of leather and sells it to the shoe manufacturer at a price based upon the hide market at that time. He can even take a large order from the shoe manufacturer and, if necessary, cover himself with hides.

Now the shoe manufacturer is passing the shoes on to the retailers, and the retailers are selling them on the basis of replacement. The shoe manufacturer is the only one that is selling goods on the basis of cost, while the market is constantly rising.

Perhaps he had a large sole leather contract. The writer heard of one such instance where a manufacturer was cutting sole leather on an old contract at 36 cents per pound. He had not finished cutting this sole leather, but was asked to cover himself beyond the old contract at 58 cents per pound, and was told that unless his order was given immediately, the price would be 66 cents per pound.

In this case the shoe manufacturer had been selling shoes based upon 36 cents sole leather, and was forced with the problem of raising his shoes to the basis of 66 cents sole leather at one jump.

Had this concern been going up with the market and selling its shoes on the replacement basis, the advance would have been gradual but in keeping with the market at all times.

There is another angle of this question that is very important. If a shoe factory sells on the replacement basis, it can go down with the market if there should be a material decline when present war conditions come to an end. But the factory that sells on the basis of cost, if loaded up with high priced leather at that time, will be confronted with a serious loss.

AN ENTHUSIAST IN THE SHOE GAME

(See Front Cover)

Enthusiasm and geniality have always gone hand in hand in the career of W. F. Martin, of the Kingsbury Footwear Co., Montreal. No doubt he inherits the latter characteristic from his Irish parentage, while the former, is the natural result of his love for the shoe game. Known among his legion of friends as "Billy," he has enjoyed a highly successful career, and has won his position at the fore-front by energy, perseverance and thoroughness. Notwithstanding that he has been a tireless worker and a consistent hustler, Mr. Martin has found time to cultivate other sides of his nature, and he is an ardent motorist and skilled curler, being a member of the Heather and St. Lawrence Curling Clubs. He also likes to play a game of golf, and is not averse to going on a fishing expedition.

After graduating from the Grammar School at Howich, Que., his native town—he came to Montreal, and took a business college course. His first position was in a leather house, in which he gained an intimate knowledge of office management, selling and buying. He was afterwards with Geo. T. Slater & Sons for many years, and then branched out for himself forming the firm of Martin Brothers, makers of infants' shoes and overgaiters. It was about this time that the Kingsbury Footwear Co. was organized, and Mr. Martin, who has always been a capable salesman, undertook handling their line as well. Later he was offered an interest in the Kingsbury Co., which he accepted, joining the organization as sales manager. Mr. Martin, not only looks after the sales, but gives considerable attention to the supervision of the factory. Of a somewhat retiring disposition, he has made good in the footwear arena, although he has generally kept himself in the background. There is no better liked or more highly thought of man in the Canadian shoe or leather arena to-day than W. F. Martin.

SHOEMEN OBJECT TO NEW FREIGHT RATES

THE petitions for early closing of the retail shoe store in Toronto is being widely signed, and it is expected that the documents will be presented to the city council at an early date. The proposal is to have a by-law passed to close on Monday, Tuesday, Thursday and Friday nights at nine o'clock, every Wednesday night at six o'clock, and Saturday nights and nights before holidays at eleven o'clock.

The matter of the increase in railway freight rates will be taken up by the Toronto Shoe Retailers' Association, at the next meeting on Thursday, June 28th, and thoroughly considered.

A well-known rubber company recently sent out the following to their customers:

Increased Freight Rates

Some months ago the railways issued Freight Classification No. 17, which they proposed to put into effect as soon as authorized by the Railway Commission of Canada. The latter are holding hearings in the West at present, and intend to hold a number of such hearings in the East during the month of June, for the purpose of allowing the manufacturers, retailers and others interested to offer suggestions and protests, if they feel that the railways are not justified in claiming these increased charges and revisions of the former Freight Tariff No. 16.

Some of the new rulings that will work extreme hardship on our company, and our customers are as follows:

1. "Boots and shoes not otherwise indexed by name, in boxes, less than carload lot shipments will carry one and one-half first-class rate.

2. "In boxes made of wood and strapped at each end with metal straps completely encircling the box and attached thereto, first-class rate.

3. "In packages named as above in carload lots, minimum weight 24,000 pounds, will carry a rate of third class."

The meaning of the above is that we would be charged one and one-half of the first-class or present rate on all shipments of rubber and tennis shoes when packed in corrugated cases or in unstrapped wooden cases, and first-class rate where such shipments are packed in wooden cases, wire-bound. The railways are apparently endeavoring to discriminate against those shippers using corrugated cases for some reason, probably because it means a loss of weight in transit to them as against wooden cases. It will be apparent to you that you would not desire us to return to the wooden cases and wire strap all our boxes, because you would have no end of trouble in opening them. You would also be compelled to wire strap your own cases for shipment.

Kitchener Takes Prompt Action

The following notices have been sent out: The Shoe Section of the Manufacturers of Kitchener and Waterloo recommends that the following resolution be passed, published and transmitted to the Railway Commission:

Resolved—That the shoe manufacturers of Kitchener and Waterloo object to the principle of raising freight rates by means of changes in classification, packing specifications, minimum car weights and demurrage rates, because the application of this principle operates to confuse rather than to make clear the effect of any proposed freight rate changes.

Also Resolved—That the shoe manufacturers of Kitchener and Waterloo agree that reasonable increase of freight rates, if clearly outlined, and absolutely required may be warranted as a war measure at the present time. Such increase, however, should be justified by the railway companies.

According to Classification No. 17, rates on shoes would

be increased on car lots through the minimum weight increase 20 per cent. To this would be added the increase that would follow by the ruling that no mixed cars can be shipped without paying the highest rate on any portion of the contents of the car; also the added 15 per cent. increase as proposed. On less than carload lots, the packing specification and classification changes would mean a raise of 50 per cent. or a heavy increased cost of packing as an alternative, plus the 15 per cent. increase on rates. This would amount to 72 per cent. increase and up, in the highest cases.

What It Means on Trunks and Bags

We wish to bring to your notice, as trunk and bag manufacturers, a few facts with regard to the proposed Classification No. 17, covering freight charges which the railway companies through the Canadian Freight Association have asked the Dominion Railway Commission to authorize and which would then go into effect.

The change in the proposed Classification No. 17 over No. 16 which is now in force, as it concerns trunks and bags, is in the lowering of the minimum car weights from 14,000 pounds to 12,000 pounds, and at the same time increasing the Classification from third to second class rate, as outlined on page 230, items No. 34 and 36.

Taking a car from Kitchener to Winnipeg, to take the shortest haul West, would mean an increase in freight charges of \$10.80 with a difference in weight of 2,000 pounds less. Farther West, of course, the increase would be in the same proportion. Just what it will mean to you, you can quite easily ascertain by enquiring of your local freight agent.

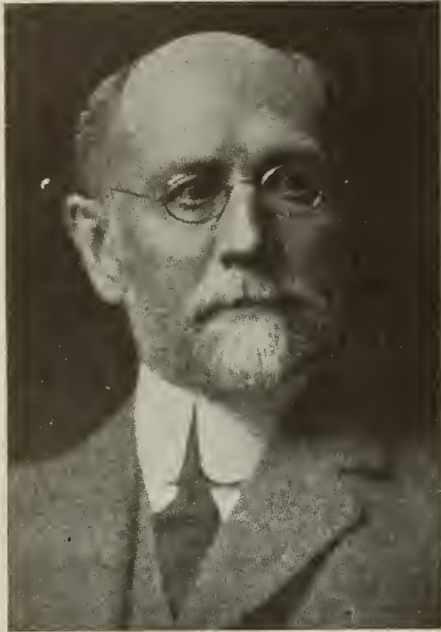
The Railway Commissioners have intimated that they would conduct hearings throughout the West before coming to a decision in the matter and these hearings are to take place shortly. It has, therefore, been deemed advisable by the Kitchener Board of Trade to call your attention to changes proposed, and to ask you to take the matter up with your Board of Trade and Branch of Retail Merchants. All possible pressure should be brought to bear upon the Commissioners at these hearings not to consent to the new Classification, nor to allow any change in minimum weights or class ratings.

WOMAN WINS SUIT AGAINST RETAILER

Judge Snider, of Hamilton, some months ago gave judgment against a retail shoe dealer, in that city, for the return of the price of a pair of shoes that did not fit the customer, and recently Judge Monck gave a judgment against another footwear retailer in the Ambitious City, under similar circumstances. The plaintiff, Mrs. Jean Tansley, swore that when she bought the high top boots for \$5.50 the salesperson agreed to make them right if they did not suit, either by giving her another pair or refunding the amount paid. She stated that after she took the shoes home she found that they were too loose, but she was not able to return them at once as she was ill for a couple of weeks. When she did return them she was given another pair, which she later discovered were odd ones—one being larger than the other. She then returned these, and the only thing the merchant would do was hand her back the original pair. The defense was that the shoes were not brought back within a reasonable time, and that the sales slip was not brought back with the shoes. Mrs. Tansley swore she did not get a slip, paying cash, and that no reference was made to it when she went to the store. She was given judgment for her claim, she to return the shoes.

NEW HONOR FOR MR. CANDEE

Charles N. Candee, of Toronto, President of Gutta Percha & Rubber, Limited, and a number of subsidiary enterprises, has been elected a director of the Canadian Bank of Commerce. Mr. Candee is widely known as a manufacturer, and particularly in the rubber industry, with which the name of Candee has been identified since it became a factor in modern commerce. When Charles Good-



C. N. CANDEE, TORONTO

year invented the processes which revolutionized the rubber business the first license to manufacture rubber under these patents was issued to Leverette Candee, a relative of C. N. Candee. The latter began his business career as a clerk in the wholesale rubber establishment of O. W. Clary, of Syracuse, N.Y., in 1879. He has a number of private interests outside of Gutta Percha & Rubber, Limited, but is on few other business boards.

NO LEATHER SHORTAGE IN BRITAIN

All fears of a possible shortage of boots and shoes for the civilian population in Britain will be set at rest by the reassuring announcement recently published under the signatures of the presidents of the Federated Associations of Boot and Shoe Manufacturers and of the National Union of Boot and Shoe Operatives, which says, in part:

"In order to reassure the public and remove any feeling of anxiety with regard to the sufficiency of necessary supplies for the civilian population we desire to make it known that the present stocks and the continuous home productions of footwear will prove amply sufficient to meet the anticipated needs of the public, and that whilst they may not always be able to obtain the exact character and class of boot or shoe they require, they may be confident that suitable and reliable footwear will always be available."

NEW POSITION FOR MR. GIROUX

A. A. Giroux has been appointed superintendent of the Woelfle Shoe Co., Kitchener, Ont., and has entered upon his new duties. He is a native of Montreal, and has had an extended and varied experience in both the leather and shoe game, having occupied responsible positions with leading firms in Boston, Lynn, and other New England centres. Mr. Giroux has always been identified with plants special-

izing in ladies' fine shoes, and is well-known in Montreal and other Canadian cities. He brings to bear upon his new position in the Woelfle Shoe Co., insight, intelligence and efficiency.

POLISHES THAT PRESERVE AND PROTECT

The extensive business of Robert Ralston & Co., manufacturers of shoe polishes, Hamilton, Ont., have been established for thirty-two years, and for the last seventeen has been under the personal direction of H. E. Ralston. The company make various lines of polishes, dressings, pastes, creams and combinations suitable for all kinds of leathers and in all colors. These polishes produce an extremely rich lustre, and are guaranteed to preserve the life of the leather, being free from all injurious ingredients. Their goods have a standard of merit which has won for them high recognition in all parts of Canada. Mr. Wm. Edwards, who has had many years experience in the shoe findings trade, represents the firm in Toronto and vicinity. The company report business as exceptionally good.

REMOVING FROM AURORA TO BARRIE

Underhills, Limited, are removing their plant from Aurora to Barrie, where they have had a fine factory for the past few years. It is the intention of the company to consolidate both businesses, and as the premises in Barrie are in every way suitable, every facility will be afforded for expansion and development.

"PARKER'S PETS" WON BOWLING HONORS

In the manufacturers' bowling league at Preston last winter, the team which won the double championship was that of the Parker Shoe Co., popularly known as "Parker's Pets." In the one division of the league 42 games were played, the victors taking 37; and in the other they captured 36 out of 42, showing that they were practically invincible at ten pins. Of course, there were one or two



PARKER'S PETS, CHAMPION BOWLERS OF PRESTON, ONT.,
MANUFACTURERS' LEAGUE

"spares" and among them was Mr. Parker himself. Now and then he lent a hand to the fray and showed that he could hold his own with the best.

The accompanying group shows the members of the victorious aggregation. Standing from left to right are: F. Atkinson and S. H. Parker, while seated are Messrs. Pugsley, Lumby, (captain), Kreig and Dix. All the members are enthusiastic bowlers, and are being warmly congratulated by their friends in the shoe trade on having come out so triumphantly in the keenly-fought contests at ten pins during the past season.

HE KNOWS LEATHER GAME WELL

Omer Clement, tanner, of Quebec, is a native of that city, and after graduating from the Quebec Commercial Academy some seven years ago, joined the firm of Max Clement & Sons. He is a practical tanner, having gone



OMER CLEMENT, QUEBEC

through every branch of the tanning industry, and during his leisure hours is an enthusiastic automobilist. His father, Max Clement, was the first tanner in Quebec to split leather, using the belt knife machine, having learned how to operate it at the old Robson & Lochrie plant in Oshawa. The tannery specializes on a number of leading lines, and enjoys a wide connection in the trade.

NEW SHOE FACTORY FOR MAISONNEUVE

The policy of giving aid to manufacturers who wish to establish industries in Maisonneuve, is to be carried out according to the sentiment expressed recently by the council of that municipality. Ald. Gelinas, leader of the council, in introducing a by-law to guarantee the bonds of a company which proposes to establish in Maisonneuve and to grant tax exemption for twenty years, referred to criticism that had been made of late as to this policy of guaranteeing the obligations of the company.

The citizens need not have any fear, said he, for the city was amply protected when giving its guarantee for bonds, and no risk was encountered whatever. First mortgages were given on the property of such companies, and this secured the city from any possible loss.

The by-law introduced lately was to guarantee bonds of the Leader Shoe Co. to the extent of \$80,000, and tax exemption for twenty years. The company will be obliged to employ at least eighty employees resident of Maisonneuve. The by-law was given its first reading.

SHOEMAN SHOULD RUN TWO CLEARANCE SALES

(Continued from page 27)

only my opinion, and I am open to be convinced to the contrary, but, until then, two sales a year for mine. I think they are indispensable to a successful merchant, and I am forming my opinion on practical experience, not gathered from one store, but from many. I have superintended the running of as many as sixty retail stores for one firm which had over

four hundred branches, and have successfully run departmental store shoe departments.

The life of a going retail business is volume. A shoe dealer's books may set up the claim that he is making money hand over fist, and a man may accept it as fact, but if later on he is swamped to his eyes in stocks that can be made to move only at a loss, he'll have to go back and figure his overhead for the period of his supposed prosperity. Then he may develop that he was not nearly so prosperous as he thought.

The way to be safe is to turn the stock as you go, and keep up the volume of business, for volume is the life of a going retail shoe proposition. The only way to do this is to run two good shoe sales every year.

DEATH OF WELL KNOWN SHOE TRAVELER

Joseph Gravel, who represented the Thompson Shoe Co., Limited, for the past six years in Montreal died suddenly of heart disease on June 6th. He was well known to the trade, and his death is regretted by all. The funeral took place from his father's residence, G. Gravel, 273 Mountain street to St. James' Cathedral, on June 9th. Joseph Gravel was formerly connected with the Canadian Consolidated Rubber Co., Limited.

TWO SHOEMEN IN THIS GROUP

The handsome Brunswick-Balke trophy, emblematic of the five men bowling championship of the City of Ottawa is seen resting prominently on the table. It is now held by the Senior City League Team, as they are called, of the Mercantile Bowling League. The award was won from the



THEY KNOW HOW TO BOWL IN THE CAPITAL

Civil Service team on March 15th by 19 pins, and defended in an attack made by the Observatory Team on March 29th by 17 pins, by the Grand Trunk Team on April 11th by 106 pins, and by the Civil Service Team on April 25th by 179 pins.

The all-conquering quintette is composed of James Dennison and W. A. Blain, standing from left to right; seated are C. S. Wagner, J. Howard Carkner, (who is just behind the trophy, and is the captain of the team), and Harvey E. Graham. Mr. Carkner is a widely known shoe retailer on Sparks street, Ottawa, while Mr. Graham is a well-liked and affable shoe traveler of the Capital, who represents the Hartt Boot & Shoe Co., in Eastern Ontario.

SHOE RETAILER SPEAKS SIX LANGUAGES

The Correct Shoe Store, 308 James street north, Hamilton, is the centre of considerable foreign trade, as well as local patronage, owing to the proprietor, D. Goldstein, being able to speak six languages. For this reason, many foreigners in the busy, industrial city of Hamilton, like to buy shoes of him. The career of the proprietor has been an object lesson, in the way of persistency and pluck. Born in Russia Kiev, where his father is the owner of a leather factory, he came to Canada ten years ago. The first five years were the hardest of his career. In 1911 he secured a position in the shoe line with a Hamilton retailer with whom he remained two years. He then started out for himself, under the name of the



D. GOLDSTEIN, HAMILTON, ONT.

Correct Shoe Store, with a stock of less than \$3,000. To-day, the value of the goods on his shelves is six times this amount, representing men's, women's and children's footwear. Mr. Goldstein is well liked by the trade in the east end, and he knows the shoe business thoroughly. He seeks to give his customers what they want and attributes any success that he has met with, not only to endeavoring to please his patrons, but buying the best lines on the market.

NEWSY BRIEFS FROM WINNIPEG

Harold French, lately of Detroit, has joined the staff of the Winnipeg Shoe Co.

R. J. K. Jenkins is doing a fine business in the old Agnew stand, Notre Dame street west. He was for some years with the W. A. Marsh Co.

Jos. Duffy & Wm. Pethick, of the Yale Shoe Store, have a fine camp at Elm Park for the summer, where they will have a great time "baching it."

W. A. Moyer, of the Moyer Shoe Co., Winnipeg, is being congratulated on the advent of a fine soldier boy at his home.

J. J. Kilgour and Geo. Wheeler, who were East, visiting Montreal and Quebec, have returned.

Alf. Pocock, of the Winnipeg Shoe Co., who has been ill, is able to attend to business again.

F. E. Kilgour, of the Kilgour, Rimer Co., has been spending some time in Mason City, Iowa, visiting friends.

Some shoe salesmen have not bought any summer suits this year, as they feel that perhaps King George will clothe

them. Numerous members of the shoe and leather trade in the West have been in khaki for a long time, and it is expected that others will join them at no distant date. Business in the retail line is very good, and the prospects are that everything will move along satisfactorily during the summer months.

Wm. Beardsley, proprietor of the Belle Shoe Store, 612 Portage avenue, Winnipeg, who recently started in business, has been connected with shoe firms in the city for some time. He has a real nice establishment and reports trade as being encouraging. His location is on Portage avenue near Sherbrooke, and he has two large show windows.

Harry Stock, for many years agent for the Slater Shoe Store on Main street, Winnipeg, is moving to Portage avenue, where he will open out on July 1st. He is having a big sale at the old stand.

A. J. Taube, accused of falsifying the books of the Quebec Shoe Store, Winnipeg, was found not guilty. Judge MacDonald, who had withheld his decision since the completion of the case Thursday, gave his decision lately. The judge in giving his decision stated that he found Taube passed by-laws and altered the books with the intention of defaulting to his creditors, but that the section upon which the accusation was based did not apply to anything except the defrauding of employers. The crown has asked for a reserve case in which to argue the meaning of the act. Taube was the president and manager of the Quebec Shoe Store.

Albert Geller, who pleaded not guilty to falsifying the books of the Quebec Shoe Co., Winnipeg, will not be prosecuted further. Geller was an employe at the Quebec Shoe Store on Main street, and was accused of fraud while A. J. Taube, manager of the company, was being tried on a similar charge. A stay of proceedings was granted in Mr. Geller's case. Lack of evidence is given by A. J. Andrews, K.C., counsel for Mr. Geller, as a reason of the retraction of the charge.

MAY TAN THE HIDES OF FISH

The Department of Commerce at Washington, has contributed a good deal already to the government war conservation programme, according to a statement made by Secretary Redfield. One of the most important problems before the department, the Secretary of Commerce said, is that of the bureaus of standards and fisheries," he stated, "for the tanning of shark hides, porpoise, grayfish and grouper, with a view to making them commercially available. Some very fine leather is made from some fish hides, and if we are successful in this it will mean much to the people who must be shod, and will tend to bring the prices of footwear downward.

"Much assistance has been rendered by this department to the placing of the synthetic dye industry on its feet. Our experts have been of great help, and the United States is now making dyes successfully and in increasing volume each month."

FINDS SOME SOLID FACTS

Enclosed please find Post Office Order for \$1.00 for the "Shoe and Leather Journal." I find the reading with respect to the repair trade very interesting. It enables a fellow to see the reason there is such a shortage of leather, and he can enlighten his customers on the subject when they kick as to price.

Yours truly,

Fort William, Ont.

W. BEST.

HOW ARE YOU FIGURING YOUR PROFITS?

Shoe Retailer Must Know Where He is at with Shoes at Their Present High Value—Everything Should be Computed on the Selling Price—How Some Dealers Think They are Getting Ahead of the Game, Only to be Deceived Sooner or Later

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 only **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. Get that into your head.

What Would You Figure?

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 incorrect, 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

BOOT BARGAINS!

GORMAN'S BOOT SHOP

20% Discount Sale!



On account of the backward, cold, wet Spring, we are greatly over-stocked with many lines of new, stylish and reliable footwear. We have decided to reduce same at ONCE, and for the balance of this month a DISCOUNT OF 20 PER CENT will be given off all prices. Rubber Goods excepted.

Sale Commences Tuesday Morning, June 12th
Closes Saturday Night, June 30th
20 p. c. Discount

Bargains for all the family. \$30,000 Stock

\$10.00 Goods for	\$8.00	\$7.00 Goods for	\$5.60
\$5.00 Goods for	\$4.00	\$6.00 Goods for	\$4.80
\$9.00 Goods for	\$7.20	\$8.00 Goods for	\$6.40
\$8.00 Goods for	\$6.40	\$5.50 Goods for	\$4.40

COME IN EARLY

\$5.00 Goods for	\$4.00	\$3.00 Goods for	\$2.40
\$4.50 Goods for	\$3.60	\$2.50 Goods for	\$2.00
\$4.00 Goods for	\$3.20	\$2.00 Goods for	\$1.60
\$3.50 Goods for	\$2.80	\$1.50 Goods for	\$1.20

Terms Cash!
No Appropriation

GORMAN'S

Boot Shop

You Save
By Spending!



A FRANK, INSTRUCTIVE AND STRIKING ADVERTISEMENT OF
 BELLEVILLE SHOE HOUSE ON CONDUCTING A BIG SALE

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
<hr/>	
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 every day 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.

SHOE NEWS IN SHORT SHAPE

The thirteenth annual convention of the National Leather and Shoe Finders' Association will be held in Milwaukee, Wis., on July 10th-11th, with the Hotel Pfeister as headquarters. It is expected there will be a large attendance, and a splendid programme of entertainment has been drafted.

The by-law governing the closing of all stores in St. Thomas, Ont., was passed unanimously by the city council

on Wednesday evening. The by-law is to take effect June 18th. It compels every store, with the exception of cigar stores, and fruit stands, to close at 7 each evening until 5 o'clock the following morning, with the exception of fourteen days prior to Christmas, the days prior to holidays and such other occasions as shall be decided.

The Canada Last Co., Toronto, are exceptionally busy at the present time manufacturing shoe trees. "We cannot account for the rush in this department," declared Charles M. Iredale, sales manager, "unless it is that owing to the high price of footwear, more people are buying trees and using them, thereby taking better care of their shoes, and adding to the life and appearance of the same."

D. E. Cross, of Rochester, N.Y., manufacturer of shoe patterns, was in Toronto and other cities last week, calling upon the shoe manufacturers.

Alex. Playfair, of Playfair, Preston & Co., Midland, Ont., was among the business visitors to Toronto recently.

Chas. A. Davies, of Blachford, Davies & Co., Limited, wholesale shoes, has returned to Toronto after an extended business trip throughout the West. Mr. Davies visited all



THE "RITZ-CARLTON," AN ATTRACTIVE MODEL IN MEN'S FINE FOOTWEAR, BY EDWARD CLAPP & SON, INC., EAST WEYMOUTH, MASS.

the principal cities of the prairie provinces, going as far as Edmonton, and reports that the prospects for fall business are bright. The crop outlook, although the season is backward, is promising, and it is expected that this year's harvest will be a good one, provided weather conditions prove favorable.

The Victor Repairing Co., Montreal, was recently registered.

The J. J. Haines shoe house in Napanee, Ont., has been widened and a handsome new front installed. The establishment is now one of the brightest and most attractive to be found in the province, and in every way a credit to the historic firm which has been in business over fifty years, and has shoe houses in Belleville, Trenton, Smith's Falls and Napanee.

Frank Slater of the Eureka Shoe Co., Three Rivers, Que., was in Toronto for a few days on business. He was accompanied by his son. Mr. Slater recently suffered from a paralytic stroke, but is now much better.

The semi-annual styles show of the Rochester, N. Y., shoe manufacturers will be held at Powers' Hotel, Rochester, from July 5th to 13th.

Fred P. Beerer, Western Canada representative of the Blachford Shoe Mfg. Co., Toronto, is home after a very successful business trip to the Coast.

James Adair, representing Joseph Tanguay, shoe manufacturer, Quebec, is spending a few days in Toronto on business.



John Agnew of John Agnew, Limited, Brantford, the largest shoe retailers in Western Ontario, whose capital stock has just been increased to three hundred thousand dollars.



B. Vaillancourt of La Duchesse Shoe Co., Montreal, whose factory has resumed operations and been restored after the serious fire that visited the plant last month.



W. V. Matthews, who for the past five years has been General Superintendent of Ames-Holden-McCreedy, Montreal, and recently resigned from that position.

FORMER CHAMPION INVITED TO THE WEST

Narcisse Gagnon, of Aird & Son, Montreal, former champion hunter and fisherman of Canada, and holder of the SHOE AND LEATHER JOURNAL trophy in 1916, as a result of his great salmon fishing expedition down the St. Lawrence, has received a hearty invitation from J. J. Kilgour, of Winnipeg, to enter the fray next fall, and spend a few days on the shores of Lake Manitoba. Mr. Kilgour has no doubt

but Mr. Gagnon will return to the East as the champion duck shooter of the Prairie Provinces, if not of the whole Dominion. Mr. Gagnon has not subsided in the competition for the premier honors of the Dominion, as some of his friends suppose. He is getting in fine fettle, and when the season is fully on, will be heard from in new and thrilling escapades, and in mammoth captures, that will put to shame any of the achievements of those now in the spotlight.



THEY KNOW HOW TO PLAY BALL IN EFFECTIVE STYLE

Here is the baseball team of the Kaufman Rubber Co., Kitchener, Ont., an active, aggressive organization in the Twin City League. If the boys can play baseball as well as they can make rubbers, their future on the diamond is assured.

The members of the team are: back row from left to right, J. H. Roedding, president; A. Erdman, trainer; I. Weber, secretary; A. Shirk, W. Roedding, club manager; N. Johnston, E. Klein, Edw. Hill, treasurer.

Second row standing, C. Underwood, and seated, Geo. Hainsworth, W. Schacht and M. Cochrane.

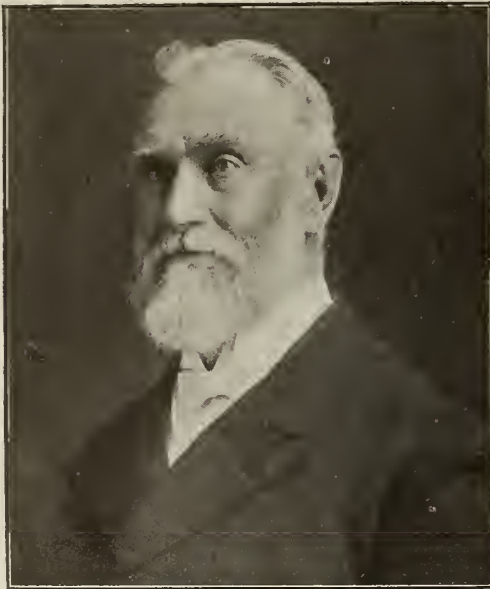
First row, left to right, O. Burghard, J. Mawn, G. Hummel, E. Dunbrook, P. Shantz.

The league games are all well attended, and some first-class amateur players have been developed. It is expected that this season will be the most successful of any, and the friends of the different teams are boosting for them. The race is likely to be of the keenest character.

HAMILTON'S OLDEST SHOE RETAILER DIES

Robert Wilson, Hamilton's oldest shoe retailer, passed away this week at his home in that city, in his eighty-fourth year. He had been in the footwear business in the "Ambitious City" fifty-four years, and had always enjoyed remarkably good health, until a few months ago. Two of his sons are actively connected with the business—Chas. E. Wilson, who is in charge of the women's department, and Arthur L. Wilson, who looks after the men's. Two other sons also reside in Hamilton. Mr. Wilson also leaves a widow and three daughters.

The deceased merchant was always a fine specimen of rugged manhood, and in 1913 celebrated his golden wedding. Born and educated in Belfast, Ireland, he came to Canada when a young man, and secured his first job with his brother George, who was then a shoe manufacturer in Quebec. It was there that Mr. Wilson gained his initial insight into shoes and worked hard on the bench. Leaving the Ancient Capital, he arrived in 1863 in Hamilton, which was then little more than a struggling village. He opened a small repair and custom boot shop on John street south, on the site now



THE LATE ROBT. WILSON, HAMILTON

occupied by Buntin, Gillies & Co.'s paper warehouse. He carried a small stock of shoes. The business of made-to-order footwear was then in a lively condition, and nearly all went to the cobbler to have their feet measured for a pair of boots. At one time Mr. Wilson had twelve shoemakers engaged in his shop, but the trend of trade grew in another direction, and custom shops gave way to the modern well-equipped factories. Mr. Wilson gradually added to his stock of shoes and in time, dropped the repair end. He had occupied four different stores on King street, Hamilton, and moved to his present central and commodious stand 73 King street east, fourteen years ago. Mr. Wilson was a man of honor and integrity who believed in handling the best class of goods, and giving customers full value for their money. He never misrepresented, and told the truth about merchandise at all times. He could recall many interesting reminiscences of early days in the trade, and his departure means the severance of another link, binding the present with the development of Canada before Confederation. Mr. Wilson was a man of few hobbies. He was always fond of a good horse, and took daily drives whenever the weather was favorable. Many years ago, he spent some time on the road, as a shoe traveler and carried his samples in the back of a wagon, visiting all the small villages and towns. Re-

ceiving a kick from his horse, he had his arm broken, and this caused him to be confined to the house for several weeks. The result was he gave up his position on the road, and returned to the retail line, in which he scored such signal success.

MR. BAWDEN BECOMES BENEDICT

Alf. Bawden, city traveler for the White Shoe Co., Toronto, was married this week to Miss Marjorie Louise, eldest daughter of Mr. and Mrs. F. H. Mannering, Toronto. The ceremony was solemnized at the Church of the Ascension, by the Rev. J. B. Anderson. The bridesmaid was Miss

SOME THINGS TO TELL YOUR CUSTOMERS

"Whereas, the replacing of shoes by the dealers, without charge, is a source of loss and an injustice to the dealer, as well as the manufacturer:

"Resolved, that the manufacturers will not give credit for any shoes, except for faulty construction—no allowance to be made for shoes made of patent or enamel leathers, or fabrics."

Colored kid skins, gray, white, brown, or other delicate shades may show, after having been worn, either light or dark streaks, for which neither the manufacturer nor the dealer is responsible. The shades of these colored kid skins often vary, making it almost impossible to match two shoes perfectly. These skins are also very fine and are apt to peel very readily. Shoes of this nature should be worn with discrimination.

Turn sole shoes are made not for their practicability, but for their lightness, and a shoe of this construction will not hold its shape as well as a heavier soled shoe.

Wood heels are also used for their lightness and because they can be worked into more beautiful and artistic lines than leather heels—but should not be expected to give the service of leather heels. They are liable to break and the covering may peel, for which neither the manufacturer nor the retailer should be held responsible.

Leather heels may often open at the base. This is on account of the shapes of the heels now in vogue, and is not a defect. The nails used to fasten the heels must on account of the shape of the heel, be placed near the centre, occasionally permitting the heel to open at the base.

Button holes are very often damaged by improper use of the button hook. In unbuttoning your shoes open one button at a time, in the same manner you would open a buttoned garment.

Do not ask your dealer to exchange shoes after the buttons have been reset.

Lace stays or eyelets may be damaged or pulled out by the wearer not unlacing the shoe sufficiently to withdraw the foot freely. This carelessness is the cause of linings tearing and the ripping of shoes at back.

Shoes that are wet or damp, when placed near heat, will burn more quickly than when dry. Keep wet shoes away from direct heat.

Resolutions sent out by the Shoe Retailers' Association of Pittsburg, Pa.

Hazel Mannering, and the best man, Chas. Saunders. The members of the White Shoe Co. remembered Mr. Bawden with suitable gifts, and many friends will extend congratulations. Mr. and Mrs. Bawden after a short trip, will spend the summer at Centre Island, Toronto.

NO SHOEMAN HAS PRIMROSE PATH TO-DAY

"Please tell your traveler not to call again, as we refuse to be held up for goods which have been ordered for weeks, and were promised long ago."

So wrote an irate footwear merchant to a wholesaler a few weeks ago. The strange part of the proceeding is that the dealer thought he could obtain the lines required elsewhere, and he started in to place his orders with other houses, but discovered that the supply was not forthcoming any more promptly from them than from the concern with which he had been buying. He then had to "take his hat in hand"; so to speak, and ask that the order which he had previously cancelled, be filled. There was an apologetic air and meekness in his written request, in contradistinction to the indignant tone and independent attitude of his first communication, all of which goes to show that it does not pay to "go off at half cock." If the business man in question had been a little more moderate and calm, he would not have indicted the dictatorial and peremptory epistle which he sent a few weeks before, without first ascertaining if he could secure the supplies elsewhere within a certain length of time. It does not pay to write when in an angry mood—better take two or three days to consider matters and be tranquil and dignified, rather than ruffled and pugnacious.

"It is not often we get letters like the one referred to," declared the wholesaler, when speaking of the matter, "but this fellow gets into an angry frame of mind, the same as we often do with manufacturers, who promising deliveries on such and such a date, fail to make good their pledges. They have received the orders early, but for some reason, shipments are not made and we are put to all sorts of inconvenience and annoyance. When we tell our customers that we are held up for goods, some will not credit the information, but think that we have lots of them in stock, and are purposely holding back, or delivering to other and favored patrons at their expense. I assure you we wish to deal impartially with all and retailers are not more incensed at delayed shipments than are we. But everything in this world seems upside down just now, in fact, nothing is normal, and the only policy we can pursue is to do the best we can, and seek to mete out justice and fairness to all. The wholesaler has his trials and vexations the same as the retailer and don't you think for one moment the jobber has any primrose path in this war-time period, with congested transportation, freight embargoes, shortage of help, rapidly rising costs and unfilled orders from the factories."

FOR INCREASE OF PROFITS

"How can a store increase its rates and net profits?" is a question asked daily.

The question might be asked, for example, "How can you increase your trade within the limits of your town?"

What means can you use for increasing your trade in the country districts surrounding your town?

Third, how can you increase your trade in small towns from which customers come to your town only occasionally?

Fourth, how can you increase your mail-order trade?

Fifth, how can you increase your trade in grades of shoes in which you have hitherto not been very strong?

Sixth, how can you increase your trade in incidentals?

Seventh, inasmuch as it is "net" that you are always working for—net results, net profits—and that increased volume is of no use to you except as it brings increased net returns, the question of efficiency applies also to better work in store service.

How can you increase the total sales of each clerk for the day, week or year?

How can you render them more efficient in the use of their time?

How can you distribute work better throughout the day, so that it will not consist of alternately tremendously rushed periods and comparatively idle periods?

Incidental to this would be investigation of the time when the rush occurs.

How can you shorten the average time required to fit and sell a pair of shoes from the time the clerk approaches the customer and learns what is wanted to the time when he has completed the sale and turns in his sales slip, or has handed the shoes to the customer to take away and is ready to turn to another customer?

Also what classes of customers are hardest to please, if there is any general difference?

What improvements can you make in the general training and developing of your store staff in order to make

DRESSY
DISTINCTIVE

DURABLE
DESIRABLE

Ladies Shoes

Reasons why you should buy our Shoes

Because they impart that Dainty, Distinctive and Dressy Appearance so much appreciated by ladies of Refined tastes.

Because they are as Durable as they are Desirable.

Because they represent Success and Sincerity in Scientific Shoemaking.

Ruskin said:—"A soldier is honored not because he is willing to fight, but because he is willing to die."

A merchant's honor is in conscientiously serving those who desire his goods. He should be willing to die rather than be guilty of giving unfair value.



These are this season's boots and include all Black Kid, Black Calf, Patent, Brown Kid, Canary, White and Fawn Tops. Buttoned or Laced, and many other combinations and styles 9 Inches, Width C. and D. Sizes 2 to 6½.

F. Choiniere

A WELL BALANCED AND EFFECTIVE ADVERTISEMENT OF
GRANBY, QUE., SHOE RETAILER

their services more effective, to get more shoes sold at a profit?

How can you direct the best attention of sales force to those shoes which do yield a fair margin of profit, without getting them over-balanced in zeal, or giving them the idea that they should pull too strongly against the wishes of customers, or should fail to adapt themselves to the customer's ideas to a reasonable extent?

TRIED TO GET REFUND AFTER TWO MONTHS

"No, I never exchange goods, unless they are returned within one week," declared an eastern shoeman. "This returned goods problem is getting to be a nasty one. It might very well be taken up by shoe retailers' associations throughout the country, and some definite stand adopted, and regulations drawn up, so as to protect certain weak-minded members of the trade, who would sell their mortal souls rather than lose a customer.

"I am no believer in the altruistic conception that 'the customer is always right.' If a retail shoeman went on that principle—that he was always in the wrong and a customer, no matter what he or she tried to put over, was invariably correct and should have everything granted—well, he would not be in business very long. He would be exchanging pairs most of his time, and opening his cash register to take money out more frequently than he pushed the button to deposit cash.

"A woman phoned the other day and got a pair of over-gaiters—white ones—which I sent up to the house. A month later she phoned again, stating that she had not been able to use the spats and would I please exchange them for another color. She thought she would like cream.

"I said yes, if they had not been worn, or had not been out of the store too long.

"'Oh,' she answered, 'I got them two weeks ago and have never worn them.'

"'Well, in that case I will have to take your word,' I replied, not just certain at the time when the gaiters had been purchased.'

"'It is not my custom to exchange goods after they have been off the shelves for a week, but I will make an exception in this case.'

"I happened to be out the next day when the lady called. The clerk looked at the returned goods and said that they bore evidence of being worn and of having been washed. She did not mention exchange at first to the clerk, but asked that she be refunded the purchase money. My clerk, however, told her that he could not, under any circumstances, return the purchase money, and as for an exchange, she would have to wait until the boss was in, as it looked as if the gaiters had been used.

"'Oh no,' she said, 'not at all. I have never taken them out of the original parcel.'

"'Well, perhaps not,' assented the salesman, 'but it looks very much as if you have.'

"Gathering up the goods she said she would call again when the proprietor was present, and get another pair, but evidently finding that she could not work the bluff successfully on my clerk, she stood much less chance of putting one over on me, the proprietor, and she never came back."

TALKING POINTS IN SUCCESSFUL SHOE SELLING

All of these weapons can be utilized in forming sales talks and in connection with the selling points of a shoe.

The salesman's first attempt should be to create in the customer's mind a confidence in his ability and willingness to serve him properly. By a clever salestalk on the quality of the shoe being offered the salesman shows he has a knowledge of his goods and the customer has become convinced of his ability, and allows himself to conclude he can depend upon the truthfulness of his every statement.

W. A. Corbin gives us a psychological chart of suggestive salesmanship that might be worth repeating here.

"Some faculties and sentiments of the mind susceptible to suggestion in the sale of merchandise.

I. Intellectual or Mind

(a) Faculty or judgment of

1. QUALITY (In a demonstration of the form, substance, or value of merchandise).

2. USE (In establishing the purpose or need of a certain thing).
3. PROPOSITION (Adaptability of certain merchandise as to construction, style or effect).
4. VALUE (By suggesting the advantage of price, finish, suitability, etc.).
5. CONSTRUCTION (Showing utility of particular parts, or advantage in make).
6. COMPARISON (In perceiving or indicating the relative values of merchandise).

(b) Sense of

1. IDEALITY OR BEAUTY (In illustrating the design, style, finish, etc., of merchandise).
2. IMAGINATION (In citing the history or sentimental value of an article).
3. ECONOMY (In proving value from an economical point of view.)
4. HUMOR (In the sale of quaint things or comic pictures, books, toys, etc.).

II. Emotional or Feeling

(a) Sentiment of

1. BENEVOLENCE OR FRIENDSHIP (As in the sale of gifts, etc.).
2. PRIDE OR SELF-ESTEEM (In proving gratification in the appearance of purchases of personal or home use).
3. APPROBATION OR COMPLIMENT (By giving credit to a customer for his judicious views or selection of merchandise).
4. CURIOSITY OR WONDER (By demonstrating make of merchandise or construction or working of a mechanical product).
5. LOVE OF HOME (In the sale of home furnishings).

(b) Instinct of

1. PARENTAL LOVE (In the sale of merchandise to parents for children).
2. PRUDENCE OR POLICY (In showing the value of selecting merchandise as to make, design, finish or construction).
3. ACQUISITIVENESS (In proving the advantage or need in buying certain merchandise for personal or home use).
4. CAUTIOUSNESS (In proving the need of buying the right thing).

III. Vocational or Will

1. DECISION.
2. CONVICTION.
3. EXECUTION.
4. CONCLUSION.

Resulting in a purchase by proper appeals to the customer's faculties and feelings—Suggestive Salesmanship."

This chart is, of course, far from being complete, but it is enough so to found a system of salesmanship upon.

We would suggest that each clerk in the store experiment with little selling talks. Use these enough times to demonstrate their value.

Take the new spring style tendency as the subject of one talk. When showing a customer a shoe, and that customer asks for the latest, or shows that he wants the latest, spring the little spiel about the new spring styles on him.

Try out another along the order of real worth of the shoe. Use the two sale talks given above as models.

Comfort and fit might be made the subject of another.

These salestalks must not be long or rigmarolish. Don't sing it. Don't use it except it is appropriate to do so.

AMONG THE SHOE MEN.

Fred. Underhill, of Underhills, Limited, Aurora, Ont., leaves in a few days to spend several months in California. His health has not been the best for some time and it is hoped that he will return fully restored in strength.

F. W. Knowlton, Montreal, general manager of United Shoe Machinery Co., spent the past week in Toronto and Kitchener, Ont.

Private Edgar Bell, who was formerly in the shoe business on Dufferin street, Toronto, and has a brother, Harry Bell, shoe retailer, 1192 St. Clair avenue, has returned from the front. Private Bell enlisted with the 95th Battalion, and after reaching England, was sent to France with the 3rd Battalion. He came through the Somme fight all right, but in November last, was wounded in the left arm by an explosive bullet, while out at night covering for a wiring party. The bullet entered his left arm just above the wrist. The result was that the bone in the upper portion of his limb was badly shattered. After being some time in the hospital, he spent a few weeks in England, and is now home, honorably discharged.

The Lillian Shoe Co., of Montreal, who have recently been granted a charter, have taken over the business of George Leclerc, maker of children's turn shoes and cacks, Maisonneuve.

S. Watthews, dealer in shoes and dry goods, has moved into a handsome new store at the corner of Danforth Road and Lawton avenue, Toronto.

J. Earl has opened a new shoe store at 508 Queen street east, Toronto.

The clerks employed in the various Yonge street shoe establishments, Toronto, have signed a petition, which will be presented to the proprietors, asking that the stores be closed every Wednesday afternoon during the months of July and August, in order that the employees may have a weekly half holiday. The clerks think the time asked for is too short but are willing to make concessions, in order to get the half holiday system started. They state that shoe salesmen in other parts of the city have a half holiday a week for several months in the year, and it is only the Yonge street stores that keep open day in and day out. The petition has been largely signed.

C. P. Cashman is opening a new shoe store at 850 College street, Toronto, west of Ossington.

A. J. Chessum, shoe retailer, 184 Main street, East Toronto, is being congratulated on the advent of a son and heir.

Chas. E. Fice, of Toronto, accompanied by his youngest son, has gone on a boat trip to Quebec, New York, Boston and other points, after having completed a most successful season for J. & T. Bell, Limited, Montreal.

Arthur Bell, representing the Blachford Shoe Manufacturing Co., Toronto, spent the past week in Montreal and Ottawa.

R. J. McAllister, Western Canada representative of the Brandon Shoe Co., Brantford, Ont., has returned to Toronto, after an extended and successful business trip throughout the Prairie Provinces.

G. G. Hodges, representing Geo. A. Slater, Limited, Montreal, spent a few days in Toronto last week.

The Rubber Regenerating Company, of Canada,

Montreal, was ordered recently by the Superior Court to pay Julius Lipsky \$900 to compensate him for the complete disablement of his left hand, which was crushed, while he was working for the company.

Oliver M. Brooks, of Montreal, who is special representative of the Goodyear shoe repair department of the United Shoe Machinery Co., has returned after an extended trip to Winnipeg, and other points in the West.

The formal opening of the Club Shoe Co., Isnor Building, Halifax, N.S., was held recently, and V. M. LeBlanc,

PHONE

JCT. 462



1680 DUNDAS ST.

WEST TORONTO

DATE.....191

M.....

PATENT LEATHERS NOT GUARANTEED

INSTRUCTIONS

STOCK NO.	SIZE	PRICE
AMOUNT RECEIVED	SALE NO.	TOTAL SALE
50 916		

NO REFUND OR EXCHANGE WITHOUT THIS BILL

PARAGON "MFD. BY F. N. BUR" CO., LIMITED, TORONTO. PATENTED 1901

THE SIMPLE, CONVENIENT AND COMPACT SALES SLIP USED BY PROGRESSIVE WEST TORONTO SHOE FIRM

the proprietor, may well feel proud of his store. When the Isnor Building was wrecked by fire some months ago, the Club Shoe Co. store came in for its share of destruction. The block has now been reconstructed, and Mr. LeBlanc has spared nothing to make his store the most modern in Halifax. It will be known now as "The Daylight Store." Among new features that have been added are a splendid ventilation system, the indirect electric lighting system, and the new store fixtures which are of solid oak.

SUMMERTIME SHOES



No. 706. White Sea Island Tourist Oxford, White Rubber Soles and Heels, Newport Last, 2½ to 7D - - - - \$1.75

No. 806. Lace Boot to Correspond - - - - \$2.00

**IMMEDIATE
DELIVERY**



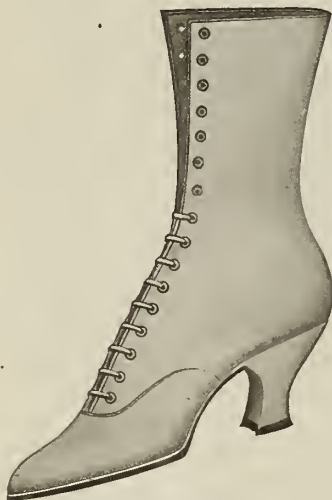
No. 730. White Calf Tourist Oxford, White Fibre Soles and Heels, Pankhurst Last, 2½ to 6, C and D - - - - \$3.00

No. 830. Lace Boot to correspond - - - - \$3.75



No. 809. White Brighton Cloth, 8 in., Turn Polish, Alhambra Last, 2 to 6, B and C. - \$4.50

This Boot has Aluminum Heel Plates and is probably the handsomest fabric boot marketed.



No. 800. White Reignskin, 8 in., Turn Polish, Avenue Last, 2 to 7, C and D. - - - - \$3.50



No. 610. White Sea Island M.S., Pickford Pump, Corrinne Last, 2 to 7, D - - - - \$1.75

There are tons of Dainty White Pumps, Holiday Oxfords and Smart, Stylish Fabric Boots here that you can get quick action on.

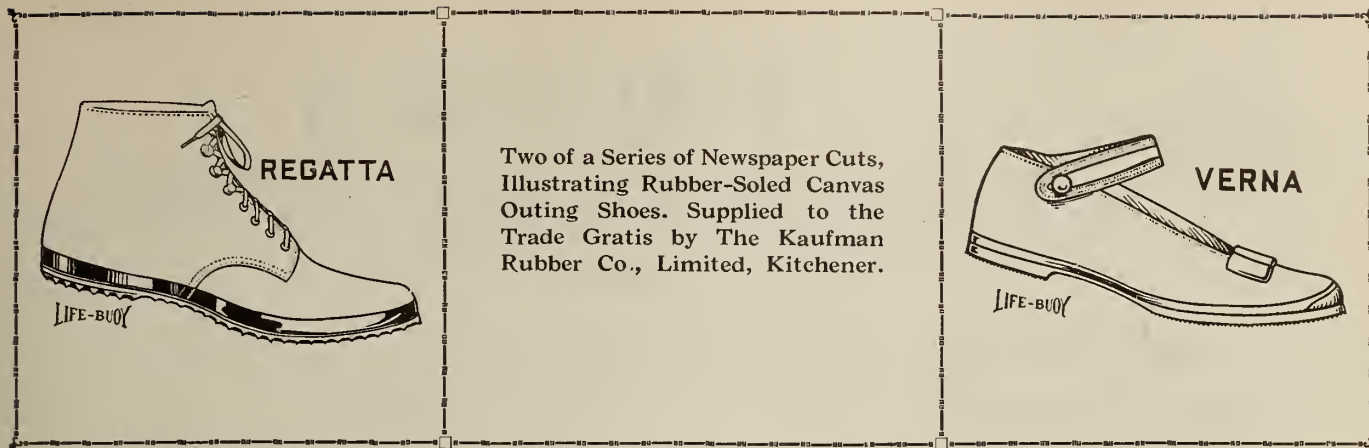
You want them now. I have them now.

J. S. TOWNSEND

Specialty Jobber of Better Grade Smart Novelty Shoes
for Men and Women.

43 North Hughson St.

Hamilton, Ontario



Two of a Series of Newspaper Cuts, Illustrating Rubber-Soled Canvas Outing Shoes. Supplied to the Trade Gratis by The Kaufman Rubber Co., Limited, Kitchener.

A House, sole leather foreman for Getty & Scott, Guelph, was a recent visitor in Montreal.

Chas. E. Betourney, formerly connected with Scheuer & Normandin, Montreal, has joined the selling staff of the Thompson Shoe Co., Limited, and will represent that firm in Montreal.

Susan Carson, widow of the late Jas. Martin, died from a stroke of apoplexy at the residence of her son, W. F. Martin, 447 Strathcona avenue, Westmount, on June 5th, in her 77th year. The interment took place at Howick, Que. She leaves to mourn her loss two sons, Mr. W. F. Martin, of the Kingsbury Footwear Co., Montreal, and Mr. John Martin, of Winnipeg.

Ed. Wegenast, late with Shore & Paff, Stratford, Ont., has joined the staff of Knechtel & Co., shoe retailers, with whom he was formerly connected.

The annual picnic of the employees of the over-gaiter department of P. Jacobi, 5 Wellington street east, Toronto, was held at Scarboro Heights, on Saturday last. An interesting programme of sports and games was carried out, and an enjoyable time spent by the young ladies and their friends.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, spent a few days recently in Boston on business.

Alf. Minister, of the Minister, Myles Shoe Co., Toronto, was a recent visitor to Montreal, and called upon a number of friends in the trade.

Mrs. Cathcart, wife of H. W. Cathcart, treasurer of the Canadian Rubber Co., Montreal, passed away recently. Many friends will extend sympathy to the bereaved husband.

P. D. Jamieson, who has enlisted for overseas service was presented by the Executive of the Maritime Division and the Halifax, N.S., office staff of the Canadian Consolidated Rubber Co., with a wrist watch. Mr. Jamieson was in charge of the footwear department of the Halifax branch, and has taken up his military training at St. John's, Que.

L. J. Flynn, a former shoe traveler who spent many years on the road for Canadian and American firms, and some months ago removed from Chicago to Hamilton, has embarked in the retail footwear line on King street east, Hamilton, and many friends will wish him every success in his venture. He is a brother of James Flynn, of Hamilton, who is a member of the traveling staff of McLaren and Dallas, Toronto.

Extensive improvements have been made to the interior of the warehouse of C. Parsons & Son, leather merchants, Front street east, Toronto. The office has been greatly enlarged and the stock room extended several feet while the entrance has been changed and other alterations carried out.

The Regal Shoe Co., Toronto, reports that the outlook for men's business in shoes is exceptionally good. While there was a disposition on the part of some dealers to hold

back at the time conscription was announced a month ago, this tendency has disappeared and orders are now coming in freely. The company has started on its fall run with a full staff.

R. D. Taylor, of the Robert Taylor Co., shoe manufacturers, Halifax, N.S., spent a few days in Toronto and Montreal, this week, calling upon the trade.

Work has commenced on the new offices and warehouses of the Granby Rubber Factory at Granby, Que. The new building will cover all the vacant space between the present office building and the corner of Cowie and St. Charles street. It is also planned to demolish the present office building and extend the new warehouse over the ground now occupied by the office.

The Elmira Rubber factory, of the Canadian Consolidated Rubber Co., is steadily increasing its production. The daily ticket exceeds 1,200 pairs, and factory manager Smiley says a two thousand ticket is an early possibility.

W. J. Ashplant, of H. Ashplant & Sons, London, recently spent a few days in Montreal, New York and Boston on a business trip.

Lieut. M. Detweiler, of Kitchener, Ont., has gone to London, Ont., where he will establish headquarters for enlisting of Company No. 20 re-enforcing Canadian railway troops. Lieut. Detweiler will recruit in all parts of No. 1 district and as soon as fifty recruits have been enlisted, they will at once be dispatched to France as a draft.

The Provincial Cut Sole Co., of which James G. Hoyer is president and Ernest B. Paige treasurer, report that business is improving, although the shoe manufacturing industry, as a whole, has been rather quiet for some time. The company have much larger and more attractive quarters at 15 Queen street north, Kitchener, than they had in Toronto, and their prospects for a big trade this fall are exceptionally bright.

"Port Dalhousie Inn" is the name chosen for the new building to be erected for the girls at the Maple Leaf Rubber factory at Port Dalhousie, Ont. Every appointment for comfort, convenience and recreation has been thought of.

A. C. Tatner, who was transferred from head office to general sales department of the Canadian Consolidated Rubber Co. at Regina branch, last month, has joined the benedicts. This interesting event took place in Regina.

The death occurred recently at Port Stanley, Ont., of William Arnold, after a few days' illness from pneumonia. Deceased was born near Boston, and at the age of two years came to Port Stanley with his parents, Mr. and Mrs. Frank Arnold. He had lived ever since in that village. Mr. Arnold was engaged in the shoe business up to the time of his death. Deceased was a member of the Port Stanley Lodge, No. 3779, I.O.F., and attended Christ Church, Port Stanley. Deceased leaves to mourn his loss a wife and one son.



YOUNG'S LOGWOOD DYES

LIQUID AND SOLID

Chemicals of all kinds for leather manufacturers.

Sole consignees in Canada for Dyestuffs from the SANDOZ Chemical Works, Basle, Switzerland.

The Logwood Dyes produced by J. S. Young & Co. are recognized as superior and of better value than any now being offered on the Canadian Market.

In keeping with our policy to always supply goods of the highest known standards, we take pleasure in announcing the fact that we are now sole representatives in Canada for the products of J. S. Young & Co.

Write for prices for present or future delivery. All prices include freight paid to destination.

McARTHUR, IRWIN, LIMITED

MONTREAL

(Established 1842)

TORONTO

The regular quarterly dividend of 1 3/4 per cent. has been declared on the preferred stock of the Canadian Consolidated Rubber Co., Montreal.

Clark & Meadows, have opened a new shoe store at 225 Broadview avenue, Toronto.

La Duchesse Shoe Co., 92 Beaudry street, Montreal, whose premises were visited by a disastrous fire early in May, have completely re-built, and their factory is again in operation. The re-constructed edifice contains the very latest equipment and greater facilities, and the company are now turning out a splendid range of women's, misses'

ably arranged and affords superior facilities for handling the ever increasing trade.

Fred Richardson has joined the city staff of Geo. E. Boulter, Toronto, and is selling the "Marjorie" stitch-down shoe for infants, girls and misses, which is manufactured by the King Shoe Co., Toronto.

W. C. Myers, Toronto, representing La Parisienne Shoe Co., was in Montreal recently on a business trip.

L. J. Iles, who has been an efficient member of the traveling staff of the Miner Rubber Co., Toronto, and is a well-known shoe representative, is now in khaki, having joined the Canadian Mounted Rifles, Hamilton, for overseas service. He has been recruiting in Toronto for some days past.

Hugh White, of the White Shoe Co., Toronto, is spending a few days among the trade in Montreal and Quebec.

While sitting on a bench beside the door of the workshop at the Lang Tanning Co.'s plant in Kitchener, Ont., Adam Busch, aged eighty-three years, suffered an attack of heart failure, and expired instantly.

The Parker Shoe Co., of Preston, has recently completed another storey to a portion of its factory, the addition being 60 by 40 feet, making the building of uniform height throughout. The extra space will be used as a fitting room. This makes the second enlargement of the premises within the past two years, which speaks volumes for the progressive policy of S. H. Parker, manager of the company. The Parker Shoe Co. specializes in women's welts and has now a capacity of 1,000 pairs a day. The new samples for spring 1918, will be ready for the jobbing trade by July 1st, and will embrace a superior range of women's McKay's in patent, gunmetal and dongola, while there will be a special showing in women's pumps, strap slippers and cushion soles. The company is very busy at present time and with the additional facilities, which it now possesses, is in a better position than ever to take care of future business.

Smart White Shoes for the Whole Family
 WHITE IS RIGHT—FOR MEN, WOMEN, AND CHILDREN.

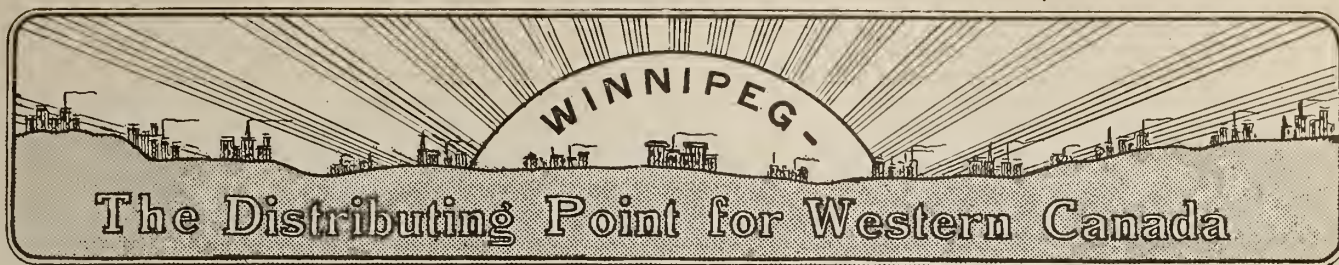
FOR LADIES	FOR CHILDREN	FOR MEN
Special values in Ladies' high cut Footwear at \$3.00, \$4.00 and \$5.00.	The strap slipper in white duck, is the most dressy of all girls' styles. Sizes and prices: 4 to 7 1/2 \$1.00 8 to 10 1/2 \$1.15 11 to 2 \$1.25 For large girls \$1.75	Oxfords in white palm beach at \$2.75 Rubber soled Outing Shoes at \$1.15 to \$2.00

655-659 Talbot St. | **CHAS. E. RAVEN** | Where Quality, Economy Meet

A TIMELY, WELL DISPLAYED AND INSTRUCTIVE ADV. BY ENTERPRISING SHOE MERCHANT OF ST. THOMAS, ONT.

and children's medium McKays and turns. They report that the prospects for the coming season are very bright. The proprietors of La Duchesse Shoe Co. are B. Vaillancourt and D. F. Desmarais.

The new extension to the "Big 88," Queen street west, Toronto, of which W. T. Fegan is proprietor, has been completed, and the total ground floor space of the store is 113 by 25 feet. The store is now one of the brightest and most attractive on Queen street, and is well lighted, admir-



Thomas Ryan & Co.

Limited

WHOLESALE BOOTS *AND* SHOES

Winnipeg, Manitoba

Established 1874

The Leading Shoe Jobbers in the West

Over 40 years' experience has taught us
the needs of the country west
of Lake Superior

Our Range Embraces:

FINE, MEDIUM AND STAPLE SHOES

RUBBERS AND OVERSHOES

MITTS AND GLOVES

FELT GOODS

SOX, Etc.

EVERYTHING IN FOOT AND HANDWEAR

NEW GOODS

NEW STYLES

NEW TERMS

NEW PRICES

NEW CUSTOMERS

Being Added Every Week

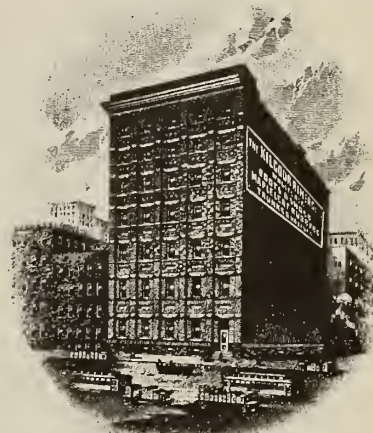
Get in Touch with Us at Once.

Prompt Deliveries.

Thomas Ryan & Co., Limited

Largest Jobbing House

In
Western
Canada



We carry the
largest and
most complete
Stock of any
house west of
the great lakes
ready for

IMMEDIATE SHIPMENT

Our lines are all specially selected with a view to
the particular requirements of Western trade. Just
now we are carrying a complete assortment of

WOMEN'S HIGH CUT WHITE SHOES

The Nattiest and Quickest Sellers on the market, at
prices that make them profitable as well as popular

Kilgour, Rimer & Company

Winnipeg, Manitoba ^{Limited}

Money in Waste Paper

The prices paid for Baled Waste Paper
were never as high. The paper mills
are simply up against it for raw
material. An

All - Steel, Fireproof "CLIMAX" BALING PRESS

will turn all your waste paper, card-
board, etc., into money. Made in
12 sizes.

CLIMAX BALER CO. (Dept. A)
Hamilton, Ont.



Turn Into Money

Your slow and doubtful book accounts. Hand
them to the Collection Department of The
Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved
most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

CONDENSED ADVERTISEMENTS

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

SALESMAN.—Well-known amongst the jobbers and large retailers, desires change from present position. Experienced in costing and in making of shoes. Box 56, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

TRAVELER WANTED.—Experienced man for the Province of Ontario, to carry a side-line of white goods on commission. This is an excellent chance for a man to make money. Apply stating experience and lines carried. Scheuer, Normandin & Co., St. Helen street, Montreal, Que.

Fred. Marois, of Tourigny & Marois, Quebec City, was a recent visitor in Montreal.

For employing children under age in his leather goods factory, B. H. Eaton, Dundas street, Toronto, was recently fined thirty dollars and costs.

F. N. Sawyer, representing the W. J. Young Machinery

Co., Lynn, Mass., manufacturers of counter and heel building machinery, spent a few days in Toronto, Kitchener, London and other places recently, on a business trip. calling on the various factories. It is four years since Mr. Sawyer last visited Canada, and in that time he notes great development, and marked improvement on all sides. He has been associated with the W. J. Young Machinery Co., for thirty years.

Thomas Lane, of Ames-Holden-McCready, St. Hyacinthe, Que., has been appointed general superintendent of their Montreal factory, replacing W. V. Matthews who has resigned after several years' service.

R. M. Fraser, of Montreal, was on a business trip last week to Boston and New York in the interests of the Breithaupt Leather Co., of Kitchener.

D. McFarlane, of the McFarlane Shoe Co., Calgary, Alta., was in Toronto and other points East, on a business trip recently.

Pte. E. A. Pope, a former employee of J. E. Edwards & Sons, leather goods manufacturers, Toronto, was badly wounded in the chest and left leg recently at the front. He also had to have his left eye removed.

Alf. Hand, of the staff of Ames-Holden,McCready, Limited, Toronto, has returned after spending his holidays in Detroit, on a visit to his son.

John F. and James F. Clarke, of Clark Bros., Limited, shoe manufacturers, St. Stephen, N.B., spent a few days in Toronto and Montreal, last week, on business.

L. O. Breithaupt, of the Breithaupt Leather Co., Kitchener, Ont., returned recently from Winnipeg where he attended the annual convention of the Canadian Manufacturers' Association.

H. W. Duffield, of the John McPherson Co., Hamilton, was in Toronto during the past week, on business.

Herbert J. Densem, assistant buyer for D. D. Hawthorne & Co., Limited, wholesale shoes, Toronto, was recently married to Miss Lillian Pearl Seburn, youngest daughter of Mr. and Mrs. James Seburn, of Port Credit, Ont. The staff remembered Mr. Densem with a number of valuable gifts. Mr. Densem and bride have taken up their residence at 17 Pauline avenue, Toronto, where many friends will wish them every happiness and prosperity.

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.

TANNERS AND CURRIERS Limited

52 Victoria Sq. OSHAWA 611 St. Valier St.
MONTREAL QUEBEC



DIES Of finest steel for all purposes. Accurate.
Workmanship warranted.

GIVE US A TRIAL

BOSTON CUTTING DIE CO.
202 A 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.



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Soek Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

R. E. C. McDonald, of Appin, Ont., dealer in shoes, has been succeeded by McIntyre & Macdonald.

Atwater Shoe Repairing has been registered in Montreal.

Louis McNulty, wholesale and retail shoes, St. John's, Que., recently registered.

After a long illness the death occurred in Toronto, recently, of Alice Templeman, wife of Richard C. Bourne, leather goods manufacturer. Mrs. Bourne was the youngest daughter of the late John Templeman, one of the early pioneers, who came to Toronto about seventy-five years ago. She is survived by her mother, husband, seven children and seven brothers.

M. H. Shibley, of Toronto, formerly representing the Brown Shoe Co., of St. Louis, has taken over the lease of the Hotel Oxford, at Woodstock, Ont., conducted for the past four years by George Forbes.

J. Gillatly, shoemaker, of Taber, Alta., has sold out.

Sam V. Rose has started a shoemaking business in Taber, Alta.

T. Thompson, shoe retailer, of Sperling, Man., has moved to Oyen, Man.

E. H. Sulkis, representing Samuel Cohen, wholesale shoes, 72-82 Lincoln street, Boston, was in Toronto during the past week on business.

Among the concerns recently registered are Denman & Silver, footwear manufacturers, Toronto, and Segal & Co., shoe dealers, Toronto.

H. C. Arnold, of Geo. E. Boulter, and K. N. Saba, Toronto, spent a few days recently in Rochester, N.Y., on business.

J. A. Stewart, of Perth, president of the Perth Shoe Co., was in Toronto lately on a business trip.

The C. E. McKeen Co., Limited, have opened offices and warehouses at 403 Unity Building, Montreal. Mr. C. E. McKeen, with whom is associated Mr. C. E. McKeen, Jr.,

was formerly a well-known shoe manufacturer in the city of Quebec, and later conducted a chain of retail stores in British Columbia and the West. The company is now paying special attention to the Western trade.

J. E. Pare, sales manager of Dufresne & Locke, shoe manufacturers, Montreal, was a business caller upon the trade in Toronto during the past week.

Mr. Richard, representing R. H. Long, Framingham, Mass., manufacturer of women's welts, was in Toronto lately visiting the trade.

J. A. Vallary, of Toronto, representing the Hamilton-Brown Shoe Co., of St. Louis, Mo., has returned, after spending a few days in Montreal.

George Robinson, of James Robinson, wholesale shoes, Montreal, spent a few days in Toronto last week, calling upon a number of friends in the trade.

The capital stock of John Agnew, Limited, with headquarters in Brantford, has been increased from fifty thousand dollars to three hundred thousand. The organization has shoe stores in several cities and towns in Western Ontario, and is one of the most progressive and ably managed footwear firms in Canada.

There are sales of various kinds in the shoe business, stock-reducing sales, hot weather sales, below-cost sales, moving sales, fire sales, cut-to-the-bone sales, clearing-the-deck sales, bombardment sales. Here is a new one for some of these "sale" exponents, which has not yet been tried out. How would it do to hold a "Conscription Sale?"

T. F. Davies, Halifax manager of Canadian Consolidated Rubber Co., recently returned from Newfoundland, where he did a large business in rubber footwear. Mr. Davies is very much pleased with the progress that his company has made in that market. He says that they are now doing three times the volume of business that they had in the Ancient Colony three years ago.

This Advertisement is printed for the purpose of fixing

**OUR NEW
TRADE MARK**

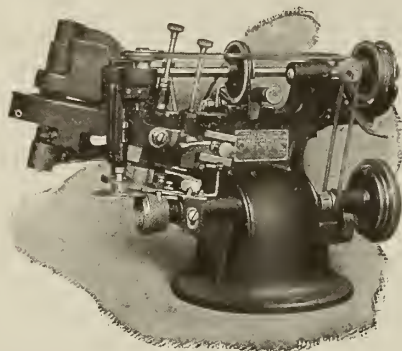


indelibly in the minds of the trade. It represents all that's BEST in Felt Footwear.

THE COBOURG FELT CO.
COBOURG, ONT.

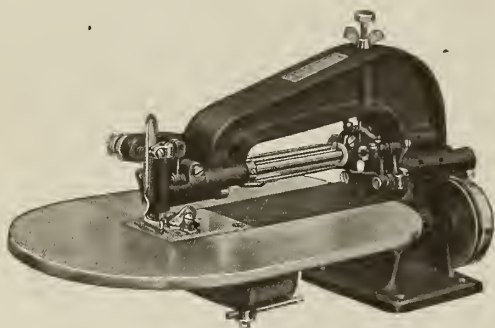


PEERLESS MACHINES



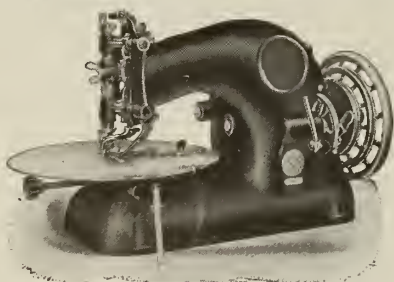
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.

44 Binford Street, Boston, Mass.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON ————— EVERETT
MASSACHUSETTS, U.S.A.



For that boy with a "Kick"

Our Standard Screw Shoes

will please both parent and boy.

Made on easy-fitting lasts for hard and strenuous wear. Moderately priced, too.

The Range:—

**Boys', Youths', Little Gents' and
Children's Box Kip**

Pressure of orders has necessitated our discontinuing the making of BAREFOOT SANDLES and SOFT SOLE BABY SHOES.

Write us or your Jobber for Prices.

St. Hyacinthe Soft Sole Shoe Co.
St. Hyacinthe Limited Quebec



**TWO
GREAT
SELLERS**



PACKARD'S WHITE "O"

No. 3 (put up in Cardboard Boxes) is a **BIG CAKE** for the Money

No. 5 in Zinc Boxes is put up especially for Travellers' use

**WHITE "O" CLEANS WHITE CANVAS SHOES, BELTS, Etc.
GIVES A PURE WHITE FINISH AND CONTAINS NO ACIDS**

White Canvas Shoes are now worn extensively

Are you getting your share of Profits on White Cleaners?

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

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

PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
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

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

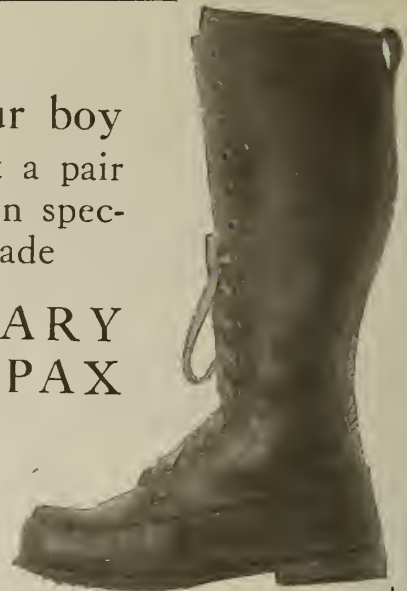
BRANCH WAREHOUSES
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

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.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



Spats

Fashion dictates every well groomed woman should have a pair.

**WE have the FINEST
Line on the Market**

Buy your needs NOW and get the BEST goods at TO-DAY'S prices.

Have them WHEN your customer WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

		Per doz. pairs
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....	\$16.50	
Men's 5 " Flat Tailored Buttons	13.50	

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....	\$13.50	doz. pairs
" 8 " 8 "	12.00	"
Men's, 5 in. high.....	9.50	"

FINE KERSEY CLOTH

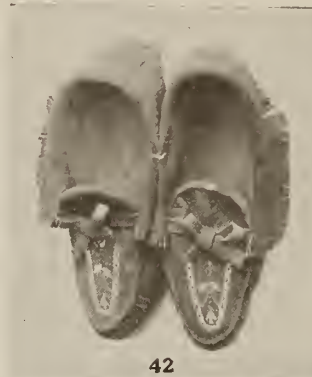
BLACK ONLY

Women's 10 Button, No. 333.....	\$8.50	doz. pairs
" 10 " No. 141.....	6.00	"
Men's 8 " No. 141.....	6.00	"

Laing, Harrar & Chamberlain
Philadelphia, Pa.

MOCCASINS

Genuine Canadian Indian Hand Made



These Moccasins have beaded fronts, suitable for house slippers. They run in sizes same as shoes.

We have many other lines.

Ask for samples.

Every Shoe Store should carry a line of Moccasins, as they are always in demand.

PRICES

Men's	sizes, 8 to 12	-	\$10.50	doz.
Women's	" 3 to 7	-	9.00	"
Misses'	" 11 to 2	-	7.00	"
Children's	" 7 to 10	-	5.50	"
Infants'	" 1 to 6	-	4.50	"

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.

Edwards & Edwards

TANNERS OF

SHEEPSKINS

SHOES FOR GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

Edwards & Edwards

Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces

Represented by
John McEntyre, Limited - Montreal, Que.

BARRIE TANNING COMPANY
LIMITED
MANUFACTURERS OF

STAPLE AND FANCY **LEATHERS**
RUSSET SIDES AND SPECIALTIES

SHOE BAG CASE TRUNK STRAP
LEATHERS
HARNESS BRIDLE COLLAR SPLITS BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

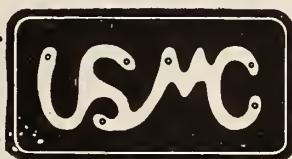
UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE **BARRIE, ONT.**
WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

INDEX TO ADVERTISEMENTS

A	PAGE	E	PAGE	R	PAGE
Aird & Son.....	22	Edwards & Edwards.....	61	Regal Shoe Co., Limited.....	19
Ames-Holden-McCready, Limited.....	8			Ritchie, John, Co., Limited.....	3
B		G		Robson Leather Co., Limited.....	56
Barrie Tanning Co.....	62	Getty & Scott, Limited.....	12	Robinson, James.....	14
Beal, R. M., Leather Co.....	60	Gagnon, La Chapelle & Hebert.....	15	Ralston, Robt., & Co.....	20
Bell, J. & T., Limited.....	7	I		Ryan, Thos., & Co., Limited.....	55
Breithaupt Leather Co.....	23	Independent Rubber Co.....	21	S	
Blouin, Pierre.....	60	K		Shultz-Goodwin Co. (Inc.).....	58
Boston Cutting Die Co.....	56	Kilgour, Rimer Co., Limited.....	55	Staynes, W. H., & Smith.....	56
British Wood Heel Co., Limited.....	23	L		Sisman Shoe Co., Limited, The T.....	20
Browning, C. A. & Co.....	22	Laing, Harrar & Chamberlain.....	61	St. Hyacinthe Soft Sole Shoe Co.....	58
C		Lewis, C. A., & Co.....	57	Solid Leather Shoe Co.....	13
Canadian Consolidated Rubber Co... 24		M		Saba, C. N., & Co.....	61
Canadian Footwear Co.....	10	Montreal Box Toe & Heel Co., The... 60		T	
Clark Bros., Limited.....	O.B.C.	McArthur, Irwin, Limited.....	54	Tebbutt Shoe & Leather Co.....	16
Clarke & Clarke.....	60	Minister Myles Shoe Co.....	11	Thompson Shoe Co.....	17
Cote, J. A. & M.....	18	P		Tetrault Shoe Mfg. Co.....	5
Cobourg Felt Co.....	57	Perth Shoe Co.....	9	Townsend, J. S.....	52
Climax Baler Co.....	55	Packard, L. H., & Co., Limited.....	59	U	
D		Peerless Machinery Co.....	58	United Shoe Machinery Co. of Canada.....	4 and I.B.C.
Davis Leather Co.....	I.F.C.			W	
Duclos & Payan.....	60			Wright, E. T., & Co., Limited.....	6
Dunlop Tire & Rubber Co., Limited35, 36, 37, 38				Woelfle Shoe Co., Limited, W. E.....	18
Dun, R. G., & Co.....	55				

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

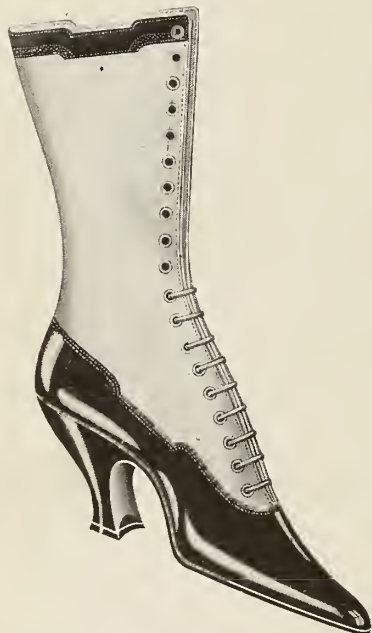
Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.



Ladies' Black Kid, 9-inch Collar Bal.,
Light Grey Buck Top, Louis Heel
McKay, AA to D widths



Ladies' Patent 9-inch Fancy Collar Bal.
White Washable Kid Top, White
Welt, Louis Heel, McKay,
AA to D widths

Novelty Shoes Keep Business Moving in Warm Weather

We specialize in the latest and newest effects in women's attractive footwear.

Our Exclusive Models in all the Popular Shades mean increased prestige for the retailer and satisfaction for the customer.

We are naturally pleased with the reception accorded our lines during the past three years and the position we have achieved as leaders in Women's High Grade McKays.

Clark Bros., Limited
St. Stephen, N.B.

REPRESENTATIVES FOR THE DOMINION

Geo. H. Ferguson,
Western Provinces

R. L. Savage,
709 Lumsden Building, Toronto
Ontario and Quebec

C. Hazen McGee,
Maritime Provinces

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

TORONTO
JULY 2
1917

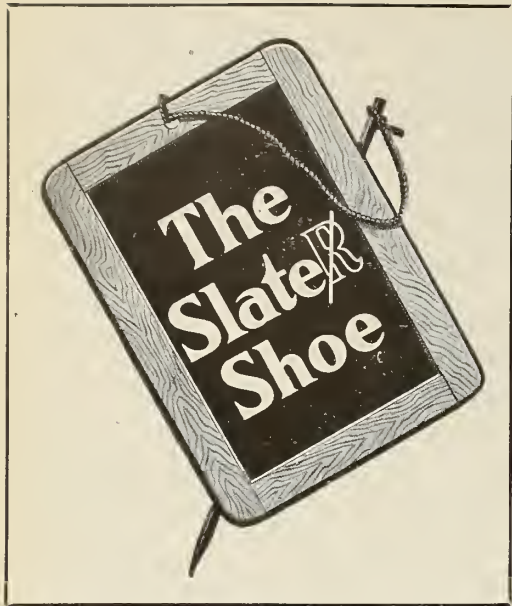


CLAYTON S. CORSON, TORONTO

See Page 40

British & Colonial Press Photo

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



At the Sign of the

SLATER

Shoe wearers know that the best to be had in Men's Footwear is obtainable there. And BEST SHOES always attract the BEST TRADE.

That's a selling advantage that means profit to you, and you have a tremendous trade advantage in the name SLATER when you handle SLATER SHOES.

Then you have another big consideration in our splendid

In-Stock Service

which eliminates worry, saves time, saves money, removes the necessity of your carrying a big stock by making it possible for you to obtain one or a dozen pairs practically at a moment's notice.

Test its convenience and be convinced.

Write for Catalogue of Our In-Stock Lines.

Slater Shoe Co., Limited
Montreal

ANNOUNCEMENT

Our company has lately been completely reorganized and Mr. J. I. Chouinard is now President and General Manager. Mr. P. A. Doig, as assistant, will continue to look after the interests of our many customers.

The future policy of the new management will be to sell to the **JOBBER ONLY**

Realizing that economy in every thing should be encouraged, we have prepared a range at popular prices—stylish—on new lasts—but not freakish—lines that sell in every season and that you must have in your range.

See Our Samples

of growing girls', misses' and children's in McKay and Turns.

WHITE CANVAS will be in great demand next Spring. We make them and make them **WHITE**

STAR SHOE LIMITED

MONTREAL



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

"REGAL" REPEATERS

"The Briton"

Nut Brown Russia Bal, Fibre Sole and Rubber Heel.



"The Briton"

Mahogany Russia Calf Oxford.



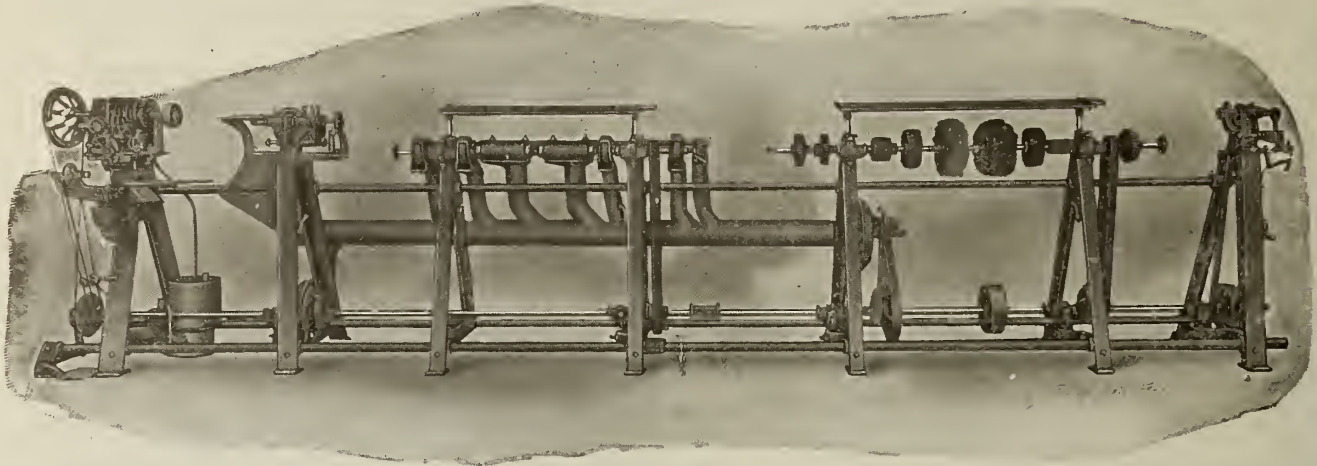
**BOTH
IN STOCK**

All Sizes
Widths, C, D and E

THE REGAL SHOE CO. LIMITED

472-474 Bathurst Street :: :: TORONTO, ONT.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



*Bell Quality
is Never Questioned
The Name is Sufficient*



La Salle

The above illustration represents one of the latest Bell models in high class footwear.

It will appeal to exacting customers—those who demand the best, for it embodies every quality of fine shoemaking that has so long characterized Bell Shoes.

If you handle the Bell Lines they will stamp your store with the mark of quality.

J. & T. BELL
LIMITED
MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA



SPEED KING

SPORTING SHOES

This is the season for "Rush Orders" in
SUMMER OUTING SHOES

You'll need more SPEED KINGS this year than last. The holiday season is here and the popularity of these lines for outing purposes is growing constantly.

Send your orders and they will have prompt attention by any of the following wholesale 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

Independent Rubber Company, Limited
Merritton, Ontario

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.

All Men Like Comfort

Some Men Demand It

In Their Footwear



The DOCTORS and PROFESSOR

Health Shoes possess every element of comfort, with a deal of style thrown in, and a wearing quality that puts them in a class by themselves—

COMFORT,
STYLE and
WEAR QUALITY

Specify by name when ordering from your jobber.

The
Tebbutt Shoe & Leather Co.
 Three Rivers, Quebec

*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.

“ROCHESTER” Lasts give powerful selling points to a shoe

In their modeling is
Distinctiveness
Individuality
Correctness
Character



Visitors to the Rochester
Style Show are invited
to our Plant.

FACTORIES:

NEW YORK CITY, 106-108 Reade Street ROCHESTER, N.Y., 1220 University Ave.

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.



JAMES
ROBINSON
SERVICE

We are in a position to render you PROMPT
SERVICE in all our lines and especially in

SUMMER GOODS

which are in such demand just now.


Isn't it important that you shall have your
orders shipped within 24 hours of their re-
ceipt? Well, that's what we can do for you.

That's one feature of the JAMES ROBINSON
SERVICE—a feature that has been a potential
factor in the building of our business.




James Robinson
Montreal






CHANDLER'S BUCKLES




LEATHER

Leather Covered Buckles carried in stock, in gun metal, patent leather, white buck, white kid and white canvas.



METAL

Metal Buckles carried in stock in gun metal, patent finish and mat white.



COMBINATION C-132

Buckles illustrated come in either leather covered or metal, from \$1.00 per doz. pair to \$3.00 per doz. pair. Colonial combinations from \$2.00 per doz. pair to \$4.00 per dozen pair. Write for sample pairs.

Sole Agents
C. A. BROWNING CO., 30 Franklin St., Boston, Mass., U.S.A.

Collis Calf

Bright, Glazed, Boarded and Russian

Has that exquisite tone, finish and texture that appeals to MANUFACTURER, RETAILER and WEARER.

It Makes the Shoe Stand Out

Our Leaders:

COLLIS KAHKI

COLLIS TONY RED

COLLIS LONDON BROWN

COLLIS MAHOGANY BROWN

The Leather of Quality and Economy



We Lead in these New Shades, Others Follow.

Largest Importers of French Calf Skins on this Continent.

COLLIS LEATHER COMPANY, Limited

AURORA, ONTARIO

N.C.R. Service a Sign of Success



Before and After Confederation

and a message for to-day



Those of us who can look back to the days of Confederation, re-live as the old associations are recalled.

The store of the early days had many pleasant associations. The wooden Till could tell an interesting story—one which would perhaps reveal human weaknesses, losses to the merchant on account of mistakes, disputes with customers, forgotten charges, etc.

Doing business in an efficient or systematic way was little thought of in those days. The temptation which was placed before employees was criminal.

A merchant of Dayton, Ohio, in thinking of the dangers to himself and his employees because of no system, devised a crude mechanism for registering money. This was the first step from the old-fashioned Till to the present highly specialized Cash Register.

The story of the years of struggle and patience on the part of the founder of The National Cash Register Company, Mr. John H. Patterson, to perfect a register which would relieve the retail merchant of work and worry, remove temptation from his employees, is a most interesting one.

The story of Mr. Patterson's early struggles is told by himself in an interesting booklet—"The Troubles of a Store-Keeper and How to Correct Them." This booklet is of especial interest to every retail merchant. Send us your address and we will gladly forward you a copy.

THE
National Cash Register Co.
OF CANADA, Limited
Head Office and Factory
350 Christie St. Toronto, Ont.

The History of the Old Cash Drawer

- Mistakes
- Losses
- Uncertainty
- Temptation
- Laziness
- Carelessness
- Disputes
- Customer Dissatisfaction
- No Records
- Overwork
- Late Hours
- Inefficiency
- Small Profit
- Stunted Business

The History of N.C.R. SERVICE

- No Mistakes
- Losses Stopped
- Temptation Removed
- Accuracy
- No Disputes
- Customer Satisfied
- Quick Service
- Correct Information
- Instantaneous Audit
- Immediate Balance
- Highest Protection
- Success

A "National" Serves and Protects



YAMASKA BRAND SHOES

have an enviable record, built upon quality. And the building of this record has extended over half a century.

They are Staple Lines for

Men, Women and Children

that are called for every day in the year and made to give satisfaction, while priced to sell quickly.



LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.


The Just Wright
TRADE MARK SHOE



Stock No. 11—Select Gun Metal Calf City Bal., Plump Single Sole, MAZDA Last. Stock No. 10—Same in Tan. Widths A to D

I
N
S
T
O
C
K
S
E
R
V
I
C
E

I
N
S
T
O
C
K
S
E
R
V
I
C
E

 *“Keep to the Wright”*

For that simplicity of style and thoroughbred look that good dressers demand. Your best customers will like the JUST WRIGHT SHOE. It will pay you to try our stock No. 10 or 11.

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.

The Just Wright
TRADE MARK SHOE



JOBBERS!

Who are looking for shoes that will stimulate trade should inspect our line. We have a complete range, exemplifying style and quality, and made to sell at moderate prices.

AIRD & SON (REGISTERED)
MONTREAL

A. DAVIS & SON

KINGSTON TANNERY

MANUFACTURERS OF

HIGH-GRADE SHOE LEATHERS

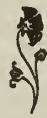
Including:

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.

Military Leather.

OUR GUN METAL AND MATT SIDES

Are pronounced by those who have used them as the best value on the market. They have those qualities that not only mean wear but appearance, and above all

THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

KINGSTON

-

ONTARIO



Summer Suggests

WHITE GOODS

*and White Goods
Suggest*



Gagnon, Lachapelle & Hebert

because we are extensive manufacturers of
White Goods

For Women, Misses, Children and Infants

Our 1918 Spring Samples represent the
strictly modish demands and will meet
every call for this line of popular footwear.

In addition to our White Goods, we also
make a very high grade line of

Women's Leather Shoes (McKay Sewn)

These, too, are the very latest and most
popular style models. Be sure your
jobber shows you our lines.

Gagnon, Lachapelle & Hebert

55 Kent St.

Montreal



IN STOCK

That means we can ship
AT ONCE, which is
 vastly important to **YOU**

Here are Some of Our
SPLENDID SUMMER LINES

That are Right in the Height of Fashion at this Present Moment

HIGH-CUTS, PUMPS AND STRAP SLIPPERS
 In Newbucks, Colored Kids, Patents and Fabrics.

Send in Your Orders and Test Our In-Stock Service.

THE LADY BELLE SHOE COMPANY, Limited
KITCHENER, ONTARIO

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



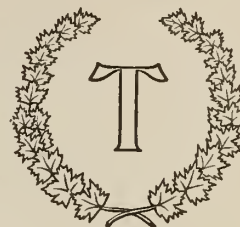
WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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



*NOT Greater in Price
BUT Greater in Value*



First Impressions

The Tetrault Welt Shoe has the faculty of catching the eye of the buyer. It has what makes a shoe a rapid seller—STYLE.

*It Looks Classy and
It IS Classy*

Last Impressions

When the Tetrault Welt Shoe slips on to the foot the good impression is further enhanced by the FIT. It is COMFORT, after all, that counts in making friends for a shoe, and VALUE in holding them after.

Couple with the above the splendid TETRAULT SERVICE and you have a shoe-selling combination that positively cannot be equalled anywhere.

All good jobbers handle them.

Tetrault Shoe Mfg. Co.

Largest Manufacturers of Goodyear Welts in Canada
Montreal

Tetrault Welts

*The Shoe with a 2-Million Dollar
Record*



RINEX SOLES



"RINEX" SOLES are better than leather. They look as well, are more comfortable and wear decidedly longer.

Sole leather, at its best, cannot compete or compare with "Rinex" as a sole material, because "Rinex" is a sole manufactured expressly for use as shoe soles.

"Rinex Soles are made in Black, Tan and White. All genuine "Rinex" Soles have "Rinex Sole" stamped in the shank.

Write your shoe manufacturer to use "Rinex" Soles on your shoe order. Our nearest branch will give you further information on request.

**Canadian Consolidated
Rubber Co., Limited**

Head Office - Montreal

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

WHY BUSINESS SHOULD REMAIN PROSPEROUS

Increased Earnings Through the War—Wide Range of Industries Stimulated by War Expenditures—High Prices Have Their Compensation in Various Ways—General Shortage of Raw Materials Promises Little Relief for a Long Period

THERE need be little fear as to the continuance of the prosperous business conditions in this country so long as the war lasts. The measure of the success and stability of domestic trade lies in the purchasing power of the people to a large extent, the returns from the natural resources of the country being, of course, the foundation which, with the emoluments of wage earners, formulates and maintains prosperity.

This year, from all appearances, there will be rather more than the average crop in all lines, and, with prices as they are, the farmers of this country will have an abundance of money to devote to their particular needs. The same may be said of our mining, fishing and lumbering interests, although the shortage of labor will undoubtedly impair to some degree the results from some of these sources.

The continued production of war materials will alone be responsible for putting in circulation vast sums of money, and when it is remembered that the making of munitions means the stimulation of iron and steel and other products, with the increased need for coal, transportation and all that these involve, it will be understood how far-reaching are the effects of the expenditure of fifty millions a month on munitions alone.

Shipbuilding is proceeding almost as feverishly as the making of munitions the number of ships turned out this year promising a larger tonnage than any ten years since Confederation. This also means the stimulation of other industries that must be kept up to the mark to keep the wheels of industry moving.

While there has been a corresponding increase in the cost of living that limits to some extent the purchasing power of the amount of wages being paid to industrial employes, this is more than offset by the tremendous increase of the number of workers. There never was a time in the history of the country when there were so many people at work. Everybody who can handle a tool or stand before a machine can earn wages that five years ago would have been considered fabulous; and the soldiers' dependents are getting and spending their allowances.

There has been a slight hesitation in business in recent months through the overstocking by merchants who thought toward the end of last year that it was a question of getting goods at any price. This Journal kept reiterating the warning that there would be enough goods to go around, nevertheless buyers bid against one another in their eagerness to cover themselves, and this brought about higher prices as well as surplus stocks which have since resulted in more or less stagnation.

But there need be no fear as to the future. There will be no drop in prices, unless amongst manufacturers who become restless and to keep their plants going, temporarily offer inducements. Goods at prices at which they were bought last spring are not only good value but a good investment, and the man who holds on will make a good profit.

The world's stock of raw materials has steadily diminished with some notable exceptions since the war and, the shortage of labor and other considerations, will help to make even these respond to the general upward tendency. There is not the slightest occasion for doubt or uncertainty as to the future so long as present large expenditures continue, for even the saving policy followed by many who are investing in government securities will mean the distribution of that savings in industrial enterprises, whether governmental or private.

VETERAN SHOEMEN RECALL "DAYS OF LONG AGO"

Conditions which Prevailed in the Dominion Away Back in 1867—The Improvements that have Marked the Retail Business and Contributed to its Expansion and Upbuild—How Boots were Made and Sold Then and Style was not a Perplexing Factor

CANADA is celebrating the fiftieth anniversary of its history as a nation. The occasion is one full of significance, association, and import. The expansion and development of the Dominion has been marvellous and there is little need to dwell upon the record of achievement and progress of the last half century.

To-day a great national event is being observed, and the future is bright with promise and hope. The jubilee of Confederation is commemorated on every side and all join heartily and unitedly in praise of the glorious past and the still greater future. The people are manifesting their patriotism and devotion in no unmistakable manner, and now Canada is a united nation of vast sweep of territory, and of radiant prospect in internal growth.

July, 1917, finds her throwing herself in to the world struggle for liberty, freedom and tolerance in a way that sets the final seal of nationhood upon her brow.

In 1867, Canada comprised four provinces, embracing a narrow strip along the Lower Lakes and the St. Lawrence, with a limited frontage on the Atlantic.

In 1917, there are nine provinces and a large unorganized territory, embracing half a continent, stretching from the Pacific to the Atlantic and from the United States to the Pole.

The greatest single factor in the progress of Canada has been the opening up of the West, which the above extension in political control made possible.

In 1867, the Dominion embraced an area of 540,000 square miles, with a population of 3,600,000.

In 1917 her area measured 3,729,665 square miles, with a population of about 7,600,000.

Fifty years is a short time in the life of a nation, but it is a long period in the career of an individual. Looking back over the past, so far as the shoe and leather business is concerned, there are not many who were engaged in that line at the birth of this great commonwealth. There are, however, a number of industries in the boot manufacturing, leather and retail arena, that were founded previous to Confederation, but few of the original heads of these historic houses still keep their hand on the wheel. They have played their part and played it well and have gone to their well merited reward. So far as the SHOE AND LEATHER JOURNAL can learn there are half a dozen men who were retailing shoes half a century or more ago, and are still at it, and the following references and reminiscences will be read with much interest.

Fifty-five Years in the Game

Possibly the oldest shoe firm in Canada, in point of years in business, is Francis & Vaughan, King street, St. John, N.B., who have been selling shoes for fifty-five years, and John Vaughan is still at the helm. The name of Vaughan has been connected for nearly a century with the shoe trade in St. John.

John Vaughan's father was engaged in the footwear line, and the subject of this reference spent part of his time in his father's store, for even when at school, he was interested in the business. His first position, if such it can be really called—for "job" would be a more proper term—was with the late M. Francis. From him his early training was received. As an urchin in those days, his duties were quite different from those of the ordinary lad of the present.

Such a thing as delivering shoes was unheard of, while a task like answering the telephone was unknown. Starting with Mr. Francis fifty-five years ago, when he was sixteen years of age, Mr. Vaughan has seen many changes in the shoe trade. The late M. Francis, in 1862, engaged in the manufacture, as well as the selling of different lines of shoes, employing a large number of workmen, and Mr. Vaughan continued this policy when he became proprietor. Later on, he went into partnership with H. L. Francis, a brother of M. Francis, and they continued for many years, the firm being dissolved in 1893, but the business has been continued under the old reliable name of Francis & Vaughan.

Before the big fire in 1877, when whole sections of the city were wiped out, Mr. Vaughan did business on Prince William street, but afterwards a removal was made to King's Square; then the site was changed to King street, where, for forty years, the firm has done a steady, substantial and thorough-going trade.

John Vaughan, although he is past the allotted span of three score and ten, is still active and hearty, and likes to recall the days of long ago in the boot business. "Those were the times," said Mr. Vaughan, "when no cartons were placed on the shelves, all goods being sold in bulk. The finer classes were kept in drawers. When a customer entered, he was shown shoes as now and the powers of persuasion seemed as essential to a clerk as they are at the present day. If the caller took a couple or three pairs home to decide as to which he or she should keep, it was up to him or her to return what was not retained. To call for a parcel on approbation was an unheard of proceeding at the time of Confederation. Then only about sixty different lines were kept, whereas we now have over seven hundred.

"The matter," continued Mr. Vaughan, "of making a selection was not as arduous a task as it at present appears, when the style problem, new lasts and patterns, and color schemes figure so prominently. There were only seven shoe stores in St. John in 1867, and to-day there are over fifty places where boots and shoes are sold. I think the quality of many lines in the old days was just as good as now, if not better, but, of course, there is a vast improvement in workmanship, finish, appearance and skill. The introduction of the Goodyear welt process practically revolutionized the shoe trade. Tanners have improved their stocks and many new leathers have been introduced. French kid was the most popular leather in the early shoe days, but it has been practically a dead issue for nearly twenty years, because the introduction of dongola has eliminated it. Prunella shoes were a popular portion of the stock in women's fine footwear. English goods were also largely handled by us, but gradually local and Canadian manufacturers began to place their lines upon the market, and a ready demand was created for them. Prices in 1867 were a mere bagatelle as compared to what is charged for the higher grades of footwear now."

The Record of Pioneer Firm in Napanee

A house which has been in business for fifty-four years, and is still flourishing, is Wilson & Bro., of Napanee, Ont. The firm is composed of Uriah Wilson, ex-M.P., and John Wilson, the latter passing away in November last. Four years before Confederation, and before many of the readers of this article were born, three brothers started a small custom shoe shop in Napanee. The firm was then



“ THE FATHERS OF CONFEDERATION ”

This is a picture of the “Fathers of Confederation,” all of whom have joined the silent majority, the last to expire being Sir Charles Tupper. There were thirty-four statesmen who inaugurated the union of the British provinces in North America on July 1st, 1867. They all played an important part in the early and subsequent history of the Dominion. In the distinguished group are the following: H. Bernard, secretary; W. A. Henry, Nova Scotia; E. Palmer, Prince Edward Island; W. H. Steeves, New Brunswick; C. Fisher, New Brunswick; E. Whelan, Prince Edward Island; Col. T. H. Gray, Prince Edward Island; G. Coles, Prince Edward Island; S. L. Tilly, New Brunswick; F. B. I. Carter, Newfoundland; A. Shea, Newfoundland; J. Chapais, Canada

East; E. B. Chandler, New Brunswick; A. Campbell, Canada; A. C. Archibald, Nova Scotia; Sir H. Langevin, Canada East; Sir John A. Macdonald, Canada West; Sir G. E. Cartier, Canada East; Sir E. P. Tache, Canada East; Hon. George Brown, Canada West; T. H. Haviland, Prince Edward Island; A. Galt, Canada West; P. Mitchell, New Brunswick; Hon. Oliver Mowat, Canada West; J. Cockburn, Canada West; R. B. Dickey, Nova Scotia; Sir Charles Tupper, Nova Scotia; Col. J. H. Gray, New Brunswick; W. H. Pope, Prince Edward Island; W. McDougall, Canada West; T. D'Arcy McGee, Canada; A. A. McDonald, Prince Edward Island; J. McCully, Nova Scotia; J. M. Johnston, New Brunswick.

known as S. B. Wilson & Co., and its members were S. B., Uriah and John Wilson.

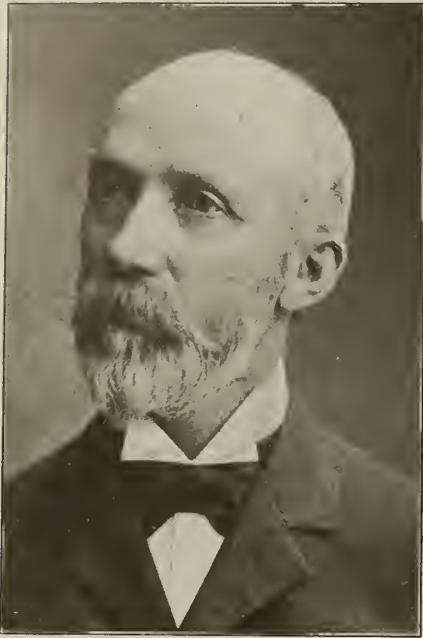
In 1867, the former retired, and the establishment has ever since been carried on under the name of Wilson & Bro. Both Uriah and John were practical shoemakers, and served a regular apprenticeship. The yearly salaries of the two boys while hammering out sole leather on a lap stone, and working with an awl and waxed ends, was not a princely one. The first year they got twenty dollars for twelve months' labor. The second year, thirty dollars, and the third year, forty dollars. The fourth year, they received the magnificent income of sixty dollars per annum. Board, washing and boots were included in the remuneration.

Wilson and Bro. vividly recall the days when there were no shoes put in cartons, when half sizes were unknown when rubbers were made from one last, and long legged boots had a great call—copper toes decorating the boys' and youths' sizes. From 1863 to 1867, no goods other than hand-made, save a coarse class called Penitentiary shoes and made by convict labor in Kingston, were sold by the firm.

The manufacturing business grew until ten men were employed to supply the trade, but after Confederation,

ready-made footwear began to displace custom-made. The firm still make boots to order, if desired, and in the past, made a specialty of custom, long kip boots. It was customary for shoemakers, in the early days, to work from early morning until nine or ten o'clock at night, in the busy season. Four men could work by the light of two candles, the candles being placed on a wire stand, and the benches grouped around them. The crimping, skiving and sewing were all done by hand, and the sole leather hammered out. After the work was cut out, the men then performed all the other operations, to the completed product. Custom shops gradually introduced sewing machines, and then came crimping machines, skivers, rolling machines and dies.

Uriah Wilson, the sole survivor of the firm, has spent many years in public life, being a former councillor and deputy reeve of Napanee, and former warden of Lennox and Addington counties. He represented Lennox in the House of Commons from 1887 till 1904, and after the re-distribution, sat for Lennox and Addington until 1911, when he retired from public life. The late John Wilson was an ardent lover of flowers, and during the time that his brother was attending to his parliamentary duties, he carefully super-



H. P. BLACHFORD, TORONTO, ONT



URIAH WILSON, NAPANEE, ONT.



C. E. BLACHFORD, TORONTO, ONT.

THESE SHOE RETAILERS HAVE ALL BEEN
IN BUSINESS OVER HALF A CENTURY



PHILIP COOK, SR., LONDON, ONT.



JOHN McKEOWN, BELLEVILLE, ONT.



J. J. HAINES, BELLEVILLE, ONT.

intended the business at home, and kept it on the solid foundation that it is at the present time.

Blachford Business Began in 1864

In Toronto there are only two retail firms doing business to-day, the members of which were alive in 1867, and have been going down to work every day since that historic epoch. One of the firms is H. & C. Blachford, Limited, 286 Yonge street. Horace P. and Charles E. Blachford started in October, 1864, in a tiny shoe shop at 131 King street east. Both these gentlemen are still enjoying good health, and have established a name in the Canadian shoe world that stands for all that is highest and best in merchandising methods.

While there are some historic houses in Great Britain, United States and Canada, which have borne a family name for many decades, it will be frequently found that either a son or a grandson is to-day conducting the business, and that the head of the original establishment has long since passed to the beyond. This is not the case with the Blachford Shoe Store. The same men, who began, in a small way, before Confederation, are vigorous to-day, and as regular attendants at business as any of their employees. The Blachford firm have one of the finest and largest emporiums in Canada, and the slogan has always been "The Store that Fits the Feet." They have several customers who were doing business with them when the scattered provinces of Canada were united in the great Commonwealth, known as the Dominion. Both Horace P. and Charles E. Blachford love to talk over the olden days, and in a recent communication to the SHOE AND LEATHER JOURNAL, said:

"When one looks back to the time of Confederation, he will find great changes in the shoe trade of this country. There are not many who can remember as far back as the early fifties, when the firm of Brown & Childs came to Toronto, and started manufacturing on King street, east of St. James' Cathedral, and a few years later removed to Montreal, making that city their headquarters. They continued their factory in Toronto for some time later Mr. Brown retiring and W. B. Hamilton taking his place, the firm then being Childs & Hamilton. They moved to Wellington street east and remained there until they built a new factory on Front street east, the institution now being W. B. Hamilton Shoe Co.

"When Brown & Childs commenced manufacturing there was very little machinery used. They made nothing but pegged work, composed of long and laced boots. Wellington boots were seamed up by hand, and only the uppers made in the factory, the bottoming being done at the shoemakers' houses. The sole leather was taken out by the side with so many pair soles, insoles, counters and heel stock chalked out; what a contrast from those days with to-day, when everything is done by machinery!

"Fifty years ago most all the fine boots were made to measure or imported from England and United States. The retail merchants did not have to carry the amount of stock they do at the present time, as there was only one width and no half sizes. The boots were all principally women's elastic, front and side lace, and one shape toe and made of calf, enamel, and prunella. Dress slippers were made without heels or trimmings. H. & C. Blachford have two pairs of such slippers at present, which are kept as souvenirs. These were only made in one width and were imported from Paris.

"When one looks back fifty years how many of the old original firms do you find in the shoe business to-day? Alas, one, and that is H. & C. Blachford; when they took the first step on the ladder and gradually worked up to the top. The name 'Blachford' is known all over and they have customers in every part of the Dominion and many states of the Union."

Belleville can boast of two veterans in the shoe game, who were doing business when the scattered provinces of Canada were welded together in a homogeneous whole. To-day these self same gentlemen are still going down to business on the fiftieth anniversary of Confederation.

These pioneers are J. J. Haines and John McKeown. Both have been in business for fifty-three years, although Mr. Haines started some months before Mr. McKeown. The former is head of the J. J. Haines Shoe Houses, who have stores in Belleville, Napanee, Trenton and Smith's Falls.

In conversation with the SHOE AND LEATHER JOURNAL, the other day, on conditions in 1867, he said:

"Yes, sir, there have been some changes in fifty years in the shoe business. Long boots were the order of the day then and lots of them. Our shelves were crowded with them and how our arms ached on Saturday night in the fall when the head of the family had been to town and fitted all the children out, and saw to it that all the pegs had been rasped out. Everything came loose, no cartons, and for the ladies' prunella boots were the thing. These were tied together and packed in shelves and drawers and were the correct thing to wear laced, gaiter and button style, plain, and foxed with leather.

No Credit Then, Says Mr. Haines

"We did not give credit and were not troubled with approbation till later years when styles multiplied our troubles. Approbation and credit crept in and gave us all kinds of trouble, but lately we have got rid of both of these evils. We also did repairing years ago but this has been dropped in late years as it was a big expense and a source of all kinds of evil. We notice in our cash book of 1864 that we paid 50 cents a pair for half soling calf boots, and from the same book we observe that cordwood had a prominent place at \$3.50 per cord and cutting same 75 cents. No coal in the good old days.

"We had only silver money which did not pass for face value and was always a loss in exchange. All merchants in the country petitioned the government when we got our dollar bills which was a great relief and saving.

"At night big wooden shutters were put on our windows outside. We always used newspaper advertising from the beginning, and large fence and barn space as well, and still find it pays to keep our name before the public. We have always given good value on the dollar, and find it pays to give our customers the very best we can get for the money.

"Fifty years ago you could get a man's good boot for \$3.50; that was about the limit. We dealt with Geo. Offord & Co., Kingston; Mullarkey & Donovan, Montreal; O'Thibeadeau, Montreal; Smythe & Edminson, Montreal, and Brown & Childs, Montreal."

Mr. McKeown Closed His Shop to Fight

The other veteran in the shoe trade ranks is John McKeown, of Belleville, who has been selling shoes in that city for fifty-three years. He was in a reminiscent mood when speaking of old times.

"Yes," he said, "I closed up my shop for three weeks during the Fenian Raid in 1866, and did duty at Prescott. I was a member of the 15th Battalion at that time, and enlisted with several others. As to how many business men would close their shops now, and volunteer to go overseas, and fight I cannot say, but I know that I did it cheerfully in those anxious days. With us the protection and interest of our country came first and business afterwards."

Mr. McKeown is seventy-eight years of age, and is still active. He was born in Kingston, but it was in Picton that he got his education and learned shoemaking. Coming to Belleville in 1860, he served at the bench for four years, and then launched out for himself in 1864. For some time he conducted, in connection with his shop, a flourishing

custom shoe department, employing as many as fifteen men. But factory-made goods gradually came into more general use and displaced the custom variety.

"I remember," declared Mr. McKeown, "the days before any rubber shoes came on the market. We used to make some overshoes entirely of leather, and they answered the purpose very well." The greatest change that Mr. McKeown has witnessed in the evolution of the shoe business, is the rapidly altering styles and lasts, which necessitate merchants carrying much larger stocks. To this day, Mr. McKeown says he makes a few shoes to order, "principally for cranks and cripples," he humorously added. In the old times, six dollars was a fair price for a handmade calf skin shoe. One of the first factory shoes that Mr. McKeown sold was known as the Penitentiary brand, made at Kingston by A. & C. N. Ross & Co. Mr. McKeown says that people buy a much finer and better class of footwear to-day, than ever, while business has improved in many other respects.

How the Cook Business in London was Started

One more business that has been established fifty-three years is the J. P. Cook Co., Limited, of London, Ont., which began in the "Forest City" in February, 1864. Mr. Philip Cook, who launched the enterprise, is of Irish extraction, and as a boy came to America and lived with his parents for a while in New York City. Later, they removed to Western Ontario, and Philip Cook, who had considerable acquaintance with the art of St. Crispin, secured his first job in the factory of the John McPherson Co., now of Hamilton—the industry then being located in London. In 1864, he bought out the small business of Mr. Crabbe, then located on Dundas street, London, where he started a custom shop. Shortly afterwards, he added certain lines of shoes. He foresaw that factory products in footwear were going to displace handmade goods, and thus the Cook business was inaugurated. Five different stands have been occupied, the present one at 167 Dundas street and 398 Richmond street being secured in 1899. Mr. Cook has three sons, who were actively interested in the shoe trade, and twenty-one years ago the style of the firm was changed to J. P. Cook, and some eight years later was incorporated under the name of J. P. Cook Co., Limited.

J. P. Cook, who founded the shoe factory of the Cook-Fitzgerald Co., died in 1911. The other two sons are Philip Cook, who manages the big shoe establishment in London, and Ed. Cook, proprietor of the Owl Shoe Store, Toronto, and secretary of the Toronto Shoe Retailers' Association. Mr. Cook, senior, is now in his eighty-sixth year, and is enjoying good health. Like all the other pioneers of the trade, he loves to talk over old times, and can tell many interesting stories of the development and expansion of the craft. Mr. Cook owns considerable real estate in the "Forest City," has always been a lover of a good horse, and enjoys excellent health. He attributes his success in the shoe arena to his practical acquaintance with the trade, knowing the value of shoes, and giving close study to the buying end.

Owen Cook, the father of Philip Cook, lived to be ninety years of age, and it looks as if the days of the son's life would equal those of his father. In 1897 the Cook store inaugurated the entire cash system, which has been very successful. Philip Cook is the uncle of Messrs. Philip, Stephen and Joe Pocock, of the London Shoe Co., and taught them all the rudiments in the art of shoemaking. One of his daughters married C. J. Fitzgerald, formerly of the Cook-Fitzgerald Co., who now resides in New York City.

In the course of further conversation Mr. Cook said: "We used permanent stock boxes on our shelves over forty years ago—had them made specially. We also issued a store paper at that time, and distributed it free to a mailing list. We always advertised in a different way. One year our city council refused to vote any money toward furnishing the

citizens with band concerts in the park. We hired the band and gave the citizens the concerts, and derived a lot of good advertising out of this public spirited move.

"We discontinued giving credit about twenty years ago, taking the stand that running accounts with our customers was poor business. We notified our patrons and have conducted what we consider a cash business ever since. We lost some customers, but have always felt we made a big move in the right direction.

"In the early days of our business, it was a common occurrence for customers from the country to come into town only about once a year, and then the practice was to buy shoes for the whole family. These shoes would often be just placed into a big red oatmeal sack, slung over the shoulder and carried away, without wrapping paper or fancy labels and string, as to-day. Wellington boots were the 'go' at that time, and they were even sported by bridegrooms. They were worn very close fitting, and sometimes were so tight on the wearer, that for a state occasion, they would be pulled on without socks."

Some Old Established Eastern Firms

There are several historic retail shoe businesses in Montreal. One of the oldest is that of L. A. St. Louis, 179 Notre Dame street east, who has been in the trade about forty-six years. Mr. St. Louis is now about eighty years of age and, of course, does not take a very active interest in the business.

O. Bernier, 17 Notre Dame street east, Montreal, has been in the shoe line close on to forty years. The firm of Wm. Dangerfield, 15 Notre Dame street west, has been in the retail game for half a century or more. The present proprietor is P. Donnelly, who is well liked and well thought of by the trade.

Among the veterans in the shoe business, who passed away a few months ago, was Louis Bilodeau, of Quebec City, who had been in the shoe business for the remarkably long period of sixty-six years. He was probably the oldest member of the trade in Canada at his death. Mr. Bilodeau was in his eighty-seventh year. His first store was situated at the spot known as the "Break-Neck Stairs," and after ten years in that place, he removed to larger quarters at 45-47 Sous-le-Port, in the same locality, and in fifty-six years he did not make a change of premises. Until about 1880, the late Mr. Bilodeau had the largest retail shoe business in Quebec.

Did Not Live to See Confederation Jubilee

A veteran who could recall many incidents of the early days of the shoe trade, and never lost his interest in the business, was Robert Wilson, of 75 King street east, Hamilton. He passed away a few days ago, after being in poor health for some months. A sketch of Mr. Wilson's career appeared in the last issue of the SHOE AND LEATHER JOURNAL, in which reference was made to the early days of shoe retailing, and the vast improvement that had taken place in this profession during the last quarter of a century. The Wilson business, which has always been a flourishing one, is now conducted by his sons, Charley and Arthur. Robert Wilson, Hamilton's oldest shoe retailer, left a heritage and a reputation that will always be remembered by numerous customers, friends and others having business with the firm.

A shoe house which links up the present with the past, and is an outstanding institution of the Capital City, is that of A. J. Stephens & Son, 187 Sparks street, Ottawa. The founder of the business, the late A. J. Stephens, passed away some five years ago, having been identified with the footwear game for forty-five years, and the present proprietor is his son, E. A. Stephens.

In April last, A. J. Stephens & Son celebrated their fiftieth anniversary in business, being the oldest shoe store in Ottawa.

(Continued in next issue)

No Cold Feet Here

The editorial, "A Time for Optimism," in the June 15th edition of the SHOE AND LEATHER JOURNAL has called forth a number of strong endorsements from the best people in all sections of the trade. We cannot give space to all these communications, but quote the following from one of the brightest of the shoe manufacturing concerns, in extenso:—

"We have read your article on "cold feet," and presume this means in the manufacturing end of the business. Cold feet! We don't know what cold feet mean. Listen to this, and then take us off your list of 'cold feeters.'"

"We have brought our production up to the capacity of our factory, about 600 pairs every day. We have put on additional help in every department. We have installed additional equipment. We have added a number of new lasts, and augmented our supply now current. We have increased our staff materially. We have equipped our office with many modern devices. We have made additions to our traveling staff. We have made our factory the brightest, best equipped and largest women's exclusive welt factory in Canada, and we are now getting out the finest set of women's fine welted shoes the factory has ever produced."

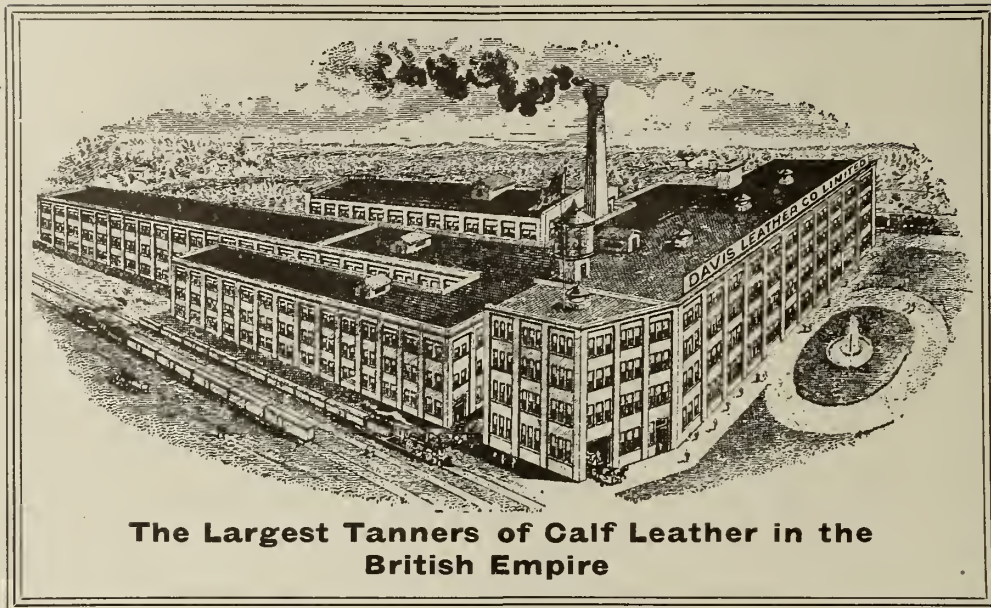
"We have consulted our city librarian, dictionary, and modern authorities on the vernacular of the day, to satisfy ourselves as to the meaning of 'cold feet' and find there is nothing like that in our family."

"We do not pretend to be able to predict—we cannot prophesy from one season to another—but we do know that the best way to keep the wheel turning is to keep our united shoulders right on that wheel, and shove and hustle, boost and push, and keep it going all the time. Undoubtedly there may be a grade ahead, but when we come to it we will put on a little more power."

"You are to be congratulated on the manner in which you take hold of any subject that you feel is of interest to the trade, and we must say that you generally hit the nail right on the head."

"It is quite true one grouch begets another. Sometimes, however, we have found that a grouch can be cheered up and made a first-class fighting man. No doubt you have had this same experience, and if you find the grouch you may be looking for go to him good and hard."

For obvious reasons the name is withheld, but we might mention that the concern is one of the regular advertisers in the SHOE AND LEATHER JOURNAL which realizes that one of the most fatal forms of 'cold feet' is to drop "pushing" for business.



**The Largest Tanners of Calf Leather in the
British Empire**

DAVIS LEATHERS

The name has become
the Synonym of
QUALITY in Texture,
Color and Finish.

DAVIS LEATHERS
stand for the best of
RAW STOCK, the
most **SCIENTIFIC**
TREATMENT, the
most skilful **EXPERT**
FINISHING.

The Manufacturer
knows what he is
cutting---The Retailer
knows what he is
SELLING.

Made from the most
carefully **SELECTED**
SKINS, yielding the
uttermost in **CUT-**
TING, and the
Highest Excellence in
FEEL and **LUSTRE**.

COLORED CALF

Our leaders in this line are **Royal Purple**
Russia, **Brown Russia No. 66**, **Briar**
Boarded Calf, **Brown Russia, No. 33**,
Brown Russia No. 14, **Mahogany**
Russia.

GUN METAL and MAT CALF

All our standard selections in men's and
women's weights.

VEALS

Our Veals are meeting with exceptional
popularity---**Black Diamond Veals**, **Dia-**
mond Mat Veals, **Boarded Veals**.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

THE leather trade continues quiet throughout the country, notwithstanding the stronger feeling created by the recent advances in the hide market. It is practically between seasons with shoe manufacturers, who naturally, are holding off for the purpose of seeing what the possibilities of the market may be in the next month or so. Shoe manufacturers are preparing their spring samples, and will have these in line early next month. It will be some time before the production of fall goods is fully under way, although some manufacturers have already commenced on those to be forwarded to a distance. Some feelers have been thrown out for large lots of leather, and it is claimed that concessions have been obtained. Offerings have been made from across the line at reductions of as much as two cents below the regular market price, but with leather prices as they are to-day, this means very little, so far as affecting the general situation is concerned. Tanners are not listening very intently to suggestions for reduction in the market price, although here and there, there may be concessions made to keep things moving. The fact is that it is so difficult to secure help for leather production, that the output of the tanneries has been kept at a very low point for some months. There is, therefore, little disposition on the part of the leather man to give away his profits. The feeling prevails that while quietness may reign for a short period, as soon as business begins to pick up, as it undoubtedly will, there will be an increased demand for leather, which will bring a firmness that has been absent now for several months.

Hide Conditions.—The market continues firm at the recent advance and, although concessions have been made, tanners do not seem to be able to pick up any quantities of hides at anything under the current rates. No doubt the arrangement between the United States Government and the packers is responsible for the stiffness that prevails throughout the market just at present. The government has been given an option on two million hides, to fill contracts for shoes, harness and leather equipment for the army and navy, at the following quotations, based on native steers:

January, February, March take off 30 cents; April take off 31 cents; May take off 32 cents; June, July, August take off 33 cents, the prices applying to No. 1 hides, all weights. This arrangement gives the government assurance that it can buy all the goods required at existing prices, instead of having the market boosted by their purchases for war needs.

Chicago packer heavy native steer hides are selling regularly for 33 cents for June, 32 cents for May, 31 cents for April, while country buffs are quoted at 26 cents for No. 1, with some special grades selling as high as 27½ cents to 28 cents. The market is weak and slow on poor quality and strong

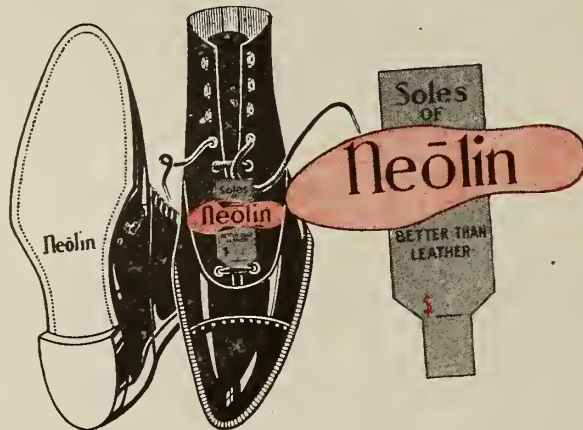
on good. Calf skin market is a trifle firmer in flesh and first solid skin, while stock for colors is neglected, 41 cents being quoted.

American Leather Conditions.—The sole leather market in the United States, while somewhat quiet, has a firmer tone than for some months past. The purchases made by United States government for war purposes have cleaned up the market on many lines, and established firmer conditions all around. Present indications seem to point to better sales and prices in sole leather than for some time past. Buyers are more frequent and more disposed to pay the price.

In upper leather conditions there is an improvement, although outside of army business, very little is reported as happening. Everybody is looking for the removal of the embargo on English shipments to relieve the situation, but there does not seem to be much hope for immediate help in this direction. The recent purchases of army requirements have helped the situation somewhat, but in light leathers there has been no appreciable effect. There is some accumulation of side leather, although leather men say there is a steady demand for the best grades. Glazed kid is quiet and export business is practically at a standstill. The same may be said of sheep.

Restricting Shoe Styles.—Elsewhere we gave an account of the meeting of manufacturers and tanners, with the Leather Equipment Committee of the Council of National Defence at Washington. The proposal made by the committee to the shoe trade, that the spring styles for 1918 should be greatly reduced and standardized, has aroused widespread concern in the United States, not only amongst shoe manufacturers, but amongst leather men and shoe dealers. The shoe dealers seem to be the most bitterly opposed to the proposition, as meaning a serious interference with the bulk of their sales. Manufacturers also claim that it will interfere seriously with their initiative and enterprise in extending their business. It is pointed out that footwear is not a luxury, but a necessity, and that any interference with its general use would bring serious results to the country at large. Nevertheless, even shoemen are open to admit that a curtailment of some of the extreme styles would be not only in the interest of the shoe trade, but of the public generally. There is no reason why there should not be a reversion to seven inch styles in women's shoes, instead of the extremes that are now found in many lines of ten and even twelve inches. It must be admitted that the fad has gone to an extreme and it has looked recently as though it would cure itself. There is always the danger, however, of governmental interference carrying matters of this kind too far.

The Guiding Ticket



Where shoes built on Neolin are ready today

Perhaps you have not known just where to buy shoes built on Neolin.

Numbers of people who desired the advantages of Neolin's qualities have had to buy from other than their usual shoe dealer.

They sought the long, long wear of Neolin soles.

They sought its protecting waterproofness, its easy flexibility, its modern style.

But they have had to depend on inquiry in identifying those stores that sell Neolin-soled shoes.

The shoes you are buying to wear this summer, your dealer ordered early last Fall or Winter. At that time

our factory capacity for producing Neolin soles was limited. As a result most merchants were able to obtain only a small percentage of their stock with Neolin soles.

That condition has been overcome. Shoe manufacturers' recent orders from dealers for shipment next Fall call for Neolin on half the shoes. Realizing the superiority of Neolin, many merchants are now ordering big portions of next Fall's stock on Neolin. At that time you will be able to obtain Neolin-soled shoes at any good store.

But you want Neolin right away. So to make it easy for you to find it, we have offered shoe merchants the ticket illustrated here. They are on shoes in the windows. You can find

Neolin-soled shoes by merely looking for these tickets in shoe store windows.

Neolin has been a great success. Because of distinct superiorities, it is replacing leather for shoe soles. Neolin's appearance can be imitated. But Neolin's qualities are the result of methods and materials known only to us.

Now there are other soles that look like Neolin. But there is only one Neolin—and every pair of soles is branded with the trademark shown on this ticket.

To be sure of the genuine Neolin—mark that mark, stamp it on your memory. Ask for Neolin, with the accent on the "O"—Neolin—the trade symbol for a quality product.

The Goodyear Tire & Rubber Co. of Canada, Limited

Neolin

The Connecting Link

“**W**HERE can I get shoes built on Neolin?”

This question has been the burden of many letters we have received from people who have read our newspaper and magazine advertising of Neolin.

Month after month these inquiries have flowed in. People wanted to buy Neolin—wanted also to learn at what stores they could buy it.

Investigations proved to us that many—very many—shoe buyers did not know a “Neolin Store.”

The time has come when we should provide for shoe retailers a definite help in linking up their store with the Neolin advertising.

We thought of window display backgrounds and signs of good proportions. This would have meant asking you to change your window display plans materially.

Now we are convinced it can be handled otherwise. We believe the attractiveness of the Neolin price ticket solves the problem.

In order to make sure that the public are thoroughly familiar with this

plan we are issuing the illustrated story, shown on the opposite page, through newspapers and magazines, beginning July 2nd.

You have now a definite chance to link up your store in the minds of shoe buyers with the Neolin advertising by writing at once for a supply of these price tickets.

If you order and use these tickets, be sure that the shoes are built on Neolin. Neolin's appearance has been imitated, but Neolin's qualities are results of methods and materials known only to us.

Now, there are other soles that look like Neolin, but there is only one Neolin and every pair of genuine Neolin soles is branded with the word “Neolin,” so that it shows plainly on the bottom of the finished shoe. In talking to your trade, your pronunciation will agree with ours if you say the word with the accent on the “o” —Ne-o'-lin.

**The Goodyear Tire &
Rubber Co. of Canada
Limited**

Toronto

Ontario

Neolin

RETAILERS WANT NO RIGID "LIMIT OF STYLES"

Object Seriously to the Standardization of Footwear which would Result as Detriment to Craft as a Whole, and Kill Individuality, Originality and Invention—Proposition of Commercial Economy Board May be Left to Intelligent Public Opinion

IS it possible, by government decree or otherwise, to limit styles and to restrain the tendency of the times in presenting novelty footwear for the consideration of the trade, and more particularly for My Ladye Faire.

Attempts have been made in the past to restrict patterns and lasts, materials and combinations, but after each effort, it would seem as if the usual bounds had been exceeded, for some one breaks away and an orgy of colors, a riot of designs, and a blare of showy effects have generally resulted. However, every effort no doubt, results in some good, and if it were not for the steady, sobering effect of reform and agitation in certain lines, there is no telling where experiment, speculation and invention would end in the shoe world.

While it may be desirable to limit styles in the interest of thrift and economy, it is thought by many that the danger may go too much in the other direction, and in the absence of attractive, seasonable and pretty novelties, which have no doubt, done much to build up and keep alive the trade in women's footwear, the shoe manufacturing business might become stagnant.

There is no doubt that if it were not for the changes in the height of tops, the new shades in leather and variations in the type of heel, vamps, perforations, toes, etc., there would be little incentive on the part of the average person to invest in extra pairs of shoes, or to keep up with the tendency of Fashion's decree. The general impression seems to be that while numerous retailers and even manufacturers decry and denounce the multiplicity and variety of styles, yet they never seem to take aggressive or concerted action in the direction of suppressing these manifestations. They appear to look upon it as a necessary evil, although professedly antagonistic to frequent style changes. The recent attempt of the Commercial Economy Board at Washington to regulate shoe styles for the coming spring and how such a move on the part of that body is viewed will be read with interest. Here is what the Board said in a letter which aroused the trade all over the United States:

Confine Business to Staple Lines

Dear Sir:—In the present emergency it is absolutely essential that the country's resources in men, materials and equipment should be conserved in order to aid in the successful prosecution of the war. The Commercial Economy Board has decided that it is clearly desirable to reduce the number of new styles of shoes to be offered for the spring season of 1918. This will result in savings of raw materials and also in manufacturing and distributing costs. Although the savings may be small in individual cases they will be large when taken altogether.

The Board, therefore, asks your co-operation as a shoe manufacturer. We desire that you should eliminate extreme styles and confine your business to staple lines for the spring season of 1918. Co-operation of the shoe wholesalers and retailers is also being requested and next spring consumers will be advised to confine their purchases to these staple lines. No action by the Board to influence buying by the public will be taken until the trade has had opportunity to dispose of the stocks that it now has on hand.

Yours very truly,

COMMERCIAL ECONOMY BOARD OF THE COUNCIL
OF NATIONAL DEFENCE.

Shortly after the mailing of the above letter a conference of shoe manufacturers, shoe wholesalers, tanners, shoe retailers and last manufacturers with the Economy

Board was called for June 19th to consider a plan of action. President Kent, of the National Boot and Shoe Manufacturers' Association, has appointed a committee to represent the organization as follows: Frank R. Briggs, Milton Florsheim, Fred. B. Rice, John R. Garside, William S. McKenzie, William S. Duling, Hon. A. S. Kreider and George W. Baker. In a circular letter to the membership, President Kent says:

"Some years ago (1910) a movement in the interest of economy and for the prevention of waste was started by George E. Keith suggesting a reduction in the number of samples and an effort to be made to influence the trend of styles. These matters were considered by special committee in that year, and subsequently the subject of styles was referred to and taken up by the Conference Committee of the National Shoe Manufacturers', Wholesalers' and Retailers' Associations at several meetings.

"The conditions, however, were such during the periods that these matters were considered, that it was deemed wise not to interfere with the initiative of the enterprising and progressive manufacturer and Dame Fashion was allowed to resume her sway.

"It is thought that the war conditions and the restricted material supplies in the leather trades in their relation to general business conditions present the psychological time to reduce the number of samples, to simplify style units and that these results might be brought about without seriously jeopardizing the industry. The necessity of keeping away from extravagant styles and unnecessary cost in footwear has been apparent for some years and the present situation accentuates this condition.

No Jeopardy to the Industry

"I understand that some of the larger shoe manufacturing companies have already decided to reduce the number of style units this season, and the feeling is that such a reduction for the spring of 1918 could be brought about without seriously jeopardizing the industry.

Suggestions have been made by those who compose the Board, that manufacturers should agree on fewer styles and patterns, and extravagant leathers in order to conserve the materials that go into shoes and reduce, if possible, the cost to consumers.

"We appreciate fully the injury that might result from radical action. While we are all in agreement that nothing should be done at this time to further disturb the shoe business of the country, after the matter is thoroughly discussed, some reasonable plan for working out the solution of the problem, which would not vitally affect the volume of business or stocks on hand of manufacturers and dealers, may be reached.

"We believe, however, strongly that it is wisdom for all manufacturers in all industries to show the right disposition to secure the confidence of the members of this Board so that no action will be taken that will prove detrimental to the manufacturing, wholesaling and retailing of footwear."

Retailers Want No Such Move

The National Shoe Retailers have drawn up an elaborate brief giving the views of the members regarding the enforced limitation of shoe styles:

The National Shoe Retailers' Association, representing the shoe retailers of the United States, desires to go on

record as being unqualifiedly opposed to the standardization of footwear or the regulation of shoe styles.

The Association believes that such a policy, no matter how well meant, would result in detriment to the craft as a whole and probably defeat the very purpose for which it was inaugurated.

In the shoe industry to-day, America stands far in advance of every other country in the world; mainly because American people have demanded better footwear and a greater variety of styles, and have not been held down or forced to limit their desires to meet the unprogressiveness of standardized manufacturing and retailing, as is the case in many foreign countries. In such countries, investigation has proved that, to the same degree, that standardization and curtailment of assortments is enforced—is the shoe industry backward.

We believe that the economy resulting from the institution of such a plan in America would be dearly bought. Standardization would, of course, make manufacturing a little easier and facilitate production in gross quantities; thereby reducing the cost per pair to some extent; but at a great cost to advancement in the industry.

We believe that liberty still enlightens and progresses the world, and that this proposition may safely be left to the intelligent public opinion of America, whose wishes and demands have constantly guided the country onward and upward.

Automatic Regulation of Styles

We believe that the sobering effect of the war as it continues, can be depended upon to automatically regulate the question of style to a great extent. Indeed, there is already an increasing demand for firmer, stancher and more uniform practical footwear.

Americans are notably a people who adapt themselves to circumstances. No leadership has ever failed which charted its course in accord with the judgment of American public opinion. It is commendable that the captains of the shoe industry are endeavoring to assist our country in its trying hour; but we believe that in times like these, oversolicitousness causes many mistakes to be made, and that the standardization of shoes and the regulation of their styles, would be one of the gravest of them.

The scarcity of leather is constantly becoming more acute, due to the fact that the raising of raw materials (animal life) is not keeping pace with the growth of population. It would, therefore, be a calamity if originality or invention were discouraged or stamped out by a system of regulations and standards. Such originality should, on the contrary, be more strongly encouraged now than ever before; so that all kinds of fabrics and substitutes for leather may be developed and perfected. The usage of leather substitutes will be greatly increased as various materials are found which lend themselves to certain distinct styles of shoes. A clever style idea, by popularizing a particular substitute may become a potent factor in the conservation of leather.

The successful shoe retailers of the United States, being constantly in touch with the wearers of shoes, know the public wishes better than any other class of men in the country. The manufacturer, on the other hand, does not quite understand the art of retailing, nor is he in touch with the intelligent demand of the American public.

Shoe retailing, is a much greater science from the standpoint of psychology, than shoe manufacturing with all its complications. No manufacturer has as yet successfully solved the problem of distributing his shoes directly to the consumer; and never will, until he adds to his organization a staff of thoroughly trained retail brains, whose recommendations regarding style must be followed to the letter. Shoe manufacturers, due to a peculiar talent for extreme economy,

often disregard the public's preferences or demands—but always at great cost.

We, therefore, say in all sincerity, and with patriotic purpose, that any standardization in the shoe trade would discourage originality or invention, which would be a calamity to the craft and ultimately work harm rather than good. A slight saving in cost and the ease that might come to manufacturers would be dearly bought at the price of inventive genius, that, who knows, if undisturbed may yet discover a leather substitute for shoes of all kinds and styles.

War or no war, we will still admire the beautiful in arts and crafts, and we protest against its elimination from the shoe industry with all fervor, and with a knowledge based upon peculiar intimacy with the American public.

We retailers stand ready and willing to co-operate with the government in every possible way, as individuals and through the concerted action of our Association work. But we sincerely pray you not to set the shoe industry back a half a century by standardization. Our organization is pledged to do everything in its power to advance the industry and promote progressiveness or the style idea.

Conference at the Capitol

Twenty-five tanners, shoe manufacturers, retailers and last manufacturers responded June 19th to the call of the Commercial Economy Board of the Council of National Defense for a conference to discuss measures of economy that might be taken in the shoe and leather industries.

Henry S. Dennison, of the Commercial Economy Board, outlined the situation. He covered the ground so well that when Andrew C. McGowin arose to present the brief of the retailers, he remarked that Mr. Dennison had made his speech for him.

For the most part, the discussion was harmonious as between the various interests who desire to work in the closest co-operation with the Board to conserve raw materials. To this end the following resolution was unanimously adopted:

WHEREAS, It is agreed that war conditions and the restricted material supplies in the leather trades in their relation to general business conditions present the psychological time when footwear manufacturers and dealers and the manufacturers of leather and other supplies can economize in the use of materials,

NOW THEREFORE, it is unanimously resolved that committees representing the allied shoe and leather trades be appointed to co-operate with the Commercial Economy Board to devise measures which will effect economies in the production and distribution of footwear to eliminate waste and loss resulting from abuses existing in business.

Shoe Manufacturers' Are Helpless

Nearly all of the delegates present spoke. They pointed out that it would be impossible to accomplish all that was desired in a short period of time, that it would require considerable active work to bring about the revolution in the shoe business contemplated under the call for the conference. It was shown that shoe manufacturers are largely helpless in the matter of regulating styles. It is up to the buying public. Shoemen must make and offer saleable merchandise.

The Board is apparently in agreement with the statement that it will take a considerable length of time to bring about the change. It was intimated that at the proper time a start would be made by appealing to the women of the country in much the same manner as the present appeal is going forth for a conservation of food. Just as soon as the women believe it to be unpatriotic to wear 10-inch shoes, just so soon will they demand 7-inch shoes or even lower ones, and oxfords.

JUMBO BLOCKS

FOR REPAIR WORK



A feature in sole leather which helps to offset the increased cost of production and practically eliminates waste in cutting Tap Soles.

ECONOMY

is a big and popular word at present, and JUMBO BLOCKS offer an opportunity for every repair man and every repair department to advantageously practice economy:

BECAUSE

ONE JUMBO will produce two pairs of large size taps and additional pieces for patches.

ONE BUNDLE OF SIX JUMBOS will produce one dozen pairs of tap soles and additional pieces for patches at less cost than one dozen tap soles of the same selection.

AND BECAUSE in many cases One Jumbo will produce five tap soles and one bundle of six Jumbos will produce three extra pairs of tap soles, which means just so much found money.

JUMBO BLOCKS are cut in our popular Kitchener Union Oak and Penetang Hemlock Tannages.

JUMBO BLOCKS are cut in Men's, Boys' and Women's sizes.

JUMBO BLOCKS warrant thorough investigation and every repair man who recognizes an opportunity will get busy immediately.

Get in touch with your
Jobber or Supply House

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings, and Woodstock, Ont.

The Shoe Repair Man

ALL READY FOR THE REPAIRERS' BIG PICNIC

THE Toronto Shoe Repairers will hold their annual picnic on Wednesday, July 18th. The objective point will be Queen Victoria Park, Niagara Falls, Ont. An energetic committee has made full arrangements. There will be games and sports of all kinds, some twenty different events, a baseball match and other attractions. The Shoe Repairers' Associations of Welland, St. Catharines and Hamilton have been invited to join in the celebration, and acceptances have been received. It is expected there will be a great mingling of the members of the footgear mending fraternity and their families. As the excursion is being held on a Wednesday, which is a half-holiday in the summer time with the majority of repairers, the shops will be closed all day, and the members will have a real old-fashioned outing.

Another matter taken up was the offer of the Goodyear Tire and Rubber Co. of a special discount to the members of the Toronto Shoe Repairers' Association on Neolin soles and Wingfoot rubber heels, providing these are handled from a central point. The discount to members of the organization is 25 per cent. and to the members alone. Supplies can be obtained through Chas. F. Robertson, president of the association, 497 Queen street west. He was unanimously selected as a fit and proper party to handle the goods.

It was generally thought that the Association had scored a strong point when a large firm like the Goodyear people undertake to place the members of the organization on the jobbers list, so far as prices are concerned. It is felt that a step has now been made in the direction of co-operative buying. It is reported that other manufacturers of rubber heels may also give special discounts to members of the Association who, however, do not enter into any agreement with the Goodyear Co. to buy any stated quantity, but will be entitled to the special terms on whatever they purchase. The Goodyear Rubber Co. were thanked for their proposition and steps to co-operate with the association. A long and interesting discussion took place in which it was shown that membership now carries with it so many distinct advantages that the growth of the organization is likely to be more rapid than ever.

In reference to the proposition of Geo. Edwards, 511A 4th Avenue S.E., Medicine Hat, who some weeks ago submitted samples of his process of welding soles on shoes, and asked the Toronto Shoe Repairers' Association to make him an offer for the art, it was decided to thank Mr. Edwards for his kindness in laying the matter before the association, and in welding the soles on the shoes which were sent, but that no action be taken regarding his proposition, in view of the fact that several local members have demonstrated their ability to attach soles without stitches or nails, and that this method is only useful on certain classes of shoes.

Mr. Burnill added that he had been familiar with such a process for forty years, and that no new discovery had been made by Mr. Edwards. Most men who were practical shoemakers had known of this method of attaching soles. "To speak of doing away with nailed work and the Goodyear stitchee is ridiculous," declared Mr. Burnill, who went on to say the process that Mr. Edwards followed was known in Toronto and he had not brought any new thing

to the surface. This art of attaching soles was only suitable in certain classes of work, and not profitable to undertake on an extensive scale. Mr. Burnill thought that no shoemaker throughout the country should entertain any idea of taking up this plan which, he understood, had been offered by Mr. Edwards to several associations, and to various shoe repair men. The speaker had not yet learned of one who had seen fit to take it up.

Mr. Burnill offered to demonstrate the process that he himself had used for years, of fastening soles, to any one who

My Shoe Repair Service is Mighty Different

A mighty unusual thing, you say, for a shoe-repair man to advertise his service to you in this "big business" way. It is—very unusual—just as unusual as the shoe-repair service I offer.

Four years ago a big idea dawned on me. I saw a field of opportunity opening for the man who could give broad, new service in shoe-repairing. That idea grew into my present business.

To-day "Stephens, the shoe-repair man," is known by thousands of Toronto people. All over the city are folks who appreciate my service, who have found satisfaction in dealing with me.

In the last twelve months more than 20,000 parcels left my store—on time, as promised, workmanlike jobs that returned heaping value to my customers. That's surely a big output for one year! It is the mark of the satisfaction I give. It has reached this high mark after five years of honest endeavor and real good service, of such service as makes my store what it is—a shoe-repair works mighty different from the store you have been accustomed to. I want to see this output grow. I have the quick-service machinery to double my present trade. I had the same intention to win custom by deserving custom. I can give the same good service to everyone in Toronto. I want to serve you, too.

Shoe Prices Get Higher Every Week—Save Money by Having Shoes Repaired

Food prices are up—clothing costs more—shoe-bills are higher. City folk are trying to cut down the cost of living in many ways. Particularly, no one in affluence knows away a pair of shoes when the use of them is all good.

You can get me a really nice week of wear from a pair of shoes for a usual service and advice. I can put new life, new firmness, new comfort into your shoes. If ever you think of discarding a pair, ask my advice.

It costs far less than a new pair of shoes to have your old ones made new. It costs little in time and less in trouble to let me add to your appearance, give you greater foot-comfort.

Watch your children's shoes! A repair in time will keep them waterproof, save you doctors' bills, and reduce your yearly shoe-bill.

Remember—Stephens works quickly and well, delivers promptly as promised to any part of the city.



Think of the 20,000 parcels that left my store last year. Think of the savings that meant to the people of Toronto—by giving longer life to their shoes—over 15,000 of those orders were placed with me by telephone. No matter where you live in the city, I want you to use my telephone service. Simply call Hill 2207, and tell me what you require done.

I will send for your work at once, do it quickly and well, deliver it promptly as done.

Remember, you only need to phone

Hill. 2207

Out-of-town folks who send shoe repairs to me will find their work done to their complete satisfaction. My personal guarantee goes with every job that leaves my store. Parcel post paid one way.

R. Stephens
Boot
Repair Works

1088 Bathurst Street

I send for Shoe-repairs to any part of the City—deliver it, too, promptly as promised

HOW ENTERPRISING SHOE REPAIRER OF TORONTO USES BIG SPACE IN DAILY PAPERS IN SETTING FORTH HIS SUPERIOR FACILITIES AND SERVICE, WITH THE RESULT THAT ALTHOUGH BUSY RIGHT ALONG, HE IS NOW RUSHED OFF HIS FEET. HE KNOWS THAT THE RIGHT KIND OF ADVERTISING PAYS.

called at his shop. He would not charge them one cent for instructions or information.

Several other members took part in the discussion, and it was unanimously agreed that while Mr. Edwards should be thanked for his trouble, his proposition should not be entertained.

HOW SHOE REPAIRERS SAVE LEATHER

The high heels put on women's boots and shoes makes work for the shoe repairers in many ways. If a poor



THE MODERN EQUIPMENT OF MEDICINE HAT REPAIR SHOP

Here are some views of the repair shop of George Edwards, 511A 4th avenue S.E., Medicine Hat, Alta., The scene on the left shows three boys wearing shoes soled without nails or stitches by Mr. Edwards. Next are Mr. Edwards and his wife. All the others in the group are also

wearing shoes soled by the new process. The centre picture shows Mr. Edwards' front shop, with all kinds of shoe supplies, and the view on the right affords some idea of the splendid equipment of the repair shop, which is doing a very large business.

top-lift is put on a new one will have to take its place in a few days. The poor top is sure to make more work for the repairer, and it is claimed that some of these are so poor that when a woman buys a pair on Saturday night she is liable to bring them around to be fixed before the following Saturday. Probably this is stretching it a little, but such a thing could be possible.

But the high heels help the repairers in other ways. It often happens that a woman will buy a pair of shoes and when she wears them for a day or so she finds the heels too high. In that case they are taken off and lower heels put on, or the heels themselves are made lower so that the shoes can be worn in comfort.

High heels are cut down to a far greater extent than low heels are built up, but it often happens that women desire high heels instead of common-sense heels. In that case the shoe repairer is just as ready to make a change, and more so in fact. There is a great saving of leather to the repairer when both kinds are changed, as it works to the advantage of the man who does the job.

Here is a story of how the thing works, and it shows the great saving to the cobbler in changing heels. It shows how the latter can save money in a time when money is the main thing in all branches of the leather trade.

A customer came into a cobbler shop and brought along two pairs of women's shoes. One pair had high heels, while the other pair had low heels, and he wanted the latter made high, while the high heels were to be made low. The repairer simply changed the heels from one pair to the other, and charged 75 cents for the job. The customer did not know anything about how the work was done, and he probably would not care anyway so long as the change was made as he wanted it done.

The shoe repairer who can do work like this and who understands it, can save money. There is no expense in the matter of leather. All the repairer need do is save all his high heels and work them in when he gets a chance to do so.

This method is worth while and it is something we should all keep in mind these times.

SOME NEW THINGS IN HEELS

A new heel is being placed on the market in Canada, samples of which have been shown the shoe repairers of Toronto, Montreal and other cities. It is known as the inter-

changeable leather and rubber heel, of which organization O. Deschamps is the general manager. The middle piece of the "Airo" heel is rubber, and the tread piece is either rubber or leather. The two-in-one heel is attached to the heel proper of the boot. The middle rubber piece is attached by ordinary nails to the heel proper, but the tread piece, be it either rubber or leather, is secured to the middle by the "Airo" patent fastening. This has a simple locking bar which when shut securely fastens the removable tread piece and can be operated by a child. No skill is required to change heels from one boot to another so as to equalize the wear of those who heel down on the outside or inside. There is a gripping plate attached to the removable tread piece and as the lugs extend into the holes in the middle piece plate, and are caught inside by the locking bar, it can easily be seen how cheaply such a piece can be made, and at what a reasonable price it can be sold. Chas. P. Maher is the patentee of the new heel, which has been well received.

KNOW EVERY EVOLUTION OF THE TRADE

Editor, SHOE AND LEATHER JOURNAL. Sir:—Some recent reports of meetings of the Toronto Shoe Repairers' Association, might be apt to convey the impression, amongst the trade, that the membership of our organization was composed of a few simple minded cobblers, instead of being as they are an intelligent body of practical business men, including not only almost every progressive repair man in the City of Toronto, and many who have conducted leading businesses in the United States and the Old Country, but also quite a number of skilled craftsmen of mature years, who learned their trade on the seat in the good old fashioned way, by serving an apprenticeship, and learning to "cut," "close" and "bottom" throughout, anything from a child's ankle strap to a man's jockey boot.

These men, of course, are familiar with every phase of the evolution of the repair trade, from the time when a man was satisfied to do about four pairs of half soles and heels for a day's work, to the present, when incredibly larger numbers of repairs are turned out daily by the aid of modern equipment and business methods, and what some of them don't know about boot repairing does not seem to be worth knowing.

They have recently been investigating the claims of Mr. George Edwards, of the "new way" shoe store, Medicine

Hat, Alberta, to a new (?) method of affixing soles and heels, which he terms welding; an utterly absurd term as applied to a substance like leather. Whatever of truth, there may be contained in the old adage that "there's nothing new under the sun," it is certain that Mr. Edwards "New Way," is not a new way to the members of the Toronto Association, many of them having known and practised it, as many as thirty years ago. In their opinion, whatever merits, or advantages it may possess for certain kinds of light work, it is not at all likely to revolutionize the trade or supersede modern methods of repairing. At all events, the Association are not recommending the members of the trade to throw out their Goodyear stitchers, as Mr. Edwards advises them—or to invest their money in learning the new process of "welding" on soles.

Yours faithfully,
 S. BURNETT,
 Recording Secretary,
 Toronto Shoe Repairers' Association.

HOW THIS JOB SHOWS ACTUAL LOSS

Editor, SHOE AND LEATHER JOURNAL. Sir,—I am sending you the actual results of repairs done on a boy's No. 3 Blucher boot. The charge made for these repairs was \$1.25, which is considered, in this town, a good, stiff charge. To give you an idea of the condition in which the boots were when brought in for repairs, I may say—both back straps required re-sewing—one of them being ripped away from the back quarter, had to be put back, and sewed across the back of the heels; one of the slip soles was so worn that it was necessary to put in a new one; the button fly on one of the boots had to be repaired, as three of the button holes were broken away; two new buttons were put on, and there was considerable repair work required on both boots, such as evening up the edges of both soles and heels; putting the foundation of the boot in proper shape to half sole.

The following was the estimate as made for the work:

Repairing the two backs—5 cents each.....	\$0.10
One new leather for slip sole.....	.10
Repairing button fly and fixing holes.....	.25
Two new buttons, with fasteners.....	.01
Repair work, 10 cents per boot.....	.20
4½ ounce sole stock at 6 cents per ounce27
1½ ounce for heel pieces, 6 cents per ounce....	.09
Wages for half soling and heel work.....	.25

\$1.27

The following items of expense were not taken into account: Electric power, blacking-wax, sandpaper, buffing cloths, oils for machines, thread, nails, tacks, glue, use of nailing machines, buffing machine, jack or patching machine, leather required for wedging and filling, rent, light, heat, or unforeseen or unprovided expenses.

I claim that the proper charge for this work should be as follows: (otherwise the repairer is working for wages only, and is using his wages to pay his expenses).

Estimate.....	\$1.27
50 per cent. to cover interest, overhead and loss.....	.63½
	\$1.90½

Yours truly,
 E. H. GULLIDGE.

Oakville, Ont.

"JUMBO" IS THE LATEST FOR REPAIR MAN

Any movement that reduces cost, without any sacrifice of quality, service or satisfaction, is one that should be warmly encouraged by the shoe repair trade of Canada. Such a movement has been inaugurated by the Breithaupt Leather Co., Limited, of Kitchener, Ont., who have taken a

step forward in the interests of thrift and economy, convenience and adaptability, by placing upon the market a full line of "Junbo" in their popular Kitchener Union Oak and Penetang hemlock tannages.

The question naturally arises in the mind of the shoe repairer—"What is a 'Junbo?'" It is a cut of sole leather, capable of producing two pairs of large size taps, and additional pieces for patches, according as it may be used.

"Jumbos" are done up in bundles of six and produce one dozen pairs of tap soles and additional patch pieces at less expense than one dozen tap soles of the same selection. Herein is where the economy, both in material and price



WALTER LEGG, SECRETARY OF THE ST. CATHARINES ASSOCIATION AT WORK IN HIS SHOP. HIS FATHER IS ALSO SEEN IN THE PICTURE AND HAS BEEN AT THE TRADE MANY YEARS

comes in. This advance move on the part of the Breithaupt Leather Co. is one that is sure to be appreciated.

"Jumbos" will be sold through the leading jobbers of Canada, and the trade is asked to place a trial order for them, so that they may realize the advantages and benefits of this new method of marketing sole stock. That there may be no confusion or delay, the firm have adopted the same numbers and selections for "Jumbos" as are now in use in their regular tap sole lists. "Jumbos" are handy, ready and reliable,—just what the ordinary shoe repair man needs,—for the pieces that are left over can be used for many purposes, all of which means more profit to the repairer.

The same quality and service which have always characterized the Breithaupt Leather Co.'s operations, will govern this new and progressive feature of the firm. "Jumbos" will come in Kitchener union oak, which is a mellow, light colored leather, specially tanned for use in sewed work and rapid repair machines, and in Penetang, which is splendidly adapted for all classes of work, and is as popular with the trade as ever.

CHARTER GRANTED TO NEW COMPANY

A federal charter has been granted to the Lynn Rubber Manufacturing Co., Limited, of Montreal. The capital stock is \$10,000 and the company is empowered to manufacture, sell, buy or deal in any manner in all kinds of rubber goods, wares and merchandise, either manufactured or otherwise, and to carry on a general manufacturing, wholesale and retail business.

HOW THE CANADIANS CARRIED ALL BEFORE THEM

Lieut. Cronk, of Toronto, says Hundreds of Guns Played on the German Front, and Many Germans Cried for Mercy—They Were Half Insane with the Bombardment and Paralyzed with Fear—The Canadian Infantryman is Hard to Beat

LIEUT. FRANK S. CRONK, who is a member of the 20th Battalion and a son of S. C. Cronk, wholesale shoe merchant, 60 Front street west, Toronto, is having some exacting experiences at the front. In a recent letter to his father he gives a graphic and thrilling pen picture of the recent "big drive" which will be read with interest by the many friends of the writer, who up to the time of his enlisting about two years ago, was engaged in the shoe trade.

Lieut. Cronk says in part:—

By this time I suppose you will know all about the "big drive" we were in. Our battalion moved into the front line on Sunday night. We had an awful march of eight miles, through mud that was up to our knees in some places. All we carried was our fighting equipment, no blankets, just rations and spare socks. As you know, the drive was on Monday. On Sunday at 6 p.m. we got our final orders and about 2.30 in the morning started to get into position in the trenches. We had been in for six days then, in water and mud that was never less than six inches deep and sometimes over our knees. We had not shaved since we left billets and were plastered with mud and soaked to the skin. We stood in water up to our knees until 5.30, when the "kick-off" was timed to start. About 5 o'clock we got our ration of rum (and if I ever hear any churchman talk about not giving soldiers rum, there is going to be a big argument), and it gave us the warmth and pep we needed. Our artillery were to open up at 5.30, so at 5.20 I gave the word to my platoon and we crawled up on the parapet and crouched down behind it.

One Sheet of Awful Flame

It was just breaking dawn and there wasn't a sound and there were hundreds of men doing what we were. We were not excited or nervous but anxious to start. I looked at my watch and it was 5.28. I turned to my corporal and said, "two minutes more, corporal." My watch must have been out, because just as I spoke our artillery opened. It was awful. The Somme was nothing compared to it. Hundreds of guns were playing on the German front line and all you could see was one sheet of flame running straight up in the air. I yelled "come on" to my platoon and was surprised not to hear my own voice. We jumped over the top and across No Man's Land. By the time we got to the front line, our artillery were playing on the second line and when we got to the second line they lifted to his third. It was just like a dream of the Toronto Exhibition fireworks, only a thousand times worse. There were a few Heines in his front line—pale, wild-eyed and trembling with fear. They did not wait for us but rushed to meet us crying "kamerad," and some even going down on their knees. They were half-insane with the bombardment. Those further back stuck and worked their machine guns and rifles. I kept on going in a sort of dream. The lieutenant with me suddenly flopped on his face and men were dropping all around. You don't realize the danger but just the excitement. I have a little Dago kid with me called Tony. He is one of the best scouts in the battalion and when we got up to the third line we saw a German snipe a man through the head. He thought we did not see him and called "mercy kamerad." Tony was awful mad, as the man killed was his chum. "I give you mercy all right," he said, and rammed his bayonet through him.

I could not tell you one-half of what happened if I wrote for weeks. Two things were the wounded and Red

Cross men. The men bore their wounds wonderfully. It started to snow when we went across and the wounded just crawled into shell holes and waited for attention. The Red Cross men were absolutely fearless and bound up the hurt while shells were bursting all around.

Driving Heines from the Dug-outs

We finally got to our objective and had quite a fight there. Our fellows killed a machine gun crew that stuck to their guns, and then started to get the Heines out of their dug-outs. Some came quietly and others put up a fight and had to be bombed out. It was raining then and we were and are the toughest looking lot that ever wore shoes. I have a fine automatic revolver that I got from a German prisoner and also a sword bayonet.

We started to dig in and consolidate our position and check up casualties. I found I was the only officer left of B company. Six B company officers went over—one was killed and four wounded. I am certainly very lucky to be here now.

We are now in a German dug-out and have been told that we go over again tomorrow. From Sunday night until Tuesday I did not get anything to eat except two pieces of bread and some jam. The men are soaked to the skin, as there is about four inches of snow on the ground. We got into here last night, moving up from the old position and were cold and wet and hungry. I never knew people could stand so much cold, wet and lack of sleep and then carry on.

I have not had a wash or shave and I am filthy with dirt. The men are worse off than I am and yet they keep cheerful. I certainly take off my hat to the Canadian infantry man. He is pretty hard to beat.

The Germans had evidently been told, as usual, that we murdered our prisoners, as they were frightened to death. One battalion was composed of old men of about 45 to 55 years of age. We got one old man about 50 and all he did was to hang his head and tremble. We asked him through an interpreter if he was wounded and he said, no. I was not satisfied, so a Red Cross man examined him and he had a bayonet wound in his back. We fixed him up and sent him back. You would see one Tommy with about 30 Germans ambling back to the big wire cage, where we keep them.

Well, I hear we are going across tomorrow and drive Heine some more. I have been very lucky and here's hoping it will continue. After we go across again, we go out for a long rest, so by the time you get this I will be O.K. If I get wounded do not worry, as I will be all right and well looked after.

My platoon have a German maxim gun we captured and when we march back to billets, it's going to head the lot.

Never So Tired in His Life

We are now back in billets and completely exhausted. I was never so tired in my life as I am now, but two or three days will fix me up. Our company casualties were rather heavy, being the worst of the battalion.

Have just received your parcel. Do not send any sugar, as we get all we want. The troops get more than the people in England.

Since Monday we have been all over the place; sometimes sleeping in the open and if we are lucky in an old German dug-out. If the weather would only be dry and warm, we would have the Heines out of France very soon.

I am sending some things taken from a German prisoner.

HISTORIC SHOE HOUSE IN NEW GARB

"The Home of Better Shoes" Has Been Extended and Completely Remodeled—How Establishment is Laid Out and the Improvements That Have Been Effected—Good Taste and Judgment Shown in the Decorations and Fixtures—Way Big Business Has Been Built

FOR thirty-seven years Dillon & Moore have been one of the most solid progressive shoe firms in Ontario. Their place of business is at 87 St. Paul street, St Catharines, Ont., and the slogan of the store is "The Home of Better Shoes."

Recently a new brick addition was built by Dillon & Moore, and the enlarged home of the firm is one of the brightest, handsomest and best equipped to be found in any Canadian city.

The store is centrally located right in the heart of the



AN INTERIOR VIEW OF THE ATTRACTIVE SHOE STORE OF DILLON & MOORE, ST. CATHARINES, ONT.

business district. With the new extension, the premises have a depth of one hundred and twenty feet, and a frontage of about thirty feet. It is the intention of the house to install in the future a thoroughly modern front. The firm held the formal opening of its inviting and pleasing quarters, recently, and the event was a decided success. With the added space and improved fittings and facilities the house is in a better position than ever to cater to a constantly growing clientele. Always to the forefront in the matter of styles, stock, service and values this old established St. Paul street shoe shop has maintained throughout its history a policy of rigid honesty, dependable dealing and fair, courteous treatment. The exclusive agency of leading Canadian and American firms is controlled and whatever is smart and fashionable in the footwear arena, is always found on the shelves and displayed in the shoe cases and windows. Dillon & Moore are liberal users of printer's ink. By newspaper announcements and artistic booklets, the establishment has kept its lines well to the forefront and made its name a household word throughout the Niagara Peninsula.

Single Shelf System Prevails

In the alterations which have just been effected, good taste and judgment has been shown and the effect on entering is decidedly favorable. The ceiling is a metal cove design set in squares, with centre panels for electrical fixtures. To assist the lighting, the color of the metal finish is cream. The fixtures, which are entirely new, have been made from double to single shelving, running ten feet high, with an ornamental cornice one foot from the ceiling.

The store is finished in natural oak, the fitting chairs being solid golden oak (manufactured by Burton & Baldwin Manufacturing Co., Hamilton, Ont.) These are placed in groups of three, with two chair spaces between each trio. One side of the store is devoted to the ladies', misses' and children's stock, while the men's, boys', youths', etc., are on the other side.

As will be noted from the accompanying cut, a spacious five foot aisle separates the ladies' and gentlemen's seats, extending from the entrance to the office. A raised cashier's office is at the extreme rear, the basement approach being under this raise. Rubber-rolled, non-track ladders, which flatten against the wall, when not used, have been installed,



THE STAFF OF DILLON & MOORE OF ST. CATHARINES, ONT. SEATED LEFT TO RIGHT: MISS G. RODDY, CASHIER; JAMES DILLON, MISS M. SHAS. STANDING:—P. C. MILLER, W. E. BROMLER, A. G. FLUKE, H. A. COLLINS, M. O. CROOKER, C. E. BROWNE. G. J. DILLON DOES NOT APPEAR IN ABOVE, NOR DO TWO RECENT MEMBERS, WHO, IN THE LAST MONTH, HAVE SEVERED THEIR CONNECTION:—J. S. WEIR, NEW MANAGER "WALK-OVER" SHOP AT NIAGARA FALLS, N. Y., AND G. J. REE, MANAGER SHOE DEPARTMENT OF A FORT WILLIAM DEPARTMENT STORE.

as well as a "Gipe" carrier system, which places the store on as well-equipped basis as any retail store in the province.

Excellent System of Illumination

The lighting system is remarkably efficient, seven large dome globes of 500 watts each, being hung, while natural light is furnished by a six by ten sky-light, in the centre of the new addition. An attractive store front is in prospect, which, when added, will make the establishment, which is St. Catharine's oldest store, one of the handsomest and finest equipped to be found anywhere.

JOY AND GLOOM BEFORE THE CAMERA

Here is a picture of Harvey E. Graham and his juvenile son, Master Fred. R. Graham, the latter in baseball attire, and just delivering the spheroid to the batter. The snapshot is as bright and clever a piece of work as has been captured by a kodak in a long time. To the right is his father, Harvey E. Graham, of Ottawa, who represents the Hartt Boot & Shoe Co. in Eastern Ontario. Just what this



HARVEY GRAHAM AND HIS LITTLE SON

usually genial and jubilant traveler was thinking of when sitting before the camera, it is hard to imagine, for the gloom that has come over his countenance and the grouch that has developed on his features would lead one to the conclusion that he had lost all his relatives, or had just been arrested for murder. His friends have called this photo "Graham's Great Grouch," and judging by the stern, relentless expression, the title is not a misnomer. The picture is only presented as a means of contrast to show Graham Senior and Graham Junior in different moods, and under different surroundings—the son in the heyday of delight in his baseball togs, and the father in the unfathomable depths of despair.

BRITISH ARMY SHOES FOR CIVILIAN WEAR

"It is not generally understood that present conditions have made it possible for a large number of working people to obtain good shoes at low cost second hand," says the Leicester, Eng., correspondent of the Shoe and Leather Reporter. Army shoes with new taps and top lifts can be

bought for \$1.30 a pair, and are quite sound and capable of giving a long period of service. As nothing but the best of leather has been used in their construction originally they will stand new taps four or five times before the insoles or vamps begin to break up, and the wearer could not hope to get the same value in footwear bought new from a store. Worn army shoes are not always repaired and re-issued to the fighting men. An accumulation of footwear is often separated into four grades and sold on the "auction" system to the highest bidder. He then sells them by advertising in the shoe trade papers, and the prices are graded according to the condition of the shoes. The best grade is that where the only repairs needed are half-soles and top lifts (or horseshoe heel plates if required) and these repairs are usually done before the shoes are sold by the original purchaser. The lowest-priced shoes are those with all of the bottom stock worn and broken away, and these are sold for clog-making purposes, a wooden sole being put on the upper.

A new industry has developed through this method of utilizing discarded army shoes, and with the scarcity of footwear now making itself felt it is certain that thousands of working men eagerly grasp the chance of obtaining reliable all-leather shoes at a minimum cost. The man who does hard work neither expects nor gets style in his shoes, and for this reason the army shoe is eminently suitable for him.

PUSH AND PERSEVERANCE WIN

(See Front Cover)

C. S. Corson, general manager of the Regal Shoe Co., Limited, Toronto, has won his way from messenger boy to the direction of a large shoe factory, by aggressiveness, determination and perseverance. Nine years ago, he obtained the agency of the Regal Shoe in Canada. The sales then reached only a few thousand dollars, but when they attained a certain sum, Mr. Corson had secured a promise from the company, that they would operate a factory in the Dominion. The amount named was reached long before the Regal people expected it, and Mr. Corson, with the tenacity of purpose, which has been characteristic of his whole career, stuck to his proposition. The result was that the Regal was the first American shoemaking concern to establish a plant in Canada. The wisdom of this course has been shown by the fact, that, whereas, six years ago, Mr. Corson sold the entire output of the company in the Dominion, there are to-day, five travelers covering all portions of Canada, and Regal Shoes are seen, and worn in every city, town and hamlet of the country.

In the new factory on Bathurst street, over two hundred employees are engaged, and the output is seven hundred pairs a day. The subject of this reference, who is a Toronto boy, began his career as a messenger—with Garside & White, staying with them for four years. When the South African War broke out, he was one of the first to enlist, serving as a private in the Second C.M.R., under Colonel T. B. D. Evans. He was one of the twenty-one men who made a stand with Captain Bruce Carruthers, of Kingston, at Hart's River, on March 31st, 1902, in which engagement he was wounded four times. On his return to Canada, he was with the J. D. King Co. for five years, and then secured the Regal Agency for the Dominion. Mr. Corson is a young man who has made good in the shoe game, and is widely known in the trade, particularly in Ontario and the Western provinces. Fond of bowling and motoring—he has a summer home at Rosebank, where he spends June, July and August week ends, which is about the only holiday he ever takes.

A Time For Business Aggressiveness

Retailers Should Do Some Real Boosting—People Need Encouragement to Buy—Reason Them Into Optimism—Co-operate with Your Local Paper

THESE are days when sensible, cheerful optimism should be encouraged. People have become a little timid about buying. What with prices for necessities and the general urging of economy and thrift, the retailer and through him the manufacturer, is likely to suffer. People have been buttoning up their pockets for some time and will continue to do so unless they are made to feel that this is a mistaken and hurtful policy.

The Watchword of the Day

Just now "Business as Usual" should be the watchword. If through fear of stringency or growing costs of articles of daily need everybody curtails his regular purchases there is bound to come a pinch which will react upon those who are thus seeking to avoid it. There is really no reason for the alarm that has been created by the rising markets in foodstuffs. If governments will do their part to stop speculation and if the people will do theirs in maintaining regularity in purchasing there will be no trouble providing amply for the needs of all people in all lines. Reasonable economy and saving in foodstuffs particularly will mean lessened prices, and at the same time provide a surplus to supply the usual war needs. There is enough food and clothing wasted annually in most families to take care of a large army. A slice of bread a day in the garbage pail or overeaten would help to feed many. This is a time when the people need information and above all should be encouraged to live soberly and sensibly, without being frightened into extravagances of saving as well as spending. They need beds and shoes as well as bread and butter, and when they are driven to torture their bodies or go about imperfectly clad through fear that their stomachs may be empty, it is going to mean not only suffering to themselves but misfortune to others.

Retailers have to-day an opportunity to educate the public in sane buying. They can do this best by co-operation with their local paper, which in turn must just now feel the stress of unnecessary economy as much as the producer and handler of merchandise. It is a time for advertising of a character that will restore confidence and co-operation on the part of the public. Devote sufficient space in your local paper to hammer away at the idea that by everybody keeping up the ordinary reasonable pace in buying the country will continue to enjoy a prosperity that will mean plenty of everything for everybody.

Good Means to Promote Trade

This journal has through its columns from time to time advocated this co-operation with the local paper as the best means of promoting the general trade of the country and has consistently urged dealers to do their part along this line toward increasing the consumption of native products. Too

many retailers are content to sit down and take what Providence sends them in the way of trade. The manufacturer or jobber who did this would soon be without a business. At this time it is particularly necessary to tell people what to buy.

This policy of using the local paper is also the best means of counteracting the competition of departmental and mail order houses who are able through their huge announcements in the city papers to create the trade to which they are justly entitled. If local merchants did more advertising and less whining about departmental stores there would be less to whine about. This journal, as well as other trade journals, has always sought to encourage active co-operation between the local merchant and his paper, both by preparing special advertising matter for local use and reproducing specimens of the best work along this line by live retail merchants throughout the country. The brightest and most successful men in the business to-day are those who have built up their trade through local advertising.

Use Good, Sound Arguments

It is a time to get together. Let the local paper implement the advertising of its patrons by sound, convincing arguments upon the hopefulness of the business outlook and above all encourage the idea that every article bought at home means a brick in the building up, not only of local prosperity, but of national development. It is a time for boosting.

"NOTHING TO WORRY ABOUT"

You have two alternatives: Either you are mobilized or you are not. If not, you have nothing to worry about.

"If you are, you have two alternatives: Either you are in camp or at the front. If you are in camp you have nothing to worry about.

"If you are at the front, you have two alternatives: Either you are in reserve or you are on the fighting line. If you are in reserve, you have nothing to worry about.

"If you are on the fighting line, you have two alternatives: Either you scrap or you don't. If you don't, you have nothing to worry about.

"If you do, you have two alternatives: Either you get hurt or you don't. If you don't, you have nothing to worry about.

"If you do, you have two alternatives: Either you get slightly hurt or you get badly hurt. If slightly, you have nothing to worry about.

"If badly, you have two alternatives: Either you recover or you don't. If you recover, you have nothing to worry about. If you don't, you have nothing to worry about."

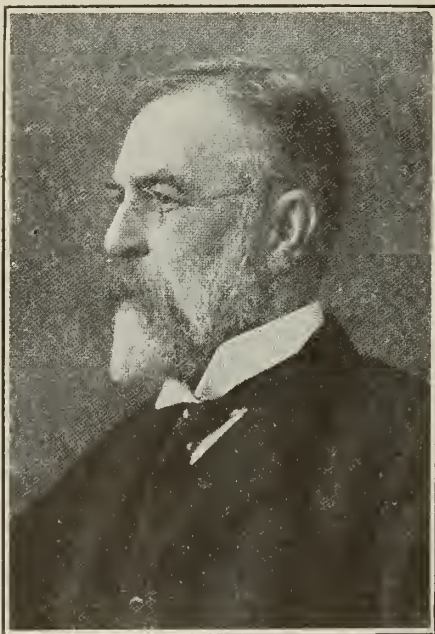
DEATH OF MR. S. W. WINSLOW

Sidney W. Winslow, President of the United Shoe Machinery Co., passed away on June 18th, at his summer home in Beverly, Mass., at the age of sixty-two years. His death was caused by heart disease and he had been ill about a week.

Born in Brewster, Mass., on Cape Cod, in 1854, the deceased was a descendant on both sides of his family from the early settlers of Massachusetts. One of his ancestors came from England on the Mayflower in 1620.

When he was a boy his family moved to Salem, where he attended grammar and high school and afterwards entered his father's shoe shop, where he learned thoroughly the manufacturing business.

One of his early very profitable ventures was the Beverly Gas Co. Later he turned his attention to the shoe machinery business, first with the Naumkeag Buffing Machine, then with the Consolidated and McKay Hand



THE LATE S. W. WINSLOW, PRESIDENT OF THE UNITED SHOE MACHINERY CO.

Method Lasting Machine Co. He was one of the powerful influences in the forming of the United Shoe Machinery Co. in 1899, and was elected president soon after the incorporation. This office he held until his death. In addition, he was connected with many manufacturing companies, banks, mines, and railroads. He took an active interest in newspaper publishing, politics, and his entire efforts extended over an unusually broad field.

As an example of personal power he stands out probably without an equal who has ever been connected with the shoe and leather industries. His work as a liberal and humane employer of labor deserves special mention.

Some years ago it was Mr. Winslow's purpose to retire from the conduct of the company. He had other interests. He believed his shoe machinery work well done and resting on a secure foundation. But just as he was about ready to do this, the attitude of the administration in Washington, challenging the system by which the company disposed of its machines, and in particular the so-called "tying clause," kept Mr. Winslow in the harness. He was not a man to leave his army in the face of hostile shots, and so he took up the battle for the defence of the combination. In fact, he came back from the south this spring only in season to attend the hearing before the supreme court of

the appeal from the decision favorable to the company, which had been made by the three United States judges who sat on the case.

Throughout his life he avoided publicity, preferring to devote his time and energies to his business and home affairs.

BOUGHT ARMY BOOTS LOW

A recent despatch from London, Eng., says: "A defendant, charged with having Canadian army boots in unlawful possession, said he bought them in large quantities from government auctioneers and paid as little as sevenpence a pair, and sometimes as much as two shillings."

Chairman—"No wonder the country's expenditure rises." While dismissing the case he urged the government to enquire into statements regarding price.

Officials of the Militia Department at Ottawa said that the boots in question must have been condemned, in which case the practice is to sell them at so much a pound for the leather in them. The same principle applies in disposing of condemned army boots in Canada.

SECURES EXCLUSIVE LEATHER AGENCY

A few days ago, Mr. Fred. N. Moore, president and treasurer of the Benjamin N. Moore & Son, of Boston, and Mr. D. W. Poor, vice-president, motored to Montreal, and completed arrangements with Mr. Harry E. Thompson and Mr. George E. Parker for the exclusive sale for Canada for Benjamin N. Moore & Son's leather.

Mr. Thompson and Mr. Parker intend carrying a complete range of samples of all the different kinds of leathers manufactured by Messrs. Benjamin N. Moore & Son, at their offices, 36 St. Genevieve street, Montreal. They will be pleased to have any manufacturers call at any time to look over the samples of leather.

CLAIM THAT WILSON WAS JAILED FOR SPITE

A despatch to the London Free Press from Ottawa states that while Paul Guay, alias William E. Wilson, sentenced in March, 1916, to two years for bigamy, has not as yet been released, there is a strong likelihood that he will be.

The grounds on which action is requested by those who have moved in his behalf are that a large part of his sentence has already been served, and that his prosecution was instigated by fellow workmen "for spite," and again that his former employees speak well of him.

His prosecution, as the story was revealed at the time, came about through a visit to Boston of Edward S. Hunt, with whom Wilson, as he was then known, was associated in business in the C. N. W. Shoe Co. in East London. Hunt claimed that Wilson had not been honorable in all his dealings, and counter allegations were made against members of the firm by Wilson.

However, Mr. Hunt explained that when in Boston, conversation came up in a shoe factory about Wilson. A trade magazine was produced showing Wilson's picture and was at once recognized as the picture of Paul E. Guay, who some years before had deserted his wife and child in Lynn, Mass. Mr. Hunt proceeded to Lynn, where he saw Mrs. Guay, who meanwhile had made her home with her mother. When she heard the story and saw the picture she took the first train for London and laid the charge of bigamy against Wilson. The latter had, after leaving Lynn, lived in Montreal and Galt, Ont., where he was employed by the Getty & Scott Co. There he married Miss Aitken, a Galt lady, who believed him to be William Wilson, whose parents had been killed in a St. Louis cyclone when he was a child.

She still believed in him even after he registered a plea of guilty and received his sentence, and some months later circulated a petition for his pardon. It is on this petition that action is now being taken by the clemency branch at Ottawa.



1867 - 1917



INCORPORATED 1867

SEMI-CENTENNIAL *of*

Amherst Solid Shoes

Amherst and Canada

began their careers together Fifty Years Ago and, developing side by side from very small and unpretentious beginnings, have attained a PLACE IN THE SUN that is worthy the thought and effort of those whose brain gave them birth Half a Century ago.

Amherst Boot & Shoe Co., Limited

Amherst, Nova Scotia

Branches: Halifax, N.S.; Charlottetown, P.E.I.; Regina, Sask.



 1867 - 1917



AMHERST IDEALS

AMHERST SHOES from the very beginning were built upon the only foundation that can be laid in good shoemaking—**SOLID LEATHER.**

It has been the ambition of AMHERST to establish a name and fame for genuine merit, not only in material, but in **SHOE-MAKING**, and to this end the best equipment and methods possible have been adopted in **AMHERST SOLIDS.**

APPEARANCE and **COMFORT** are the next essentials in all good footwear, and **AMHERST SHOES** have the reputation for **STYLE** and **FITTING QUALITY** that makes them the **POPULAR SHOE** for all classes, whether farmer, artisan, business or professional man. That is the reason why **AMHERST SHOES** are

The Most Popular Sellers in Canada

Amherst Boot & Shoe Co., Limited

Amherst, Nova Scotia

Branches: Halifax, N.S.; Charlottetown, P.E.I.; Regina, Sask.



1867 - 1917



Amherst Development

In FIFTY YEARS
the business of
AMHERST SHOES
has developed
from an output

of a few thousand
pairs annually,
to the volume of
over One Million
Dollars Annually



T. N. Campbell, Vice-Pres., Sec.-Treas.



Percy C. Black, Pres.



C. S. Sutherland, Gen. Mgr.



J. E. Pipes, Supt.

The men behind
AMHERST SHOES
are men who
have grown up
with the
enterprise, and who
know the shoe

trade of Canada
from its Alpha to
its Omega.
Knowledge and
experience count
for more in shoe-
making than in
any other industry.

Amherst Boot & Shoe Co., Limited

Amherst, N.S.

Branches: Halifax, N.S.; Charlottetown, P.E.I.; Regina, Sask.



1867 - 1917



AMHERST SERVICE



Fred O. Mumford, Mgr., Halifax Bch.



W. G. Miller, Mgr. Retail Bch.



G. H. Anderson, Mgr. Amherst Central
Shoe Co., Regina, Sask.

OUR SERVICE has been one of the foundation stones of our signal success. With us it has always been "Customer First" for we have realized the value of a pleased patron.

To-day our service is as broad as this fair Dominion. Complete stocks are always kept at our branch houses so that we are in touch with the retail trade from Ocean to Ocean.

It is our determination to render you a service that will give you entire satisfaction.

Amherst Boot & Shoe Co., Limited
Amherst, N.S.

Branches: Halifax, N.S.; Charlottetown, P.E.I.; Regina, Sask.

WESTERN SHOEMAN IN GERMAN PRISON

Lieut. Arthur Carr Lumsden, of the 72nd Battalion, Seaforth Highlanders, of Vancouver, who is the eldest son of F. J. Lumsden, of Damer, Lumsden & Co., wholesale shoes, Vancouver, was reported on March 1st as wounded and missing. He was located in a prisoner of war camp on May 1st, the interval being spent in a German hospital. No particulars of his wounds have yet been received. When the war broke out, Lieut. Lumsden enlisted with the British Columbia Horse and trained with them some months. At the time the 72nd Battalion was formed, he secured a commission and left for overseas in April, 1916. The battalion



LIEUT. ARTHUR C. LUMSDEN, 72ND SEAFORTH HIGHLANDERS, VANCOUVER, B.C.

reached France in August of that year, and saw service on several fronts, spending last winter on the Somme. The corps was engaged in the early action at Vimy Ridge.

Lieut. Lumsden was born in Toronto about twenty-five years ago, and has lived in Vancouver for nearly twenty years. Previous to going overseas, he represented the Williams Shoe Co., of Brampton, in British Columbia, and was well and favorably known to the trade.

JUDGMENT GIVEN IN SUIT OVER NAME

The following is a memorandum of the judgment delivered by the Supreme Court of New Brunswick on June 22nd, 1917, in the case of John Palmer Co., Limited vs. Palmer-McLellan Shoepack Co., Limited.

Briefly the facts are as follows: The plaintiff, John Palmer Co., Limited, was incorporated in 1901 and took over the business which had been carried on for many years prior to 1901 by the late John Palmer. The business consisted of the manufacture of oil tanned "shoepacks," moccasins and shoes, and the goods manufactured by the John Palmer Co., Limited, were claimed to have a special excellence and were known to the trade as "Palmer's Shoepacks," and were generally sold and purchased as such.

The defendant company was incorporated in 1912 under the name Palmer-McLellan Shoepack Co., Limited, for the purpose of carrying on the same class of business. The new company erected a factory at Fredericton, N.B., where the John Palmer Company's factory was and is located, and commenced business.

The plaintiff company complained that by reason of the use by the defendant company of the name "Palmer" upon trade marks, in its corporate name, and by calling its goods "Palmer's," confusion had arisen and mistakes had been made, etc.

The action was tried before Chief Justice (now Sir Ezekiel) McLeod, of the Chancery Division of the Supreme Court in July, 1916, and judgment was given in the following October in favor of the John Palmer Co., Limited, restrain-

ing the defendant company from using the name "Palmer" as a trade mark or part of a trade mark and from in any way representing the defendant's goods to be "Palmer's" or "Palmer's" manufacture.

The defendant company appealed from this decision to the Appeal Division of the Supreme Court and judgment was given on June 22nd, 1917, sustaining the judgment of Sir Ezekiel McLeod, but varying the phraseology of his decree so as to make clear that the use of the defendant's corporate name was not enjoined.

The effect of the judgment is that the defendant company is not allowed to use the name "Palmer" as a trade-mark or part of a trade-mark, or for the purpose of representing the goods manufactured by it as "Palmer's" goods, nor is it allowed to advertise or sell its goods as "Palmer's" or "Palmer's" make of goods.

NEW FACTORY FOR STAR SHOE CO.

Plans are now being drawn up for considerable building in and about Montreal, for which building permits have not yet been taken out. Among these is a concrete four storey factory, 175 x 50 feet, to be built for the Star Shoe Company at the corner of Girard and Aird streets, Maisonneuve, at a cost of \$100,000. The Star Shoe Company, of which J. I. Chouinard holds the controlling interest, has purchased at the corner of these two streets a plot with an area of 55,000 square feet. He holds the controlling interest in the Regina Shoe Co. of Notre Dame street east also, and plans to move that company out to Maisonneuve within the next two years and build another factory to cost \$150,000. The excavation work will start on the first plant for the Star Shoe Co. in July, and it is expected the factory will be in operation by October or November. It will give employment to nearly 400 hands.

BIG SHOE CONCERN HAD GOOD YEAR

The net profits of Ames-Holden-McCreedy, Limited, Montreal, for the year ended April 30th were \$720,242, an increase over the previous year of \$398,450. From the net profits have been deducted \$61,245 for interest on bonds, \$22,500 for interest on debentures, \$118,885 interest to banks, \$57,758 for bad debts and reserve, \$237,549 for depreciation and balance of organization expenses, and \$25,000 for contingencies, leaving a net profit for the year of \$197,303., equal to about 8 per cent. on the preferred stock.

The balance of \$9,038 brought forward from last year, added to the above, makes a total of \$206,342, at the credit of profit and loss account.

The total sales for the year were \$5,880,840, an increase of 14 per cent. over the previous year, of which \$1,094,111 was army business. The domestic business of the company showed an increase of \$978,465, or 30 per cent. over the previous year. Net current assets at \$3,319,246 show an increase over the previous year of \$1,192,182; bank loans show a decrease of \$778,500, being reduced from \$2,046,000 to \$1,267,500. The total current assets are \$3,319,246, against \$3,394,042 last year, but the total current liabilities are down from \$2,843,288 to \$1,576,310.

WHOLESALE FIRM BUYS BUILDING

The Crookshank Block, one of the leading buildings in the wholesale district of London, Ont., has been sold to the London Shoe Co. The block comprises three large structures at the corner of Dundas and York streets, adjoining the G.T.R. station property. One of the warehouses is occupied by the London Shoe Co. The sale was directed by order of the court, being conducted by public auction, and the price paid was \$65,000.

TENAX

**A soling that has
"made good"**

**For Shoe Manufacturers
For Shoe Repairers**

**A substitute for
leather that is an
improvement on it**



Better than leather in every way—and cheaper.
Wears longer and wears evenly—no cracking.
Is water-proof, flexible and resilient.
Noiseless, non-squeaking and non-slipping.
Light, close-grained and tough.

Tenax signifies Tenacity

Supplied in sheets of suitable thickness for all soling, in Black and Tan.
Men's Moulded Soles in Black, Tan and White.

Manufactured by

GUTTA PERCHA & RUBBER, LIMITED
TORONTO, CANADA

BRANCHES :—HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG,
REGINA, SASKATOON, LETHBRIDGE, CALGARY,
EDMONTON, VANCOUVER

Rubber Footwear Notes

A Great Season for Rubber Goods—Spring Weather Prevails in Summer—A Great Demand for Outing Shoes Just the Same—Manufacturers Busy, Rubber Market Quiet

JUST now manufacturers are completing their summer goods production, and getting ready to switch their operations to the manufacture of regular lines. We mean, of course, winter goods for in the past two or three years sporting and outing shoes have become as much staple lines as those which for so many years have been understood as rubbers. This year the season has been unusually active for this class of goods, and it looks as though they would seriously encroach upon the older lines. Notwithstanding the war it seems impossible to keep up with the demand for tennis, yachting, golfing and other lines. Of course, the high prices prevailing for leather goods may account to some extent for the rapid growth of this branch of the trade, but it is not the real basis for the popularity of this class of goods. The natty styles and the skill in their production have had much to do with creating a taste and therefore demand for light footwear, and added to this has undoubtedly been the immense trend of popular, and particularly feminine taste toward fancy footwear of any kind. Sufficient to say that this season's record far exceeds and excels that of any of its predecessors in this line.

Trade in Regular Lines.—The season so far indicates a volume of business even in excess of that of last year, which was noted as the largest in the history of the trade. This year there has been no difficulty in getting retailers to place their orders, which have all been in hand in good time. There has been some holding back, however, and now, dealers who have not had their full requirements placed, are beginning to be a little anxious in regard to getting what they want in the way of rubber footwear. Manufacturers claim that they have now about all that they can handle for the coming season, and are not seeking to add, to any extent, to their production. From what we can gather from most of the mills, it will keep them busy completing the requirements of their customers from now until well on into the season. The reliability of all the Canadian makes to-day is responsible for the removal of a good deal of the uncertainty which was formerly associated with placing orders in this line. Thoroughly up-to-date in style, manufacture, finish and fit, the product of our Canadian rubber shoe factories can be placed side by side with any in the world.

Leather Substitutes.—With the continued high price of leather, there has been an increased demand for products of the rubber mill, in the way of soles, heels, etc. As these products have been perfected, and have become better known, the demand for their use has increased from natural causes. The suitability of compositions, with rubber in them, for shoe bottoms, can easily be understood. Resiliency is one of the desirable requirements of shoe

soling, and where this can be combined with durability, there is no difficulty in convincing the majority of people of the advantage of so-called substitutes in uses of this kind. Most of the factories producing this class of goods, find it impossible to keep up with the demand. There have been some set back in connection with cracking and cutting, but there are now on the market, lines that vie with the best sole leather, in standing the hardest usage to which they can be put in ordinary footwear.

The Raw Rubber Market.—In spite of the largely increased use of rubber, in various ways, as, for instance, in shoes, as well as automobile tires and other mechanical purposes, the price of raw rubber continues comparatively low. The present quotation for pale crepe latex is 78 cents, with fine Para quoted at 74 cents, and this, in spite of the prospect of a 10 per cent. duty by the United States, upon raw rubber. A deputation of manufacturers waited upon the authorities at Washington, and endeavored to impress them with the idea that more revenue would be secured by imposing a 5 per cent. duty on manufactured rubber goods, than by putting the 10 per cent. on the raw material. The proposition has been seriously considered by the Senate Committee, and some seemed to think that this alternative will be followed.

The notable feature of the situation is the fact that in spite of the moderate tone of the raw rubber market, scrap rubber keeps up to a remarkably strong point.

GOOD STIMULANT TO BUSINESS

Enclosed find \$2.00 to pay for "Shoe and Leather Journal" for two years. I gather much valuable information from the Journal, and consider it a fine stimulant in my business.

Yours very truly,

Halifax, N.S.

A. E. BLOIS.

FIND JOURNAL VERY HELPFUL

Please find herewith \$1.00 for subscription to "Shoe and Leather Journal" for another year. We find your Journal most helpful and wish you every success.

Yours truly,

THE GREAT WEST SADDLERY CO., LTD.

Per S. D. Campbell,

Edmonton, Alta.

Mgr. S. F. Dept.

“LIFE-BUOY”

*Rubber Soled
Canvas Footwear
For Summer Wear*

Ample Stocks in all lines
have been provided in ad-
vance to meet the demand.

If you are short, write our
nearest warehouse.

We can look after you
promptly.

*The
Kaufman Rubber Co.
Limited*

LONDON :
342A Richmond St.

TORONTO :
76 York Street

OTTAWA :
282 Wellington St.

KITCHENER :
Factory and Head Office

MONTREAL :
310 Craig St. West

Some of the Lines in Strong Demand



BETA



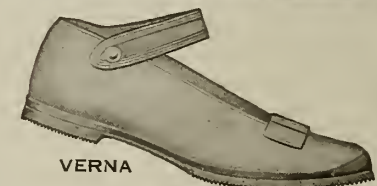
PANSY



GEM



ADMIRAL



VERNA

AMHERST BOOT & SHOE CO'S GOLDEN JUBLIEE

Historic Footwear Manufacturing Firm Began in Small Way in 1867—Has Kept Pace With Times and Built up Large Trade in the East and West—Its Officers have Grown up with the Institution which Stands for Stability, Progress and Expansion

THIS is the Golden Jubilee year of the Amherst Boot & Shoe Co., Amherst, N.S., and the inception of the company is recalled by its interesting and closely linked-up association with Confederation. Just fifty years ago next month the scattered provinces of Canada were welded together into a Dominion, which has since grown and expanded to a degree never dreamed of by the fathers of Confederation, all of whom have joined the great, silent majority.

It was about the same time the Amherst Boot & Shoe Co. started manufacturing footwear, in a very small way, and thus the career of this progressive firm has been closely identified with the history of the commonwealth of Canada. In a notice recently sent to customers, the Amherst Boot & Shoe Co. suggested that it would be particularly gratifying if this year would also be made a banner year for the concern. Like the record of Canada, the career of the Amherst Boot & Shoe Co. has been one of prosperity and progress.

This old and historic firm is one whose affairs have been conservatively managed and ably administered, keeping pace with the trend of the times. Its success has been well deserved, and to-day the Amherst Boot & Shoe Co. stands out as a solid, substantial business institution, in every way a credit to the Maritime Provinces. The plant and equipment are thoroughly modern, and from the outset the company set themselves to perfect the heavier grades of solid leather shoes. The organization has won its prestige and pre-eminence by following closely this policy.

Turn Out Wide Range

The company won the gold medal at the Dominion Exhibition, eleven years ago, for this class of footwear. Shoes are made for the farmer, the harvester, the prospector, the miner, the engineer, the mechanic, as well as every day working shoes for women, misses and children, boys and youths. The range turned out is suitable for all members of the family in every kind of weather and at every season of the year, and the company have branches in Halifax, Charlottetown and Regina, doing a large business in every portion of the Dominion. In the branches large stocks are carried and the service furnished patrons is prompt and efficient. The factory, plant and warehouse of the company occupy a square 210 by 220 feet on Station street in Amherst. The volume of business exceeds the million dollar mark, which is certainly a tribute not only to the merit and excellence of the various lines produced—some four hundred in all—but also to the facilities, development and consistent, thorough-going administration of the company.

The officers of the Amherst Boot & Shoe Co. have all been with the organization for many years, and in its remarkable record of success and achievement they deserve no small credit on this, the Jubilee year of the organization.

Percy C. Black is president of the company, T. N. Campbell, vice-president and secretary-treasurer; C. S. Sutherland, general manager, and J. E. Pipes, superintendent.

A Veteran in the Service

Mr. Campbell has been thirty-seven years secretary-treasurer of the company, which is certainly a remarkable record of service and faithfulness. He has presented the financial statement to the shareholders for thirty-seven consecutive years; is a native of Colchester County, Nova Scotia, where he was born in 1854. Mr. Campbell has found it congenial in being associated for the period of nearly

two score years with an organization whose advancement has been so steady and satisfactory.

C. S. Sutherland, general manager, has been connected with the firm for twenty-eight years, entering the service as bookkeeper in 1889. Previous to that he had been employed as a telegraph operator for five years on the Halifax-St. John division of the Intercolonial Railway. Mr. Sutherland has worked in various departments, office, salesroom and factory, and for several years sold the lines throughout the Maritime Provinces and Newfoundland. He has a practical acquaintance with all branches, and the thoroughness of his methods and the earnestness of his work were such as to commend him favorably to the directors, so that when the late Mr. Pride retired from business in 1907, Mr. Sutherland was promoted to the position of general manager, which position he fills ably and aggressively. He has many friends in the shoe trade and is a well-known visitor to all the leather centres.

The Officers are Progressive

Percy C. Black, president of the Amherst Boot & Shoe Co., Amherst, N.S., has occupied that responsible position for the past six years, and has been a member of the Board of Directors since 1911. His father, Hon. Hiram Black, was a shareholder in the company in its early days and was a director and also acted as president for a long period. Percy C. Black, who succeeded his father, is an able and progressive resident of Amherst who is well thought of and well spoken of by his numerous friends and business associates in the Maritime Provinces. He is connected with a number of prosperous and progressive industrial and financial enterprises.

J. E. Pipes, superintendent of the Amherst Boot & Shoe Co., has been thirty-eight years in the service. He began working for them as an apprentice in 1879, and with the exception of a few years spent in Haverhill, Mass., and Gardiner, Maine, has been associated with them for this long period. So far as his experience and insight in the trade are concerned, Mr. Pipes says that he has been like Topsy in "Uncle Tom's Cabin"—simply "grewed up" with the company in all its departments.

The Branches and Retail End

Fred. O. Mumford, manager for the past seven years of the Halifax branch of the Amherst Boot & Shoe Co., has been connected with the organization for some eighteen years, and is a "live wire."

G. H. Anderson, manager of the Western branch at Regina, which is known as the Amherst Central Shoe Co., is an alert and progressive shoeman, who has built up a splendid business in his division.

W. G. Miller, manager of the retail department of the Amherst Boot & Shoe Co., Amherst, N.S., has been identified with the footwear game since 1902, starting at Fredericton, N.B. Four years ago Mr. Miller removed to Amherst to assume his duties as manager of the retail department of the Amherst Boot & Shoe Co. He is an enthusiastic and energetic salesman and a capable manager. Under his direction the retail business of this historic shoe manufacturing firm, which is now celebrating the fiftieth anniversary of its career, is keeping pace with the times, and each year is showing a gratifying gain in turnover. Mr. Miller has always been a thorough believer in attractive and specialized window trims.



Main Office and Factory
37 Foundry St. S.
Kitchener, Ont.

International Supply Co.

Manufacturers, Jobbers, Importers
**Shoe Machinery and
Shoe Factory Supplies**



Eastern Branch
401 Coristine Building
Montreal

YOUR ATTENTION

Is called to the list of houses we represent. Every one is the leader in its line. There are no "seconds." Most of these houses and their goods, are known to you. The fact that we hold such agencies indicates that our business methods are RIGHT.

Consider these facts as you read the list, then ask for samples and prices on items in which you are interested.

AMERICAN LACING HOOK CO., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.

ARMOUR SAND PAPER WORKS, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and
and Scouring.

BOSTON LEATHER STAIN CO., Boston, Mass.
Inks, Stains, Waxes, etc., the Famous Cyclone
Bleach.

THE CEROXYLON CO., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.

THE LOUIS G. FREEMAN CO., Cincinnati, O.
Shoe Machinery.

HAZEN, BROWN CO., Brockton, Mass.
Waterproof Box Toe Gum Rubber Cement.

KENWORTHY BROS. CO., Boston, Mass.
Felt of All Kinds.

MARKEM MACHINE CO., Boston, Mass.
Marking and Embossing Machines, Com-
pounds, Inks, etc.

M. H. MERRIAM & CO., Boston, Mass.
Binding, Staying, etc.

PURITAN MANUFACTURING CO., Boston, Mass.-
Wax Thread Sewing Machines.
Poole Process for Goodyear Insoles.

THE S. M. SUPPLIES CO.
Factory Supplies, Needles, etc.

J. SPAULDING & SONS CO., N. Rochester, N.H.
Guaranteed Fibre Counters, Fibre Innersoling.

UNITED STAY CO., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting,
etc.

Many of these lines are carried in stock both at Kitchener and Montreal.
In addition we have attractive propositions on

Round Belting

Cheese Cloth and Silkoline

Sponges

Cotton Thread for Puritans

Counter Pockets

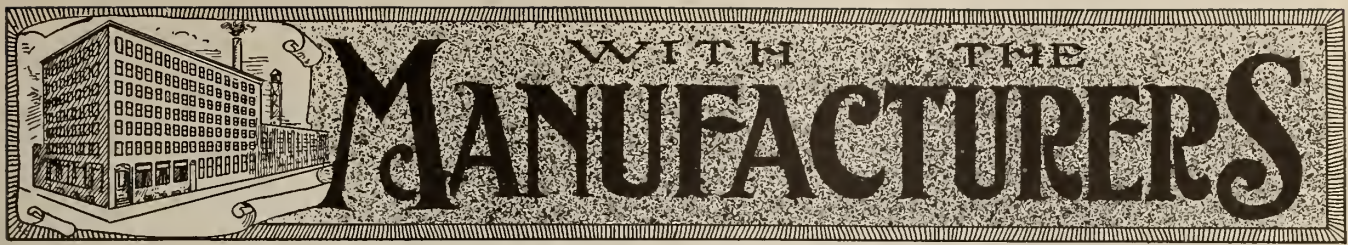
Pump Bows

Trimmings

QUALITY GOODS
PROMPT SERVICE

RIGHT PRICES
HONEST DEALINGS

"WHEN YOU GET A GOOD THING, REMEMBER WHERE YOU GOT IT."



NEW FACTORY TO SPECIALIZE IN WHITES

A federal charter has been granted to the J. F. Clark, Limited, with a capital stock of \$200,000 divided into 2,000 shares of \$100 each. The headquarters of the new company will be in Montreal East, and they are empowered to manufacture, buy, sell, etc., boots and shoes. It is understood that the company will specialize in white footwear of all kinds, making practically everything in this line.

James F. Clark, head of the new organization is a member of the firm of Clark Bros., Limited. The present business in the busy plant at St. Stephen, N.B., will be continued and the same lines turned out there as formerly.



JAS. F. CLARK, HEAD OF THE NEW FIRM

Their creations in ladies' high grade McKay novelty shoes have won a national reputation.

It is understood that construction work will start on the new factory at once. The building will be three storeys high and of the latest type, with every modern convenience. James F. Clark is taking up his residence in Montreal East, and it is expected the plant will begin operations early this fall. The ultimate capacity will be 2,000 pairs a day of white canvas and cloth shoes in men's, women's and children's. The municipality of Montreal East has guaranteed the bonds of the company to the extent of \$90,000 for twenty years, and granted exemption from taxation.

The factory of Clark Bros. at St. Stephen, N.B., will still be continued as in the past on women's high grade novelty shoes.

SOLE LEATHER CO. WINS SUIT

The King Shoe Co., Limited, Toronto, recently brought action against the Anglo-Canadian Leather Co., Toronto, to recover \$6,600 damages, for alleged failure to deliver 3,000

sides of sole leather. In the non-jury sittings Mr. Justice Middleton, after hearing the evidence, dismissed the action, with costs. The case arose out of a claim made by the King Shoe Co. for the specific delivery of 3,000 sides of leather, which the plaintiffs claim were definitely contracted for in March, 1916. The Anglo-Canadian Leather Co.'s defence was that it was not a specific contract for 3,000 sides of sole leather, but that they agreed to deliver to the King Shoe Co. sufficient ten iron sole leather to enable them to complete a certain army shoe contract, providing that the leather called for did not exceed 3,000 sides. It appears that only 1,570 sides were delivered on this contract, and on the completion of the army contract, the Anglo-Canadian Leather Co. were notified that no further leather was required, nor was any more called for until some two and a half months later. Sole leather had advanced considerably in the meantime, and the Anglo-Canadian Leather Co. were notified to complete the delivery of the full 3,000 sides. His Lordship held that the contract for the supply of leather was for a quantity sufficient to enable the King Shoe Co. to fill respectively army contracts and these requirements the defendants had fulfilled.

TWO HUSTLERS IN RUBBER GAME

Fred. H. Meinzer, sales manager of the Miner Rubber Co., Limited, Granby, Que., has been connected with the rubber footwear game for over ten years. Coming to Toronto from Cleveland, Ohio, he was in the service of



FRED H. MEINZER, MONTREAL

Gutta Percha & Rubber, Limited, Toronto, occupying various responsible positions at the factory. When the Miner Rubber Co. opened a warehouse in Toronto some six years ago he joined forces with that organization, and was manager

of the Toronto branch for about a year and a half when he was transferred to Montreal as assistant general sales manager. Since then he has held responsible posts and, on his elevation to his present office, he brought to bear upon his new duties a thorough knowledge of detail and good executive ability. Mr. Meinzer is also familiar with the



T. Y. O'NEILL, MONTREAL

leather footwear business, having been engaged in the retail shoe trade at one time.

T. Y. O'Neill assistant sales manager of the Miner Rubber Co., has had an extended business training and since entering upon his duties some months ago, has made many friends in the trade. Mr. O'Neill is an Ottawa boy born and bred, and was for seventeen years with the E. B. Eddy Co., rising steadily in the service until he became branch manager for the company in Montreal, which post he ably filled for four years.

PATENT SEEN ON MOST EXCLUSIVE MODELS

Word comes from leading style centres in the United States that patent leather is once more to be in vogue in some of the classiest presentations being shown in many of the best footwear establishments. Patent leather is particularly attractive and smart and in combination with various shades of brown, white, ivory, cream, gray and other tints, makes a very effective creation. There is every indication that before many months elapse patent will be the leading leather in all high-class shoes, and, by the way, it has never lost its distinctiveness and dressiness, even amid the swirl of changing styles and the alterations of patterns and colors. It has kept in the race, possibly not to the same extent as a couple of years ago, but never has it lost its footing. Though the pendulum of fashion may swing from one extreme to the other, patent leather has always been the most dignified and impressive. In all novelty footwear, it has proved a happy medium and for vamps, foxings, collars, lace stays and ornamentation has held its own.

A leading shoe manufacturer who has recently returned from a visit to the style centres of New England, says that several of the highest class establishments are showing distinctive and snappy offerings in patent leather which, he thinks, will to a large extent replace kid before many months are over. Patent leather seems to be returning to its own in popularity and esteem.

FOUR FIRMS UNITED IN BIG PICNIC

The big picnic of the Columbus Rubber Co., Montreal, the firm of J. I. Chouinard, the Regina Shoe Co., Limited, and the Star Shoe Co., Limited, which took place on Saturday, June 30th, by the steamer Trois Rivières to Lavaltrie, Que., was an enjoyable, pleasant and successful event. The boat left at 8.30 and reached the picnic grounds in a couple of hours. There all kinds of sports and games were held for which valuable prizes were offered. The various committees in charge of the events certainly carried out everything in splendid style. There was not a hitch to mar the proceedings, and the day will long be remembered for its delightful associations.

A neat programme was issued showing about thirty odd events in the line of athletics, as well as attractive dance features for those who liked to engage in this pastime. The management of the different firms voiced their appreciation of the services which all had rendered during the past year. Hope was expressed that as they worked well, they would also enjoy themselves to the fullest extent. It was also pointed out that many prizes, generously offered by supply houses and others, would be presented to stimulate interest and arouse enthusiasm in a series of contests. The management of the companies expressed thanks to everyone for splendid service rendered in the past and trusted that all their employees would be true and faithful in the future.

The boat left Lavaltrie on the return trip about 5 p.m. and when Point aux Trembles was reached a short stop was made. A number disembarked at the Club Champetre to have dinner, and, after the generous repast, brief congratulatory addresses were given by Messrs. J. I. Chouinard, A. Gauthier, H. F. Lauzon, Peter Doig and others. Dancing was indulged in for several hours, and the jolly party returned to Montreal about midnight.

J. I. Chouinard was honorary president of the picnic committee and the committee of arrangements was composed of A. Gauthier, P. Doig and P. Chouinard. The other members of the other committees were:—

Refreshment Committee—E. Bouchard, J. H. Goyette, Jos. Beauchamp, H. Blanchette, A. Dion, H. F. Pellerin, Geo. Cauchon, Geo. Heavy, A. Meunier.

Sports Committee—C. A. Matte, E. J. O'Brien, W. Guimond, A. Rheault, A. Bertrand, J. A. Robert, E. Pelletier, E. Leclerc, A. Dugrenier.

Music and Dance Committee—P. E. Lefebvre, J. Rivet, E. J. Warner, P. Lolier, J. Leonard, F. X. Noury, C. A. Lemoine, P. Loranger, P. Henault.

Prize Committee—Jos. Gauthier, P. E. Houde, A. Dubord, H. Frechette, A. Larue, H. Dubreuil, C. Larose, R. Delisle, A. Fournier.

The donors of prizes were:—J. I. Chouinard, V. Champigny, E. J. Mooney & Co., L. S. Odell, Davis Leather Co., A. Tremblay, P. A. Galibert, Breithaupt Leather Co., Parker, Irwin, W. T. Woodall, John McEntyre Co., Limited, King Paper Box Co., Limited, A. Gratton, Abel Fortin & Cie, British American Dyeing Co., James Cleland, Dodge Manufacturing Co., Kendall Bros., E. W. McMartin, Montreal Last Co., Mark Fisher, Son & Co., Marlatt & Armstrong Co., A. R. Clarke Leather Co., Limited, United Shoe Machinery Co., Limited, Robertson & Parker, Universal Thread Co., Jos. Rivest, Dominion Die Co., Harold A. Smith Sales Co., P. E. Houde, Granger & Frere, Elias Rivest, Caverhill Learmont Co., Limited, A. Jauvin, Melle M. Beaudoin, Legare Auto Co., Limited, Dawson & Co., McGregor Harkness Co., V. Lamoureux, H. F. Lauzon, Ed. Archambeault, Beardmore & Co., Limited, Robin Bros., Granger & Freres, Limited, J. O. Labrecque, Geo. D. Ross & Co., Dominion Textile Co., Limited, Stuart, Foster & Co., W. A. Lane, Willis Faber & Co., A. Gauthier, P. Chouinard, Beaupre & Fils, British American Oil Co., Jos. Gauthier, Stone Limited, Electrical Equipment Co., Limited, and others.

QUEBEC ANGLERS SAY THEY CAN BEAT THE WORLD

Many Parties Return Laden With Great Catches—Narcisse Gagnon and Friends go on Another Fishing Expedition—Some New Claimants for the Leather Medal—More Marvellous Feats by Eastern Men Who are now Getting into the Competition

The publication in last issue of the picture of Fred Marois, and others, fishing in the lower reaches of the St. Lawrence with the fish jumping, not only at the bait, but at the doughty fishers themselves, has been taken by the members of the trade as a facetious thrust at their prowess as disciples of Izaak Walton. Evidently the western men do not take the efforts of those down east seriously, so, at the beginning of the month, to wit, June 2nd, Mr. F. M. Davis, of Kingston, and Mr. Carter, of Montreal, were taken on a



WHEN GOOD FELLOWS GET TOGETHER CATCHING SALMON

ship to one of the favorite haunts of the shoe trade, Riviere a Pierre Club House, where they were entertained for three or four days. If it is a question of numbers and quality of fish, Fred Marois says Quebec can beat the world. He and Lucien Borne had charge of the party, and, by the way, Lucien is admitted to be not only a connoisseur of fish in Quebec, but an expert chef as well. They returned with just a few short of one thousand trout, ranging from half a pound to a pound and a half.

On St. Jean Baptiste day another party, consisting of Lucien Borne, Luc Routhier, F. Marois, A. Richard and three others, spent four days at the St. Antoine Club, about fifty miles from Quebec, and bagged an average of about a hundred and fifty each. The SHOE AND LEATHER JOURNAL took the trouble to verify the statements of those concerned, by sending a representative to Quebec last week, who interviewed not only the fishermen themselves, but others who shared in the sport and, all joking aside, the feat is very conservatively stated.

Mr. Routhier says these western fellows can spin all the yarns they like about porpoises, sharks and other kinds of amphibious denizens of southern waters, but if they want to know what fishing is, they can learn more in Quebec in a couple of days, than they have seen or heard in a lifetime, about fishing. No doubt a large number of jobbers will visit

Quebec in the next week or two and will have ample opportunity to learn that when it comes to the "gentle sport" the Quebec trade can give them something to think of as well as shoes.

They Have New Fishing Resort

The fishing mania has entered largely into the constitution of more exponents of the shoe and leather trades. The accompanying cut shows what a jolly party of four recently accomplished in a new fishing place which at present is being kept a state secret. In the group are Narcisse Gagnon, of Montreal, former champion fisherman of the Dominion; F. X. LeBlanc, Percy J. Milburn and Dr. O. Noel, of Montreal. They had rare good luck, the largest salmon weighing 25 pounds, but the details have not as yet been disclosed.

Another gentleman, who has been taking a hand in the angling pastime is the genial Paul Roy, of Montreal. He is a very enthusiastic disciple of Izaak Walton, and spends every week end that he possibly can in his favorite pursuit. Recently he took a trip to Valleyfield, and had rare good fortune, landing a select assortment of bass.

While Mr. Roy was on his journey, somebody took his



A CONFESSION

THE FISHERMAN: "No sir, to tell you the truth, I never do catch much, but it's a sport wot don't do no harm, and (confidentially) it keeps me out of the pubs."—By Dudley Buxton.

grip by mistake and when he arrived at his destination he found that he had to buy a pair of overalls. Instead of donning his long rubber boots he had to put on a pair of slippers, but little set backs like these do not bother him, for he landed fish in abundance. When he has time, or is on a vacation, Mr. Roy likes to sojourn north of Three Rivers going up the St. Maurice River quite a distance.



75 Years Ago

25 Years before Confederation

In the days when ocean shipping was carried on by the old "Square Rigger," the original organization of the present firm of McArthur, Irwin, Limited, started the manufacture and importation of Chemicals, Tanners' Supplies, Paints and Aniline Dyes for the manufacturers of Canada.

That the firm has continued to serve three generations is but indicative of the satisfaction and reliability of the products that have been offered.

The policy of honest products, with a business built on fair dealings to all is the same to-day as it was 75 years ago and while we are young in ideas our Old-Fashioned Honor is still retained.

McARTHUR, IRWIN, LIMITED
MONTREAL ESTABLISHED 1842 TORONTO



SHOE STYLES FOR FALL AND WINTER 1917-18

WHAT effect will the participation of the United States in the war have on the shoe style trend for fall and winter? For several months this question has been in the minds of shoe retailers, says the 'Shoe Economist.'

They have remembered that for several years this paper has maintained that retailers could not with safety purchase footwear too far in advance of the retail selling season. In deference to this policy, this paper has deferred the publication of its views on fall shoe styles until information, sufficiently definite, authoritative and accurate for retailers to follow it in their fall buying, could be obtained.

That this policy is the only safe one to be followed is again clearly shown by the fact that governmental influences have operated during the last ten days to bring about a vital change in the fall shoe styles trend—a change which places it along lines entirely different from those on which fall buying has heretofore been conducted.

These governmental suggestions, with our comments on them, are presented in the another article. They point very conclusively to the 7-inch limit placed upon the height of the woman's boot tops as the outstanding feature of the fall style trend.

It is fortunate that the length of skirts in the fall garment styles are such as to call for the 7-inch height in boots.

Until the present time fall shoe styles have been predicated on the assumption that skirts more or less extreme in their shortness would again be worn during the coming fall and winter.

Boot With Seven-Inch Top

The appearance of youthfulness is best afforded by a dress that has the short, full skirt; if greater length is given to the skirt, it must, in order to retain the youthful effect, be narrow, or, in other words, must outline the figure. The present tendency is toward straight-line effects, but with a certain degree of fullness—sufficient to allow a woman to wear the length of skirt that best suits her. The average length of the skirts of tailored suits and dresses is 6 to 8 inches from the ground. Dressy gowns often extend to within 5 inches of the ground and are sometimes longer.

Generally speaking Paris is giving what may be termed "service" fashions and is designing women's clothing with an eye to practical use.

American styles in women's wear will, undoubtedly, accord with this idea, for every American woman is now doing her patriotic "bit," or getting ready to do it.

The footwear styles illustrated fit in well with the garment styles that will be worn during the coming fall and winter. When it is remembered that garment fashions for the coming fall and winter will prescribe a slightly longer skirt than the recent average, it will be seen that the 7-inch top boot is not only extremely practical from the standpoint of conservation of material, but is also dictated by fashion as the high style boot, and will therefore be demanded by consumers the country over.

Another feature common to garment and shoe styles for fall and in which the retailer therefore is much interested, is color.

Women's garments will show a general use of dark shades, largely of a staple character. These dark shades, moreover, will be employed in garments for house as well as street wear and without regard to the wearer's age. Black will be prominent.

The principal colors, in their order of preference, are:

navy and other dark blues; browns, including khaki and tan; such shades of gray as taupe and oxford; a few dull reds and purples, and a sparing use of dark greens.

Leading Colors for Tops

Inasmuch as the woman this fall will, as heretofore, buy her footwear from a style as well as a wear standpoint, tops with colors that harmonize or contrast will be favored. Naturally the colors which lead in women's garment styles will be the ones on which the keynote of the shoe color vogue for the coming season will be based.

The two leading shoe top colors, however, will be gray and brown, in the various shades, in combination with black and tan vamps.

All Materials Good

Two years ago it was a matter of choice with every retailer whether he purchased kid, cloth, buck, or suede footwear. Now he has no choice in the matter; he is compelled, through necessity, to purchase shoes made of all materials that are suitable and available for making footwear. Furthermore, the consumer has been so educated that the present-day retailer needs a variety of patterns and designs in all shoe materials in order to satisfy the various desires.

In purchasing footwear the retailer should ever keep in mind the outstanding fact that it is not so much a question with the consumer as to what material is employed in making a shoe, as of whether the shoe is "pretty"—whether it presents as attractive an appearance in one material as in another. Footwear turned out by American manufacturers from all the kinds of materials suitable for making shoes during the past few months proves that "pretty" and "attractive" footwear, possessing all the elements required by fashion or high style, can be manufactured and will be acceptable to the consumer.

The General Pattern Tendency

The subject of patterns is one which will receive unusual attention from each purchaser of fall footwear. For the last two years the vogue has been for lace shoes, and fall purchases made up to this time have been made in the belief that lace shoes will continue to lead in the demand for the coming fall and winter.

Under normal conditions the adoption of the 7-inch top boot as the high-style height for my fair lady for the coming season's footwear would bring about a natural vogue for button pattern shoes. At this time, however, conditions are not normal, and military influences on garments and on footwear seem to require the continued use of the lace pattern in the service type of footwear such as we have referred to.

Buttons Real High Style

Retailers who have studied the subject of style in footwear during a period of years will feel, however, that the button boot is due again—first, because the lace shoe has had the call for two years and the consumer is ready for a change to something different, provided that something is just as nifty and pretty as its predecessor, and, second, because a 7-inch top boot carries with it more real high style in the button pattern than it does in the lace.

Both pumps and oxfords will be worn with overgaiters and, judging from the demand for overgaiters this spring, there is promise of more overgaiters being worn during the coming fall and winter than during any previous season.

SAYS COLORS WILL CONTINUE ACTIVE

A. Brandon, of the Brandon Shoe Co., Brantford, Ont., has returned from Boston, where he has been looking over styles and going through the leather market. He finds that colors are still selling very heavily in the United States, and will continue to be in good demand for the next season in men's fine footwear. New shades are being introduced, especially khaki and royal purple, and these will likely be in active requisition. Mr. Brandon reports that the styles will not be changed much, and that the tendency is toward a medium round toe, not running to the extreme narrow toe, although there are a few of them shown. In his opinion, the medium is taking the lead.

"From information I could gather, both in the United States and Canada," declared Mr. Brandon, "merchants are keeping clear of new lasts, and are using the ones that have been tried out, and are good fitters. They are keeping to the

latter lines and this evidences good judgment on the part of the dealers. Manufacturers much prefer adhering to the old lasts, and we believe we have the best range that has been on the market for years. The only reason for introducing new ones is to keep advancing, and owing to the fact that merchants have a tendency to ask for new shapes. At present the shoe business in United States is very slow. Firms making army shoes are busy, but the general trend of trade is quiet, and will not revive materially until about October 1st."

SHOE POLISHES GO UP IN PRICE

The price of paste polishes has lately been increased by all the manufacturers from five to fifteen per cent. owing to the high price and scarcity of tin as well as the raw materials consisting of waxes, shellacs, dyes, etc. Not a few retailers are selling the boxes of paste, which formerly brought ten cents, at fifteen cents. Owing to the increased outlay there is only a small profit in stocking the various lines, and disposing of them at the former figure. It is likely that the question of advancing the retail figure will be taken up by various shoe retailers' association in the near future. Already bootblacks in different towns and cities are charging ten cents for a shine on all black shoes, where formerly a nickel paid the bill.


A SOURCE OF INFORMATION

Enclosed please find one dollar for subscription to your "Shoe and Leather Journal" for another year. We find a great deal of valuable information in the Journal and would not like to be without it.

Yours truly,

Welland, Ont.

REILLY & REILLY.

Baker's New Bottom Polish
TRADE MARK

Cock-of-the-Walk
 is a
"World Beater"
(COCK-OF-THE-WALK)
 MADE BY
Cock of the Walk Mfg. Co.
 78 Portland St., BOSTON, Mass., U.S.A.

HOW and WHAT to use for properly cleaning fine shoes.

? ? ? THE QUESTION ANSWERED ? ? ?
 by GRIFFIN GUARANTEED DRESSINGS

GRIFFIN Products Are Scientifically Made.
 Look Better, Sell Faster, Repeat Oftener and
 SHOW GREATER NET PROFIT TO YOU

I
N
S
T
O
C
K

Griffin Suede Powder
 A powder cleaner for nappy leathers, in sifting top can. White, Pearl, Light, Medium and Dark Gray, Brown, Chamois, Fawn, Field Mouse, Gray-Fawn, Champagne. Piece of Toweling for applying included.
 \$26.00 Gross \$2.25 Doz.

Griffin Buck White
 The only white cleaner in the world, cleaning all white buck and canvas shoes equal to new. Package contains small brush and sponge.
 3 1/2 Oz. \$16.00 Gross \$1.50 Doz.
 Large. 34.00 Gross 3.00 Doz.

Griffin Genuine White Kidine
 An effective and safe cleaning and whitening fluid that cleans all white kid and white calf stock.
 Small Size \$21.00 Gross \$1.85 Doz.
 Large Size 34.00 Gross 3.00 Doz.

Griffin Glazed Kid Cream
 In Blue, Black, Light Gray, Dark Gray, Brown, Green, Red, White, Ivory, Champagne.

Cleans—Colors—Polishes
 Is to the Leather what Cold Cream is to the Skin. 3-oz Bottle in Beautiful Lithographed Carton.
 Price, \$27.00 Gross \$2.35 Doz.

I
N
S
T
O
C
K

N.B. GRIFFIN'S IS THE ONLY ORIGINAL "KIDINE" AND THE SUPERIOR CLEANER. GUARD AGAINST SUBSTITUTES PARADING UNDER SIMILAR NAMES.

If your Findings Jobber does not carry Griffin Polishes, write us direct.

CANADIAN SHOE FINDINGS NOVELTY CO.
 2 TRINITY SQUARE (House of Quality) TORONTO

AMONG THE SHOE MEN.

The Crown Shoe Manufacturing Co., has begun business at 864 Laurier avenue east, Montreal, and is making women's, misses' and children's McKays. L. Leclair Lasalle is the sales manager of the company.

G. W. Barrett, of the Canadian Consolidated Co., Winnipeg, who has supervision of felt stocks, spent a few days recently in Montreal, Toronto and Kitchener.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, is on a business trip to Montreal, Quebec and Boston.

A. R. Trudeau, who represents the Corbeil, Limited, Montreal, and has been on an extended business visit to the Western provinces, has returned home. His trip was cut short owing to the illness of his brother, G. J. Trudeau, of Montreal, who was recently operated upon for appendicitis. The latter is now making good progress toward recovery.

J. J. Connor, Western representative of McLaren & Dallas, Toronto, has returned from an extended selling trip throughout the prairie provinces and reports the outlook for fall as being good.

Geo. A. Blachford, of the Blachford Shoe Mfg. So., Toronto, is spending a few days in Boston, New York and other shoe centres on business.

G. H. Ansley, of the Perth Shoe Co., Perth, Ont., is on a business trip to Boston, Lynn and other New England centres.

G. W. Allan, shoe retailer, of Carleton Place, Ont., spent a few days in Toronto recently, the guest of his brother, C. C. Allan, 1424 Queen street west.

J. H. McLelland, shoe retailer, 297 Danforth avenue, Toronto, is erecting an addition to his store which will make his premises fifty-five feet deep. Recently he returned from a fishing expedition to his old home in Wiarton, and had good luck. Mr. McLelland has decided to close his store every Wednesday for the whole day, during July and August. All the stores in the east end of the city close for a half a day, but he is the first shoeman to shut up shop all day.

Lester Levy, of the Canadian Shoe Findings Novelty Co., Toronto, while motoring near London recently was caught in a severe electric rain storm. A bolt of lightning struck a telegraph pole about ten feet in front of him. The pole fell across the road and Mr. Levy just managed to stop in time.

The Robson Leather Co., of Oshawa, have purchased the Eaton whitewear factory in that town. It appears the Eaton Co. are moving away from Oshawa, and wished to dispose of the building. As the property is a very desirable one, the Robson Leather Co. secured it, but state they have no intention of extending their own business through the

acquisition of the large factory premises. Just what use they will make of the structure has not yet been determined.

A. C. Clark, shoe sale specialist, has returned to Toronto, after conducting successful sales at North Bay and Iroquois Falls. He leaves in a few days for Sault Ste. Marie and Sudbury, to conduct similar sales.

The United Shoe & Jobbing Co., Quebec, have recently registered.

The Sun Shoe Co., wholesale shoes, Montreal, recently registered.

C. E. Blachford, of H. & C. Blachford, Limited, Toronto, is spending a few weeks at Mazengah Island, Lake Rousseau, Muskoka.

The Lillian Shoe Co., Limited, have taken over the business of George Leclerc & Co., Pie IX Boulevard, Maisonneuve, Que., makers of infants' and children's high grade turns. The company have an office at 147 St. Joseph Boulevard, Montreal. Percy J. Milburn is the president and sales manager of the new concern, which from present indications has a bright future.

The Federal Rubber Manufacturing Co., of Illinois, have taken out an extra provincial license to carry on business in Ontario.

Fred. Henderson, of F. and F. Henderson, wholesale shoes, 416 Cordova street, Vancouver, is on a business trip to Toronto, Montreal and Quebec.

H. R. Emery, of Blachford, Davies & Co., Toronto, spent a few days in Montreal recently on business.

F. J. Lashbrook, of London, representing the Galt Shoe Manufacturing Co., Galt, Ont, and Charbonneau and De Guise, Montreal, returned recently from an extended selling trip throughout the prairie provinces.

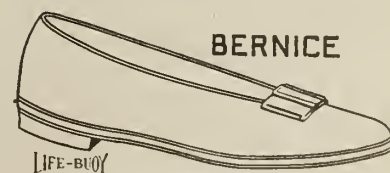
I. B. Johnson, a well-known resident of Todmorden, Ont., died on June 24th. Mr. Johnson was a shoe merchant in the city, and was an authority on real estate in the east end of Toronto. He is survived by three sons and two daughters.

Beneath a beautiful canopy of flowers at the residence of Mr. M. Bachrack, Sherbourne street, Toronto, the marriage was solemnized recently of his daughter, Sadie, to Mr. Edwin J. Goldwin, of New York. Rabbi Jacobs performed the ceremony. After a reception at the King Edward, Mr. and Mrs. Goldwin left for a three months' trip before going to New York to reside. The bride is a sister of Harry and Louis Bachrack, of Bachrack Bros., shoe retailers, 234 Yonge street, Toronto.

Wm. Campbell, representing the Slater Shoe Co., of Montreal, throughout the Western provinces, has returned East after an extended selling trip.



Two of a Series of Newspaper Cuts, Illustrating Rubber-Soled Canvas Outing Shoes. Supplied to the Trade Gratis by The Kaufman Rubber Co., Limited, Kitchener.





A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

Charles E. Raven, a widely known shoe merchant, of St. Thomas, Ont., is now Worshipful Master of St. David's Lodge, No. 302, A. F. & A. M., being installed at the last regular meeting.

J. P. Cote, 889 La Salle avenue, Maisonneuve, is forming the Leda Shoe Co. in Montreal, which will erect a factory in Maisonneuve. The municipality will grant the company exemption from taxes for twenty years, and guarantee the bonds to the extent of \$80,000. The company will employ at least eighty hands. The by-law is now before the council for its various readings.

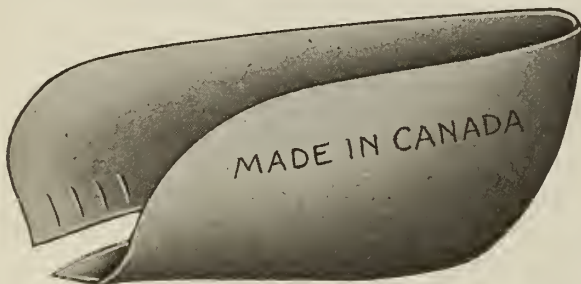
Harold Preston and Colin Roy Griffiths, two assistants in the Robert Masson shoe store, Sparks street, Ottawa, before Magistrate Askwith in police, court pleaded guilty to a charge of theft laid against them. The two assistants since December, 1916, have been taking shoes from the store, placing them in their apartments and later disposing of them.

A short time ago the management of the store became suspicious and communicated with the police department, who searched the apartments and discovered numerous pairs of boots and shoes. The accused were remanded for sentence.

The premises of Louis McNulty, wholesale and retail shoes, St. John's, Que., were damaged recently by fire.

H. W. Parsons, representing the Nugget Polish Co., of Toronto, left recently for the West. He will have charge of

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly **HALF A CENTURY**. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



PTE. L. J. ILES, TORONTO, A WELL KNOWN SHOE TRAVELER, LATELY WITH THE MINER RUBBER CO., WHO RECENTLY ENLISTED WITH THE CANADIAN MOUNTED RIFLES OF HAMILTON, FOR OVERSEAS SERVICE

the "Nugget" exhibit at the Calgary Exhibition, which closes on July 5th, and of the booth at the Edmonton Exhibition from July 10th to 15th.

J. N. Gibson, who for several years has been with Blachford, Davies & Co., Toronto, in the warehouse, and latterly in the capacity of city traveler, has gone to Carleton Place, Ont., his former home, where he will spend some months recuperating. Mr. Gibson has not been in good health, and it is expected that a rest and change will completely restore him. Percy J. Elward, a former member of the staff of Blachford, Davies & Co., but latterly in the mail order branch of a Toronto department store, is looking after the interests of Mr. Gibson's customers during his absence.

The many friends of John McCullough, shoe retailer, 866 College street, Toronto, will be pleased to learn that he is much better. He is now recuperating at Elora, Ont.

Rawn Smith, Western Canada representative of the Regal Shoe Co., Toronto, has returned from a very successful selling trip throughout the western provinces, going as far as the Coast.

J. H. McGee, who for the past six years has been a member of the staff of the Rannard Shoe, Limited, Winnipeg, recently resigned in order to join the Royal Flying Corps, for overseas service. Previous to his departure for Toronto, Mr. McGee was tendered a banquet by the members of the firm at the Fort Garry Hotel and presented with a wrist watch. He is a brother of H. B. McGee, sales manager of the Minister-Myles Shoe Co., Toronto, who is a South African veteran.

Warren T. Fegan, of the "Big 88", Queen street west, Toronto, and wife, are spending a few weeks at their summer home, Jordan Harbor, Ont.

Frank C. Whitfield, foreman for R. Dack & Sons, Toronto, recently joined the ranks of the benedicts, and has returned, after a pleasant trip to Montreal and other points.

D. Guihan, foreman of Underhill's No. 2 factory, at Barrie, who recently resigned, was presented by the firm with a cheque for one hundred dollars, as a recognition of his faithful work. This makes the second gift that Underhill's Limited have made to Mr. Guihan within a year. After angling for the finny tribe in Lake Simcoe for a couple of months, during which he expects to enjoy a well-earned rest, Mr. Guihan will again enter the shoe manufacturing game.

W. J. Sisman, of the T. Sisman Shoe Co., Aurora, Ont., spent a few days in Montreal.

Among those from Toronto who are attending the Style Show at the Powers Hotel, Rochester, N.Y., are—Thos. R.



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.

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.

Sales conducted personally or by mail.

Stocks bought and sold.

All negotiations strictly confidential.

Kelly, Wilfred White, A. Levy, H. B. McGee, J. H. Moore, Harry Minister, N. K. Saba, and others.

Charles E. Slater, of Quebec, spent a few days in Toronto on business during the past week.

W. B. Parvin, of the "Fit-U" Shoe Co., Bloor street west, Toronto, has returned from a trip to Port Arthur, and Winnipeg, which he took for the benefit of his health.

C. F. Schuszler, eastern Canada representative of the Regal Shoe Co., Toronto, recently returned after a successful business trip throughout the Maritime Provinces.

Lester Levy, of Canadian Shoe Findings Novelty Co., has arranged with W. H. Graham, 353 Richmond street, London, to handle and carry a stock of the complete range of Griffin's Dressings in London and surrounding territory.

The Jubilee Shoe Co., wholesale and retail shoes, Montreal, recently registered in Montreal.

CEMENTS

Some of Our Lines

"Waxol"
Shoe Felts
Polishing Wax
Sewing Wax
Dressings
Box Gums
Patent Leather
Repairer
Fish Glue
Dry Paste
Blackings
"Carbicon"
Felt Box Toes
and a complete line
of Shoe Findings

Don't let the hot weather worry you on cements, we carry a complete line and can guarantee satisfaction. Our prices are right. A trial will convince you.

Sole, Channel, Pink, White
and Chrome Folding

Selling Agents for

PERTH FELT CO.

PERTH, ONT.

Makers of the Finest Line of
Shoe Felts made in
Canada

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

WE ARE WESTERN HEADQUARTERS FOR

MARSH HIGH MERIT SHOES

THE BEST LINES FOR THE MONEY IN CANADA, AND



MINER RUBBERS

which have no superiors anywhere for Style, Quality and Fit.

We carry also a full range of the BEST and MOST PROFITABLE SELLERS in FINE, MEDIUM and STAPLE FOOTWEAR, Larrigans, Shoe Packs, Sheep Sox, Gloves and Mitts.

OUR SERVICE—We carry an immense stock from which we can fill orders same day as received. Write, Telegraph or Telephone.

CONGDON, MARSH, LIMITED

BRANCHES—EDMONTON
AND REGINA

86-88 Princess St., WINNIPEG

Burglars broke into the shoe store of W. D. Hobson, Woodstock, Ont., recently and got away with about \$250 worth of footwear and club bags. The thieves gained entrance by sliding down the coal chute into the cellar. The club bags were made use of to pack the plunder.

W. S. Wood, of St. Catharines, W. E. Wing, of the Kaufman Rubber Co., and L. B. Hutchison, Toronto, are on a fishing expedition at Parry Sound.

J. H. Shinnick, shoe retailer, 293 Roncesvalles avenue, Toronto, recently broke his arm at the wrist, while cranking

his car, which back-fired. He was at the time of the mishap in front of the wholesale shoe house of D. D. Hawthorne & Co., Wellington street west. It will be some time before Mr. Shinnick will be able to make use of the injured member.

Fred. E. Jenner has been appointed manager of the shoe department of Goodwins Limited, Montreal, and has entered upon the duties of his new position.

Jas. Heffering, of Toronto, Ontario representative of the Tetrault Shoe Mfg. Co., recently spent a few days in Montreal on business.

E. E. Donovan, manager of E. T. Wright & Co., St. Thomas, who has been ill for some time, and spent several weeks in the hospital at London, is able to be around again.

A. W. Donovan, president of E. T. Wright & Co., of Rockland, Mass., and Harry Wright, sales manager of the same organization, spent a few days recently at the Canadian factory.

W. A. Lane, leather merchant, of Montreal, who has been seriously ill, is now convalescent. His many friends will be pleased to learn of his recovery.

James C. Bryant, Toronto, who is a member of the traveling staff of the Kaufman Rubber Co., is spending a few weeks with his wife and family at Keswick, Ont.

E. H. Bird, shoe retailer, 1965 Dundas west, Toronto, has recently enlarged his store and otherwise improved his premises.

A. R. Angus, of Miner Shoe Co., Montreal, lost one of his sisters on Friday, June 29th. She was drowned while enjoying a holiday at Lake Maniteau, Que. The opinion is that she took a weak turn while standing on edge of the lake and fell in.

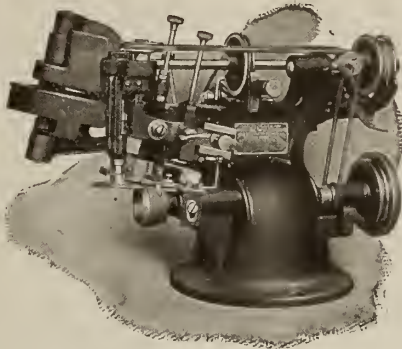
Wm. Lindsley, of St. Catharines, Ont., Western Canada representative of E. T. Wright & Co., has returned after an extended and successful business trip throughout the West.

There is reported by the various jobbing houses a pronounced shortage in children's, boy's and misses' tennis shoes and in some lines of colored stock particularly for youths. The present season has been an exceptionally active one for white footwear of all kinds and there has been some lively scurrying for white canvas shoes for women. Many shoe dealers are entirely sold out and it is impossible to obtain any more goods in time for this season's wear.

E. A. Chalk, of Toronto, Northern Ontario representative of the Kaufman Rubber Co., Kitchener, and Daoust, Lalonde & Co., of Montreal, is spending the summer with his wife and family at Bass Lake, Ont.

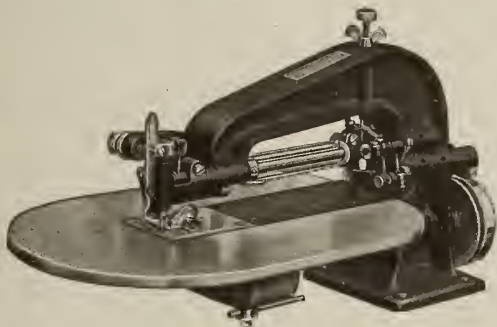


PEERLESS MACHINES



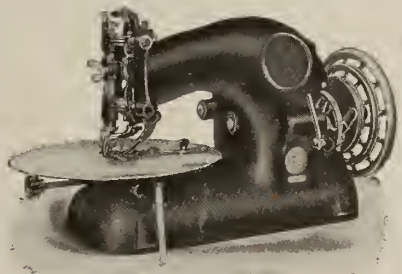
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.

44 Binford Street, Boston, Mass.

"IT FILLS THE BILL"

Does all We Claim for it!

PACKARD'S Mylo Shoe Cream

Cleans and Polishes all the Latest Shades of Glazed Leathers Used in Summer Footwear



Takes Stains from Colored Glazed Leathers and Restores the Lustre.

Softens and Preserves the Leather.

Put up in all the Latest Shades.

How is your stock of No. 3 White "O"? The Big 10c. Cake for cleaning White Canvas Shoes

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

CONDENSED ADVERTISEMENTS

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

Travelling Salesman Wanted

To represent in part of Manitoba and part of Saskatchewan in large towns and cities an old established firm, manufacturing a high grade line of Women's, Misses' and Children's in Turns, Welts and McKays. Line thoroughly and favorably known throughout the entire shoe trade of Canada. Large business done over this territory and none but a capable man, thoroughly familiar with Women's and Children's shoes, and a good standing with the trade, will be entertained. To such a party liberal salary will be offered. Correspondence treated strictly confidential. Apply to Box 60, "Shoe and Leather Journal," Toronto.

WANTED—By Traveler in Maritime Provinces, women's, misses' and children's, or boys', youths' and little gents' shoes, on a commission basis. Have thorough experience and a good connection. Box 58, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SITUATION WANTED—Man, thoroughly schooled in shoe manufacturing, open for engagement. Expert cost maker and designer. Also capable of taking full charge of tag department. Apply Box 40, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

SITUATION WANTED—Experienced buyer of all classes of shoes seeks position as buyer and manager of retail store. Montreal preferred. Apply Box 10, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

I SPECIALIZE ON
SHOE STAMPS

STEEL STAMPS & DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

Walter Brown, business agent for the Boot and Shoe Workers' Union, Toronto, and president of the District Trades and Labor Council, and F. C. Cribben, Toronto, have returned from attending the biennial convention of the Boot and Shoe Workers of America, which was held in Philadelphia. Mr. Brown was elected a delegate to the American Federation of Labor, which meets in Buffalo, N.Y., in November.

While the perpetual injunction is not to be enforced until September 20th, Mr. Justice Ferguson, of Toronto, has restrained the Robson Leather Co., Limited, of Ottawa, from discharging tannery waste and effluents into the Oshawa creeks, and the company will endeavor to abate the nuisance by installing a filtration plant, etc. Such is the outcome of four actions brought by Dewart, Harding, Maw and Hodgson, on behalf of Mayor Conant, of Oshawa, and three farmers. The creek is said to have been polluted and infected with anthrax organisms, and cows have died. As to damages, Master-in-Chambers Cameron will take a reference.

The F. Blumenthal Co., of Delaware, some two months ago completed large additions to their tanneries at Wilmington, Del., which they have been constructing for the past eight months, especially for making heavy leather for army purposes. These large additions, with all the newest improved machinery, are already turning out army leather on a large scale. It is expected that ultimately further large plants will be built and the operations in heavy leather will compare favorably with the production of goatskins, of which the daily output varies between three and four thousand dozen, and is the largest of any in the world. While at the present moment the company are concentrating efforts upon the heavy leather plant, it is understood that shortly they intend to extend operations to include calf, horse and kip.

The tannery of Sam Milner, at Vegreville, Alta., was recently visited by fire.

A. R. Burris, shoe merchant, Victoria, B.C., recently made an assignment.

Oliver M. Brooks, who is special representative of the Goodyear shoe repair department of the United Shoe Machinery Co., Montreal, and was recently in Winnipeg and Edmonton, is now on his way to Vancouver calling upon the trade, by whom he is well and favorably known. Mr. Brooks will not return to the East for some weeks yet.

Shane Bros., dealers in high-grade footwear, have a very attractive store in the Studio Block, Yarmouth, N.S. Their store is 85 feet deep by 18 feet wide, and they specialize in men's, women's and children's footwear. They have been in business for eight years, and have met with a large measure of success.

C. F. Rannard, of Winnipeg, Man., past president of the Retail Merchants of Manitoba, was at the recent annual convention elected a member of the Dominion Board and also of the Advisory Board.

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng. and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES," Leicester.

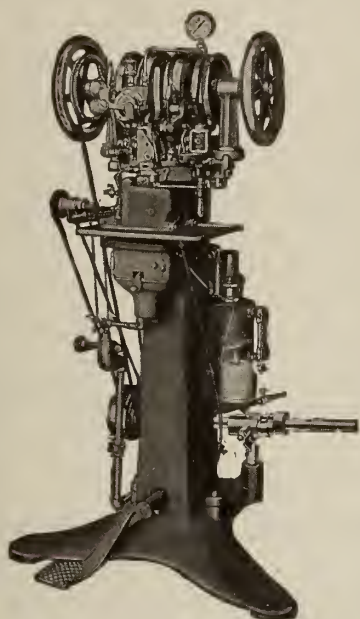
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

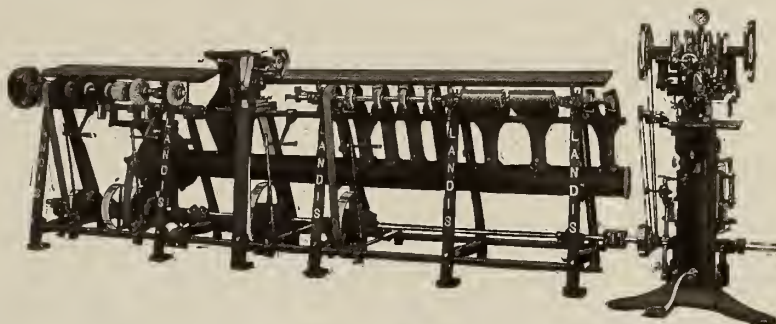
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price 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

Watch for Our Next Advertisement

It will mean money to you.

We will shortly carry a full
stock of

LEATHER SHOE GOODS

AND

FELT GOODS

Ant. Joannette & Co.

55 St. Francis Xavier St.

MONTREAL, P.Q.

Edwards & Edwards

TANNERS OF

SHEEPSKINS

SHOES FOR GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

Edwards & Edwards

Head Office

780 Dupont St., Toronto - Toronto and Woodbridge

Tanneries

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

NEWSY BRIEFS FROM QUEBEC

Edmond Tremblay, shoe manufacturer, was in Montreal recently on a business trip.

M. Leclerc, manager of the firm of Jos. Tanguay has put on the market a very popular Dongola shoe in all colors.

Albert Racine, tanner, is putting a new concrete flooring to the basement of his building, and a cement floor in the cellar.

Messrs. Dugal & Matte, tanners, are making large repairs to their building, and have installed a new sprinkler system.

P. Daigle, shoe dealer, of Quebec, has sold out his entire stock, and will shortly open up a modern shoe shine parlor and repair shop.

Lud. Duchaine, shoe manufacturer, and Messrs. Brown & Rochette, shoe jobbers, have installed in their respective buildings, the newest system of automatic sprinklers.

Bertrand & Thibault, shoe manufacturers, of Quebec, have installed a rapid Standard screw machine. This firm are making steady progress, and are very busy at the present time.

John Ritchie, who has not been as well as usual, was down to meet his son, who has returned from the front. The latter has lost both legs, but is none the less enthusiastic and optimistic about the outcome of the war.

Within the next couple of months, the trade may expect to hear of some wonderful exploits in the fishing line from the neighborhood of Quebec. When Quebec men are aroused on a subject they are bound to be heard from.

The following visitors were in town recently: L. V. Morel, representing Japan Import Co., Montreal; O. H. Hymmen, manager Walpole Rubber Co., Montreal, and W. D. Fox, representing Philip Jacobi, Toronto.

Joe. Tanguay, shoe manufacturer, has slipped quietly away on a solitary fishing expedition. His object is to secure the largest fish ever caught by any shoe manufacturer. He left without giving any hint as to his destination.

L. J. Alexandre Dery, son of Jas. S. Dery, representative of the Kaufman Rubber Co., of Quebec, died a few days ago. The deceased was for some years an employee of Louis Gauthier Co., and also of Louis Deschenes, shoe dealer, of St. Sauveur.

Manufacturers are completing fall orders, and making up spring samples, and are busier than they have been. The factories worked Dominion Day, as the previous Monday was a holiday, devoted to the festival of St. Jean Baptiste. The prevalence of religious and other holidays is a feature Quebec manufacturers have to contend with.

A few jobbers have visited the market already, including Messrs. White, Sterling, Ault and Johnson. They have only bought sparingly, feeling out the market. Jobbers always, of course, seek concessions, and seem to think prices will be lower, but manufacturers say that they will hope in vain. The leather market has settled down to a firm basis and indications point to stronger conditions.

Spring samples for jobbers are about ready and show little variation in styles or materials from last year. There may be fewer novelties, but the chances are that the high cuts in colors and combinations will still find great favor. Wholesalers claim that retailers have been buying only in a conservative way, and will continue to do so. It is thought the season will be later and there will not be the amount of buying there was last year for spring. A good fall trade, however, will make a difference, as it is believed stocks of staples are somewhat low.

Mr. Justice Dorion recently gave judgment in La Cie. J. B. Drolet, Ltee., vs. Tousignant. Plaintiff claimed from defendant \$335.88 in reimbursement of commissions that

said defendant had received on sales done by him, the whole according to the account annexed to the action; that the defendant was engaged for plaintiff as a commercial traveler and that he was to be paid by a commission of 6 per cent. on the amount of the sales effected by him, but subject to the condition that those sales should be ratified by the company. Defendant pleaded that plaintiff had no right to refuse him the commission on certain sales mentioned in an account annexed to his plea. Judgment against defendant for \$299, with interest and costs.

The new samples shown in Quebec reveal that the modes for spring will not show a great deal of change. The eight and nine-inch boot for women will be very popular in gray, ivory and various shades of Havana brown, while in men's, darker shades of tan will prevail, along with Toney red, khaki, and other manifestations of the brown family. It is stated that overgaiters will be worn to a larger extent than ever during the coming season.

Capt. J. A. Scott, with his usual push and enterprise, went through the fight at Vimy Ridge, and was the only man in his battalion who was successful in getting to the trenches in time to be in the engagement. Capt. Scott is as enthusiastic in the fighting ranks as he was in the leather arena and would be pleased to hear from any of his Canadian friends. His address is c-o 87th Battalion, 4th Division, C.E.F., France.

JUST WHY THEIR PRICES ARE ADVANCED

In a recent letter to their Canadian customers, Sir H. W. Trickett, Limited, of Waterfoot, Eng., of which O. Eatough is managing director, say:

In our last circular letter which we addressed to you on July 10th, 1916, we stated that we could not hold any prices as fixed for unexecuted orders then on our books.

Since that date we have not accepted any orders at definite prices on account of the ever-increasing difficulties in securing materials at standard prices.

Our method of business during these times when prices of raw material are ever on the increase, is to charge up the manufactured article accordingly, and we claim to have carried out this method up to the present, as we are of opinion that to take advantage of the situation as we find it to-day, by making huge profits, is, to say the least, unpatriotic.

So you may rest assured that no advance in prices will be made over and above the extra called for as a result of the continual advance in materials, as well as advance in wages.

From this date, we are compelled by the daily changing circumstances to charge up any goods you may have now on order calculated on the present day price for raw material.

At first sight, the advanced prices which we shall ask for all goods now on order, may appear somewhat out of proportion to what you consider reasonable. Still, we can assure you that no inflated prices are being charged. One reason for the somewhat serious advance in prices is the fact that up to the present we have been working on contracts placed some long time back, which are now completed. The policy we have carried out during the present war has been to charge our goods on the basis of the prices paid for material, thereby giving our customers the advantage of any foresight in our buying which we may have exercised.

To-day prices are so much higher than when we placed our last contracts that there will naturally be a large corresponding advance on shoes and slippers.

Now having made this frank statement of the position we find ourselves placed in to-day, and feeling that we have had your confidence in the past, we trust that we may do nothing to forfeit that confidence which we value more highly than we can find words to express.



**THE
WM. A. MARSH CO.**
Limited

*Manufacturers of
Fine Boots and Shoes*

OMER CLEMENT
Tanner of High Class
Chrome and Bark Sides

Specializing in
Box, Dull, Elk, Gun Metal, Tan and Mahogany
Brown, Patent, Glove and Tongue Splits, Horsehides
in Box, Dull and Gun Metal, also Bark Patent
and Flexibles.

224 St. Helen Street
Long Distance Phone 2091
Quebec, Que.

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.

JOHN McENTYRE, Limited

28 St. Alexander Street, Montreal

HEADQUARTERS FOR

LEATHERS

SHEEPSKINS
 CHROME GUN METAL
 CHROME DULL AND BOX SIDES
 EMBOSSED SPLITS
 TAN ARMY LEATHER
 GLAZED KID
 BREITHAAPT SOLE LEATHERS
 DAOUST, LALONDE CO.'S
 SIDE LEATHERS

Rubber Cement and Filler Plant,
 26 Gladstone Ave., Montreal

SUPPLIES

SUPERIOR TIP REPAIRER AND SHOE
 DRESSING
 HIGH GRADE RUBBER CEMENT
 INDEPENDENT BOTTOM FILLER
 CABRETTA
 COTTON SHOE LININGS

Tannery,
 1704 Iberville St., Montreal

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES:

Heavy Storm Leathers,
 Gun Metal Sides,
 Velours Sides,
 Box Sides,
 Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.

TANNERS AND CURRIERS Limited

52 Victoria Sq. OSHAWA 611 St. Valier St.
 MONTREAL QUEBEC



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
 and Composition

WE ARE ALSO MAKERS
 OF THE HAVERHEEL

Write for Samples and Prices. These will
 interest you

THE

TORONTO HEEL COMPANY
 13 JARVIS ST. TORONTO

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON ————— **EVERETT**
 MASSACHUSETTS, U.S.A.

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



Spats

Fashion dictates every well groomed woman should have a pair.

WE have the FINEST Line on the Market

Buy your needs NOW and get the BEST goods at TO-DAY'S prices.

Have them WHEN your customer WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

	Per doz. pairs
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....	\$16.50
Men's 5 " Flat Tailored Buttons	13.50

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....	\$13.50 doz. pairs
" 8 " 8 "	12.00 "
Men's, 5 in. high.....	9.50 "

FINE KERSEY CLOTH

BLACK ONLY

Women's 10 Button, No. 333.....	\$8.50 doz. pairs
" 10 " No. 141.....	6.00 "
Men's 8 " No. 141.....	6.00 "

Laing, Harrar & Chamberlain

Philadelphia, Pa.
 U.S.A.

Adelard Guay
Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

1870 St. James St. Regd. Montreal, Quebec



WHEN YOU WANT BOOT AND SHOE

LACES

I have in stock 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.

Buy your Laces Banded in Pairs

E. W. McMARTIN

45 St. Alexander Street, Montreal

For your Soldier Trade, 42-inch Tan Porpoise Laces
and 45-inch Khaki Breeches Laces

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

INDEX TO ADVERTISEMENTS

	Page		Page
Amherst Boot & Shoe Co., Limited.....	43, 44, 45, 46	Goodyear Tire & Rubber Co.....	30-31
Aird & Son.....	16	Gutta Percha & Rubber, Limited.....	48
Ames-Holden-McCreedy, Limited.....	4	Guay, Eugene.....	70
Armstrong, W. D.....	64	Gagnon, La Chapelle & Hebert.....	17
Bell, J. & T., Limited.....	7	International Supply.....	52
Breithaupt Leather Co.....	34	Independent Rubber Co.....	8
Borne, Lucien.....	67	Joannette, Ant.....	65
Browning, C. A. & Co.....	12	Kaufman Rubber Co.....	50
British Wood Heel Co.....	14	Lagace & Lepinay.....	67
Clarke, A. R., & Co.....	O. B. C.	Landis Machinery.....	65
Canadian Consolidated Rubber Co.....	20	Laing, Harrar & Chamberlain.....	69
Clarke & Clarke.....	68	Lady Belle Shoe Co.....	18
Cleland, James, Reg'd.....	67	Lewis, A. C., Leather Co.....	60
Cote, J. A. & M.....	14	McMartin, E. W.....	70
Cock of the Walk.....	58	Montreal Box Toe & Heel Co., The....	70
Clark, A. C.....	61	McArthur, Irwin, Limited.....	56
Clement, Omer.....	67	Marsh, Wm. A., Co.....	67
Collis Leather Co.....	12	McEntyre, John, Limited.....	68
Congden, Marsh Co.....	62	Newcastle Leather Co.....	61
Canadian Novelty Shoe Findings.....	58	National Cash Register.....	13
Davis, A., & Son.....	16	Parker, Irwin, Limited.....	61
Davis Leather Co.....	28	Pfister & Vogel.....	10
Duclos & Payan.....	60	Packard, L. H. & Co., Limited.....	63
Edwards & Edwards.....	65	Peerless Machinery Co.....	63
		Ralston, Robt.....	62
		Rochester Last Co.....	10
		Routier, Luc.....	67
		Regal Shoe Co., Limited.....	5
		Robson Leather.....	68
		Robinson, James.....	11
		Star Shoe Co., Limited.....	3
		Slater Shoe Co., Limited.....	I. F. C.
		Samson, J. E., Inc.....	67
		Schultz-Goodwin Co. (Inc.).....	69
		Staynes, W. H., & Smith.....	64
		Tourigny & Marois.....	67
		Tebbutt Shoe & Leather Co.....	9
		Tetrault Shoe Co.....	19
		Toronto Heel Co.....	68
		United Shoe Machinery Co., of Canada.....	6 and I. B. C.
		Wood-Milne Co., Limited.....	18
		Wright, E. T., & Co., Limited.....	15
		Young, Richard, & Co.....	64



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

HIGHEST
QUALITY



ABSOLUTELY
RELIABLE

CLARKE'S PATENT LEATHER

CLARKE'S
PATENT
LEATHER



CLARKE'S
PATENT
LEATHER

The artistic superiority of Patent Leather is a recognized fact.
The question of reliability is answered by A.R.C. Brand.
Patent Leather will be featured in High Grade Footwear for next season.
When ordering Patents, specify Clarke's and insure the reputation of your establishment.

A. R. Clarke & Company, Limited
TORONTO BRANCHES:—MONTREAL and QUEBEC ONTARIO

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR



TORONTO
JULY 16
1917

G. P. BEAL, TORONTO, ONT.

See Page 40

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



DAVIS CALF LEATHERS

NEW COLORS FOR 1918 SPRING SAMPLES

GREY CALF
KHAKI CALF (No. 74)

NEW TAN RUSSIA (No. 24)
CHERRY WILLOW (No. 84)

Our **NEW TAN RUSSIA** (No. 24) will be one of the most popular lines for Spring. It is a beautiful rich tan shade, a welcome and pleasing change from the dark shades which have been so popular.

Our **NEW GREY CALF** is of that soft "battleship" shade that promises to be a feature of the New Spring Footwear for Women.

Our **CHERRY WILLOW** (No. 84) is the newest and most popular shade in red, of dark rich tone, and will have a great run next season.

OUR REGULAR SHADES

Royal Purple Russia; Brown Russia No. 33; Brown Russia No. 66; Brown Russia No. 14; Briar Boarded Calf; Mahogany Russia; Duchess Russia.

GUN METAL and **MATT** in all standard selections.

If you have not sampled **DAVIS' NEW SHADES** wire for samples immediately.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



We Are Only Interested in YOUR
MEN'S SHOES

AND

We Want to Interest You in OUR
MEN'S SHOES

Profitable business depends on repeat orders; our Shoes are the repeat order kind.

Every pair is honestly made to give your customers the service to which they are entitled.

Let us show you that our line of MEN'S WELT'S are the best value on the market and the reason that our factory is the largest and busiest exclusive Men's Welt plant in Canada.

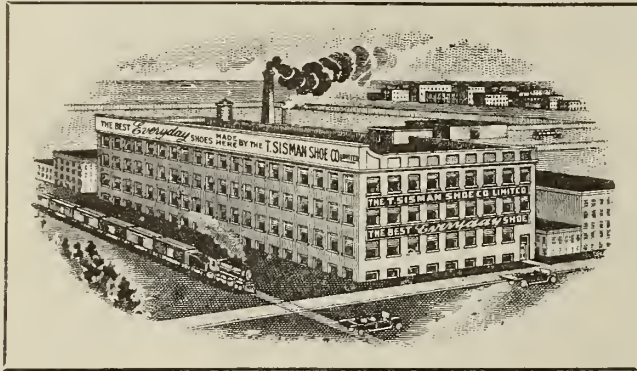
Samples for next season are now ready. Look them over for yourself.

THE Ritchie Shoe

THE JOHN RITCHIE COMPANY LIMITED
QUEBEC

REAL BUSINESS INSURANCE

The Steady, Profitable Demand, that Summer Heat and Winter Cold does not change, is found for



*SISMAN'S
BEST
EVERYDAY
SHOES*

This is because of their WORTH. Nothing is spared in BRAINS, LEATHER, SHOEMAKING and SERVICE to make them the BEST shoes for the STORE or CUSTOMER.

THEY ARE SOLID THROUGH AND THROUGH

THE T. SISMAN SHOE CO. Limited, Aurora, Ontario



Exceptional Value

In Real

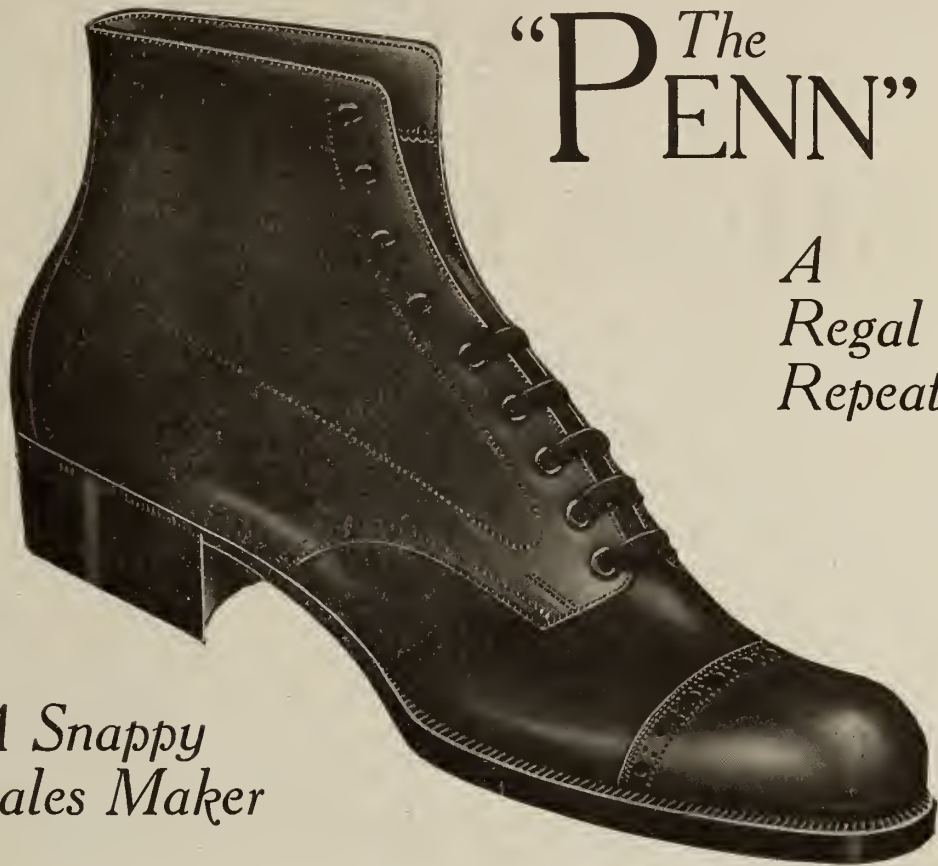
Quality Shoes



Surprisingly Moderate in Price

IF YOUR JOBBER DON'T HANDLE THEM WRITE US

Aird & Son, Registered, Montreal



"The PENN"

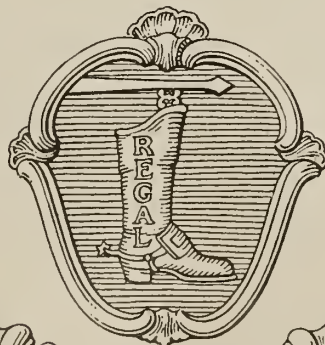
*A
Regal
Repeater*

*A Snappy
Sales Maker*

IN STOCK

This Regal Boot wins a man's heart every time he sees it, and he's only got to see it a couple of times in your window to go in and buy it—and when he's bought it he's got SATISFACTION.

PENN—STOCK No. 1525
Cordo-Russia Calf, whole
quarter blucher; full d.s.
9/8" heel. Sizes and widths:
D, 5 through 11; E, 5½
through 11.



Send your Order To-day

*Regal
Shoe Company
Limited*

472-474 Bathurst Street
TORONTO

Specialists in Men's Shoes

“NUGGET”

The Name That Stands For Quality in
SHOE POLISH

BLACK POLISH
TAN POLISH
TONEY RED POLISH
DARK BROWN POLISH

and

WHITE CLEANER

For Buckskin and Canvas

ALL FIRST QUALITY GOODS


If you are not handling
all the “Nugget” lines,
you are missing good
business. Write us for
samples and prices.

THE NUGGET POLISH CO. Limited

9, 11 and 13 Davenport Road

TORONTO

ONTARIO



*Bell Quality
is Never Questioned
The Name is Sufficient*



La Salle

The above illustration represents one of the latest Bell models in high class footwear.

It will appeal to exacting customers—those who demand the best, for it embodies every quality of fine shoemaking that has so long characterized Bell Shoes.

If you handle the Bell Lines they will stamp your store with the mark of quality.

J. & T. BELL

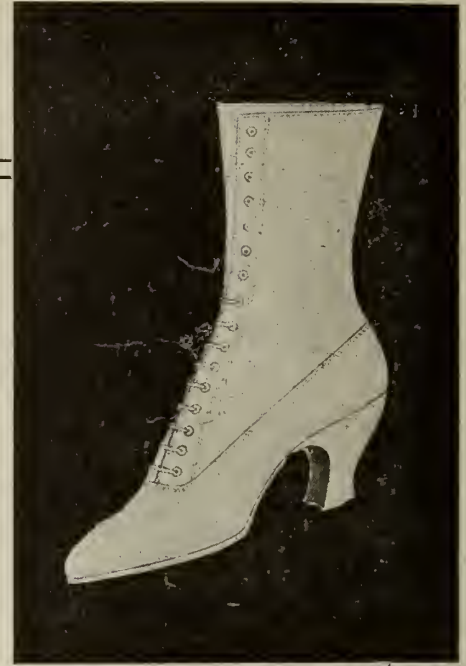
LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA



Spring
1918



Will Bring

a bigger demand than ever for

WHITE GOODS

and our samples will show how particularly well we are qualified to meet that demand.

There is vogue in WHITE SHOES as well as in others, and our lines for Spring reflect the modes most perfectly.

Be sure you see our McKay Sewn

Leather Shoes

for Women. These, too, are modish, and will prove to be quick sellers.

Gagnon, Lachapelle & Hebert

55 Kent St.

Montreal

SUMMER SORTING

Do not permit your stock to get too low. There's a big run this year this year on

SPEED KING

Sporting and Vacation Shoes

There's a comfortableness about these shoes that gives them all the exhilarating freedom of bare feet. Their immense sales attest their wonderful popularity.

Your "RUSH ORDERS" will have prompt attention if sent to any of the wholesalers 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

Independent Rubber Co.
Merritton, Ont. Limited



SPEED KING



"IT FILLS THE BILL"

Does all We Claim for it!

**PACKARD'S
Mylo Shoe Cream**

Cleans and Polishes all the Latest Shades
of Glazed Leathers Used in
Summer Footwear



Takes Stains from Colored Glazed Leathers
and Restores the Lustre.

Softens and Preserves the Leather.

Put up in all the Latest Shades.

How is your stock of No. 3 White "O"? The
Big 10c. Cake for cleaning White Canvas Shoes

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



Spats

*Fashion dictates every
well groomed woman
should have a pair.*

**WE have the FINEST
Line on the Market**

Buy your needs NOW and get the
BEST goods at TO-DAY'S prices.

Have them WHEN your customer
WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

		Per doz. pairs
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....		\$16.50
Men's 5 " Flat Tailored Buttons		13.50

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....		\$13.50 doz. pairs
" 8 " 8 "		12.00 "
Men's, 5 in. high.....		9.50 "

FINE KERSEY CLOTH

BLACK ONLY

Women's 10 Button, No. 333.....		\$8.50 doz. pairs
" 10 " No. 141.....		6.00 "
Men's 8 " No. 141.....		6.00 "

Laing, Harrar & Chamberlain

Philadelphia, Pa.

U.S.A.

Perth Shoe Styles IN STOCK



No. 850—Tan Calf, English Walking
Boot, Neolin Sole and Rubber Heel.
\$6.35

Widths C and D

Packed in fifteen and thirty-pair containers,
regularly sized 2 to 7

Perth Shoe Co. Limited

Manufacturers of Women's Fine
Goodyear Welted Shoes Exclusively

PERTH, ONT.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

The Just Wright
TRADE MARK SHOE

The Just Wright
TRADE MARK SHOE



The Just Wright
TRADE MARK SHOE

Stock No. 11—Select Gun Metal Calf City Bal., Plump
Single Sole, MAZDA Last. Stock No. 10—Same in Tan.
Widths A to D

The high-grade appearance and stylish looking models of the JUST WRIGHT line are pleasing to the vanity of well-dressed men—but the real proof of their worth is the satisfied feeling they give your customer. His “money’s worth” and more.

That’s the Just Wright feeling.

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.



ST. JOHN
MONTREAL
TORONTO

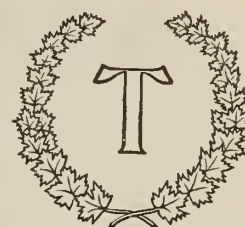
WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



TETRAULT WELT SHOES



Set the pace in their class from coast to coast in sales as well as shoe quality.

WHY?

Because they combine the four great qualifications for success in shoemaking and shoe selling.

Correct Style
Good Shoemaking
Dependable Wear
 and last but not least
Popular Prices

Tetraault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

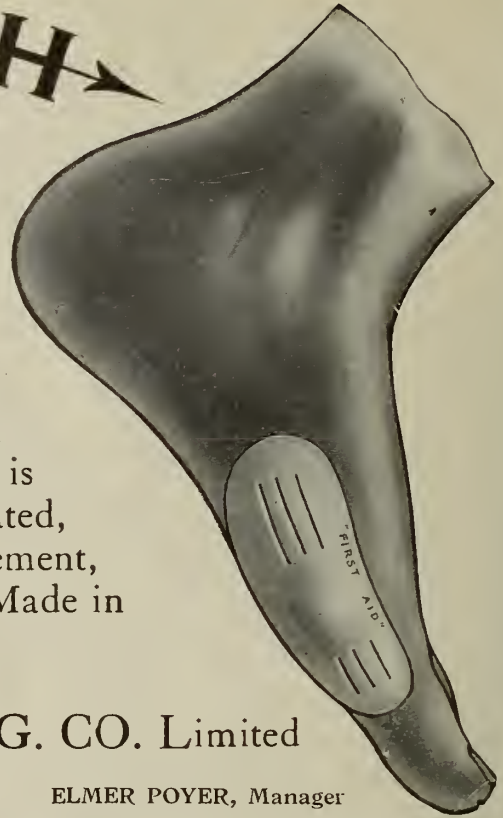
Office and Warehouse:

9 RUE DE MARSEILLES,
PARIS - FRANCE

Montreal

ARROWSMITH

"First-Aid"
TRADE MARK
TO THE FEET



BUNION SHIELD

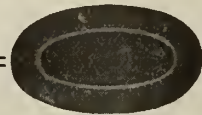
For the relief and cure of Bunions and Enlarged Joints. The Bunion Shield is made of pure Para Rubber, properly treated, and is shaped to conform to the enlargement, preventing all pressure and friction. Made in three sizes, for Men and Women.

CANADIAN-ARROWSMITH MFG. CO. Limited

J. W. ARROWSMITH, Pres.

Niagara Falls, Ont.

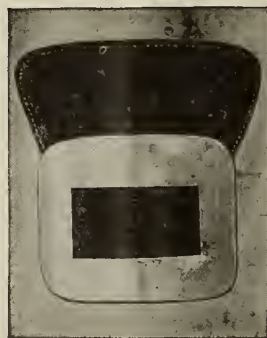
ELMER POYER, Manager



CHANDLER'S BUCKLES



LEATHER



METAL



Leather Covered Buckles carried in stock, in gun metal, patent leather, white buck, white kid and white canvas.

Metal Buckles carried in stock in gun metal, patent finish and mat white.

COMBINATION C-132

Buckles illustrated come in either leather covered or metal, from \$1.00 per doz. pair to \$3.00 per doz. pair. Colonial combinations from \$2.00 per doz. pair to \$4.00 per dozen pair. Write for sample pairs.

Sole Agents

C. A. BROWNING CO., 30 Franklin St., Boston, Mass., U.S.A.

TRY OUR PROMPT IN-STOCK SERVICE



OUR business has been built on quick service to the retail shoe trade, and we are still able to maintain our reputation for prompt delivery, because we carry a complete assortment of everything in footwear.

THERE IS NO NECESSITY OF YOUR LOSING SALES

Take advantage of our In-Stock Department—treat it as a reserve stock of your own and order from it whenever you see your stock getting low. Do this and you will not miss any sales.

JAS. ROBINSON MONTREAL

The Shoe Shipping Room used to be

cluttered up with space-consuming empty cases. It was a pandemonium of noise. Orders went out late and reached their destination in *bad* condition.

The Shoe Shipping Room is

a place where one can move freely and unhampered. It is as noiseless as the sample room. Orders go out smoothly and quickly, and reach the point to which they are directed, sealed, and in good condition.

Martin Corrugated Boxes Wrought the Change

MARTIN CORRUGATED PAPER & BOX CO.
LIMITED
353 PAPE AVE. TORONTO



Are you handling the

YAMASKA BRAND?

This brand stands for staple shoes for everyday wear for every member of the household—**MEN'S, WOMEN'S, BOYS', YOUTHS', GIRLS' and CHILDREN'S.**

The brand on which we have built our reputation and which will stand up for **Style, Manufacture, Fit, Finish, Quality** and **Value**, this season the same as for half a century past.

There is no guess work in stocking **YAMASKA BRAND** lines.

Their worth and wear are pre-eminent.

La Compagnie J. A. & M. Cote

St. Hyacinthe, 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.

Confidence that Bespeaks Success

These are uncertain times for the Shoe Man. It is well to have a SAFE THING on which you can put your money with some chance of being victorious. The great question is—

What is going to Sell?

Look at this Pair!

They will meet all the exigencies of present footwear conditions. Suit the professional man or the ordinary lover of **Foot Comfort**, combining

**WEAR,
WORTH and
WORKMANSHIP**

**Tebbutt Shoe and
Leather Company**
Three Rivers, Que.

Doctors
ANTI-SEPTIC
SHOE NON
PAT 1906 1909 PERSPIRO



Sole and upper absolutely waterproof, with a special sole construction to ensure an even temperature of the foot in varying weathers.



FLEET FOOT

SORTING

The shoe dealer, who finds his stock of "Fleet Foot" Shoes running short of sizes and popular styles, should send his Sorting Orders direct to our nearest branch. Our facilities for making quick deliveries ensure a satisfactory service. Put us to the test.

**Canadian Consolidated
Rubber Co., Limited**

Head Office - Montreal

SERVICE BRANCHES AT

HALIFAX	ST. JOHN	MONCTON	QUEBEC
OTTAWA	KINGSTON	BELLEVILLE	HAMILTON
BRANTFORD	KITCHENER	LONDON	NORTH BAY
FORT WILLIAM	WINNIPEG	BRANDON	REGINA
SASKATOON	CALGARY	EDMONTON	LETHBRIDGE
VANCOUVER		VICTORIA	

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

OUTLOOK IN SHOES AND LEATHER

**No Chance for Cheaper Shoes—Business
Quiet but Tone Good—Leather Man Not
Anxious—Cool Season Against Sport Goods**

THE summer season is not very far this year from the usual and, although there has been a good deal of disappointment with regard to the weather, and some claim that fancy footwear, and especially outing shoes, have been neglected, when the volume of trade is made up for June and July, sales will not fall short of the regular amount. In fact, some dealers claim that their June sales were considerably in excess of last year, and if anything like seasonable weather prevails for the next few weeks mid-summer stocks will be tolerably well cleaned up.

Those who have visited the shoe markets have found a surprising firmness in spite of the quietness prevailing. Manufacturers seem to realize that there is no hope of securing concessions from leather men, and are not offering inducements to either jobber or retailer to anticipate their needs. Some reports of close prices have been traced to small orders taken to keep plants going, and following a reduction in the price of certain classes and grades of leather. Tanners are not much in evidence, and seem to be content to stay at home just now and await developments.

There is no doubt but that there are considerable stocks of shoes in the hands of jobbers who rather over-anticipated their requirements last spring, but as a large amount of these are staples and have been bought at figures that are not considered by any means high, they will find a ready outlet this fall. At all events there seems to be no fear in the part of wholesale shoe distributors that they will have to take less for them than the full market price.

Retailers report a healthy feeling throughout the country. Word comes from the West that the outlook is encouraging. The crop is coming along satisfactorily, and while there is an absence of any boom, there is a noticeable buoyancy in the general situation. Travelers who have recently returned from the West report a decided inclination on the part of dealers to order freely for fall and say this is in marked contrast to the situation a few months ago. In Ontario the crop outlook is eminently satisfactory, although the prevalence of wet, cool weather has created anxiety in some quarters. The outlook so far in all lines is most encouraging. The industrial situation is beginning to give evidence of increased activity in spite of the fact that the holiday season is on. There is not anything like the slackness noticeable in July in the factories, and the chances seem to be good for a summer of profitable activity in most lines.

The consensus of opinion in the shoe trade seems to be that as soon as business settles down to its regular gait the market will become firmer in both leather and shoes, and dealers are beginning to realize that the alarm which led them to curtail their buying in the past couple of months was largely unwarranted.

Rochester Style Show Splendid Success

Double the Exhibits of Last Year—Large Attendance of Visitors—Canada Well Represented—A Great Array of Fine Shoes—Shoe Style Notes, and Some Comment on the Trend of Fashion for the Coming Fall and Winter Seasons

OVER fifty exhibits of shoes were in line at Powers' Hotel, Rochester, when the Third Semi-annual Shoe Style Show was opened by E. P. Reed, the veteran shoe manufacturer, on Thursday, July 5th.

The weather for the opening was all that could be desired, both visitors and exhibitors being satisfied to see it cool and refreshing instead of blustering, as it was last year.

The number of concerns represented was more than double that of 1916, and altogether the exhibits, arrangements, decorations and so forth evidenced the fact that the shoe has settled down to business as an established institution. The entire fifth and sixth floors of Rochester's celebrated hostelry were given over to the affair and were decorated in green and white with a profuse display of the national emblem. Some of the Canadians present rather expected to see the Union Jack and the Tri-Color stretching out somewhere, but probably the management thought it wise to avoid the suggestion of war in connection with the exposition.

Made Everybody Welcome

One thing is certain, the Rochester trade know how to make people feel at home, and those from this side of the line who went over to the Flower City to see what was doing in shoes, are loud in their praises of the goodwill and courtesy extended them on all hands. They were made to feel at home from start to finish, and although in many cases they could hardly be considered as buyers in the largest sense, they were given the glad hand at every turn.

Pretty Shoes on Pretty Women

A feature of the exhibition was the presence of living models, and the city must have been ransacked to provide the array of pretty girls who displayed the newest footgear in a way that gave added attraction even to those who are accustomed to look upon this article of apparel from the most prosaic standpoint. The display at Ontario Beach Park in this line was something of which the Rochester shoe trade may justly feel proud.

General Impressions

The styles shown were, for the most part, those of the present fall and winter season. There was a sprinkling of spring models for 1918. The display, while not profuse, being confined to leaders in the several lines, was thoroughly represented. A point that at once seemed to strike the visitor was the absence of fussiness or extravagant effects in the shoes. Shoemaking seemed to have been made paramount to millinery effort and everybody remarked the tendency towards simplicity in both

design and garnishment. While there were, of course, a number of novelties, there was an absence as a whole of startling combinations and effects.

Shoe Traveler's Day

The annual outing of the Rochester Association of Traveling Shoe Salesmen held at Newport House, on Irondequoit Bay on Saturday, July 14th, was a fitting climax to the shoe show. A great many visitors remained for this event, and, from what we have heard, they had no occasion to regret their stay. The Rochester travelers gave them the time of their lives. It may here be stated that these enterprising gentlemen are really responsible for bringing about the Rochester Shoe Style Show.

As to Color Effects

As already stated there was a decided tendency towards plainer effects. Colors are decidedly darker, the dark shades of brown such as "khaki" and "pecan" predominating. In grays the "battle-ship" or "navy" seemed to have the largest call, the latter a deep toned color that either alone or in combination with other shades of gray or navy yielded handsome results. Two-tone effects seem still popular. Blacks are more in evidence than ever, and a decided tendency is toward patent.

Style Standards

The attempt to get the trade back to the seven inch top does not seem to have met with the approval of the Rochester makers of women's footwear. Most of the models are shown in from eight and a half to nine inch tops with the predominance in the latter height. The difference in the height of women's shoes will not cut much figure in the actual saving of leather, and as the measurement in the English regulation is from the heel seat up, and presumably the same will be the American, it will mean at least an eight and a half inch top from the ground. The laced shoe still maintains its ascendancy, but there is a decided sprinkling of buttoned boots in the spring samples seen. There seems to be now no doubt that the buttoned shoe has come back to stay. Lasts continue narrow although some styles of the sports nature in "military" shapes with twelve-eighth heel is popular.

Other Style Features

Vamps are about the same length, although the tendency is to shorten them a little, but three and a half to four inches length represent the general run in women's shoes. Heels are considerably lower, running from eleven to fifteen eights. The straight Cuban heel is favored in leather, and the covered French heel in wood. A large proportion of the shoes are shown with the square throat which gives a nattier appearance than the round. Vamps and

quarters are becoming plainer, when a toe cap of fancy design is effected, perforations being used. Quite a number of models in cloth tops are shown in grays and browns mostly plain, with here and there some attractive if not startling combinations. An outstanding feature is the increased use of white welts which are found even in other lines than those with white tops.

Style Show Notes

In the exhibit of the Moore-Schafer Co., was a shoe worthy of particular mention, namely, a khaki calf and khaki suede combination, a perfect match in colors, that produced an exceedingly pleasing effect. The showing, by the same firm, of different shades of brown in the newest styles were very fine, and should take well in this country.

The showing of grays and browns by Utz & Dunn Co., was worthy of particular note. One example of extremely good taste was seen in a "battleship" gray calf vamp and light gray cloth top, somewhat in the nature of a semi-sport last.

The John Foster Co., of Beloit, Wis., has some very startling shoes on exhibition. This firm specializes in fancy shoes, having made special shoes for actresses, etc., all over the world, and their "Ballet" shoes shown were simply beyond description.

E. P. Reed & Co., had a very fine exhibit of high grade novelty shoes, as well as some very fine but plainer shoes for fall and winter. They have just brought their travelers in from all over the continent, and are now working on some still newer ideas for next spring.

W. B. Coon Co., of Rochester, were showing their "Aunt Polly's" out sizes. This firm make a shoe to fit any woman's foot. It would be well for the Canadian trade to remember this when dealing with a large woman who requires larger than ordinary shoes.

Those from the Dominion

Among the Canadians present at the Rochester Style Show were H. E. Moles and F. N. DeLancey, of J. & T. Bell, Limited, Montreal; Chas. E. Fice, Toronto; A. L. Dupont, of Dupont & Frere, Montreal; O. Brunet, of the Eagle Shoe Co., Limited, Montreal; J. G. Settle, of the Murray Shoe Co., London; F. H. Ahrens and H. E. Wettlaufer, of Chas. A. Ahrens, Limited, Kitchener; Alex. Inrig, of Lady Bell Shoe Co., Kitchener; Wm. Chamberlain and Robt. Hawley, of Getty & Scott, Limited, Galt; W. S. Duffield and T. P. Conley, of John McPherson Co., Hamilton; Alf. Minister and H. B. McGee, of Minister-Myles Shoe Co., Toronto; J. A. Walker, of Walker, Parker & Co., Toronto; Chas. A. Blachford, H. McKean and S. A. Bell, of Blachford Shoe Manufacturing Co., Toronto; A. Levy, T. R. Kelly and Wilfrid White, of Toronto; R. L. Savage, of Toronto (representing Clark Bros.); Howard C. Blachford, of H. & C. Blachford, Limited, Toronto; J. C. Acton, Toronto.

Those Who Had Exhibits

The exhibitors comprised the following firms: Boots and shoes: D. Armstrong & Co., Blum Manufacturing Co., Dansville, N.Y.; Thomas

Bolton Shoe Co., W. B. Coon Co., Dugan & Hudson Co., Dunn & McCarthy, Auburn, N.Y.; C. A. Eaton Co., Brockton, Mass.; Endicott, Johnson & Co., Endicott, N.Y.; John Fenton Shoe Manufacturing Co., Columbus, O.; Flexible Shoe Co., C. P. Ford & Co., John Foster Co., Beloit, Wis.; H. H. Gray's Son, Syracuse, N.Y.; Joy, Clark & Nier, Inc., John Helly, Inc., Katzman-Alder Shoe Co., Boston, Mass.; Leach Shoe Co., The Menihan Co., J. J. MacMaster, McElwain, Morse & Rogers, New York City; P. W. Minor & Son, Batavia, N.Y.; Moore-Schafer Shoe Manufacturing Co., Brockport, N.Y.; A. E. Nettleton Co., Syracuse, N.Y.; Niagara Shoe Co., Buffalo, N.Y.; Piehler Shoe Co., E. P. Reed & Co., Rochester Shoe Manufacturing Co., Sherwood Shoe Co., A. W. Smith Co., Boston; Utz & Dunn Co., Rochester, N.Y.; Williams, Hoyt & Co.

Leather: C. D. Brown & Co., Avon Sole Co., Avon, Mass.; F. Blumenthal Co., Wilmington, Del.; Carl Schmidt & Co., Detroit, Mich.; Trostel Leather Co., Milwaukee.

Lasts: Dayton Last Co., Dayton, O.; Empire Last Works, Rochester Last Works, Stewart & Potter, New York City.

Miscellaneous exhibits: Arrow Printing Co., H. Gitterman & Co., Boston; Ka-Du Products Co., H. C. Faber & Son, Utica; Goodyear Tire & Rubber Co., Akron, O.; Tandop Manufacturing Co., Ramsdell Engraving Co., The Shoe Retailer Co., Boot and Shoe Recorder, Seamans & Cobb Co., Boston.

AMUSEMENT AND WAR

Charlie Chaplin has just signed a contract with a moving picture concern for \$1,075,000 for a series of eight pictures.

The American Economy Board has just sent out a circular letter suggesting that shoe manufacturers reduce shoe styles to avoid waste of raw and finished materials.

EXCELSIOR IS THE WATCHWORD

"Enclosed you will find express order for one dollar for renewal subscription for the 'Shoe and Leather Journal.' Allow me to congratulate you on the marked improvement that you are making in your valuable trade paper from year to year. There is a vast difference in the Journal of to-day, compared with the issues of twelve years ago, when I first started to read your publication. You certainly get out a very bright and newsy paper. With best wishes for your continued success.
Port Arthur, Ont. GEO. E. WEGENAST.

GOOD SOUND BUSINESS TALKS

"Enclosed you will find one dollar for the 'Shoe and Leather Journal' for the coming year. I may say that I always look forward to the arrival of your paper, and find a great many pointers and good, sound business talks in each issue. It keeps me in touch with what is going on in the trade all over the Dominion."

W. J. DRYSDALE.
186 Union street west, Kingston, Ont.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

THE leather trade has been comparatively quiet of late, although there has been evidence of a shaking in the mulberry trees, so to speak. Manufacturers have been looking about not only for stock to complete fall goods, but for supplies upon which to base prices of spring samples. The result has been that no one seems inclined to bite at the attractive bait represented by substantial orders. It is true that some concessions have been secured but of such a nature that the situation as a whole remains unaltered. A couple of cents on side or sole leather just now is neither here nor there. There have been some substantial reductions offered by American kid concerns in limited lots to clean up and to keep the market over there on an even keel and the same may be said of certain lines of other leather, but it is recognized that the market conditions over there as here are only temporary, caused by the embargo on leather and the uncertainty of war operations.

Leather Men Stand Pat. "One thing the past six months have taught tanners is patience and confidence in the future," said a prominent member of the leather industry to the SHOE AND LEATHER JOURNAL. "Time was when leather producers would have been swept off their feet by a lull such as has taken place in the last three months. But we all realize that there is absolutely no sense in giving away profits on our goods when we find it difficult not only to turn them out at the price but to supply the demand at all. We have been at our wit's end to get hides, workmen and other necessities of production and are paying to-day such prices as absolutely forbid any shading of the market. Besides there is not enough leather to go around if anything like the demand starts that occurred a year ago. Should the embargo on English shipments be lifted and should the demand for Canadian leathers become pressing for war purposes in the United States as already seems likely, there will be a scramble on the part of manufacturers here for supplies. I am not a bull by any means but I see conditions coming within the next month or so that will mean stronger prices for leather in Canada."

American Conditions. Business is still quiet in the United States but the feeling prevails that the trade is on the verge of a decidedly upward movement. The second call for army shoes has been made and arrangements already made for the supply of leather cover prices, but when the manufacturers get into the market for certain supplies there is sure to be some excitement that will involve higher prices in spite of the efforts of the government to prevent a scramble. Tanners are patiently waiting. It is between seasons and some concessions are always made at this time, this year being no exception to the rule. The feeling prevails generally, however, that the lull is but the precursor of the

storm to follow and that as soon as the present uncertainty and fear which prevail amongst all sections of the shoe trade is dissipated there will be such a demand for shoes that not only will equilibrium be restored but the market will take on a decidedly bullish tone. Prices, as it is, remain firm and unchanged and quotations on large lots are not readily obtained. Kid seems to be the weak sister at the moment. In the meantime the export trade in leather continues to be largely in excess of last year, while the imports of hides are considerably less.

Hide and Skin Markets. The hide market, after the sudden activity of last month, has been comparatively dead. The United States government secured an extension of its option with the packers for fifteen days, bringing the expiration date to July 15th. This has been done to give an opportunity for the placing of war orders on the basis provided by the hide prices. Outside of the demand of tanners who have war orders, the hide situation has been exceptionally quiet both east and west. Cattle receipts show a large increase at the principal centres, being considerably in excess of the volume for the same period last year. Heavy native packer steers have sold at Chicago at 33c. for June to August take off, with cows about the same. In butcher hides buffs and cows are selling at 26c. to 26½c. for latest take off of good quality. The South American market has developed a weaker tone, especially in salted, on which concessions have been made. The dry hide market is firm though quiet at 43½c. for Orinocos and Bogotas, with a cent less for Central Americans. The raw calfskin market shows a finer tone with a stronger demand for all selections. It is thought that as soon as the government requirements are fully met and the market is free of restraint there will be a much greater buoyancy.

No Change in Embargo. Regarding the British shoe and leather embargo placed prohibiting imports of shoes and leather into England it has been hoped, says the Recorder, that the embargo would be modified by the British authorities issuing permits to British buyers to import certain quantities of shoes and leather under special license.

The position of the American tanner and shoe manufacturer has been clearly placed before the proper authorities.

Nevertheless, nothing to accomplish the desired result has been achieved to date.

It is said that the British embargo was put on after long consideration as a military and economic necessity, and it is thought that it will remain in force as long as these necessities continue to exist. The fact that the British shoe or leather factory has ordered the goods or says he needs them has no weight whatever if the British Government authorities do not think them necessary for military use.

Shoe Trade Gossip

What Manufacturers and Jobbers are Doing and Saying—The Outlook for Fall and Spring Trade—What About Shoe Prices

IN staple shoes trade has been undoubtedly slow and various reasons have been advanced.

The general attitude seems to be that retailers as well as jobbers bought heavily last fall and winter in the fear of the fact that the market would go up "out of sight." This has resulted in the shelves of the retail stores throughout the country carrying an unusual volume of heavy goods, as well as finer staples, and in the orders for fall requirements being lighter than usual, which has left a considerable quantity of goods in the hands of jobbers who anticipated a fair season's trade. Jobbers are undoubtedly disappointed at the outcome of the season just closed and manifest it in a lack of disposition to add to their orders or anticipate their needs for spring goods months in advance.

Visiting the Market. During the past two weeks most of the wholesale shoe distributors have been to Montreal, Quebec and other shoe manufacturing centres, but manufacturers claim that they have only been "shopping," trying out the market on prices and so forth. No orders of any account have been given as manufacturers are not in a position to quote definite prices. One large manufacturer said, "I would not take an order of any size if it were offered me at a price based upon the present leather market." Most manufacturers, in fact, we might say that all the manufacturers with whom the SHOE AND LEATHER JOURNAL has spoken, take the position that any easiness that exists in the leather market at present is but temporary and just as soon as anything like active buying begins there will be an advance in staple and high-grade leathers. These men have been trying out the leather market just as jobbers have been nibbling at shoe prices and are thoroughly convinced that they will have to pay more for their raw material in the near future. "We use large quantities of sole of a certain class and are absolutely cash buyers. We were given a tip the other day to cover our requirements for the coming season if we wanted to get in right. We have taken the tip. We are sure that in all high-grade leathers prices will stiffen up inside the next few weeks." So said a big manufacturer last week.

Spring Season Later? Manufacturers hardly see how they can be ready with spring prices until the market becomes more stable and wholesale handlers do not expect to have their spring offerings in shape for a month later than usual this year. As to styles there will be few and unimportant changes in the samples. Everybody seems to be convinced that high shoes for women are here to stay for some time and all the talk about seven-inch shoes is moonshine. "Women won't look at seven-inch shoes, even if skirts are made two inches shorter. You will find that nine, ten inch and even higher tops will be in demand for the coming season. There

may not be the same hysteria with regard to fancy combinations, although I think that even here the women are going to disappoint the critics and prophets. They have not had enough of the abandonment to feet decoration yet and before they are through footwear will be where millinery used to be. Women thought nothing of paying from \$25.00 to \$50.00 for a hat. Why should they not devote the same attention to their feet?" A shoman said the other day. There is no doubt that there will be considerable expectancy amongst women, as to the next season's footwear, and with the money flying as it did last winter, price will not cut much figure.

Men's Lines Moving. Notwithstanding the fact that women had the floor most decidedly last year, makers of high-class men's footwear claim that their sales were not only much better than they anticipated, but far beyond the average for the fall season. In spite of the large number of men taken out of the country by the war and with salaries practically cut in two by the high cost of living, makers of fine shoes for men have been able to hold their own.

For the coming season an effort is being made to get all the trade that is going by modeling the new goods on such lines as to appeal to the pocket as well as the eye of the well-dressed man. The new shades of tan which tend towards the darker effects and the combinations of browns and reds with lighter and contrasting materials are bound to keep the men interested. Some very dressy effects are to be found not only in laced but in buttoned boots which in men's as well as women's are winning their way back into popular appreciation. The feeling prevails that with the continued flow of money through agricultural and industrial channels the fit of economy which in the past two or three months has made itself felt will soon disappear.

The Business Outlook. "I was a little inclined to think for a while that we had overshot the mark and that a period of permanent economy was upon us," said one of the foremost captains of the shoe industry to the SHOE AND LEATHER JOURNAL last week. "I have come to the conclusion, however, that present conditions are but temporary and have recently been convinced by frequently recurring indications that as soon as people have gotten over the shock of high prices in staple commodities and have had time to forget the warnings heard in the press and elsewhere with regard to economy and thrift they will spend their substance as readily as ever. With the large expenditures being made, even outside munitions, there will be an unusual amount of money in circulation this fall, which will mean business in shoes as well as all other requisites in apparel. Unless something unforeseen happens I think there will be a good business in shoes."

RETAILERS FEATURE WHITE SHOES AND PUMPS

Shoemen Present Live Announcements on the Fact that White is Correct for Summer and Emphasize the Popularity, Comfort and Economy of Sporting Footwear—Range of Prices Indicated in Most Cases, Imparting Punch to the Appeal and an Incentive to Buy

THAT the present season is an unusually active one in the demand for white footwear and outing shoes of all kinds, and for pumps and large tab Colonials, is demonstrated by the announcements of retail shoe firms which appear in the press in the various centres of the Dominion.

Illustrating the effective manner in which dealers are drawing the attention of the public to the lightness, daintiness, economy, comfort and coolness of white and other lines of footwear, the *SHOE AND LEATHER JOURNAL* presents in this issue excerpts from a number of excellent ads. The points brought out in the space at the disposal of the various firms, the way in which the subject matter is displayed, the instructive character of the selling talks and the various pointers given on styles cannot help but appeal strongly to the buyers of summer foot toggery.

One distinct advantage is that the trade has taken time by the forelock, and has called the notice of their customers to the fact that it is advisable to buy summer shoes early, while stocks are complete and there is a good selection in the various styles as well as in widths and sizes. Nearly all the announcements are appropriately illustrated, good cuts being used. Prices are given in the majority of instances. This is both prudent and pertinent. There are some ads, however, which might be a little more dignified and not savor quite so much of cheapness and bargains—particularly at this time of the year, when it is not necessary to present the argument of low prices in order to clear out a seasonable stock.

The time for this kind of "talk" will be during the latter end of July or the beginning of August, when it is customary to hold a midsummer sale.

A study of the expressions used, the catchy captions, the introductory paragraphs, selling talk and other features in the sub-joined references may prove interesting and profitable to many readers, who wish to get some fresh suggestions from the other fellow, from whom we all can learn something.

Ladies' Brighton pumps, pure white canvas with rubber soles and heels. Very popular as a sport and outing shoe. These are nicely lined and have white leather innersoles.—"When you think shoes think Campbell's."—H. S. Campbell, Fredericton, N.B.

White shoes for summer days—now ready at Redden's. High cut white boots, priced at \$2.50 to \$7.00 per pair. White pumps, priced at \$1.50 to \$7.00 per pair. See the "White as Snow Dept."—Redden's Shop, Sydney, N.S.

Extra good values in this ladies' boot at \$7.50. It's a kid boot with full Louis heel, 8½ inch top, welted and plain toes.—Cathcart's, "The Footwear Centre," Victoria, B.C.

Dainty pumps—If you want to see beautiful pumps, we ask you to look over the styles we have this season. All exclusive designs. White pumps \$2.75 to \$6.00; patent and dull kid pumps \$3.50 to \$7.00.—A. J. Stephens & Son, the Busy Shoe Store, Ottawa, Ont.

For the firemen's ball, we have the very latest styles in dancing pumps, white kid, white canvas, black kid and patent leather with or without straps prices \$4.50 to \$8.00.—Croskery's Shoe Parlor, Cobalt.

Life Buoy Outing Shoes are the best. The correct thing for summer wear. Our stock is most complete for men, women and children—white, black and brown all sizes—from the little tot up. See our special display. Store closed Wednesday afternoon during June, July and August.

—The Haines' Shoe Houses, Belleville, Napanee, Trenton, Smith's Falls.

A hair-raising shoe sale by St. John's reliable shoe house. In view of the high cost of living we are giving the citizens a grand opportunity for summer footwear at remarkably low prices. We purchased these odd and broken lines before the high cost of shoes went into effect. This sale will be confined to our King street store, beginning Tuesday morning, June 11th, at 10 o'clock, lasting one week only. Get an early choice of these high grade lines.—Waterbury & Rising, Limited, St. John, N.B.

Dainty Pumps—note the trim lines of grace and simplicity in the pumps in the picture—pumps of dignified distinction and the summer vogue for smartly dressed women everywhere. Observe also the refinement of the lasts on which they were made. Then please ask yourself frankly if \$3.50, \$4.00 and \$5.00 is not a very modest price to pay for them.—Adams, the shoeman, Belleville, Ont.

Special offer in women's white shoes. We are offering a number of pairs of women's white canvas pumps, Colonial and boots at a very low price to clear. These shoes are odds and ends but exceptional value—\$1.25.—The Lockett Shoe Store, Kingston.

Pumps that appeal to a woman's pride, her sense of fashion, her love of comfort and to her pocketbook—A. D. Ingraham Co., Limited, Sydney, N.S.

Handsome styles and excellent quality in shoes for men and women. The shoes we carry in stock are distinctive, refined and decidedly smart. They are designed to meet the requirements of men and women who realize that trim looking shoes are essential to a good appearance. Better shoes, better styles, better service.—John Agnew, Limited, Kitchener, Ont.

100 pairs ladies' white buckskin button shoes, price \$3.50 per pair. Secure your size to-day.—F. Smallwood, the home of good shoes, St. John, Nfld.

Wonderful values; save dollars buy at the store where you get what you want and get it right.—Amherst Boot and Shoe Co. (Retail), Amherst, N.S.

Colonial pumps are correct. We are ready for the demand and show a fine line in patent and dull kid; also in white duck and poplin. Prices from \$2.50 to \$5.00. We stock widths.—Porter & Robbins, Reliable Shoemen, Yarmouth, N.S.

Saturday specials—All kinds of summer shoes, all colors here. Special prices on trunks, suit cases and valises.—Burleigh's Boot Shop, 81 St. Paul street, St. Catharines, Ont.

Shoe bargains, made-to-measure; to fit your pocketbook. Never before in the history of Canada has the price of leather, and all leather goods "soared" as it is to-day "soaring." Only because of Rae organization, Rae foresight and Rae purchasing power are we able to offer you the exceptional shoe values quoted here—the lowest prices of any shoe store in the Dominion. Not only are the shoes genuine bargains, but back of each pair is the Rae reputation for standard and the Rae guarantee for fitting.—Rae, the Shoeman, 139 Hastings street west, Vancouver.

Summer footwear—the pump as illustrated will again be the favorite style for this season. Patent pumps, \$3.50, \$3.75, \$5.00, \$5.50, \$6.00, \$7.00; dull calf pumps, \$5.00, \$6.00, \$6.50, and \$7.00; white pumps, \$2.75, \$3.50, \$4.50; white shoes, \$2.75, \$3.50, \$4.50. Our stores will be closed on

Monday the 4th of June, for the holiday. Let us supply your holiday needs.—McRobbie, St. John, N.B.

Ladies' canvas low-cuts, with leather sole. The only way to know how good a shoe is, is to wear it. But if you see our low-cut canvas shoes for ladies' you will appreciate they are exceptional value. We are sure to have one that will please you at these prices, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00.—Ashplant's, London, Ont.

White shoes—This will be the greatest season for women's white footwear that the trade has ever known! We have made great preparations for the rush for white shoes, and we are now showing a fine variety of all the new and better styles in both high and low cut models! The woman that we can't please with white shoes will certainly



THE ATTRACTIVE HOME OF A PROGRESSIVE SHOE FIRM
IN CAMPBELLTON, N.B.

find it difficult to please herself anywhere. Our styles are exclusive and different.—Johnston & Murray, London and St. Thomas.

Here is a real sale, \$7.50 to \$12.00 high topped boots \$5.95. White buck, gray kid, black, champagne, black and gray and black and brown, two-tone effects. Button and laced. A little clearance of ends of lines we cannot replace. Regular \$7.50, \$8.50, \$10.00 and \$12.00 a pair, Saturday only \$5.95.—F. C. Taylor, 111 Bank street, Ottawa.

Summer specials—Men's fine dress Oxfords in black or tan leather, neat styles with sewn soles. Special value at \$4.95.—Moyer Shoe Co., 266 Portage avenue, Winnipeg.

Largest assortment of canvas boots, oxfords and pumps for ladies, gents or children, all prices.—Au Quincey Reg'd., 246 St. Joseph street, Quebec.

People of consequence choose their apparel carefully. Particularly do they insist that the shoes they wear shall be correct. Style and quality are never far apart, but nowhere are they closer knit than in Bell shoes. Insofar as the dictates of fashion are compatible with good shoemaking they are strictly adhered to in making Bell shoes.—J. R. Yorke, Shaunavon, Sask.

Black and white, the popular shoe. Patent leather or kid vamp, with white twill 8½ inch top, military heel, sizes 2½ to 7, \$7.00 per pair.—Dowling & Creelman, Brandon, Man.

White footwear for women, girls and children. White canvas pumps—white canvas laced boots—white buck and white kid boots for ladies. White strap slippers, rubber

soled shoes, etc., for girls and children. "Get them while the variety is good."—Abernethy's Shoe Store, Kingston, Ont.

Anniversary shoe sale, 7 days only. It is just two years ago Saturday since we opened our London branch, 182 Dundas street, and we wish to take this opportunity of thanking our many customers for their kind patronage, and also soliciting a further continuance of the same. Also to fittingly commemorate our second business birthday we are offering the following remarkable bargains in fine footwear.—Agnew's Boot Shop, 182 Dundas street, London.

A Walk-Over opportunity to save \$1.50 to \$5.00. For five days only, starting Tuesday. For women \$1.50 reduction on our entire stock of low cuts (without reserve). Due to the lateness of the season—we are making the above offer for 5 days only.—Walk-Over Boot Shop, 505 St. Catherine west, Montreal.

Ladies' white canvas boots, 8 inch top; white canvas boot, covered heels, 8 inch top, \$3.00; white canvas boot, leather heels, 8 inch top, \$4.00; white canvas boot, leather heels, a one-boot 8 inch top, \$5.00—H. Jennings, King street, Kingston, Ont.

Fads in footwear, grays, browns, whites, etc., all colors and combinations. If you want the very newest ideas in foot millinery, high tops, high heels, two-tone effects, etc., you will find them at the Sunny Side Boot Shop; price, \$6.00 to \$12.00.—Fred. R. Foley, on the Sunnyside, Bowmanville, Ont.

Bang! goes the "Big Gun," and down comes the shoe prices. Pushing, crowding, pulling, crushing, down, down, always down goes the price on every shoe in the shop. We've got to unload. Shoot the heart plumb out of prices. That's what we're doing, square in the face of advancing cost. But we need the money. You've got to have shoes—here's your opportunity. No reserve—everything is on sale. But you'll have to hurry.—Richardson's, 216 8th avenue west, Calgary, Alta.

Good shoes—the kind that it pays to buy—Walk-Overs. The world's best values are here, \$6.00 to \$10.00. Oxfords with the new Du-flex Sole, in chocolate and black, \$7.00 to \$8.00. Slater shoes, \$5.00 to \$7.00.—The Boston Store, Hart Bros., Edmonton, Alta.

Men's footwear—large assortment—latest styles.—Neill Shoe Co., Brantford, Ont.

Holiday time calls for Fleet Foot summer shoes. Can't trust yourself to slippery leather, in canoe, sail boat or yacht. And, of course, you have to have Fleet Foot shoes for tennis, baseball, golf and lacrosse. Fleet Foot pumps or low shoes are the proper accompaniment of summer apparel.—John Agnew, Limited, Brantford.

Women's and misses' summer footwear—Never before in Sudbury has so large and complete a showing been shown in a shoe shop. Summer shoes designed for perfect foot freedom and comfort, yet styled as smartly as if intended for the drawing room or street.—Fulton's Shoe Store, Sudbury, Ont.

An appeal to the eye of the woman who is looking for perfection in her footwear will be found in "Empress" shoe for women, and what means more to her, satisfaction and comfort. Needs no breaking in.—James George & Son, Port Elgin, Ont.

Pretty "Mary Jane" pump, for young ladies. Among other lines that may be had at Townsend's are these decidedly popular pumps. We have them in white canvas and patent leather; prices, \$1.75 and \$2.50.—Townsend's, the best place to buy shoes, 128 Dalhousie street, Brantford, Ont.

"Hartt" shoes for men—they fit—they wear—they are comfortable. All leathers.—T. Larsen & Co., Limited, Granville street, Halifax, N.S.

Be happy; walk. Nature says women should walk a great deal, and then walk some more. Doctors have found out that walking is the best form of exercise. So get in the fresh air and walk. But you cannot enjoy walking unless

your feet are comfortable.—W. J. Honeyford, Collingwood, Ont.

Two-tone lace, gray and black; here is a very pleasing shoe in gun metal stock, pearl gray buck top, long vamp, imitation wing tip; new low heel last—a very smart shoe. Widths AA to C. Price, \$14.00.—Gavin for shoes, Cash Shoe Store, Fort William and Port Arthur.

Economical Footwear for week-end shoppers. Ladies' high cut boots in solid and two-tone effects.—"K" Boot Shop, 301 Hastings street west, Vancouver.

Any style of shoes made-to-order and high class shoe repairing at short notice. Country orders receive prompt attention.—Dri-ped Custom Shoe Factory, 226 Eighth avenue east, Calgary, Alta.

Low shoe sale of white canvas, patent and kid, regular up to \$4.50, to clear \$2.00. This sale is of broken lines of which we have nearly all sizes. Take advantage of this opportunity.—Bruce Stuart & Co., 275 Bank street, Ottawa, Ont.

The Regal shoe—special offer—\$1.00 off every pair of shoes purchased on Thursday, Friday and Saturday. To make known our new address, we are making a special offer for Thursday, Friday and Saturday of this week, only, of \$1.00 off every pair of shoes purchased during these three days.—Regal Boot Shop, 415 St. Catherine west, Montreal.

Women's walking boots, with "Neolin" soles and low rubber heels. This is a boot designed for women who do a great deal of walking. We are showing new models which are decidedly smart. The leathers are golden brown, mahogany, tan or black. Some are perforated with imitation wing tip.—The Ingledew Shoe Co., 666 Granville street, Vancouver.

White footwear is going to be in great demand from now until the end of summer. The white kid skin pumps with covered Louis XVI heels give the ladies an unusually smart appearance. The white canvas oxfords have the distinctive summer look, and are so cool and serviceable.—Casselman Bros., 171 Dundas street, London, Ont.

Walk-Over pumps—for women of particular tastes—faultlessly built of the best materials—they have a grace seldom achieved in any other make—and a style not duplicated in other lines. Made in black, tan or white in all fittings. See our special display this week. Prices from \$5.50 up.—Glass Bros., Walk-Over Boot Shop, 222 Eighth avenue west, Calgary, Alta.

Our tan shoes—We are certainly showing some particularly choice styles in men's tan footwear for the spring and summer seasons. The new mahogany tans will be very popular, and they ought to be, for tan shoes are always so very comfortable and easy to care for. We are exclusive agents for the Regal shoe.—Rumford, The Shoeman, "The Home of Better Shoes," Georgetown, Ont.

Style, comfort and economy were never so closely or pleasantly combined in women's shoes as right now—and right here. A correct fit was never so certain before. And all-round satisfaction was never so broadly guaranteed. Our white canvas button boot that will fit the occasion will also fit a woman's idea of price.—H. E. Munday, 1115 Government street, Victoria, B.C.

Sale of small sizes women's pumps and high shoes, and men's oxfords. We find we are overstocked with small sizes, and must close them out to make room for summer stock.—Chas. D. Jones, 119 King east, Hamilton, Ont.

Economy, serviceable footwear—In this time of strife and stress, every one has been hard hit by the ever increasing cost of all commodities. Large buying power permits us

to offer you exceptional values. Look at the women's all-white canvas pump, white enamel heel, at \$3.00. Many other styles to choose from.—Fannard Shoe, Limited—Three stores—Winnipeg.

Wednesday morning footwear bargains at Knechtel's Shoe Store. We are offering for this Wednesday morning some very attractive bargains, and it will pay you to be on hand early and get your share of these.—Knechtel & Co., 486 Dundas street, the store that saves you money, A. L. Scott, manager, Woodstock, Ont.

For good fitting and reliable canvas pumps and high white shoes, this store leads. Men's fine canvas shoes for street wear, in all sizes. Tennis, bowling and outing shoes for the whole family, with first quality rubber soles.—J. D. Climie, 30 and 32 King west, Hamilton.

Spring footwear—The latest styles and the best qualities. No misrepresentation here. Repair department in connection.—McPherson & Johnston, Orangeville, Ont.

A business built on confidence. We have the goodwill of our customers. We hold their highest confidence.



THE NEW SHOE STORE RECENTLY OPENED ON PORTAGE AVE., WINNIPEG, BY W. A. MOYER WHO IS DOING A BIG TRADE

Straightforward dealing and good goods at close prices bring the people down to Cordova street.—Wood, the Shoe Specialist, 160 Cordova street west, Vancouver.

Spring footwear—Select your shoe requirements early. We carry a large variety of the newest style footwear for men, women and children.—J. Peel & Son, Whitby, Ont.

Made in white canvas with good, firm soles and heels. A warm weather style, suitable for service anywhere.—Rowland Hill, Reliable Footwear, London.

Conservative shoes! Not every man wants the latest style in a shoe! We have, of course, the very latest models, but for the men who like something plain and comfortable, year after year, we are showing some splendid conservative styles and splendid values.—L. Higgins & Co., the Big Store on the Corner, Moncton, N.B.

These shoes are designed for particular women. Note the perfect lines, then with the knowledge that your feet will be entirely comfortable.—Smith Bros., Windsor, N.S.

Women's gun metal bals, high cut, \$8.00; women's patent bals, high cut, \$7.50; women's patent bals, high cut, cloth tops, \$6.00; other lines at \$4.00, \$4.50 and \$5.00. See our windows for the latest shoe styles.—McDonald Bros., 320 Charlotte street, Sydney, N.S.

INTRODUCING

TO THE
CANADIAN TRADE

Nathan Cummings

Wholesale Distributor of
**LIVE WIRE SHOE
SPECIALTIES**

Buying Novelty Shoes and buying them right is the secret of to-day's successful shoe business. This is an age of Specialization. I specialize in Women's Novelty Footwear only.



White Sea Island Canvas 9" Boot. Heavy turn sole; half Louis covered heel; aluminum plate; made by M. T. Ornsteen Shoe Co., Haverhill, Mass. In stock for immediate delivery. Sizes 3/ to 7/ C to D wide. Price \$2.65.

WIRE ORDERS COLLECT



Fine White Snow Buck 8 1/2" Flexible McKay Boot. Enamel heel and sole; imitation stitch tip; made by Bender Shoe Co., Lynn, Mass. In stock for immediate delivery. Sizes 4/ to 7/ A wide, 3/ to 7/ B wide, 2/ to 6/ C wide, 2/ to 6/ D wide. Price \$4.25.

12, 24, 36-Pair LOTS ONLY
STANDARD ASSORTMENT

ALL ORDERS SHIPPED DAY
RECEIVED

Nathan Cummings

153 Windsor Street
MONTREAL, CANADA

MORE HISTORIC FIRMS RECALL "OLD TIMES"

Leather, Shoe Manufacturing, Last and Other Industries Which Were Doing business in Canada When the Dominion was Formed—How Progress has been Made on All Sides and Great Improvements Effected—What Was Doing Fifty Years Ago

(Continued from last issue)

KINGSTON is an ancient city, and there J. H. Sutherland & Bro., do a thriving business, which was established nearly seventy years ago—when the late Alexander Sutherland started making custom made shoes. He had at one time twenty-five skilled workmen, and enjoyed a splendid reputation for the excellence of his patterns, the quality of his goods, and the superiority of his workmanship. With the advent of the McKay and Goodyear welt machines, the custom shoemakers were compelled to adapt themselves to new conditions, and the late Mr. Sutherland stocked his store with a splendid range of the best factory goods available, continuing, however, for many years, to keep his widely-known custom made footwear to the front. He won first prize at many Canadian and American fall fairs, besides being specially honored in capturing the gold medal at Ottawa, offered by H.R.H. Princess Louise, in 1879.

His sons had the hereditary gifts and instincts of their father, and the store is now conducted by J. H. Sutherland, under the name of J. H. Sutherland & Bro. Captain James T. Sutherland, the widely known shoe traveler and hockey enthusiast, who is now overseas, is a son of the late Alexander Sutherland.

How Selling Conditions Have Improved

Among other pioneer houses in the footwear line is that of D. McCaw & Son, of Welland, which place has just been created a city. The founder was D. McCaw, and

the business is now successfully carried on by his son, J. McCaw. In 1855 the late D. McCaw, who passed away in 1902, at the advanced age of ninety-two years, started a custom shoe shop in Welland, and put in a stock of pedal equipment about 1870, buying his first bill of goods from George Forbes, of Montreal. One of the characteristics of the late Mr. McCaw's method of doing business was his aversion to signing notes for goods. He always insisted when ordering that the sheet should be marked "no note," preferring to pay the bill in cash when due. In 1869 the late Mr. McCaw visited Ireland for a couple of months, closing his shop during his absence.

Recalling old associations, J. McCaw said: "The trade conditions of to-day present a very marked contrast to those in existence half a century ago. As a house in business for fifty years we have been in touch with most all the varied conditions affecting the trade up to the present time. In some ways it was easier to do business in those days than now; the buying public were not so particular or rather 'parnickity,' for if the shoe fitted properly it didn't matter much about the shape of the toe or style of the heel, etc. The present day multiplicity of styles and variation in colors is bewildering to the customer and necessitates the dealer carrying a much larger stock than he would if there were fewer styles.

"Shoes in those days came from the manufacturer in

ASK TO SEE AUNT MATHILDA

Our new full fitting shoe. Stylish enough for the young; comfortable and dressy for older women. Made on a turn last, EEE width, in the following patterns: One and Two-Strap "Theo," Lace Oxford and "Balmoral" in fat ankle models.

DON'T FAIL TO SEE OUR NEW LINE OF

STITCHDOWNS

STAR SHOE LIMITED

MONTREAL

bulk, each pair being tied together with cord, the retailer placing them in drawers or on his shelves in boxes holding from a half to a dozen pairs, presenting anything but an inviting appearance when handled over a few times.

"The leathers in fine shoes were mostly French kid, wax calf, patent calf and goatskin. Prunella was also used, both in men's and women's shoes for summer wear. A fine prunella laced boot with patent facing and rosette on vamp was considered dressy footwear for a lady. Elastic side prunella was also a popular boot with women and misses'.

"The credit system was much in vogue in the early days. Money was not very plentiful and much bartering was done. Cordwood, pork, beef, flour, etc., were exchanged for goods. This, of course, was a mutual benefit. All welted goods were hand sewn, but the sale of this class was confined mostly to the larger places. The price was about the same as welts with the Goodyear process three or four years ago. Heavier lines such as splits and grains could be bought very cheap. A man's split bunkim cost 75 cents, and a long boot \$1.50.

"The condition under which retailing is carried on in these days is certainly a decided improvement over those of half a century ago. The store was dimly lighted with coal oil lamps and had to be kept open till 9 or 10 o'clock every night for the two or three customers who might happen in, and for the accommodation of the loungers to sit around the stove and discuss the questions of the day."

Bell Shoe Firm is 103 Years Old

The oldest shoe manufacturing establishment in Canada is that of J. & T. Bell, which has been 103 years in business. The business was started by two brothers right in the heart of old Montreal, close to where the St. Lawrence Boulevard begins to-day. Two brothers, Joshua and Thomas Bell, started in a tiny shop to turn out women's turn prunella cloth buskins. At the death of Thomas, the business passed into the hands of Samuel Bell, another brother, by whom it was in time sold to the latter's nephews, the late John T. Hagar and the late John Stevens. The partnership between these two was dissolved after a year or two, Mr. Hagar continuing the business as sole proprietor. In the meantime, the plant had been moved to the present stand on Inspector street, and housed in a splendid building. John T. Hagar died in 1909, and the business was formed into a joint stock company, with H. E. Moles, who has been connected with it for many years, as vice-president and managing director. Under his efficient guidance the historic firm is flourishing to-day.

Other Institutions of Very Long Records

Other historic shoe and leather firms in the Dominion which antedate Confederation and to whom extended reference has been made in these columns during the past few months, are the Breithaupt Leather Co., of Kitchener, founded in 1857; Charles Parsons & Son, leather and shoe findings dealers, 79 Front street east, Toronto, was founded in 1845; the W. B. Hamilton Shoe Co., 15 Front street east, Toronto in 1848. The firm of A. Davis & Son, leather manufacturers, Kingston, had its inception in 1856. The John McPherson Co., shoe manufacturers, Hamilton, was founded in London in 1855. The C. S. Hyman Co., of London, has been in existence since 1834. The late Ellis W. Hyman, the founder of the business, who died some years since, established with the late John McPherson the first shoe factory in London. When John McPherson moved to Hamilton, the business at London was continued on Carling street, and the firm name changed to C. S. Hyman & Co. The Marlatt & Armstrong Co., of Oakville, was launched in 1854, by the late S. D. Marlatt. E. Leadley & Co., 87 Front street east, Toronto, dealers in hides, skins, wool, etc.,

have been in existence fifty-three years, and many other firms might be named.

The founders in each instance have departed to their long home, but the businesses that they launched long before Confederation, go on and prosper, gaining strength and stability with the onward sweep of the years.

The Amherst Boot & Shoe Co., of Amherst, N.S., had its inception just half a century ago, and an extended reference to the golden jubilee of the company was made in our last issue.

The Man Who First Used Shoe Cartons

The first man in Canada to place his shoes in cartons was E. H. Gullidge, of Oakville. His father was a harness maker in that village, as far back as 1835, passing away at the ripe age of eighty-seven. The son learned the harness business, and worked for a number of years in various cities across the line. Mr. Gullidge has one of the finest retail



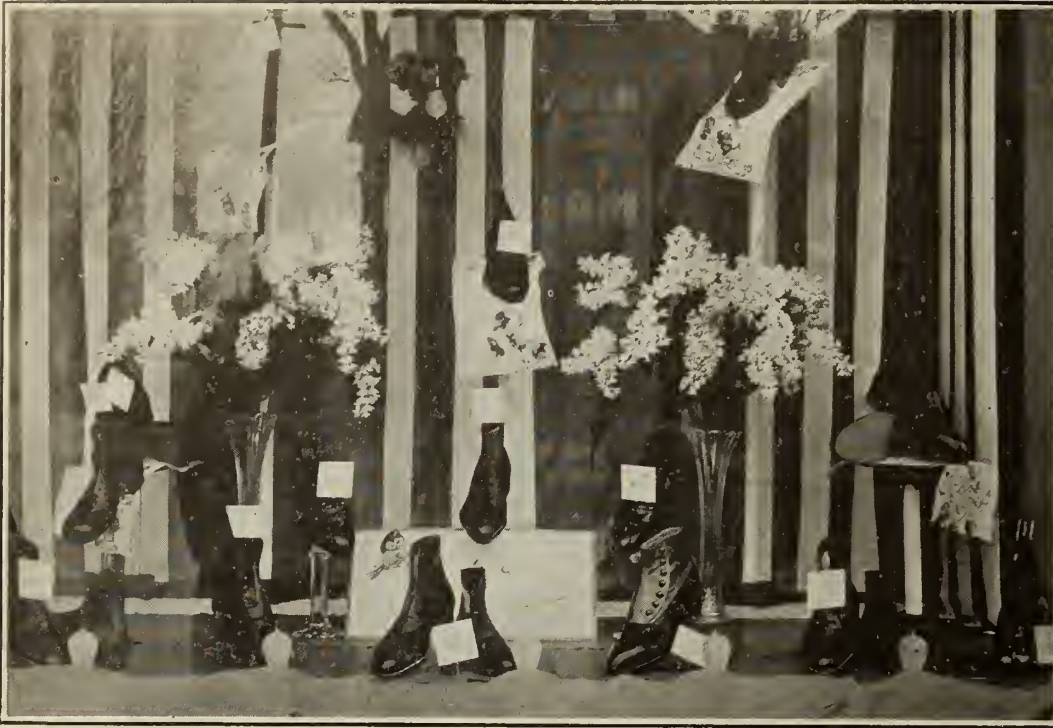
E. H. GULLIDGE, OAKVILLE, ONT.

shoe stores to be found in any of the smaller centres in Ontario. He has been in the retail business since the early seventies. As already stated, he was the first merchant to put shoes in cartons, and he has the original boxes to-day. They are substantially built. How the proprietor happened to conceive the idea of enclosing his shoes in some kind of a container is rather an interesting story.

There were no water carts in Oakville in those days. The main street was composed largely of sand, and on windy days it blew into the store, large quantities getting upon the shoes and upon the shelves. One day, there had been a great wind storm and the proprietor was dusting boots until he was weary in body. It was nearly twelve o'clock and his wife shouted that it was about time for him to go to bed. He replied that he did not think he would be able to get any sleep that night if he wiped the dust off all the footwear in stock.

"It was then," continued Mr. Gullidge, "that an idea came to me and I conceived the plan that small boxes might be made for enclosing the shoes. I measured the length, width and height of a pair of men's gaiter shoes, No. 10, which I took down from the shelf, placing them side by side, as pairs are now deposited in a carton. I sent to a wooden box manufacturer and found out what it would cost to make the ends, bottoms and sides of 1,200 boxes. Then I took the parts to a paper box manufacturer in Toronto, and asked

(Continued on page 40)



AN artistic and attractive shoe trim which was recently installed by retail store of Amherst Boot and Shoe Co., Amherst, N.S.

BELIEVES IN SALES AND GOOD WINDOWS

"I am a great believer in sales," declared W. G. Miller, who is manager of the retail department of the Amherst Boot and Shoe Co., Amherst, N.S. "We have two large clearing sales—one in February and the other in August, and smaller special priced sales for all holidays or any special season's opening or particular event in town. We find that they bring a class of people into our store who will only come at sales time, and in fact, they are the other fellow's regular customers. The approbation evil is being overcome, and is to-day only about one per cent. of what it was three years ago."

The firm carries a full range of widths from A to E, in many styles, and therefore can advertise proper fitting. A repair department was conducted for years, until recently, when it was done away with. The store does as much work, but distributes it among the small repairers in the town, and finds it just as satisfactory. The Amherst Boot and Shoe Co's store has a staff of seven, and there is always a big rush on Saturday when three extra clerks are employed.

The entire fixtures are mahogany, the ceiling being a light green and white. For fitting there are three large squares in the centre of the store, about eight by eight feet, each holding four or more chairs. The children's department at the rear has special little chairs on raised platforms.

The firm has possibly the best trimmed windows in the Maritime Provinces, and the accompanying illustration shows a recent effort in that direction. The colors used were purple and white, with background of purple sateen. The streamers were of gold and white crepe. From the top of the window were hung garlands of roses while clusters of roses contained small eight-candle power, frosted, electric bulbs. Artificial flowers were also used, with purple and white lilacs and yellow daffodils.

GOOD SHOES AND COMMON SENSE

"Shoe men deplore the sentiment which causes so many women and girls to refuse to buy attractive and durable shoes simply because they are shy a button or two, or because the vamp is too long or too short, or the toe slightly different from the very latest toe, and possibly the heel not exactly the same as heels on the high-priced shoes," says

"Hide and Leather." "Women could undoubtedly get better shoes at much lower prices than the extreme figures demanded to-day at the retail stores if they used more common sense and were less insistent about getting the latest tricks in fashion. As a result of concentrated demand for latest fashions in shoes, they must bring enough to compensate shoe men for being compelled to carry less fashionable shoes as dead stock. There is less risk in handling men's shoes. Fashions come along more slowly. Most men are satisfied more with comfort than show. Of course, a man's shoe is about the least conspicuous part of his dress. Short skirts make women's shoes just as conspicuous today as hats and bonnets used to be, but which now seem to have suffered from competition with fashionable shoes. Meanwhile, women and girls should understand that the shoes that are not strictly the latest fashion are handsome, shapely and durable, and can be sold at much less than fancy fashions, which are risky to carry in stock and still worse to hold when eclipsed by newer fads."

CREDIT MEN ELECT OFFICERS

At the annual meeting of the Board of Directors of the Ontario Division of the Canadian Credit Men's Association, Limited, the following officers were appointed for the ensuing year:—

President—W. H. Lamont, secretary-treasurer H. S. Howland, Sons & Co., Limited, Toronto, re-appointed.

Vice-president—Thos. McMillan, Ansley Dineen Hat and Fur Co., Limited, succeeding James A. Catto, W. R. Brock Co., Limited, Toronto.

Secretary-treasurer and Manager—A. S. Crighton, re-appointed, Toronto.

The following new directors were added to the Board of Directors:—H. E. Dane, Canadian Consolidated Rubber Co., Limited, Toronto; John B. Kirby, Williams, Greene & Rome Co., Limited, Kitchener, Ont.; W. S. Duffield, John McPherson Co., Hamilton; James A. Lamb, Grant-Holden-Graham, Limited, Ottawa; Mark Rowe, Canada Furniture Manfrs., Limited, Woodstock; E. S. Little, Robinson, Little & Co., Limited, London.

The president reported a most successful year. Over fifty wholesale houses throughout the province have been added to the membership.

HOW RETURNED GOODS EVIL EATS UP PROFITS

It is Getting to a Point Where in the Shoe Business it is not Only Costly, but Decidedly Aggravating—Campaign Inaugurated to Restrict the Return of Merchandise Sold—Flagrant Abuses on the Part of Customers, and the Way Dealers are Victimized

THE return goods privilege and other wasteful practices in retailing is about to receive a very severe jolt as a result of a countrywide investigation just completed by the Commercial Economy Board of the Council of National Defence at Washington. This investigation is one of many that the Board is undertaking to see what can be done towards the elimination of the waste that has been going on unrestricted in the commercial life of the country for many years. The return goods evil, unnecessary delivery and cartage, poor credits, and similar matters with which shoe merchants and others of the country have to contend are all under observation, says the "Shoe Retailer."

In a statement prepared for the press, the Board declares that the inquiry has shown not only that the return goods privilege is maintained at an enormous unnecessary cost, but that many of the stores themselves favor limiting it, or eliminating it altogether, as a war measure. A. W. Shaw, chairman of the Board, states that it is of the opinion that action should be taken throughout the United States similar to that taken in some few cities where the stores, on their own initiative, have restricted the costly practice of taking back merchandise that has already been sold and delivered. This is one of the ways by which the stores can release men and equipment for government service, or for more essential work elsewhere.

Return Privilege Greatly Abused by Shoe Customers

In Washington, Joseph Strasburger, proprietor of The Family Shoe Store, has been working for a number of years to bring about the results advocated by the Commercial Economy Board of the Council of National Defence, and he was very enthusiastic over the proposition when a copy of the statement issued by the Economy Board was submitted to him.

"I would be glad to see all of the shoemen of the city, as well as all the other merchants, that the plan might become unanimous, adopt the suggestions of the government and do away with the return goods evil. It is getting to a point in the shoe business where to some extent it is not only costly but decidedly aggravating. I could cite a number of instances where the stores, my own included, have acted in a very unbusinesslike way in humoring the customer.

"Few people realize the cost of the system which allows them to have goods sent from shoe stores to their homes and then taken back to the stores, and it is amazing when you consider it. For instance, I doubt very much if the minimum cost of a salesman is less than five per cent. But take it at 5 per cent. A customer buys the shoes and brings them back and they have to be sold again, and that means a sales outlay of 10 per cent. There are cases, and many of them, where the second customer, for some reason or other, probably not a good one, also returns the shoes and a third sale is necessary. That means that it costs us 15 per cent. to sell that pair of shoes, of which only 5 per cent. is accounted for in the cost of doing business.

How Customers Impose Upon Dealers

"As you know, we have had this question put up at our meetings on a number of occasions and, in fact, the matter is still pending. The Retail Merchants' Association have also been at work to make the plan universal with respect to Washington. I think that the acceptance of returned goods and the refunding of the price paid should

be stopped. Why, it has become a regular habit to-day with the ladies to go from store to store, take up the time of the salesman who try the shoes on them, and then after picking out such as they think they would like, perhaps after wasting an hour's time, ask the salesman to send them home on approval, C. O. D., or charge. Then the ladies



TOP SCENE—AS SHOE STORE CLERK WALKS DOWN THE AISLE, HANDS BEHIND HIS BACK TO WAIT UPON TWO LADIES, ONE OF WHOM EXCLAIMS: "OH! HOW NICE OF THIS FIRM TO EMPLOY A RETURNED SOLDIER WHO HAS LOST BOTH HIS ARMS." THE COLLAPSE IS SEEN IN THE LOWER SKETCH.

go to the next store, where the same process is repeated, and it may be that in the course of a day they will go to six or seven stores. This has been brought out at our meetings when the question was discussed. The next day six out of the seven stores will receive their goods back with the request that credit be given for their return.

"Another flagrant abuse of this privilege is where a customer, after making her purchase, goes into another store, and sees a pair of shoes that she thinks she likes better. She tries them on and then tells the salesman that she had already made her purchase and did not feel like

buying the second pair. He confidentially tells her that if she takes the shoes that she has just purchased back to the store she can get her money back, and can then buy the pair which she likes better.

"I do not know of any abuse that will eat up profits quicker than this return-goods evil. I hope that business men all over the country will profit by the advice of the government and cut this privilege out."

HOW SHOEMAN OUTWITTED WILY CUSTOMER

"How much are these?"

"Seven-fifty, madam."

The size was seven and the width AA and the shoes were high cut, black kid bals.

After the woman had been fitted, she started to try on pumps and the dealer, scenting danger, opined:—

"Now, before I show this woman too many low cuts, I am going to get her money for this high cut pair, or I will be out my time and the sale also."

Knowing that the inquiry for low cuts was simply one of a temporizing character, or that curiosity was her motive for looking at them, the merchant told the young lady, who was employed in the whitewear branch of a department store, that she had a very difficult foot to fit with a pump, and he did not think he had anything in stock that would suit her. So she paid him the \$7.50 and went away with the black kid high cuts.

Four days later she reappeared with the shoes and asked that she be given the money back. In a terrible hurry she must be waited upon at once. She said they had chipped on the heel and she wanted the cash.

The retailer, whom we will call Brown, had had similar nervy requests to refund money, and told her frankly that under no circumstances would he hand her back the purchase price, but would give her another pair of the same kind in which there was no defect.

No, that would not answer, she must have the money. Then she went on with a long lingo to the effect that she had many friends who patronized his store, that it was on their recommendation she had come to him—Brown—for her footwear, etc.

"Well, I would not exchange shoes for your friends, whom I know very well, and I am certainly not going to do it for you, a comparative stranger," he replied.

"Oh, well," spoke up Miss T—, "they need never know anything about it."

"But that would be deception," declared Brown, "and I believe in being open and fair in my dealings, and treating all alike."

Finding that this argument did not avail, she declared that she was moving and must have the money right away. If Brown would hand her back the purchase price she would be in the following Saturday for sure and take a pair exactly the same kind.

"Are you sure of that?" inquired Brown.

"Do you think I would break my word?" she retorted.

"Well," quoth the dealer, "I will tell you what I will do. You leave the shoes with me, and I will allow you five dollars on them, on the understanding that you return on Saturday next and take them. I will hold this offer open only for two days, and loan you the money on the distinct stipulation that you are back again on Saturday."

Finding no other course open to her, and evidently needing the money right away, the woman accepted the five-dollar loan. She left the shoes as security, and true to her promise, appeared the next Saturday, handed over the five dollars and took away the pair with which there was really nothing wrong.

The moral of this story is that, if the fair caller had succeeded in wheedling the whole purchase price of the shoes from the dealer, on the understanding that she would be back on the day appointed, and take possession of

them, she would never have kept her promise. When she had \$2.50 at stake and had to forfeit that sum, in case she did not carry out her agreement, it put a different complexion on the whole affair, and she had to redeem the shoes or lose this sum.

Business is often a battle and in this particular case the shoeman would certainly have never effected a sale, if he had weakly yielded to the request for money back. Let a dealer once start the practice of refunding cash (unless in very unusual cases or circumstances), at once he opens a door that will lead to all kinds of trouble, annoyance, delay and losses. Shoes once sold should stay sold.

THE FURY OF ONE FEMALE SHOPPER

A woman entered a north end store in Toronto the other day and asked for a two-tone effect in a white fabric shoe. She tried on several pairs, and finally selected one at \$4.00, paid the money and departed. Fifteen minutes after she had gone, another lady, evidently an unmarried sister of the wedded customer, bustled in. In a breezy and perky manner, going up to the boss, she said:

"I brought these shoes back. Sadie was in here just a few minutes ago and got them. I do not see what she wants them for; she has three pairs at home just now, and that is all she requires. Will you please give back the money?"

The dealer explained that it was not the practice of the store to refund the cash; that if he did so, he would never know when a sale was made, and there would be returns all the while. Reading between the lines, it looked as if Mrs. Sadie had gone home and, evidently not liking the shoes, was seized with that fatal disease, changing her mind. Apparently she had not sufficient courage to return and demand her money, and her sister had probably said: "Oh, well, give me the shoes; I will take them back to the store and get the cash all right." And she of the presumptuous nature had started off with that object in view.

The request was renewed by the caller, but the footwear merchant impressed upon her that he would not mind exchanging the shoes for any other pair in the shop, but so far as giving the money back, that was entirely out of the question. Finding that artifice, strategy and persuasion were of no avail, the young lady spoke up:—

"Oh, well, Sadie was looking at an all-white pair here. I think she would like them better than this two-tone effect."

"All right, I will let you have the pair that she was trying on," was the response.

The young woman said: "I want size 6½, please."

"Well, that is not the size I fitted on your sister," declared the dealer; "the boot was a seven and it fitted her perfectly."

It happened that the carton was marked \$3.50. The young woman had evidently noticed this, but did not take prompt action. She had the all-white shoes done up and had left, when she returned in a hurry.

"By the way, those were marked \$3.50, were they not?"

"Yes," said the retailer.

"There is fifty cents coming to me," she replied; "I want that balance in cash."

"Well, you cannot get it here," rejoined the footwear dispenser.

"Then if I cannot get it in cash, give me a polishing outfit."

"All right," was the ready reply, and with the pair of all-white shoes (for which only \$3.50 had been asked of the first caller) and the polishing outfit, the sister started off once more, evidently not any too well pleased with the result of her mission or brazen attempt to have the dealer refund the cash.

Once more she came back, opened the door—the retailer having accompanied her to the front—and declared, with considerable emphasis:—"You're a h— of a business man."

NEWSY BRIEFS FROM QUEBEC

E. Tremblay, shoe manufacturer, has returned from a business trip to Montreal and Ottawa.

F. Blouin, of J. A. Scott, leather merchant, and Alfred Marois, of Tourigny & Marois, were in New York recently on a business trip.

Alfred Dupere, of Dupere & Garant, spent a few days recently in Montreal on business.

Many shoe jobbers were in town last week looking up samples. They report that they are well pleased with the various styles displayed and the attractive lines on which the new models are built.

Sole leather is still firm at the old price, and there are no recent changes in other lines of leather. Shoe nails and tacks have made another advance, the increase in some instances being two cents a pound.

White shoes of all kinds have been in exceptionally strong demand, and retailers report a very brisk trade during the past few weeks. The darker shades of brown are

also popular, and will likely continue to be good sellers for fall.

A. Daigle, shoe repairer, has purchased a Progressive repair outfit from Dupere & Garant. P. Paquet, salesman of the staff of the latter firm, is back from an extended trip through the St. John district, where he booked a large number of orders.

Mr. and Mrs. L. J. Breithaupt, of Kitchener, are spending a few days in Quebec, and are guests at the Chateau Laurier.

Some of the factories are very busy in finishing their orders, among them being the John Ritchie Co., J. E. Samson and Gale Bros.

J. A. Belanger, of Robin Bros. last manufacturers, Montreal; Alfred Lambert, Montreal; J. E. Woods, of Cotton Threads, Limited, Montreal; L. E. Dupre, of the Independent Box Toe Co., Montreal; Ernest Dupre, of the Dominion Dye Co., Montreal, and R. E. Woodward, of F. E. Woodward & Son, Lachine, were among the recent callers on the trade in Quebec.



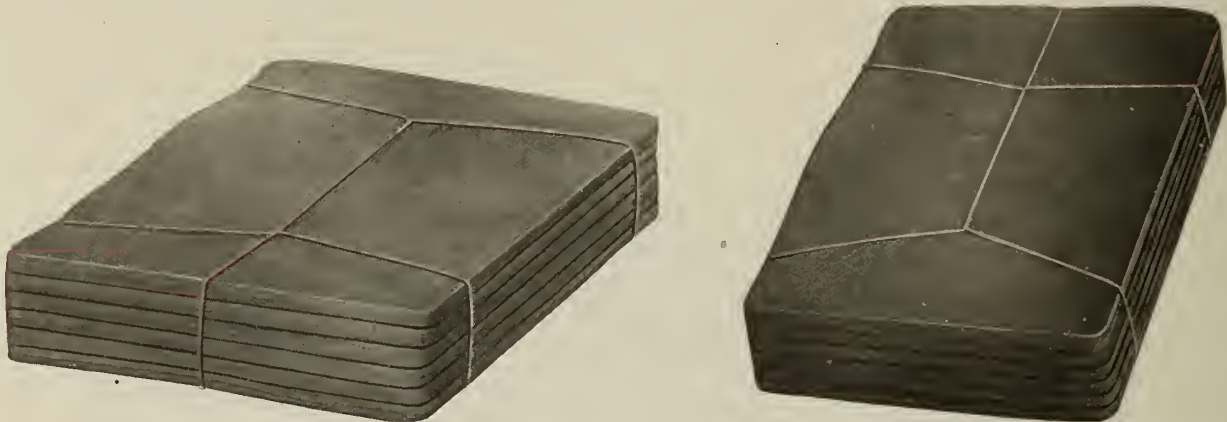
PROGRESSIVE "ISLAND" SHOE HOUSE

The firm of Morris & Smith, Charlottetown, P.E.I., has been in business about fifteen years. The original partners were Mr. W. F. Morris and Mr. A. E. Smith, who, as they succeeded from year to year, increased their stock and their trade until five or six years ago, they moved into the present building, which has an attractive and imposing new front. Early in 1915, Mr. E. H. Beer, who had been successively in the retail and wholesale line in Charlottetown for many years, and who, in 1911, had severed his connection with Beer & Weeks, purchased an interest in the Morris & Smith firm, with the object of enlarging their retail trade, and

adding the wholesale end. Both of these purposes have been successfully accomplished. The firm now occupy practically the entire three storey building, with annex behind, and are conducting one of the largest and most satisfactory footwear houses in the province. Among the recent improvements are the handsome new Kawneer front as shown in the accompanying cut, the entire refurnishing of interior of the retail store, and the addition of an elevator. Mr. Beer attends to the wholesale end of the business and Messrs. Morris and Smith supervise the requirements of the retail trade. The members of the firm are always right on the job, and ready for business.

LET JUMBO BLOCKS

increase the earning capacity of
your REPAIR DEPARTMENT



WASTE MINIMIZED and
LABOR LESSENE
PRODUCE
MORE LEATHER at SMALLER COST

Thus allowing repair man to use his initiative to secure maximum number
of soles and tops lifts

THESE TRADE MARKS STAMPED ON EACH BLOCK STAND FOR THE
BEST INSOLE LEATHER



B. L. Co. LTD.

ONE JUMBO will produce at least two pairs of large size taps and additional
top pices.

ONE BUNDLE OF SIX JUMBOS will produce one dozen pairs of tap
soles and additional pieces for top pieces and patches at less cost than one
dozen tap soles of the same selection.

AND BECAUSE in many cases One Jumbo will produce five tap soles and one
bundle of six Jumbos will produce three extra pairs of tap soles, which means
just so much found money.

JUMBO BLOCKS are cut in our popular Kitchener Union Oak and Penetang
Hemlock Tannages.

JUMBO BLOCKS are cut in Men's, Boys' and Women's sizes.

JUMBO BLOCKS warrant thorough investigation and every repair man who
recognizes an opportunity will get busy immediately.

Order a sample lot from your Jobber immediately and satisfy yourself that
"JUMBO BLOCKS are a big feature for Repair Work."



B. L. Co. LTD.

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers
KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings, and Woodstock, Ont.

The Shoe Repair Man

STANDING UP TO A MACHINE

Step up to your machine and stand close to it and hold the work firmly. The more space covered by your hands the firmer the grip. Small hands, says the "Shoe Repairer and Dealer," do not hold so firmly as larger hands. Work which is well gripped will be passed through easier and quicker and the machine will give better results, the same as work solidly supported during any operation. If you are using the edge-setting machine, as you should, if you are to set edges to compare with edges of brand new shoes, do not rely on the rubbing of the iron against the edge, but on the lifting up of the work against the iron to shape the edge. The edge setting machine is intended for shaping the sole edge to the shape of the iron first and in the second place for smoothing and shining up the surface of the edges.

The lifting up is then of prime import and calls for the operator standing as near to the machine as possible and underneath the work, as it were, so as to have additional strength in lifting up against the work. Take edges that have been tempered the day before and that are set while still in temper and you will note that a far better edge in every way will result.

Brush off the ink and brush off the heel edges after scouring to take away all the fine dirt before setting. Try a pair that have been brushed and another that have not and note the difference in smoothness and in gloss. The outsole stitcher calls for standing up close and, as a matter of fact, all machines can be better and easier operated by standing near the work and holding firmly. If you have noticed, those who are sure, they are not efficient operators, they stand away and hold the work at arms' length. You will feel less tired out at night. Why is the welt sewing machine, for example, set on such a high post? Simply because the rule is to lift up on the work and the height of the post allows the operator to stand under the work by standing near the machine. Wearing gloves does not allow for so firm a grip upon the work and bare hands have a better grip every time. The above notes are written by one who has heard experts talk on the subject in different shoe factories, and although it is rather hard to change one's accustomed position at a machine, it is often worth while to persist and do so.

THE NEW GOODYEAR STITCHER

A new model Goodyear stitcher for repair work contains some new features that are claimed to be of great advantage to shoe repairers.

One of the most important of these advantages is the application of electric heat so that, by a turn of the switch, in a few minutes the wax pot, bobbin, and other parts are heated to just the right temperature to keep the wax in proper condition for stitching. When the machine is once warmed up, but is remaining idle for the time being, and it is desired to keep the machine warm, this can be done by cutting down the amount of electric heat through the rheostat control. This rheostat control enables the repair shop to keep the machine and the wax warm without a degree of heat necessary when using, and which would tend to over-heat or cook the wax if the full degree of heat is left on while the machine is idle.

To assist the low degree of heat in keeping the machine warm while the machine is idle, the entire top of the machine is covered with a hood, the effect of which is to retain the

heat and to exclude the dirt. This hood keeps the heated parts at uniform temperature and protects the machine from cold draughts, thus preventing thread breaking.

Another effect of this heat retaining hood is to prevent the oil from dripping down to the lowest point through preventing the cooling and condensation process. This hood enables the machine to be kept warm so as to be in condition



\$50.00 PRIZE

Here is a steel plate designed to protect the soles of hoots and shoes of all grades and sizes and keep the heels straight by covering the points of first contact. Any person can put it on, take it off and renew it in a few minutes. Applied when the boot is new it eliminates repairs, doubles the life of the shoe, and costs but a few cents. What shall we call it?

Cut out this ad., fill in the blanks below and hand in at the Bryson-Graham, Ltd., shoe department, with 25 cents, or mail with P.O. or express order, and you will receive one dozen of the plates with 3 doz. nails. Mail orders payable to Steel Plate, Ottawa, envelopes to be addressed 'Steel' Plate, Box 2114, Journal Office. At close of the competition, 15th July, 1917, the person who is considered to have submitted the most appropriate name for the device will receive the cash prize of \$50. There is no limit to the number of names any person may send in, but 25 cents must be enclosed for each name and 12 plates go with each name so submitted.

Name of Plate

Name and P.O. Address

In Full of Competitor

NEW DEVICE CONSISTING OF STEEL PLATES TO PROTECT THE SOLES OF SHOES, ADVERTISED BY BRYSON-GRAHAM LIMITED, OTTAWA, ONT.

for almost instant use for the lowest possible degree of heat, while, at the same time, by keeping out the dust and dirt, it reduces the wear and tear on parts, and thereby helps to keep down the cost of upkeep.

The machine is fitted up with an improved wax pot that

SHOE REPAIRERS ATTENTION!

For the next 60 days I will sell to any person the art of welding bottoms of leather, or any kind of substitute, on boots and shoes, without nails or stitches—a grand thing for the repairer.

Soles and heels put on in fifteen minutes. If you would like to make your repair shop a success, try this. The latest and best idea yet.

Cut out the following and send to me with \$10.00 cash, or Post Office Order for \$10.00 and I will forward you recipe at once. This is for sixty days only.

Geo. Edwards,
511A 4th Ave. S.E.,
Medicine Hat, Alta.

Enclosed please find ten dollars (\$10.00) for the recipe of welding bottoms on boots and shoes.

Name

Address

Sign your name and address, and also forward self-addressed, stamped envelope.

GEO. EDWARDS
511A 4th Ave. S.E., Medicine Hat, Alta.



A SHOE seen on Winnipeg streets that is some size and serves as a good advertisement for an enterprising repair man.

cannot boil over, and keeps the wax in proper condition to penetrate the thread. The wax pot is easily cleaned. The thread rolls can be completely removed for cleaning, and the thread strippers easily replaced and adjusted.

Together with these important improvements, there has been a substantial modification of the terms so that repairers can use this improved machine on terms more favorable than the previous models.

BIG SHOE BOOMS REPAIR BUSINESS

This is a photograph of a giant shoe, $8\frac{1}{2}$ feet long, size 294, and a true model of a No. 7 boot. It is not built of leather but of canvas, with canvas vamp, pantosote quarters, pantosote bellows tongue, canvas pull-strap, metal welt, hooks and eyelets and wooden sole and heel. A seat is provided in the interior of the shoe which will accommodate two persons, while a trap-door over the heel reveals a space in which a large number of parcels can be stored. The shoe is used for a delivery rig as well as for advertising purposes.

The builder and owner is J. C. Thomas, shoe repairer, 282 Osborne street, Winnipeg, and the picture shows his daughter driving the unique outfit. A small door on one side of the leg allows easy entrance for the driver. This is an enterprising feat in advertising that Mr. Thomas has adopted and naturally the novel conveyance attracts a great deal of favorable attention, and shows the inventor to be a man of initiative and progressive ideas.

KEEPING ABREAST OF THE TIMES

Editor, SHOE AND LEATHER JOURNAL.

In your last issue I noticed a letter from Mr. S. Burnett, recording secretary of the Toronto Shoe Repairers' Association.

The first paragraph of his communication would naturally lead anyone to believe that quite a number of repairers in Toronto were old fashioned cobblers.

In his second paragraph he says, "What they don't know isn't worth knowing," and in the third paragraph he adds, "They have recently been investigating the claims of Mr. Geo. Edwards, of the New Way Shoe Store, of Medicine Hat, Alta., to a new method of affixing soles and heels which he terms 'welding'—an utterly absurd term as applied to a substance like leather."

Is it possible that Mr. Burnett does not know yet that two leathers can be welded together, and made in a belt? These belts are being used in some of the largest factories in

the world, and are made to produce millions of horse power. Let Mr. Burnett write to some of the leather belt manufacturers in Canada or the United States and "get wise."

If such is not a "welding" process, what is it? Mr. Burnett would advise all shoemakers to stick to the old rut. The old cobbler always earned his bread by the sweat of his brow, but this is the age of progress, expansion and specialization. Ancient methods will not keep the repairer in the forefront of the procession.

Yours truly,
GEO. EDWARDS.

Medicine Hat, Alta.

SHOE REPAIRING COURSE IS POPULAR

The course in shoe repairing at the Military Convalescent Hospital in Saskatoon is proving popular with the returned men. This course also has the distinction of turning out the first student. James Ballindine has learned the trade and has opened a shop in North Battleford. There are now seven students in the department. Three of these will soon finish the training. The course, which is under the direction of A. Johnson, teaches how to make shoes as well as repair them. The men are also taught to do both machine and hand work. The students do the shoe repairing for the men in the hospital. The other boots for their experimental work are donated by the people of Saskatoon. The shoes donated are repaired and then sold. The money is divided among the men in the department.

HELPFUL HINTS FOR THE REPAIRER

"Replacing buttons with a hand tool gives the desired results, but the process is a slow one and machines to do the work are now available at low figure and should be installed," says "The Shoe Repairer and Dealer." One reason why shoe manufacturers are using thread instead of wire to fasten on buttons is from the fact that in nearly all cases the buttons have to be removed and thread is easily cut off and then the wire is inserted.

Some repairers buy cheap slippers, such as the ten-cent store slippers, and while a customer waits for his shoes to be repaired the slippers are put on, so that he suffers no ill effect from the cold. Some repairers go farther and have a lot of magazines on a shelf next to the waiting settee, and customers find the time less tiresome and the repairer works more at ease. Some have signs reading "Shoe resoled and heeled in twenty minutes."

When the inseam shows through the button at the inside, do not try to remedy this by overfilling, as the foot will then rest on too hard a foundation for comfort. The ridge caused by the inseam is sometimes quite prominent, due to the heft of the insole. In a turn shoe the inseam ridge can be overcome by inserting a heavy filler, and that is proper, as the filler sets directly against the foot and is not under the sole, as in the case of welt shoes.

Racks are needed to some extent in the repairing business to hold old shoes and shoes that have been repaired, etc. Do not buy old racks, but new ones, and thereby save time and money, because a new rack will be easily rolled about. Shellac new racks and keep them clean by washing, say, once a month. A nice looking place attracts people and is a paying policy in due time.

Repairers will often insert nails, fine nails, along the edge of the new top, so that once outsole stitched the metal shows next the stitches, and then customers are liable to say that the shoes are not repaired properly since the Good-year System (so-called) means no metal inside the shoe. The fine nails hold the sole solidly during the stitching operation, but should not be numerous and none at all is still better. With a very heavy sole the fine nails are needed to hold the sole firmly in place during the stitching and nails are used in such cases only.

When the insole is quite thin the steel shank piece will show through and act against the foot, and to overcome this objectionable feature the shoe support is about the only means, or a sole leather extension of some kind. This happens in women's shoes more than in men's shoes, and the nails in the heel also protrude, so that this extra piece of sole leather should be quite thin and of first quality and should start at the heel end up to the ball, but below the ball. There again "two birds killed with one stone."

CANADIAN ARMY BOOT IS O.K.

Somewhere Overseas, June 26th, 1917.

Editor, SHOE AND LEATHER JOURNAL,

Sir,—It might be interesting for you to know that the "despised" Canadian army boot is now being worn throughout England by the British Tommy.

"British War Office, Order No. 1345, under date of June 4th, 1917, states that boots (ankle) Canadian, are now

available at ordnance and indents may be forwarded for same."

Rather a blow to those who did not believe the Canadian boot a worthy article, especially as the British War Office connects itself only with substantial articles of merit.

As an old shoe traveler I thought this would be interesting news to the Canadian trade.

With kindest regards, I remain,

"Ex-Shoe Traveler on Duty with the forces overseas."

P.S.—The "Tommys" all prefer the Canadian last, as it is a nice fitter and suits them O.K.

BIG CONTRACT FOR AMERICAN ARMY SHOES

The United States Government has placed orders for 2,200,000 pairs of army shoes, and the average price is \$4.73 per pair for field and marching shoes. The total contracts to date amount to more than 7,000,000 pairs. Side leather is to be used in the uppers and hemlock and union sole in the bottoms. Deliveries must be completed by the end of 1917.

ABOUT THE PRICE OF RUBBER HEELS

Editor, SHOE AND LEATHER JOURNAL,

At the last meeting of the St. Catharines Shoe Repairers' Association, I was instructed to write you regarding the different companies advertising "Rubber Heels Attached, 50 cents." Now, sir, we think that as the price of rubber heels has been increased to us, we have the right to charge accordingly. Therefore, we now get 55 cents for men's, and 50 cents for women's. One agent was here during the past week with advertising cards and large posters, "50 cents attached." We will welcome their advertising, also all the other companies, but wish they would eliminate the price. One of our members rents a shop, has his price list 55 cents for rubber heels (men's), and on the outside of the building there is a big ad, "50 cents put on." Look what a position he is in. Could you advise us as to how to act in this matter?

Yours very truly,

St. Catharines, Ont.

WALTER LEGG, Secretary.



C. F. RANNARD, WINNIPEG, RECENTLY ELECTED A MEMBER OF DOMINION BOARD OF RETAIL MERCHANTS



E. H. LANTHIER, MONTREAL, WHO HAS RETIRED AND SOLD HIS INTEREST IN STAR SHOE CO. TO J. I. CHOUINARD



JAS. DILLON, PROGRESSIVE SHOE MERCHANT, ST. CATHARINES, ONT., WHOSE STORE WAS RECENTLY ENLARGED

A LIFE TIME AT THE GAME

(See Front Cover)

George P. Beal has seen the leather business of Canada grow. When Beal Bros. came from Ottawa to Toronto, some thirty odd years ago, the Queen City was laying its present secure foundation as a shoe and leather centre of importance in the Dominion.

Beal Bros. have always had the ambition to be the headquarters for all new and good things in these lines, and the expression "Beal Has It" originated in the ceaseless energy of the head of the concern to keep it absolutely in the front rank in this respect.

Geo. P. Beal has the satisfaction of seeing the business pass largely to younger, if not more active hands, nevertheless he keeps his watchful eye on the organization, and is as keen as ever in his interest in its success. Although one of the "boys of the old brigade," he is as competent as ever to do his bit, either in office, warehouse or tannery. His geniality and general bonhomme, as well as his keen business ability, have made him a personal factor in all leather movements. He is a farmer, by the way, as well as a leather man and takes a deep interest in agricultural matters, both theoretically and practically.

MORE HISTORIC FIRMS RECALL "OLD TIMES"

(Continued from page 31)

him what it would cost to furnish tops for the wood and make paste board covers. The dimensions were given, and the color selected was blue."

The various board and paper parts were then sent to Mr. Gullidge. He and an assistant set to work to make the cartons, and while they are a little bulkier and heavier than the cardboard receptacles used to-day, they have stood the wear and test of time, and many years ago attracted visitors to see the neat and new arrangement for keeping stock.

Referring to the golden jubilee of Confederation, the last issue of the "Dominion," which is published by the Canadian Consolidated Rubber Co., Montreal, makes the following interesting reference: "More than a decade before Confederation was effected in 1867, the rubber industry had become established in Canada. In a factory along the banks of the St. Lawrence, in the city of Montreal, the first Canadian rubber shoes were made. As this factory was located on the present site of our Canadian Rubber Factory, the Dominion Rubber System can trace a direct lineage to Canada's first rubber factory. From that small beginning has developed the present Dominion Rubber System, an organization comprising eight large factories, twentieth-eight service branches throughout Canada, a working organization of over four thousand people and doing a \$12,000,000 volume of business in 1916. The growth of the Dominion Rubber



At the recent picnic of the Star Shoe Co., of Montreal, the camera man caught the following happy group:—Seated, from left to right:—J. Brosnan, R. E. Woodward, P. A. Doig, E. S. Turner, J. I. Chouinard, H. F. Louzon, A. Gratton. Standing: P. Chouinard, L. P. Fournier, H. Kavanagh, J. C. Klean, J. P. Belanger, A. Gauthier, J. V. Boudras, H. Ward.

System is analogous with that of Canada and the same energy and enterprise that established the greatness of our system have helped to make Canada prominent in the eyes of the whole world. The Dominion Rubber System is the largest rubber manufacturing organization in the British Empire, which fact is a splendid tribute to the industrial progress and stability of our fair young Dominion."

Another historic institution is the Canada Last Co., Limited, which has been in business in Toronto for fifty-six years. The industry was started by Selwyn, Iredale & Ward, on Adelaide street, a short distance west of Yonge street. After a while it was transferred to the corner of Sheppard street and Richmond, where it was located until ten years ago, when a removal was made to the company's own building on Van Horne street. Wm. Iredale, one of the founders, passed away about five years ago at the ripe age of eighty-four. His son, J. C. Iredale, is president, and Charles M. Iredale, a grandson, is sales manager.

HARTT'S MAY ERECT SPECIALTY FACTORY

The annual general meeting of the Hartt Boot & Shoe Co., Limited, Fredericton, N.B., was held last week.

The major portion of the stock of the company was represented at the meeting. John D. Palmer, the president of the company, on behalf of the directors submitted the annual report which was a satisfactory one considering the many difficulties resulting from war conditions in the way of securing proper materials, as well as skilled labor which it was necessary to secure, owing to the many enlistments.

The matter of further development also was referred to in the president's report and discussed. Nothing definite was arrived at as to location, but the hope was expressed by some of the stockholders present that the directors may consider favorably the locating in Fredericton of the proposed new specialty factory which, it is understood, will not conflict in any way with the present product which is exclusively of men's footwear of a high class.

The usual dividend of 6 per cent. was declared and the directors elected were John D. Palmer, John A. Reid, John Kilburn, Edward Moore and Chas. F. Roberts, the latter replacing the late J. W. McCready.

A meeting of the directors was held June 28th, when the following officers were re-elected: J. D. Palmer, president; J. A. Reid, vice-president; Chas. F. Roberts, secretary.

NEW SHOE FACTORY STARTS OPERATIONS

Phillips Bros. Shoe Co., Limited, have begun operations at 1191 Bathurst street, Toronto, where they have over five thousand feet of floor space in well-lighted and well-located premises. Composed of Jasper W., William and James Phillips, all of whom have had long experience in the manufacturing end of the footwear game, the new firm should make good. Children's and misses' stitchdown welts will be manufactured and marketed through the jobbing trade exclusively. The output will be about four hundred pairs a day in patent, box calf, gun metal and kid leathers. Ladies' boudoir slippers in leather and fabric will also be turned out.

J. W. Phillips first started making stitchdown welts in Toronto a few years ago and has perfected the line in many respects. No nails, tacks or thread are used inside the shoe. The lining is held firm by being stitched in with the outer welt so that it cannot become loose during the wear of the shoe. The insole being stitched to the welt outside prevents the upper drawing away when the outer sole is worn out and the shoe can easily be repaired and resoled. William Phillips, for many years foreman in the cutting room of the Pingree Shoe Co., Detroit, will have charge of the cutting department; James Phillips will supervise the making branch, while the executive end will be looked after by Jasper W. Phillips, formerly of the Unique Shoe Co., Toronto, and the Solid Leather Shoe Co., Preston.

McLAREN & DALLAS

30 FRONT ST. WEST
TORONTO

The Summer Shoe Selling Season

is here—right in the thick of it—and you are probably going to be short of some things that you will need in a hurry.

This is where our **Quick Service** comes to the rescue and shows what we can do with those “**Rush Orders**”—those “**Last-Minute-to-Catch-the-Mail**” ones that test our emergency equipment.

Don't know how our stock of these lines may be later in the month, but **JUST NOW** we can meet your demands for **White Canvas** Pumps, Strap Slippers and High Cut Balmorals, with High and Low Heels; Strap Slippers and Pumps in Vici Kid, Patent Leather and Gun Metal Calf, Turn and McKay sewed. Women's **High Cut Balmorals** in Black Vici Kid, Pearl Grey Kid, Burgundy Kid, Toney Red Calf, Golden Brown Kid, as well as in various combinations of Colored and Black Kid, with Colored Cloth and Kid Tops. All these right up to the last minute in all the little details that help the buyer to decide that “that's just what she was looking for.”

GOODYEAR WELTS AND McKAYS

SPEED KING

OUTING SHOES

FALL PLACING

Our salesmen are out now with samples of English Felt Slippers, Moose Moccasins, Oil Tan Packs, Knit Socks, Hockey Boots, “Superior” Brand Felt Footwear, in addition to our regular lines.

Rubber Footwear Brands

“KANT-KRACK”
“DAINTY MODE”
“ROYAL”

“BULLDOG”
“DREADNOUGHT”
“VERIBEST”

“SPEED KING”
Tennis and
Sporting Shoes

“LITTLE CANADIAN”

An extra fine line of Misses' and Children's Shoes

The “SPORTSMAN'S” BOOT

Made in Chocolate Calf; Pearl, Black and Smoked Elk
10 - 12 - 15 IN.

“WITCH-ELK”

Prospectors' and Hunters' Boot
10 - 12 - 15 IN.

The “IMPERIAL” Shoe

FOR MEN AND WOMEN
Made in all fine leathers—Goodyear Welts and McKay Sewn

The “VARSITY” Brand

Men's, Boys', Youths' medium fine shoes, McKay Sewn

The “MAPLE LEAF” Brand

Solid leather working shoes, every pair guaranteed

THE AMBITIOUS CITY IN 1867

Editor SHOE AND LEATHER JOURNAL:

In speaking in your last edition of the death of an old resident of Hamilton who had resided in that city before Confederation, you refer to Hamilton as being "little more than a struggling village" at that time. This statement is perfectly absurd. Hamilton was then no struggling village; it was a handsome city; called then as now the Ambitious City. The chief officers of the Great Western Railway, its workshops, rolling mills, grain elevators, in which hundreds of men found employment, were then located in Hamilton. In addition to the extensive works of the Great Western Railway, Hamilton could then boast of other large mercantile and manufacturing establishments. The buildings were chiefly of stone and brick, and many presented an imposing appearance. The chief business streets then, as now, were King, James, John York and McNab. The Bank of British North America, Bank of Montreal, Canadian Bank of Commerce, Merchants Bank and Royal Canadian Bank had branches in Hamilton in Confederation year, and they, as well as the public buildings, churches and many of the stores, were handsome and costly structures. The city was well lighted with gas (of course electricity was then not well known), and had an excellent system of drainage. It possessed magnificent waterworks, the supply to the reservoir being brought from Lake Ontario, a distance of nine miles. On the rising ground approaching the mountain were numbers of elegant residences. The city had eight or ten clubs, including football, baseball, bowling and curling clubs. There was a ladies' college, a convent, public schools, lodges, churches, societies, institutions, asylums, and a Young Men's Christian Association, and half a dozen wholesale dry goods establishments. The population was over 25,000. The same splendid market where the citizens of the Ambitious City purchased their food supplies occupied at that time the same central position that it does today, and daily and weekly newspapers were published, the Times and Spectator being the dailies.

I would ask you, Mr. Editor, does this look like a struggling village?

Yours truly, TRAVELER

THE TINY AND THE COLOSSAL

I would display in my window a pair of the smallest baby size beside the largest man's footwear in stock. Then scattered around in the window, and attached to the baby shoes with ribbon, I would have numerous popular styles and sizes of youth's shoes. Attached to the big man's size I would have similar lines of adult's shoes in the smaller sizes. Over all, I would have a card: "From This to This, And All Between." I feel sure that a display of this kind would bring customers in, and would make every passerby remember my store for a long while.—T. R. Robson in "System."

NEWSY BRIEFS FROM ST. JOHN

William H. McConnell, a former well-known shoe dealer of St. John, N.B., died in the general public hospital recently from shock and injuries sustained as a result of a fall over a wharf into the harbor. He was rescued and rushed to the hospital, where everything possible was done to prolong life, but his advanced years nullified their efforts and he succumbed after a hard battle for life. In 1877, when the terrible conflagration visited this city, Mr. McConnell was associated with his brother in the boot and shoe business in King street. The fire destroyed their large establishment. Mr. McConnell passed away on the fortieth anniversary of the great St. John fire. Following his loss of business in the fire Mr. McConnell reopened a shoe store in Main street, which he conducted until a few years ago, when he retired

to private life. He is survived by five sons and three daughters.

Private William O'Connor, of the 236th Kilties Battalion, who was formerly junior clerk in Waterbury & Rising's retail shoe store in King street, is with the officers who are in the United States on a recruiting trip.

Sergeant Percy Steel, a well-known and popular young shoe merchant in St. John North, left recently for a Canadian port to embark for England. He is a member of a machine gun section under command of Lieut. Scammell, and although only acting in the capacity of sergeant, holds qualifying certificates for captaincy in infantry and lieutenant in cavalry and machine gun section uni's.

CANADIANS SHOULD GO AFTER FOREIGN BUSINESS

Writing to the SHOE AND LEATHER JOURNAL, a leading leather firm says:—

"We feel that after July conditions will materially improve, but on the other hand Canadian manufacturers will have to stir themselves, and not sit and wait for the business to come to them. For instance, today Great Britain is declining to allow the export of boots and shoes, except army boots for shipment to the Allies. What steps are the Canadian manufacturers taking to get some of this business in other parts of the Empire, such as South Africa, India, Australasia, etc.? United States manufacturers are going hard after this business, and there is no reason in the world why Canadian manufacturers should not get a good share of it if they go after it, but of course it will not come to them unsolicited."

HE LIKES SELLING ON THE ROAD

Chas. E. Betourney, who was formerly connected with Scheuer, Normandin & Co., Montreal, recently joined the



CHARLES E. BETOURNEY, MONTREAL

selling staff of the Thompson Shoe Co., Montreal, and is now representing that firm in the commercial metropolis and district. Mr. Betourney was born in that city and after graduating from the Oliver school, joined the firm of A. Lambert & Co. After spending three years with them, he went west, representing a widely known firm in Winnipeg and Saskatchewan. Returning east, he was on the road for J. A. McCaughan & Son and Scheuer, Normandin & Co., in Ontario. A young man, energetic and alert, Mr. Betourney is widely known and well liked by the trade.

SUMMERTIME SHOES

A few more White Lines of the Townsend Range Ready for Immediate Shipment.



801—White Reignskin, 8-inch Lace Boot, white rubber soles and covered Louis heels. Sizes 2 to 7, at \$3.00.



604—White Reignskin Bay-side Pump, white rubber soles, covered Louis heels. Sizes 2 to 7, at \$2.50.



815—White Reignskin, 8-inch Lace Boot, white enamelled soles and heels. Sizes 2½ to 6, at \$2.50.



706—White Sea Island Oxford, white rubber soles and heels. Sizes 2½ to 7, at \$1.75.
806—Lace Boot to correspond. Sizes 2½ to 7, at \$2.00.



613—White Duck M.S. Baby Pump. Sizes, 2½ to 7, at \$1.50.



603—White Reignskin Sea-side Pump, white rubber soles, covered Louis heels. Sizes 2 to 7, at \$2.50.



614—White Duck Baby Pump, rubber soles and heels. Sizes 2½ to 7, at \$1.25.

The Best of Service may always be depended on by sending your Mail Orders to

J. S. TOWNSEND

HAMILTON, ONT.

Specialty Jobber of Better Grade Shoes for Men and Women

SHOE STYLES FOR FALL AND WINTER 1917-18

WHAT effect will the participation of the United States in the war have on the shoe style trend for fall and winter? For several months this question has been in the minds of shoe retailers, says the 'Shoe Economist.'

They have remembered that for several years this paper has maintained that retailers could not with safety purchase footwear too far in advance of the retail selling season. In deference to this policy, this paper has deferred the publication of its views on fall shoe styles until information, sufficiently definite, authoritative and accurate for retailers to follow it in their fall buying, could be obtained.

That this policy is the only safe one to be followed is again clearly shown by the fact that governmental influences have operated during the last ten days to bring about a vital change in the fall shoe styles trend—a change which places it along lines entirely different from those on which fall buying has heretofore been conducted.

These governmental suggestions, with our comments on them, are presented in the another article. They point very conclusively to the 7-inch limit placed upon the height of the woman's boot tops as the outstanding feature of the fall style trend.

It is fortunate that the length of skirts in the fall garment styles are such as to call for the 7-inch height in boots.

Until the present time fall shoe styles have been predicated on the assumption that skirts more or less extreme in their shortness would again be worn during the coming fall and winter.

Boot With Seven-Inch Top

The appearance of youthfulness is best afforded by a dress that has the short, full skirt; if greater length is given to the skirt, it must, in order to retain the youthful effect, be narrow, or, in other words, must outline the figure. The present tendency is toward straight-line effects, but with a certain degree of fullness—sufficient to allow a woman to wear the length of skirt that best suits her. The average length of the skirts of tailored suits and dresses is 6 to 8 inches from the ground. Dressy gowns often extend to within 5 inches of the ground and are sometimes longer.

Generally speaking Paris is giving what may be termed "service" fashions and is designing women's clothing with an eye to practical use.

American styles in women's wear will, undoubtedly, accord with this idea, for every American woman is now doing her patriotic "bit," or getting ready to do it.

The footwear styles illustrated fit in well with the garment styles that will be worn during the coming fall and winter. When it is remembered that garment fashions for the coming fall and winter will prescribe a slightly longer skirt than the recent average, it will be seen that the 7-inch top boot is not only extremely practical from the standpoint of conservation of material, but is also dictated by fashion as the high style boot, and will therefore be demanded by consumers the country over.

Another feature common to garment and shoe styles for fall and in which the retailer therefore is much interested, is color.

Women's garments will show a general use of dark shades, largely of a staple character. These dark shades, moreover, will be employed in garments for house as well as street wear and without regard to the wearer's age. Black will be prominent.

The principal colors, in their order of preference, are:

navy and other dark blues; browns, including khaki and tan; such shades of gray as taupe and oxford; a few dull reds and purples, and a sparing use of dark greens.

Leading Colors for Tops

Inasmuch as the woman this fall will, as heretofore, buy her footwear from a style as well as a wear standpoint, tops with colors that harmonize or contrast will be favored. Naturally the colors which lead in women's garment styles will be the ones on which the keynote of the shoe color vogue for the coming season will be based.

The two leading shoe top colors, however, will be gray and brown, in the various shades, in combination with black and tan vamps.

All Materials Good

Two years ago it was a matter of choice with every retailer whether he purchased kid, cloth, buck or suede footwear. Now he has no choice in the matter; he is compelled, through necessity, to purchase shoes made of all materials that are suitable and available for making footwear. Furthermore, the consumer has been so educated that the present-day retailer needs a variety of patterns and designs in all shoe materials in order to satisfy the various desires.

In purchasing footwear the retailer should ever keep in mind the outstanding fact that it is not so much a question with the consumer as to what material is employed in making a shoe, as of whether the shoe is "pretty"—whether it presents as attractive an appearance in one material as in another. Footwear turned out by American manufacturers from all the kinds of materials suitable for making shoes during the past few months proves that "pretty" and "attractive" footwear, possessing all the elements required by fashion or high style, can be manufactured and will be acceptable to the consumer.

The General Pattern Tendency

The subject of patterns is one which will receive unusual attention from each purchaser of fall footwear. For the last two years the vogue has been for lace shoes, and fall purchases made up to this time have been made in the belief that lace shoes will continue to lead in the demand for the coming fall and winter.

Under normal conditions the adoption of the 7-inch top boot as the high-style height for my fair lady for the coming season's footwear would bring about a natural vogue for button pattern shoes. At this time, however, conditions are not normal, and military influences on garments and on footwear seem to require the continued use of the lace pattern in the service type of footwear such as we have referred to.

Buttons Real High Style

Retailers who have studied the subject of style in footwear during a period of years will feel, however, that the button boot is due again—first, because the lace shoe has had the call for two years and the consumer is ready for a change to something different, provided that something is just as nifty and pretty as its predecessor, and, second, because a 7-inch top boot carries with it more real high style in the button pattern than it does in the lace.

Both pumps and oxfords will be worn with overgaiters and, judging from the demand for overgaiters this spring, there is promise of more overgaiters being worn during the coming fall and winter than during any previous season.

"SHOW ME" SAY LEADERS IN FISHING CONTEST

"Porpoise is not a Fish," Declares one Antagonist—"Bonsecours Market Catch Don't Count," Asserts Another—Hon. E. J. Davis Gets Into the Game and Pulls off no Mean Performance—The Competition Grows Hotter as Weather Gets Warmer

FOR the championship silver cup offered by the SHOE AND LEATHER JOURNAL for the fishing season of 1917, competition is growing more acute and keener interest is being aroused all the while.

Letters of protest against certain entries and asking that some competitors be ruled out on various scores have come to hand.

Narcisse Gagnon, of Montreal, who won the honor last year is a formidable antagonist this season and, in a recent interview, said: "As for the catch of Mr. J. A. McLaren, of Toronto, while it may seem very large, still the fish which he captured were small perch—little bits of things—scarcely worth carrying home. Anyone can land this kind of fish in any nearby water. When I speak of fish I mean those of some size and not mere pigmies. As for Hugh White, of Toronto, I do not think that he has any real claim to the distinction of being the champion angler. A porpoise is not a fish and the one captured by Mr. White was after

appears as if the fish were caught on the Bonsecours market in Montreal early one fine morning in June. If the angling performance was a genuine one why are the members attired in starched shirts and collars with a nice carpet on the floor and a photographer's beautiful background in the rear, along with other accessories of the studio. The surroundings do not look natural. The picture is certainly not a snapshot taken in the wilds of nature or with the members garbed in regulation fishing costume. The disguise is altogether too thin to deceive any but a novice in the art. Further bona fide evidence will have to be submitted. No weight or size, except for one of the fish, is given. The whole scene savors too much of a deliberately prearranged plan. I still contend that I have won the title openly and above board and not by visiting a market or going to a photographer's with purchased piscatorial products. Deeds count and I will welcome any achievement that equals mine. The more who enter the race the merrier. Messrs. Gagnon, Marois, Routhier, Borne, LeBlanc, Roy, Davis, Milburn, McLaren and others will have to indulge in a good many expeditions and practice stunts before they can convince the trade that they are in the running for 1917. With all modesty let me say that I consider I am in a class by myself and in the words of the average Missourian they will have to "show me."

Western Man Has Good Luck

J. C. Sabin, of the Vancouver branch of the Canadian Consolidated Rubber Co., was recently on a fishing trip up the Squamish River. The accompanying snapshot taken at the camp gives some idea of the good fortune that he had. The little girl seen in the picture is his daughter. Mr. Sabin is an ardent angler.

Took Thirty Minutes to Land One

Hon. E. J. Davis, President of A. Davis & Son, Limited, Kingston, Ont., left his home in Newmarket on June 25th, arriving in Kingston on the morning of the 26th, to spend several days there. At gray dawn on the 27th Elmer Davis, vice-president, suggested that they spend the day salmon fishing. This was a pleasing suggestion and the twain left for Buck Lake, about twenty-five miles from Kingston. Ten o'clock found them at the lake. A few minutes after they were in their boat with their guide rowing, and using Bristol rods and three to four hundred feet of fine copper wire, trolling for salmon. It was a love'y day and like all fishermen they had strong hopes of a successful catch. A nice shore dinner between twelve and one added to the enjoyment of the occasion and the appetite one develops under those conditions is simply remarkable.

When the shore was reached at the conclusion of the day's fishing and the catch was counted up, it was found that they had secured 13 nice salmon trout. The event of the outing happened just before noon when the President hooked a very large salmon which took 30 minutes to land. When weighed it tipped the scales at 18½ pounds. It is seldom one hooks a fish of that size and it is an experience that lingers long in the memory.

The Davis party returned to Kingston about 9.00 p.m. having thoroughly enjoyed the day.

Mr. Elmer Davis, of Kingston, is willing to take all the honors that belong to him in the fishing line as well as in leather but establishes an alibi in favor of his brother in the fishing trip of June 2nd at Riviere a Pierre, Quebec,



A DAY'S CATCH BY J. C. SABIN OF VANCOUVER

all not such a monster. If he wants to see a big porpoise I will go down to the lower St. Lawrence and there, on the banks of the Saugenay, will bring home a specimen that will put to shame the one which he killed. Let him equal my performance when I was down the St. Lawrence last fall with Fred Marois, of Quebec, and then he has a right to enter the contest. Until he has shown some genuine members of the finny tribe larger than I corralled, he should not take so much credit for what he has done.

"Again, I say that a porpoise is not a fish and never was. I maintain that, when it comes to weight and size, my achievement has not yet been equalled and before the season closes I will demonstrate to Messrs. McLaren and White that they are a long way behind in the race. They will have to go some before they are in my class."

Good Fishing on Bonsecours Market

Hugh White, of Toronto, writes the SHOE AND LEATHER JOURNAL: "I notice that Mr. Gagnon and others figuring in a picture in the last edition of your paper and they are represented as holding up four large salmon. They are alleged to have captured these at some unknown resort, the identity of which they all not or rather, I should say, dare not disclose. No wonder, for, on a close examination of the illustration, it

as reported in our last issue. It was Mr. Andrew Davis, of Newmarket, who was the central figure in the trout catching record, as evidenced by his large and pleasing person in the accompanying camp photo. Mr. Davis claims that the experience transcended all his early dreams of trout fishing. He says it is hard to say what the catch would have been had they really tried to fish. He and Carter claim that Borne and Marois could quit the leather and shoe business and make a fortune at running a resort at any time.

We understand that jobbers who recently returned from Quebec say that most of their time was devoted to fishing



ASSEMBLED AT RIVIERE A' PIERRE IS A JOPLY FISHING GROUP AMONG THE PARTY ARE ANDREW DAVIS, NEWMARKET; A. RICHARD, QUEBEC; CARTER, MONTREAL; FRED MAROIS AND LUCIEN BORNE, QUEBEC

talk rather than buying shoes. Even the conscription question was lost sight of in the excitement in the discussions that took place through the day and during the evenings with regard to monster fish and fabulous catches. In one of these animated arguments some Ontario jobbers were accused of working catfish and chub into their piscatorial adventures.

Salmon Fishing in Quebec

Mr. Chas. N. Candee, of the Gutta Percha and Rubber Co., Limited, has just returned from his annual visit to the salmon grounds of far Quebec, with abundant evidences of the annual outing upon his person, as well as in his luggage. The season was a little late this year, and Western people will hardly believe that back in the wilds snow shoes were still being used in some cases. The cold weather kept the salmon back two or three weeks, and Mr. Candee had to leave just as things were getting lively. The sport was good, however, and the bag satisfactory, although his largest fish this year was only twenty-eight pounds as against twenty-nine last year. He had the unusual experience of having one frisky salmon land in his canoe in a fight which only lasted a few seconds.

W. G. Parsons, president of C. Parsons & Son, leather merchants, Front street east, Toronto, and Jas. McMillan, secretary-treasurer of the company, took a few days off last week and went down to Rice Lake on a fishing expedition. They had rare good luck and captured a number of lunge,

the largest specimen weighing sixteen pounds. Mr. Parsons remembered a large number of his friends with generous slices of the piscatorial prodigy, and they all found that it was good eating, and say "come again."

MILITARY STYLES TO THE FRONT

New conditions, consequent upon the war, are coming upon the women's shoe trade, and manufacturers of Lynn, Mass., are wondering just how far they will go. Military styles already are strong in the men's trade, and there is speculation as to how much they will prevail in the women's trade. The men's trade is fitting shoes a little broader, and a little longer, as army shoes are fitted, and the manufacturers are wondering if women's shoes will likewise be fitted wider and longer. The factories are showing the Munson last shoe, also the dress shoe with its sword point toe and $2\frac{1}{4}$ inch heel, the semi-dress shoe, with its dime toe and its 14-8 heel, and the walking boot, with its round toe, and low flat heel; also the skating boot.

A lot of thinking is being done by the manufacturers of Lynn these days about economy in style and efficiency in the production of shoes. They have, it might as well be stated first as last, no intention of hamstringing styles. But they foresee opportunities to bring about new styles, of an economical nature, that will provide for efficiency in the production of shoes, and profit in the sale of shoes.

SHOE & LEATHER JOURNAL FISHING COMPETITION

In order to encourage the friendly rivalry that has been developed in the Shoe and Leather Trades in the past few months through these columns on the subject of FISHING, the SHOE AND LEATHER JOURNAL has decided to offer

TWO SILVER TROPHIES

As set forth in the following specifications and arrangements, to be competed for during the next two months by the members of these trades.

SILVER CUP for the largest **Black Bass**, small mouth, not less than five pounds in weight, or the largest **Speckled Trout**, not less than two pounds in weight.

SILVER CUP for the largest **Mackalonge, Salmon or Salmon Trout**, not less than fifteen pounds in weight.

1. The fish must be caught in Canadian waters with an ordinary rod and line.

2. Mounted specimen or photograph must be submitted, giving size, weight, locality and how caught, and attested to by at least two reputable eyewitnesses or by notary public.

3. Competition to be closed September 10th, and decision to be announced September 15th.

4. Competition open to anyone connected directly with the Shoe and Leather Trades.

5. Decision and award to be made by committee of three consisting of **The Editor of Shoe and Leather Journal, James Robinson, of Montreal**, and one other to be appointed jointly by these two.

This competition will give a fair chance to fishing enthusiasts in all parts of Canada, and will afford an opportunity to demonstrate the claim of this country to be the greatest on the globe for game fish as well as the piscatorial abilities of the Shoe and Leather Trades.

Address all claims to

Fishing Editor, Shoe and Leather Journal

1229 Queen St. West, Toronto

MADE SALESMEN FEEL GOOD BY SMOOTH TALKS

The Way That Saucy Boss Induced Them to Remain in the Service—Flattery and Promises Cheaper than Increases in Pay, and in Many Instances Worked as Effectively—The Opening that was Just Ready Never Seemed to Materialize

"I WORKED for a very smooth, unctuous, saucy boss," remarked a city traveler the other day, "when I was selling shoes in D—. His name was Chatton, and he certainly had the art of making a man feel that identification with his establishment was one of the rare and golden opportunities that come to anybody in the course of his career. He was short on salary, but long on praise, and made many a young fellow think that it was worth while to be identified with a prosperous, time-honored and dignified establishment such as he conducted.

"We were always going to get a raise or a promotion, and if a fellow were offered another job, and went to Chatton to speak about it, and asked for a raise, he would fill the interviewer with pride by saying: 'Now, I have just been

which Chatton spoke of so volubly and with such confidence that kept his underpaid staff in high hope, and fond anticipation, just like many an individual goes through life, feeling that some day, by a sudden turn in the wheel of fortune, he will meet with an unusual measure of good luck, and will have plenty of money, easy times, and happy days.

"Another favorite pastime of Chatton's, when any of the boys, who had left him, would return to the city on a visit, and come into the store, was to take the opportunity of parading the returned wanderers before the members of his staff."

"Oh, by the way, Mr. Jones, or Mr. Smith," he would say, after the effusive greeting was over, "I have several new boys on the staff now. I would like you to come down

INTERIOR of G. A. Meloney's shoe store, North Sydney, N.S.



considering the matter of raising your salary, but have not come to a definite conclusion as yet, but I have something good in view for you. Of course, I know you can get positions elsewhere, some at more money than I am paying, but you will not have the opportunities for advance, service and insight that you get here.'

"And thus he would speak in pleasant, persuasive tones, making one feel as if it would be a crime to leave just at the point when prospects were looming up so brilliantly.

His Persuasive Powers Prevailed

"Well, sir, it became a joke in time, the way that Chatton was deluding a lot of earnest-minded young men, by always dangling the bait of such posts as assistant buyer, head of the children's department, the men's department, or the women's department, window trimmer, advertising manager, etc. Then when anyone did actually leave him, he would express the profoundest regret at the decision they had reached, and while he would not discourage them in their new sphere of labor, still he was extremely sorry to see them depart, and always felt that they were going at the wrong time, for if they had only waited, something big was looming up just around the corner. There was always that mysterious, elusive, speculative good thing,

and meet them." So down the store any former servant would be paraded. On arriving at the department Chatton would get off a speech like this:

Every One Looked Good to Him

"Mr. Jones, this is our new man, Mr. Brown. He has been with us for some months now, and I have been watching him with considerable interest. I feel sure that he is going to make good, and has a promising future ahead of him."

"Of course, Brown would straighten up and look pleased at the compliments of the boss, and in order to incite him still further, Chatton would add, turning to the salesman:

"And, Mr. Brown, I want to tell you, that Mr. Jones was with us for several years, getting a splendid training here. He now enjoys a very comfortable and responsible position with the Acme Manufacturing Co. In fact, we have many of our graduates holding the most lucrative posts in Toronto, Montreal, Winnipeg, and other cities."

"In time, however, Mr. Brown would get "wise" to Chatton's method of jolly and promises, unction and bluff, and would waken up to the fact that he was in the hands of one who knew how to play to distinct advantage the weakness which most mortals have for praise, flattery, or eulogy—call it whatever you like,—if only administered by such an adroit boss as Chatton."

"THE WORST ENEMY OF THE RETAIL BUSINESS"

Is the Bargain Sale—The Net Profits are not Nearly as Large as Many Think—So Says F. A. Black, Advertising Manager for the Department Store of Wm. Filene's Sons Co., Boston, Mass.—Stirring Address Before World's Salesmanship Congress

MUCH of the store advertising that we read seems to rest its pulling power on the basis of small cost rather than a more solid foundation of high quality. How seemingly foolish to put price in type very much larger than the name or the description of the article which you are trying to sell. Price alone cannot mean anything; ten cents may be a very high price for one article; ten dollars may be a very low price for another.

In much of the advertising we see there seems to be a disposition to try to make people forget that there is such a thing as the law of compensation. We are taught in school that action must equal reaction, that we reap what we sow; that if taxes are too high they produce no revenue; that if the laws of the country are made too severe there will be made no convictions under those laws; that if one pays too much attention to the accumulation of wealth one is apt to repay for this in the loss of health or something equally valuable. We all know that something for nothing is an impossibility, although much of the retail advertising would seem to be trying to prove that this is not true.

I believe that bargain sales are to-day the worst enemy of the retail business. Bargain sales on close analysis appear to be illogical as good advertising, because they must leave the thought in the minds of the customers that the ordinary, every-day values of a store advertising are not 100 per cent. values. Every merchant would prefer to have his business more evenly distributed. Bargain sale advertising is one of the biggest obstacles in the way of securing this condition.

Should Feature Low-Price Purchases

There are any number of arguments against the bargain sale. Figures taken in stores which are especially keen on statistics indicate that the net profit from such sales are not nearly as large as some people think. At least one good store in this country has decided that it can conduct a more profitable business with almost every semblance of the bargain-sale thought eliminated.

People buy two things—merchandise and service. The bargain sale is a sworn enemy to good service.

When a merchant goes to market, and because of his knowledge of business, because of his industry, secures value in merchandise better than the ordinary, he is only doing what he is supposed to do, fulfilling his function as a merchant. How much better then to present the results of this work to his public as his regular everyday standard of achievement rather than to spend much money on large type to drive home the fact that he has done something much better than he is in the habit of doing and that only a limited few are able to take advantage of this extraordinary achievement and to get the full benefit of his ability as a merchant.

It is unnecessary for me to point out the evils of bargain sales composed of job-lot merchandise. I know of only one store that really has a system enabling it to deal in this kind of merchandise extensively at a profit, and the feature of that system is an automatic clearance plan which positively makes it impossible for odds and ends to accumulate and eat up profits as they will do in an ordinary store.

To Increase the Store's Following

In closing, permit me to present my own pet theory of retail advertising, which is:

"That every reliable store has its own following.

"That it is a store's duty and privilege to keep that

following informed as to style, value and other merchandise features and changes.

"That the store doing this the most thoroughly will soon have the largest following.

"That from this permanent following, every store secures a very large, perhaps the largest part of its response to daily advertising.

"That violent display and startling headlines are more annoying than gratifying to that following which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way for accounting for the uniform success of widely different styles of store publicity.)

"That this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.

"That failure to recognize this last fact will soon result in a dwindling audience.

"That the store discharging its news-telling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.

"And that this store will in this way build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.

"It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort and with satisfaction—(not an easy task in these days of stores that are two blocks square and fourteen storeys high)."

THE QUALITIES OF A SALESMAN

By A. W. Donovan

A salesman, in the highest signification of the term, is a noble animal. Viewed as furnished with all those qualities which should unite to complete the impression, he may be considered as the image of a perfect man.

Employing, in the strictest regulation of his own conduct, the strictest standard of propriety, and in his expectations of that of others the most lenient; cautious in accepting quarrel, more cautious in giving cause for it; lending to virtue the forms of courtesy, and borrowing from her the substance of sincerity; forming his opinions boldly, expressing them gracefully. In resolution firm, in action brave, in conference gentle; always anxious to please and always willing to be pleased; expecting from none what he would not be inclined to yield to all; giving interest to all things, whenever small things cannot be avoided, and gaining elevation for great, whenever great can be attained; valuing his own esteem too highly to be guilty of dishonor, and the esteem of others too considerably to be guilty of incivility; never violating decency, and respecting even the prejudices of honesty; yielding with an air of strength and opposing with an appearance of submission; full of courage, but free from ostentation; without assumption, without servility; too wise to despise trifles, but too noble ever to be degraded by them; dignified but not haughty; firm but not impracticable; learned but not pedantic; to his superiors respectful, to his equals courteous; kind to his inferiors and wishing well to all. Such are the qualities of a salesman. Is there anything here wanting to complete the portrait of a man as he ought to be?



AMONG THE SHOE MEN.



Richard Newman, boots and shoes, Dunnville, Ont., has been succeeded by W. R. Newman & Co.

Howard Cobb, representing John McEntyre, Limited, Montreal, was in Toronto recently on a visit. He was accompanied by Mrs. Cobb.

George H. Ferguson, Western Canada representative of Clark Bros., Limited, St. Stephen, N.B., spent a few days recently in Montreal and points east.

E. S. Turner, of the Merchants Consolidated, Limited, Winnipeg, Man., was in Montreal recently calling upon the trade.

Robt. E. Katz, who formerly represented the Panther Rubber Co., of Sherbrooke, Que., in Canada, but is now covering the Southern States for the firm, was married recently to Miss Ethel Miller, daughter of Mr. and Mrs. Benj. Miller, 504 West 10th street, Chattanooga, Tenn.

Claude Ives, formerly with Fred. R. Foley, Bowmanville, Ont., is now on the staff of Haines' Shoe House, Trenton, Ont.

Harry Adams, western representative of the Slater Shoe Co., Montreal, has returned from an extended business trip throughout the west.

C. H. Easter, shoe repairer, late of Napinka, Man., has removed to Portage la Prairie.

The Douglas Shoe Co., Limited, of Calgary, has sold out of McLean Bros.

At a recent meeting of the central council of Ratepayers' Association, held in Toronto, Controller Cameron touched on the scarcity of leather and remarked that if the women would wear their shoes one inch lower it would mean a saving of two million dollars every year to the Dominion.

S. H. Parker, of the Parker Shoe Co., Limited, Preston, Ont., has returned from a business trip to Quebec and Montreal, where he was showing a fine line of new spring models in women's McKays to the jobbing trade, and reports excellent business.

W. Davidson, who has been city traveler for the Canadian Consolidated Rubber Co., Winnipeg, for the past four years, and was recently given northwestern Manitoba to work, has joined the ranks of the benedicts. He was married on July 4th, to Miss A. Smiley, who has been a stenographer for several years in the Winnipeg office. On behalf of the employees the bride was presented with a magnificent silver tea service.

G. A. Maybee, of Maybee's, Limited, of Moose Jaw, Sask., is spending a few days in the East and visited Quebec, Montreal and Toronto, calling upon the members of the trade.

Harley Henry, wholesale shoes, Saskatoon, spent a few days in Toronto and Montreal recently on business.

Frank Smith, Western Canada representative of the John Ritchie Co., and Lagace & Lepinay, Quebec, was in Toronto last week for a few days.

W. V. Mathews, late general superintendent of Ames-Holden-McCreedy, Limited, Montreal, was in Toronto last week and called upon a number of friends in the trade.

Wilfred C. Boyer, formerly of Kitchener and Port Dalhousie, and now mill superintendent of the Columbus Rubber Co., Montreal, was married to Miss Eva Kimmins, of Niagara Falls, Ont., on June 30th. Many friends will extend congratulations.

Clarence Carey, of Toronto, whose health necessitates a change of residence, and for many years associated with the

Carey Shoe Co., Toronto, has leased a store in Edmonton, and will go into the retail shoe business in that city.

Messrs. Percy Humphrey and Earle, of J. M. Humphrey & Co., St. John; Coates and Hire of the Amherst Boot & Shoe Co., Amherst, N.S.; Featherstone and Smith, of Waterbury & Rising, St. John, N.B.; R. D. Taylor, of the Robert Taylor Co., Halifax, and Percy Higgins, of L. Higgins & Co., Moncton, N.B., were recently in Quebec on business.

James Adair representing Joseph Tanguay, Quebec, has returned to Toronto, after spending a few days in Quebec.

S. C. Cronk, wholesale shoes, of Toronto, was in Montreal and Quebec last week on business.

The Kitchener Natatorium, which was built and furnished by T. H. Rieder, President of the Canadian Consolidated Rubber Co., Montreal, was officially opened in Kitchener, Ont., this week. Several expert swimmers gave demonstrations both in the afternoon and evening. The convenience of this great swimming pool is much appreciated by the employees of the Dominion Rubber System.

The Columbia Leather Co. have removed from 10 St. John street, Montreal, to 43 St. Sacramento street, where they have installed the necessary machinery for cutting tap soles as well as their other lines of jumbo and squares.

CONDENSED ADVERTISEMENTS

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

POSITION AS SHOE TRAVELER, open for engagement September 1st, married man, five years on the road. Connection Northern Ontario. References. Box 64, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

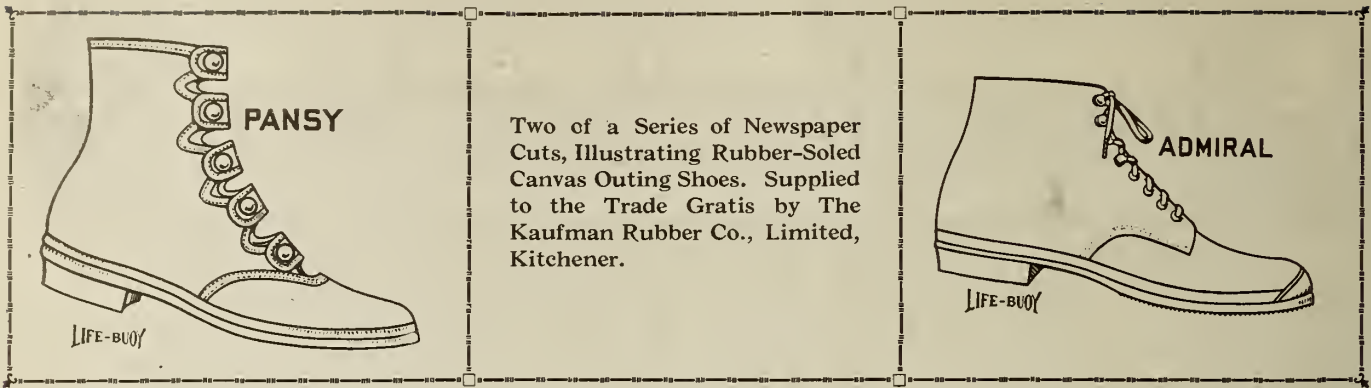
SITUATION WANTED—SALESMAN, well known among jobbers and large retailers, desires a change from present position; experience in costing and other details. Address Box 304, SHOE AND LEATHER JOURNAL, Toronto.

SITUATION WANTED— POSITION AS FOREMAN in sole leather room, long experience, reliable, any grade of work, a hustler and money maker, good Canadian references, teach green help, locate anywhere, exempt from military. Address Box 305, SHOE AND LEATHER JOURNAL, Toronto.

EXPERIENCED SALESMAN with good connection can handle line of white goods for the West on commission basis. Apply Box 68, Shoe & Leather Journal, Toronto.

MANAGER for Retail Store or Department. Open for position September 1st. Wide experience, efficient buyer; first-class references; age 38 years; married; no objections to good live Western city. Apply Box 62, Shoe and Leather Journal, Toronto.

SHOE SALESMAN of proven ability and connections. Ontario. Desires a good line shoes on commission. Apply Box 66, Shoe and Leather Journal, Toronto.



Two of a Series of Newspaper Cuts, Illustrating Rubber-Soled Canvas Outing Shoes. Supplied to the Trade Gratis by The Kaufman Rubber Co., Limited, Kitchener.

The Glove & Mitt Co., of Canada, Limited, Montreal, was recently incorporated.

R. L. Savage, wife and family, of Toronto, are spending a few weeks at their summer home at Lac Marois, Quebec.

J. A. McLaren, of McLaren & Dallas, Toronto, was in Montreal and Quebec last week on business.

The Quality Boot and Shoe Store has started in business at 1030 Queen street west, Toronto, with a representative stock of all kinds of footwear.

Elmer Poyer, of the Canadian-Arrowsmith Manufacturing Co., Niagara Falls, Ont., recently returned from spending his holidays in Newark, N.J., New York City, West Point and Poughkeepsie, N.Y.

In the Supreme Court of Alberta, in the matter of the companies winding-up ordinance, the property and assets of the Great Northern Tannery Limited, in North Edmon-

C. E. Clements, shoe retailer, of Chatham, Ont., is one of the incorporators of the Dunneagen Oil and Gas Co., Limited, which has just been granted a charter, with headquarters in Chatham, and a capital stock of \$40,000. The company is empowered to drill, bore and operate wells for the production of oil, natural gas, etc

Edwin Perkins Brown has succeeded the late Sidney Wilmot Winslow, founder of the United Shoe Machinery Co., as president of the company. On July 2nd, vice-president Brown was elected to the presidency at a meeting of the directors in the executive offices in Boston. The vice-presidency was then filled by the election of Sidney W. Winslow, Jr., and H. C. Donham, secretary of the company, was elected a director.

The Bureau of Business Research of the Graduate School of Harvard University has just issued a new edition of its Accounting System for Shoe Merchants. This bulletin states just how each item of income and outgo in a shoe merchant's business is recorded so that he can know how much profit he is making and where he stands. New and simpler forms are provided for the use of the merchant who does not wish to keep double-entry books. The monthly sheet enables him with little labor to keep a record of his sales, purchases and expenses day by day. The yearly sheet furnishes monthly comparisons and a form for making out his profit and loss statement at the end of the year. A copy of the system, with sample analysis sheets, will be sent free of charge to any shoe merchant upon request.

Charles Sterling, of Sterling Bros., London, spent last week visiting the trade in Montreal and Quebec.

In the recent competition which was conducted by the Free Press, of Winnipeg, during the progress of the convention of the Manitoba Retail Merchants' Association, the cup was won by H. J. Rayworth, of the Rannard Shoe Store at 330 Portage avenue. Judging was based on the following points: Selling value, 50 per cent.; neatness, 20 per cent.; artistic treatment, 20 per cent. and originality, 10 per cent. Among the firms which won honorable mention was the Ryan-Devlin Shoe Co., 324 Portage avenue.

H. E. Dane, of Toronto, office manager of the Ontario Division of the Canadian Consolidated Rubber Co., was recently elected a member of the Board of Directors of the Canadian Credit Men's Association.

It is reported two new shoe factories are on the tapis in Eastern Ontario, Peterboro and Oshawa being mentioned as centres likely to branch out in this direction. So far nothing definite as to the proposals has come to light.

J. H. Robertson, of the London branch of the Canadian Consolidated Rubber Co., has been appointed manager of the General Rubber Goods, Toronto branch, and previous to his departure was entertained at a banquet and presented with a gold ring and a handsome case of pipes. He succeeds H. V. Johnstone, of the Toronto branch, who has been transferred to the general sales department, at the head office in Montreal, to take charge of the mechanical department of General Rubber Goods.

THE HANAN STORE

Fitting the Narrow Foot

Widths AAAA, AAA, AA and A.
All sizes, including 8, 8½, 9 and 9½.

A proportionately narrow heel has been allowed for in all O-E narrow width shoes. The tops and ankles fit snugly and the dimensions have been carefully gauged to the contour of the narrow foot. Perfect fit from top to toe is assured.

Send for Catalogue

Send for Catalogue

Some O-E Easter styles which will appeal at once to the lady who knows.

Owens-Elmes
LIMITED
89 Yonge St.
Toronto

AN ARTISTIC AND IMPRESSIVE ADVERTISEMENT OF OWENS-ELMES LIMITED, TORONTO

ton, will be offered for sale by public auction on July 20th, by Edwin Denby, the liquidator. The buildings consist of a three storey frame, metal clad structure, 96 by 36 feet, a boiler house and three, one storey, frame, metal clad storehouses.



Acme

“THE SOLE
of
PERFECTION”

☛ When buying new boots or shoes, or having worn ones re-soled, it is not a question of how long leather has been in vogue; it is a question of facing this fact: **“Acme” Soles will outwear leather, and give more satisfaction all the time.**

☛ If you commence wearing “Acme” Soles to-day, you will not discontinue wearing them even if after the war good leather is again plentiful. Superior shoe service will keep you using “Acme.”

☛ The beauty of this new sole is that it will always be the same—the method by which it is made, and the materials from which it is made, are standard and cannot be very much influenced by either national or international complications.

☛ In other words, you can to-day, via “Acme” Soles, order your shoe comfort a season ahead—bank absolutely on **getting** utmost wear, utmost pliability, utmost comfort; and bank absolutely on **not getting** any squeaking or slipping.

Colors: Black, White, Tan.

“Acme” is a Dunlop product, and you are being invited to specify “Acme” because it measures up to the Dunlop standard.

**Dunlop Tire & Rubber
Goods Co., Limited**

Head Office and Factories
TORONTO





A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

A charter has been granted Leather Products, Limited, with headquarters in London, Ont., and a capital stock of \$20,000. Thomas G. Wilson, of London, is one of the promoters of the new company, which is empowered to buy, sell and deal in hides and skins of all kinds, and to carry on a business of leather manufacturers and dealers, tanners and wool pullers.

The capital stock of the Regina Shoe Co., Montreal, has been increased from \$49,000 to \$199,000 by the creation of 1,500 new shares of \$100 each.

London is to have a new industry. The council of that city has decided to submit a by-law to guarantee the bonds of the Ajax Rubber Co. of Canada, Limited, to the extent of \$450,000. The paid-up capital of the company is \$1,000,000. The company is to build a factory at a cost of more than \$300,000, and to employ more than 400 persons, and pay \$350,000 in wages annually. The minimum number of

employees is fixed by the agreement at 250, and the minimum wage at a quarter of a million.

Fred. E. Jenner, manager of Goodwin's Limited, shoe department, Montreal, is at present on a business trip to New York.

W. A. Lane, of Montreal, is at present visiting the American leather centres.

A few of the recent visitors to Montreal: J. A. McLaren, of McLaren & Dallas, W. Locke, of T. Eaton Co., Winnipeg; O. Dea, of Congdon, Marsh, Winnipeg, J. C. Featherston, of Waterbury & Rising, St. John, N.B.; J. S. Coates, of Amherst Boot & Shoe Co., Limited, Amherst, N.S.; P. Higgins, of L. Higgins & Co., Moncton, N.B.; W. S. Duffield, of John McPherson Co., Hamilton, Ont.; Louis Beaubin, Quebec, Que.; W. A. Hamilton, of W. B. Hamilton Shoe Co., Toronto, Ont.; L. M. Ault, of A. W. Ault Co., Limited, Ottawa; O. H. Larochelle, of L. H. Larochelle & Fils, Limited, Quebec, Que.; G. E. Johnston, of J. A. Johnston Co., Brockville, Ont.

N. Cummings, of Montreal, is at present on a business trip to New York.

J. Webster, who has charge of the men's shoe department in the Rannard Shoe Store, No. 2, Winnipeg, left on an extensive trip through Ontario, accompanied by Mrs. Webster. They will visit Toronto, London, St. Catharines, and several other points.

J. H. McGee, an old Toronto boy, who has been with the Rannard Shoe Co., Winnipeg, at their No. 2 store, for six or seven years, latterly having charge of the women's shoe department, recently joined the Royal Flying Corps. Mr. McGee will take up the work in Toronto, and then go over to England where he will complete his training. When Mr. McGee severed his connection with the firm he was tendered a banquet by them at the Fort Garry Hotel, when he was presented with a handsome wrist watch, suitably engraved, by the staff. He also received a substantial cheque from his former employers. The best wishes of the firm, and staff, go with Mr. McGee, and they look forward to the time when he will again join them and occupy his old position.

N. B. Detweiler, of the Hydro City Shoe Manufacturing Co., Kitchener, is on a business trip to Winnipeg and other points West.

C. C. Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was in Toronto last week on business.

Edward Cook, of the Owl Shoe Store, Yonge street, Toronto, and Mrs. Cook, have returned after spending a few days in New York and Atlantic City.

Mort and Lester Levi, of the Right Form Shoe Store, Yonge street, Toronto, are spending two weeks holidays at the WaWa Hotel, Lake of Bays.

E. W. McTear, of the traveling staff of P. Jacobi, 5 Wellington street east, Toronto, took part in the recent bowling tournament at Niagara-on-the-Lake.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)

BOSTON ————— EVERETT

MASSACHUSETTS, U.S.A.



FRED E. JENNER, MONTREAL



LIEUT. C. P. SLATER, MONTREAL



W. J. DRYSDALE, KINGSTON

AN EFFICIENT SHOE MANAGER

Fred. E. Jenner, manager of the shoe department of Goodwins' Limited, Montreal, is regarded as one of the brightest and most progressive of the younger men identified with the footwear line. He is courteous, affable and broad-minded, qualities which have served him in good stead in his career. Born in Toronto, he first started in the shoe game by going to work for C. A. McKimm, of Smith's Falls, with whom he remained over six years. He then entered the service of W. E. Halpin, shoe retailer, of Smith's Falls, and stayed there three and a half years. When Gales & Co. opened their new establishment in Ottawa, he took a position with them and a few months ago he was engaged as manager of the shoe department of Goodwin's Limited, in which he is making a name for himself as an efficient and alert head.

AN ENTHUSIAST IN MATTERS MILITARY

Lieut. C. P. Slater, son of George A. Slater, Montreal, who accepted a commission with the overseas forces and last fall left for England, where he has since been stationed, is now acting as adjutant. He is an enthusiastic military man and graduated from the Royal Military College, Kingston, a few years ago. At the commencement of the war he took an active part with the Army Service Corps at Valcartier, Que. Ill health prevented him from going overseas then but he persisted in his endeavors to enter into active service on the other side of the water and finally succeeded. Previous to accepting a commission Lieut. Slater held the position of executive in charge of the mechanical end of the shoe factory of George A. Slater, Limited.

AN ADEPT IN TWO LINES

W. J. Drysdale, of Kingston, who represents Ames-Holden-McCreedy, Limited, on the territory between Napanee and Toronto, which ground he has been covering for the past five years, is not only an enthusiastic and successful salesman, but is also an ardent curler. He has taken part in the national winter pastime ever since he was sixteen years old and played twice in Montreal for the famous Quebec Challenge Cup. He has also attended bonspiels in many places. Mr. Drysdale was born in Lanark thirty-two years ago and obtained his education there and at the Central Business College, Toronto. He then served several

years as a clerk in stores in Perth, Vankleek Hill and Kingston, after which he went on the road for a while. Next he went into the general store business with his father, R. R. Drysdale, in Lanark, and when a shoe factory was started in Perth he took a position as traveler for the firm. Early in 1912 he formed his present connection. His experience has been well rounded and he is well liked by the trade.

SAND SHOES FOR BRITISH TOMMIES

Next time you walk across a wood-block pavement and stick in the tar-ooze think of the British army in Egypt, says the Providence Journal. The contrast will make you happier. For one thing, the British Tommy would give \$1,000 for wood-blocks.

But not having pavement, Mr. Atkins is compelled to find a way to walk on dry shifting sand. His latest method is the sand-shoe, which is made of steel and looks something like a flat bird-cage. Mr. Atkins attaches the cage to his shoes, and then can walk along some 10 inches above sand level, while the sand sifts through the meshes of his under-shoes. So Tommy can go on walking with comparative comfort.

SOME NEW EFFECTS IN SHOES

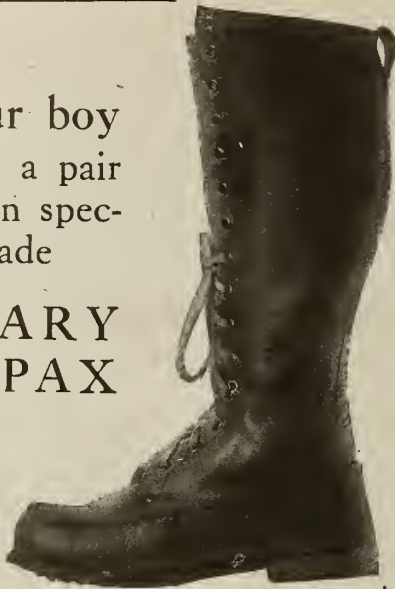
Cloth tops are quite prominent in some displays for fall. It is the opinion of some manufacturers that for women's medium priced boots, cloth tops must be used to a considerable extent in order to offset the high prices of leather. Tips on these boots are both straight and wing, many of the latter having perforated effects. A military boot with wave top has patent vamp and quarter, black cloth top with white braid design around lace-piece and top. Another military boot has top of blue cloth with gold cord around top and lace-piece, perforated vamp and tip. This boot has a wood heel. Another boot, a very smart style, has patent leather vamp and quarter, with perforations on vamp, also perforated wing tip. An effective contrast is afforded by a top of canary buck. This boot is on the straight top pattern, has perforated lace-piece and leather military heel. An eight inch bal of cherry colored kid has perforated wing tip and vamp; is made with a gray buck top, cherry facings. This is a straight top pattern with military leather heel. Another eight inch boot is a khaki-colored bal with straight top, wing tip, perforated, also perforated lacc-stay. This boot carries a military leather heel.

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.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and
reputation of nearly HALF A CENTURY. We
stand behind our guarantee that
they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up
to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS

Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

**CHROME and
COMBINATION
TANNED LEATHERS**

OUR RANGE INCLUDES:

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.

TANNERS AND CURRIERS Limited

52 Victoria Sq.
MONTREAL

OSHAWA

611 St. Valier St.
QUEBEC

"ME LIKEE SINGSONG BOOT"

John Chinaman often has peculiar ideas about the wearing apparel that he buys in America. For one thing, he always wants boots that are several sizes too large, for he believes that in that way he gets more value for his money. In addition to excessive size, boots may have to possess other peculiar characteristics before they meet his full approval, as the following story from "The Youth's Companion" indicates.

A California merchant offered a pair of fine boots that he had long kept in stock to a Chinese for three dollars. The Oriental finally took them, but two days later he brought them back.

"What's the trouble, John?" inquired the merchant. "Him good boots."

"Him no good," declared John. "Him no singsong boot. Velly soon wear out. Me likee singsong boot or me catchee back t'ree dolla."

"Singsong boot!" exclaimed the merchant. "Me no sabe."

"Me t'ink you sabe, all lite," replied John. "Wha' fo' him boot no singee squeak! squeak! when Chinaman walkee, alle samee good boot?"

When the merchant had given him in exchange for the fine boots a pair of coarse, cheap ones that squeaked loudly, John Chinaman departed highly satisfied.

GIVE CASH SYSTEM FAIR TRIAL

Clapp's Quality Shoe Shop has started business in the Clapp block, Picton, Ont., and is conducted on the cash basis. In an opening announcement the proprietor says: "We saved as high as fifteen per cent. by paying cash for this stock and, for one year, in order to see if there are enough people in Picton and Prince Edward county to support this kind of a store, we have marked our goods with this cash discount deducted. A fair trial is all we ask. Just compare our qualities and then our prices and see if a store of this kind is not a money saver for you. We are in business to stay, and stand behind every pair of shoes sold out of this store, and anything sold here not as represented will be replaced. Our idea of business is not only to sell shoes but to sell goods that fit, wear and please."

PLAIN SHOE BEGINNING TO COME BACK

If the manufacturers of Lynn, Mass., the largest shoe manufacturing centre in the world, have their way, women's shoes will not only be simpler in design and fewer in pattern this fall than in any season for years, but lower in price, says John J. Leary, in reviewing the style and price situation. The impelling reason for the change is a request from the national council of defence that the manufacturers simplify styles generally, reduce the number of lasts and patterns so that the national supply of leather may be conserved, labor freed for other industries and prices lowered to the public.

The request comes at a time when the manufacturers are in a highly nervous frame of mind, conditions, thanks to the competition for the more varied lines, having shown manufacturers little of the comfortable profits that were possible when lines were staple and before the craze for fancy shoes had developed.

It was then possible with a comparatively small line of samples to place orders so that factories could be operated on reasonably full time. This has been impossible with styles changing overnight, and overhead expenses have mounted

to prices that would have been unbelievable a few years ago. Added to this the constant changing of patterns and lasts, the cancellation of orders after they had been placed because of some change in demand, and the manufacturers' lot has not been altogether a happy one.

More recently men in off the road have reported a tendency on the part of women to rebel against high prices for shoes. So strong have these reports been that many manufacturers have been seriously considering ways and means of cutting costs prior to the action of the national council. The



Caught at the Star Shoe Co. Picnic, Lavaltrie, Que.—Sitting are A. Gratton, J. I. Chouinard and H. F. Lauzon; while standing are Peter A. Doig and A. Gauthier.

demand for plain pumps and oxfords, costing less than the high-cut shoes, has emphasized this demand for something less-expensive, and demonstrated to the satisfaction of many that the plain shoe is beginning to come into its own again.

Lynn manufacturers, however, insist that they are in no way responsible for the high prices charged in some centres for women's footwear, insisting that it is not possible to get more than a fair manufacturing profit on the fanciest of shoes no matter what price they may retail for. They declare that the jobber or the retailer, who may buy direct, insists on rock bottom prices here, and then boosts his own prices as high as the traffic will bear.

In this connection the story is told of a manufacturer who has been specializing in fancy shoes, seeing some in a New York show window that looked familiar; he asked to be allowed to look at a pair marked to sell at \$6.50.

"And you sell that shoe for \$6.50 and are not locked up?" he asked the manager of the store.

"Why," asked the manager, "what's wrong with that?"

"Nothing," replied the maker, "except that I made that shoe and delivered it in Boston for \$2.85. If that is not larceny, I do not know what is."

"Well," said the manager, "we have to live. And, anyway, we can sell more of those shoes at \$6.50 than we could at \$3.50. If we offered them at \$3.50 the women would think there was something wrong with them and refuse to buy."

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

C. N. SABA & CO.

**Direct Indian Agents and
Manufacturers of Moccasins**

84-86 WELLINGTON ST. W., TORONTO, ONT.

We have many lines of good salable Moccasins for Christmas and Holiday Trade, consisting of the following:

Grey Horse, Fur Top, Wool Lined, Beaded Front. Our best seller.

Tan Seal, Fur Top, Wool Lined, Beaded Front.

We also have a line of Sheepskin, Fringed, Beaded.

Sample pair, together with prices of any of the above, will be sent upon application.

We supply the Trade only



Our Standard Screw Shoes Will Stand Plenty of Hard Wear

Made on foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes
Men's, Boys', Youths', Little Gents'
and Children's Box Kip

*Your Jobber will quote you
prices, or write us direct*

**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

PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
QUEBEC

Edwards & Edwards
TANNERS OF
SHEEPSKINS
FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOODS
SKIVERS
EMBOSSED LEATHERS
ETC., ETC.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

Long Season Ahead for White Dressings

"White Footwear will be worn late into the Season"

KEEP YOUR STOCK UP

Ralston's Dressings are Life, Color and Finish to the Fine Shoe.

They Sell Because they Satisfy.



Ralston's White Beauty
(CAKE AND LIQUID)



Ralston's White Heel Edge.

Ralston's Universal Dressing for White, Ivory, Champagne and Grey Glazed Kid.

If your Wholesaler does not stock these lines, order direct

ROBT. RALSTON & CO.
HAMILTON CANADA

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**

Only stops to improve quality and selection. Depots at all principal Hide Centres, including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA



SCHMOLL FILS & CO.

International Hide Merchants

PARIS, HAVANA NEW YORK CHICAGO BASLE

"We deliver what you buy."

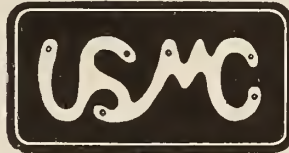
INDEX TO ADVERTISEMENTS

A	G	R
PAGE	PAGE	PAGE
Aird & Son..... 4	Gagnon, La Chapelle & Hebert..... 8	Ritchie, John, Co., Limited..... 3
Ames-Holden-McCready, Limited..... 14		Robson Leather Co., Limited..... 54
	I	Robinson, James..... 17
B	Independent Rubber Co..... 9	
Beal, R. M., Leather Co..... 54	L	S
Bell, J. & T., Limited..... 7	Lewis, A. C..... 52	Saba, C. N., & Co..... 56
Breithaupt Leather Co..... 36	Laing, Harrar, Chamberlain..... 10	Shultz-Goodwin Co. (Inc.)..... 52
British Wood Heal Co., Limited..... 57		Staynes, W. H., & Smith..... 55
Browning, C. A. & Co..... 16	M	Sisman Shoe Co., Limited, The T..... 4
	Martin Corrugated Box Co..... 18	St. Hyacinthe Soft Sole Shoe Co..... 56
C	McLaren & Dallas..... 41	Star Shoe Co..... 30
Canadian Arrowsmith Co., Limited..... 16	Montreal Box Toe & Heel Co., The... 56	Schmoll, Fils & Co..... 58
Canadian Consolidated Rubber Co... 20		
Clark Bros., Limited..... O.B.C.	N	T
Clarke & Clarke..... 54	Nugget Polish..... 6	Townsend, J. S..... 43
Cote, J. A. & M..... 18		Tebbutt Shoe & Leather Co..... 19
Cummings, Nathan..... 29	P	Tetrault Shoe Co..... 15
	Perth Shoe Co..... 11	
D	Packard, L. H., & Co., Limited..... 10	U
Davis Leather Co..... I.F.C.		United Shoe Machinery Co. of
Duclos & Payan..... 54	R	Canada..... 12 and I.B.C.
Dunlop Tire & Rubber Goods Co., Limited..... 51	Ralston Polish..... 57	
	Regal Shoe Co., Limited..... 5	W
E		Wright, E. T., & Co., Limited..... 13
Edwards, Geo..... 37		

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

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

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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

179 King Street West, Kitchener

28 Demers Street, Quebec

Another Step Forward in Shoemaking Achievement

When we inaugurated our Shoe Factory three years ago in St. Stephen, N.B., we announced that we would place before the Canadian Trade the highest class novelties in Women's McKays. We have succeeded beyond our most sanguine expectations.

Another distinct advance is now being made, and the firm of J. F. Clark, Limited, has been organized, which will

Specialize Exclusively in White Shoes for the Whole Family

A commodious factory is being built in Montreal East, which will represent the final word in construction, operation and facilities.

The same style exclusiveness, craftsmanship and individuality which have made Clark's McKays nationally recognized will characterize the wide range of White Goods made in our Montreal East plant.

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

Our St. Stephen plant will continue under the personal direction of John F. Clark, while at the head of J. F. Clark, Limited, will be James F. Clark.

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

TORONTO
AUGUST 1
1917



OSCAR BRUNET, MONTREAL

See Page 40

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



No. 504. Whole Quarter Kid Blue. One of Our 40 In-Stock Lines

Particular men all over Canada have been pleased with

SLATER SHOES

BECAUSE—their surpassing quality, combined with their elegant style and finish, have made them supremely the highest standard in MEN'S FOOTWEAR.

Linked with this is our splendid

IN-STOCK SERVICE

A trade convenience that brings a Shoe Warehouse practically to your very door. Use our catalogue and test it by mail. Phone or wire, it will save you much time and worry.

SLATER SHOE CO., Limited
MONTREAL



James Robinson Service

We do not wish to raise any scare, but conditions in the shoe and leather trades indicate that prices are liable to go still higher.

Let us **emphasize** that by placing your orders right now, you will guard against any future increase on those orders.

We have a tremendously wide range both in

Staples and Fancy Lines

for your selection, from which we can ship immediately. Wouldn't it be well to take advantage of this?

You Can Always Depend Upon
OUR IN-STOCK SERVICE

If you will look upon it as a reserve stock you will always keep "sorted" right up to the minute. It's a money-saving convenience to you.

JAMES ROBINSON
MONTREAL



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

Hartt Footwear for Men

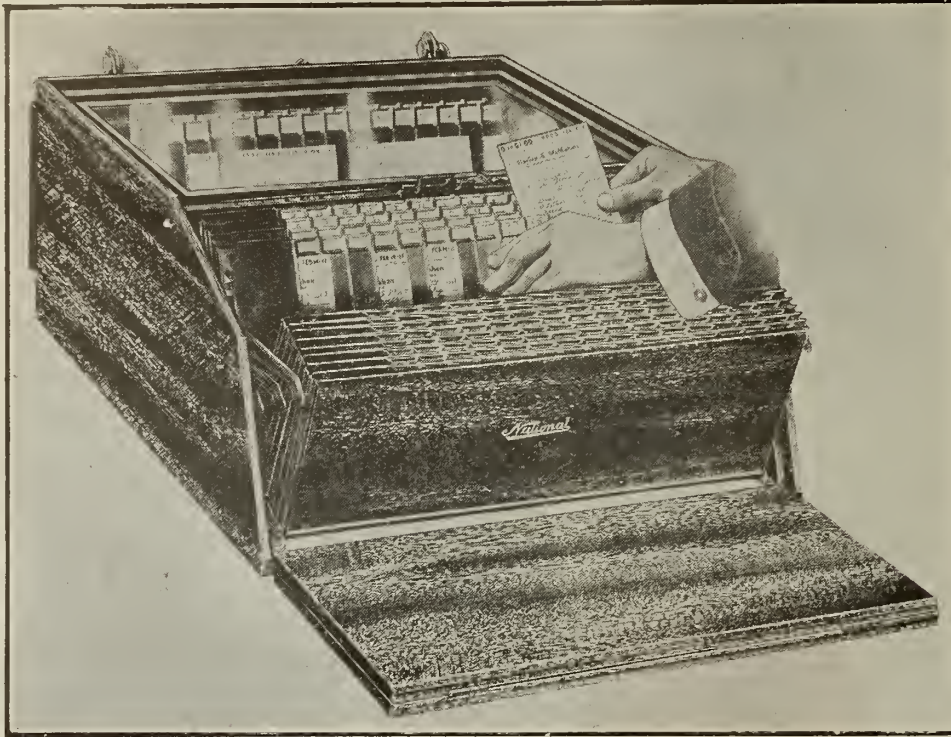


LASTING WORTH is the Keynote
to success in Men's Shoes.

Gentility, Comfort, Service are the
fundamentals. These are what have
made HARTT SHOES Famous.

Hartt Boot and Shoe Co., Limited
Fredericton, N. B.

CANADA'S BEST SHOE MAKERS



NATIONAL CREDIT FILE

—An Accepted Success

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

- (1) Permits quick balancing of charge and received on account slips.
- (2) Provides a safe place for petty charge slips.
- (3) Proprietor has personal control over all charge accounts.

(4) Removes temptation.

- (5) Compact, fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe.

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

**The National Cash Register
Company of Canada
Limited
Christie Street
Toronto**

COUPON

NATIONAL CASH REGISTER COMPANY OF CANADA, LIMITED

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name.....

Address.....

Business.....

No. Charge Accounts.....



The Retail Shoeman's great problem is to attract and hold a steady patronage.

You can make this task easier by taking advantage of our reputation of being manufacturers for over a century of High-Class Footwear.

Goods widely and favorably known are half sold. Bell's Shoes are well known and appreciated everywhere for style, fit and quality.

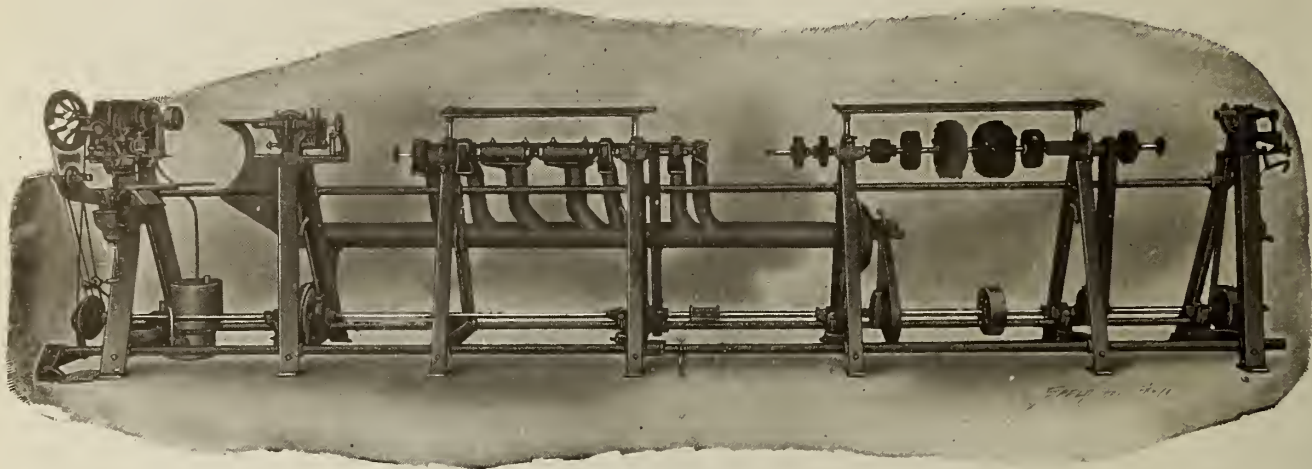
J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or 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

UNITED SHOE MACHINERY COMPANY OF CANADA, LIMITED

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



The Demand
for
WHITE GOODS
for
Spring, 1918

Will undoubtedly be very great, and we have anticipated this demand and are now showing the largest and best range of **White Goods** on the market for the coming Spring season in

Men's, Women's, Misses', Girls',
Children's and Infants'
Footwear

Our line is the most complete, representing the smartest of the new styles in footwear, as well as a large variety of popular models in staple lines.

Every line priced to meet the popular demand for medium priced goods, at the same time netting the dealer a handsome profit.

Scheuer, Normandin & Co.

8 St. Helen St.

MONTREAL



Exceptional
Value
In Real
Quality Shoes



Surprisingly Moderate in Price

IF YOUR JOBBER DON'T HANDLE THEM WRITE US

Aird & Son, Registered, Montreal

Shoe and Glove Leathers

GLOVE HORSE

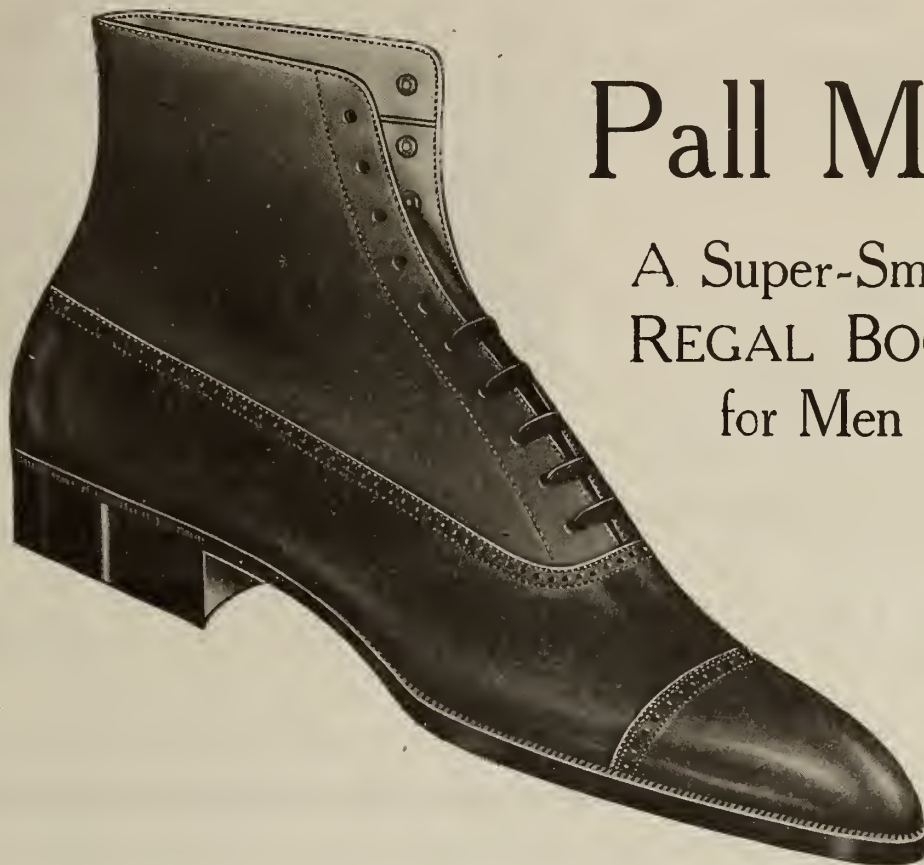
Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.



Pall Mall

A Super-Smart
REGAL BOOT
for Men

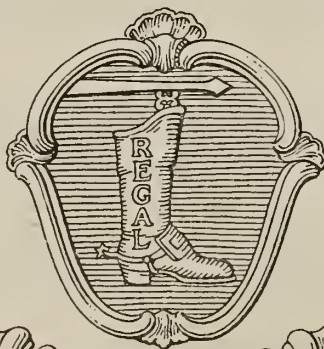
This "Regal Repeater" is IN-STOCK—Order To-day

For a boot to dominate the eye and delight the foot of your most fussy man-customer we say put in a stock of Pall Malls. They're made by men who concentrate on MEN'S SHOES and nothing else, so they're made right. This means a "Service that Satisfies" to Regal dealers.

REGAL SHOE CO. LIMITED 472-474 Bathurst St. TORONTO

PALL MALL—Stock No. 1705

Royal Purple Calf Bal; 12 sq. sole; vamp seam space-stitched and perforated; invisible eyelets to top. Sizes and widths: B, 7 through 10; C and D, 5 through 10. A widths quickly made to order.



PALL MALL—Stock No. 1504

Black King Calf Bal; black calf top; 12 sq. sole; vamp seam space stitched and perforated; invisible eyelets to top. Sizes and widths: B, 7 through 10; C and D, 5 through 10. A widths quickly made to order.

Collis Calf

The Leather of Quality and Economy

Bright, Glazed, Boarded and Russian

Has that exquisite tone, finish and texture that appeals to MANUFACTURER, RETAILER and WEARER.

It Makes the Shoe Stand Out

Our Leaders:

COLLIS KHAKI

COLLIS TONY RED

COLLIS LONDON BROWN

COLLIS MAHOGANY BROWN



We Lead in these New Shades,
Others Follow.

Largest Importers of French
Calf Skins on this Continent.

COLLIS LEATHER COMPANY, Limited
AURORA, ONTARIO

CANADIAN NATIONAL EXHIBITION

August 25 **TORONTO** *Sept. 10*

Fiftieth Anniversary of Canadian Confederation

1200
Performers

JUBILEE SPECTACLE

1200
Performers

Super-Climax in Spectacular Pageantry, Mobilization of Resources, National Service Exemplified, Motor Show—First Showing of 1918 Models, Fine Arts from Many Lands, Innes' and a Score of Other Leading Bands, Giant Display of Live Stock and Agriculture, Tractor Display, New Features in Every Department.

REDUCED FARES AND EXCURSIONS ON ALL LINES OF TRAVEL



DAVIS CALF LEATHERS

NEW COLORS FOR 1918 SPRING SAMPLES

GREY CALF NEW TAN RUSSIA (No. 24)
KHAKI CALF (No. 74) CHERRY WILLOW (No. 84)

Our **NEW TAN RUSSIA** (No. 24) will be one of the most popular lines for Spring. It is a beautiful rich tan shade, a welcome and pleasing change from the dark shades which have been so popular.

Our **NEW GREY CALF** is of that soft "battleship" shade that promises to be a feature of the New Spring Footwear for Women.

Our **CHERRY WILLOW** (No. 84) is the newest and most popular shade in red, of dark rich tone, and will have a great run next season.

OUR REGULAR SHADES

Royal Purple Russia; Brown Russia No. 33; Brown Russia No. 66; Brown Russia No. 14; Briar Boarded Calf; Mahogany Russia; Duchess Russia.

NIGRO and **MATT** in all standard selections.

If you have
not sampled

DAVIS' NEW SHADES

wire for samples
immediately.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



A. DAVIS & SON

KINGSTON TANNERY

MANUFACTURERS OF

HIGH-GRADE SHOE LEATHERS

Including:

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.

Military Leather.

OUR GUN METAL AND MATT SIDES

Are pronounced by those who have used them as the best value on the market. They have those qualities that not only mean wear but appearance, and above all

THEY ARE ECONOMICAL IN CUTTING

SEND FOR SAMPLE LOT

KINGSTON

-

ONTARIO



YAMASKA BRAND SHOES

This is a medium priced line with an established reputation for good honest wear. It includes shoes for

Men, Women, Youths, Boys, Misses and Children

and are the kind for which you'll have call every hour in the day.

Half a century of GOOD SHOE MAKING lies at the back of

Yamaska Brand Shoes

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.

HENRY MARTINEAU, Representative, Room 35, Dandurand, Building, MONTREAL



First in Style——First in Value

Metropolitan

Women's McKays—Men's Welts

Patricia

Women's Welts and Turns

Paris

Men's Welts—Women's McKays

A trio of Shoe Brands that have just that dash of style and footwear quality that make them ready sellers.

Remember also that there are great possibilities, too, for increased business and greater profits in the sale of these shoes, for they have built up a reputation for style and value, and we stand behind this to protect you.

DAOUST, LALONDE & CO. LIMITED

Jobbing Branch, Metropolitan Shoe Co., 91 St. Paul Street

MONTREAL



Spats

Fashion dictates every well groomed woman should have a pair.

WE have the FINEST Line on the Market

Buy your needs NOW and get the BEST goods at TO-DAY'S prices.

Have them WHEN your customer WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

	Per doz. pairs
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....	\$16.50
Men's 5 " Flat Tailored Buttons	13.50

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....	\$13.50	doz. pairs
" 8 " 8 "	12.00	"
Men's, 5 in. high.....	9.50	"

FINE KERSEY CLOTH

BLACK ONLY

Women's 10 Button, No. 333.....	\$8.50	doz. pairs
" 10 " No. 141.....	6.00	"
Men's 8 " No. 141.....	6.00	"

These present prices will have to be changed in the very near future, as the cost of material and manufacture has advanced considerably.

Laing, Harrar & Chamberlin

Philadelphia, Pa.
U.S.A.



Glazed
or
Mat

Black
or
Colors

White and Fancy Colors

Excellent Wearing Quality,
Superior Finish and, Con-
sidering High Grade,
Moderate Prices

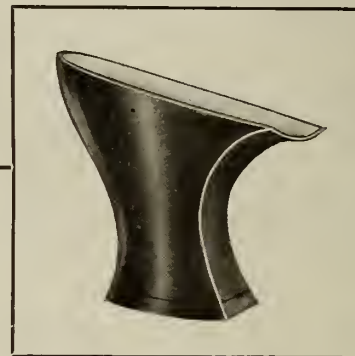
CANADIAN AGENTS

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.



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO



CANADIAN BUYERS OF GLAZED KID

We are offering you, with completest confidence, the result of years of investigation and organization, during which the end sought has been the production of chrome tanned glazed kid of the very highest quality obtainable—PAN AMERICAN KID.

Among the achievements of our separate color department are "Military Grey," "Ivory," "Seal Brown" and "Sorrel Brown."

To facilitate your making selections we have appointed as our Canadian Agent, **ED. R. LEWIS, 21 Scott Street, Toronto**, who is now showing samples, and will carry stock.

PERKINS & McNEELY

PHILADELPHIA, U.S.A.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

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

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and
reputation of nearly HALF A CENTURY. We
stand behind our guarantee that
they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up
to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

The Just Wright
TRADE MARK SHOE



Stock No. 11—Select Gun Metal Calf City Bal., Plump Single Sole,
MAZDA Last. Stock No. 10—Same in Tan.
Widths A to D

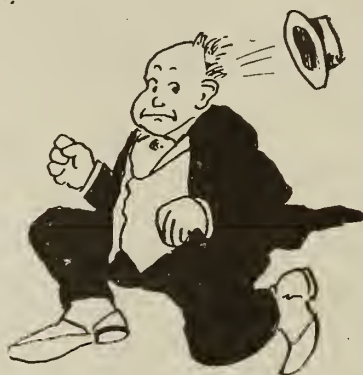
There's that gingery, peppery stylishness about *JUST WRIGHT SHOES* that puts life into shoe selling. Makes you and your customers enthusiastic. You—because you sell *JUST WRIGHT SHOES*. Your customers—because they may obtain such modish models as are to be had only in *JUST WRIGHT SHOES*.

E. T. Wright & Co., Inc.

St. Thomas
Ont.

Rockland
Mass.

The Just Wright Way is the Way that is Just Wright



Keep Ahead of the Game

Don't let "Low Stock" beat you
out in the game of selling.

Keep your

Speed King Lines

of Sporting and Vacation Shoes

well sorted up, for there'll be an insistent
demand for them right along now.

The following wholesalers will fill your 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

Independent Rubber Co., Limited

Merritton, Ontario

*THE
Professor*

PAT. N^o.  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.

Shoes with a Reputation

The two well-known brands illustrated above have an established reputation for

Health, Comfort, Style and Wear

And this reputation could not have been established if they did not have that shoe quality that makes good value.

Write your jobber about them and if he does not have them write us direct.

Tebbutt Shoe and Leather Company
Three Rivers, Que.



RINEX SOLES

Rinex surpasses anything heretofore known in its combination of lightness, toughness, wearing qualities, flexibility and comfort.

It is resilient, waterproof, always uniform, and the supply is inexhaustible.

If you are a shoe manufacturer, you need to investigate the merits of this wonderful new sole---Rinex.

If you are a shoe merchant, it is equally important that you know all about Rinex.

Write to our nearest branch for further information and prices, or sample.

**Canadian Consolidated Rubber Co.
Limited
Head Office, Montreal**

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

A TIME OF WATCHFUL WAITING

All Eyes on the Crops—Everybody Hopeful of Good Fall Season—Farmers and Mechanics Will Have the Money—Thoughtful Economy Will Not Seriously Affect the Situation—“Win the War” by Prudence and “Push”

THE business outlook, while unchanged in many respects, improves as the weeks pass. Our great hope this year lies in a good crop, and that seems fairly well assured now, both East and West. Evidently buyers in the West have regained confidence and are expressing their views in their orders. All who have recently returned from that district report better business than for a considerable time past. Furniture and jewellery have particularly responded which means that people can see a fair surplus ahead of actual necessities.

In Eastern Canada there is every reason to expect a bumper crop in grain, hay, roots and fruit, the only difficulty in sight being the gathering in of these products. But the cities and towns are responding in such a way that will prevent unfortunate loss in this respect. In Ontario business has picked up in most lines since the advent of hot weather, and merchants who thought they would have to carry over a large amount of unsalable goods till next spring have had an opportunity to turn them into money, which will undoubtedly have the effect of stimulating trade in other lines.

In the cities and towns the circulation of money has been such that vast quantities are finding their way into channels that are not doing permanent good to the country. Instead of saving their money where they can, the majority are spending more than ever in picture shows, outings and luxuries that are anything but in keeping with war time. The efforts of the government to get people to save money for the war do not seem to be productive of the results they merit. After all, this war is going to be won by money even more than men and the expense of conducting it must in the end come out of the savings of the people. It cannot be permanently shifted to any other foundation. It becomes the people, therefore, to save—that is save the dollars squandered on needless luxury and pleasure—and place them in the hands of the government to prosecute the war to a successful end. Every dollar thus saved is a shell dropped on the Huns.

If a lot of the talk directed at economizing on food, clothing, furniture and other staple necessities were devoted to cutting out needless waste and extravagance in living, and the money thus saved directed into war channels, we would soon see the end of the conflict. “Win the War” should be the slogan in every trade, but let us be careful not to kill the goose that lays the golden egg—cripple industries that are to provide the sinews of war. Every man, woman and child should respond to the command to tighten the belt and put every ounce of not only our manhood, but money into the conflict.

Capitalizing Customers' Gratitude

How a Country Merchant Cashes In on the Policy of Obliging Customers—Nothing Too Much Trouble

By FREDERICK C. KUHN, in American Magazine

"NEVER travel on the X. Y. & Z. again," growled the customer, as he leaned against the counter to light up. "They soaked me good and plenty!"

"What's wrong?" asked the proprietor. "I always thought they were pretty decent people."

"Then you've got another think coming!" snapped back the customer. "Pirates! That's what I call 'em. Remember last March when I went South? Well, they overcharged me seven dollars. That's what's wrong!"

"Too bad," said the proprietor sympathetically. "Why don't you apply for a refund?"

"Apply? I'm going to hire a secretary to pen my notes. I've got writer's cramp already."

The storekeeper looked thoughtfully a moment. "Don't worry, Bill, he said at last. "I'll get your money."

And he did—in exactly three days.

From this little incident has grown the amazing career of W. H. Ellis, of Vandalia, Missouri. Right away things began to happen. People with problems of all sorts got the habit of bringing them to the genial storekeeper. They found him as ready and able to tell them the best railroad route and rate from Vandalia to Wypitlock, Maine, as to advise some old lady the best way to pack a set of dishes she was sending to her niece in St. Louis.

As the result of his desire to help people, his vision of service plus, Ellis has built up in this town of only seventeen hundred inhabitants a spanking big business that has flowed over the whole country round about.

Ellis's emporium seems more like a public service station than a regular store. Yet by watching closely one may see that folks who come to be served seldom go away without buying. If they do, they are likely to come back the next day, on shopping bent.

One of the features of the Vandalia store is a travel bureau. Passenger agents of all lines call on Ellis frequently, and he has all kinds of railroad data at his mental finger tips. One of the railroads wrote Ellis some time ago to thank him for the great amount of business he has sent over its line. Ellis's reply asked the railroad to look after his customers. If a Vandalia man or woman, returning from a trip, has any discourtesy en route to complain of, Ellis takes the matter up with the railroad people and gets a quick adjustment.

Some years ago a woman came into the store with a crocheted bureau cover. Half timidly she inquired if the clerk would not wrap it for mailing. He was so cheerful about it she almost wanted to pay him.

At the next meeting of the sewing circle, Mrs. Crosby related the incident. No one said very much. But toward evening first one, then a second, and then a third housewife entered the Ellis store and asked, "Wouldn't the clerk be so kind as to wrap up a gift she was sending away?"

Quick to sense the trend of things, Ellis called his store family into consultation. How long did it take to wrap those packages? Did it interfere with waiting on other customers? What was the cost of paper and string? How many people had made similar requests?

"Why can't we make the wrapping of packages a permanent feature in our store?" he asked suddenly.

And then in a flash it all became clear. Each of the women had stopped to buy before departing!

So a bundle-wrapping department was equipped, free for patrons whether they purchased the articles at the store or not. Two weeks before Christmas the idea was launched in the newspaper advertisements. Neatly typewritten letters on lavender-tinted note paper were addressed to the ladies.

Next day the store looked like a millinery sale. It was deluged with bundles. Hundreds of them came to be wrapped. The Ellis Store furnished the tags, stickers, twine, Christmas seals and other necessary fixings.

Again experience repeated itself. Once inside, people took the opportunity to browse around the counters and inspect the variety of seasonable merchandise on display. Then most of them bought.

This was back in 1908. The store is still at it. "The bundle-wrapping department," confided Ellis, "is full of odd and funny experiences. Following an ad of ours in the local paper one day a man came in and said, 'I see that you advertise to wrap bundles for customers.' We replied 'Yes.' 'Well, here's one,' he chuckled; 'when you get it wrapped, I'll bet a cooky that you take that ad out of the paper next week.'

"He had his parcel all junked in a gunny sack; it weighed about twenty pounds. When we opened it we found a complete skeleton of a horse. There were bones of all shapes, sizes and descriptions. He said that his boy went away to a veterinary school and had written home for the old horse.

"Although rather staggered at first, we told him that we were game. We gathered the carcass together and packed it neatly in a strawboard box, many of the pieces being wrapped separately in paper. After we had finished the job, he exclaimed, 'Boys, I appreciate this; my son appreciates it, and

am sure if old Maud were living she would appreciate it! (Maud was the horse.)"

The travel bureau and bundle-wrapping counter are only two of the many unusual accommodations you will find at the Ellis Store. For instance, they sell stamps; they change your bills; they cash your checks. Two telephone systems are subscribed to, so messages for customers can be transferred. They have a mail box in the store, and letters are personally delivered to late night trains. Any emergency, merely call them. They tell what to do. People telephone to the store for the time of day and often for the day of the week.

Understand, this a genuine service. It is rendered in a sincere and straightforward manner. There is no lingering suspicion that you are expected to buy. There is no embarrassment if you don't. The merchandise is sold on its merits alone—the service is the thirteen of a baker's dozen.

One day a quietly dressed woman entered. She was not a customer. She wanted an empty box, and had visited all other stores in vain. The clerk brought up three, clean, and with solid lids on them. Was this one strong enough? Was it wide enough? To what address would she have it sent? No trouble, the boy would be around that way after dinner.

"How much is it?" the woman asked.

"Nothing, ma'am," came the courteous response. "It's a pleasure to be of service."

This little attention had a surprising aftermath. The woman turned out to be the wife of the leading attorney. The first month her purchases totalled twenty-six dollars.

"For the coming harvest season," Ellis said the other day, "we shall start a new service. Farmers have a hard time to get help at that time. With the amount of literature we send out every month we might as well assist them. We shall allow them to advertise for help in our monthly store magazine and, perhaps, also arrange to use a bulletin or a register.

"We keep a copy of each of the leading fashion magazines in our store. We advertise that they are for the convenience of our patrons and that we want them to use them. It is surprising how many women come in each month to look over them. We handle a full line of general and fashion magazines also, and don't see that our free inspection plan interferes in any way with their sale. It lets people see them all, and without having to buy; but in many cases they see interesting things in them and buy more than they would without the display."

No big firm with its guaranteed, money-back advertisements has anything on Ellis. He will advertise, for instance, a cake of soap at ten cents. The text will read somewhat as follows:

If you don't think it the best value you ever saw, we will apologize. If you are not satisfied, we will refund your money.

Suppose you approach the clerk for an article temporarily out of stock. This does not happen often, but the effect of the war has been to deplete seriously supplies of many things.

"Just as good," will not be foisted upon you. The clerk will explain, and note your name. Then later you receive a neatly written card:

Several days ago, you called for Blank's Laundry Soap (or whatever it may be), which we did not have in stock at the time, and advised that we would procure same. We now have this item, and will be pleased to mail it to you; or you can call for it the first time you are in the store.

Ellis has been known to telegraph at his own expense for a pint of gold paint when a customer was in a hurry to fix up his radiators.

The catalogue houses are hot on the trail for business around Vandalia. But I'll wager it is not very fertile territory for the merchandise Ellis sells. He believes in playing their own game, and has built up a comfortable mail trade himself. His selling radius extends into neighboring towns. Every month he mails out fifteen hundred copies of his store magazine, which contains bright, snappy articles sandwiched between advertisements chock-full of special bargains.

In the small towns, election returns usually don't straggle in until the morning after. Even then, they are incomplete.

At the time of the recent Presidential election, Ellis took the opportunity to hold open-house. He invited the citizens of Vandalia and the surrounding countryside to the store to obtain first-hand election reports. Arrangements were made weeks in advance with the Associated Press, Western Union Service, and other news-gathering bureaus, and bulletins were posted at frequent intervals on election night.

People came from miles around—farmers hitched up their "flivvers" and flocked to town like ants to a pot of honey. During the evening and far into the night over nine hundred people visited the store. A phonograph discoursed the latest "raggy" stuff. Telephone calls were too numerous to count—but each received a courteous answer.

"Come and make yourself at home," read the advertisements. "Telephone us early and often. You will not bother us. Open all night if the result is in doubt."

And then, here is the "incidentally!" The cash receipts for November were the biggest in seven years!

"Not only do we bulletin election news," said Ellis, "but anything of consequence goes into our window bulletins. If Bill Jones falls into the well here, we give it to the county papers and they in turn remember us if any scoop comes off.

"We mail night letters, sell as many stamps as the post-office and advertise the fact that we have them. We also advertise that, if necessary, we will lick the stamp. Because customers fail to thank you is no argument that they don't appreciate the courtesy. They get it as a part of our good service; we have always had it tacked on as a part of our general business and they expect it."

If you imagine the possibilities of the small town merchant are limited—go talk with Ellis. You'll come away with a new light.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

NOTHING new has transpired in the past couple of weeks to materially alter the situation which, remains practically quiet, although the tone of the market is firmer all along the line. It is true that slight concessions have been reported in some special lines but these are not considered as affecting the situation generally. Shoe manufacturers have been feeling the market and have been buying in small lots, hoping to secure offers from leather men on larger requirements. The attitude taken by the leather men is that should any acceleration take place in the buying present stocks will be cleaned up in a short time, and as tanners have been only wetting down a moderate amount of hides in the past six months there is very little leather coming through. Leather producers seem confident that the situation will become decidedly stronger just so soon as an increased demand for shoes and shoe materials sets in. All the better selections of well-known tannages are well cleaned up and any accumulations that exist are in less desirable lines.

The Hide Market.—There has been considerable activity in hides during the past ten days and prices are firmer in tone. There has been great activity especially in packer native steers of which sales last week amounted to nearly 100,000. Late hides are, of course, principally in demand, back salting lots being very slow. Packers rather expected a more pronounced movement than has taken place on account of the government orders going through. It was expected that tanners would endeavor to cover their requirements with this in view, but there has been comparatively little movement along this line. The government option, which expired on July 15th, was not renewed and it is thought that the figures will be fairly well adhered to. Receipts of cattle are improving the demand for beef at the prices paid bringing out supplies from all over the country. Heavy native packer steers for summer take off are selling at 34c. at Chicago, with country buffs and heavy cows quoted 27c. for strictly short-haired grades. Calfskins are a trifle easier with less doing. Dry hides are easier at 42c. for heavy and 45c. for light weights. Sheepskins are easy with shearlings quoted \$1.50 to \$1.75 for late packer take off. Foreign hides are dull, although the partial lifting of the British embargo has produced a better feeling.

American Leather Trade.—Business in leather is quiet. Whatever has been doing is connected with army contracts, and regular lines are neglected. It is estimated that one-tenth of the shoe production of the United States this year will be devoted to government business. A good many shoe buyers

have visited the shoe market in the past month but have largely confined their purchases to samples and seem unwilling to anticipate their future needs. There seems to be large stocks of shoes still in the hands of wholesalers although the prevailing warm weather during the latter part of July has cleared out a good deal of the accumulation. In side leather the demand has been more active than in some other lines and it is believed that August will see an improvement in all light leathers. Business in calfskins is improving, especially in lighter tones and notably colors. Raw stock is a little more plentiful and this has improved the outlook for calf to a considerable extent. Leather men are confident that the situation will be much stronger as soon as fall business gets fairly under way and from the present indications of shoe business for the coming spring samples there will be a demand for every ounce or foot of leather made.

Government War Economies.—In discussing a report of the Committee of Public Accounts recently issued in England, the *Leather World* devotes some space to commenting upon the work of this committee as affecting the leather trades. It quotes the report in part as follows:

"The Army requirements of leather, which even in 1915 amounted in value to £15,000,000 for a period of nine months, made the prices of manufactured articles so heavy, owing to competition for raw material, that some form of control was inevitable. The price which the Department allows for British hides is 5d. per pound below the corresponding world prices, and since two and a half million hides (averaging 60 pounds) are purchased per annum, the saving here is over £3,000,000. Without counting the receipts from the sale of by-products, it is estimated that the control of the Indian kips alone has resulted in an economy of £1,125,000."

Concerning saving in shoes the report says:

"A saving of 3d. (6c.) a pair has been effected by using a double sole for boots, instead of the single sole previously insisted on."

A new method for selling condemned boots has produced a profit of £10,000 over the old method, whilst £350,000 per annum is saved by the re-issue of boots prematurely condemned.

Enquiries have been made, various authorities consulted, and experiments instituted with a view to finding uses for old boots—for example, the production of ammonium sulphate, extraction of metal and grease, road making, etc.

Multiply the figures above by five and an approximate idea of the values quoted will be reached in dollars.

Your Money Back if Dissatisfied

Does it Pay to Exchange Goods?—Is the Modern Retail Policy Right?—Does the Abuse of it Warrant its Discontinuance

THERE has been a good deal of discussion of late, on two important phases of retailing, namely, "Bargain-Sales" and "Returning Goods," and it would seem as though opinions with regard to methods of cleaning up stocks, as well as the encouragement of the utmost freedom between seller and purchaser in regard to returning goods, were undergoing radical changes. It is, of course, abuse that spoils most of the good things of life. There are always people who, when given a free horse, will ride it to death. Storekeepers find daily that they are deterred from extending privileges to the public that would be materially beneficial on account of those who so use them, that they became a detriment to business generally as well as the merchant in particular. Give them an inch and they take a yard and a half, and snap it out of your hands at that.

How Shoppers Run Up Cost

At a recent meeting of departmental store managers the question of receiving back goods and returning the customers' money was discussed. Time was when this was considered a remarkable, if not a dangerous, innovation in retailing, whereas to-day it is rather generally accepted as a regular business policy. It was shown at the conference referred to that some women were in the habit of purchasing goods and having them delivered at the house. They made the rounds of four or five establishments, and when they got home, either refused the goods they thought least desirable or paid for the parcels compared the goods and returned what did not suit. The subject was discussed not so much from the standpoint of exchanging the goods for money, but the increased cost of delivery occasioned by the large and growing army of "shoppers" who follow this and similar methods and consume the time of salesmen, stock-keepers, delivery men and others for which they do not pay.

Must Satisfy Customer

On the other hand, the concern that refuses to exchange goods or place the dissatisfied customer in a position to begin his or her purchase over again is under modern conditions leaving itself open to serious criticism and antagonism. The average customer buying shoes is apt to take from a salesman that which does not fully meet or satisfy his taste or needs, and in many cases the fit of a shoe, for instance, is not quite the same in the quiet of the home as in the store. Allowances should be made for these and similar circumstances, as well as the natural timidity of women customers when considering the general tendency on the part of customers to change their minds with regard to shoe purchases.

The principle flamboyantly enunciated by some establishments that "the customer is always right" may be all right for advertising purposes, but every retailer knows that the customer is very often and very seriously wrong; and when the dealer gives in it is only to avoid losing more money by not doing so. It pays to humor customers, no doubt, but the question often comes up how far should patience, courtesy and liberality be extended to those to whom it is so often as pearls cast before swine.

Make a Virtue of Necessity

It is a mistake to be too liberal as it is to be too narrow, although the chances for business are better with the good natured man than the churl. When a customer is genuinely dissatisfied with a purchase, and cannot be suited with anything else in the store, it is far better to let him have his money back freely and cheerfully than to refuse or do it with such bad grace that he leaves the premises sore. One of the most successful shoe dealers in Ontario says that he keeps fairly well posted on his competitor's lines, and when he finds a customer he cannot suit with goods, he suggests his going to one of these other shops. The other day a gentleman whom he directed to another store expressed some surprise at such a course as unusual in business. "It is our policy, sir, to help our customers in any way we can," was the reply. It is little wonder that this shoe merchant is not only prosperous, but happy, for he is undoubtedly as popular with his fellow merchants as he is with those who patronize his store.

Getting Back Doesn't Pay

This telling people what you think of them and putting a "twist" in female shoppers may be all right, but the retailer who is looking for this kind of trouble will get plenty. The man who gives everybody a square deal, backed by courtesy and liberality, may be taken in now and then, but he will be taken into the hearts and appreciation of an army of customers that are worth while.

Retailing shoes is no "cinch," but there is no doubt that many men allow it to not only get on their "nerves" but into their morals. There is nothing in business that yields such a dividend as patience unless it be cheerfulness. Combine these two with a genuine desire to serve and you will not be able to keep people out of your store. You may now and then be "done," but you will more than make up for any loss through "shoppers" and "shysters" on those who appreciate an honest desire to give them a good square dollar's worth of goods and service.

Stray Shots From Solomon

Take no chances on the fellow who proclaims his virtues in "sounding brass." Do business with him in "black and white." The man whose word is as good as his bond does not need a brass band to help his reputation. The reason some people are so anxious to impress people with their goodness, is that they know if they were rated at their true worth they would be hanged to the nearest lamp post. To hear one of these smooth fellows talk you would think a seraph had strayed earthwards; but give him a good square chance and he will walk off with a whole saw mill, dam and all, and sing a hymn while he covers up his tracks. If accomplished scientific scoundrelism were confined to the gentlemen that the police periodically round up, society would be comparatively safe. It is the slick unctious children of the Devil that array themselves in the garb of virtue that play such havoc in business, and work such ruin in society. There are men sitting on church boards that if they were put where they belong would be doing the lock step.

* * * * *

When the books of account are opened in the next world there will be some strange transpositions from debit to credit. A man died the other day in a Canadian city leaving assets of over a million dollars to his relatives, and a few paltry thousands to what people are pleased to call "charity." He made his colossal fortune largely in the city where he resided. Will any one dare to say that he did not owe a large share of this accumulation to the people who afforded him the opportunity and helped him to gather his harvest? Can a man make a million dollars or more out of a community, and not owe his fellow citizens a cent? Fortunately succession duties step in and enforce this idea to some extent, but as effectually as should be. The percentage is too low on large amounts. The grasping and greed of those who build up these fortunes at the expense of the community should be tapped to yield an adequate recognition of the principle that "no man liveth unto himself, and no man dieth unto himself."

* * * * *

Another case illustrates the bearing of this question upon those most intimately associated with individual fortune building. The head of an establishment died recently, leaving a comfortable estate and a prosperous business to pass to his heirs. It is a well known fact that the success of the concern was due largely to the staff of employees that have been with it, some of them for over a generation, and who have given quite as much thought and effort to the building up of its connection as the proprietor. That such services

should not be suitably recognized by a share in the proceeds or recognition in the reorganization of the establishment, is the flat denial of an obligation as reprehensible as the repudiation of a just debt. A man should be just to his fellows in these matters. Think you the books are allowed to stand in this way by the Judge of all flesh? The golden rule if not applied here will be the instrument of adjustment yonder. How much owest thou?

* * * * *

A man may offer the Pharisee's prayer, "God, I thank thee that I am not as other men," with a spirit of devotion and gratitude pleasing to the Almighty. It is well for a man when he sees a human hog, to lift up his hands and thank heaven for what little of God he may have within him. There are some men whose days are spent on the lowest possible plane of being. There is a man not a hundred miles from this city, who has prospered in business to an extent that has placed him in rather comfortable circumstances. He was originally a "bog trotter," but that is no disgrace, and should be no hindrance to development. He has however remained and forever will remain a "bog trotter" with all his wealth. Ignorant, self-opinionated, selfish, arrogant, narrow, intolerant, jealous, spiteful, mean, are a few of the adjectives that might quite appropriately qualify his character. He is the same man as when he kept a little shop and made his own goods. Wealth, a fine house, association with men, and even an intelligent wife have failed to groom the pork out of him. To make money seems to be his passion, and all his money has done for him is to put him in a place where his total unfitness for human society is made so plain that those may read who run. A man with only a crust of bread and a cup of water and a soul the size of a mosquito is as far above this human grunter as the remotest fixed star is distant from our little planet. Be a man, if it means to throw away all that is keeping your nose in the dirt.

* * * * *

"Because I have called, and ye refused; I have stretched out my hand and no man regarded; but ye have set at naught all my counsel, and would none of my reproof; I also will laugh in the day of your calamity; I will mock when your fear cometh; when your fear cometh as a storm, and your calamity cometh as a whirlwind; when distress and anguish come upon you. Then shall they call upon me but I will not answer; they shall seek me diligently but they shall not find me." Look out!

Solomon

HE GOT EXCLUSIVE AGENCIES BY UNFAIR MEANS

How Wily Shoe Merchant Kept Himself Solid with Travelers by Various Pretences and Sent Them Away Feeling Fine, but Minus Orders—Playing One Firm Against the Other and Securing Special Discount by Clever Ruses—Controlled all Brands

By G. W. BROCK

“WHEN I first went into the shoe game and called upon all kinds of retailers, good, bad and indifferent, some open and outspoken, others plausible and pretentious, and still others deceptive and hypocritical, I thought that Octon, who was doing business in G—, was my greatest friend.

“He was in possession of a fine trade and had even opened branch establishments. After he had been in the shoe trade for some years he began to be a tight-wad, look out too much for No. 1 and evince a disposition to hog every good thing in footwear. He thought that he could buy a little cheaper than anybody else and, not caring to reveal the characteristics of a close-fisted individual, he adopted a smooth, effusive and insinuating sort of style and made every man feel that he—the traveler—was all right, that his goods were all right, that trade was all right and the future was all right, and prices were all right, but he rarely ever bought.

“I remember Jack Steen, a popular young traveler who had been calling upon Octon for a couple of years, and doing very well with him. One fall trip Steen came in, after notifying Octon that he would be around with a fine line of samples in ladies’ artistic welts, and was given the usual cordial welcome. Invited into the office, Octon inquired about his health, how he had spent the intervening time since he was last in G—, and reviewed the prospects of the crops and the trend of styles and trade conditions generally.

“But what about some lines of mine for fall?” inquired Steen finally. “You had better come over and see them.”

Your Goods are O.K., But—

“Well, I would certainly like to,” replied Octon, very pleasantly, “but you see I sent a man down east the other day and he managed to pick up some very nice, snappy women’s welts—neat, shapely and smart—for a little less than we have been paying you, and we have those on our shelves just now. It was a chance my man could not afford to pass up and we are trying this competing line. I have no doubt that your goods will win out, as they have always given good satisfaction, and when you come around again I will be in a better position than ever to place a nice order; but, just at present and under the somewhat unusual circumstances, you can see just how I am fixed.

“But your shoes are all right old man and I am awfully sorry not to be able to book something with you. Now if you will go to F—, you are going there anyway, of course,—and call on Peppin, the manager of my branch in that city, who is doing his own buying in women’s fine shoes, no doubt he will give you an order. I think very probably he is in need of some stuff both for immediate and this fall and I wish you every success and good luck,” and with a bow and shake of the hand, Steen was ushered out and felt good even although he had not actually sold Octon.

“He had scarcely left when Peppin was called up over the long distance phone by his chief, Octon, who started in direct: “Say Peppin, I have had Steen here this morning, wanting to sell me some of the Alton line. Guess you do not want any this time, do you? Pretty well stocked, eh?”

“Of course, Peppin, under this lead, could only answer ‘Yes, Mr. Octon,’ and then the latter would tell Peppin, his branch manager, that Steen was going to F— by the next

train. When the misguided and hopeful traveler landed there, under what he conceived favorable circumstances, he would be turned down cold, without possibly realizing how he had been ingeniously sidetracked.

Putting an Extra Discount Over

“Here is one experience I had with the smooth Mr. Octon, who personally attempted to put one over me and my house. He told me one day that if I gave him a special discount he would buy seven thousand dollars’ worth of shoes from me in a year. I consulted the house, for I did not know Octon as well then as I learned to know him after, and finally, on my representations, the sales manager consented to give him an extra five per cent. I was not aware that Octon had tried to work the same game which he put over on us with others and had not got away with it. I was tickled to death on my next trip that I could offer him special inducements if he would buy seven thousand dollars worth of shoes during the year and he gave me a placing order of two thousand three hundred that spring. When the draft



J. J. C. ROBBINS OF PORTER & ROBBINS, SHOE DEALERS, YARMOUTH, N.S., AND FOUR OF HIS SONS, “THE HUMAN STAIRS” AS THEY ARE CALLED. MR. ROBBINS HAS TWO YOUNGER BOYS NOT SEEN IN THIS SNAPSHOT TAKEN IN FRONT OF HIS HOME.

came in a few months later for this sum, he returned it and told the firm that it was not right, that he was to receive a special discount of five in addition to the usual two. They immediately deducted that five per cent. and Octon accepted the draft and paid for the goods.

How He Was Tripped Up

“But here is where he came out ahead. He did not purchase any more from me that year, and thus secured the extra concession without completing his share of the agreement. He tried the same game with the Kennon Manufacturing Co. and, in their case, had all arrangements made, I understand, to get seven per cent. extra in consideration of taking nine thousand dollars worth of footwear within a year. He gave an order for eighteen hundred in the spring and made a bold stand for the seven per cent. to be taken off then, but they told him plump and plain that he could not get the rebate until he had bought nine thousand dollars worth and then they would give him a rebate for the

six hundred and thirty dollars that would be coming to him on the amount of merchandise specified, but not until then.

"Octon stormed and raved and protested in vain, but the Kennon Co. had been put wise to his methods and he had to pay for the first bill of goods. He never got that extra discount and, having failed in his game, did not order any more. They were just as shrewd as Octon, who thought that he could get ahead of every firm in his quiet, smooth way, but he was tripped up on this occasion.

Piling Up Shelves With Empties

"Here is a story of what Teny, a buyer with Octon, once told me, after he had left his employ. Teny said that his boss handled both the S. and Q. lines and did a big business in each. When Octon got word that the Q. traveler would



INTERIOR VIEW OF SHANE BROS'. SHOE STORE IN YARMOUTH, N.S.

be around he had all the S. lines, which had been kept at the front of the store in the ladies' department, removed to the back or down cellar and all the Q. goods brought up and placed on the shelves. Many of the cartons would be empty, for he always kept them for a certain purpose and when Thomas, the representative of the Q. brand, would arrive, he would be greeted warmly. The preliminaries over, and getting down to business, Octon would take Thomas down to the front and tell him that the Q. line was not moving as fast as it might. The representative would be shown several sections filled with Q. goods, perhaps half of the boxes empty. Thomas could see for himself that business with his range had been slow, and would depart without an order, but fully convinced that if Octon had not such a heavy stock on his hands, he would surely have received big business.

"Thomas gone, perhaps a week or two later Judge, the alert and aggressive man for the S. line would be coming around. He had, of course, sent a forewarning to Octon, in the shape of an advance notice and the latter was ready for him for, in the meantime, the Q. goods had been nearly all removed from the front of the store and the S. cartons, both the reserve stock and all the empties, had been trotted out to do duty. When Judge would walk in he would see a great many of his goods on the shelves and practically no other shoes of the same class. He had no doubt that Octon was pushing the S. line for all it was worth. Was not there before his own eyes the visible evidence of it? Judge would naturally feel proud that his wares were given such a commanding position. Everything would go well until he wanted an order and then he would be told in a pleasant, seemingly sincere way, that for some reason, although they had been well displayed, the S. brand was not going as freely of late as it should and, of course, Octon could not see his way clear just then and there to take aboard any more. With assurances that things would likely be better next time, Judge would depart, feeling that luck had been against him

and not the deception and subterfuge of Mr. Octon, who, in his mind was, like Caesar's wife, above suspicion.

The Dog in the Manger Attitude

"Teny also told me another tale which is too good to keep. Octon had been trying to corral every line himself that he thought might prove interesting or helpful to his competitors in the city. He would always insist that, in consideration of purchase, he be given control for G—. Most all the boys fell for it, as he was financially all right and met his bills promptly. He took the underhand course outlined above merely to stave off manufacturers placing their shoes with other dealers in the town, for he wanted to gather in every good thing from season to season and buy as little from each house as possible, but still have control of everything, particularly trade-marked shoes. He resorted to the schemes, some of which I have told you and to others, which it would take too long to narrate, in order to keep down his stock, which was very large, and retain his numerous exclusive agencies. If he had refused direct to give an order the manufacturers might think that his account with them should be closed, but when their travelers would return with some harrowing recital of the unusual position in which Octon was placed so that he could not buy this season, they naturally felt they would get business next time, and so no new customers would be looked for in G—. Perhaps Octon could get away with a new device or excuse the next time and perhaps not. Anyway he did not believe in crossing a bridge until he came to it, and he secretly prided himself that he was the sole selling agent in G— for eight leading and widely advertised lines of women's shoes and seven brands of men's. He did not care to have any more, as that was enough. Naturally, buying from so many houses, he could not place any decent sized order twice a year and his inventive mind set to work as soon as a traveler sent him an advance card, on how could he turn down the road representative shrewdly, smoothly and without a suspicion in the mind of the commercial man that he was being duped or hoodwinked. Thus Octon kept the other dealers from getting a look-in on some of the nationally known lines of shoes, although several had written away making inquiries from time to time.

Could Not Get Away With It

"Well, to make a long story short, Octon had been handling the Premier shoe for a number of years, but his orders had grown smaller and fewer. Tyson, their representative, felt that the time had come for him to open a new account in the city, but said nothing to Octon about it. The latter had been called upon for his spring placing business and had given an order for nine hundred and sixty dollars whereas in the past it had run from sixteen hundred up to twenty-five hundred and even three thousand one year. Octon had given Tyson some very ingenious excuses for not buying more than nine hundred and sixty dollars worth, on the ground that many of the well paid mechanics, who wore the Premier line, had been out of work or on short time during the past few weeks and he still had a very large, representation of that boot on his shelves.

"Tyson did not dispute the word of the dealer and set out to make a few quiet inquiries. He strolled up the street and called on Haig, a very decent retailer who, considering the chances that he had, was doing nicely. Tyson asked him if he would come down to the hotel and see some of the new models and patterns in "Premiers."

"'Sure,' said Haig, tickled with the opportunity to get a look in on a range of goods which his competitor down the street had corralled for years. Tyson had made up his mind that Octon could do as he pleased, that he was in G—to sell goods for his firm and a nine hundred dollar order was altogether too small to be satisfied with. Haig came

(Continued on page 41)



At the rear, Walter Burnill, S. Burnett and H. S. King. Front row, G. A. Mellan and Charles Bayford, Jr.

Settling a disputed race. Arthur Butterworth talking it over with S. Burnett in real earnest style.

A jolly bunch from Hamilton who entered heartily into the festivities of the day.

REPAIRERS' BIG PICNIC WAS A HUMMER

WHATEVER the Toronto Shoe Repairers' Association undertakes is always a pronounced success. The first annual picnic and sports held at Queen Victoria Park, Niagara Falls, Ont., on Wednesday, July 18th, will live long in the minds of the six hundred persons who attended. Nearly every member of the Association closed his shop for the day and took his wife, sweetheart, family, relatives or intimate friends for a jaunt by steamer across the lake and a trolley trip on the Canadian side to the Park.

The day was perfect, the sports well contested and the facilities for all that goes to make an outing ideal were unsurpassed. Whether at labor or play the members of the Association go at it full of spirit and vim. To show that they work hard in season and out of season it may be stated that not a few sold as high as forty, fifty and some even sixty tickets. The event was well advertised and everyone was invited to come along.

The occasion was also made a sort of social reunion for the members of the trade from other cities and there was a liberal representation of shoe repairers from Hamilton, St. Catharines, Welland and Niagara Falls.

The repair men in the latter city have no separate organization, as yet, but are uniting with the St. Catharines body. Many matters of interest were informally talked over. The sons of St. Crispin engaged in conversation on topics of mutual interest and compared notes on hours, prices, labor conditions, help problem and other things. After dinner had been enjoyed, a stroll taken around the park and the glories of the Falls viewed from many angles, a splendid programme of sports was carried out. The prizes were attractive and valuable. Among them were cut glass dishes, salad bowl, silver casserole, silver tea set, club bag, set of carvers, silk umbrella, salad servers, military hair brushes, baseball bats, safety razors, silver spoons, polishing outfits, bed room slippers, handkerchiefs, purses, atomizers,

etc., and other premiums donated by various firms or purchased by the Association.

The winners in the different events were as follows:

Wheelbarrow Race, Boys—Theodore Deas and Gusta Jeffrey; Tom Moulds and E. Ketsum.

Men's 100 Yard Race, open to married members of Toronto, Hamilton and Welland—J. Ozard, J. Meffan and J. W. Hendry.

Men's 100 Yards, Employees' Race—Skindle, Burnett and Thorne.

Men's 100 Yards, open to single members of Toronto, Hamilton and Welland—Fellows, Deri and W. Burgase.

Fat Men's Race, 50 Yards—Charles Jeeves, Walter Burnill and C. J. Wren.

Men's Race, Over 50 Years, Association members—Walter Burnill, Smallwood and S. Burnett.

Girls' Race, under six years—Jennie Robertson, Flora Hamilton and Ethel Silverman.

Boys' Race, under six years—Russell Barraca, Charles Ramsay and Harry Danby.

Girls' Race, under eight years—Grace Burnill, Winnie Gent (Hamilton) and Rosie Salit.

Boys' Race, under eight years—A. Ketsum, Tom Moulds and James Arnold.

Girls' Race, under twelve years—Evelyn Rowe, Evelyn Arnott and May Gent (Hamilton).

Boys' Race, under twelve years—Kenneth Hayward, Abe Ketsum and Walter Smallwood.

Girls' Race, under sixteen years—Evelyn Rowe, Winnie Moulds and Evelyn McKay.

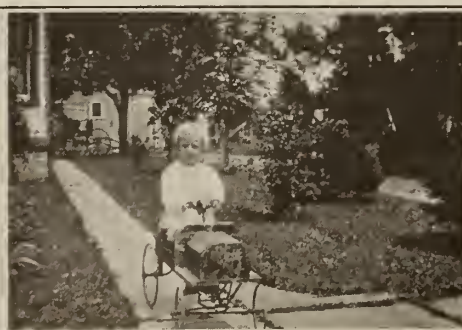
Boys' Race, under sixteen years—Garnet Kendal, Theodore Deas and Frank Staples.

Boys', sixteen years and under, Walking Race—Theodore Deas, George Elliott and Frank Staples.

Association Race, open to members' wives, Toronto and



Wm. Edwards, Chas. F. Robertson, William Angus, (Hamilton,) and Walter Burnill arguing the point.



One of the youthful celebrants. He will be a jolly successful shoemaker some day.



Tired picnickers waiting for the boat, but happy in the thought of all they had seen.



Mrs. G. W. Robinson, her sister, Mrs. Chas. F. Robertson and Mrs. Wm. Edwards.

Mrs. W. E. Young and her sister, Mrs. David Suley.

Mr. and Mrs. A. Canning and family in a shady spot.

A section of the crowd watching the games. H. S. King in the foreground.

Hamilton Associations—Mrs. Bastock, Mrs. Smallwood, and Mrs. Tebbs (Hamilton).

Girls' Open Race, eighteen years or over—May Callicott, Lily Moulds, Doris Willstrop.

Open Race for Married Ladies—Mrs. Pitcher, Mrs. Bastock and Mrs. Webster.

Married Men's Race, open to Toronto Association—Charles Jeeves, Walter Burnill and J. Ozard.

Fat Ladies' Race—Mrs. Robertson, Mrs. Barry and Mrs. Wager.

Special Race for cash prize of five dollars, offered by P. B. Wallace & Son, between Arthur Canning and J. W. Hendry. Won by Canning.

Special Race, 100 Yards—Mrs. Arthur Holmes.

The baseball game was very exciting, and was won by Toronto representatives by a score of 11 to 10. The contest lasted five innings and aroused great enthusiasm. The umpires were Alex. Brodie, of Dundas street, and W. Stewart, of Roncesvalles avenue. Each team was given a box of cigars by the Toronto organization. J. Ozard did the twirling for the Toronto men and J. A. Ross, of Hamilton, for the fellows representing the other associations. The errors were too numerous to tell, and the positions of the players changed so often that no tabulation could be kept.

C. J. Wren was starter in the races, which were warmly contested and aroused liveliest enthusiasm. The judges were Alex. Brodie and H. K. Hayward.

President C. F. Robertson and Secretary-Treasurer A. Butterworth, along with Recording Secretary S. Burnett,



A group picture of the members of Toronto Association taken by W. Teasdale of Stephens' Shoe Repair Works, Toronto.

worked exceptionally hard to insure the success of the picnic. These gentlemen were here, there and everywhere, and deserve a hearty vote of thanks for their splendid efforts.

There were representatives present from the Shoe Repairers' Associations of Hamilton, St. Catharines, Welland and Niagara. Those present from Hamilton were: J. A. Ross, President of the Association; F. C. Tebbs, secretary; T. Grayson, F. H. Revell, G. Revell, J. Jarvis, W. Jarvis, H. Wood, Geo. Webster, D. Surrige, R. Jackson, F. Clark, Alf. Gent, A. E. Williams and J. Thornton. From St.

Catharines came Wm. Legg, President of the Association; Walter Legg, secretary; W. Ingils, J. Shaw, F. Pople and Wm. McCance. From Thorold: B. Pappainni. From Welland: Geo. Arthur. From Niagara Falls: L. Katzman.

They all took great interest in the sports, and had several conferences with Toronto representatives in which they congratulated the latter association upon the success of its first annual outing. It was decided that steps should be taken to form an affiliation of Shoe Repairers' Associations in Ontario. The trade-mark which has been adopted by the Toronto organization will be the emblem of the fraternity throughout the province.

The St. Catharines' Association is the pioneer one in Ontario. It was formed two years ago, and has been a complete success. The shoemakers of that city believe in early closing. They lock their doors at 6.30 o'clock every night, except Saturday, when they close at 5.30 p.m. During June, July and August all shops are shut at 12.30 on Wednesday. "We would not go back to the old state of affairs for any consideration you might offer," declared President Wm. Legg. "We are now doing more business than ever, and have plenty of leisure time to improve ourselves mentally and physically. It is wonderful the change that has been brought about. Everybody is well pleased with what our Association has accomplished. We are all doing more business than ever, even when we worked half the night."

Chas. Tilley & Son, P. B. Wallace & Son, Joseph King & Son, Nugget Polish Co., Nonsuch Polish Co., Beal Bros., United Shoe Machinery Co., Goodyear Rubber Co. (Neolin and Wingfoot Heel Department), Philip Jacobi, Chas. Parsons & Son, Dunlop Rubber Co., Miner Rubber Co., all of Toronto, contributed valuable prizes as well as C. S. Hyman & Co., London; Robt. Ralston & Co., Toronto and Hamilton, and F. F. Dally Corporations, Hamilton.

Some Notes by the Way

One member returned without his wife. He found it impossible to look after himself and her at the same time.

* * *

Walter Burnill is some sprinter, and showed up to splendid advantage. He offered to run any man on the grounds his own age, but his proposition was not taken up.

* * *

The prizes were presented after the races by President C. F. Robertson and Vice-President H. K. Hayward. The former is some spieler.

* * *

The two Bills—Young and Edwards—were on the job all the time and were much in evidence in the baseball game.

* * *

Wm. Angus, of Hamilton, who represents C. Tilley & Son, came over with the jovial bunch from the Ambitious City.

* * *

President Robertson's wife won a prize in a running race, and the President was as pleased in handing over the

sugar urn as if he had captured it himself. "It's all in the family," he remarked.

* * *

What is the matter with the Toronto Shoe Retailers' Association getting up a picnic? It is not too late yet.

* * *

Arthur Canning is now a professional sprinter. He defeated J. W. Hendry, and pocketed a five dollar bank note.

* * *

"Everything is going splendidly in our association," said Secretary Tebbs, of Hamilton, "and our membership is growing nicely."

* * *

Secretary Butterworth is some dancer. He moves around as blithely in the mazy waltz and entrancing two-step as if he weighed 100 pounds less than he really does.

* * *

The picnic was certainly an outstanding success and will be remembered for many a long day. There was nothing to mar the pleasant associations of the gathering, and the jolly reunions of the occasion.

* * *

Among the city travelers who helped make the occasion pleasant by their presence and cheery words were: H. S. King, A. E. Wallace, W. E. Young, P. R. Corson, H. A. Mahaffy, Wm. Edwards, G. A. McLellen and others.

* * *

One leading member was left by the boat. He was on hand, but not his wife and friends. She came rushing up fifteen minutes after the steamer had set sail, "Am I late?" she breathlessly queried. "Not at all," responded her resigned hubby. "You are simply an hour and a quarter early for the next boat."

SOME LIVE POINTERS FOR THE TRADE

One of our large stores has recently installed a shoe repair department, and is advertising extensively in the daily papers. Their advertisement reads, "Our 'Remade' process saves your old shoes; saves you a lot of money, too. Old shoes when 'Remade,' look like new and are good for months of wear and comfort. Our 'Remade' process is not merely the mending of old shoes; it provides perfect construction work in half-soleing and whole-soleing; really rebuilding old shoes into new. Whole-soleing by our 'Remade' process restores the original shape and arch to the shoe. Our autos cover the city. No job too small for us to send for. Parcel post orders given prompt attention." Here is an advertising suggestion for every shoe repair shop. Catch on the term "Remade," and notice how they use it in their talk to the trade. Put an advertisement in your local paper using this same argument, says the "Shoe Repair Shop."

* * *

Most shoe repair shops are using printed stationery, both letterheads and envelopes, but because there are so many that do not, we are prompted to mention it and to urge that every shoe repair shop have printed stationery. We are reminded of the importance of it today by the receipt of two letters from repair shops in large cities, both written in long hand, and both forgetting to give their street number.

* * *

It has happened in shoe repair shops that shoes have "gone astray" and when the rightful owner came for them they were not to be found, no doubt having been given to the wrong party. Children are often sent for their mother's shoes, or sometimes for neighbor's shoes, and in this way a mistake can be made. The best system to avoid mistakes of this kind is the tag and claim check. In this way it is not absolutely necessary to ask the customer's name. Each pair of shoes that is brought in is tagged with a number, the

customer being given the claim check of corresponding number, and on the tag is written the date, time and work to be done. This not only avoids mistakes as to the owner of the shoes, but it enables the repairer to take up his work in rotation, and to see that he gets each pair of shoes done at the requisite time.

We believe, however, in a more comprehensive policy. Once in a while there will be some confusion with this check system. A customer will lose the check and you will not want to offend him by refusing to give him his shoes. We would use a check system that did call for a place for the name and address, and it would be very easy to have a blank line to insert something to indicate by whom the shoes were left at the shop. You would not necessarily need to

SHOE REPAIRERS ATTENTION!

For the next 60 days I will sell to any person the art of welding bottoms of leather, or any kind of substitute, on boots and shoes, without nails or stitches—a grand thing for the repairer.

Soles and heels put on in fifteen minutes. If you would like to make your repair shop a success, try this. The latest and best idea yet.

Cut out the following and send to me with \$10.00 cash, or Post Office Order for \$10.00 and I will forward you recipe at once. This is for sixty days only.

Geo. Edwards,
511A 4th Ave. S.E.,
Medicine Hat, Alta.
Enclosed please find ten dollars (\$10.00)
for the recipe of welding bottoms on
boots and shoes.

Name.....

Address

Sign your name and address, and also forward self-addressed, stamped envelope.

GEO. EDWARDS
511A 4th Ave. S.E., Medicine Hat, Alta.

have the name of the party that left the shoes unless it was the owner. You could insert the word boy, girl, or colored man. We would extend this system to the keeping of an index book, and whenever you got the name of the customer and his address, record it in this book, and you will have a good book for future reference which might be of service to you in other ways. You may make a mistake by changing your tags. A child calls with a tag number and gets the wrong package. You might later want to follow up and recover the package. The name and address of a customer is a valuable thing.

* * *

All kinds of inducements are made to catch the passer-by. Some very progressive "While-you-wait" establishments have attractive waiting rooms for ladies and gentlemen, which are fitted up with comfortable chairs, newspapers, magazines, and slippers for customers. These, together with speedy and good work, have proven to be a good "drawing card," for within a short time a customer can step in and be re-shod, and the time passes so quickly that he is scarcely conscious that he is being detained.

HOW CAN I WRITE MY ADS?

By O. G. Torrance

The daily and weekly newspapers are being used more and more by shoemen in various villages, towns and cities of Ontario to draw attention to what these retailers have, in the way of pedal equipment for all members of the family.

Nearly every trade paper that one picks up contains more or less learned and pointed articles on what constitutes good publicity—the proper way to lay out an ad; the balance and display of face and body type; the timeliness and appropriateness of the caption; the subject matter of the announcement and the interest, the appeal and the pulling power, the impressiveness and strength of the whole advertisement; its value from the standpoint of quality, construction, imagination, ideality, dignity, curiosity, decision, effectiveness, expression, and dear knows what all.

The result is that the average merchant is so bewildered and befuddled in what he reads that he possibly thinks there is some mysterious art or special gift required, in order to indite an ordinary store announcement.

Some ad. writers and advertising concerns would seek to impress upon the guileless advertiser that no one but those having served a long preliminary training, studied means and methods, systems and references, could perform the task satisfactorily. One would think there was an initiation and several degrees required to be taken before 100 per cent. efficiency could be acquired.

While not disparaging the art or wisdom which comes from the learned few, the coterie of idealists, or cabal of theorists, it may be stated in plain words that any ad is good which "brings home the bacon," or in other words, develops trade. The main considerations in the advertisement are that the statements in it should be truthful; the reader should not be wearied with a lot of useless details; the space should not be too much crowded; prices generally should be given, and a short description of the article. These constitute the cardinal virtues of ad-writing, and so far as layout is concerned, the average country printer will arrange that for the advertiser without the latter bothering his head about the style and size of type, the width of borders, the kind of rule, etc., to be employed.

In a word, it may be emphasized that you should state directly, and plainly, what you have to offer. Have something to tell the people, and use your advertising space to sell your goods, very much the same as you would dispose of the same in your own store. Be honest, frank and instructive. Do not forget to change your advertisement frequently, and be sure that you employ profitable mediums. While all kinds of publicity may, to a certain extent, be desirable, there is a great deal of waste in expenditure. Using lodge and picnic programmes, fall fair announcements, carnival booklets, horse show programmes, etc., is only so much money wasted, as the advertising is generally given on the score of personal friendship, future patronage, or social influence. The retailer possibly has not the backbone to say no to some good customer. Then he is afraid if he does not take space that Smith up the street will beat him to it. He thinks that he will lose a little patronage or prestige, or some one will accuse him of being mean and miserly. He spends anywhere from five to twenty-five dollars on something that cannot possibly be of any use to him.

There are, of course, various other means of advertising, outside the daily and weekly newspapers, although the writer is of the opinion that a newspaper, well established, with a recognized circulation—one that is read in the household by every member of the family, is the most profitable medium. There are booklets, leaflets, illustrated cards, metallic signs and other means. In the belief of the writer, the most useless are the picnic or sports programme; "dodgers," which, by the way, are well named, for every sensible person dodges them, by reason of their multiplicity, and

lastly, the premium plan. There may be value in some premiums, but not in the great majority. They are here today and forgotten tomorrow.

SHOE FIRM WIN LEGAL ACTION

The following recently appeared in the legal reports at Osgoode Hall, Toronto.

Getty & Scott vs. the C. P. Ry. Co.—M. A. Secord, K.C., for plaintiffs. W. N. Tilley, K.C., and J. D. Spence for defendants. Action to recover \$2,344.03, price of glazed kid leather, alleged to be the property of plaintiffs and to have been sold by defendant.

Judgment: I find against claim of plaintiffs that defendant entered into an agreement with plaintiffs by which defendant was to retain said leather until settlement of litigation between plaintiff and its vendor. I find that on January 18th plaintiff company requested Sanderson, chief agent of defendant company at Galt, to re-deliver the three cases and three bundles in question, and undertook to pay the charges thereon, that such undertaking was accepted by Sanderson on behalf of defendant company, and that prepayment or tender of tolls and charges were thereby effectually waived, and that defendants are under these circumstances liable. Plaintiffs are therefore entitled to recover for 9,015½ square feet at 16½ cents, or \$1,487.56. If there is any question as to the number of square feet I may be spoken to. Judgment for plaintiffs for \$1,487.56, with costs.

LANDS BOTH BUSINESS AND FISH

One of the younger travelers in Montreal is Harry F. Taylor, who is well known to the trade in the provinces of Ontario and Quebec. He was for some time with L. H. Packard Co., and afterwards with G. J. Trudeau & Co.



HARRY F. TAYLOR, MONTREAL

Mr. Taylor who is now with the Perfection Counter Co., Limited, covering Quebec and Ontario, is twenty-five years of age, and is a genial fellow, well liked by everyone. He enjoys the unique distinction of catching the biggest fish that was ever captured during the last decade in Lake St. Joseph, at St. Adolphe de Howard, in the Laurentians. The spot is where the Y.M.C.A. have their senior camp, and is a very beautiful locality. Mr. Taylor was born in Montreal, and has a very wide acquaintance.

THE man, the window and the cup won in the recent contest conducted in Winnipeg. The award went to H. J. Rayworth, of Rannard Shoe, Limited.



"HOW I PLANNED MY WINDOW"

BY H. J. RAYWORTH

"As soon as I heard the Winnipeg Free Press was putting on a competition and offering a cup for the best dressed window, open to all members of the Retail Merchants' Association, I decided that, if it were possible, I would put in the very best window and, if possible, win the prize for my firm.

"First of all I gave the matter deep and careful thought, and a good deal of time, after which I made my drawings and specifications as to measurement. I then procured the materials, lumber, flowers, plush, enamel paint, etc., and carefully carried out the details of my plans. Of course, I had the assistance of the other clerks in the store putting forms into the shoes, etc.

"There were times when I felt in doubt as to whether my display would be good enough, but when the windows were fully dressed many customers cheered me with favorable remarks. After inspecting them carefully I felt confident my efforts would be successful, and so they were.

"I wish to compliment the Free Press for starting this competition, which, I understand, is an annual affair, and I believe it will do a great deal to encourage the best in window dressing, which is of great importance to a retail store."

H. J. Rayworth joined the Rannard Shoe, Limited, last February. He formerly resided in St. Paul and Minneapolis where he dressed his first show windows.

The cup won was on display at Rannard No. 2 store. It stands 18 inches high, and has an ebony base and is much admired by all.

NEW POST FOR CAPTAIN SUTHERLAND

Announcement was made in a letter received recently in Kingston, Ont., that Capt. Jas. T. Sutherland, president of the O.H.A., who went overseas with the 146th Battalion, and who has been serving for some time as Quarter-Master of the 1st Canadian Training Battalion, had been appointed to the position of Ordnance Inspector on the staff of the Director of Ordnance, London, England. His new position

will necessitate his traveling over an area in England, and later on in France.

Capt. Sutherland comes of an historic shoe family, and previous to going overseas was one of the most widely known travelers in the Dominion. His many old friends will be pleased to hear of his well deserved promotion.

TRUSTED EMPLOYEE PLACED UNDER ARREST

Stanley Verrat, for eight years a trusted employee of the United Shoe Machinery Co., was committed for voluntary statement by Judge Bazin in the Police Court, Montreal, recently. He is charged with having stolen hundreds of dollars' worth of sole leather from his firm.

Mr. F. W. Knowlton, manager of the company, said that Verrat had charge of the order department. It was his duty to issue an order to the stock room and send duplicates to the customer and to the accounting department. The practice was for a bill to be mailed the customer as soon as he had signed the receipt for the goods.

A short time ago, it was noticed that the class of sole leather handled in Montreal by the United Shoe Machinery Co. alone, was being sold by retailers at less than the usual price. An investigation was made and a large quantity of sole leather was found in the store of Nathan Goldberg, shoemaker, 672 Ontario street east. Goldberg, it is alleged, said he had bought from Verrat. Manager Knowlton produced samples of these goods in court, identified them as having come from the company, and said that the accounting department had no record of the shipment of these goods and had, therefore, never received any money for them. The witness produced the orders for the goods sent Goldberg and said that Verrat had made out duplicate orders only, instead of triplicate, sending one to the stock room for the goods, one to Goldberg to be signed by him as receipt, but none was sent to the accounting department, so that a bill could be sent to the customer.

Goldberg identified the goods produced in court as those bought by him from Verrat.



The splendid Cup to be presented to the winner in the Bass and Trout Class

Great Fishing Competition

FOR

Shoe and Leather Journal Awards

GET INTO THE ANGLING GAME

In order to encourage the friendly rivalry that has been developed in the Shoe and Leather Trades in the past few months through these columns on the subject of FISHING the SHOE AND LEATHER JOURNAL has decided to offer

Two Handsome Silver Trophies

As set forth in the following specifications and arrangements, to be competed for during the next two months by the members of these trades.

WHICH CLASS ARE YOU IN?

SILVER CUP for the largest **Black Bass**, small mouth, not less than five pounds in weight, or the largest **Speckled Trout**, not less than two pounds in weight.

SILVER CUP for the largest **Maskalonge, Salmon or Salmon Trout**, not less than fifteen pounds in weight.

1. The fish must be caught in Canadian waters with an ordinary rod and line.

2. Mounted specimen or photograph must be submitted, giving size, weight, locality and how caught, and attested to by at least two reputable eyewitnesses or by notary public.

Competition Closes on October 1st

3. Competition to be closed October 1st, and decision to be announced October 15th.

4. Competition open to anyone connected directly with the Shoe and Leather Trades.

5. Decision and award to be made by committee of three, consisting of **The Editor of "Shoe and Leather Journal," James Robinson, of Montreal**, and one other to be appointed jointly by these two.

This competition will give a fair chance to fishing enthusiasts in all parts of Canada, and will afford an opportunity to demonstrate the claim of this country to be the greatest on the globe for game fish as well as the piscatorial abilities of the Shoe and Leather Trades.

Address all claims to

"Fishing Editor," Shoe and Leather Journal

1229 Queen Street West, Toronto



The artistic Silver Trophy for the champion in the 'Lunge and Salmon Competition

"COME ON IN; THE FISHING IS FINE," SAY ALL

Trade Grows Enthusiastic Over the Silver Cup Competition Launched by The Shoe and Leather Journal—Time for Making Record Catches Has Been Extended to October 1st—A Number of Devoted Anglers are Already in Training

EVERYONE is talking about the fishing competition, which has been inaugurated by the SHOE AND LEATHER JOURNAL among the members of the trade for the two handsome and imposing silver trophies, illustrations of which appear in this issue.

Owing to requests from various sources it has been decided to extend the time limit and to make the closing date



A day's catch near Parry Sound, by four ardent anglers. On the right is Fred Rogers, former Manager of the Toronto Branch of the Canadian Rubber Co.; next to him is W. E. Wing, Sales-Manager of the Kaufman Rubber Co., Kitchener, Ont.; L. B. Hutchison, Toronto Manager, and W. S. Wood, of St. Catharines, Representative of the firm

until October 1st, instead of September 10th, as previously announced. Here is a grand opportunity for a lot of so-called wonder workers in the angling game to furnish some concrete example of what they can do. No longer will the stories of amazing catches be accepted as proof unless mounted specimens or photographs of the piscatorial prodigies are shown, giving size, weight, locality, how caught, etc., and attested to by two reputable eye witnesses or by a notary public.

Those Who Are Eligible

Any proprietor, superintendent, foreman or employee of a shoe or leather factory, any sales manager or traveler, or any wholesale or retail footwear merchant or clerk is allowed to enter this spirited competition. There are many able exponents of the art of Izaak Walton and they will now have a chance to display their skill and prowess to the best possible advantage.

The beautiful silver cups are worth striving for and will become absolutely the property of the winners in the two classes.

In order that there may be a fair opportunity for all, the competition is in two divisions. One cup is being given for the largest black bass, small mouth, not less than five pounds in weight, or the largest speckled trout, not less than two pounds in weight. Then for the deep sea fishers, the men who have been doing stupendous things—catching maskalonge, salmon and salmon trout—the silver trophy will be a prized possession for the victor. No fish can be submitted in this competition unless weighing fifteen pounds or more.

Writing from Montreal, a leading shoe manufacturer says: "You are to be commended on starting a fishing com-

petition among the many enthusiastic votaries, some of whom have been doing a great deal of talking. They will all now have to get down to brass tacks, as deeds, not hot air, will tally. I am going down early in September and will show you what I can do, and until then I am going to be an onlooker. Depend upon it you can count me in this affair up till the last moment. From what I hear of others, they too declare that they will have one of the cups adorning their mantle before the cold weather sets in, but not if I know it. I will be accused of talking too much if I say any more, and will close right here."

It may be whispered that Bert Parker, of Parker-Irwin, Limited, Montreal, is a most enthusiastic contestant in the race. He was out on a preliminary canter down the St. Lawrence a few days ago and caught what his friends say was a "whale" of a maskalonge. It was so big that he did not succeed in corraling it, and had it not been for the timely arrival of Mr. Patrick O'Shea, he might not have landed it at all.

Throwing the Line Way Out

Now, another man who is in dead earnest in this struggle is Paul Roy, of Canada's commercial metropolis. He says that the trade must remember that he is the champion bass fisherman of Quebec, and just to show his proficiency, he went down last Saturday to Lanoraie on the St. Lawrence, between Montreal and Three Rivers. He put on his bathing suit and waded out up to his armpits and then, by a mighty whirl and a skilful throw, his line was cast out about 150 feet. This is some achievement on his part.

In view of the time being extended to October 1st, Mr. Roy is in this contest in real earnest and is bound to demonstrate to the people what he can do. Mr. Roy has already got in several effective practices, which will no doubt tell in



Some of the fine large 'lunge caught recently by W. G. Parsons and Jas. McMillan, of Toronto, in Rice Lake

the long run. Well liked by the members of the trade for the many good turns he has done them, Paul is having the hearty endorsement of many admirers.

Another gentleman who is not saying much, but has his eye on the cup is "Billy" Martin, of the Kingsbury Footwear Co. He has not been widely known as an angler, but his friends affirm that when final exhibits are made the speci-

mens produced by Mr. Martin will open the eyes of the trade. They will cause Messrs. White, McLaren, Gagnon, Marois and Borne to inspect his piscatorial proclivities and potentialities.

F. Rogers, of St. Catharines, W. E. Wing, of Kitchener, W. S. Wood, St. Catharines, and L. B. Hutchison, of Toronto, the latter three being identified with the Kaufman Rubber Co., are no inconsequential fishermen. They spent a few days recently at Ojibway, Georgian Bay district, and landed fourteen pickerel whose combined weight was 71 pounds. Mr. Hutchison claims to be the man who secured the bulk of the goods.

J. E. Warrington, of the John Ritchie Co., Quebec, has optics on the "cup." He has pulled off some good performances in the angling line in the past, but these stunts have been known only to his most intimate friends. Now that there is an open competition he does not care who learns of his entry, and as he has always succeeded in everything that he has ever undertaken, he is confident that he will have no difficulty in annexing the silverware.

J. A. McLaren, of Toronto, is, it is reported, taking frequent trips to Goderich in his motor car. The object of these visits is to test out the waters of Lake Huron, in a fishing sense. He is mum as to the good fortune that has awaited him on these periodical jaunts, wears a smile that will not come off, even in the hottest weather, but says nothing.

A GREAT STRING

A Manitoba retailer who says he does not want to "get mixed up" in the fishing scrap that is on between Ontario and Quebec in the *SHOE AND LEATHER JOURNAL* sends us the annexed photo of a "string" of fish caught in the Rainy River District last month. He says he has no



160 Lake Trout, weighing over 800 pounds, caught in Dryberry Lake, Lake of the Woods. Who can beat this?

big fish stories, but he would like to know what Alex. McLaren and Fred. Marois think of a hundred and sixty lake trout that weighed over eight hundred pounds. Incidentally he says that if Luc Routhier and Lucien Borne will take a run up to Lake of the Woods they will get over the idea that the little trout ponds stocked by Quebec so-called "sports" represent the real fishing grounds of Canada.

SUMMER AND FISHING

Here is a quaint, pleasing poem on "Summer and Fishing" which has been sent in by one of the participants in the fray. He says the words exactly picture his feelings when afishing.

Ain't got no time for foolin'—just meet me at the gate
With a little willer basket an' some flies an' lines an' bait.
The sun is jest a-risin', the lake is mighty fine,
An' all the fish are bitin' an' waitin' fer my line.

Squirrels an' chipmunks chatterin' watchin' me have fun;
Woodchuck peekin' from his hole, blinkin' in the sun;
Bob-o-link an' bluejays laughin' in the trees;
Little waves a-dancin' playin' with the breeze.

There ain't no medicine I know fer the appetite
Like a good Summer mornin' waitin' fer a bite.
Balmy warm days are here—ain't you kind o' wishin'
That you had your old clothes on an' was goin' fishin'?

BRITISH SHOE TRADE CONDITIONS

The Leeds letter in the *Leather Trades' Review*, London, says that the output of army footgear continues satisfactory and deliveries are coming to hand at the time fixed. At least one fairly large order has been placed here for women's leggings for use in connection with the women's land boots. These are made of leather and a special kind of rubberized cloth. There are extensive orders on hand for boots for women engaged, not only in agriculture, but in other occupations in which they have replaced men. The demand is being satisfactorily coped with so far, but how long this will continue to be the case is another matter, for requirements are going up. There is a very keen demand also for the special boot being turned out for workers in munition factories, and this has become quite a feature of the local trade. In regard to the purely civilian side the output has been helped up a trifle in consequence of several firms who have finished their army orders turning their attention in this direction. Despite this, however, the production of ladies' boots and shoes for summer wear is severely tested, while it is impossible to meet the demands for children's footwear. This department has always been the worst off in this respect, and time does little or nothing to ease the situation. In men's boots it is the higher qualities that are mostly required.

FRENCH HIDES AND SKINS

At a recent meeting of the Syndical Chamber of French hide and skin dealers in Paris, the president of the association warned the members not to put too much hope in the granting of further export permits for raw hides and skins. He stated that, on the contrary, chances for obtaining such export permits were becoming more and more problematical. The civilian requirements of the country are increasing, and the Ministry of Commerce is showing a tendency to follow the ideas of the military authorities in refusing further export licenses for raw material.

AUSTRALIAN LEATHER REGULATIONS

The Commonwealth Government has assumed control of the leather industry. An advisory committee is to control the inspection of hides and leather, and to be responsible for recommending the issues of permits to export. The object is stated to be the making of Australia a self-contained country so far as hides and leather manufacturers are concerned. One of the first decisions of the Government in this matter is that the prices of boots and shoes for everyday wear for men, women and children, excluding fancy kinds, are not to be increased beyond the level of prices prevailing on December 1st last. A fixed price is made at which tanners must supply the manufacturers, 1s. 9d. a pound for sole leather, 1s. 3½d. a foot for box hide, less the usual trade discount for prompt payment. The price for all other standard hide upper leathers is to be the relative value to box hide as on December 1st, 1916. Tanners must meet the requirements of local civilian and military manufacturers and in the event of refusing to do so the Customs department may withhold permission to export.

SOME THINGS WORTH KNOWING ABOUT LEATHER

Simple and Practical Information for Footwear Dealers—The Different Kinds of Skins and the Various Methods of Tannage—Object of Tanning is to Coat the Fibres of the Leather with Some Insoluble Materials so as to Prevent Their Decay

“THE great variety in leathers that is met with in beginning the study of this subject,” says the Leather Specimen Book, recently published by Pfister & Vogel Leather Co., Milwaukee, “is very confusing until it is realized that most of this difference exists only in the treatment of the surface by embossing, coloring or finishing. The kinds of skins available are restricted within a small range and the methods of tanning follow along a few general lines.

“Leather may for the purpose of this discussion be classified in four different ways: by the kind of skin; by the tannage; by the method of finishing, and by the use for which it is intended.

“Most of the leather in common use is made from the hides and skins of domestic animals, those of cattle being by far the most important, followed by goatskins, sheepskins, horsehides, pigskins, and in a small measure dogskins. Many skins of wild animals, principally those of the kangaroo, deer, peccary, alligator, seal walrus, and buffalo are in fairly general use. Cattle hides are used chiefly for shoe upper and sole leathers, harness, belting, upholstery, bag and case leathers, and to some degree in bookbinding. Goatskins are used for shoes, gloves, bookbinding, and fancy leathers. Sheepskins are used for shoe linings, gloves, and the greater part of the fancy leathers. Horsehides are used for shoes and utility gloves. Pigskins are used for the inner parts of shoes, utility gloves, bookbinding, fancy leathers, and saddle seats. Dogskins find limited application in glove leathers. Kangaroo is used for fine shoe leathers. Deerskins, known as buckskins, are used for both shoes and gloves. Peccary for utility gloves. Alligator for bag and fancy leathers. Seal for bags, bookbinding, and fancy leathers. Walrus for jewelers’ polishing wheels and buffalo for heavy soles.

The Mineral and the Vegetable

“Tannages are divided into two main classes, the mineral and the vegetable. The mineral tannages are subdivided into the chrome and alum. In the former the leather is tanned with basic chromic sulphate and the tannage set with soda ash. The chrome tannage is used for the majority of shoe leathers, for utility and some dress gloves, and in a limited way for sole and belting leather. Alum-tanning, also known as tawing, is done with sulphate of alumina and common salt. This is the principal tannage for fine glove leathers.

“The vegetable tannages are limited only by the number of plants, barks, and other vegetable substances which yield tannins in sufficient quantities for commercial use. In practice only a few tannins offering the advantages of cheapness, large supply, and greater suitability are used. Hemlock and oak bark liquors and extracts separately or in combination are used more than any other vegetable tannins. Most sole and belting leather, practically all upholstery, harness, bag, strap and case leathers, and some shoe and bookbinding leathers are tanned with hemlock or oak or both. Sumac is the principal tanning material for bookbinding leathers, on account of its giving a light-colored leather that is resistant to light and decay. Gall-nuts, myrobalans, divi-divi, and oakwood are also used in bookbinding leathers. Valonia, and chestnut oak extract are used for sole leather in connection with oak and hemlock. Quebracho is used in various leathers, often with hemlock and oak. Gambier and palmetto are used in many of the

softer leathers for shoes, gloves, etc. Some leathers are tanned with a mixture of three or four different vegetable materials as may be necessary to give the color, firmness and other properties desired.

“A distinct tannage of limited use is the oil tannage used for making some glove leathers, particularly chamois and buckskin. Cod oil is the oil commonly used. Its oxidation tans the leather.

“The object of tanning is to coat the fibers of the leather with some insoluble material, so as to prevent their decay. The mineral and vegetable materials and oils used for tanning are made to permeate the leather and coat each fiber to accomplish this purpose.

May be Finished on Either Side

“Leather may be finished on the grain or hair side, on the flesh side, or on a split surface made by splitting the leather into two thicknesses. These three primary methods are given as follows with subdivisions and examples from the specimens.

1. Grain Finish.
 - a. Full or natural grain.
 - a. Natural color of the tannage. Russet color.
 - b. Colored both sides by drum dyeing. Chrome veals, capeskins.
 - c. Table or brush colored—one side. Colored glaze glove leathers.
 - d. Drum dyed, seasoned and glazed. Glazed leathers.
 - e. Hand-boarded after process, b, c, or d. Boarded veals, morocco.
 - f. Embossed after process b or c. Bag leathers.
 - g. Enameled or japanned. Patent shoe leathers.
2. Grain Buffed (snuffed).
 - a. Smooth finish. Snuffed chrome kip, kangaroo sides, harness.
 - b. Velvet finish. Mocha, buckskin, buffed horse.
 - c. Enameled. Grain shaved off. Hand buffed upholstery.
3. Flesh Finish.
 - a. Smooth. Cordovan. Wax calf.
 - b. Velvet finish. Chamois, chrome side splits.
 - c. Enameled and embossed. Machine and deep buffed upholstery.

“Embossing by flat plate or steel roller allows of great variety and imitation in the surface appearance of leather. Sheepskin, for example, may be made to look like seal or alligator by photographing the seal or alligator grain and etching it by chemicals on the embossing plate or roller which is passed over the skin and prints the etched grain on it with the aid of heat and pressure.

“Shoes are the most important use for leather, and after them, gloves, harness, bags, cases, belting, upholstery, bookbinding, straps and various novelties and articles in common use. The purpose for which a leather is intended will determine the raw material, tannage, and method of finishing.

How the Hides are Split

“The manner in which hides are split into thicknesses to make several pieces of leather deserves some explanation. For sole, harness and belting the whole thickness of the cowhide is used. The lighter skins as goatskins and coltskins are not split, but are shaved down to an even thickness all

over. The heavier calfskins have a light split taken off the thicker parts by a knife blade splitting machine. Sheepskins are used full thickness or split into two thicknesses for gloves and bookbinding. Cowhides for shoe upper, bookbinding, upholstery, bag leathers, etc., are split into two or more thicknesses. The belt-knife splitting machine used is regulated to make the grain or upper split any desired thickness from the thin paper-like buffing, to the heavy waterproof shoe leather. Shoe leathers are usually split into two thicknesses only.

"Upholstery leathers are split into three to five thicknesses. Successive splits fall short of the original area of the hide because the hide is thickest in the centre and lightest along the flanks. The buffing is a very thin grain split used for bookbinding. The 'slab' makes a very cheap leather for various uses. The thickness of the splits varies according to the demands of the trade."

HE SPECIALIZES IN WOMEN'S SHOES

Nathan Cummings, who has embarked in the wholesale shoe business in Montreal, has a thorough insight into the footwear game, having been connected with it for ten years. When fourteen years old he began in Boston, and afterwards went to the Dry Goods Economist in New York, in the publicity department. Later he was with Sheinwald Department Shoe Store in Boston. Coming to Montreal he took the management of the Manufacturers Shoe Syndicate, at a time when the turn-over was only \$60,000 a year. Mr. Cummings succeeded in developing the business within three years until it was \$200,000 annually. Due to his excellent connection, the subject of this reference thoroughly understands the jobbers' and buyers' wants. He is ex-



NATHAN CUMMINGS, MONTREAL

clusively a ladies' shoe man and predicts African brown and battleship gray are the two big bets this coming fall, and also the sport last with a 1½ inch heel. Another color which is fast coming to the front in the United States is khaki calf and kid. Mr. Cummings says the novelty footwear is a line of merchandise that swells up the credit side of the ledger. He visits the leading American shoe centres every three weeks, and invites all Canadian shoe buyers, when coming to Montreal, to make his office and warehouse,

at 153 Windsor street, Windsor Arcade, their headquarters. The location is only a half a minute walk from the Windsor Hotel, and all the facilities of his establishment will be placed at the disposal of callers. Mr. Cummings, who was born in St. John, N.B., is fond of motoring, and loses no time in getting to any desired point in his six-cylinder Lozier racing car.

THE BOOTS HE WORE AS A BOY

The accompanying illustration shows a pair of long leather boots, which were worn by Fred R. Foley, shoe merchant, of Bowmanville, Ont., two score of years ago. The



size is four and they have copper toes and bright red sheepskin adornment at the front of the leg. Mr. Foley has kept the "kicks" all these years. They are in a good state of preservation and naturally arouse curiosity and interest when shown to friends and customers. Top boots were regarded as quite the proper thing for all lads at the time. There was often rivalry among boys to measure the height and see whose footwear came farthest up on the leg. He who could boast of an inch or two of leather more than his companions occupied a rather enviable position.

AN ENTHUSIAST IN SEVERAL LINES

(See Front Cover)

Oscar Brunet, President of the Eagle Shoe Co., Montreal, is a gentleman who would rather talk about the widely known product of his factory than about himself. He is heart and soul in the shoe game, and is enthusiastic in anything which he undertakes. Previous to organizing, along with others, the Eagle Shoe Co., some fourteen years ago, he was a general merchant at Coteau Landing, Quebec, where he did a thriving business and handled lots of shoes. The Eagle Shoe Factory was first located at 360 Providence street, but about ten years ago was removed to its present site at 587 Beaudry street. The company make men's and women's fine Goodyear welts, and about two years ago added women's McKays. Outside of business activities Mr. Brunet is fond of automobiling, enjoys a good pipe and is a diligent reader. If there is any form of discussion in which he likes to participate, beyond the trend of styles and the manufacturing costs of shoes, it is politics, of which he has a knowledge far beyond the average. Mr. Brunet, however, is a quiet man, and no matter how warm the discussion may grow, never raises his voice in triumphant accents or in indignant tones, for he is genial and affable under all circumstances.

NEW ENGLISH LEATHER CENSUS

England is compiling another leather census from manufacturers and dealers, which it is believed will show the necessity of importing more leather.

DO RETAILERS DODGE WHEN TRAVELERS CALL?

Should a traveler send out advance cards when he makes two trips a year with spring and fall samples, and calls upon a regular line of customers? This is a moot question, and has its supporters and opponents.

"No sir, you don't catch me sending out advance notices," remarked one road representative. "I take chances on my man, and find that I do a good deal better at the end of my trip than if I had heralded my coming through-out the Eastern provinces which I cover. In these days, when men are stocked up with goods some of them who have not the backbone or stamina to say no, knowing their weakness for over-buying, will, if they get notice, find it very convenient to be out of town on the day you are supposed to arrive. Previous advices of arrival afford shoemen every excuse to drag out all the cartons of your lines that he may be carrying—possibly half of them being empties, and pointing to rows on the shelves, say—'Look here, I have all these goods I bought from you last season left yet. They really are not moving at all.'

"I would far rather take chances on catching a man just by casually dropping in, than I would to announce that I was on the way, and would see him on or about such a date."

"I do not agree with you," spoke up another traveler, who was standing near by. "I have sent out advance cards for years, and think that most members of the trade like to get them. They feel that you have their interests at

POINTERS FOR ITS PERUSERS

"I am very pleased with your Journal, and think it should be in the hands of every shoe repairer, as there are always lots of pointers that a man in the trade can pick up by a perusal of its columns. You certainly get out a bright and readable publication."

C. H. EASTER.

Portage la Prairie, Man.

heart, and when you take the trouble to notify a customer that you are on the way, he is very apt to hold himself free. In some cases, I have had them have their orders on stock goods made up, and waiting. Now and then, of course, there may be some weak-minded, shilly-shallying sort of a chap, who cannot say no, and resorts to all kinds of deception rather than come out with a plain refusal to purchase. This fellow may purposely be out of town, or go fishing or adopt some other means to avoid me, but retailers who practice this sort of thing are not worth much to you in the long run. A traveler likes a business man who is open, courteous and frank, and not the one who has recourse to petty, tricky or false pretences, and tells you that he is full up, that he is not buying this season, that he is not continuing the line, that your goods are not moving, have not come up to the mark, or he can buy cheaper elsewhere, etc., when all of these excuses are nothing more or less than white fabrications.

"No, I fully believe in sending out advance cards. They establish a more personal connection between you and your customers, than dropping in on them by some chance; In case of any delay on the trip, which makes it impossible for me to reach town on the appointed time, I usually wire or phone. I want to keep faith with the friends of the firm, and not break any engagement. I endeavored now and then to have some humorous device or timely illustration on my card, and at other times a cut of one of our latest models.

This serves as a pleasant reminder of the styles for the coming season, and gives the F—— brand well-directed publicity."

WHERE PEOPLE MUST GO BAREFOOTED

A telegram to the State Department at Washington says that "The Kreuz Zeitung states that the city council of Ziitau has issued an appeal to the entire population to go barefooted, emphasizing the fact that leather and shoes will be scarce during the coming winter. All attempts of the city council to lay up the essential stock of shoes for winter have failed. The Wuerzburger student body has demanded of all male and female students that they go barefooted or without stockings in wooden shoes from June 28th onward.

A cable from Germany to a news agency says: "Berlin's bank clerks to-day set an example in patriotic self-sacrifice. To aid the movement in economy of leather the clerks discarded their shoes. Scores of bare-footed individuals were seen on the principal streets gingerly stepping along and saving their tender feet as much as possible. Berlin's shoe stores are now selling wooden sandals, the only leather being in the toe guards.

GOT EXCLUSIVE AGENCIES BY UNFAIR MEANS

(Continued from page 30)

down to the sample room in the evening and was inspecting the line when an obsequious clerk from Octon's place, who had been sent down on some mission to find out if Tyson had left the city, walked right into the apartment without knocking. The intruder could scarcely believe his optics when he saw Haig, the dreaded rival of his boss, there buying shoes. He soon made an exit and the news of his discovery was too good to keep. It was not long before Octon had been informed that Tyson, the traveler, had not left town as he had been supposed to do, but was endeavoring to dispose of the Premier line to Haig, while Octon was presumably in control of it for G——. It had been confined to him for years and here was a new turn of affairs which must be promptly and effectively met.

Octon walked down to the hotel in a towering fit of rage, for his usual urbanity and self-poise had deserted him and he was in no mood to be trifled with. He gave a loud knock at the door and Tyson answered it. Octon was invited in, although Haig was in the room. Tyson felt that matters, which had long been unsatisfactory to him and his firm, should come to a head at once.

"'What do you mean,' broke in Octon, 'by selling to another shoeman in the city? You know I have dealt with you for years and pushed your line, on the ground that no one else was to have it here. I find now that you are not living up to the understanding. I will not brook such work on your part, no sir, not for one moment.'

"Thus, he went on, growing warmer all the time. He started to tell Tyson, who had kept silent in order that Octon might have his say, just how a traveler should run his business.

"Finally Tyson, who had kept himself well in hand, remarked in icy tones, 'See here, Octon, I have stood enough abuse from you. I have been told how to run my own business, but I have never told you how to run yours, and I don't intend to. That is your own affair. Here is your order and there is the duplicate and you can cancel just as soon as you d— please. I will tear them up now if you say so,' and he made a move to rip up the sheets.

"'Hold,' said the alarmed Octon, 'I will let the thing go through this time but never again.'

"'All right,' concluded Tyson. Octon departed. Tyson sold Haig several thousand dollars worth and the regime of Octon was over, for he naturally did not buy the Premier line any longer, but Tyson was happy for he secured in Haig a much more profitable account.

NEW SHOE FACTORY FOR PETERBORO

B. F. Ackerman, Son & Co., who, for twenty-five years have been manufacturing harness and saddlery in Peterboro, are one of the most progressive and widely known leather concerns in Canada. They are branching out into the shoe business, and intend to start at an early date the making of men's, boys' and youths' heavy and medium staples. It is understood they will market their output with the wholesale trade. Frank W. McKeen, for the past two and a half years superintendent of Underhills, Limited, Barrie, has been appointed superintendent of the new Ackerman plant in Peterboro, and is looking after the installing of the necessary equipment. He will also have complete charge of the manufacturing end. The most modern shoe machinery on the market is being placed in position by the United Shoe Machinery Co., and it is expected that operations will start during the latter end of the month. Mr. McKeen is a thoroughly experienced shoemaker, and has judgment, insight and skill which, in every way, qualify him for his new post in Peterboro's newest industry.

HAVE MOVED IN NEW HOME

Eugene Guay, Reg., have removed from their temporary quarters, 1870 St. James street, Montreal, to the new building which they have erected on the site of the old one which was destroyed by fire in January last. Their new premises are situated at 230 Marguerite street. They have a three-storey building, 40 x 50 feet, equipped with the very latest machinery for the manufacturing of fibre board, leather board, counters, etc. The firm also carry a large quantity of inner soles of all kinds.

BRITISH LEATHER EMBARGO

The New England Shoe and Leather Association sent out the following notice last week to the members of the Association:—

There has been much uncertainty regarding the meaning of the partial lifting of the British Leather Embargo, as set forth in the press dispatch, quoting Consul-General Robert P. Skinner, of London, published July 20th.

This cablegram stated that manufactures of leather up to 25 per cent. of the imports admitted into the United Kingdom in 1916 might be shipped, but there has been much doubt as to whether or not "manufactures of leather" included boots and shoes, the general presumption being that these were included.

This question has been definitely settled through receipt of a cablegram by the Boston office of Hide and Leather, reading as follows:

"London, July 24th, 1917.

"Concessions include manufactures of leather, such as fancy goods, toilet articles only; leather itself and shoes excluded.

(Signed) SKINNER,
Consul-General."

On account of the general uncertainty surrounding this matter, we have refrained until now from sending any official notification to our members.

SAYS PRICES WILL BE HIGHER

Any retailer who delays buying footwear that he will need during the next six months because he expects to see lower prices, will wait in vain, says the July issue of "Shoe Facts," which is published by Ames-Holden-McCready, Limited, Montreal, and has given much thought and study to the trend of prices.

Continuing this interesting and splendidly illustrated publication says:—Prices may be lower some time, but they will be higher first, and the merchant who waits 30 to 60 days

more to cover his requirements for fall and winter will be very lucky if he buys at to-day's prices.

There has been so much speculation and misleading information given out about the leather market that few retailers know the actual facts or have a clear knowledge of what they mean.

The prices of leather and other materials that go into shoes advanced very rapidly during the past two years, until about January 1st, 1917, when it seemed that the top level had been reached. At any rate since that time the market has been rather inactive, with comparatively few advances and even slight reductions on some materials.

While tanners and manufacturers are very much interested in the future course of the leather market it is not of immediate interest to retailers whether the price of leather continues to advance or not, because further advances in leather would not materially affect the price of shoes for several months.

As a matter of fact, very few shoes have, as yet, been made of materials purchased by manufacturers on to-day's market.

Manufacturers and jobbers still have on hand shoes made on the costs of six months and even a year ago. These goods are being sold to retailers today at prices based on the leather market of six months ago, or nearly so.

Manufacturers also still have more or less material bought or contracted for during the past year and they are



THE ADVERTISING SIGNS SEEN IN FRONT OF KNECHTEL & CO.'S SHOE SHOP IN WOODSTOCK, ONT.

(See Opposite Page)

still accepting factory orders at comparatively low prices as long as the materials last.

When old stocks of manufactured goods and materials are cleaned up, and manufacturers are forced to produce shoes on to-day's market, retailers are going to get another severe jolt in regard to prices.

\$10,287,750 SHOE ORDER

A \$10,000,000 shoe contract was let lately by U.S. government. Twenty-one concerns shared in the agreement to furnish 2,175,000 pairs of marching and field shoes for the army to cost a total of \$10,287,750.

Among the successful bidders were the Brown and the International Shoe Companies, St. Louis; Albert H. Weinbrenner, Milwaukee; J. E. Dayton, Williamsport, Pa.; T. D. Barry Co., Charles A. Eaton Co., Fred. F. Field, Churchill and Alden Co., E. E. Taylor Co., all of Brockton, Mass.; and French, Shriner & Urner, Boston.

The price per pair averaged \$4.73, which is slightly lower than the previous contract, although let through the defense council's committee on supplies, headed by Julius Rosenwald.

A SHOE SALE THAT BROUGHT RESULTS

Knechtel & Co., shoe merchants, of Woodstock, Ont., recently ran a shoe sale that was unique in character and brought excellent results. This company has a store in Stratford, one in London and one in Woodstock. The goods in the London and Woodstock stores are all shown on racks with a price ticket on every pair.

It is significant that at this, the quiet season of the

kind to be seen in Woodstock, now adorns the front of the Knechtel Shoe Store, announcing their big War-Economy Shoe Sale which starts Friday morning. The entire front of the store, windows, doors and all, are covered by the red, white and blue sign, which is divided off into panels on which appear brief announcements of the specials and their prices. Friday morning a door will be cut through



GET THIS - EVERYBODY!

THE BACKWARD SEASON HAS COMPELLED US TO PUT ON A GIGANTIC

WAR ECONOMY SHOE SALE

A large assortment of men's fine shoes on sale at **\$2.95**

250 pair men's gummetal and Vici kid shoes, \$5.00 value, go at **\$3.15**

Men's tan military shoes, \$5.00 quality, to clear at **\$2.95**



A big lot of men's \$6.00 shoes, go on sale at **\$3.95**

Men's high grade shoe values up to \$8.00, will go at **\$4.95**

Men's tan military shoes, regular \$7.00, at **\$4.95**

A big lot of men's patent cushion sole shoes, \$6.00 value, on sale **\$4.95**

Clearing of all men's Oxfords, \$5.00, \$6.00 and \$7.00 values. War Economy Sale price **\$1.95**

Men's white canvas Oxfords, \$3.00 value for go at **\$1.69**

Men's tan and gummetal shoes, English last, \$6.00 value for **\$3.95**

Misses' white button shoes, to go at **\$1.69**

Misses' white pumps, \$1.75 value, sale price **\$1.19**

Misses' patent pumps, \$2.50 value, to clear at **\$1.19**

Women's Vici kid Oxfords and pumps, a large assortment at **98c**

Women's patent Oxfords, gray and champagne cloth tops, \$4.00 value, to go at **\$1.95**

Women's Vici kid strap slippers, \$3.00 value, to go at **\$1.95**

Women's patent and gummetal pumps, \$3.50 value, sale price **\$2.15**

Women's patent pumps and strap slippers, \$5.00 value, to clear at **\$2.95**

Women's bronze 3 strap slippers, \$5.00 value, to clear at **\$2.95**

Women's Vici kid Oxfords, \$6.00 value, to go at **\$2.95**

Women's white canvas 3 strap slippers \$3.00 value, to clear at **\$1.95**

Women's white canvas lace shoes, high cut, \$4.00 value, to clear at **\$2.69**

Women's white canvas lace shoes, high cut, \$4.00 value, to clear at **\$2.69**

Misses' Vici kid and box calf shoes, \$2.75 value to go at **\$1.95**

Misses' white canvas running shoes and tango pumps \$1.25 value, to clear at **98c**

Profit plays no part in this sale everything must go. ENTIRE \$20,000.00 STOCK OF BOOTS, SHOES and TRAVELLING GOODS involved in this most colossal knock-down of all profits ever conceived.

Read, Realize and Reap These Great Benefits

Sacrifice prices on all lines of footwear for the next

TEN DAYS

Commencing

FRIDAY, JULY 13th

AT NINE O'CLOCK A. M.

Awaken to your own self interests. It's a case of buying now at these sacrifice prices or putting off until later and paying higher prices.

WHICH DO YOU PREFER?

Absolute sale of every pair of shoes in this big store, at the lowest prices ever known, shoes that could not be bought again at less than an advance of 25 per cent on the wholesale price.

<p>Infants' tan lace and button shoes, \$1.50 value to go at 98c</p> <p>Infants' soft sole shoes, 76c value, to clear at 29c</p> <p>Infants' kid strap slippers, \$1.00 value, sale price 73c</p> <p>Men's \$5.00 work shoes, go at \$1.19</p> <p>Men's tan and black rubber boots, \$5.00 and \$6.00 values, go at \$3.95</p> <p>Men's brown and white running shoes, \$1.25 value, sale price 98c</p> <p>Men's high running shoes, brown white and red fox, \$1.75 and \$2.00 values, to clear at \$1.19</p> <p>Men's high top leather boots, \$5.50 value, to clear at \$3.95</p> <p>Men's tan calf shoes, laced and button, \$5.00 value for \$1.95</p> <p>Men's mahogany lace shoes, rounding toe, \$6.00 for \$1.19</p> <p>Here is your opportunity—Men's mahogany shoes, Neolin soles, \$7.50, going at \$5.95</p> <p>Men's police shoes, \$7.00 value, go at \$1.95</p> <p>Men's work shoes, 75 pair. Be here early. \$3.00 value only \$1.95</p> <p>Men's work shoes, (Williams make) \$4.00 value, at \$2.95</p> <p>Men here's a change of a lifetime. Tan grain work shoes, \$6.00 value. War Economy sale price \$3.15</p>	<p>Men's heavy Williams make work shoes, \$5.00 value for \$3.15</p> <p>Boys' high white and red fox running shoes, \$2.00 value, go at \$1.29</p> <p>Boys' brown and black high running shoes, \$1.50 value, sale price 98c</p> <p>Boys' white and black canvas Oxfords, \$1.00 value, to clear at 79c and 59c</p> <p>Boys' box and Vici kid shoes, \$2.50 value, to go at \$1.95</p> <p>Boys' box calf shoes, \$3.00 value, to go at \$2.15</p> <p>Boy gummetal at lace and button shoes, \$4.00 value to clear at \$2.95</p> <p>Boys' good strong school shoes, \$3.50 value to go at \$2.15</p> <p>Youths' box calf shoes, \$2.50 value, to go at \$1.95</p> <p>Youths' strong school shoes, \$2.75 value, to clear at \$2.29</p> <p>Youths' high lace and white running shoes, \$1.00 and \$1.35 value, sale price 89c and 69c</p> <p>Youths' white canvas Oxfords, 85c value, to go at 69c</p> <p>Little Girls' box calf shoes, \$2.00 value, to clear at \$1.59</p> <p>Little Girls' brown and high white running shoes, \$1.00 and \$1.25 value, sale price 79c and 69c</p>
---	--

PRACTICE WAR ECONOMY

That means SPEND FREELY—but BUY WISELY. That's also an injunction upon the merchant to turn over his stocks—not to hoard great quantities of goods for future price advances.

That's why our entire stocks have gone into the "War Economy" Sale!

Saves you money—turns our stocks into money—helps all around.

Your move—wise shoe buyers. Get started to Knechtel's right away.

REMEMBER... Our Guarantee Goes With Every Sale.

ABSOLUTE SATISFACTION OR YOUR MONEY BACK

KNECHTEL & CO.

LOOK FOR THE BIG RED SIGN! To see you are right. Two doors west of the Post Office.

STORE CLOSED ALL DAY THURSDAY. Marking down prices and rearranging stock.

FIFTEEN SALES-PEOPLE WANTED. APPLY AT STORE AT ONCE.



Women's patent Vici kid and gummetal shoes, black, gray and white tops, \$7.00 value, to go at **\$1.95**

Women's patent and Vici kid pumps, value to \$6.00, to clear at **\$3.95**

Women's white and red fox running shoes, \$1.50 and \$2.00 value, to clear at **\$1.29**

Women's white canvas Oxfords and tango pumps, \$1.50 value, to go at **\$1.19**

Women's white canvas running shoes, black sole, \$1.25 value, to clear at **98c**

Women's white running shoes, high cut solid heel and sole to clear at **\$1.69**

Women's white canvas, patent velve and black canvas pumps, \$1.75 value to go at **\$1.19**

Women's white canvas two strap slippers, \$2.25 value, to clear at **\$1.19**

Women's fine shoes, a great assortment, value to \$5.00, **98c**

Women's kid and patent leather shoes, go at **\$1.95**

Women's patent black cloth top button and lace \$4.00 value, sale price **\$2.15**

Women's patent Vici kid and gummetal shoes, lace and button value to \$5.00, go at **\$2.75**

Women's tan English walking boots, bests at American make, \$6.00 value, sale price **\$3.15**

Growing girls' patent leather pumps, \$2.75 value, to clear at **\$1.95**

Agnes' Vici kid strap slippers, \$2.00 value, to clear at **\$1.19**

Child's white canvas running shoes and tango pumps, \$1.25 value, to go at **98c**

Child's white canvas Oxfords, black rubber soles, \$1.00 value, to clear at **\$1.19**

Child's white canvas button shoes, \$2.00 value to go at **\$1.19**

Child's white canvas pumps, \$1.25 value, to clear at **98c**

Child's patent pumps, \$1.75 value, to clear at **\$1.19**

Infants' brown and white running shoes, \$1.25 value, to go at **79c**

Infants' patent pumps and Roman sandals, \$1.25 value, to clear at **98c**

Women's patent, Vici kid and gummetal shoes, lace and button, value to \$5.00, sale price **\$3.15**

Women's Vici kid and gummetal shoes, high cuts, \$6.00 value to clear **\$3.95**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

Women's mahogany brown lace shoes, high cuts, \$5.00 value, go at **\$1.19**

year, Mr. Knechtel had sufficient enterprise to make trade come his way. He closed the store up tight for two days before the opening day of sale. On the door he had a sign, "Closed while we mark down prices for our big sale."

He covered the entire front of his store with a cotton sign divided into squares and quoted prices in each square of the various lines on sale.

The Woodstock Sentinel-Review made the following comment about this sign:

"Something new in the line of signs and the first of its

kind to allow the people into the store. Full particulars of the sale will be found in the full page advertisement in this issue."

Then he was not afraid to use liberal advertising space. We reproduce a full-page advertisement that is exceedingly effective. It is free from "hot air," stating the facts plainly describing each line briefly and quoting the prices. The "layout" is excellent and the results proved that the ad had great pulling powers.

Mr. Knechtel informs us that the financial results far exceeded his best hopes.



Hundreds of Shoe Dealers are reaping
the tremendous advantages of the

Midco In-Stock Service

It is a time, worry and money saver and brings a store-
house and reserve stock right to your door.

GO OVER THIS LIST

No. 06—Havana Bro. CALF Bal., Neolin Sole, Wingfoot Heel, Medium Recede Toe.....	\$5.25
No. 07—Gun Metal CALF Bal., Blind Eyelet, Neolin.....	5.10
No. 41—Gun Metal CALF Bal., Double Sole, Wearproof Lining, Medium High Toe.....	5.75
No. 46—Gun Metal LEATHER LINED Bluch., Heavy Sole and Acme Rubber Hide Outer Sole, Rubber Heel	5.60
No. 64—Havana Bro. CALF Bluch., Wearproof Lining, Heavy Sole, Neolin—Rubber Heel.....	5.95
No. 71—Gun Metal CALF Bal., Single Sole, New Recede	4.50

Write, Wire or Phone and we will attend to you at once

The Midland Shoe Company
Kingston Ontario

STYLE FEATURES IN NEXT SEASON'S OFFERINGS

Leading Characteristics of Women's Footwear for Spring and Summer are the Continuance of High Cuts, Popularity of Covered Wood Heel, Predominance of the Bal., with Long, Slender Toe, the Call for Brown and Gray, and Light, Airy Effects

WHAT FIRST SPRING MODELS SHOW

Leading colors—brown and gray in different shades, the darker tones predominating.

Long, pointed slender forepart and eight-inch tops, with some nine, ten and eleven inches.

Strong showing in covered wood heels, both in Louis and half-Louis, from 14-8 to 18-8.

Popularity of the sport last or English walking shoe as great as ever.

White footwear of all kinds more strongly in evidence than any previous season.

Plain pumps with entire absence of ornaments or

buckles and with square, round and heart-shaped throats.

New features are the long, circular vamp extending back to the heel, perforated straight tip, and round breasted Louis heel.

Fancy foxing and ornamental eyelet stays and collars are on several models.

Tops for most part straight but wave slant and crescent cut are also seen.

Bals shown almost exclusively. Very few button boots are shown.

BROWN and gray, in various shades, appear to be the favorite colors in women's footwear this coming season. They are seen in abundance in the new models for spring, which are already being presented to the trade. Nearly all the shoe factories have their samples for next season under way, and a few firms have them completed.

Among the organizations showing their 1918 spring and summer styles in Toronto during the past week were the Regina Shoe Co., Montreal, represented by H. Frechette, the Canadian Footwear Co., Montreal, represented by Emil Larose, sales manager, and the Star Shoe Co., Montreal, represented by P. A. Doig, sales manager.

According to the new creations shown, there is very little change in the forepart of ladies' shoes, the long, pointed, recede effect still having the call. Vamps are about the same length as last season, from $3\frac{1}{2}$ to $3\frac{3}{4}$ inches, and the popular height of tops is eight inches, although there are a few offerings with nine, ten and even eleven-inch uppers. There does not appear to be any great predominance of all fabric shoes or cloth tops, but a fair representation in different hues is observed. Prices, on the whole, are about the same as last season, although, in the medium grades, there is a slight reduction on some lines. The imitation wing tip is not seen as much as last season, and either the plain toe, or the imitation straight tip, apparently has the call.

In the samples of the Canadian Footwear Co., which are more representative than ever in women's, misses' and children's McKays, there is a strong showing in black and white effects. A patent shoe with white buck top, three-quarter foxing and perforated vamp, half-Louis leather heel, is an artistic one. The display in white is decidedly attractive both in canvas and poplins, and embraces bals, pumps, oxfords and strap slippers in pleasing variety. An all-white oxford, with long pointed toe and covered half Louis heel, is a winner, and an all-white oxford, on a sport last, also captures admiration. Enamelled leather heels are strong in the various lines, with the heels in each case matching the quarters. The popular height of top is eight inches. Three and four strap shoes in white are also having a fair call.

Extended Circular Vamp Seen

One new effect is a long, circular vamp, which extends back to the forepart of the heel. In height, pedestals are about the same as last year, from 14-8 to 18-8, and are seen in Louis, half-Louis and Cuban. The covered wood heel is decidedly popular.

Among the smart offerings shown is a patent, tuxedo, eight-inch bal, with dull calf top, and another inviting presentation is a bal, with gray cloth vamp and top and cafe-au-lait cloth foxing, extending around the throat, and enamelled leather heel to match foxing; a briar brown vamp and top, white cloth foxing and white enamelled heel; a cafe-au-lait vamp and top, pearl gray foxing, gray enamelled heel; a nine-inch wave top, dull kid, circular vamp, eyelet stay and collar, and white cloth quarters, and white cloth-covered wood heel; a pearl gray kid, circular vamp, eyelet stay and collar, pearl gray cloth quarters and covered wood heel to match; a patent, long circular vamp, ivory kid quarters, and covered half-Louis wood heel.

There is a nice array of pumps, with square and heart-shaped throats, and an entire absence of ornaments. French cord is noticed around the tops of the pumps. A unique showing is a one-button blucher effect, whole quarter pump, in both patent and kid.

There is also a good showing in kid, patent and gunmetal, in misses', children's and infants', the high tops taking particularly well. The whole range of the Canadian Footwear line is imposing and effective.

Attractive Lines for Misses and Children

The Star Shoe Co. have some enterprising and pretentious showings in McKays and turns for growing girls, misses children and infants, and in stitchdowns for infants, girls and misses. The leading leathers are patent, kid and gunmetal—gunmetal and kid predominating. One of the features of the line is the Aunt Mathilda, a new, full-fitting shoe, stylish enough for the young, and comfortable and dressy for older women. It is made on a turn last, triple E width, in one and two strap "theo," lace oxford and bal. in fat ankle model. The company are also displaying flexible stitch-downs in Mary Janes, pumps, bals, etc., while the white canvas lines are more representative and attractive than ever. The offerings in white and black and brown are right up to the minute in style, fit and craftsmanship, and the neatness and dressiness of the whole for the coming season is superior to any other ever turned out by this well-known organization.

In the Regina Shoe Co's models wave and scalloped tops are featured to some extent and long, plain, pointed toes predominate, although some have imitation straight tips. In heels, the leather Louis, the half-Louis and the round breasted half-Louis are seen. The latter is a novel style of

(Continued on page 52)

HIGH HONOR FOR SHOE RETAILER

William O. Adams, shoe merchant, of Belleville, Ont., has been elected Grand Senior Warden of the Grand Lodge, A. F. & A. M., which met recently in Belleville. He has been in the retail shoe game in that city for the last sixteen years, his father being a veteran shoemaker, who passed away some fourteen years ago. Previous to his starting out in his own behalf, Mr. Adams was in the employ of John McKeown, veteran footwear merchant, of Belleville, who has been fifty-four years in the business. The new Grand Senior Warden of the Masonic Order will receive hearty congratulations on his elevation to his present responsible and influential position in the craft. He was W. M. of Belleville Lodge, No. 123, in 1912, and belongs to Moira Chapter, Belleville, and King Baldwin Preceptory No. 7, where he fills a high office. R. W. Bro. Adams was appointed a Grand Steward by Grand Lodge in 1913, a position at one time held by his father.

HALF-SOLING OF SHOES URGED

The repair man with modern machinery is the individual who will do the most to conserve the leather supply of the nation, according to J. H. Martin, president of the National Leather and Shoe Finders' Association, which met in Milwaukee recently. Mr. Martin said that general half-soling of shoes would mean a saving of thousands of tons of hides annually. The cost of shoes, he added, would remain high indefinitely.

AGGRESSIVE SHOEMAN PAYS VISIT TO EAST

Charles Newton, manager of the shoe department of Robinson & Co., Limited, Winnipeg, has been spending a few weeks in the east, visiting New York, Boston, Montreal, Toronto and other shoe centres. His many friends were pleased to greet him on the occasion of his long trip, for "Charley," as he is popularly known, is acquainted with the



CHARLES NEWTON, WINNIPEG

trade in all parts of Canada. He reports that business with his firm during the past few weeks has been good and the outlook is exceptionally promising. Previous to going with Robinson & Co, several years ago, Mr. Newton was with the Rannard Shoe, Limited, and before that he resided in Toronto, where he was employed by the T. Eaton Co. He was also in business for several years on College street. Mr.

Newton is a thorough student of styles and a shrewd buyer, and believes in giving customers service, value and satisfaction. Under no circumstances is the slightest misrepresentation permitted, and every patron knows what is said about the stock is reliable and complete. The Robinson shoe department is one of the largest and best conducted of any in the west, owing to the initiative and aggressiveness of its manager.

NEWSY BRIEFS FROM ST. JOHN

James Hurley, for many years connected with the boot and shoe business in Fredericton, N.B., died recently after a lingering illness. He was seventy-five years of age and was a native of County Cork, Ireland. For the greater part of his life he resided in Fredericton. He is survived by two sons and three daughters.

Ralph D. Hartford, son of Mr. and Mrs. Samuel Hartford, of Calais, was drowned in the St. Croix River, Saturday, July 21st. After dinner he went to the river to have a swim and while diving from a high wharf landed on his stomach with such force that he was knocked unconscious and sank immediately. Despite every effort the body was not found for nearly an hour. He was employed in the Calais shoe factory.

Arthur E. Hardiman, a former boot and shoe manufacturer and repairer in St. John, N.B., who crossed to France with a well-known New Brunswick infantry unit, was married in England on June 11th, to Miss Florence Nellie Francis. Sergeant Hardiman was married in Tunbridge Wells, England, while on leave from the trenches. He is sergeant shoemaker for the unit.

Harold W. Rising, secretary-treasurer for the firm of Waterbury & Rising, Limited, wholesale and retail shoe dealers, is on a visit to the United States, where he will look over the markets with a view to securing a supply of boots and shoes for the spring of 1918.

Levi Jackson, of Lynn, Mass., recently paid a visit to St. John to renew old acquaintances. Mr. Jackson, who formerly resided there, is at present employed in the boot and shoe business in Lynn.

STIMULUS FOR THE SHOE SELLER

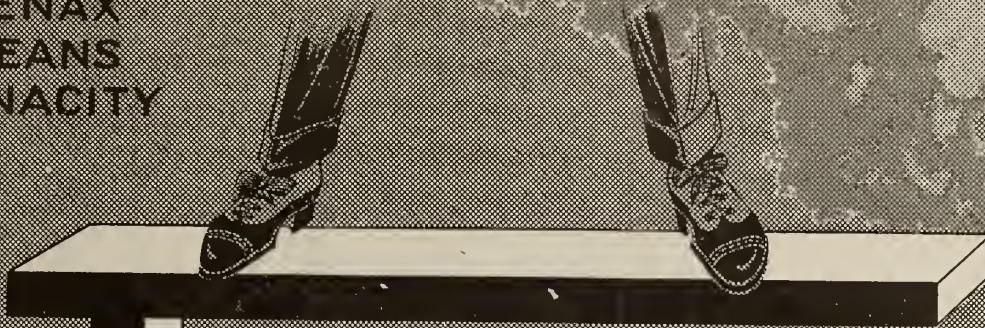
At a recent gathering of retail shoemen, a leading speaker said: "Gentlemen, you have no competition! Each man has his own individual problem to work out. Let him do so without bothering about what his neighbor is doing. His neighbor's problem is different. To ape another man's method invites failure. Find what it costs you to do business and base profits accordingly, regardless of what the other fellow is charging. If he is cheaper, probably the difference in price means lack of service. Most dealers are selling too close, anyway. People do not want cheap shoes—they want good service and reasonable prices."

Regarding clerks, he said that most salespeople are indifferent. "If that is your trouble, get better ones and pay them good salaries. You will profit by it in the end. Develop your backbone, get out of the rut and you will succeed."

ANOTHER FACTORY IN MAISONNEUVE

The Leda Shoe Co., Limited, will begin in a few days the erection of their new factory which is to be situated on Ernest street, Maisonneuve, between 2nd and 3rd avenues. It will be a four-storey cement and brick building, 40 x 100 feet, and will be equipped with the very latest machinery for the manufacture of McKays and turns for women, misses, children and infants. This firm will also make a high-grade turn slipper, dongola kid, for men. This will be one of their specialties. Mr. J. P. Cote will be president and general manager. They will have the factory completed about the 1st of October.

TENAX
MEANS
TENACITY



TENAX SOLES

*"A Good Foundation
to build upon."*

When building new shoes or repairing old ones, use "Tenax" Soling instead of leather.

Tenax is better than leather in every way—and costs less.

Wears longer than leather or rubber—and wears evenly and smoothly.

Is light as leather—pliable, close-grained and tough.

Water-proof — Damp-proof — Slip-proof. Noiseless and non-squeaking. Uniform in quality.

Tenax Soles will not crack or break.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER



TETRAULT WELT SHOES

Owe their LEADERSHIP to the fact that they represent the NEWEST and BEST in MEN'S FOOTWEAR that Brains and Shoemaking Skill can produce.

You can get nowhere else in Canada the combination of

*Nifty Styles, Thorough Workmanship,
Long-Wearing Quality, and Moderate Price*

that will be found in

TETRAULT WELTS

Backing up all their splendid shoe-selling qualities is

The Tetrault Service

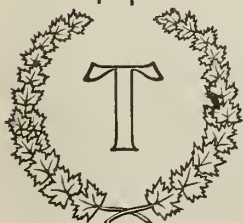
which places within reach of every retailer from Coast to Coast through the best shoe distributors of Canada a complete range of these

POPULAR SELLERS

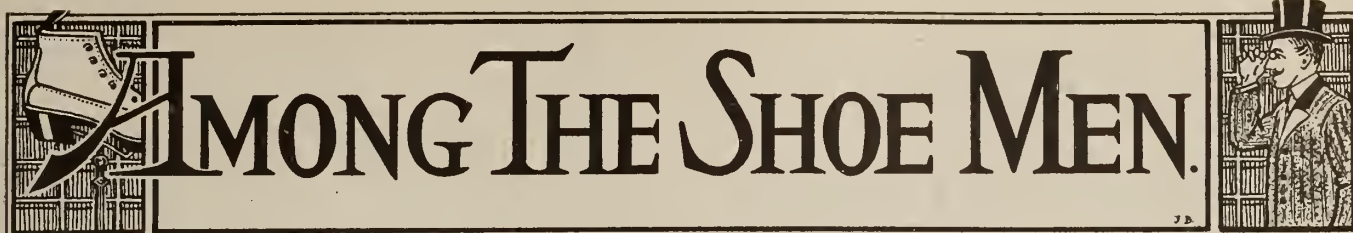
Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Montreal



Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE



AMONG THE SHOE MEN.

W. R. Kester & Co., of Lethbridge, Alta., have commenced business in the shoe and men's furnishing line.

Howard C. Blachford, president of the Toronto Shoe Retailers' Association, is spending a few weeks of well-deserved holidays on Mazengah Island, Lake Rosseau, Muskoka.

Wm. Chamberlain, of Getty & Scott, Limited, Galt, is spending a few days in New York, Boston and other shoe centres on business, and picking up the latest style pointers for the coming season.

Work has been resumed on the shoe factory which is being erected in Acton for the Reliance Shoe Co., Limited, of Toronto. A strong force of men is at work. The brick has all been shipped and is on the ground along with the door and window frames and all other necessary material.

G. H. Larivee, shoe retailer, Arnprior, Ont., sold out recently.

In the estate of A. R. Burriss, Victoria, B.C., an interim dividend of 10 per cent. has been paid.

Robert D. Ayling, of Toronto, who is well known to the shoe trade throughout Ontario, has been appointed Western Ontario representative for Scheuer, Normandin & Co., Montreal.

Geo. Thorne, who formerly conducted a shoe repair shop at 129½ Church street, Toronto, has sold out to Vincent Procopio. He is now occupying a responsible position with Walter Burnhill, 75 Queen street east.

E. D. Pretty, who for some time past has been city representative for the United Shoe Machinery Co., Toronto, has joined the Mechanical Transport Division for overseas service and is at present at Camp Borden. Mr. Pretty is well-known to the shoe trade, and has had a long experience in various factories in Toronto as a practical man and also as a salesman. He is a son of D. Pretty, shoe repairer, 853 College street.

The Perfection Counter Co., Limited, is a new firm which started up in business in Montreal some time ago. Mendoza Langlois is at the back of the enterprise. He has had a long experience in the business, and was formerly associated with G. J. Trudeau.

W. Teasdale, of Stephens' Shoe Works, Toronto, took a fine group portrait of the members of Toronto Shoe Repairers' Association at the recent picnic at Niagara Falls, Ont.

Cassie L. Mitchell, shoes, of Wolfville, N.S., recently assigned to J. A. Kinsman.

N. W. Schmidt, shoemaker, of Humboldt, Sask., recently suffered a loss by fire.

All shoe travelers are now off the road for a few weeks. They are taking a well earned rest during the present month.

A charter has been granted to the Victor Glove Co., Limited, with headquarters in St. Catharines, and a capital stock of \$50,000.

S. J. Anderson, of Toronto, who represents Getty & Scott, Limited, Galt, Ont., was in Kingston recently, attending the funeral of his brother-in-law, Chas. McKay, who died very suddenly in his forty-fifth year. He had been in poor health for some time. The deceased was associated with John McKay, Limited, wholesale and retail furs, and was well and widely known.

The many friends of E. T. and F. W. Jacobi, shoe store supplies, 5 Wellington street east, Toronto, will sympathise with them in the loss of their mother, Mrs. Philip Jacobi, who passed away on July 29th. Her husband died sixteen years ago, having founded the business, which to-day bears his name, in 1865.

A winding-up order has been granted in G. J. Trudeau Co., Limited, Montreal, and a meeting of the creditors and shareholders has been called for August 2nd to appoint a final liquidator.

M. St. John, dealer in shoes and men's furnishings, Stoney Creek, Ont., recently assigned to W. G. E. Boyd, of Hamilton.

The Yale Shoe Co., Limited, of Edmonton, has been incorporated with a capital of \$20,000.

Ed. R. Lewis, leather merchant, of Toronto, was in Montreal recently calling upon the trade.

James Adair, who has been spending some months in Toronto, left this week for Quebec and will soon go on an extended business trip throughout the west in the interest of Joseph Tanguay, shoe manufacturer, Quebec.

J. J. Connor, western representative of McLaren & Dallas, Toronto, left this week on an extended selling trip throughout the prairie provinces.

J. D. Hawthorne and wife, who have been spending the past few days in Montreal and Quebec, have returned to Toronto.

A. R. Hewetson, of the J. W. Hewetson Co., shoe manufacturers, Brampton, Ont., spent the past week in Montreal on business.

W. F. Tanner, of Pictou, N.S., who has had many years' experience in the shoe line, has been appointed Maritime Province representative for Blachford, Davies & Co., Toronto, and will enter upon his new duties next month.

Among the recent callers upon the trade in Toronto, who were showing fine new samples for the coming season, were P. A. Doig, of the Star Shoe Co., Limited, Montreal; Emil Larose, of the Canadian Footwear Co., Montreal; Th. Mayer, Montreal, and H. Frechette, of J. I. Chouinard, Limited, Montreal.

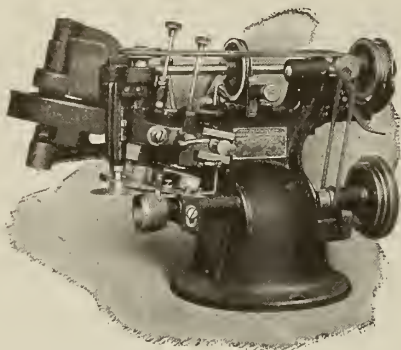
R. E. Dildine, sales manager for Ames-Holden-McCreedy, Limited, Montreal, has returned from a business trip to Toronto and Winnipeg and a motor tour through the Adirondack Mountains.

O. J. Killam, of the Kaufman Rubber Co., St. John, N.B., passed through Toronto recently on a motor tour from Racine, Wis., to the east.

Good progress has been made on the new factory of the Globe Shoe Co., at Terrebonne, Que., who will make growing girls', misses' and children's welts and turns in medium and high-grade footwear. J. B. Hurteau and A. E. Poitras, late of Montreal, are the leading members of the Globe Shoe Co. and their representative is G. D. Desautels, who has opened an office and sample rooms at 11 St. James street, Montreal, and will shortly call upon the trade in Ontario and elsewhere with a fine range of samples.

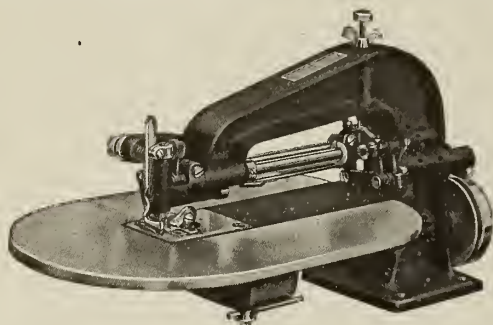
A. J. Jackson, who for the past seven years has been on the staff of the United Shoe Machinery Co., Toronto, has been appointed city representative succeeding E. D. Pretty, who has enlisted for overseas service. Mr. Jackson has entered upon his new duties.

PEERLESS MACHINES



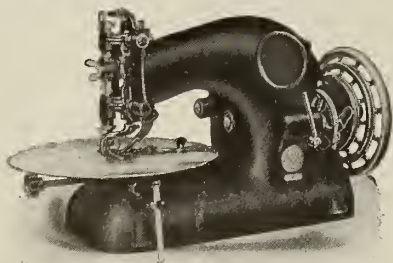
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.
44 Binford Street, Boston, Mass.

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 water-proof 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
Shoe Felts made in
Canada.

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

Baker's New Bottom Polish

TRADE MARK



(COCK-OF-THE-WALK)

Cock-of-the-Walk

is a

"World Beater"

MADE BY

Cock of the Walk Mfg. Co.

78 Portland St., BOSTON, Mass., U.S.A.



Satisfaction Guaranteed
by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers
The Original HEEL BALL Manufacturers

H. W. Pearson, manager of the Toronto branch of Ames-Holden-McCready, Limited, has taken a cottage at Grimsby Beach for the summer months.

George E. Boulter, Toronto, has returned from a business trip to Rochester and Buffalo.

D. Guihan, who for some years was associated with the Underhills, Limited, Barrie, Ont., has been appointed foreman of the sole cutting room of the T. Sisman Shoe Co., of Aurora, Ont.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, spent the past week in Montreal and Quebec calling upon the trade.

W. H. Semple, of Truro, N.S., who represents the Kaufman Rubber Co., spent the past few days in Toronto and at Muskoka Lakes on a holiday trip.

Jacob Valinsky has opened a new shoe store and shoe repair establishment at 1030 Queen street west, Toronto, under the name of the Quality Boot and Shoe Store, and has installed a complete Goodyear shoe repair outfit, with stitcher.

D. Lorne McGibbon, president, and N. R. Feltes, general manager of Ames-Holden-McCready, Limited, Montreal, spent a few days in Toronto last week.

The United Shoe Machinery Co. has just installed in the establishment of Walter Burnill, 75 Queen street east, Toronto, a special shoe repair and shoemaking outfit which is the largest of its kind ever turned out by the company in the Dominion. The scouring, buffing and finishing line of machines extends some thirty feet and there are two Goodyear stitchers, one at each end of the shaft. The outfit was built for Mr. Burnill according to specifications outlined by him.

J. R. McKinnon & Son, general merchants, Copper Cliff, Ont., recently made an assignment. The assets are about \$31,000 and the liabilities over \$70,000. An offer has been made by a relative who is a large creditor, to the creditors of forty-seven and a half cents on the dollar and to take over the assets. The offer will likely be accepted.

Permission has been granted the Woelfe Shoe Co., of Kitchener, Ont., to plant trees on Wilmer street, under the direction of the park superintendent, and at their own expense, in order to beautify their property.

One of the most modern artificial leather factories has just been completed in New Toronto by the DuPont Fabrikoid Co. It cost \$450,000 to erect and equip the plant, and operations have been commenced. Over one hundred skilled men will be employed. Nine separate buildings, of which three are brick, and the remainder sheet metal, comprise the establishment. Among the many kinds of leather produced will be materials for automobile tops, hand bags, shoe tops, traveling bags, etc. Artificial rubber will also be manufactured. Before opening the plant the company oper-

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.
Sales conducted personally or by mail.
Stocks bought and sold.
All negotiations strictly confidential.

ated a similar and less modern industry on Dufferin street, which has been closed and some of the machinery transferred.

The Toronto Shoe Repairers' Association are now meeting in their new room in the Foresters' Building, College street, Toronto, and have a piano at their disposal. Some of the members are excellent vocalists and instrumentalists, and at the last regular meeting several songs were rendered, as well as some piano selections, to the great delight of all present.

The plant formerly occupied by the Chatham Shoe Co., Chatham, Ont., will probably be sold for a civic cold storage plant.

Oliver Tetrault and A. N. Cusson, of the Tetrault Shoe Mfg. Co., Montreal, left this week on a visit to different shoe centres of the Eastern States with a view to picking up all the latest style pointers and suggestions.

A. E. Marois, of Tourigny & Marois, Quebec, spent a few days in Montreal recently on business.

A. Levy, of the Right Form Shoe Store, Toronto, was a recent caller on the Montreal trade.

Harry Dallas, Sr., who represents several English footwear firms in Toronto and the various provinces of Canada, has also been appointed representative of the Simcoe Shoe and Glove Co., Limited, of Simcoe, Ont.

Frank P. Slater, who has several specialties in the line of footwear, was in Toronto last week calling upon the wholesale trade.

The late warm spell has been the means of moving many lines of summer footwear in all cities and the turnover in white goods and sporting shoes has been a very large one. Many retailers throughout the country are now holding their semi-annual, midsummer clearing sales.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

L. L. Ward, manager of the Invictus Boot Shop, Toronto, is spending his holidays in Buffalo and Rochester.

The nine-months-old daughter of D. G. Hardie, of Hardie, Redmond & Co., wholesale shoes, 189 Church street, Toronto, was badly scalded recently, when she pulled a hot teapot off the table. The child suffered severely for a few days but is now recovering.

The Leather Equipment Committee of the Council of National Defence has adjourned indefinitely at Washington, having secured enough leather to meet the immediate re-

quirements of the Government. Tanners interested in contracts already made, or in future offerings, should take the matter up with the Equipment Division of the Ordnance Department, 1330 J St., N.W., Washington, D.C., says a recent despatch.

On August 1st the Methodist Church, Fergus, Ont., was the scene of a very pretty wedding, when Sara Lena, daughter of Mr. and Mrs. Archie Irvin, was united in marriage to Chas. Frederick Schuszler, of Toronto, who is a popular member of the traveling staff of the Regal Shoe Co. The bride was assisted by her sister, Miss Florence, while H. Bradford, late of Toronto, was best man. Mr. Schuszler and bride, after a trip to points east, will take up their residence in Toronto. Many friends will join in wishing them every happiness and prosperity.

M. S. Chisholm, of Chisholm's shoe store, West Toronto, has returned from holidaying near Bobcaygeon, Ont.

I SPECIALIZE ON
SHOE STAMPS & DIES

STEEL STAMPS & DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL

CONDENSED ADVERTISEMENTS

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

WANTED.—Position as Superintendent or foreman by A1 man—eight years' experience. Hard worker and gets results. Box 70, SHOE AND LEATHER JOURNAL, 1229 Queen west; Toronto.

WANTED.—By thoroughly experienced traveler, with good connection in Toronto and Western Ontario—a manufacturer's line of shoes on commission—ladies or children's preferred—also specialties. Box 72, SHOE AND LEATHER JOURNAL, Toronto.

SHOE TRAVELER WANTED.—Wanted for the 1st of September, a first-class shoe traveler, having a good connection in Nova Scotia, and P.E.I., and a part of New Brunswick—to carry a general line of boots and shoes. None but a capable man, with a good standing with the trade on that ground, will be entertained. Correspondence strictly confidential. Apply Box 74, SHOE AND LEATHER JOURNAL, Toronto.

SITUATION WANTED.—Man, thoroughly schooled in shoe manufacturing, open for engagement. Expert cost maker and designer. Also capable of taking full charge of tag department. Apply Box 40, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

SITUATION WANTED.—Experienced buyer of all classes of shoes seeks position as buyer and manager of retail store. Montreal preferred. Apply Box 10, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

MANAGER for Retail Store or Department open for position September 1st. Wide experience; efficient buyer; first-class references; age 38 years; married; no objections to good live Western city. Apply Box 62, SHOE AND LEATHER JOURNAL, Toronto.

SITUATION WANTED.—Salesman, well known among jobbers and large retailers, desires change from present position; experience in costing and other details. Address Box 304, SHOE AND LEATHER JOURNAL, Toronto.

WOMAN DRIVES DELIVERY TRUCK

"I took this job so that some healthy, physically fit man could go overseas and fight alongside my husband and brothers in the trenches," said little Mrs. Eva Crane, Winnipeg's first motor truck driver.

Mrs. Crane drives one of the big delivery trucks for the Consolidated Rubber Co. She went to work Monday. She loads and unloads her own truck, gets her orders from the office, delivers the goods to the customers of the firm, and to the railways, working alongside the warehousemen in the shipping department of the firm, asking and accepting no assistance other than is ordinarily accorded to a man on the job.

"No, I am not an Englishwoman," she said, "I come from Sidney, Manitoba, and I was born in Lindsay, Ontario. Both father and mother were Canadians. I don't find it extraordinarily hard work," she continued. "Handling heavy cases is not much a question of strength, it's the knack of swinging them around right."

STYLE FEATURES IN NEXT SEASON'S OFFERINGS

(Continued from page 45)

pedestal. and is something strikingly new. Wood heels with aluminum plates are very popular. Some of the models have fancy foxings and carry the new circular vamp, which extends back to the heel and is a pleasing innovation. Havana brown and military gray are leading shades. Chocolate kid is also quite a favorite and the square throat and circular vamp are also noticed on several lines. An eleven-inch wave top, glazed kid bal, with leather Louis heel is decidedly snappy. Among other showings for the season is a black kid fancy scalloped vamp, with collar or insertion of gray kid around the vamp. Other feature shoes are a Havana brown kid bal, with brown kid eyelet stay and collar and champagne cloth top; a Havana brown kid bal with fancy foxing and collar and cafe-au-lait cloth top; a patent vamp and fancy foxing, waved top, covered wooden heel and olive gray cloth top; a Havana brown kid vamp, eleven-inch champagne cloth, wave cut top, brown kid backstay and covered Louis heel; a Havana brown kid bal, with round Blucher effect forepart and ivory kid top; a square throat, circular vamp of patent leather with backstay to match and covered wood heel and top of pearl gray cloth. More attractive models are an all-nigger brown calf bal and an all-mahogany calf bal.

In pumps there is a very pretentious array. For the most part they are plain, with square, round or heart-shaped throat; perforations are seen around the tops of a number of low cuts, while all ornaments are eliminated. The new creations for spring in women's wels, McKays and turns of the Regina Shoe Co. reflect credit in every way upon the facilities and progressiveness of the firm.



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds
Sheepskins Skivers "Ryco" Matt Kld

RICHARD YOUNG CO.

36 and 38 Spruce Street - NEW YORK, U. S. A.
Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES." Leicester.

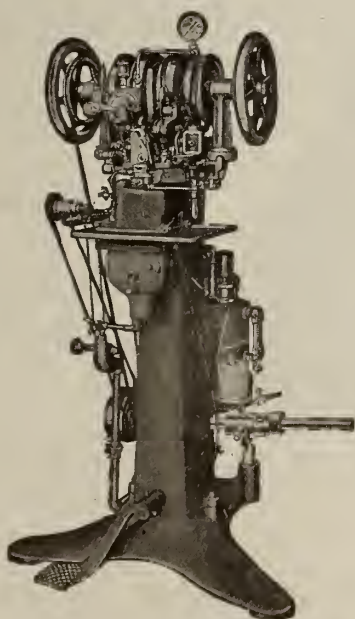
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

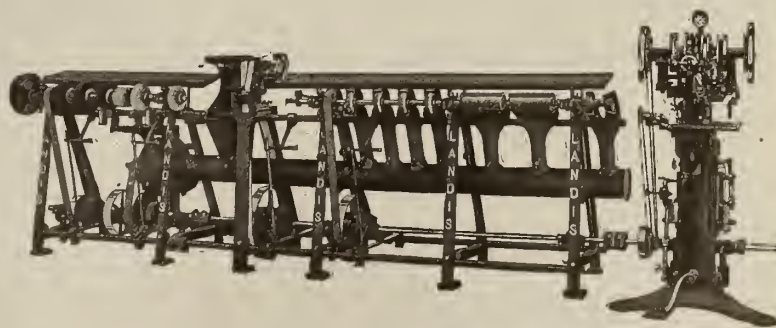
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 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



**THE
WM. A. MARSH CO.**
Limited

*Manufacturers of
Fine Boots and Shoes*

OMER CLEMENT
Tanner of High Class
Chrome and Bark Sides

Specializing in
Box, Dull, Elk, Gun Metal, Tan and Mahogany
Brown, Patent, Glove and Tongue Splits, Horsehides
in Box, Dull and Gun Metal, also Bark Patent
and Flexibles.

224 St. Helen Street
Long Distance Phone 2091
Quebec, Que.

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'

LAGACE & LEPINAY
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: **LUCIEN BORNE** Montreal Office:
491 St. Valier St., Quebec 152 Notre Dame St. W.

THE MOST HIGHLY PRIZED QUALITY IN LEATHER IS "MELLOWNESS," which means softness, flexibility, pliability, freedom from harshness or hardness.

Ralston's Polishes

preserve to the leather its "MELLOWNESS," color and finish.

Ralston quality brings repeats.

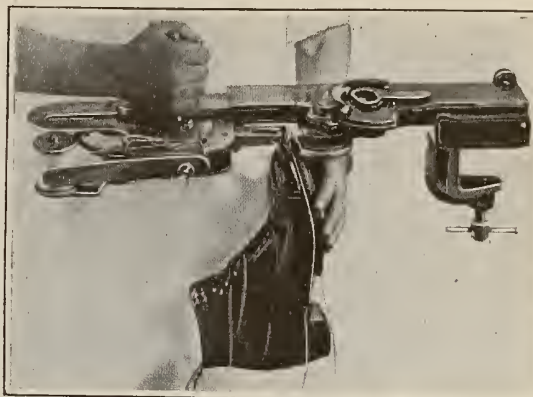


ROBT. RALSTON CO.

HAMILTON, ONT.



OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Stitches Neolin and Fibre Soles. Price, Ontario, with demonstration, \$70.00; \$15.00 cash, balance \$5.00 per month. Clear instructions for setting up and operating enclosed. Write To-day.

C. PARSONS & SON

Repair and Shoe Store Supplies Limited

79 Front St. E.

Toronto, Ont.



Adelard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board

COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

230 St. Marguerite St.

Regd.

Montreal, 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

WHEN YOU WANT BOOT AND SHOE

LACES

I have in stock 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.

Buy your Laces Banded in Pairs

E. W. McMARTIN

45 St. Alexander Street, Montreal

For your Soldier Trade, 42-inch Tan Porpoise Laces and 45-inch Khaki Breeches Laces

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

**CHROME and
COMBINATION
TANNED LEATHERS**

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq.
MONTREAL

OSHAWA

611 St. Valier St.
QUEBEC

SHURE-GOOD**Khaki Cloth**

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE*Write us for Samples and Prices*Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON—EVERETT
MASSACHUSETTS, U.S.A.

"The Sweetness of Low Price Never Equals the Bitterness of Poor Quality"



Stitchdown Pump



Stitchdown Butt.



Stitchdown Blu.



Standard Screw Blu.

Our lines have the Quality mark the give unstinted satisfaction to wearer and dealer alike. They include superior staples in

**Men's, Women's Misses', Youths', Boys',
Little Gents' and Children's.**

Our "STITCHDOWNS" for boys and girls are great trade winners—Made in sizes 3 to 10½.

**WE ARE
MANUFACTURERS**

Charles A.
AHRENS
Limited
KITCHENER, ONTARIO

**OUR GOODS
STAND THE TEST**

JOHN McENTYRE, Limited

28 St. Alexander Street, Montreal

HEADQUARTERS FOR

LEATHERS

SHEEPSKINS
CHROME GUN METAL
CHROME DULL AND BOX SIDES
EMBOSSED SPLITS
TAN ARMY LEATHER
GLAZED KID
BREITHAAPT SOLE LEATHERS
DAOUST, LALONDE CO.'S
SIDE LEATHERS

SUPPLIES

SUPERIOR TIP REPAIRER AND SHOE
DRESSING
HIGH GRADE RUBBER CEMENT
INDEPENDENT BOTTOM FILLER
CABRETTA
COTTON SHOE LININGS

Rubber Cement and Filler Plant,
26 Gladstone Ave., Montreal

Tannery,
1704 Iberville St., Montreal



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA



SCHMOLL FILS & CO.

International Hide Merchants

PARIS, HAVANA NEW YORK CHICAGO BASLE

"We deliver what you buy."

INDEX TO ADVERTISEMENTS

A		G		R	
Ahrens, Chas. A., Limited.....	57	Gutta Percha & Rubber, Limited....	47	Routier, Luc.....	54
Aird & Son.....	10	Guay, Eugene.....	55	Regal Shoe Co., Limited.....	11
Ames-Holden-McCreedy, Limited	4	Gale Bros., Limited.....	54	Robson Leather.....	56
Armstrong, W. D.....	52	H		Robinson, James.....	3
B		Hartt Boot & Shoe Co.....	5	Ralston, Robt.....	55
Bell, J. & T., Limited.....	7	I		S	
Borne, Lucien.....	54	Independent Rubber Co.....	20	Schmoll, Fils & Co.....	58
British Wood Heel Co., Limited.....	56	L		Slater Shoe Co., Limited.....	I.F.C.
C		Laing, Harrar & Chamberlin.....	16	Scheuer, Normandin & Co.....	9
Clement, Omer.....	54	Lewis, A. C., Leather Co.....	53	Samson, J. E., Inc.....	54
Canadian Consolidated Rubber Co...	22	Lagace & Lepinay.....	54	Shultz-Goodwin Co. (Inc.).....	56
Clarke & Clarke.....	18	Landis Machinery.....	53	Staynes, W. H., & Smith.....	53
Cote, J. A. & M.....	14	M		T	
Cock of the Walk.....	50	McMartin, E. W.....	55	Tourigny & Marois.....	54
Clark, A. C.....	51	Midland Shoe Co., Limited, The.....	44	Tebbutt Shoe & Leather Co.....	21
Cobourg Felt Co.....	51	Montreal Box Toe & Heel Co., The...	55	Tetrault Shoe Co.....	49
Clarke, A. R., Co., Limited.....	O.B.C.	Marsh, Wm.....	54	Toronto Heel Co.....	16
Collis Leather Co.....	12	McEntyre, John, Limited.....	57	U	
Canadian National Exhibition.....	12	N		United Shoe Machinery Co. of Can-	
D		Newcastle Leather Co.....	16	ada.....	8 and I.B.C.
Davis, A., & Son.....	14	National Cash Register.....	6	Ullathorne & Co.....	50
Davis Leather Co.....	13	P		W	
Duclos & Payan.....	18	Parker, Irwin, Limited.....	50	Wood-Milne Co., Limited.....	18
Daoust, Lalonde & Co.....	15	Pfister & Vogel.....	10	Wright, E. T., & Co., Limited.....	19
E		Peerless Machinery Co.....	50	Y	
Edwards, Geo.....	33	Parsons, C., & Son.....	55	Young, Richard, & Co.....	53
		Perkins & McNeeley.....	17		

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.

CLARKE'S
PATENT
LEATHER



CLARKE'S
PATENT
LEATHER



PATENTS SEEN ON THE MOST EXCLUSIVE MODELS

Word comes from the leading style centres of the United States that Patent Leather is once more to be in vogue in some of the classiest presentations being shown in many of the best footwear establishments.—*News Item.*

Blacks are more in evidence than ever, and a decided tendency is toward Patent.—*Report of Rochester Style Show.*

CLARKE'S PATENT LEATHERS
Are Absolutely Reliable

A. R. Clarke & Company, Limited
TORONTO BRANCHES:—MONTREAL and QUEBEC ONTARIO

THE SHOE & LEATHER JOURNAL

TORONTO
AUGUST 15
1917



THE
THIRTIETH
YEAR

L. J. BREITHAAPT and
J. C. BREITHAAPT, KITCHENER, ONT.

See Page 34



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



DAVIS CALF LEATHERS

NEW COLORS FOR 1918 SPRING SAMPLES

GREY CALF NEW TAN RUSSIA (No. 24)
KHAKI CALF (No. 74) CHERRY WILLOW (No. 84)

Our **NEW TAN RUSSIA** (No. 24) will be one of the most popular lines for Spring. It is a beautiful rich tan shade, a welcome and pleasing change from the dark shades which have been so popular.

Our **NEW GREY CALF** is of that soft "battleship" shade that promises to be a feature of the New Spring Footwear for Women.

Our **CHERRY WILLOW** (No. 84) is the newest and most popular shade in red, of dark rich tone, and will have a great run next season.

OUR REGULAR SHADES

Royal Purple Russia; Brown Russia No. 33; Brown Russia No. 66; Brown Russia No. 14; Briar Boarded Calf; Mahogany Russia; Duchess Russia.

NIGRO and **MATT** in all standard selections.

If you have
not sampled

DAVIS' NEW SHADES

wire for samples
immediately.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



THE RITCHIE SPECIALTY
— IS —
MEN'S, BOYS' AND YOUTHS'
— WELTS —

Last year there were more Ritchie Men's Welts sold by 90%, than ever before, and our records to date so far this year show an increase over last year's large volume of over 30%.

WHY?

THE JOHN RITCHIE COMPANY LIMITED
QUEBEC

TRAVELLERS

will be out about the first of September
with a complete range of samples of

SPEED KING

Sporting, Vacation and Outing

SHOES

from the following
Jobbers

The Amherst Boot and Shoe Co., Limited	-	-	{	Amherst, N.S.
			{	Halifax, 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.
T. Long & Brother	-	-	-	Collingwood

These are the Profit-Line Sport Shoes

The Independent Rubber Co.

Limited

Merritton, Ontario

John R. Evans Leather Co.



NEW WAREHOUSE

214 Lemoine Street, Montreal



Limited

In order that we may keep in closer touch with the Canadian Trade, we have established a CANADIAN BRANCH at 214 Lemoine St., Montreal, at which place we will carry a complete line of

Everything in Upper Leathers

Including Our Well - Known Brands :—

“Maximus”

Patent Kip and Sides

“Peerless”

White and Grey Kid

“Peerless”

Glazed and Matt Kid

“Ruby”

Glazed Kid

This will enable us to render the Canadian Trade the same EFFICIENT SERVICE that has so long characterized our business in the United States.

Get in touch with us at once, remembering that we make EVERYTHING IN UPPER LEATHERS.

JOHN R. EVANS LEATHER CO.

214 Lemoine St., Montreal

Limited

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.

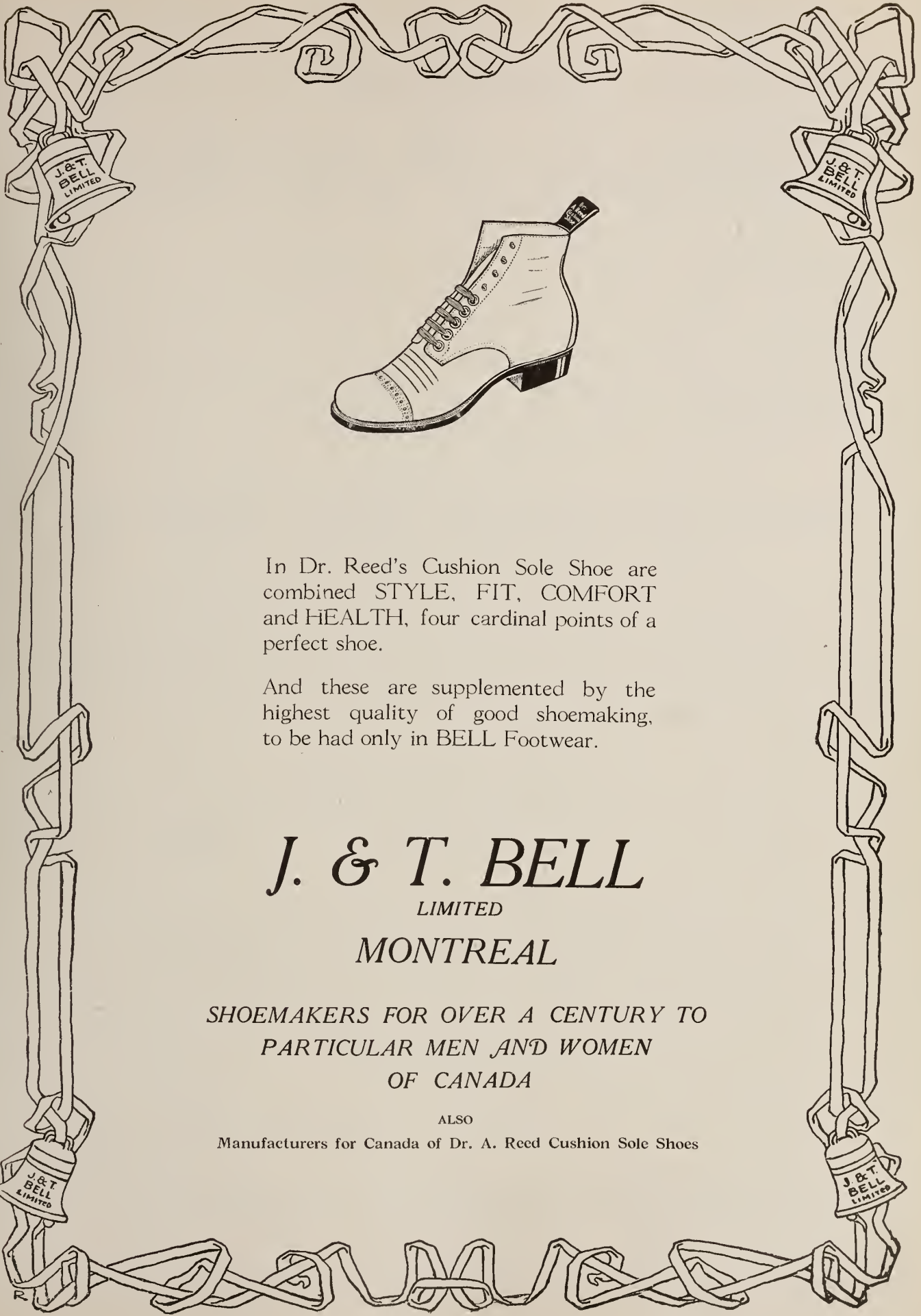
**UNITED SHOE MACHINERY COMPANY
OF CANADA, LIMITED**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

179 King Street West, Kitchener

28 Demers Street, Quebec



In Dr. Reed's Cushion Sole Shoe are combined **STYLE, FIT, COMFORT** and **HEALTH**, four cardinal points of a perfect shoe.

And these are supplemented by the highest quality of good shoemaking, to be had only in **BELL** Footwear.

J. & T. BELL
LIMITED
MONTREAL

*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

MARTIN

CORRUGATED PAPER BOXES



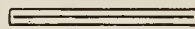
Facilitate the despatch of shipments.
 Give the greater security of a sealed package.
 Cut freight and express cost.
 Make the work of putting up orders almost noiseless.
 Ensure the arrival of goods in the best condition.
 Occupy a minimum of storage space.

WRITE TO-DAY

Martin Corrugated Paper & Box Co.
 353 Pape Avenue, Toronto Limited

Toronto Exhibition

Aug. 25th



Sept. 10th

*We invite our customers and friends to use our
 Sample Room and Offices as their headquarters
 should they visit Toronto during the Fair.*

Yours respectfully,

*W. B. Hamilton Shoe Co.,
 Limited*

15 and 17 Front St. East

NOW is the time when SPECIALIZATION, particularly in Women's Fine Footwear, is of REAL VALUE to the Trade.

Styles must be the latest—in advance—Exclusive — IMMENSELY ATTRACTIVE — Every advantageous detail in manufacturing — Every practical economy in manufacturing—EVERY POSSIBLE SAVING in consequence of a highly organized specialty, big production factory MUST BE DEMONSTRATED to the trade.

Style and wear—wear that retains style—must be built into every shoe.

Production specialized—means MORE ECONOMICAL and BETTER production.

The Perth Line is one you should see in justice to your business

Perth Shoe Co. Limited

Largest Manufacturers of Women's Fine Welted Shoes Exclusively, in Canada

PERTH, ONT.

OFFICES IN

- Monterrey
- Saltillo
- San Luis Potosi
- Zacatecas
- Torreon
- Durango
- Aguascalientes
- Gomez Palacio
- Fresnillo
- Linares
- Laredo, Tex.



JUAN M. GARCIA

EXPORTER

94 Washington St. P. O. Box 179
Cable Address, "Garcia"

MONTERREY, MEXICO

Hides, Goat-Skins, Ixtle

All goods sold F.O.B. Laredo, Tex.,
in car lots only.

BIG QUANTITIES ALWAYS ON HAND

MAIN OFFICE, MONTERREY, MEXICO

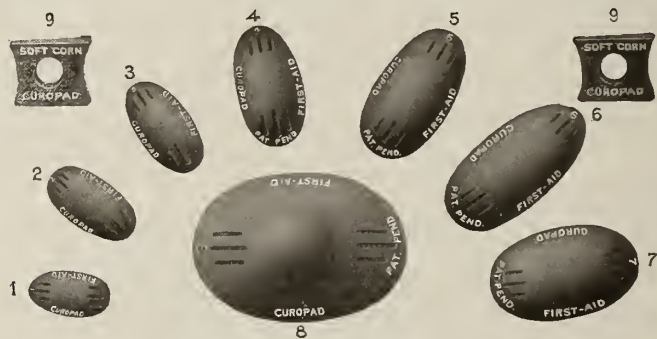
ARROWSMITH



BUNION SHIELD

A scientific appliance constructed to give instant relief and ultimate cure of bunions. Made of best para rubber and shaped to conform to the enlargement so as to relieve unnecessary pressure and friction. A boon to bunion sufferers.

FIRST AID TO THE FEET



THE CUROPAD

A scientific, up-to-date, orthopedic appliance for the relief and cure of Hard and Soft Corns, Callosities, etc., on the foot. Made of best para rubber. Constructed with grooves that assure its keeping in position. Is sure to give satisfaction. To be had in different sizes to meet the varying demands.

Canadian Arrowsmith Mfg. Co., Limited

J. W. ARROWSMITH, President

Niagara Falls, Ont.

ELMER POYER, Manager



James Robinson

Montreal

THE MAN WHO PUT THE WORD

SERVICE

INTO THE SHOE-TRADE DICTIONARY

And on the efficiency of that service
we have built our reputation
and business.

Just now we are featuring that
service in our

IN-STOCK DEP'T.

And our ability to fill your
orders for

Late Summer and Early Fall Goods

and your present sorting needs, etc.,
within twenty-four hours
after their receipt.

JAMES ROBINSON

MONTREAL



ASK YOUR JOBBER

There's a great number of Jobbers in Canada
who stand by

The Aird Line of McKays and Turns
FOR
Men, Women, Boys and Youths

Every shoe turned out of our factory has that Aird
character that has made for them a
reputation for quality.



To Jobbers Only

AIRD & SON (Registered) **Montreal**

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

Spring
1918

WHITE GOODS

Spring
1918

The Scheuer, Normandin & Co's Line



ANTICIPATING the greater call there will be next season for **White Goods**, we are making a range so wide that it will cover every demand for this class of footwear.

There's a breadth of style, too, in the samples that will meet the wishes of the most particular customers.

Our travelers will be showing this line about September the first. Be sure you see them before placing your order.

We are Agents
for
THE HOOD RUBBER CO.
of Watertown, Mass.,
Line of
Tennis and Leisure
Goods
ASK TO SEE THEM

OUR REPRESENTATIVES

Maritime Provinces, J. H. Murphy.
City of Montreal and the Province of Quebec, G. H. Betournay.
Ontario Province, Robert D. Ayling.
Western Provinces, L. Godbolt & Co.

Our Mr. Scheuer will cover his usual territory, which consists of the City of Quebec, principal centres of Eastern Townships, Ottawa and principal centres of Eastern Ontario.

SCHEUER, NORMANDIN & CO.

8 St. Helen Street

Montreal



Spats

Fashion dictates every well groomed woman should have a pair.

WE have the FINEST
Line on the Market

Buy your needs NOW and get the BEST goods at TO-DAY'S prices.

Have them WHEN your customer WANTS them.

BEAT your competitor to it.

EXTRA BOX CLOTH

WHITE, FAWN, BROWN, LIGHT and DARK GREY

	Per doz. pairs	
Women's 9 Button, 9 in. high, Flat Tailor Buttons.....	\$16.50	
Men's 5 " Flat Tailored Buttons	13.50	

EXTRA HEAVY FELT

SAME COLORS

Women's 10 Button, 9 in. high.....	\$13.50	doz. pairs
" 8 " 8 "	12.00	"
Men's, 5 in. high.....	9.50	"

FINE KERSEY CLOTH

BLACK ONLY

Women's 10 Button, No. 333.....	\$8.50	doz. pairs
" 10 " No. 141.....	6.00	"
Men's 8 " No. 141.....	6.00	"

These present prices will have to be changed in the very near future, as the cost of material and manufacture has advanced considerably.

Laing, Harrar & Chamberlin
Philadelphia, Pa.
U.S.A.

NICETY
OF
Color Matching

Is an important essential in the ensemble of the fine shoe.

We excel in this department.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

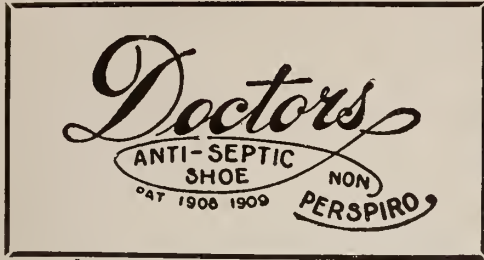
FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—
For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN
ESTABLISHED 1873

Tannery and Factory ST. HYACINTHE Sales Office and Warehouse MONTREAL



There is a practical sensibleness in the construction of Tebbutt's Shoes that separates them from all other makes. In addition to their comfort they have air circulation that makes them a very special health shoe, and this is an important feature.

Nor has style been sacrificed to obtain these splendid health results.

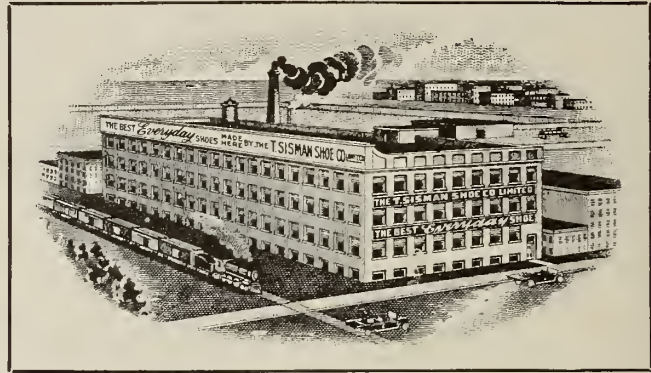
Lose no time in placing these brands in your store.

Tebbutt Shoe and Leather Company
Three Rivers, Que.

THE LITTLE THINGS COUNT

Success that is permanent depends upon FAITHFULNESS
IN DETAIL. That is the secret of the success of

SISMAN'S BEST EVERYDAY SHOES



The same care is given to the parts that cannot be seen as to those that may be seen and handled. Jobbers, retailers and wearers know when they buy SISMAN'S they have an absolute assurance of QUALITY.

THE T. SISMAN SHOE CO. Limited, Aurora, Ontario

YAMASKA



The brand you need to round out your stock. These are excellent staple lines that have a continual sale. They include shoes for

Men, Women, Youths, Boys, Girls and Children

and will insure you a splendid margin of profit.

CARRIED BY FOREMOST JOBBERS

LA COMPAGNIE J. A. & M. COTE

ST. HYACINTHE, QUE.



The
TETRAULT
WELT SHOE



UP ANOTHER NOTCH

*Our New Spring Styles for 1918
 will make plain the reason why*

TETRAULT
WELTS
ALWAYS
LEAD

They have ordinary Welts beaten miles for **STYLE, FIT AND GENERAL SMARTNESS, AND THAT AT POPULAR PRICES.**

Those who have seen the new samples say that their genuine quality should make them beat even last year's record for sales.

It will surely pay you to wait and see these new lines for 1918.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Montreal

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED

Again *THIS* Year

We are Showing a Range of

WHITE GOODS

Surpassing any offering that is being made to
the Canadian Trade.

Buyers who require to make Nicest Selection in these lines
will find full opportunity by
seeing our samples.

WE CARRY IN STOCK

A Choice Variety of

Women's Novelty Shoes

NIFTY, UP-TO-THE-MINUTE DESIGNS and COLORS
The Products of the Best Manufacturers.

We Specialize in Highest Grade
Footwear for Women.

R. B. GRIFFITH & CO.

Hamilton,

Ontario



“NUGGET” SHOE POLISH

will again be demonstrated to your customers at the various Exhibitions throughout Canada.

You can see for yourself the advantages of handling a polish that is advertised so well, and one that is known from Atlantic to Pacific as a quality polish.

There is a nice profit for you, too.

MAKE YOURSELF KNOWN TO US

Toronto Exhibition	-	August 25th to September 10th
Quebec	- - -	“ 30th to “ 8th
Sherbrooke	- - -	“ 25th to “ 1st
Fredericton	- - -	September 24th to “ 29th
Ottawa	- - -	“ 7th to “ 15th
Halifax	- - -	“ 12th to “ 20th
London	- - -	“ 7th to “ 15th

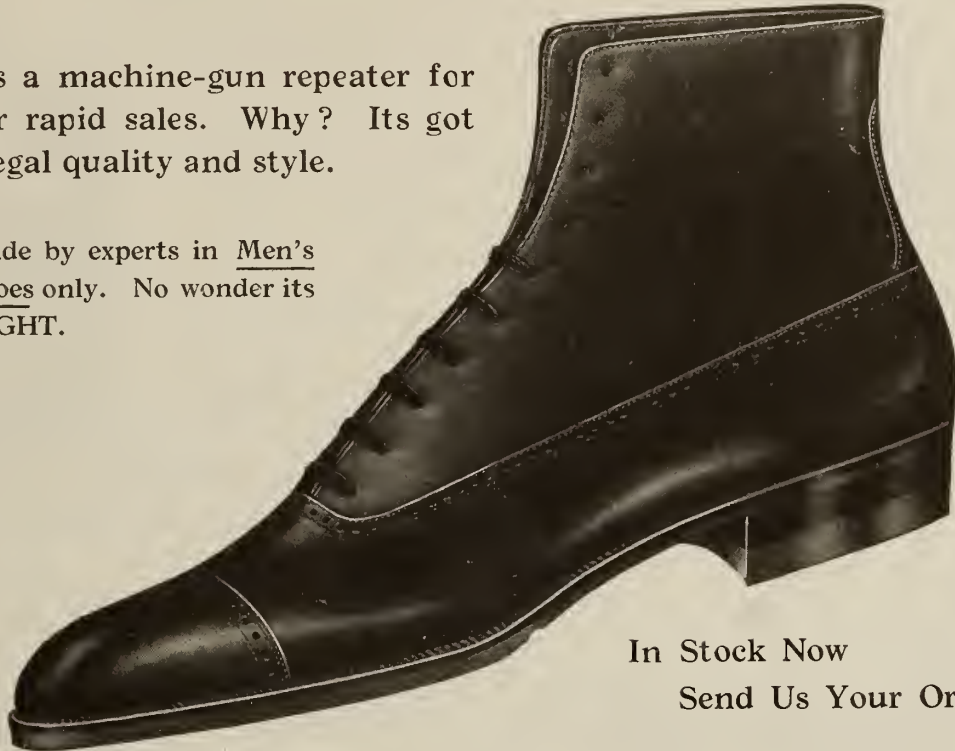
THE NUGGET POLISH CO., LIMITED

9, 11 and 13 Davenport Road
TORONTO ONTARIO

Regal BRITON

Its a machine-gun repeater for for rapid sales. Why? Its got Regal quality and style.

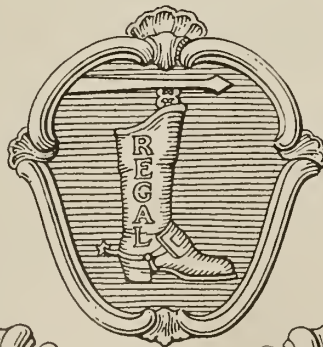
Made by experts in Men's Shoes only. No wonder its RIGHT.



In Stock Now
Send Us Your Order

Nut Brown Russia Bal., Fibre Sole and Rubber' Heel.
Invisible eyelets to top (smart!). A graceful, classy boot,
yet sturdy and full of wear-resistance. Your men
buyers want it.

Regal In-Stock Service means practically a back-room stock in your store—we certainly ship quickly.



The
Regal Shoe Co.,
Limited
472-474 Bathurst St.
Toronto



The Best Bait for Big Business

is

Meritorious Small Lines

A customer for Dressing may become a customer for Shoes



RALSTON'S DRESSINGS



have merit so evident in use that your customer knows you have given him

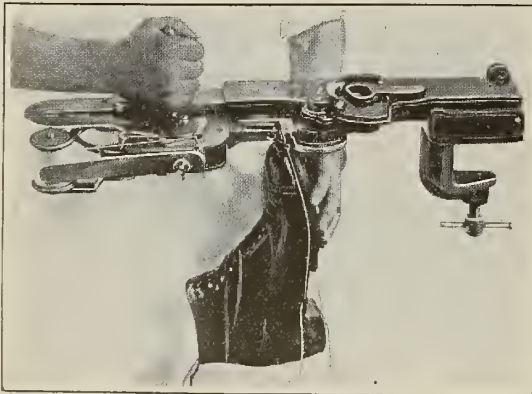
THE BEST

ROBT. RALSTON CO.
Hamilton Ontario

"A DRESSING FOR EVERY SHOE"



OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Stitches Neolin and Fibre Soles. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed. Write To-day.

C. PARSONS & SON
Repair and Shoe Store Supplies Limited
79 Front St. E. Toronto, Ont.

CHROME and COMBINATION TANNED LEATHERS

OUR RANGE INCLUDES :

- Heavy Storm Leathers,
- Gun Metal Sides,
- Velours Sides,
- Box Sides,
- Chrome Patent Sides of all kinds.

Write for Prices

The Robson Leather Co. Limited

TANNERS AND CURRIERS
52 Victoria Sq. MONTREAL OSHAWA 611 St. Valier St. QUEBEC

Wide-awake Shoe Dealers

Will be wise in taking advantage of present prices and BUY EARLY.

Our new samples of WOMEN'S, MISSES', GROWING GIRLS' and CHILDREN'S SHOES comprise the finest and most comprehensive showing we have ever made.

There's a breadth of range and a wealth of style that will meet every call you will have for shoes that are classy, that will wear well and are not priced above the average purse.

The following is a list of our representatives who are in their respective territories now:

E. G. McCOLOUGH, Maritime Provinces
J. S. LANGVIN, Quebec Province
HARRY ADAMS, Manitoba

W. CAMPBELL, Western Provinces
JNO. FERON, Eastern Ontario
J. H. COTE, Montreal

Write us to be sure they call

Canadian Footwear Co. Limited

Makers of Fine Shoes for the Fair Sex

Sales Rooms:
44 St. Antoine Street, MONTREAL

Factory:
POINTE-AUX-TREMBLES



FLEET FOOT

SORTING ORDERS

You can do a big volume of trade in FLEET FOOT Shoes during the next few weeks, if your stock of FLEET FOOT is complete and up-to-date.

No need to do without the popular styles or to have a broken range of sizes. Our nearest branch will take care of your sorting orders on the shortest notice.

Write, telegraph or telephone your orders and see how quickly you can be served.

**Canadian Consolidated Rubber Co.
Limited
Head Office, Montreal**

Service Branches at Halifax, St. John, Moncton, Quebec, Ottawa,
Kingston, Belleville, Hamilton, Brantford, Kitchener, London,
North Bay, Fort William, Winnipeg, Brandon, Regina,
Saskatoon, Calgary, Edmonton, Lethbridge,
Vancouver, Victoria.

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

GET THE HARVEST IN

Everybody Should Help—It's as Important to Get in the Crop as to Send Men to the Front—Do Your Part—Give Your Customers a Hand

SOME one has said that it takes five men at home to properly support a man at the front. The food question is undoubtedly as important, if not more so than munitions. The fighting power at the front must be kept up with the steady supply of good, wholesome food for men and horses.

We are confronted in Canada with the most crucial period in our history. We have within our reach the greatest harvest it has ever been our good fortune to produce. We are face to face with a situation, however, that calls for self-denial on the part of those at home which, while not as great as that shown by those who have gone to the front, is none the less worthy of effort. Farmers are short handed and unless the necessary help is given them just now a good deal of nature's bounty will be lost.

All over the country a response is being made to the appeal for help, but so far it is nothing like adequate to the extremely pressing requirements. Manufacturers and others are letting their employees off for periods of one to two weeks to lend a hand in gathering in the grain. The pity is that more do not see it to their individual interests, as well as that of the country at large, to shut down and give immediate attention to this pressing problem.

A month or so ago the SHOE AND LEATHER JOURNAL made the suggestion to the retail store trade that it would be a good thing to close up their shops for two or three days a week and give their employees as well as themselves the opportunity to take a hand in harvesting operations. Some have taken hold of the idea to a certain extent, especially on Wednesdays, but there has not been the movement that might be expected.

Retailers throughout the country are in a better position than any one else to understand the seriousness of the situation, and also better situated to render help than many others. We believe, that not only would they not lose trade through closing their premises for two or three days a week, but would gain popularity with those who are their customers and who are in such dire straits for help.

All the talk about the farmer and cheap wages is aside from the question. The country needs the foodstuffs, and everybody will profit by its salvage. Let everybody in the shoe and leather trades do his "bit" right now.

How to Inaugurate the Cash System

The Shoe Retailer Must Convince Customers That He is Acting in Their Benefit as Well as His Own—The Fear of Incurring the Enmity of Certain People—All Who have Long Hesitated and Finally made the Change are now Glad They Did It

“YES! I would like to do a strictly cash business, but how can I? There is altogether too much credit extended to the people of this place and I lose heavily every year by allowing shoes to leave the shop which are not paid for. I have several hundred dollars on my books now on which I will not be able to realize ten cents on the dollar.”

So spoke a Montreal shoeman last week and his experience is not dissimilar from that which has been undergone by retailers in other towns and cities.

The cash system is an ideal one. If every wearer of shoes handed over the price for them at the time the purchase was made what a revolution would be wrought on business methods generally.

Educate Trade the Other Way

The shoe retailer is in most of the smaller centres, and in some of the larger ones too, constantly asked for credit. His trade has, perhaps, been educated to it.

The man who considers his credit good or who has worked up a reputation for being “good pay” looks upon it practically as a personal affront in many cases if he is refused credit. He forgets, apparently, about the extra expense for book-keeping and collecting to which the shoeman is put, as well as the loss of interest on outstanding money, not to mention the fact that it cripples the dealer in his own business transactions and is often the means of preventing him from taking cash discounts on the goods he purchases. A great deal could evidently be said against the granting of credit and very little in its favor.

The granting of credit presupposes a certain percentage of loss by bad debts. This is a practical certainty, but may be reduced to a minimum, no doubt, by the exercise of care in the selection of credits.

Very often the purchaser could pay cash, but prefers to withhold it for other purposes when he can stand the dealer off. Many amusing stories are told of the schemes and trickery resorted to in order to accomplish this. One customer, of whom we have been told, pleaded inability to pay his bill without drawing upon his bank account, but at the same time offered to lend the dealer money at a good rate of interest.

Fears That Are Groundless

On the retailer's side, he is afraid to talk cash for fear of offending customers and driving trade away from the store. He fears that unless all the merchants in the town adopt the same system he would meet with disaster, so that it is no wonder that he frequently hesitates.

The very fact that the dealer must exercise discretion in granting credit seems to do away with the argument that customers are likely to be antagonized if credit is refused. No shoe merchant can afford to grant credit indiscriminately and must, of necessity, refuse credit in many instances. People to whom favors of this kind are denied often remain very good customers of the store. In any case, he must decide which is the more profitable, to take a chance on the trade of such people or to lose the total amount of the account which they might run at the store. Credit can be refused in a firm, kindly manner. Merchants can also do much by holding together and profiting from one another's experience.

In any case, it is something of an undertaking to convert a credit business to a cash basis, and many shoemen who have tried it have lost their nerve and gone back to the old system. Probably if they had gone about the business in a different, more diplomatic way, they might have got through with it successfully.

Change is for Public Benefit

The first thing to be done is to convince, as nearly as possible, the general public with the idea that the change is to be made for the benefit of the public as well as the store. There are plenty of plausible arguments to support the contention that a store can sell for cash cheaper than for credit. It cuts off expensive book-keeping, loss through bad accounts, cost of collection, enables the merchant to take his discounts, etc. These facts should be explained to all old credit customers in a letter.

The next thing to do is to convince the public that the new system is really to be a cash one—cash for all and every one, without exception—that it is never to be violated no matter what the financial standing of the customer may be. If everyone knows that the merchant is absolutely impartial and that all are on an equal basis, most of them will be satisfied. But, of course, it is impossible that a change of this sort can be made without creating dissatisfaction among a few cranky customers who will probably quit trading at the store temporarily. Most of them, however, will go back sooner or later.

Send Out Notices of the Change

In addition to writing letters to the credit customers, those who buy for cash should also receive an announcement of the proposed change with the reasons for making it. It may be stated in this letter that in the future it will be possible to sell at lower prices than formerly, owing to the fact that the cash customers will not have to make up the deficiencies caused by the loss on uncollectable accounts.

(Continued on page 28)

This is Great Season for Findings Sales

They are the Easiest Articles to Sell, but are not Proof Against the Slip-Shod Treatment which they get in some Stores, and then the Retailer will have the Nerve to Say, "Oh there is no Money in Small Articles"—Hints on Booming Live Department

FEATURE your findings! Get into the game as if you meant it, not in a half-apologetic, we-keep-them-because-they're-asked-for sort of manner. Findings are the easiest articles on earth for the shoeman to sell, but even they are not proof against the indifferent sort of treatment they so often receive in otherwise up-to-date shoe stores.

We wonder why it is many a man who is an enthusiastic and successful shoe salesman, and who backs up his salesmanship by telling displays, goes to some drawer or table in an obscure corner of the store to get the laces or polishes desired by the customer. The only reason we can see is that because the articles are small they are therefore despised. Never was a greater mistake made!

If for no other reason than the profit to be made in handling them, you should push your findings sales to the limit. As has been previously stated in these columns, the average net profit on shoes is about 20 per cent., and on findings it is anywhere from 35 to 125 per cent. Is not a trade like that worth getting after hot-foot, especially when these articles are easily handled and sales quickly made?

But it is not only in financial returns that findings prove their worth. They are the greatest feeders for the shoe departments proper that can be placed in any store. If properly located and displayed many people who come for findings alone will stay to buy shoes when under the skilful guidance of a good salesman. A findings display can be made most attractive and compelling.

The Initial Investment is Small

If laces and polishes were the only items included in the term "findings," one could understand perhaps, the indifference displayed by so many retailers toward them. But when you look over a list of the articles more commonly called for, the extent of the trade is evident. Here are a few of them: laces, polishes, blackings of all kinds, white canvas cleaners, shoe-trees, rubber heels, insoles, heel-cushions, overgaiters and leggings, arch and ankle supports, brushes, shoe-lifts, button-hooks, ice-creepers, and heel-plates. There are items in this list and items not mentioned here, which appeal strongly to both young and old of either sex. Surely the salesman does not lack opportunity to exercise his talents with such materials to work on!

Any retailer desirous of adding findings to his general stock is always surprised at the small amount of capital required to make a creditable beginning. It should be remembered that this capital is very quickly turned over and thus the stock can always be kept new and complete with little subsequent extra outlay. From \$150 to \$200 is quite ample to start with. The smaller figure will do for retailers

in close touch with findings manufacturers; the larger for those whose stocks can not be replenished so readily. When you consider that many hustling shoe men have turned over a capital of this size in less than a month, there is absolutely no risk in the proposition, nor any reason for hesitation, in view of the undoubted benefits to be derived therefrom. A catalogue from a good findings establishment will give you all needed information.

How to Start Operations

To ensure success from the start, you should open a findings department and keep it entirely separate from the other departments. This should be located just inside the door, and will take up very little floor-space, as a great deal of the stock is kept in a show case, and the remainder can be shelved within easy reach. This show case should not be a cheap, second-hand affair. Far from it! The success of your department will depend considerably on its appearance. For no heavy outlay you can secure a handsomely finished case of quarter-cut oak, with plate glass top and shelves, mirrored doors, plated adjustable shelf brackets, from 6 to 10 feet long. This will attract instant attention if its contents are carefully arranged and tastefully displayed. Customers entering the store cannot miss it, and while waiting to be served, will view the contents with interest. When leaving the competent salesman will always bring it to the customer's notice, with the usual result of adding perhaps 50 cents or \$1 to a \$5 order. This not only increases gross sales, but also net profits.

Proper Methods of Management

There are two in common use. In one, each clerk is instructed as to the proper way to sell findings, and is supposed to push this department as thoroughly as he can. Some proprietors judge the worth of their clerks largely by the amount of findings they sell, and reward or admonish them accordingly. This is because findings sales are largely an index to the initiative and ability of the salesman. In other cases, the salesmen are given a certain percentage on all sales above a certain total. This would seem to be the better method, as it appeals powerfully to that motive so strong in everyone—self-interest. An enterprising salesman can add several dollars per week to his salary in this way.

Still other shoemen run this as an entirely separate department, and place it entirely in charge of one clerk. The latter is responsible for results and any customer desiring findings is turned over to him for attention. This has its advantages and its drawbacks as well. If one person is responsible for the appearance of the department, it will probably

be kept in better condition than if several were interested in its upkeep. "Too many cooks spoil the broth." It will also be easier to keep accurate record of sales, as this record will be in one sales-book rather than in several, and mixed with other sales at that. Again, there is less likelihood of stock running short or any line becoming shopworn if one man is responsible, and keeps in intimate touch with it day by day. On the other hand, when a customer has been successfully handled by a certain salesman, it is often annoying to the customer, and harmful to the interests of the store, to turn him over to another salesman for attention. It breaks that personal relationship, which is a strong feature in successful salesmanship. This is a matter which must be decided according to the judgment of the retailer. In any case, careful record must be kept of all findings, so that the department may receive due credit.

Put in Special Findings Window

Give up your best window to the findings department periodically. It will not only sell findings, but draw people into the store for the other departments. You can make a very neat, attractive display if you study out a plan before dressing the window. For instance, display a line of polishing and mud brushes and daubers close to the shoe polishes. Passers-by will see the point much quicker than if the articles were dumped into the window helter-skelter. With button-hooks, shoe-lifts, overgaiters and leggings, all sorts and colors of fancy laces, arch-supports, insoles and other articles, the window will not lack for contrast and can be arranged in very telling combinations. With laces alone, a good window-trimmer can make an effective and unusual display. These remarks apply to the inside show-case as well.

Displays should consist of seasonable articles. Don't show ice-creepers in summer or cricket and golf spikes in winter. There are enough all-the-year-round staples to fill a window at any season. Occasionally, for the sake of variety, you could make a strong effect by dressing a window with one article alone. This is always an instant eye-catcher, when carefully done.

Give the findings department a fair share of the advertising space. Let people know that your lines are complete, and that you are in earnest in your efforts to give them the best goods obtainable. But don't cut prices, except on rare occasions. You would be very foolish to do this just because you make a large profit. Why shouldn't you? There is enough dead timber in any business without throwing away any advantage you possess. Besides, if you boom the department in the proper way, you'll never have to cut prices. That has been the experience of many of the most successful retailers in this line.

Where Tact and Judgment Come In

There is one undoubted advantage in expecting each salesman to boost the sale of findings, and that lies in the opportunity he has of suggesting findings which are needed by the customers on whom he

waits. If a man comes in for a pair of rubbers and the salesman notices that the heels of his shoes are so run over that an accurate fit at the heel is impossible, there is his chance to suggest having the heels trimmed and a pair of rubber heels put on. When selling a pair of shoes, he can suggest the value of a pair of trees in keeping the shape and also in allowing perfect ventilation. If he is fitting a lady whose instep has fallen, he can urge the necessity and the comfort of arch-supports; to a lady with a high instep he can sell inside heel cushions to absorb the shock and add to the comfort and fit. These instances can be multiplied indefinitely; in fact, the salesman with initiative and resolution can materially increase his own value and the firm's profits by training himself to act upon hints suggested by accurate observation.

Tact is Always Necessary

Of course, in profiting by observation as outlined above, great tact must be used in making these suggestions, so that no offence will be taken. This would do vastly more harm than good, and the salesman must study the question from all sides, profit by past mistakes, and strive by force of personality and genuine courtesy to make such sales and still have the customer's good-will. In fact, quite often the latter will thank the salesman for some hint thrown out which means much added comfort.

Keep your stock up to par; display and advertise it well; exact courtesy and powers of observation from your salesmen; and above all, boom your findings department in and out of season. You'll find that the net profits will pay your minor expenses, and still leave you with a substantial balance to the good at the end of the year. It will also be a factor in many shoe sales which would otherwise have gone elsewhere.

HOW TO INAUGURATE THE CASH SYSTEM

(Continued from page 26)

Both letters can be got out in the form of a neat circular that can be sent under one-cent postage and will probably answer the purpose as well as if they were mimeographed. There will be a few credit customers who should be sent personal letters, and the matter should be explained to them personally if that is possible. All of this should be done considerable time before the change is to go into effect, so there will be no misunderstanding.

When the time arrives to make the change, it should be announced prominently in the newspapers and the store may be thereafter advertised as Blank's Cash Shoe Store, if that is considered advisable. On the day of the change a big sale can be held. In addition to unusually attractive values, some souvenir or other inducement should be offered in order to draw as many people as possible into the store, and to impress upon them the purpose of the occasion. In this way their impression of the change will be made favorable rather than otherwise.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

LEATHER business continues on the quiet side, although there has been rather more enquiry during the past couple of weeks. Tanners are playing a waiting game, and as most of the factories are quiet and have not yet made up their requirements for the coming season, there is little interest not to say excitement in the leather situation. Until the present stocks in retail hands begin to move, jobbers will not feel much like placing orders, and as no movement is likely to take place until September is well under way, the trade seems to think that business will remain in statu quo for another month at least. There is nothing new in the foreign situation as far as the leather trade is concerned. The embargo still remains unchanged on leather and shoes, notwithstanding the efforts made to secure modifications.

Trade in the States.—The large army orders given out last month and supplemented since by further orders for shoes have had the effect of shortening the supplies somewhat, and manufacturers of lines for general use have manifested some interest. But the situation as reported from Boston and other centres of the shoe and leather industries indicate a listlessness that finds expression in a comparatively weak market. A slightly better tone is noticed in sole, however, and in the heavier and more desirable grades of side leather there has been increased activity. The leather for marching shoes has been sold on a basis of 50 cents, and business in black chrome sides has been done at 46 cents for prime selections. Calfskins are selling well in small quantities and boarded leather seems to be in good demand. Patent leather seems to be holding its own, and in glazed kid, although manufacturers are endeavoring to maintain prices, reports are numerous of concessions made, especially in the lower grades. Stock quoted at 75 cents has sold as low as 63 cents, and the demand is principally for grades from 40 cents to 50 cents. The export trade has improved somewhat and this may help.

Glazed Kid Situation.—Concerning the market and prospects of glazed kid, the SHOE AND LEATHER report says:

The demand for colors, which was moderately good during the last sixty days, has dropped off through the possibility of an economy wave disturbing stylish footwear. As this is the season when thought is generally centered upon the evolution of spring novelty footwear, it is to be hoped that an early mutual understanding will be reached between the government and the trade representatives. As the object of the Commercial Economy Board's project for style curtailment is proper economy of shoe materials, it naturally should follow that unnecessary hardships will not be laid either upon the glazed kid tanners who have scoured the ends of the earth for raw stock suitable for colors

or upon the manufacturers who have made American style shoes famous in all countries. Regulation, to be logical, should be constructive and it is difficult to try to standardize the artistic trend which has been the keynote of progress in American shoe manufacturing without handicapping the industry.

Since selected raw skins are available to the tanner and the American woman has the purchasing power to satisfy her desire for footwear to harmonize with the color scheme of her gowns, it is unthinkable that legitimate business should be in any way restricted. The first thing to receive the consideration of the Economy Board should be the conservation of the future meat supply of the nation. Therefore, should investigation show the necessity of placing restrictions on the slaughter of young calves, as is being done in various foreign countries, a rational shoe style policy should dictate a safe balance in favor of kid models. It must be borne in mind that so long as the Russian source of supply remains closed the domestic demand for calfskins must be met to a large extent by the product from native calves.

The usual diversity of opinion exists as to what colors will be popular for spring. Field mouse, steel grey, battleship grey, ivory cream, golden brown, rust, plum and navy blue are the colors chiefly under consideration. Black is always good for stylish cuts and will probably be stronger than last year for ultra fashionable models.

Hide and Skin Conditions.—The market has been dead and devoid of interest in packer hides, except for one or two large sales of heavy native packer steers which sold at the rate of 34 cents. In all other lines the supply has been greater than the demand, except in heavier grades. The situation is decidedly in the buyers favor. Country hides are in somewhat better demand on account of improved quality. For good short haired hides as high as 27 cents has been obtained. Dealers are carrying larger supplies and it is expected that prices will have to be shaded to move them. Calfskins are slow with plenty offering. Packer calfskins have sold at 45 cents in a large way, although 50 cents is asked for select lots. The foreign dry hide market remains dull, buyers being few and unwilling to buy except at cut prices. Wet salted hides are also slow.

Shoe Salvage.—Few people at home, writes a correspondent for an exchange, have any idea of the amazing work of salvaging the wreckage of battle that is going on behind the allied lines in France—work that is saving millions of dollars a year; and yet there are a few things in the conduct of the war more wonderful.

"Only a few days ago," he says, "I visited a

(Continued on page 58)

Stray Shots From Solomon

A French proverb says: "A laver la tete d'un âne on perd sa lessive." It is a waste of soap to wash

**WILL STILL
BRAY**

trim his ears and groom him until he shines like a thoroughbred, but the first chance he gets to give tongue, the qualities of the born ass will come out. We have known men go through a university and receive every advantage of education and association, who have put back their ears and brayed when an opportunity came to show what was in them. "Though thou shouldst bray a fool in a mortar among wheat with a pestle, yet will not his foolishness depart from him." The calamity wrought by fools, learned and unlearned, in this world makes the angels weep. The crop never seems to diminish, notwithstanding the number killed off regularly. What is needed in the world to-day more than ever is common horse sense. No matter how much money, education, influence, good looks, or even religion you have, if you lack "gumption" you will be classed with the rough coated, long eared, loud voiced kicker whose only use to society is to afford a comparison with a larger and better species. When you meet a genuine ass leave him alone. Abuse and entreaty are lost alike on his tough hide and dull sensibility. Advice and suggestion are worse than wasted on the man who thinks he knows more than seven men that can render a reason.

* * * * *

When a man gets restive under truth it is a pretty good sign that some of it is getting under his hide. We heard of a party the other day who went

**THE HIT
DOG HOWLS**

to a preacher and told him he was creating suspicion and distrust between the men of his congregation and their wives by his pointed remarks on the social evil, and at the very time this old villain was keeping a mistress at a down-town hotel. You can always tell which one is hit when you throw a stone into a crowd of dogs. Honest men do not squirm when thieves are called by their right name, nor decent people become scandalized when swindlers are taken by the throat and brought to law. If you are hit get under the barn and say nothing, and take the first opportunity to quit.

* * * * *

A man's wisdom is discounted by his willingness to talk. As a rule men who know are men who are

KEEP IT IN

backward with their opinions. It is not the men who hear spouting in parliament or on the floor of an assembly who direct its affairs. After the uproar the "still

small voice" is the order in these matters as in nature. Keep your mouth shut and you will be considered worth spending a dollar to hear. "A fool uttereth all his mind, but a wise man keepeth it in till afterwards." Enough wisdom has been spilt into space in the last two years and a half to end up a conflict of ten times the dimensions of the present European struggle. But the war has gone on and will go on until those who sit and patiently wait for the time for real wisdom to speak. One of the hardest things in the world is to keep the mouth shut, especially when every tongue is on the wag.

* * * * *

Some people accuse Solomon of being pessimistic. It is not with any love for the job that we

**COME
DOWN!**

open up the sewers of social and business depravity, but for the purpose of flushing them out with a good dose of cold truth.

It is much nicer to pat people on the back than to crack them on the head, but the fact is the world is going plumb to the devil with so much patting. Thousands upon thousands of people are traveling the "broad road" with little idea where they will round up. To soothe a man who sits down in a stupor to freeze were a crime, to lash him into consciousness of his danger is pure love. We are not after the hardened unreclaimable scoundrels who are set in their roguery, but those who are drifting with the tide of sin, and who will soon be out of reach of warning or help. We have been accused of hitting little evils as hard as big ones. Well, we are like the Irishman who hit a head whenever he saw one; we hit out at the small failings because they are just as fatal to righteousness and truth as the large, perhaps more so, and are more common. If some of those who are being hit will run up the white flag and get on the side of truth, they will find the shots going over their heads. When you hear a man complaining of the way the enemy are handling their guns you may be sure things are coming his way. If some of the people who accuse Solomon of running amuck will quit some of their dirty ways, they will not need to complain of being made uncomfortable by his "shots." Quit your mean tricks, let booze alone, give up your adulterous life, drop that gambling, cease running down your neighbor and settle down to mind your own business and your conscience will give you a rest. It all depends where you are standing when the gun goes off how your nerves work.

Solomon

HOW LIVE SHOE FIRM HAS COME TO THE FRONT

Bedard Bros., of Tilbury, Ont., Have One of the Brightest and Best Laid Out Stores—How They Keep Their Stock and Themselves on the Move—Conduct Aggressive Repair Department—Policy of Stability and Reliability Which Has Widened Trade

“OUR motto is style, fit and quality. We believe in keeping our stock alive and working, rather than allow a lot of dead ends and shelf warmers to accumulate. We handle some of the best makes, and think it is good business to confine our purchases to firms of recognized reputation, rather than opening too many accounts.



Philip Bedard

Laurence Bedard

Business with us has been good this season, and the outlook is encouraging. We conduct a repair department in connection with our store and find it a helpful and valuable adjunct.”

So declared Laurence Bedard, of Bedard Bros., Tilbury, Ont., who have one of the finest shoe establishments in Western Ontario. It is said that no centre of similar size possesses quite so neat and attractive a footwear establish-

ment as Bedard Bros do in Tilbury, which is a thriving village of 1,500 population, in Kent County.

In the fall of 1915 the firm's stock was visited by smoke and water, a fire breaking out in a neighboring store. All the damaged stock was cleared out and the firm finding business growing so rapidly, it was absolutely necessary to move into larger quarters. The adjoining lot was purchased and thereon was erected, two years ago, the present handsome premises. The building is a two-storey one, of pressed brick, and is divided into two parts. The portion occupied by Bedard Bros. is 18 feet by 88 feet deep. The imposing modern front was installed by the Kawneer Mfg. Co. The vestibule entrance is tiled—hexagon—and metal forms the bulkheads of the windows, which are set in copper brackets, making a very striking exterior.

The interior is nicely laid out with fifty feet of shelving on each side.

In the centre of either wall there is a mirror, five by two feet wide, set in a door, and the back is made like a cabinet, for holding laces, insoles, polishes and other lines of findings. At the bottom of the cabinet there are compartments with sliding doors for keeping rubbers, moccasins, etc. There are silent salesmen showcases, wrapping tables, settees, and all other up-to-date equipment. The store is remarkably well lighted with prism glass transepts, and there is a fine workshop at the rear.

During the past winter, owing to the increase in the shoe repairing end, the firm installed a Progressive finishing outfit, which is giving the best results.

The members of Bedard Bros. are Laurence and Philip. Both are energetic and aggressive. It was in December, 1913, that the former started as a shoe repairer in the employ of E. T. Chauvin, going to Tilbury from Parkhill, where he had

THE attractive and artistic front of a live shoe house in Tilbury, Ont., who believe that an inviting store exterior as well as interior pays handsomely.



learned the trade with his uncle, William Bedard. After a few months' service with Mr. Chauvin, the subject of this reference, although only seventeen years of age, decided that he would like to open out under his own name, which he did. His enterprise at once attracted notice by his having a large boot erected in front of his premises containing the following words: "Shoe repairing—all guaranteed—Laurence Bedard."

He was also the first to draw attention to the comfort, service and satisfaction of rubber heels and advertised a well-known brand until it grew into such universal favor that there were very few in the village who did not wear this heel. He bought Chauvin's shop and fixtures later and started with \$1,500 worth of shoes in the retail line. Requiring more help Laurence Bedard invited his brother Philip to come into the business, and a partnership was formed under the name of Bedard Bros., which has met with a large measure of success. Previous to coming to Tilbury, Philip Bedard was employed in a large retail establishment in Chatham.

By strict, faithful attention to business, by being courteous and obliging and seeking to give patrons square and reliable treatment and full value for their money, Bedard Bros. have demonstrated that a fine, growing business can be built up in any local town. The attachment of customers is all the stronger when retailing is conducted in such clean, bright and well-laid-out premises as are possessed by this go-ahead firm.

AN ENTHUSIAST IN FINDINGS GAME

Samuel L. McCracken, manager of the shoe findings department of the Calgary Saddlery Co., Limited, Calgary, is both a practical and progressive member of the trade, who is developing a splendid business for his firm, by close attention to detail and a thorough grasp of the wants of his customers.

Born in Scotland, he received a training as a practical shoemaker and tanner, and being desirous of learning the wholesale findings business, he went to the city of Glasgow,



S. L. McCracken, Calgary, Alta.

where he was employed with the Co-operative Wholesale Society. There he heard some favorable reports of the prospects in Canada, and the splendid future awaiting young men of the right type. Seven years ago, Mr. Mc-

Cracken arrived in Toronto, with an introduction to Messrs. Beardmore & Co. Anxious to know something of Canadian tannage, he was sent to the company's plant at Acton. After working there for a few months, he spent some time at the Bracebridge tannery, then returned to Acton, where he remained until he decided to go West.

Being away from the findings trade for over two years, the fascination for the business again asserted itself, and he entered the service of the Great West Saddlery Co., in Calgary, working in their findings department. Later he was made assistant manager, and next was given a position on the road. After four years' service with this organization, Mr. McCracken took a position with the Calgary Saddlery Co., Limited, in April last, opening up and managing a shoe findings department for them. A complete up-to-date stock is carried, and Mr. McCracken enjoys a very close connection with the shoe trade.

USE PRICE CARDS AND TABLE DISPLAYS

"Shoes lend themselves particularly to easy display. In some lines it requires complicated fixtures, fancy settings, expensive trimmings and endless work to bring out the features of merchandise displayed," says J. & K. Shoe News.

But footwear can be displayed very easily in a simple manner with the use of a little judgment. For example, why not try a few neat table displays in various parts of your store? Right near the entrance you could have a small table with a few shoes tastefully arranged. In your aisles you could have tables with a limited number of pairs on display.

But don't forget that simply to show a shoe is not enough. The customer wants to know first of all what the shoes cost, so here is where the question of display cards comes in. We recommend neatly lettered, plain cards, showing the price in such a way that it can be read at a glance.

Stick these cards in the shoes on display. Your trade is interested in footwear, of course, but they do not care to ask the salesman a lot of questions. It costs money to get people into your store and it's up to you to take advantage of every foot of space and every idea which can help your store pay every possible penny on the investment.

These displays need not be elaborate. The simpler the better. But you should show the newest style, because instead of pleasing the eye and causing the desire to buy, quite the opposite will be the result if "has beens" are displayed.

SEEKING SUBSTITUTES FOR LEATHER SHOES

The historic material of ages for footwear—leather—seems compelled to make a fight for itself. Many substitutes have been tried, we dare say, for centuries, but whatever has been used has always had to give way to leather. The latest arrival is a combination of fibre and cloth. A maker of medium-priced shoes says that fibre soles, counters, top lifts and fibre tap soles are really excellent.

It is also said that a fibre insole with a leather surface is even better than leather. The demand began about three years ago and goods of high quality quickly became popular. However, as usual, cheap imitations immediately crept in and headway was retarded.

The advantages of fibre are as follows: Easier to the foot; walking easier, as fibre soles conform to foot; waterproof; do not burn the feet; are a non-conductor of heat and cold. At present fibre soles are made up of about 10 per cent. rubber, new and reclaimed; 20 per cent. ground rags; leather buckings and the remainder in various other materials. One large munition manufacturer says he can turn out as many as 500,000 soles a day as soon as war orders cease. With practically 50 per cent. of the calfskin supply cut off in the United States at the outbreak of the war and freight rates tremendously high, some means must soon be taken to perfect a substitute for leather.

HOW TO MAKE YOUR ADVERTISEMENTS BRING "BIZ"

Keeping Everlastingly at it is a Cardinal Necessity—Cumulative Power of Steady
Publicity—Small Ads. Regularly Inserted Sure to Win Trade—Be Frank, Candid
and Instructive—Some New Thoughts are Presented on an Old Subject

ONE of the hardest things for the average retail advertiser to understand is the value of steady, persistent advertising. Why this should be the case is hard to fathom. Smith will screw up his courage to the point where he will take a half-page, or even a page, in the local newspaper, and will then retire into seclusion for perhaps a month or more, when he will again be heard from in perhaps the same manner. Or perhaps he will use 6 or 8-inch double-column space in a daily newspaper once a week, and spend the rest of the week wondering why he is not securing results.

Look at it in this way. If such a merchant were to open his store doors one day each week and on the other five days were to keep the doors locked and the blinds down, he could not blame the public for giving him the go-by—and he would not. But this same man will remind the public that he is still in business once or twice a fortnight, and expect results. You will invariably find such a man decidedly pessimistic as to the value of publicity in any form.

A Long, Steady, Even Pull

Now look across the street for a moment. While Smith has gone at the advertising proposition in a "steady-by-jerks" manner, Jones has laid aside probably about the same amount of money to be expended in advertising. Note how he does it? He starts off with a little six-inch, single-column announcement, carefully thought out, well written, and typographically attractive. He follows this up with the same space used daily in the same manner, each day, however, specializing on one special article or feature of his business. Now, Jones is not a quitter. Good results or bad, he is convinced of the ultimate value of his scheme, and daily, week in and week out, he keeps hammering into the public concrete facts about his business.

What is the result? Just the same as when you start a little snowball rolling down hill on a mild day. It gathers weight and momentum with every turn. After a while, people begin to say: "That man Jones is certainly progressive and wide-awake." And when something is wanted in his line, they go to him almost as unconsciously as a duck takes to water. Now, does Jones ease off any when he gets trade coming his way? Not that you could notice. He keeps up his steady gait day after day, until one day the goodwill of his business is a mighty valuable asset. You could burn down his store and contents, but he could start up again in a week without the slightest loss of trade. Why? Because the name Jones and what it stand for is known favorably by everyone. He is considered up-to-date and energetic, and one of the town's representative men.

Now, Smith made a big splash occasionally and promptly dozed off again. You can throw a big stone into a millpond, and everyone will gape at the noise, but the occurrence is forgotten a minute after. Smith made people rub their eyes occasionally, but he was promptly consigned to oblivion. They forgot that he was alive. And the remarkable part of the whole affair is that Jones spent not a dollar more for advertising in the year than Smith.

Does this seem like the product of fancy? Probably so, if you are one of the Smiths. Smith is rubbing his eyes yet, and wondering how Jones gets the business. But men like Jones are growing more common every day, and are living, progressive examples of the value—nay, the necessity—of steady, strong advertising. The cumulative power of such advertising is marvellous. Every piece of copy, good, indifferent or poor, is thus aided by something over

and above its own inherent value. It is the most valuable thing any advertiser can acquire, and when once secured, no higher kind of success can be attained—it can simply grow in quantity.

Persistency Wins Every Time

The mercantile field to-day is dotted with firms who, having once decided upon an advertising plan, have stuck to it through thick and thin, and by virtue of sheer persistency have come out on top. From a technical standpoint sometimes the plan was good, sometimes poor; but sooner or later, persistent effort has turned the trick, and created trade and good-will that nothing short of absolute cessation of effort can finally wipe out. Of course, the better the advertising, the sooner the results desired are achieved, but the main point is the determined, steady effort involved. Just remember the story of water dropping on the rock. Do you know what happened. A few drops wouldn't have done the job.

Now, how can this persistency be made even more powerful? First, the retailer should, as far as possible, select some particular style of typography and border, and use these in and out of season. Add to this a distinctive copy style, and you have a combination hard to improve. Whenever possible, this display style should be unique, as well as constant, even if it has to be specially ordered from a type foundry for the purpose. The same applies to the border used. The resultant added attracting power will return the money spent, many times over. Then as above stated, a certain style can be adhered to in writing copy as, for example, the use of short, terse paragraphs, or snappy sentences, and the use of much white space. Such distinctive features cause people to look for the ad., which is readily found, for the same reason. They soon acquire a tremendous value to the firm employing them.

Specialize in Your Announcements

Another thing is the habit of using a certain fixed space in each insertion, and mentioning one article or merchandizing feature in each ad. Leave the department-store-style, pot-pourri, for the man who does not know better. This is just on the same principle as you would adopt, if trying to make a bull's-eye at 600 yards. You would use a rifle, not a shot-gun, and as you want to make your suggestions hit a definite mark, by the same token you must taboo absolutely the department-store style. Like the shot-gun, the charge scatters too much to hit anything. If your advertising style becomes noted for the single-feature-each-insertion idea, your persistency will be rewarded all the sooner.

It is not to be inferred from the above remarks that you, as an advertiser, must use space daily to succeed. You must use it regularly and at stated intervals.

REPORTS BUSINESS VERY GOOD

L. C. van Geel, of the Tillsonburg Shoe Co., Tillsonburg, Ont., was in Toronto last week on business. He has just returned from an extended selling tour throughout the Maritime Provinces and reports that he found business very good. The plant of the Tillsonburg Shoe Co. is busy and the annual picnic of the employees was held on August 11th at Vienna Hill and was attended by a large number. An interesting programme of races and sports was run off and every picnicker had a most enjoyable outing.

FORCEFUL FACTORS IN LEATHER ARENA

(See Front Cover)

In several respects the careers of L. J. Breithaupt, president, and J. C. Breithaupt, secretary-treasurer, of the Breithaupt Leather Co., Limited, Kitchener, have been identical. Both have spent all their lives in the leather game, both have been members of the city council and occupied the mayor's chair in Kitchener. Both have public spirit and have devoted much time and thought to affairs outside of their own business. The wise advice given by Apelles to the shoemaker—"Stick to your last"—has been demonstrated in the careers of these gentlemen.

The sons of Louis Breithaupt, a pioneer in the leather game in Canada, who established a tannery in the county town of Waterloo some sixty years ago, they have brought to bear upon their life calling, intelligence, perseverance, industry and efficiency. L. J. Breithaupt has looked principally after the business and sales end of the organization, while J. C. Breithaupt has given his attention mainly to the manufacturing department.

The result is a strong combination for the upbuild and expansion of the activities of the company, who have now large and well equipped tanneries in Kitchener, Penetang, Woodstock and Hastings. The Breithaupt Leather Co. is an historic and progressive concern, which has kept pace with the march of events, and occupies an enviable position in the sole leather arena.

STRATFORD SHOE FIRM INSTALLS NEW FRONT

One of the handsomest store fronts in Western Canada is that of Fletcher, Johnston, Limited, of Stratford, Ont. Mr. Johnston has been in the shoe business for many years in the "Classic City," and has always made a specialty of his orthopedic department, in which he has developed a large business, by his close study of foot troubles, and appliances for their relief and cure.

Some time ago a new front was installed, of which the accompanying illustration affords some conception of its beauty and attractiveness. The width of the store from wall



The impressive front of a Classic City shoe house

to wall is 13 feet and from the sidewalk to the under side of I beam is 12 feet, 6 inches. The floor of the show windows is 2 feet above the sidewalk, and the height of the plate glass is 80 inches. The transom light is 8-inch square prism glass, set in copper, with two ventilators, and at the back of the show windows are artistic mirrors.

All the woodwork is quarter-cut oak finished in a light grey wax finish. The store front was installed with what is known as Easaset Metal Store Front Construction, and the metal is finished in what is called Statuary Copper. The bulkheads are Verde Tenos Marble, and the entrance is laid with 1-inch hexagon tiling, with 6-inch Grecian border.

J. P. Hepburn, of Stratford, was the architect of the building, and the alterations were carried out by the H. J. St. Clair Co., Limited, Toronto.

NEW POSITION FOR MR. LINDSLEY

W. W. Lindsley, of St. Catharines, has joined the staff of the Minister-Myles Shoe Co., Toronto, and will cover Quebec and the Maritime provinces. He expects to start out on his spring selling tour about September 1st, and will carry the finest line of samples which the company have ever turned out. Mr. Lindsley is an experienced and popular shoe traveler, who is thoroughly familiar with the Eastern ground, which he has visited for many years. For seven years he was on the staff of Getty & Scott, Limited, of Galt, and for the last five years has been a member of the traveling force of E. T. Wright & Co., of St. Thomas.

BIG LEATHER FIRM OPENS IN CANADA

The John R. Evans Leather Co., Limited, of Philadelphia, have opened a new warehouse at 214 Lemoine street, Montreal, in order to keep in close touch with the Canadian trade and to cater more efficiently and promptly to the wants of their customers in the Dominion. The inauguration of the Canadian branch on the part of this progressive firm is another evidence of their enterprise and go-ahead spirit, and all Canadian patrons will secure the same excellent service which has so long characterized the business in the United States. The John R. Evans Co. deal in everything in upper leathers, and among their well-known brands are "Maximus" patent kip and sides; "Peerless" glazed and matt kid; "Peerless" white and grey kid, and "Ruby" glazed kid. Their warehouse is centrally located and everything about the premises is neat, attractive and well appointed. The firm carry a large stock in all the various lines which they handle. R. L. Stiles is the efficient manager of the Canadian branch.

NURSERY SHOE HOLD FIRST PICNIC

The first annual picnic of the Nursery Shoe Co., St. Thomas, was held on Saturday, August 11th, at Port Bruce, and was a decided success. Some seventy employees and as many more of their families enjoyed a splendid day's outing and sports were provided by the committee in charge. A baseball game was played between the lasting and finishing rooms, the former winning by a score of ten to five. A unique event was a tug-of-war between six men and twelve women. The latter won easily, much to the amusement of the on-lookers. After the sports, the remainder of the afternoon was spent in boating, fishing, etc. E. Townsend was accorded the fishing honors, capturing six large black bass, the biggest weighing 2½ pounds. The day was brought to a close by a gathering in the ballroom of the King George Hotel. After a full course fish dinner, speeches were made and a musical programme carried out. Much credit for the success of the outing is due to the efforts of the committee—E. Lloyd, P. Whiting, C. Daly, T. Simpson, Mrs. Sutton, Miss K. McKechnie. A hearty vote of thanks was tendered A. E. Medcalf for his assistance in making the affair such a signal one.

HUNDREDS OF SHOEMEN COMING TO BIG FAIR

Jubilee of Canadian Confederation will be Reflected in all Departments from August 25th to September 10th—The Wholesale Trade Will Have Many Special Offerings for Visitors—What the Greatest Annual Exposition in the World Typifies

ONCE more the time for the Canadian National Exhibition rolls around and reminds us that the summer season is almost gone, and the days are near at hand when Toronto will be visited by hundreds of thousands of persons from all over the Dominion and the United States.

The greatest annual fair on earth, the most stupendous undertaking of its kind in the world, is the big institution which will hold sway from August 25th to September 10th. This is the year of Jubilee of Canadian Confederation, and the event will be brought home and recognized in many practical ways in connection with the forthcoming demonstration of the arts, industry, science and development of the country.

It is fully expected that the attendance this year at the great Canadian National Exposition will reach over a million persons and reports received by the management from all parts indicate that this estimate is a modest one. There is no more propitious period of the year for a furlough than the last week in August and the first week in September, and hundreds of shoe retailers will visit Toronto. Many of them never take an annual vacation other than spending a few days at the Exhibition and among the manufacturers and wholesale establishments.

Combining Business with Pleasure

By such a trip to the Queen City they are enabled to combine business with pleasure. They have a double string



Strolling about the grounds.

to their bow, one for purchasing and sorting for the coming season and the other of being entertained and instructed by the revelations and achievements at the thirty-ninth annual consecutive show at Exhibition Park. All the wholesale footwear houses are making special preparations for the reception of numerous callers. All the travelers of the various firms will be on hand to greet customers and friends and there will be many rare inducements and snaps, which cannot be picked up at any other season.

The wholesalers know what the trade want and make every effort to cater to their needs. With complete and representative stocks, admirable displays, competent staffs, and every desire to render the best possible service, there is no time like the two weeks of Exhibition to visit Toronto, not only from a business standpoint, but from the vantage ground of a holiday and pleasant outing. Every member of



Dufferin Street Entrance to the Canadian National Exhibition, Toronto.

the trade will be accorded a warm welcome whether he buys or not and he is at perfect liberty to make his headquarters at any of the wholesale establishments, which will have every facility placed at his disposal.

During the past few months many lines of footwear in the stock of the average dealer have become depleted and there is no more favorable opportunity to replenish requirements for the fall and winter period and put in some new ranges and special offerings than

during the progress of the Canadian National Exhibition. It is not only an occasion for the proprietor to take a few days off but he can, with profit to himself and appreciation for services rendered, allow the members of his staff to come to Toronto and spend a few days. The clerks of to-day will



In front of Manufacturers' Building.

be the buyers and heads of departments to-morrow. The more any one in your employ can learn and master the more valuable he becomes to you from the standpoint of efficiency, skill and duty.

This year the shoe factories and warehouses will be the centre of more than usual interest and activity and, if any



The Central Technical School, Toronto.

advice can be tendered the trade by the **SHOE AND LEATHER JOURNAL**, it is that in addition to paying a worth-while visit to the Exhibition itself that the merchant come the first week of the Fair. Then all departments are in just as full operation and just as attractive as during the second week.

SPECIAL

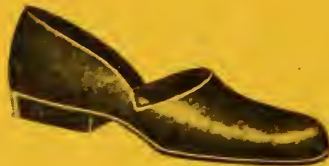


PURCHASE

ROMEOS, OPERAS, EVERETTS



424—Men's	Choc. Kid Romeo	M.S. 6x11 (no ½ sizes)	\$1.60
424x—	Blk. Kid Romeo	M.S. 6x11 (no ½ sizes)	1.60
423—	Blk. Dong. Romeo	M.S. 6x11 (½ sizes)	1.85
419—	Blk. Dong. Romeo	M.S. 6x11 (½ sizes)	2.15
420—	Choc. Dong. Romeo	M.S. 6x11 (½ sizes)	2.25
427—	Blk. Dong. Romeo	turn 6x11 (½ sizes)	2.25
428—	Choc. Dong. Romeo	turn 6x11 (½ sizes)	2.35



410—Men's	Blk. Dong. Opera	turn 6x11 (½ sizes)	1.90
411—	Choc. Dong. Opera	turn 6x11 (½ sizes)	2.00
406—	Choc. Opera	turn 6x10 (½ sizes)	2.85
	Pat. facing, cush. sole		
400—	Blk. Kid Everett	M.S. 6x11 (no ½ sizes)	1.40
401—	Choc. Kid Everett	M.S. 6x11 (no ½ sizes)	1.40
405—	Blk. Imit. Allig. Everett	M.S. 6x11 (no ½ sizes)	1.40
405x—	Choc. Imit. Allig. Everett	M.S. 6x11 (no ½ sizes)	1.40



407—Men's	Blk. Dong. Everett	M.S. 6x11 (½ sizes)	1.60
408—	Blk. Dong. Everett	M.S. 6x11 (½ sizes)	1.75
409—	Choc. Dong. Everett	M.S. 6x11 (½ sizes)	1.85
413—	Blk. Dong. Everett	turn 6x11 (½ sizes)	1.90
414—	Choc. Dong. Everett	turn 6x11 (½ sizes)	2.00
417—	Blk. Dong. Everett	turn 6x11 (½ sizes)	2.65
	Pat. inlay and facing		
418—	Choc. Dong. Everett	turn 6x11 (½ sizes)	2.75
	Pat. inlay and facing		

WE have been particularly fortunate in securing a complete range of

Men's Romeos and Slippers

at popular prices, and take pleasure in making this announcement, knowing that only extra value would appeal to the trade in these lines this year.

Samples of any lines will be forwarded on application (prepaid).

Write, telephone or telegraph, using sample numbers.

BLACHFORD, DAVIES & CO., LIMITED

Specialty Jobbers---Boots, Shoes and Rubbers

60-62 Front St. West Directly Opposite Entrance to New Union Station TORONTO

SPECIAL**ANNOUNCEMENT**

Unusual Snaps for Close Buyers

CAREFULLY following the trend of market conditions, we bought heavily before the advent of present high prices, and are prepared to give all our customers the benefit of these special values.

You will make no mistake in paying a visit to our well-stocked warehouse, where you will find numerous lines at bed rock prices.

The gratifying continuous increase in our volume of business has shown conclusively that our judgment was correct, and that we gauged conditions aright.

We were never in a better position to take care of your requirements. Make it a point to call and be convinced.

BLACHFORD, DAVIES & CO., LIMITED

Specialty Jobbers---Boots, Shoes and Rubbers

60-62 Front St. West Directly Opposite Entrance to New Union Station TORONTO



Some beauty spots on the grounds.

There is an added advantage, the same as there is about early shopping at Christmas time, in that better attention can be given at the marts of footwear, with less rush and crush, wider selections and more freedom and leisure. "First come first served" is an old adage which might on the present occasion be interpreted to mean first come best pleased and satisfied.

The Proper Thing at Proper Time

Success is knowing and doing the proper thing at the proper time and the proper time is during the progress of the big annual fair. If you cannot come the first week get to Toronto as soon as you can. Come anyway, and from a business, social, economic and educational standpoint, every visitor will be repaid many times over.

And now a word about the Canadian National Exhibition. It is the province of the modern exhibition to entertain as well as to instruct, and the organization which neglects that highly important function is not completely fulfilling its mission. The properly balanced life, the one that represents the acme of efficiency, includes a certain amount of recreation and relaxation from toil, that the brain and physical machinery may recover and recuperate from the tension of extreme effort.

It has long been the aim here to offer the visitor a happy combination of instruction and entertainment, and it is the belief of the Directors that no better balanced programme has previously been presented than that arranged for this

year. The management has labored with more than usual care and discrimination and there can be no reward greater than the stamp of your approval.

Statistics generally make dry reading, but not these, and they are worth remembering.

Some Facts Worth Noting

Fire proof Grand Stand, 725 feet long, seats 16,800, standing room for 8,000 more, cost \$262,000; plant worth over \$5,000,000; over 70 buildings in use; Park area 264 acres, stretches 1½ miles along lake shore; electrical plant of 60,000 lamps; over \$350,000 spent in arranging and staging; \$60,000 prize list; pays surplus each year to city of \$25,000 to \$60,000; every Governor-General has opened Exhibition since 1879; second largest dog show in America; second largest trap-shooting contest on the continent; biggest live stock exhibit; greatest poultry show; outdoor stage 700 feet long; held annually for 39 successive years; has its own post office, telegraph office, telephone exchange, fire hall, police station, hospital, etc.; score of bands; fine art exhibit of world's masterpieces; indoor exhibit space of over 750,000 square feet always taxed to capacity; 50,000 six-for-a-dollar strips sold annually before Exhibition opens, assuring in advance attendance of 300,000; stabling for 1,500 horses, 1,500 cattle, 1,200 sheep, 600 swine; record day's attendance 154,000; record for twelve days 1,009,000; attendance of 752,000 in 1909, 837,000 in 1910, 926,000 in 1911, 962,000 in 1912, 1,009,000 in 1913, 762,000 in 1914, 864,000 in 1915, 910,000 in 1916.



Lively scenes at the Exhibition.

To Manufacturers and Leather Dealers:

**Make BEARDMORE & CO.'S Main Office
"HEADQUARTERS" while visiting**

Toronto Exhibition—Aug. 25th to Sept. 10th

Three minutes from Union Depot, 37 Front Street East



TANNERIES, ACTON WEST, ONTARIO

Let us plan a little trip for you to our Tanneries at Acton, a short run from the City, where you will be given every facility to inform yourself in all departments of the work and processes employed in the production of the many Beardmore lines with which you are familiar.

Tanners:

**Muskoka, Hemlock and Acton-Oak Sole
Leathers**

Bark and Chrome Upper Leathers and Splits

Harness and Saddle Leathers

Case, Bag and Belt Leathers

Manufacturers:

Belting Butts and Lace Leathers

**Tap Soles, Top Lifts, Counters, Uppers, Leggings,
Etc.**

BEARDMORE & CO.

Head Office: Toronto, Ontario

Acton, Bracebridge

Montreal, Quebec, P.Q.

F. J. Weston & Sons

1876

1917

You are Invited during

EXHIBITION

To use our Warerooms, conveniently situated, two blocks from Union Depot

We are Showing

NEW SAMPLES FOR 1918

Selected from the lines of twenty-five of the Principal Manufacturers, together with

Our Own Leaders

INCLUDING

“Albanys”

and

“Ironclads”

Correct Style—Unquestioned Quality—Business Bringers

For
Immediate
Shipment

We have the largest
stock ever offered to

Our
Exhibition
Customers

What We Know
about

Fibre Soles

is Yours for
the asking.

The Newest and Best
Sole on the Market.

Stock
Always
Needs
New
Life

With our forty years
of experience
we can help you
to get new leaders
into your business.

51-53 Wellington St. West, Toronto

McLAREN & DALLAS

30 FRONT ST. WEST
— TORONTO —

The "IMPERIAL" Shoe
 FOR MEN AND WOMEN
 Made in all fine leathers—Goodyear
 Welts and McKay Sewn

The "VARSITY" Brand
 Men's, Youths', medium fine
 shoes, McKay Sewn

The "MAPLE LEAF" Brand
 Solid leather working shoes, every
 pair guaranteed

Matters of Interest to Shoe Dealers

The Toronto Exhibition August 25 to September 10, 1917

Link Up a Little Business with Pleasure

The Toronto Exhibition—THE GREAT AND ONLY—will be held this year from August 25 to September 10, and will be "BIGGER AND BETTER" than has been. As an added attraction and side line we are holding a

SPECIAL EXHIBITION OF SHOES

At Our Warehouse, 30 Front Street West

During these two weeks, and besides our regular "FALL and WINTER" LINES we will show many "ATTRACTIVE SPECIALS" that will help you to earn some extra dollars and thereby make it worth your while. Drop in and let us show you what we are doing. We are pretty sure to have something in which you will feel interested, and, at any rate, we'll be glad to have the opportunity of meeting you and talking it over.

English Felt Slippers—"Superior" Brand Canadian Felt Footwear—Moose and Horse Hide Moccasins—Oil Tanned Shoe Packs—Lumbermen's Knit and Felt Socks—Hockey Boots.

"WITCH-ELK"
 Prospector's and
 Hunters' Boot
 10 - 12 - 15. IN.

The "SPORTSMAN'S" BOOT
 Made in Chocolate Calf, Pearl, Black
 and Smoked Elk
 10 - 12 - 15. IN.

The "LITTLE CANADIAN"
 An extra fine line of Misses' and
 Children's Shoes

Rubber Footwear Brands

"KANT-KRACK"
 "DAINTY MODE"
 "ROYAL"

"BULLDOG"
 "DREADNOUGHT"
 "VERIBEST"

"SPEED KING"
 Tennis and
 Sporting Shoes

WHITE'S

Big Annual Exhibition Sale

SHOEMEN visiting the TORONTO EXHIBITION,
Aug. 25th to Sept. 10th, will have an

Unusual Money-Saving Opportunity

Through taking advantage of our

BIG PRICE REDUCTION OFFERINGS

Which include some extraordinarily big values in
an extensive range of Seasonable Footwear.

The travellers will all be in

To welcome you and give you every assistance
in the selection of your stock.

Our Warehouse is at your disposal. Why not
make it a convenience while you are in the city.
You are heartily welcome.

It is but a two-minute walk from the Union
Depot, just round the corner on York St., No. 48.

WHITE SHOE CO., Limited

48 York Street

Toronto

Ontario

HOW BRANCH MANAGER "TOUCHED" ME FOR \$3,465

Shoe Store Proprietor who was too Trustful and Indulgent Found out Some Things After Three Years Bitter Experience—Thought His System was Perfect and Set Too High an Estimate on His Business Ability and Judgment—Ingenious Methods

By G. W. BROCK

A LITTLE young and inexperienced but well meaning and willing, was the way I sized up Harding when I appointed him manager of my branch shoe store in S—. He had been on our headquarters staff for a few years, starting in as a parcel boy and seemed anxious to get along and make his way in the world.

He was not afraid of work and when he was given a chance on the floor he made good from the start. He soon got onto the fitting game, learned the stock quickly and could gauge easily what a customer required. His manner was pleasant and winning and he was tall, and of good appearance, keeping himself neat and trim. He was just twenty-two years old when Proctor, manager of our store in S— died suddenly. I always select the men for heads of any one of my branches from the staff at the chief store so as to have them thoroughly familiar with our system and methods, policy and principles. Harding was the next in line, although he was the youngest fellow that I had ever attempted to select as a manager. In baseball language, I thought that it would do him a world of good to stay under my eye a little longer until he had been well seasoned before going in the Major League of managers, but he was anxious that I should give him a trial and so he began. Six months after he was in S— he fell in love and was married to a prepossessing young lady, who was extravagant in the extreme. Her parents were proud but poor and had been great in affecting dignity and keeping up what the world calls superior airs.

Got a Wife and Increase in Salary

She was a Miss Alice Knode and the wedding was faithfully chronicled in the papers of how Leslie T. Harding, manager of the — shoe store and one of the most popular and highly esteemed young men of S—, had been successful in capturing the hand of Miss Alice Knode and a fashionable church nuptials was the centre of interest one morning in June. It was an elaborate affair. I did not like the idea of Harding tying up so soon after getting his new position, and he had given me no intimation that he intended joining the ranks of the benedicts. After the social affair he applied for a raise in salary and I gave him a substantial increase. Harding told me how that, with all love affairs settled, he could place his mind and energy entirely on the business and I would get the best results from him as his weekly and monthly reports would demonstrate.

I am not going into a long labored account of how Harding did me up in the next three years for thirty-four hundred and sixty-five dollars, but he did just the same. The last year he must have gathered in the most of the pile, as it was only when reports reached my ears from outsiders, for S— was only visited regularly by myself or a member of my staff about once in six months or three times a year. I got a weekly report from Harding which was filled in very nicely and neatly, and at the end of the first six months when I went up to take stock, although I notified him that I would arrive on a certain day, he was not in. As I entered the store, Miss Greening, one of his assistants greeted my query with the information that Harding had just stepped out a few minutes to go to the bank and pay the water rates of the store. This seemed a good excuse and when he returned he apologized for his absence.

We began to go over the stock and check it off with the stock book and I had a perfect system whereby I knew that

so many pairs of such and such a kind or style of shoe were sent to the store, and the weekly reports compiled from the sales slips showed exactly how many pairs had been disposed of. The remainder should be on the shelves or in the reserve stock downstairs. In a certain line of men's patent button with cloth top, on last 1004 (for we number all lasts by figures just like many factories) there were six pairs missing. In a men's gun metal calf blucher, with mat calf top, on the 989 last there were three pairs unaccounted for. In a tan calf colonial pump, seamless, with plain toe, on which we had had a big run that summer, there were eight pairs missing and in a seven inch dongloa kid bluchette button with imitation straight tip, there were five pairs which could not be dug up.

Thought It Was Just Carelessness

I had no suspicion that anything had gone wrong and Harding was so unaffectedly worried about it that I concluded there had been a little carelessness somewhere or our stock-keeping system was at fault. I was of the opinion that these few errors had been due to lack of insight on our part or on the part of Harding. He ventured the assertion that he had changed clerks and perhaps one former lady, Miss Talling, had made a mistake in the records. There was not the breath of a suspicion that anything wrong or dishonest could be laid at the door of the manager. The next inventory showed a few lapses, but only seven or eight pairs gone in all, and I thought that matters were on the mend. Then at the end of a year and half there were several little things which I did not like. I told Harding that there were too many high cut, ivory kid bals and two-tone stuff on the 517 and 583 lasts missing, and he should exercise more caution. He had some excuse ready and promised to do better.

The reader may ask why I did not get rid of my manager then and there but I have always been a considerate and obliging boss, some may call me "an easy mark" after reading this, and was only too willing to go out of my way to aid any one along in the world. I had a hard uphill fight in early life with no encouragement from those whom I served and I naturally wanted to see others, in whom I believed, get a chance. At the end of two years, matters were running along about the same and during the third year, having got away with minor discrepancies for such a long time, Harding evidently grew bolder and more reckless. All accounts were supposed to be paid by check, but on going over the statement of expenditures, I found that entries had been made under cash paid out as follows: Taxes, \$137; electric light, \$48; water rates, \$17; insurance, \$97, and several other like entries.

I called Harding into the office and said "I see you have paid the taxes, water rates, electric bill, etc., in cash. Why did you not pay by check?"

"Oh I had the money in the till after a big day's receipts on that sale we conducted and thought it was all right to settle these things right there and then," he explained.

"But you know that the system of this store is to always pay out such accounts by check—everything except petty cash expenditures," I added.

"I know," he rejoined evasively, "but what is the difference so long as they are paid and the entries made."

"Have you receipted bills for the taxes, electric light, etc.?"

"No, I regret to say that I have not," he added meekly, "I had them in my overcoat pocket where I had shoved them

along with my gloves. On trying to locate the bills, I found that they had fallen out along with my gloves. But you need not worry. Everything is all right and so long as the bills are adjusted, what is the difference?"

A further examination of the receipts and expenditures showed me that evidently several other apparently fictitious entries had been made. I did not say any more just then, but went away without further questioning Harding.

Dropped Around When Not Expected

Ten days later I slipped in S— without announcing my arrival. I went to the store and Harding was not there. He had been out a great deal of late, I learned, and presumably was attending to everything else except business. I was informed that he had gone over to R— with the lawn bowling club of which he was a member and a skip of one of the rinks. Having little to do I went to the City Treasurer and inquired in a casual way if the taxes on our store had been paid. He told me, after looking matters up, that they had not. I visited the waterworks department and was informed that we owed back rates for several quarters, and the electric light officials declared that they had not been paid for some weeks, and I thought everything had been settled by cash. At the electric light office I learned that Harding had settled his own household bill for the last five months with a check from our office.

My eyes were opened wide. I then sought to make some inquiries about the city regarding the habits of Harding and found he was looked upon as rather flighty and irresponsible. One hardware merchant at first informed me that he would say nothing. I told him that I was not a detective nor did I have any detective system or sleuths, but I wanted to know if my business was being conducted fairly and squarely and that any information he gave would be held in the strictest confidence. I was only seeking a business courtesy and was not an interloper or a Sherlock Holmes. He then related several incidents which confirmed my worst suspicions. He told me that Harding was bowling all the afternoons and going horse back riding with his wife in the morning and that he put on a great deal of style, and I must pay him a very remunerative salary. Harding was most liberal in his personal expenditure and allowed no one to outdo him when away from home with the members of the bowling or curling teams.

I thanked him heartily, and when Harding came back that evening I told him quietly what I had found out on my visit to the civic offices and that too many shoes had been missing from stock, and I would like his resignation at once, as I had already appointed Mr. Tonton to take charge. He would arrive at the end of the week.

Knew That the Game Was Up

Harding had nothing to say. He knew the game was up and asked as a last request that nothing be said to his wife, that she had been kept in perfect innocence of what he had done. But matters soon leaked out, as they will in a small city, that Harding had been fired and there were some nasty rumors going abroad. His wife came down to H— to see me and said that if I did not prosecute her husband she would raise eleven hundred dollars from her father and relatives to make good the deficit and hoped to pay it all off in the next two years. I knew her people had no money and told her to go home and help her husband to run his house economically and do her best to support him in the matter of getting another job.

After searching around for some weeks, Harding finally succeeded in securing a position as assistant manager of the men's shoe department in a large store in Alberta, and sold part of his household effects to help finance the trip. The dwelling was rented and the next tenant, who knew that Harding had been in the shoe business and was our manager, came down to the store one afternoon and asked Mr. Tonton

to come up as he had something interesting to show him. There in the attic were thirteen pairs of ladies' colored kid and fancy fabric shoes and nine pairs of mens' high grade lines, some of which had been worn very little. It looked as if Harding had helped himself or his wife to a new pair of boots almost every week, and nothing new and effective came in the shop but a pair was taken home. I was also told later that he had been very kind to three or four lady friends.

Did we prosecute him? Well, I saw a lawyer about the matter and he went exhaustively into the case in a quiet way. In response to my interrogation if he could get the money back he told me that he thought he could not, and the only thing was prosecution and the penitentiary for a term of years, for we had indubitable proof of the crookedness of Harding. After considering the matter for ten days, I told Linton, my solicitor, that he had better drop the case for the sake of Harding's wife and two children, one two years old and the other seven months, as I did not care to blast their future. Another thing, I blamed myself for not being stiffer and more severe in my administration, trusting too much to human nature and letting softness of heart and disposition run away with my better judgment and business sense. Harding's escapade gingered both me and my methods up and I had to learn by bitter experience, which is often a very costly lesson.

BOTH THOROUGH AND PROGRESSIVE

Frank W. McKeen, who has been appointed superintendent of the new shoe factory of B. F. Ackerman, Son & Co., in Peterboro, Ont., has gone to that city to take up his new duties. For the past two and a half years he has been superintendent for Underhills, Limited, in Barrie, and is both competent and progressive in the craft of St. Crispin. Mr. McKeen has been connected with the manufacturing of



Frank W. McKeen, Peterboro, Ont.

shoes for twenty years, having started with his father, C. E. McKeen, in Quebec, in 1897, and has had experience and insight in all departments, from the cutting room to the packing room, and from split buskins to patent colt pumps. The many friends of Mr. McKeen—and they are legion—are confident that he will score an unusual measure of success in his new sphere of activity.

THE FATHERS OF INDIVIDUAL CARTONS

In a recent issue of the SHOE AND LEATHER JOURNAL, it was pointed out that E. H. Gullidge, of Oakville, Ont., was the first man in Canada to place shoes in cartons. The story of how he happened to conceive of the idea proved a very interesting one, and recalled the fact that about the same time Mr. Gullidge thought of placing footwear in individual receptacles, W. F. Alexander, former retail shoe dealer of Jackson, Tenn., who is now retired from business, was the merchant with whom the plan originated on the other side of the line. In recalling the story of the individual carton, Mr. Alexander said that in ordering some square box toes, the idea of permanent shelving boxes occurred to him. He found that he could not patent the box or control the trade, so the idea went to the world. Mr. Alexander increased the trade with the box makers for multiplied millions. The manufacturers were benefited, the jobbers pleased and the dealers delighted, and their customers could get a clean pair of new shoes, wrapped in a neat bundle, which they were not ashamed to carry to their homes. The only difference between the cartons that were first made for Mr. Alexander and those that were made for Mr. Gullidge is that the former had an all-paper carton, while the latter had the sides and bottom of wood, and the cover was of cardboard.

NEW HIGH RECORD IN PROFITS

In six months of operation ended June 30th, the Central Leather Co., ran over \$5,000,000 in net earnings ahead of the corresponding period of 1916. In these six months the company earned \$24.40 a share on its common stock.

The record indicates that the Central Leather Co., will make a new high record in profits in 1917. The last half of the year in the leather business is usually better than the first half, and the placing of large Government contracts should make a marked difference.

In connection with the strength of Central Leather shares it develops that interests who have recently been heavy buyers of Central Leather, have also been acquiring considerable holdings of American Hide and Leather.

With large contracts for shoes being placed by the United States Government and also by Russia, both concerns are in a position to benefit greatly. Hide and Leather is a big factor in the upper leather trade, while Central Leather has the bulk of the sole leather business, and with its newly acquired upper leather plants will also become a factor in the upper leather business.

Closing of negotiations with Russia for 2,000,000 pairs of army shoes will mean a large amount of business for both companies. It is said in the leather trade that negotiations have been renewed by Russia for 4,000,000 additional pairs of shoes.

MANY THRILLING EXPERIENCES OF AIRMAN

Flight-Lieut. J. Curtis Watson, R.N., who is the only son of Robt. Watson, shoe retailer, 633-35 Yates street, Victoria, B.C., recently returned to England, after spending several months at his home. A few weeks ago he was joined in matrimony to Miss Dorothy Woodward, daughter of Mr. and Mrs. A. J. Woodward, North Quadra street, Victoria.

Lieut. Watson is a war hero. While in his plane at a high altitude over the North Sea, with the Royal Naval Air Service, he suffered a painful injury, having the nerves of both eyes frozen, which temporarily caused loss of sight, and the young aviator was afterwards invalided home to Canada. In November last, he made one of the longest flights ever made out of Dover, being in the air for five hours, and last fall, he intercepted a Zeppelin in the North Sea, and after a

single-handed fight, was forced to give up, owing to engine trouble, his machine dropping into the water. He was picked up about fifteen hours later, after drifting about most of the time through mine fields.

Flight-Lieut. Watson has also made several raids on the foes' aerodromes in Belgium, which resulted in the destruction of considerable property, including one air ship. It is interesting to know that the subject of this reference, who left the Dominion a little over two years ago, was one



Flight-Lieut. J. Curtis Watson, Victoria, B.C.

of the first hundred to take up aviation in Canada, for overseas service. He started training in Toronto, but that season—1915—being such a wet one, he could not get on with his training fast enough to suit him, so he went to the Wright Bros' Aviation School, Dayton, Ohio, and finished in a few weeks' time, when he was sent to Eastbourne, England, where he took his course in land machine flying. On the completion of this he was sent to Calshot, England, for his course in sea plane work. After finishing his training there, Lieut. Watson was dispatched by the Admiralty to Dover, England, with full authority to inaugurate a new system for training observers, which he himself, had worked out. When he had successfully accomplished this, he was transferred to Dunkirk, France.

It is understood that he was one of the most successful pilots in that station, having had more experience of active work than any of the others, although the lieutenant will not speak to his performances in this respect.

Before the war broke out, Flight-Lieut. Watson was associated with his father for some months in the shoe business, but had chosen surveying as a profession, and spent the summer in the northern wilds of British Columbia. After his marriage in May last, the lieutenant and his wife left immediately for England, where he was due to report to the Admiralty on June 28th. Word received by his father states that the Medical Board does not consider one of his eyes well enough yet for active service, but it is believed that it will be all right in a month or two.

JUMBO BLOCKS

ADVANTAGES

ONE JUMBO will produce at least two pairs of large size taps and additional top pieces.

ONE BUNDLE OF SIX JUMBOS will produce one dozen pairs of tap soles and additional pieces for top pieces and patches at less cost than one dozen tap soles of the same selection.

AND BECAUSE in many cases One Jumbo will produce five tap soles and one bundle of six Jumbos will produce three extra pairs of tap soles, which means just so much found money.

JUMBO BLOCKS are cut in our popular Kitchener Union Oak and Penetang Hemlock Tannages.

JUMBO BLOCKS are cut in Men's, Boys' and Women's sizes.

JUMBO BLOCKS warrant thorough investigation and every repair man who recognizes an opportunity will get busy immediately.

Order a sample lot from your Jobber immediately and satisfy yourself that "JUMBO BLOCKS are a big feature for Repair Work."



*The
Sign that
means
More Profits*



*The
Sign of
Prosperity*



*Progressive
Shoe Repair Men*

are fast learning the tremendous cutting advantages of JUMBO BLOCKS. There is practically no waste and a great saving of time. These blocks are particularly economical for repairing men's stylish shoes of the narrow toe pattern, as soles can be cut to exact shape from JUMBO BLOCKS.

*Your
Repair Department*

will increase in profits if you use JUMBO BLOCKS for you positively get more workable leather at less cost in these convenient shipments. The advantages listed above should appeal to any one who has an eye to cost saving, for JUMBO BLOCKS save both ways—in TIME and MATERIAL.

"SOLE LEATHER IS NATURE'S OWN SUPREME SOLE
SUBSTANCE, NATURE HAS NO COMPETITORS"

The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers

Head Office - - - - KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings, and Woodstock, Ont.

The Shoe Repair Man

MEMBERSHIP IS NOW OVER ONE HUNDRED

MOST gratifying were the results from the first annual picnic held by the Toronto Shoe Repairers' Association. Complete returns show that over \$500.00 worth of tickets were sold to Niagara Falls, Ont., and that the net profit to the Association is \$64.00. The Toronto Shoe Repairers' Association certainly know how to manage any event which they undertake, and its success is always assured.

At the last regular meeting it was reported that arrangements had been completed for handling Neolin soles and Wing Foot Rubber Heels, from the Goodyear Tire & Rubber Co., through the president, C. F. Robertson, 497 Queen Street West, whom the Association some time ago appointed as their agent for these lines. The new lodge room at No. 3 Foresters' Hall (which is located at 22 College street) was crowded with



where they spent a pleasant holiday. They found that help was very scarce in the Flower City, and many shops were unable to turn out all the jobs which came their way, owing to lack of competent workman.

It was also stated that, owing to the excellent organization and unanimity of interest of the members of the trade, better prices were being obtained for work in Toronto than in Rochester, where there formerly was an organization, but that body had fallen through. Mr. Robertson reported that the trade in

Rochester was buying an excellent cement for laying soles and rubber heels at 90 cents a gallon. It is known as Weld-Weld Cement. In Toronto, the cheapest cement that can be procured is sold at \$1.50 per gallon.

W. Barker, who recently returned from Buffalo, reported that shops were in a bad way there, owing to lack of labor, and the prices prevailing were not as good as those in Toronto. He found that the Toronto Association was widely known, and the Buffalo brethren were greatly interested in its work and prosperity.

Several other matters were taken up, and it was reported that the prospects for an active fall campaign are exceptionally bright. Addresses were made by members on various topics, including forming a co-operative buying association, which proposition has been deferred for a while.

G. Barreca, 682 Bloor street west, Toronto, has composed a jolly song which he rendered for the first time. It is called the "Toronto Shoe Repairers' Song," and all joined heartily in the chorus.

HE TELLS HOW HE DOES THE WORK

George Edwards, 511A 4th Avenue S. E., Medicine Hat, Alta., writes the *SHOE AND LEATHER JOURNAL* as follows:

"Everything is going fine with me, and I am getting a number of letters from all quarters for my recipe for attaching soles. Several have come through with the ten dollars on my sixty-day special offer, and I at once forwarded them the recipe, as per my agreement.

"Now I do not guarantee to any shoemaker or shoe repairer that he can make a success of this method of welding bottoms on boots and shoes, for it is a safe bet that 75 per cent. of the shoe repair men have not the patience to clean a shoe before commencing repair work upon it, and that is part of the work of welding on soles. I have been asked by a number of correspondents to guarantee this process. I might say here, as I say to all of them—'Show me the shoe manufacturer who will guarantee any part of a boot or shoe,—then why should I guarantee my process?'

"I say to my customers: 'I will put you on a pair of half soles and heels, or full length soles and heels of leather, or any kind of substitute for leather, and I will not use a stitch or a nail, and if you find at any time, that this work is not better in every way than any sewed job, come back, and I will do the job your way, free of charge.'

"Now, my customers come back and say: 'Edwards, will you freeze on another pair of soles while I wait—it takes



President C. F. Robertson and C. J. Wren of the Toronto Shoe Repairers' Association, "snapped" in Rochester on a recent visit to that City

members. The quarters are very pleasant, and a piano is at the disposal of the boys, several of whom are good vocalists and instrumentalists.

It was reported that the membership of the Association is now 104, which is the largest of any period since it was organized, over a year ago. Chas. F. Robertson and C. J. Wren reported upon a recent visit to the trade in Rochester,

too long the old way, and the beauty of freezing them on is that there are no stitches to rip. You know that I am switcher down here in the yard, and it is a hard job on boots.'

"Business with me is very good—my wife and I handle it all—she looks after the shoe findings, and the wants of the customers; and I attend to all the repair work—the receipts for which amount to from \$15.00 to \$25.00 per day. I have done no stitching since substitutes for leather came on the market, for, as everyone knows, substitutes cannot be stitched by hand. I still do a considerable amount of nailing, but this cannot, of course, be avoided, seeing that so many boots are still built and bottoms attached with nails, as well as with wooden pegs and Standard screws. Now the shoe repair men don't sew soles on these kind of boots, and these are the only boots in the repairing of which I use nails—all others must be welded, no matter how heavy the goods, up to ½ inch, so long as the material is flexible. And you might just note this, no shoemaker, if he knows his business, will ever attempt to even stitch on soles, if the leather is not flexible.

"You can readily see, therefore, that the manufacturers of all substitutes were wise enough to make their goods flexible, as they knew these bottoming materials could not be nailed, and be satisfactory. Neither can rubber.

"I would like to ask through your valuable Journal what constitutes a heavy sole. Are the substitutes, such as Tenax, Neolin, Rinex, Acme, etc., heavy or light? Now, if these are considered light, why I am only welding light soles on Goodyear boots and shoes. If this is the case, kindly send me a sample of the heavy goods, as I have not seen it yet. I bought all my machinery through the Great West Saddlery Co., Calgary, and if you write to Mr. Eastwood, shoe findings department, he will tell you I have no stitchee, and can also tell you the amount of substitutes I buy from him. (The Gutta Percha & Rubber Co., of Calgary, Tenax; The Dunlop Rubber Co., of Calgary, Acme, etc.) Now I do not let those goods lie around my shop, I cannot sew them on and I cannot nail them on, and I believe there are more people wearing substitutes that I put on, than those attached by any other shoe repair man west of Winnipeg. But perhaps I am getting all light stuff, or is the Neolin we get here different?

"As for the slip sole, I don't find it much trouble—I strip the outsole, run my knife between slip sole and the welt, sandpaper both sides and dip it in my preparation. I also sandpaper the welt and the bottom of the shoe and plaster with my solution three or four times, let dry for five minutes, roll them together with a gaspipe loaded with lead, trim the soles, and set the edges. There is no trouble—you can then put on the shoes and wear them. You will find a great number of the so-called shoe repairers complain that it takes too much time, and do not believe the work can be done as expeditiously as I have described, and they still continue in the same old rut."

SHOEMAKING FOR RETURNED SOLDIERS

The problem of the returned soldier, possibly one of the greatest after-war problems that we have to face, is being met to some small degree by the different vocational instruction schools that are being opened up all over the Dominion.

Here returned men who are unable from injuries or other reasons to follow their pre-war occupations are given a technical and practical instruction course in various crafts and trades best suited to the condition and ability. One of these courses embraces shoemaking and repairing and the accompanying illustrations show part of the class for shoemaking at the Y.M.C.A. building in Saskatoon, which has been converted into a home for disabled and returned soldiers.

This class is under the very able instruction of Mr. A.

Johnson, who formerly conducted a shoe repair business at 302 Twenty-third street west, Saskatoon, which he sold out in order to be able to undertake the instruction of returned heroes in Crispin craft.

A good deal more practical work is being done in these classes than in some vocational and industrial schools, the



Shoemaking school for returned soldiers at the Y.M.C.A. Building, Saskatoon, showing the class in the workshop and their instructor, A. Johnson, in the background

pupils being given every encouragement to "take hold" of the actual work as well as plenty of material to practice on, in addition to the usual school theory courses. Both hand and machine work is taught, it being the object to equip each man so that he will have sufficient knowledge and experience to start up in business for himself if he so wishes. In this Instructor Johnson's own personal experience in running a repair business is most valuable and in a personal manner he takes an interest in conveying to each man under his charge many of those little fragments of knowledge so valuable in



Returned shoemaking soldiers at Saskatoon Y.M.C.A. enjoying a recess. Seated at the front on the left is A. Johnson, instructor, and next to him is Mr. Hewitt who has charge of the vocational instruction schools for returned soldiers for Western Canada

running a business of this sort, that are not shown in any text or manual instruction book, but which usually have to be learned from actual contact with the great public over a store counter.

Mr. Johnson says that the men are for the most part eager and quick to learn and for this reason their progress is rapid in comparison with the time usually taken to learn any trade or craft.

These vocational schools are under the personal super-

vision of Mr. Hewitt, who was a Dominion inspector of manual instruction schools before he took up this special work.

SHOE REPAIR PRICES IN TORONTO

Owing to the many requests received from various quarters, the price list of the Toronto Shoe Repairers' Association, which was adopted several months ago, is again published.

	Men's	Women's	Boys' 2 to 5	Youths' 11 to 2	Misses' 16 to 2	Childs' 8 to 10½	Infants' 4 to 7½
HALF SOLES							
Sewn Half Soles,							
Goodyear Welts ...	\$1.25	\$1.00	\$1.00	\$0.85	\$0.85	\$0.75	\$0.60
Nailed Half Soles,							
Goodyear Welts...	1.00	.85	.85	.75	.75	.60	.40
Turns.....	1.50	1.25	1.25	1.00	1.00	1.00	.75
Rubber, 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
WHOLE SOLES							
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
HEELS							
Heels Straightened, regular.....	\$0.40	\$0.30	\$0.30	\$0.25	\$0.25	\$0.25
Heels. Orthopedic, Straightened, reg...	.50	.40	.30	.30	.30	.30
Heels Straightened, and Rev. Rubber Heels.....	.50	.50	.50	.50	.50	.50
Heels Straightened and Quarter Rubber Tips.....	.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							
Toe Caps.....	\$0.50	\$0.40	\$0.30	\$0.30	\$0.30

MISCELLANEOUS

New Heels.....	\$0.75 up
Changing Wooden Heels to Leather Heels.....	1.00 up
Patches, sewn.....	.10 up
Patches, cement.....	.25 up
New Counters.....	.50 up
Heel Lining.....	.40 up
Triangle Plates, one in each heel.....	.15
Triangle Plates, two in each heel.....	.25
New Vamps, men's.....	1.50
New Vamps, women's.....	1.00
New Elastics, per set.....	1.00
New Welts, all round.....	1.00
Hob Nails, sole, heel and shank.....	.50
Hob Nails, sole only.....	.35
Refinishing Soles for stock,.....	.15 up
Buttons, with fasteners.....	.15
Buttons, sewn by hand.....	.35
Back Straps.....	.30 up
Dyeing.....	.25 up
SKATES	
Skates put on with screws.....	\$.025
Rivets, each.....	.05
Skates sharpened.....	.15

CALGARY SHOE REPAIR MEN HOLD PICNIC

The annual picnic of the Calgary Shoemakers' and Repairers' Association, of Calgary, Alta., was held on Wednesday, July 18th, to Bowness Park, which is one of the scenic spots of Western beauty, ten miles from the city, and within a short distance from the Rocky Mountains. There was a large number of the craft, with their wives and families, who turned out to spend an afternoon of real enjoyment. A lengthy programme of sports, commencing with a football game, brought out the latent talent of many. The followers of Isaak Walton whiled away a short hour competing for prizes given respectively for the largest and smallest fish caught. Men, women and children enjoyed themselves to the utmost at the old-time races, both comic and regular. The biggest event of the day was the tug-of-war between men of the east and west sides of the city, the former being victorious. After a pleasant supper, served on the grounds, a member of the trade, renowned as a ventriloquist, gave a very interesting thirty minutes' of entertainment by the exercise of his talents in that direction. A return to the city was then made, all being highly delighted with the day's pleasure.



The happy company at first annual picnic of Calgary Shoemakers and Repairers' Association at Bowness Park, Calgary

YEAR OF PROGRESS FOR ODD FELLOWS

Odd Fellows from all parts of Ontario gathered in Toronto on August 8th, 9th and 10th, to attend the annual meeting of the Grand Lodge. About five hundred Triple Link Brethren were present, a somewhat smaller number than usual owing to the various lodges agreeing to reduce their representation during the war. S. C. Parks, shoe retailer, 1224 Yonge street, Toronto, who filled the position of Grand Master for the past year, ably and faithfully, presided at the sessions, and during his regime, affairs in the Order have moved along smoothly and prosperously. There are 402 lodges in the province, with a membership of about 55,000, being a gain of 1,100 during the past year. The finances of the various lodges are also in excellent shape and some 4,000 members in the I.O.O.F. ranks are either overseas fighting for King and Country, or have enlisted for military service.

One feature of the gathering was the visit of F. C. Goudy, Denver, Col., Grand Sire of the Sovereign Grand Lodge, who came on the personal invitation of Grand Master Parks, and a reception was tendered the distinguished guest on August 8th, in the Odd Fellows' Temple, College street. During the past year, Grand Master Parks paid a visit to over one hundred lodges, and reported every one in excellent condition. It was decided to change the date of the annual meeting to the third Thursday in June, and the next Grand Lodge Session will be held in Hamilton.

H. R. Scott, of Seaforth, who is a leading shoeman, was appointed Grand Councillor, and other representatives of the shoe trade who were in attendance were W. J. Bartlett, of Brampton, and F. S. Evanson, of Prescott, who is chairman of the Committee of Laws for Subordinate Lodges.

Expressions of satisfaction were heard on the excellent record of Grand Master Parks, who is never weary in well doing in the interests of the Order. Charles H. Mann, of Hamilton, was elected Grand Master for the coming year, and Dr. G. M. Hermiston, of Toronto, elected Grand Warden.

OF INTEREST AND PROFIT

I wish you to know that I appreciate your paper very much, and find it exceptionally interesting. It contains many items of interest and profit to the repair man and the trade in general.

Cobalt, Ont.

PERCY RIDLEY.

THAT DAY IS DRAWING CLOSE

It is now perfectly evident that the next six months will bring higher prices for shoes whether the cost of materials and labor increases any more or not. This would still be true even if the price of materials declined considerably, but all indications point in the other direction, says an exchange.

For example, a man's Goodyear welt calf shoe made of materials bought on to-day's market would cost to produce at least a dollar more than most manufacturers are selling such a shoe for to-day.

It would take a very strong reaction in the market, brought about only by some event of world-wide importance, such as the end of the war, to create materially lower prices for materials.

Even the end of the war is not likely to bring any immediate relief in the price of necessities, as the world would still require food and clothing and it will take years to overcome the economic waste and shortage of these materials that the war has caused.

It is the time now for retailers to buy what they can purchase intelligently to cover their requirements for the next few months.

On the other hand it is not safe to speculate in excessive purchases that will tie up more capital than the volume of a business warrants or to incur obligations that it may be difficult to meet.



S. C. Parks, Toronto, the retiring Grand Master of Independent Order of Oddfellows



H. R. Scott, of Seaforth, a leading member who has been appointed Grand Councillor



W. J. Bartlett, of Brampton, who is a Past Grand Herald and a live wire in the Order

PROOF OF WEAR

Compare for yourself the wearing qualities of Neolin Soles as against Leather Soles. And be sure to read the story below



Compare for yourself the wearing qualities of Neolin Soles as against Leather Soles. And be sure to read the story below

A pair of shoes with one Leather Sole and one Neolin Sole—thirty-three days' wear—Leather worn through—Neolin one-sixth through

It is not a question of whether you or your customers can save by wearing Neolin soles. The question is simply: **HOW MUCH CAN YOU SAVE?** We have made some tests to determine this. The whole story is briefly told by the photograph and few words above.

We took for our experiment a single pair of shoes. On one shoe was a Neolin sole. On the other a good, average leather sole—as good as most Canadians can afford to-day.

To make the test severe we put the shoes on a workman in the Goodyear factory, where shoe-life is short. Note the result.

In thirty-three days the leather sole was worn through. The Neolin sole was worn one-sixth through in its thinnest place. They looked just as you see them in the photograph. Neolin showed six times greater wearing quality.

Neolin soles do not always last six times longer than leather. Sometimes they last only four times as long. In another test, made with a grade of leather more expensive than the majority of Canadians use, Neolin wore just three times as long.

In yet other grades of leather—quite out of the reach of the average purse—there are instances where Neolin has worn twice as long.

Such tests should convince you of Neolin's complete superiority over leather. It only remains for you to order Neolin-soled shoes.

—And insist on genuine Neolin. See that every pair is stamped with the trade mark shown below.

**THE GOODYEAR TIRE & RUBBER CO.,
OF CANADA, LIMITED**

Neolin

WHAT RUBBER FACTORIES ARE UP AGAINST

Charles N. Candee, President of Gutta Percha & Rubber, Limited, Toronto, speaking of the difficulties which the factories have to contend with in the matter of supplies, shipments and rising costs, in a recent interview, clearly outlined the present perplexing situation brought about by the war.

Mr. Candee said: "Ever since war broke out, a large element of uncertainty has crept into the industry. Our raw material supplies have been minimized, and since sixty or seventy per cent. of our raw rubber comes from Ceylon and the Malay States, via Britain, you can readily see what difficulties are imposed upon the industry. There is such a scarcity of 'bottoms,' entailed by the commandeering of ships for allied use and also through the submarine warfare, that delivery, even delayed, can never be assured, and when you couple with this the contract condition of 'no arrival, no sale' you see what we are up against. When a cargo does not arrive it is more than a loss to the consignee, it is a direct loss to the buyer, because he loses business on account of the inability to replace the order. But, fortunately, the British Government has been taking all precautions with a view to minimizing the loss, and we have been very successful under these particular circumstances.

"Since the commencement of hostilities in Africa the supplies of rubber from the Congo and elsewhere have been practically eliminated, while a big source of supply, South America, has had to reduce its shipments, through reduction of shipping facilities. The British authorities, who practically controlled the biggest portion of the world's shipping, were forced to commandeer ships that were engaged in the South American trade, so that now we have only one boat a month engaged in this work. We are also subjected to delays extending to three and four months.

"Then there are increased risks and insurance rates, and the cost of transportation, which has gone up enormously during the past two years. Furthermore, the costs of the chemical ingredients used in the manufacture of all kinds and textures of rubber have greatly increased. The prices of a few of these have not quite doubled, but the majority of them have gone up three and four hundred per cent.

"The condition in the cotton market also plays a prominent part in changing the many conditions which effect the rubber industry. Cotton is one of the principal raw materials used in the manufacture of belts, hose and footwear, and the price of cotton duck, which before the war was approximately 20 to 23 cents a pound is 60 cents a pound today, and we have no idea where the price is going to break to next."

Mr. Candee pointed out that all merchants engaged in the rubber industry have been busy during the past months. "When other industries are busy," he declared, "the rubber industry is busy. The demands of the mills and the factories and the workshops always influence conditions in the rubber factories, because they depend upon them so much for many things. But very often the difficulty is this: No manufacturer or private citizen purchases any supplies from a manufacturer or rubber goods dealer until he is in absolute need of them, and we must fit our business into the alternately narrowing and widening demand created for our goods. We cannot create a demand for rubber goods by having bargain days, etc., like people in other lines can, so we have to be ready to meet an emergent demand when it is created. For instance, our mechanical business depends absolutely upon the needs of the railroads and industrial concerns from time to time.

"But where the rubber industry has benefited to a more or less extent is the demand augmented by the high price and scarcity of leather. This summer there has been a particularly big demand for canvas shoes with rubber soles. Fibre soles have also very largely taken the place of leather soles. An increased demand for rubbers is also anticipated.

With the increased cost of footwear the general public is practising more thrift, and instead of throwing their shoes away when the soles are worn down they are having them resoled, and are buying rubbers for use in wet weather and during the winter months.

"All these conditions have their bearing upon conditions in the rubber trade with more or less effect. But despite all this, I can safely state that no rubber company in Canada can complete its orders for rubber footwear for this fall's

The Society Shoe Store

Amazing reductions on complete stock of High-Grade Shoes
Bargains for every member of the family. Every shoe
of highest quality, style and fit. A great, big, smashing

Midsummer Shoe Sale

Look over these bargains. Come into the store and
see for yourselves. Buy groceries with the money
you can save here.

<p>Ladies' White Reinskin Boots, high tops and covered heels. Regular \$6 Sale Price \$3.65</p>  <p>A large assortment of broken lines of Ladies' Colored Kid Boots, in nigger brown, grey, grey and black, black and white and several other combinations. Regular to \$15.00 Sale Price \$6.45</p>	<p>Ladies' Patent and Gunmetal Colonial Pumps, with leather Louise and Cuban heels. Regular \$4.50 Sale Price \$2.95</p> <p>Ladies' Oxfords and Pumps, in black and tan, small sizes. Regular \$5.00 and \$6.00. Sale Price 95c</p> <p>Ladies' Black Kid Boots, high tops. All sizes. Regular \$5 and \$6. Sale Price \$3.35</p> <p>Ladies' Grey Kid and Brown Kid Boots, extra high cut, Goodyear welt soles. Regular \$10.00 Sale Price \$6.95</p> <p>Ladies' New Sport English Walking Boots, in black, brown and different 2-tone effects. Regular to \$10.00. Sale Price \$6.95</p>	<p>Ladies' White Reinskin Pumps and 2-strap Slippers—Reg \$3. Sale Price \$1.95</p>  <p>Ladies' Pumps, in pearl grey, dark grey, nigger brown, ivory and black kid and patent. Reg. to \$6. Sale Price \$3.65</p> <p>Children's Non-rip Bare-foot Sandals, all sizes. Reg. \$1.40 Sale Price 95c</p>
<p>Men's Patent and Gunmetal Oxfords. Reg. \$6. Sale Price \$2.95</p> 	<p>Men's Mahogany and Black Calf, with Neolin soles. Regular \$9.00 Sale Price \$6.45</p> <p>Men's Tobacco and Nigger Brown and Black Calf, with white Neolin soles; also, tobacco brown vamps with colored tops. Reg. \$10 and \$12. Sale Price \$7.95</p> <p>Men's Mahogany and Black, in English and high toe lasts. Regular to \$9. Sale Price \$4.95</p>	

The SOCIETY SHOE STORE

237 PORTAGE AVE. (opp. Post Office).

Note the Address Carefully



Shoes for Father, Mother, Sister, Brother.

Shoes for Uncle, Aunt, Niece and Nephew.

A well arranged and effective advertisement of Winnipeg shoe firm

use on time, the reason being the difficulty experienced in getting materials, and the inability to get skilled help to take the places of the hundreds of men who have enlisted out of the rubber factories in the Dominion."

WILL MAKE STANDARD SHOE

In view of the great increase in the price of footwear, the Italian government has decided to manufacture a standard shoe of stout make and at a reasonable price. Three hundred thousand pairs will be turned out monthly in Italy and another 200,000 pairs will be imported.



"ACME" SOLES



"Within two years leather has advanced in price about 120 per cent., and genuine oak-tanned leather is hard to get at any figure. As a substitute, rubber is being found more than satisfactory. With comparatively little effort, rubber manufacturers have been able to turn out soles in every way equal, and in many ways superior, to any leather sole ever made. But since the type of rubber sole found in the cheap tennis shoe is the one familiar to the public, a campaign of education has been necessary.

"The rubber sole properly made will last anywhere from two to three times as long as the leather one. This consideration is by far the most important. Theoretically, for good shoes the uppers and the soles should wear out at about the same time. Ordinarily a shoe will stand at least two more sets of leather half-soles and heels. Consequently with a good rubber sole this theoretical condition is more nearly approached."—Literary Digest, August 11th, 1917.

* * *

Write for sample

"ACME"

"The Sole of Perfection"

An Exclusive Dunlop Product

By the way, Dunlop Peerless Rubber Heels are selling in great style.

**Dunlop Tire & Rubber
Goods Company, Limited**
Head Office and Factories: Toronto

BRANCHES:

Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina,
Winnipeg, London, Hamilton, Toronto, Ottawa,
Montreal, St. John, Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages, and High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Horse Shoe Pads, Cements and General Rubber Specialties.

"The Sole of Perfection"



AN AGGRESSIVE SALES MANAGER

Emil Larose, vice-president and sales manager of the Canadian Footwear Co., Montreal, is active in any line that he undertakes, and one of the best-liked shoemen in Canada's commercial metropolis. Whether it is selling footwear, or taking part in athletics, he is equally enthusiastic and aggressive. After completing his education in Montreal, he spent nine years in the jewelry business, and then launched



Emile Larose, Montreal

out in the retail shoe game on St. Lawrence Boulevard. Disposing of his business in 1912, he joined the selling staff of Kirvan-Doig, Limited, covering the Maritime Provinces for them. Later, he joined James Linton & Co., Montreal, being city representative. When that firm retired from business, Mr. Larose became identified with Gagnon, Lachapelle & Lecours, with whom he remained one year. In 1915, in association with Mr. Lecours and others, the Canadian Footwear Co. was organized, and a modern, well-appointed factory erected at Point Aux Trembles, with a capacity of 1,000 pairs a day, in women's, misses' and children's McKays. The firm maintain fine sample rooms at 44 St. Antoine street, where Mr. Larose's headquarters are.

The subject of this reference has always taken a deep interest in athletics, and for many years was secretary of La Nationale Amateur Athletic Association, Montreal. He particularly excelled in field sports and was a sprinter of no mean ability, while he has some snowshoeing records to his credit. As president of the Montreal Shoe Manufacturers' Bowling Association Mr. Larose has done much to maintain the interest in this popular pastime. Only thirty-one years of age, he has a bright future ahead in the footwear arena, and possesses the happy faculty of creating and retaining friendships, in both business and athletic circles.

CONTROL OF AUSTRALIAN LEATHER INDUSTRY

The attempt made some months ago by the Australian Commonwealth Prices Adjustment Board to fix the prices of boots and shoes was abandoned through the difficulties in adjusting the selling prices for the varied grades and styles of footwear. It was considered more simple to regulate the prices of leather according to the grade and kind. Hence, the Commonwealth Leather Industries Board has been formed

by representatives of the tanners and boot manufacturers and two nominees of the Government, viz.: The prices commissioner and the hides and leather expert. In each State, there is also a local advisory committee.

It is obligatory for each firm or holder of not less than 100 hides to furnish a return each month showing:—

- (1) Number of hides taken off during the month.
- (2) Number of hides sold by auction.
- (3) Number of hides sold by private sale.
- (4) Number of hides exported during the month.

In this way full knowledge will be gained of the operations in hides within the Commonwealth.

The powers of the Board are to:—

(a) Determine the quantities of hides that are required for the purposes of the tanning industry of the Commonwealth.

(b) Determine the classes of leather into which hides may be manufactured.

(c) Determine the quantities of leather which are required for the purposes of the leather manufacturing industries of the Commonwealth.

(d) Determine the quota of the output of leather of each tannery which shall be made available for manufacturing purposes within the Commonwealth.

(e) Determine the quantities of hides available for export from the Commonwealth.

(f) Determine the quantities of leather available for export from the Commonwealth.

(g) Determine standard for the various grades of leather of the classes to which these regulations apply.

(h) Prohibit any person, firm, or company either absolutely or subject to any specified condition or restriction from buying or selling hides or leather.

(i) Require producers, manufacturers and dealers to furnish such returns as to hides and leather, and boots and shoes made from hide leathers, as are specified by the Board.

STANDARD BOOT FOR CIVILIANS

The Minister of Commerce in France is empowered to requisition the stocks of leather necessary to create a type of boot suitable for wear during the coming winter. It is reported that there are large quantities of leather available which are not stout enough for Army boots, and a committee composed of officials, boot manufacturers, and representatives of labor has been formed, who will work on the necessary details for supplying working-class wearers with sound boots at a reasonable figure. It is also stated that a "national cloth" is to be manufactured from a mixture of wool and cotton, from which clothing will be made and supplied to wearers under a similar arrangement.

BIG RUSSIAN ARMY SHOE ORDER

Bids for 3,000,000 Russian Army shoes were opened lately in the United States.

This order, which had been closed about June 1st by the representatives of the Russian Government, according to detailed specifications compiled in Russia at a price impartially admitted to be fair and reasonable, but lacking the endorsement of the Council of National Defense, has been again thrown open to competition.

Judges say that the cost is about 50 cents per pair more than the American Army shoe.

The finances of India are said by importers of hides and skins to be in such a state as to alone restrict the purchases of hides and skins 75%. No one wants to buy by drafts. One very large house is reported to be getting its hides and skins through the Standard Oil Co. We assume that such an arrangement could be made by firms shipping a large amount of products to countries in the Orient.

MANUFACTURER SECURES MORE PATENTS

J. T. Tebbutt, of the Tebbutt Shoe & Leather Co., Three Rivers, Que., spent a few days in Toronto last week showing several new models in his offerings for the coming season. The widely-known brand of the Professor Gold Cross Shoe has been issued on a new orthopedic last gotten out by Mr. Tebbutt, while the Doctor's Anti-septic shoe has been produced on a new last carrying a pointed toe and close trim edges, making it very smart and suitable for young men and the dressy trade. Another feature is that, although there is a double row of stitching around the welt, as on all Doctor's lines, only one row shows. The boot also has a new indestructible lining and new top band facing. It, of course, carries the usual special features, which are so well known, to make it absolutely waterproof. It also has the Acme sole as well as leather. There is an asbestos centre sole, while the lining and inner sole are treated antiseptically. The shoe comes in khaki, tony red, cherry, black and box calf. The Professor on the new orthopedic last is much admired and has a patent cushion inner sole and cushion heel. It also carries a patent asbestos centre sole. A new tool for edge setting and edge trimming for which a patent has been secured is now in use in the Three Rivers factory. It finishes the edge in two colors and puts a groove between the middle and outer sole, which is quite a novelty, making the edge a double one. Mr. Tebbutt, who is an inventor of note, having eight Canadian patents and four United States patents to his credit, is also getting out a new cushion sole which is a perfect covering where the foot rests. There are three bandages attached to the sole and sewn in with the welt and the upper preventing ripping and spreading of the cushion sole. Acme fibre soles are observed on a large number of the models and the new double stitching system on the welt by which only one row is seen is also an invention of Mr. Tebbutt. The Doctor's shoe now comes in orthopedic, fit-right, London and pointed lasts with white and tan fibre bottoms and in all the leading shades of leather.

DEATH OF ESTEEMED SHOE TRAVELER

James E. Moore passed away on August 15th at his residence, 144a Sorauen avenue, Toronto, after an illness of several months. He was in his 49th year, and was favorably and widely known by the shoe trade, with which he was identified all his life. The remains were taken to St. Catharines for internment. Mr. Moore was at one time manager of the shoe department of the Robert Simpson Co., and was later in business for himself for a short while. He then joined the staff of Geo. E. Boulter & Co., with whom he was connected for some fifteen years. Mr. Moore then formed a partnership with D. G. Hardie, the firm name being Hardie & Moore, and for the past four years he had been city traveler for S. C. Cronk & Co., wholesale shoes, Toronto. Of a quiet, unassuming disposition, he made numerous warm, friends by his courtesy, faithfulness and efficiency. Mr. Moore is survived by his wife, who will have the sympathy of many in the trade in her bereavement.

NEW POST FOR MR. GUINIVAN

R. O. Dunhill, for the last ten years connected with Geo. E. Keith Co., and for nearly two years past, assistant manager of the Walk Over Boot Shops in Chicago, has been appointed manager of the Walk Over Boot Shop in Toronto, and entered upon his new duties. He succeeds F. A. Guinivan, who has accepted a new and responsible post with the organization. The duties of Mr. Guinivan will be the promotion of sales in the orthopedic department of the Geo. E. Keith Co. in the United States and Canada. Mr. Guinivan has for many years taken a deep interest in the correct fitting of shoes and in the giving of comfort and ease in all lines of footwear made by his firm. His headquarters will be at

Campello, Mass. Many friends will regret to learn of his departure from Toronto, as he was an aggressive shoeman and took a lively concern in the affairs of the Toronto Shoe Retailers' Association, being a former member of the executive. Mr. Dunhill, the new manager of the Walk Over Boot Shop, has already created a most favorable impression. The management of the Walk Over Boot Shops in Montreal and Quebec will continue under the same heads, S. E. Wygant being manager at Montreal and R. J. G. Gore at Quebec.

MEET DEATH DOING HIS PART

Harry Richardson, who enlisted with the 61st Battalion, and later was transferred to the Signallers of a Highland Battalion, was killed in action recently in France. Harry lived in Canada for six years, and his parents reside at Hull, England. Many friends will regret to hear of his death. Before joining the colors he was manager of the Lightning Shoe Repair Shop, Winnipeg.

BREEZY NEWS FROM ST. JOHN

E. L. Rising, president of the firm of Waterbury & Rising, wholesale and retail boot and shoe dealers in St. John, N.B., will leave in a few days for a three months' holiday trip to the Pacific Coast. He will be accompanied by his wife.

Sergt. Percy Steel, a well-known young shoe dealer of this city, who is a member of a machine gun section of the Canadian Expeditionary Forces in England, writing to a friend says that he arrived safely in the Old Country and is down to routine training. Sergeant Steel is a qualified Captain, but being unable to secure an appointment, volunteered in the ranks and was soon promoted to the post of sergeant. He has a brother in a hospital in England convalescent from wounds sustained in action.

Frank Merrill, senior clerk in Percy Steel's shoe store, is on a week's vacation along the St. John river. During his absence the store is in charge of Miss Josephine Armstrong.

Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Co., Limited, will not attend the annual meeting of the Union of Canadian Municipalities to be held in London, Ont., on August 27th, 28th and 29th. His worship is of the opinion that in matters of this kind it is not elective officials who should represent the city, but the permanent officials.

Local shoe travelers are at present enjoying their vacations. They expect to go out on the road about the first of September.

Harold Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, has returned home from a visit to Boston, where he purchased several lines of spring goods.

CANADIAN FIRMS WIN PRIZES

In the recent contest for valuable prizes for the best trimmed window, conducted by the Scholl Manufacturing Co., of Toronto and Chicago, three premiums were captured by Canadian firms. These were Bryson-Graham, Limited, Ottawa, Fred Ashfield being the window trimmer; the 2 Macs Limited, Ottawa, J. L. Beaudry being the trimmer, and H. Grey Hodges, of Chatham, Ont. Speaking of the competition the "Foot Specialist" says: It was not alone the vast number of photos submitted that made the judging difficult, but rather the fact that all sent in were so good, and seemed so deserving of recognition, that it seemed a pity to discard any. It was much like being placed in the centre of a vast garden of beautiful flowers and instructed to pick out the fifty-four most beautiful ones, when each fresh flower examined seemed to have some special claim to greater beauty than any of the others. It was a hard job but the judges finally made their selections.



The splendid Cup to be presented to the winner in the Bass and Trout Class

Great Fishing Competition

FOR

Shoe and Leather Journal Awards

GET INTO THE ANGLING GAME

In order to encourage the friendly rivalry that has been developed in the Shoe and Leather Trades in the past few months through these columns on the subject of FISHING the SHOE AND LEATHER JOURNAL has decided to offer

Two Handsome Silver Trophies

As set forth in the following specifications and arrangements, to be competed for during the next two months by the members of these trades.

WHICH CLASS ARE YOU IN?

SILVER CUP for the largest **Black Bass**, small mouth, not less than five pounds in weight, or the largest **Speckled Trout**, not less than two pounds in weight.

SILVER CUP for the largest **Maskalonge, Salmon or Salmon Trout**, not less than fifteen pounds in weight.

1. The fish must be caught in Canadian waters with an ordinary rod and line.
2. Mounted specimen or photograph must be submitted, giving size, weight, locality and how caught, and attested to by at least two reputable eyewitnesses or by notary public.

Competition Closes on October 1st

3. Competition to be closed October 1st, and decision to be announced October 15th.

4. Competition open to anyone connected directly with the Shoe and Leather Trades.

5. Decision and award to be made by committee of three, consisting of **The Editor of "Shoe and Leather Journal," James Robinson, of Montreal**, and one other to be appointed jointly by these two.

This competition will give a fair chance to fishing enthusiasts in all parts of Canada, and will afford an opportunity to demonstrate the claim of this country to be the greatest on the globe for game fish as well as the piscatorial abilities of the Shoe and Leather Trades.

Address all claims to

"Fishing Editor," Shoe and Leather Journal

1229 Queen Street West, Toronto



The artistic Silver Trophy for the champion in the 'Lunge and Salmon Competition

MANY FISHING CANDIDATES ARE IN TRAINING

Some More Contestants for the Journal Trophies—How Several Aspirants Put in Practice Stunts—The Air is Thick with Rumor and Speculation—Some Heretofore Unknown in the Angling Arena May Wake up Any Fine Morn Champions

THE interest in the fishing competition of the SHOE AND LEATHER JOURNAL is growing keener all the while, and the extension of the closing date until October 1st, is bringing out many new competitors, both in the black bass and speckled trout race and in the maskalonge and salmon contest.

Men in the trade who have never fished before are visiting establishments which deal in tackle of all kinds, and are looking up railway maps and folders, and consulting various authorities, in order to get into this interesting game. Where two of three members of the trade meet to discuss holiday pursuits, there you will hear the Journal's competition referred to, and speculation is rife as to who will secure the beautiful and artistic silverwear. The trophies are handsome ones, very attractive and chaste in design, and will adorn any mantlepiece or library. They will be suitably engraved, and will prove a memento of lasting pleasure, and happy association to the winners.

Calls Catch "Pot Hunting"

In the last issue of the SHOE AND LEATHER JOURNAL, there was a picture presented of 160 lake trout weighing over eight hundred pounds, which were caught in the Lake of the Woods District by a clever candidate, who prefers to remain incognito. The publication of the undoubted evidence of the prowess of the angler has called for a protest from a reader who, enclosing the picture in a letter, says: "Such a catch as this is Pot Hunting, and should be so labelled. The caption, 'A Great String,' is a misnomer. Let us know what you think about this yourself." The writer signs himself "one who enjoys fishing as a sport." All the SHOE AND LEATHER JOURNAL can say is—the more the merrier, and all who can get into the fray should have all the fun they can extract, so long as they observe the law. Send either mounted specimens or photographs of your catch to the SHOE AND LEATHER JOURNAL, giving size, weight, locality, and how caught, and have the same attested to by two reputable eye witnesses, or a notary public.

Cleaned the Lake of Fish

Harry Lewis, manager for P. Jacobi, Toronto, who spent a few days at Chicopee Island, Stoney Lake District, has returned, happy as a big sunflower, and bronzed like a Siwash Indian. He declares that he practically caught all the maskalonge and bass within a mile of the island. While he did not have a tape measure with him, he took some of the longest shoe strings sold by his firm. Not one of them was sufficiently elongated to measure the scaly denizens of the lake which came his way. Mr. Lewis' friends, however, think he succeeded in either stretching the measurement of the fish or shortening some of the shoe laces, before using them as a tape line.

John A. Walker, of Walker, Parker & Co., Limited, Toronto, who has an attractive summer home just west of Port Credit, has, it is rumored, been haunting the Credit River of late, and his movements have been somewhat mysterious. When asked if he had any luck in the angling art, he remarked that it was "a fine day," an evidence that he is keeping his plans carefully secreted.

The Biblical injunction that "the last shall be first" is going to come true in the fishing competition of the SHOE AND LEATHER JOURNAL, according to M. L. Sturgis, sales manager of the United Last Co., Limited, Montreal, who

was in Toronto and Kitchener last week on business. Mr. Sturgis reports that his plant is very busy and while he has been busy himself, yet he found time to do a little fishing lately when on a trip to Perth. He took a few hours off and



B. Vaillancourt and F. X. Charbonneau, of Montreal, returning from a fishing ramble.

visited the Rideau Lakes. His amazing success on this expedition warrants him in the belief that he can capture one of the silver trophies. At any rate he is going to try. His inscription on his quarry will be "and the last man shall be first."

Will Help Food Production

"What is the use of Bill Hanna, Food Controller, sending to the Atlantic Coast and bringing in cod and haddock," remarked a leading shoe manufacturer the other day. "I think that he is a little premature and could well afford to wait until the catches by the many contestants in the SHOE AND LEATHER JOURNAL competition arrive. There will then be fish for everybody in Canada, and all of the home brewed variety, too."

It is said that Paul Roy, of Montreal, received a parcel by express the other day marked "C.O.D." He has been thinking so much along angling lines of late that, in his pre-occupation, he remarked it was absolutely useless to send him any "cod" as he could catch all that he required. He would not miss the fun of doing his own fishing—not for a king's ransom.

B. Vaillancourt, of the La Duchesse Shoe Co., Montreal, and F. X. Charbonneau, of Charbonneau and DeGuise, Montreal, are already in training for one of the trophies. The accompanying sketch, which is not as clear as it might be, shows what they corralled in one day's fishing. They do not claim that it is the largest ever, but as a fair sample of an afternoon's sport in the angling game it is not a bad representation. Successive trial in the gentle art of Izaak Walton will make them more proficient.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, who spends his week ends at Roche's Point, has been taking a few days extra recently. His long absences from the cottage at times, and his familiarity with certain districts of Lake Simcoe have not been taken to increase his geographical knowledge, but to discover the best fishing

spots. Mr. Hamilton has a large private office at 15 Front street east, Toronto, where the door is always open, and everybody welcome—there some curios and historic pictures adorn his sanctum. He has tacked up a page of the *SHOE AND LEATHER JOURNAL* and gazes wistfully and longingly at the silver cups, one of which may yet be his.

C. Mather, manager of the footwear division of Gutta Percha & Rubber for Ontario, is making some extensive preparations to get into the contest. He modestly admits that he has done a little fishing in the past, and knows something about the finer points of the pursuit, which he intends to put to good purpose in the next few weeks.

W. J. Bartlett, of Brampton, Past Grand Herald of the I. O. O. F., who was in Toronto last week attending the Grand Lodge, says he is going to annex the cup for bass fishing. Mr. Bartlett is a leading shoeman, poultry fancier and triple-linked brother and expects to qualify for angling honors.

There is a danger of "Bill" Chamberlain, of Galt, deserting motoring for angling. He now spends about three evenings a week on the Grand River and returned the other evening with a fine string—of shoe laces.

When Three Fellows Get Together

Commodore John P. O'Shea, Louis Daoust, of Daoust, Lalonde & Co., and H. C. Parker, of Parker-Irwin, Limited, Montreal, went on a fishing jaunt recently to the Ottawa River above St. Anne de Bellevue. This is supposed to have been the spot where Thomas Moore wrote his famous song, "Row, brothers, row." It happened that John and Louis were singing that song, when all at once Mr. Parker sent up a cry that he had caught a whale. After considerable difficulty, and getting Mr. O'Shea, who is a man of no small proportions, to steady the craft, Mr. Parker succeeded in landing a maskalonge weighing 44½ lbs. It will also be noticed by the illustration that a smaller fish was corralled, but in the excitement of the occasion over the larger one, the anglers forgot to have the lesser specimen of the finny tribe weighed. Mr. Parker claims that this catch more than makes him eligible for the cup which the *SHOE AND LEATHER JOURNAL* is offering. Certainly he has made the best capture up to date, and will give the others an interesting race. It will take some maskalonge, and then some more, to equal the prodigious quarry of the genial Mr. Parker.

F. E. Woodward, of F. E. Woodward & Son., Lachine, Que., is taking much interest in the fishing contest. He is a fisherman himself of no mean accomplishments. A friend of



P. O'Shea, L. Daoust and H. C. Parker, of Montreal, bearing away a forty-four pound 'lunge'.

forth full of hope. When the day is far spent he returneth and the truth is not in him."

W. Alfred Moore, of Beardmore & Co., Toronto, who has a summer cottage at Maple Beach, Lake Simcoe, and spends the week ends there with his wife and family, is devoting some of his spare time, as well as his meal hours, to catching everything under the surface of the water. He has



"And with both our husbands enterin' into The Shoe Journal's fishin' contest, we'll make Hanah's haddock, and the slow cost of livin' look like a pair o' sandles without a vamp."

not yet met with a tremendous amount of good luck, but is serenely confident that as September draws near, he will succeed in catching a specimen of the finny tribe that will weigh more than a heavy roll of sole leather.

LEATHER TRADE JOTTINGS

(Continued from page 29)

French town some distance behind our front, one of several towns in which this work is proceeding day and night, silently and almost unnoticed by the world. Thousands of French women and girls, whose menfolk are fighting or have fallen, are employed on it; and I confess I was simply staggered at what I saw.

"To this hive of industry is brought all the jetsam of battle, from a broken rifle or bicycle to tattered tunics and derelict shoes and boots—all to be renovated and made serviceable again in ways that seem almost like magic. In one place I saw shed after shed piled to the roof with discarded shoes, most of them in such a deplorable condition that it seemed nothing short of a miracle could restore them. In former years they would all have been consigned to the rubbish heap as utterly worthless. Not so now.

"Stage after stage I saw these shoes, 'broken in the war,' converted again into splendid boots, soft and strong. I watched these clever and industrious French women soak them in some mixture and pass them from hand to hand until the leather became as pliable as ever it was. They were then scrubbed and rubbed and patched, and soles or heels were put on where required.

"They were next immersed in a bath of boiling oil, straightened and shaped; and when the last process was finished, I assure you, you could scarcely have distinguished them from shoes newly bought. This repairing shop turns out 2,000 pairs every day; and I was told the output soon will be 5,000 pairs."

Mr. Woodward has sent him the following which he passes on to the *SHOE AND LEATHER JOURNAL*:—"Behold the fisherman. He riseth up early in the morning and disturbeth the whole household. Mighty are his preparations. He goeth

HOW THIS SHOE SALE WAS LOST

"I walked into a shoe store the other day and, while waiting for the proprietor, a middle-aged, well-dressed man and his wife entered," declared a well-known traveler recently. "A bright, alert clerk stepped up to the callers, and learning that the woman wanted a pair of mahogany calf high-cut bals, he was not long in setting about the task of fitting her. The one point upon which there was some hesitancy was that of price. The salesman was doing his utmost to convince the woman that the figure asked for the shoe was only fair, when the quality and make were taken into consideration.

"After some discussion, which practically ended in the sale being closed, the lady thought she would try on the shoe again. It was a 4½D. She decided that perhaps a 5E would fit her with greater ease and comfort.

"Very well," declared the salesman, 'I can get it for you, as we carry it in all widths.'

"He turned to locate the shoe on the shelves, but found that the size was upstairs in the stock room. Excusing himself, he went to get it.

"As soon as he had departed, the woman remarked to her husband: 'Would you take it or would you not?' and the man informed her that she could suit herself, but if he were buying he would look around and see if he could not get something equally suitable at a less figure. When the salesman returned with the 5E, the woman had firmly made up her mind she would offer some trifling excuse for not taking the boots, and declared that, after all, the new size did not fit her quite as well as she thought it would. Regarding the 4½D, she was afraid to try it, and offered the specious plea that she would call around again when not so tired and fit on the particular shoe which the salesman had brought down.

"Half an hour later," added the traveler, "I happened to drop into another store up the street. I found the woman customer there, and before she left, she had purchased a pair of shoes at a higher figure than she had been asked in the store she first visited.

"The mistake which the salesman made in the first establishment was leaving the lady when he went upstairs to get the larger size. There were two other salesmen in the store. Had he asked one of them to have the shoe brought down, and the customer not been neglected or afforded an opportunity of having a private conversation with her husband, who appeared to think all women's shoes were too high in price, the sale would no doubt have been effected without any trouble.

"It is a serious mistake to go searching around for shoes. Before suggesting another size or width to any customer, it is good policy to be sure that you have that size or width right at hand, on the shelf, and no time should be lost in finding the proper shoe. Many a sale is lost by some little hitch, in way of interruption of the service, waste time in locating the right shoe and in not keeping up the interest of the customer. Steady, quiet and polite attention is what tells most in the making of shoe sales, especially when a patron is in doubt, and not quite decided what size, last or style he or she will wear."

EIGHT HOUR DAY FOR SLIPPER WORKERS

The Rossendale Free Press in a recent issue says:

"The proposal which has been put forward by Sir H. W. Trickett, Limited, of Waterfoot—and which in fact may become a proposal general to the slipper manufacturing firms of Rossendale—to institute a 48 hours' working week instead of the present 55½ hour week, will create no little interest in the district. Trickett's proposal is that the experiment should be made for a month, and that at the end of that time the workpeople, by ballot, shall say whether they desire it to continue, or that they prefer to revert to the former and longer working period. No one, of course, will

object to working fewer hours; the factor that will turn the balance either in favor or against, will be a financial one. If having tried it for a month, the operatives find they can earn as much in 48 hours as they could by working 7½ hours per week longer, they will undoubtedly vote for the continuance of the new scheme."

BLACK, BROWN AND GREY LEAD

Mr. Wm. Chamberlain, of Getty & Scott, Limited, Galt, has returned from an extended visit to New York, Boston and other shoe centres of New England. He states that he found black kid in women's shoes were the strongest sellers, Havanna brown second, and Field Mouse Grey third, in eight-inch bals with various fancy patterns. Mr. Chamberlain remarks that military effects will be featured very strongly during the fall and coming spring. The military boot will be of calf skin, particularly colored calf. One of the most popular leathers will be patent, with colored tops.


JOINS STAFF OF PERTH SHOE CO.

J. H. Moore (Andy), who for the past three years has been on the selling force of the Minister-Myles Shoe Co., Limited, Toronto, covering Quebec and the Maritime Provinces, has joined the Perth Shoe Co., Limited, Perth, Ont., and will look after Ontario, west and north of Toronto. He is an experienced and aggressive salesman, who has had eighteen years insight into the footwear game. His first position was in the Neill shoe store, Woodstock, and later he was with John Agnew, Brantford, for a long period. After spending ten years in the retail end, he took a job on the road for a Montreal firm, covering Eastern and




J. H. Moore, Toronto

Northern Ontario, and subsequently joined the staff of Gourlay & Fogelberg, of Kitchener, and the Galt Shoe Co., of Galt, Ont., supervising the Maritime provinces. He was with these firms until his association with the Minister-Myles Shoe Co. "Andy" is an old-time lacrosse enthusiast, playing with the teams of Brantford, Woodstock, and his native town of Cornwall. He will continue to reside in Toronto, and many friends will wish him every success in his new position



AMONG THE SHOE MEN.



The annual picnic of the employes of the Adams' Shoe Co., Toronto, was held last week at Bond Lake, and was largely attended. An interesting programme of sports and games was run off and every one had a delightful time.

E. G. Stuebing representing the Canadian Consolidated Felt Co., Limited, of Kitchener, Ont., spent a few days in Toronto last week showing a representative line of canvas footwear for the coming season.

Foster Fraser, of Regina, a former member of the staff of Thomas Ryan & Co., Winnipeg, has joined the selling force of Blachford, Davies & Co., Limited, Toronto, and will cover the Province of Saskatchewan for that firm.

The plant of Underhills, Limited, at Aurora, Ont., has been closed and much of the equipment moved to the company's factory at Barrie, Ont., the two plants being consolidated. The capacity of the enlarged industry at Barrie will be twelve hundred pairs per day. The interest of Charles Webster, who was until recently secretary-treasurer of the company, has been taken over by Underhills, Limited, of which organization Fred Underhill is president, Ross H. Underhill, vice-president and Stanley G. Underhill, secretary-treasurer. Fred Underhill, whose health has not been of the best for some time, will leave in a few weeks, accompanied by his wife, for Los Angeles, California, where he expects to spend many months. A number of the old hands employed in the Aurora factory have already removed to Barrie and others will follow in the near future.

L. Brandon who is a member of the Royal Flying Corps, and is a son of A. Brandon, of the Brandon Shoe Co., Brantford, recently left for England, and will do his bit in the present struggle.

J. W. Jupp, shoe retailer, wife and family, Toronto, have been on an extended trip to Dayton, Ohio, and other points.

Harry Bell, shoe retailer, St. Clair avenue, Toronto, has been spending a holiday at Orchard Beach, Ont.

James C. Bryant, representing the Kaufman Rubber Co., who has been spending a few weeks with his family at Keswick, Ont., has returned to Toronto.

H. R. Scott, shoe retailer, of Seaforth, Ont., spent a few days in Toronto recently, attending the Grand Lodge meeting of the Independent Order of Oddfellows, of which organization he is a prominent member.

R. J. Orr, of Toronto, who represents the Arrowsmith Mfg. Co., has gone on an extended selling trip through Wisconsin, Minnesota and North and South Dakota. He will be away for several weeks.

John Dunbar, of Scott-Chamberlain, Limited, London, was in Toronto recently on business.

Z. Anchin, shoe repairer, Roncesvalles avenue, has installed a new Goodyear equipment and has thoroughly remodelled his shop. It is now one of the brightest and best laid out that can be found anywhere.

A recent despatch from New York says: There is rather an interesting story in connection with the recent Russian contract for 2,000,000 pairs of army shoes placed in the United States. It appears that Russian representatives had practically made agreement with a certain New England shoe manufacturing company for 3,000,000 pairs of army shoes at \$5.20 per pair. This manufacturer in turn expected to farm out part of this big contract among several other concerns. Since this purchase had to be financed through a credit extended by the United States Government to Russia, it was

necessary to get the government's "O.K." on the contract. As chairman of the committee on supplies of the Council of National Defence, Julius Rosenwald declared that this price of \$5.20 was too high and that the contract should be thrown on the open market subject to bidding. The result was the placing of the bulk of the contract reduced to 2,000,000 pairs at prices of \$4.82 to \$4.83 per pair.

R. B. Chalue, of Toronto, who represents several shoe firms throughout the Western Provinces, left last week on an extended selling trip. He will go as far as the Coast.

Arthur, the fifteen-year-old son of Joseph Greenwood, dealer in shoes and hardware at 1293 Danforth avenue, Toronto, was drowned recently at Rosebank while swimming. Many friends will extend sympathy to the grief-stricken parents.

Harry Thompson, of the Thompson Shoe Co., Montreal, spent a few days in Toronto lately calling upon the trade.

A. Levy, of the Right Form Shoe Store, Yonge street, Toronto, and wife are spending a few weeks at Old Orchard Beach, Maine.

George Nicholson, city traveler for the W. B. Hamilton Shoe Co., Toronto, has been spending the past few days at Bass Lake.

Harry D. McKellar, of Kitchener, was in Toronto last week with a fine range of felt slippers in many attractive colors for the coming season. He left this week for Ottawa, Montreal and Quebec and will also visit Winnipeg before his return.

Alf. Blachford, of H. & C. Blachford, Limited, 286 Yonge street, Toronto, has returned after a pleasant vacation among the Alleghany Mountains.

J. G. McDiarmid, of Toronto, western Ontario representative of the Murray Shoe Co., of London, left last week on an extended spring selling trip throughout the Prairie Provinces with a representative and most attractive line of samples.

T. L. Guinivan, of the Walk Over Boot Shop, Toronto, and wife, are spending a few weeks holidays at various points in Massachusetts.

Robert Hawley, eastern Ontario representative for Getty & Scott, Limited, Galt, Ont., who has been spending several weeks in New York, has returned to Toronto.

W. Berryhill, of the Yale Shoe Store, Winnipeg, and wife, have been spending a few days at Banff, and other points west.

A. Wellwood, who was formerly in the shoe business on Bloor street west, Toronto, and now engaged in the real estate line, recently underwent an operation for appendicitis. He is recovering rapidly.

Williams & Causgrove, shoe dealers, Saskatoon, Sask., have dissolved partnership.

F. B. Horton, shoe dealer, Owen Sound, recently made an assignment.

Walter J. Patterson, of Allandale, Ont., has taken a position with the White Shoe Co., Toronto, and will travel in Northern Ontario. He was recently on the staff of Ames-Holden-McCready, Toronto.

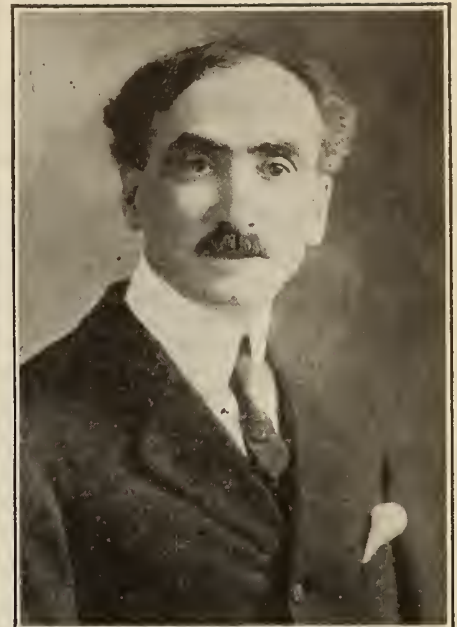
Frank Kilgour, Winnipeg, has just returned from Mason City, Iowa, where he spent a month at his father's summer camp. J. P. Kilgour, vice-president of Kilgour, Rimer & Co., and wife, Winnipeg, are holidaying at Mason City.



F. A. Guinivan of Walk-Over Boot Shop, Toronto, who has left to take charge of orthopedic work, with headquarters at the factory in Campello, Mass.



Chas. F. Schuszler, member of the travelling staff of the Regal Shoe Co., Toronto, who recently joined the ranks of the benedicts.



J. B. Hurteau, President of Globe Shoe Co., Terrebonne, Que., whose new factory is completed and now ready to start operations.

John Thompson, manager of Rannard's No. 3 store, Winnipeg, wife and son, are spending a few weeks in Toronto and Markham.

Harold Fitzgerald, of Pocock's Shoe Store, Winnipeg, left recently for a trip to Banff and Seattle, and before returning will visit Chatham, Ont.

J. B. Kilgour, of the Regal Shoe Store, Winnipeg, is summering at Matlock Beach, Man.

Business in the retail line in Winnipeg and other western cities is very good, and the summer clearing up sales have been well patronized.

John T. Tebbutt, of the Tebbutt Shoe & Leather Co., Three Rivers, Que., spent a few days in Toronto recently showing a fine range of samples.

A federal charter has been granted to the Perfection Counter, Limited, with a capital stock of \$49,000 and headquarters in Montreal. The company is empowered to manufacture and deal in boots, shoes and all kinds of leather, shoe forms, soles and findings of all kinds. Among the incorporators are Mendoza Langlois, Achille Raymond and others.

Charles Bryson, senior partner of Bryson-Graham, Limited, Ottawa, and for many years one of the leading merchants of the Capital, died recently at his summer home, Kingsmere. He was seventy-three years old and leaves eight daughters and one son. Mr. Bryson was a man of sterling character and held in high esteem.

Geo. E. Williams, who for many years held a responsible position with D. D. Hawthorne & Co., Toronto, and has had a lifetime experience in the shoe trade, both in the manufacturing and wholesale ends, has joined the staff of Blachford, Davies & Co., Limited, Toronto, as manager of their warehouse. Mr. Williams will enter upon his new duties early next month.

A recent despatch from Edmonton says: A compliment to Edmonton as a business centre is paid by the Carey Shoe Company, of Toronto, one of the largest exclusive footwear companies in Canada. Its first western branch is to be opened here in a few days or as soon as the heavy shipment of shoes reaches Edmonton. The decision to locate its first branch in Edmonton was not made by the management of the Carey Shoe Company until a thorough investigation had

been made as to the merits of many western cities, Edmonton being their choice. The new store will be located on 101st street, next to the Journal. A. C. Carey will have charge of the new branch.

Stratford Glove Makers, Limited, have been granted a federal charter with a capital stock of \$50,000 and headquarters in Stratford. The company is empowered to manufacture, sell and deal in gloves, mitts, etc., and among the incorporators are L. H. Ballantyne, Duncan McG. Scott, D. McD. McCallum, Kenneth C. Turnbull and W. W. Gray, all of Stratford.

The annual picnic of the Manitoba Division, Winnipeg Branch, of the Canadian Consolidated Rubber Co., was held at Grand Beach last month and was a pronounced success. It was also the birthday of the genial manager, Mr. Holden,



The road staff of the Kitchener, Ont., branch of the United Shoe Machinery Company of Canada, Limited. They are good fellows and know how to render prompt service. Geo. F. Hennessey, the manager, is at the head of the procession with his hat off.

and the two events were fittingly celebrated. The afternoon was spent in bathing, dancing and sports, and the festivities were brought to a close by a splendid supper. Everyone reported the outing a distinct success.

John Affleck, president of the Yale Shoe Co., Limited, Winnipeg, and family, are spending the summer at their country home at St. Charles.

W. A. Lane, leather merchant, of Montreal, was on a business trip recently to Boston and other points east.

H. C. Parker, of Parker-Irwin, Limited, Montreal, is on a business trip through the Maritime Provinces.

Thos. Bennett, of Toronto, who represents the James Muir Co., Montreal, left recently for the west with a fine line of samples for next season and will be absent several weeks.

G. J. Scott, who is the Western Canada representative for P. Jacobi, shoe store supplies, Toronto, has gone on an extended selling trip throughout the Prairie Provinces.

C. H. Albee, superintendent of the Perth Shoe Co., Perth, Ont., was in Toronto and Hamilton recently on business.

Fred. P. Beemer, of Toronto, who represents the Blachford Shoe Mfg. Co., Toronto, and H. E. Guptill, of Haverhill, Mass., in Western Canada, left this week for Boston and other points on a few days' business trip.

George E. Chambers, manager of the Regal shoe store, Toronto, and family have returned after spending a pleasant holiday at Fairy Lake, Muskoka.

The Crystal Shoe Co. have opened a retail shoe store at 250 Queen street west, corner of John street, Toronto.

The ratepayers of Peterborough, Ont., will vote upon a by-law on September 6th to fix the present assessment of \$23,790 of B. F. Ackerman, Son & Co., Limited, for ten years in consideration of the company starting a shoe factory in that city for the making of men's, boys' and youths' staple shoes. The output will be about three hundred pairs a day

and there is no doubt that the by-law will carry by a large majority. For the past twenty-five years the Ackerman firm have been large manufacturers of harness and saddlery, which lines will be continued and the shoemaking plant is a new departure. The new proposition has been well received by the citizens of Peterborough.

The Sample Shoe Store has opened out in rooms 2, 3 and 4, Edward Building, 325 Portage avenue, Winnipeg.



H. B. McGee of Toronto, who is a South African Veteran, and his brother, J. H. McGee, of Winnipeg, who is a member of the Royal Flying Corps now in camp at Deseronto, Ont.

The members of the firm are J. H. Bates, who was for many years manager of the Regal Shoe Store, Toronto, and J. F. Agnew, an old Belleville boy who has been residing in the west for some years. The Sample Shoe Store is a neat, attractive place, which is centrally located.

Fifty thousand leather workers of the United States and Canada, including the Harness and Saddlery Workers, the Travelers' Goods and Leather Novelty Workers, and the Tannery Workers, have merged into the Leather Workers' International Union as a result of a series of meetings held in St. Louis recently. The next convention of the new organization will be held in Toronto.

C. F. Rannard, of Winnipeg, was in Montreal last week attending the annual meeting of the Dominion Board of the Retail Merchants' Association of Canada, of which he is an executive member, and former president of the R.M.A. for the province of Manitoba. Mr. Rannard is also paying a visit to the leading shoe factories in Montreal, Toronto, Kitchener, Galt, London and other places and will return home via Chicago the latter part of the month. Many eastern friends are pleased to meet him.

There is another claimant for the fishing trophies being offered by the SHOE AND LEATHER JOURNAL. L. C. van Geel, of the Tillsonburg Shoe Co., Tillsonburg, took a holiday recently and went down to Port Rowan on Lake Erie, where, in company with his brother-in-law, S. S. Woodward, of Sadler & Haworth, Montreal, he caught over one hundred pounds of bass in three hours. The average weight was about a pound and a half each.

A. Brandon, of the Brandon Shoe Co., Brantford, was in Toronto last week. He has closed his factory for a few days in order that the employes may assist in harvesting the abundant yield of grain in Brant county. Many other industries in the Telephone City have allowed their staffs off for some time to help in the fields. Some months ago Mr. Brandon made the offer in response to a request of the local National Resources Committee and it was promptly accepted. Galt industries are also doing their part to aid the farmers, and among those which have been very active in this respect is the shoe manufacturing firm of Getty & Scott, Limited, several men having gone to the country for a few days.

CONDENSED ADVERTISEMENTS

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

SITUATION WANTED.—Experienced buyer and good organizer seeks position as manager of department or retail store—ten years' experience—married—first-class references. Disengaged September 1st. Apply Box 80, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

WANTED BY EXPERIENCED TRAVELER.—A manufacturer's line of shoes on commission, also specialties. East and north of Toronto preferred. Apply Box 82, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

MANAGER for Retail Store or Department open for position September 1st. Wide experience; efficient buyer; first-class references; age 38 years; married; no objections to good live Western city. Apply Box 62, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—A curved Awl Outsole Stitcher—must be in good working order, and reasonable price. Box 76, SHOE AND LEATHER JOURNAL, 1229 Queen west, Toronto.

SALESMAN—Large connection, Winnipeg to Pacific Coast, wishes line children's shoes on commission basis. Box 78, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

SHOE TRAVELER—Western representative, by leading firm of shoe manufacturers, making fine welts exclusively, and selling to selected retailers. Applicants will please state age, salary desired and qualifications. Address, Box 40, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Can.

The annual picnic of the Boot & Shoe Workers' Union, of Toronto, was held recently to Niagara-on-the-Lake. There was an attendance of nearly three hundred, and a most enjoyable programme of sports and races was carried out. The events were keenly contested, and a number of the party took occasion to visit Niagara Falls and Buffalo during the day. The Union is progressive and well-managed, and has a large membership.

Wm. Cathcart & Co., shoe dealers, Victoria, B.C., have taken over the interests of B. J. Perry.

The Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, who are footwear specialists, will have a booth at the Toronto Exhibition in the Industrial Building. It will be No. 66, and all shoe merchants and others interested in the trade are cordially invited to call.

A. Guilbert, shoemaker, of Cornwall, Ont., has been succeeded by Charles Triber.

The Quebec Shoe Mfg. Co., of Quebec, recently registered.

The Weston Shoe Co., of Campbellford, Ont., who some months ago, bought the lasts, patterns, etc., of the Chatham Shoe Co., Chatham, Ont., recently purchased the skiving, beading, folding, perforating, and stitching machines, with other installations of the fitting room of that defunct organization, and have removed the equipment to Campbellford.

Russell Foy, city representative of the Minister-Myles Shoe Co., Toronto, has returned from spending a pleasant holiday in Montreal and Presque I'le, near Brighton, Ont.

Arthur Butterworth, secretary-treasurer of the Toronto Shoe Repairers' Association, is now sole proprietor of the Practical Shoe Repairing Co., having bought out the interest of his partner, F. W. Johnston. The company operate three busy shops, which are located at 457 Yonge street, 667 Queen street west and 357 Church street, Toronto.

J. Lachapelle and W. Hebert, of Gagnon, Lachapelle & Hebert, shoe manufacturers, Montreal, were in Toronto last week for a few days showing a fine range of new spring samples, which were much admired.

G. D. Desautels, representing the Globe Shoe Co., Limited, of Terrebonne, Que., was a visitor to the Toronto

trade during the past week and showed a fine range of growing girls', misses' and children's welts and turns in medium and high grade footwear. The new factory of the Globe Shoe Co. at Terrebonne is now completed.

MOCCASINS

Genuine Canadian Indian Hand Made

These Moccasins have beaded fronts, suitable for house slippers. They run in sizes same as shoes.

We have many other lines. Ask for samples.



PRICES

Men's	sizes, 8 to 12	-	\$10.50	doz.
Women's	" 3 to 7	-	9.00	"
Misses'	" 11 to 2	-	7.00	"
Children's	" 7 to 10	-	5.50	"
Infants'	" 1 to 6	-	4.50	"

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

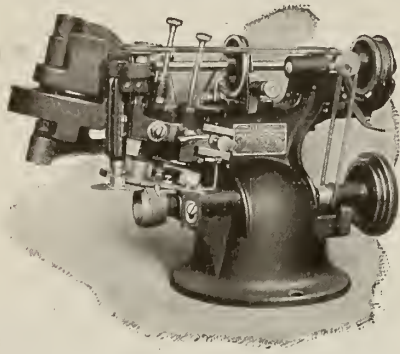
Cable "HIDES." Leicester.

VISUALIZE THIS
TRADE MARK



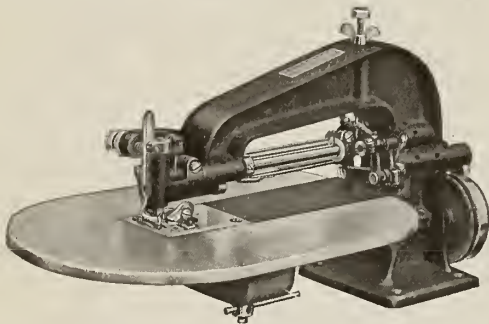
IT SYMBOLIZES THE
BEST IN FELTS

PEERLESS MACHINES



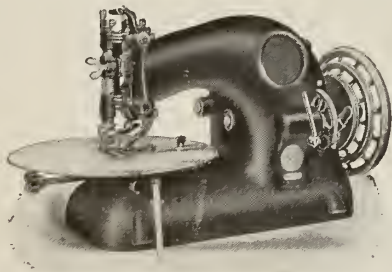
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.

44 Binford Street, Boston, 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 WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent



Our Standard Screw Shoes Will Stand Plenty of Hard Wear

Made on foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes
Men's, Boys', Youths', Little Gents'
and Children's Box Kip

*Your Jobber will quote you
prices, or write us direct*

St. Hyacinthe Soft Sole Shoe Co.
Limited
St. Hyacinthe Quebec



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

PIERRE BLOUIN

Regd.

Manufacturers of

SHOE FINDINGS

AND

WHOLESALE LEATHER

Corner of Colomb and Nelson Streets
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

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)

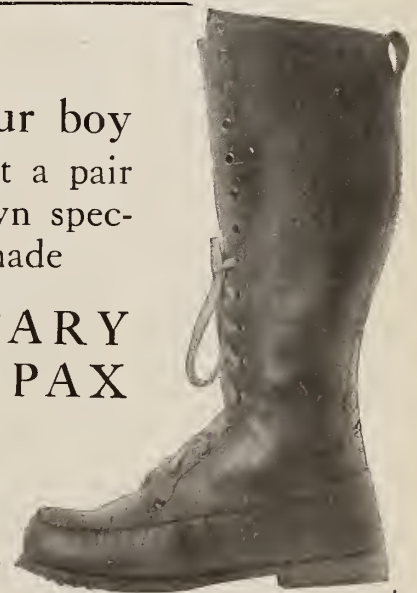
BOSTON—EVERETT
MASSACHUSETTS, U.S.A.

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.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**

Only stops to improve quality and selection. Depots at all principal Hide Centres, including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA



SCHMOLL FILS & CO.

International Hide Merchants

PARIS, HAVANA NEW YORK CHICAGO BASLE

"We deliver what you buy."

INDEX TO ADVERTISEMENTS

<p>A</p> <p>Aird & Son 12</p> <p>Ames-Holden-McCready, Limited..... 18</p> <p>B</p> <p>Beal, R. M., Leather Co..... 65</p> <p>Bell, J. & T., Limited..... 7</p> <p>Breithaupt Leather Co..... 46</p> <p>Blouin, Pierre..... 65</p> <p>British Wood Heel Co., Limited..... 12</p> <p>Browning, C. A., & Co..... 58</p> <p>Blachford, Davies, & Co..... 36, 37</p> <p>Beardmore & Co..... 39</p> <p>C</p> <p>Canadian Arrowsmith Mfg. Co..... 10</p> <p>Canadian Consolidated Rubber Co... 24</p> <p>Canadian Footwear Co..... 23</p> <p>Clark Bros., Limited..... O.B.C.</p> <p>Clarke & Clarke..... 64</p> <p>Cote, J. A. & M..... 16</p> <p>Cobourg Felt Co..... 63</p> <p>D</p> <p>Davis Leather Co..... I.F.C.</p> <p>Duclos & Payan 14</p> <p>Dunlop Tire & Rubber Goods Co... 53</p> <p>E</p> <p>Edwards & Edwards..... 14</p> <p>Evans, John R., Co..... 5</p>	<p>G</p> <p>Garcia, Juan M..... 10</p> <p>Goodyear Tire & Rubber Co... 51</p> <p>Griffith, R. B..... 19</p> <p>H</p> <p>Hamilton, W. B., & Co..... 8</p> <p>I</p> <p>Independent Rubber Co..... 4</p> <p>L</p> <p>Laing, Harrar & Chamberlin 14</p> <p>Lewis Leather Co., A. C..... 65</p> <p>M</p> <p>Martin Corrugated & Paper Box Co... 8</p> <p>McLaren & Dallas..... 41</p> <p>Montreal Box Toe & Heel Co., The... 65</p> <p>N</p> <p>Nugget Polish Co..... 20</p> <p>P</p> <p>Perth Shoe Co..... 9</p> <p>Peerless Machinery Co..... 64</p> <p>Parsons, C., & Son..... 22</p>	<p>R</p> <p>Ralston, Robt..... 22</p> <p>Regal Shoe Co., Limited..... 21</p> <p>Ritchie, John, Co., Limited..... 3</p> <p>Robson Leather Co., Limited..... 22</p> <p>Robinson, James..... 11</p> <p>S</p> <p>Schmoll Fils & Co..... 66</p> <p>Saba, C. N., & Co..... 63</p> <p>Scheuer, Normandin & Co..... 13</p> <p>Shultz-Goodwin Co. (Inc.)..... 65</p> <p>Staynes, W. H., & Smith..... 63</p> <p>Sisman Shoe Co., Limited, The T.... 16</p> <p>St. Hyacinthe Soft Sole Shoe Co.... 64</p> <p>T</p> <p>Tebbutt Shoe & Leather Co..... 15</p> <p>Tetrault Shoe Mfg. Co..... 17</p> <p>U</p> <p>United Shoe Machinery Co. of Canada..... 6 and I.B.C.</p> <p>W</p> <p>Weston, F. J., & Sons..... 42</p> <p>White Shoe Co..... 40</p>
---	--	---

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

KEEP PROSPEROUS!

"Buy pretty shoes and be patriotic too."

These are the utterings of the Women's National Council of Defence of New York.

WAR OR NO WAR

Ladies will demand attractive and stylish shoes at reasonable prices.

Our Spring 1918 samples will be ready September 1st, and include some very nobby styles in ladies' McKay footwear.

Pumps and Oxfords will be a strong feature for next Spring.

WAIT FOR OUR SALESMAN

CLARK BROS., LIMITED

ST. STEPHEN, N.B.

Representatives: Ontario and Quebec, R. L. SAVAGE
Western Canada to Coast, G. H. FERGUSON
Maritime Provinces, C. HAZEN McGEE

Sample Room, 709 Lumsden Building, Toronto

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

TORONTO
SEPTEMBER 1
1917



GRIFFITH B. CLARKE, TORONTO

See Page 40

International Press Photo

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Our Travellers

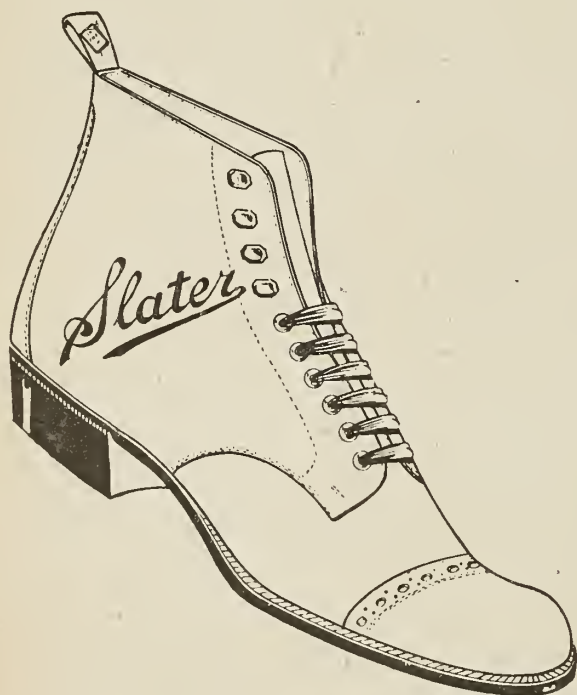
are now on their respective territories with the

New Spring Samples

which are models of perfection in
MEN'S FOOTWEAR.

Remember the Slater Trade Mark is not only an immense advertising asset, but it is your protection—an assurance of a HIGH GRADE STANDARD of STYLE and QUALITY.

It will be to YOUR advantage to see these Samples.



One of the 40 IN-STOCK LINES

from which we can ship your orders the same day received, which means so much to the Retail Shoe Man.

The SERVICE of our IN-STOCK DEPARTMENT is practically "IMMEDIATE." In fact our IN-STOCK SERVICE means

"AT ONCE"

SLATER SHOE CO., Limited
MONTREAL

We Say: "Wait"

The Regal Shoe Traveller is heading your way, and going strong.

That's an important statement any year, but it means big things NOW.

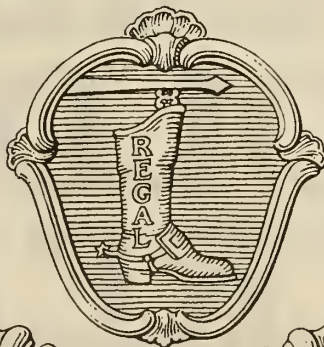
Ways and means to not only HOLD your men's shoe business but to CONSOLIDATE and UP-BUILD it are going to be spread before you—along with the strongest, classiest line of Men's and Boy's Boots and Shoes for 1918 that you would want to see.

So we say: "Wait for the Regal Salesman."

Last season Regal Dealers certainly had "the call"—the line was an enviable one indeed. This year we are prouder of it than ever.

Wait for the Regal Salesman.

Regal In-Stock Service practically brings our shipping room to your back door. You get the goods you want just when you want them.



The
Regal Shoe Co.
Limited
472-474 Bathurst St.
Toronto



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

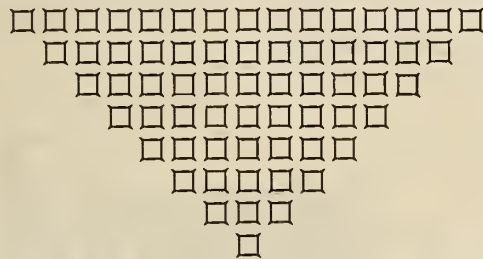
AMES HOLDEN McCREADY

LIMITED



The Perth Line of Women's Welts

In Novelties and Staples
is the most extensive and
well balanced we have
yet produced, and is well
worthy of your inspection.



OUR REPRESENTATIVES ARE NOW ON THE ROAD

ROBERT WALL, <i>Winnipeg and West.</i>	J. H. MOORE, <i>Western Ontario.</i>	GEO. E. BOULTER, <i>City of Toronto.</i>
JOHN GLOSSOP, <i>Western and Northern Ontario.</i>	W. S. PETTES <i>Ottawa, Montreal and Maritime Provinces.</i>	

Perth Shoe Company, Limited

Largest Manufacturers of Women's Welts Exclusively, in Canada

Perth, Ontario

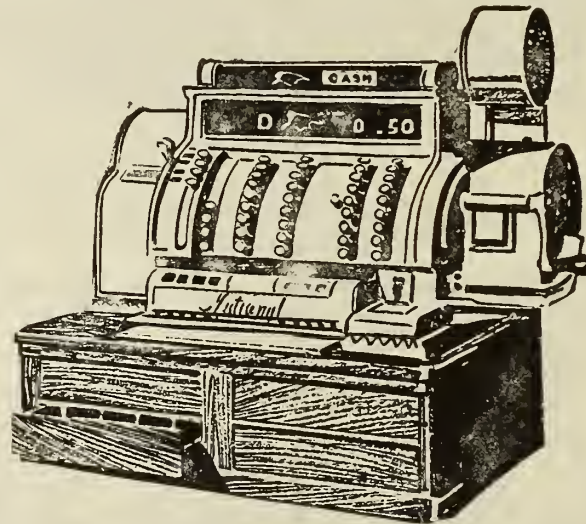
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they didn't know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of \$40,000 should net at least \$4,000 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and ensures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO.
OF CANADA, LIMITED

350 Christie Street

Toronto, Ontario



Dr. Reed's Cushion Sole Shoe, manufactured with the BELL Excellence of Shoemaking is the highest conception of a Health Shoe in which style and appearance have in no way been sacrificed.

Spring Samples of BELL SHOES are now in our travelling representatives' hands.

J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

The Shoes That Get the Business

You want to have your customers so well pleased, that they will tell their friends.

These brands have just those pleasing characteristics of **STYLE** and **APPEARANCE**, **FIT** and **WEAR QUALITY** that are bound to increase your sales.



Paris

Men's Welts—Women's McKays

Metropolitan

Women's McKays—Men's Welts

Patricia

Women's Welts and Turns

See our New Spring Models
before placing your orders



DAOUST, LALONDE & CO. LIMITED

Jobbing Branch, Metropolitan Shoe Co., 91 St. Paul Street

MONTREAL

ABOUT BOSTONIAN SHOES



What we desire to emphasize is our COMPLETE LINE of these shoes, in the very styles and materials that are so popular now, and that are bound to be such big sellers. And another important feature is the

Exceptional Values

we can give you in MEN'S, WOMEN'S and CHILDREN'S lines.

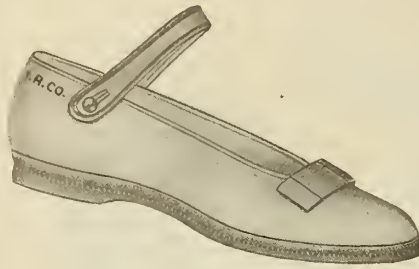
We do not need to mention QUALITY, for the two names "BOSTONIAN" and "ROBINSON" are a complete guarantee of this.

Now Comes Service

Which is equally as important as the three features above. Ours is a 24-HOUR SYSTEM in the matter of Shipments, and our IN-STOCK Department will see that your orders are so handled, whether for a Carton, a Case or a Carload.

Speak Quick, it means money for you.

JAMES ROBINSON
Montreal



PLACING SEASON 1917-1918

Don't Be Backward

in placing your orders for

SPEED KING SPORTING AND VACATION SHOES

Just as we prophesied there has been a tremendous demand for these now popular Sporting Shoes. Many merchants were unable to supply the call, because they stocked too sparingly. There will be a still greater demand every year. Place your orders at once, for it will help us in our deliveries.

The following wholesalers will attend to your needs :

Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	- -	Halifax, N.S.
E. A. Dagg & Co.	- - - -	Calgary, Alta.
A. W. Ault Co., Limited	- - - -	Ottawa, Ont.
White Shoe Co.	- - - -	Toronto, Ont.
McLaren & Dallas	- - - -	Toronto, Ont.
The London Shoe Co., Limited	- -	London, Ont.
Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
The J. Leckie Co., Limited	- -	Vancouver, B.C.
The Amherst Central Shoe Co., Limited	- -	Regina, Sask.
James Robinson	- - - -	Montreal, Que.
Brown, Rochette, Limited	- - - -	Quebec, Que.
T. Long & Brother	- - - -	Collingwood

INDEPENDENT RUBBER CO., Limited
Merritton Ontario

PLACING SEASON 1917-1918

*You'll Make No Mistake
in ordering strong on*

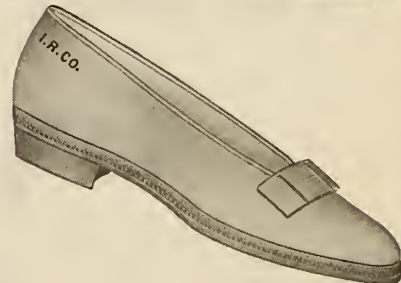
VACATION SHOES

Their popularity warranted us getting out some real classy style designs in BALS, PUMPS, SANDALS, STRAP SLIPPERS and OXFORDS that will create a furore in Rubber Soled Footwear.

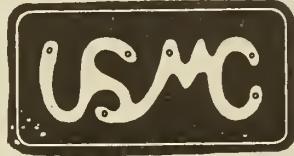
Every season will see their sales increase, for their Comfort, Style and Moderate Price will greatly increase their favor.

These Wholesalers have them.

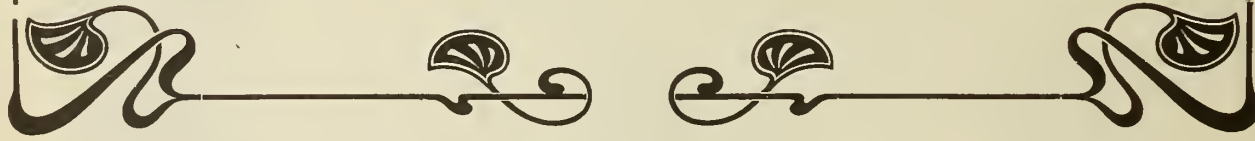
Amherst Boot & Shoe Co., Limited	-	-	-	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	-	-	-	Halifax, N.S.
E. A. Dagg & Co.	-	-	-	Calgary, Alta.
A. W. Ault Co., Limited	-	-	-	Ottawa, Ont.
White Shoe Co.	-	-	-	Toronto, Ont.
McLaren & Dallas	-	-	-	Toronto, Ont.
The London Shoe Co., Limited	-	-	-	London, Ont.
Kilgour, Rimer Co., Limited	-	-	-	Winnipeg, Man.
The J. Leckie Co., Limited	-	-	-	Vancouver, B.C.
The Amherst Central Shoe Co., Limited	-	-	-	Regina, Sask.
James Robinson	-	-	-	Montreal, Que.
Brown, Rochette, Limited	-	-	-	Quebec, Que.
T. Long & Brother	-	-	-	Collingwood



INDEPENDENT RUBBER CO., Limited
Merritton Ontario



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



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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

WHITE GOODS

That are

EXTRAORDINARY

IT was a combination of circumstances that created the great demand for White Goods. And next Spring and Summer will see that demand bigger than ever. So we have prepared to meet the call, not with just a few ordinary samples, but with a

Comprehensive Range of The Smartest Designs

that are decidedly dressy and attractive, and have all the niftiness of high priced leather goods.

You'll be tremendously enthusiastic over them, too, when you see them, for the range of styles is truly remarkable.

We are also Selling Agents for

The Hood Rubber Company's Splendid Line of Tennis, Sporting and Outing Footwear

Get in touch with our travelers before you place your order. They are now on the road.

SCHEUER, NORMANDIN & CO.

8 St. Helen Street

Montreal

Our
Salesmen
Will
Call

*On you shortly with samples
of Superior Quality*



Life-Buoy Outing Shoes

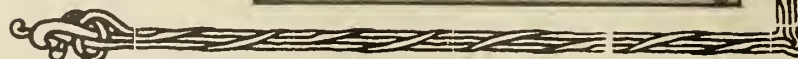
For Summer 1918

*Wait for the Life-Buoy Representative.
We Want Your Order.*

*The Kaufman
Rubber Company
Limited*

Kitchener, Ontario

*Warehouses in all
Principal Cities*



Start the New Season with Styles That Will Go



J 385 L
 Women's Welt Boot, white Delhi calf, Juanita last, 8-inch height, full quarter, circular vamp, Diplomat lace, regular leather sole, white welting, wood covered full Louis heel with aluminum plate. AA, 4 to 7; A, 3 to 7½; B, 2½ to 7¼; C, 2½ to 7¼; D, 2½ to 7.
\$5.65



J 0346 X
 Women's Welt Boot, H.B. Russia calf, Arlington last, 8-inch height, diplomat lace, three-quarter fox, 1¼-inch Cuban heel, perforated imitation tip. AA, 4 to 8; A, 3 to 8; B, 2½ to 8; C, 2½ to 8; D, 2½ to 8.
\$5.50

Our in-stock department is ready to accept your orders for the new styles illustrated on this page.

There are also other styles you ought to know about that will put energy into your Fall business.



J 146 B
 Women's Flexible McKay Boot, dark brown kid, Juanita last, 8-inch height, circular lace, 2½-inch leather half Louis heel. A, 3 to 7; B, 2½ to 8; C, 2½ to 8; D, 2½ to 7.
\$5.00



J 375 K
 Women's Welt Boot, glazed kid, Madison last, 8-inch height, full quarter, lace, black satin top facing, fudge edge welt, plain toe, 1½-inch leather Louis heel. AA, 4 to 7; A, 3½ to 7; B, 2½ to 8; C, 2½ to 8; D, 2½ to 8.
\$5.00

These styles are described in our new Fall 1917 Catalog. Don't fail to ask for it. Just drop a card in the box to-day.

UTZ & DUNN CO.

ROCHESTER, N.Y.

LOS ANGELES OFFICE
 319 Story Bldg., Los Angeles, Cal.
 G. C. McATEE, Representative

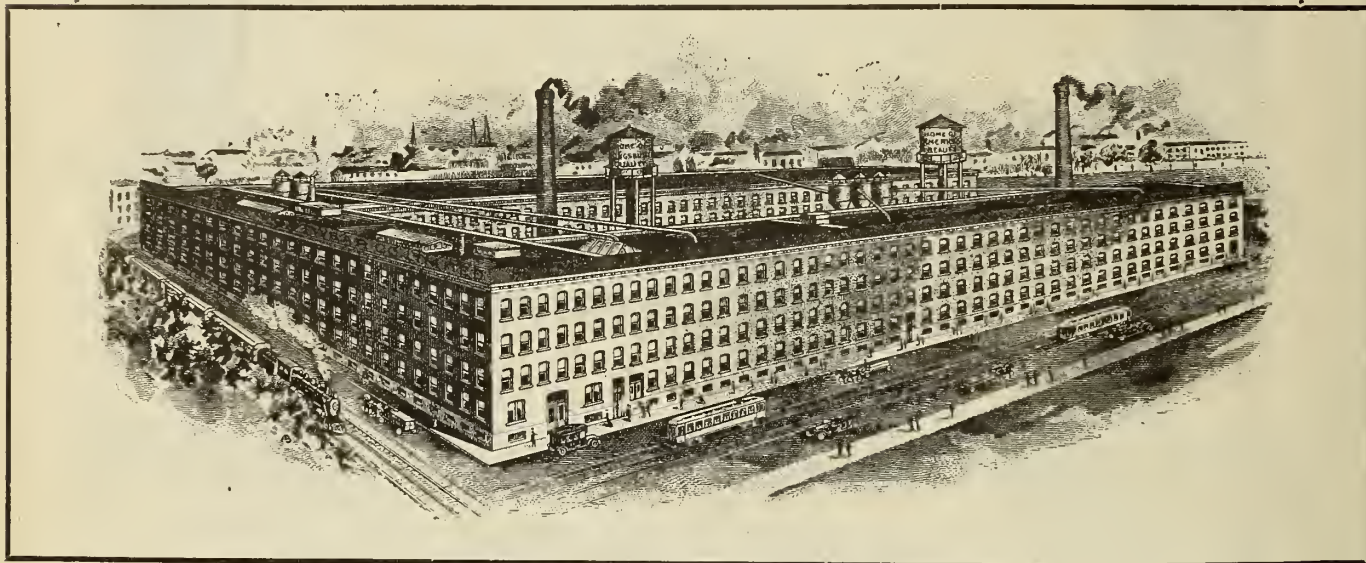
NEW YORK OFFICE
 200 5th Ave., 5th Ave. Bldg., R. 405
 S. A. McOMBER, Representative

DENVER OFFICE
 218 Charles Building, Denver, Colo.
 TIGER & VOORVAART, Repr't's

The Largest Shoe Plant in Canada

Manufacturing Exclusively

Women's Fine Footwear



And these Big People are out again with **POSITIVELY THE LARGEST AND MOST COMPREHENSIVE LINE** THEY HAVE EVER PRODUCED, among which are included a number of New Models in Stylish Designs and Fashionable Colors that vogue says will be so popular this season.

The dominating features of our range are **SMARTNESS OF STYLE, FINISH** and **HIGH-CLASS WORKMANSHIP** and priced so to prove rapid sellers.

Don't fail to see our extensive line of White Goods.

Wait for our Representatives—

W. E. Short and R. G. Percival

Covering Manitoba, Saskatchewan, Alberta and British Columbia

George H. Taylor

Eastern and Central Ontario

J. W. Rankin

Western Ontario and
Eastern Townships, Que.

J. A. Malboeuf

Montreal and Quebec City

J. A. Bluteau

Province of Quebec

J. D. Campbell

Maritime Provinces

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

Montreal



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

The result of four
generations of
Progressive Tanning.

Made from the BEST
RAW STOCK that
money can buy.

Manufactured by
Skilled Workmen
under Expert
Supervision.

Every Skin Specially
Selected and Care-
fully Followed
through the Various
Processes.

Highest Yield and
Highest Excellence
of Texture, Color and
Finish of any Leather
on the Market.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality---Black Diamond Veals
Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





1918 SPRING 1918

Lay your plans NOW
for your Spring Trade
and make provision for

White Goods

- Anticipating the demand there will be for these lines, we have prepared an unusually attractive line of modish samples that will meet the most exacting demands of Dame Fashion for this class of footwear.

Supplementing these is an extensive
range of Women's Fine

McKAY SEWN LEATHER SHOES

from which you will have a wide
choice in the new styles.

These are all speedy sellers and should
be included in your new stock.

Gagnon, Lachapelle & Hebert
55 Kent Street
Montreal - Que.



The "HAIG"



*One of the New Brandon
Lasts for Spring*

Our Travellers are now on their Territories

That the above new model will prove a great favorite with men who know what they want in shoes is assured from the first.

It has the STYLE and FINISH, COMFORT and WEAR that win sales, and it mirrors the splendid qualities always to be found in those reliable winners

Monarch

Dr. Brandon Cushion
Soled

and Brandon Shoes

Now so popular with men who are particular to have these characteristics in their footwear.

"WHERE QUALITY COUNTS, WE WIN"

The Brandon Shoe Company, Limited
Brantford, Ontario

COLLIS CALF

The Leather of
Quality and Economy

BRIGHT, GLAZED, BOARDED AND RUSSIAN



Our Leaders:

Collis Khaki
Collis Tony Red
Collis London Brown
Collis Mahogany Brown

WE LEAD IN THESE NEW
SHADES, OTHERS FOLLOW

You can pick out COLLIS LEATHERS from the crowd by their FEEL, their LUSTRE and their delicate TONE. There are no leathers just like them.

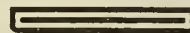
Collis Leather Company, Limited AURORA
ONTARIO

LARGEST IMPORTERS OF FRENCH CALF SKINS ON THIS CONTINENT



To
Jobbers
Only

Three
Aird Announcements
Vitally Important



1. Spring Samples *Are Ready*
2. Exceptionally Low Priced
3. Prompt Deliveries

Aird & Son (Registered) **Montreal**



Just Wright Salesmen

Are now on their territories with the niftiest line of Spring Samples they have yet carried. Whether your trade calls for extremes in style or for the more conservative range, which are always in demand, you will find them embodied in the JUST WRIGHT LINE, and with the distinctive marks of fine shoemaking which lead to abundant sales.

A special feature this season is the JUST WRIGHT ARCH PRESERVER SHOE which has met with huge success in the United States.

If you are not on our regular calling list drop us a card.

E. T. Wright & Co. (Inc.)

St. Thomas, Ont.

Rockland, Mass.

Men's Fine Shoes Exclusively



YAMASKA IS KING



When it comes to an Every-Day-Selling, Bread-and-Butter line of Footwear for

Men, Women and Children

YAMASKA BRAND

Stands Head and Shoulders above them all.

QUALITY has been the foundation stone on which their popularity has been built, and dealers who handle them will proclaim that for FAST SELLING, ALL ROUND CUSTOMER-SATISFACTION and GOOD PROFITS

Yamaska is King

Be sure and see our Spring line

La Compagnie

J. A. & M. COTE

St. Hyacinthe, Que.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)

BOSTON ————— EVERETT

MASSACHUSETTS, U.S.A.



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.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909 NON
 PERSPIRO



*THE
 Professor*
 PAT. N^o. 119409
 GOLD CROSS
 SHOE



NEW TEBBUTT INVENTIONS

IN

ORTHOPEDIC FOOTWEAR

The PROFESSOR GOLD CROSS SHOE may now be had on a New Orthopedic Last of our own design. It has a patented cushion inner sole and cushion heel, and a patented asbestos centre sole which always keeps the foot cool.

The DOCTOR'S ANTISEPTIC SHOE is also being produced on a new last with pointed toe and close trimmed edges. A really snappy, dressy shoe that is admirably suited for your young men trade. It has all the special waterproof features that have made the shoe so popular.

YOUR JOBBER WILL FURNISH THESE TO YOU IN TONEY RED, KHAKI AND BOX CALF.

Tebbutt Shoe and Leather Co.
 Three Rivers, Quebec

HIGH GRADE SHOE LEATHERS The Most Popular Line on the market



ELK in 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, Military Leather, etc.

Ask for samples of our great specialties of unequalled finish and cutting values

GUN METAL AND MATT SIDES

A. DAVIS & SON, LIMITED - KINGSTON, ONT.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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



Getting There
FIRST



THAT'S
TETRAULT

Tetrault was the first manufacturer to conceive the idea of making

A Shoe at a Price

The popularity of this idea has been wonderfully attested by the tremendous output of

TETRAULT WELTS

And Tetrault is always first to adopt any new feature, idea or device in manufacturing that will lessen the cost without interfering with its quality. What's the result?

TETRAULT'S FACTORY IS THE BUSIEST SHOE FACTORY IN CANADA TO-DAY.

Sold by all the Leading Jobbers in Canada

Do you sell Tetrault Welts?

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

MONTREAL

Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE



RINEX SOLES

Nothing can impress a customer more favorably toward RINEX than the assurance that it will wear as long, if not longer, than the choicest sole leather.

Then, when you explain that RINEX is *leak proof*, something true of no leather sole, you have a real sale-clinching argument.

Here's another way in which RINEX beats leather:

RINEX Soles of Oak Color

are the latest and greatest improvement in fibre soles. Their color is a perfect match for that of sole leather—and, being of a very tough and firm consistency, may be channeled and stitched exactly like a leather sole. Specify "RINEX SOLES OF OAK COLOR" if you would sell your customers the very latest improvement in shoe-bottoming.

Write our nearest branch for further information about "RINEX" SOLES

**Canadian Consolidated Rubber Co.
Limited
Head Office, Montreal**

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

CANADIAN SHOES FOR CANADIAN SOLDIERS

Canadian Shoe and Leather Trade and Army Contracts—Manufacturers Asked to Tender for Small Shoe Order—Canadian Overseas Forces Supplied With British Boots—Canada Foots the Bill

CANADIAN shoe manufacturers have recently been invited to tender for twenty-five thousand pairs of ankle boots for use of overseas forces and are naturally anxious to know why they are asked to bid for this trifling order. It may be that the authorities hope to get a lower price through competition and at the same time hold down the leather market by not making a demand for a large quantity of shoes at one time.

Since the first shoes were made in this country for Canadian soldiers manufacturers here have not been very enthusiastic with regard to army orders. They were vilified and made contemptible in the eyes of the whole world by a political investigation that revealed nothing more than the fact that a few greedy outsiders had made an effort to use the opportunity to bleed the shoe trade. Following this unfortunate development and from the fact that shoe manufacturers have been busy since and could make more money on their regular lines, the army shoe business here, as far as supplying the needs of the men in Canada is concerned, was left to a few establishments that were willing to take chances on coming out even.

With conditions as they are to-day in Great Britain, there ought to be need for Canada looking after the footwear and leather requirements of her own men. Now that the experimental stage is past and standards have been thoroughly established it ought to be possible to get down to business. It seems a ridiculous proposition that the country that provides the men should not be given the opportunity to furnish their needs when on the field. Of course the excuse is made that it simplifies matters to have the Canadian soldiers transferred to British control when they cross the sea, and there may be something in the claim that there is not sufficient transportation accommodation, but if the same reasoning were applied throughout there would be no munitions or other supplies sent from Canada. Moreover, something will have to be done to meet the situation that is arising out of the limitation of munitions production. There is bound also to be a reaction from the unwonted activity in shoe manufacturing that has characterized the past year, and while the supply of footwear for two or three hundred thousand soldiers will not make or break a country like this, it will mean much in maintaining the industry upon a stable footing. These men were all regular consumers of footwear before the war and their removal from the country involves a distinct loss to the shoe trade. The industry should not be made to suffer because these men have gone forth to fight their country's battles abroad. If the shoes may not be ordered by the Canadian Government for Canadian soldiers surely it can be arranged by the War Office that they should be ordered from Canadian factories, especially as Canada is literally "footing the bill."

Will Hold Children's Week Every Month

Enterprising Toronto Establishment Inaugurates New Plan to Minister to Juvenile Requirements in the Shoe Line—Exclusive Displays for the Little Ones—Importance of Kiddies' Business Cannot be Overestimated—What Return of School Days Mean

THE children of to-day are the adult customers of to-morrow, and the little ones in the home are forceful factors in influencing the trade of father and mother in the matter of shoes as well as other articles of apparel.

Recognizing the importance of children's trade, and believing in catering to their wants, J. L. and M. S. Chisholm, proprietors of Chisholm's Shoe Store, West Toronto, are inaugurating something entirely new in the matter of attending to juvenile requirements. The store, which is an exceptionally attractive one, has a specially fitted up children's department.

Starting the first week in September, Chisholm's will hold a special children's week at their store. The event will become a monthly institution. A card announcement in diamond shape with "Children's Week at Chisholm's," decorates the windows, awning and other vantage points in the store. Special window displays have been put in showing infants' and children's and misses' shoes and hosiery on one side and little gents', youths' and boys' on the other. The interior show cases are also filled with the latest styles of pedal coverings for the young, and special tables reveal the newest offerings in "kicks" of all kinds for the coming generation. In order to add interest to the event, a guessing contest will be conducted each children's week—which will be observed the first week in every month—and to the boy and also to the girl coming nearest the solution, suitable prizes will be given. The management of the store will impress upon the public that requirements of the younger ones will have first attention during children's week in each month. The store will be given over largely to their service. While this does not mean the suspension of sales to the adult members of the family, the latter, however, will quietly realize that their kiddies are to be given particular attention and care during children's week—which is expected to prove exceptionally interesting and attractive to the future men and maidens of West Toronto.

The importance of the children's shoe business to any store can hardly be over-rated. One-third of the population of every city is made up of children. What is more, a youngster can kick out a pair of shoes quicker than a grown man can wear out a pair of socks.

They Are Frequent Customers

Selling to children means that they come to your department perhaps six or seven times a year, and in the majority of cases mother or father, or both, come along. Do not overlook for one minute the value of the hold which the children's trade gives you on that of the parents.

But the successful children's department must be run by a man or woman who understands, appreciates and sympathizes with the children.

If you have not a good head for the department, perhaps it would be well to look up some school teacher who is courting nervous prostration for a mighty small sum per week and convince her that there is better money and less ragged nerves in running a children's shoe department than in teaching.

In the first place remember that school opening is also the opening of the fall season.

Do not misunderstand the word "sale" to mean "cut-price offerings." Advertising specials to any extent right at the beginning of the season, when you should be developing the business normally brought about by conditions, is merely cutting down your profits and your future business.

Presents For Young Folks

In the old days it was customary to give the youngsters all kinds of school supplies—pencil boxes, slates, etc.—as a means of pushing school shoe sales, and some such thing can be done to-day to advantage, though, as a rule, the present should be of only nominal value. There are a hundred and one things dear to the heart of the boy and girl which can be made to pull business for you without great cost.

For instance, a toy balloon is always a great advertisement. There is nothing new about giving out balloons, but the time has not yet come when youngsters are tired of playing with them. Also there can be a new way applied to the distribution.

As a case in point, the shoe buyer of a store in one of the medium-sized cities, a year or so ago, bought a couple of lots of balloons for his school trade. One lot of these balloons carried an ad for the store's shoe department. These cost him a fraction of a cent apiece. The other lot was not printed at all.

An Effective Distribution

But the buyer did not hand these balloons out as if the customer was entitled to one with every sale. Neither did he mention the fact that they were to be given away. Instead, he carried a lot of the uninflated balloons in his pocket and proceeded to circulate around the department. As he saw a salesman closing a sale of children's shoes he walked over for a moment and talked with the youngster. Then he fished in his pocket for one of the balloons, blew it up, tied a string to it and handed it to the youngster.

Before ten o'clock these balloons were circulating all through the store, and inquiries as to where the balloons were being given out were telephoned to the central office from practically every department. The scheme was a great success.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

BUSINESS in leather continues quiet and devoid of any feature of practical interest. There is no movement amongst shoe manufacturers further than feeling out the market. Jobbers have been east and have ordered samples but have given little encouragement to shoe manufacturers to hope for better things in the immediate future. It will take a week or two, however, to develop sorting trade when it is expected that there will be a little increased activity. Some shoe manufacturers are already out with spring samples and claim to have booked fair orders, so that it does not look as though dealers had lost confidence in the future of the shoe trade. Both jobbers and dealers seem, however, to be well stocked up with lines for immediate use and until these goods begin to move there will not be any noticeable change in the situation. Leather men report a few fairly large sales, but most of the trading is of the hand to mouth character.

Hide and Skin Conditions.—All the markets are dull and void of any activity. Tanners are holding back on account of the dullness of leather and are continuing to play the waiting game. They are following a policy of curtailing operations. Stocks of hides are accumulating, but packers and dealers do not seem to encourage offers for less than market prices. In Chicago native packer steers are quieter than usual, but are fairly well held at 34c. for late take off. Light native cows are in good supply at 32c. Country hides are in large supply and find few takers at the prices asked. Mixed haired lots have been selling at 24½c: but 26c. is asked for late take off for buffis. Heavy cows are quoted 26c. for the same grade, with 28c. for heavy steers. Calfskins are weak and neglected. For fresh salted skins as high as 40c. is asked without takers, the price offered being about 35c. Quite a few sales have been made at 38c. Sheepskins are selling better, packer shearlings bringing \$1.85 and lambs \$2.80. Business in imported dry hides is dull, prices ranging from 37c. to 40c. Goatskins are unchanged, although there has been a little more doing in West India skins. In eastern skins there is very little doing.

American Leather Conditions.—Business in leather is pronounced slow and disappointing. Reports come of some large plants either shutting down temporarily or working on half time. In spite of the fresh orders for army shoes and shoe repair requirements the leather situation remains quite inactive. In sole leather business in oak continues very good, while in hemlock and union there is practically nothing doing. There is a little better feeling in upper, particularly in side leathers needed for army shoes, which have shown consider-

able activity at 46c. for black and 50c. for colors. Calfskins are moving, especially in the heavier grades with lighter weights in call for certain classes of women's shoes. Heavy is quoted at 67c., with 60c. for light in black. Stocks seem to be accumulating. The glazed kid market is very quiet with the demand principally for stock in the neighborhood of 40c. In the higher grades of blacks quotations are 60c. to 65c. for Patnas and about five cents higher for Brazils. There is not much prospect of any increased interest until spring buying is fairly under way.

Economizing in Manufacture.—At a meeting of the executive of the National Boot and Shoe Manufacturers' Association, held August 16th, at Narragansett Pier, R.I., the following resolution was passed:—

Resolved, that as manufacturers we sincerely and loyally offer to support the Government and public-spirited men who are engaged in patriotic service and assist in co-ordinating the efforts for the conservation of men and materials.

We approve the suggestions relative to the modifications of styles, reduction of samples and other economies, and recommend that manufacturers furnish salesmen fewer samples and restrict variety, using simpler styles and colors, assuming that present styles in patterns and lasts will be acceptable another season at least.

We should endeavor to popularize oxfords and all low-cut shoes, thus conserving material and labor.

We recommend the use of materials other than leather of known merit whenever practical, standardizing colors and confining efforts to sell leather now made and in the hands of tanners and manufacturers and shoes now on shelves of wholesalers and retailers.

We recommend that manufacturers concentrate on the particular lines for which they are best equipped to produce, in order to accomplish most economical manufacture and give best possible values for consumers.

We should arrange by a conference of tanners, manufacturers and dealers to limit the use of expensive cutting leathers which can be replaced by leather that will be as good for service and cost less.

In order to increase the supply of hides, leather and beef, we urge that the killing of calves and veals be restricted.

We welcome the suggestion of the Commercial Economy Board to co-operate with retailers, wholesalers and manufacturers in eliminating the unnecessary and burdensome expense of returned goods and cancellations and for the adoption of standard cartons and containers.

We pledge ourselves to co-operate to the fullest

(Continued on page 60)

SATISFIED SALESMEN ALWAYS GIVE BEST SERVICE

The Cause of Many Failures Can be Traced to Poor Service—Your Salesmen Are Worthy of Their Hire—Views of Retailers on Clerk Question—The Benefit of Weekly Conferences by the Staff—Every Promise Made Should be Kept

"I do not think I am doing the business I should," said a shoe merchant in an Western Ontario town recently. "Why, what's the matter?" replied the other shoeman, to whom the remark was addressed.

"Well, in the first place, I have always got to keep prodding up my clerks, and even then they don't seem to extend themselves."

"What are you paying your clerks?" said number two, who was intimate enough to ask such a question.

"Oh, I'm giving them an average wage of \$12 per week," was the answer.

"Well, said the other, "it's no wonder that your business isn't going ahead as it should. Where do you expect to find a clerk who will give you all that is in him for \$12 a week?"

The foregoing merely illustrates the case of hundreds of Canadian shoemen who find that things aren't going to suit them.

Are you a shoeman of this type? If you are, a little thought over the question of your policy with the store help, is liable to change your present views to a considerable extent.

Curiously enough, the dealer to whom the remarks at the opening of this article were addressed was not bothered in the least with poor service on the part of his clerks. Of course, he had the usual number of stereotyped grievances to deal with, but not to the extent of their being a nightmare to him, as was the case with his friend.

Good Wages—Good Service

Neither did they affect his business. The reason of this, he attributed to the fact that he had always believed in paying his help a fair living wage, and expected his clerks in return to do all in their power toward increasing the store's custom. This man is a student of human nature. He has studied his clerks, and at the present time they feel certain that their employer is their best friend, and are as faithful to his business as they would be to their own.

This same shoeman, who is an old timer himself, says, "Yes, I realize that I have got to pay my clerks a liberal salary, if I am to get the best that is in them. I have studied the conditions which face the young man of to-day, and know that it takes more money to support him now, than it ever did.

"We all want our employes to make a neat, respectable appearance, yet some shoemen expect this on an allowance of ten or twelve dollars a week, as is the situation with my friend whose complaint I just mentioned.

"When comparing the two classes of work, the clerk believes himself the intellectual superior of the man who cleans the street. We expect him to live on a higher plane, yet in some of the towns, you will find that the shoe clerk is receiving the smaller reward of the two. This is the reason that I pay my clerks higher wages. Why shouldn't I? I have the best selling staff in the country. Naturally, they will go where their services are best appreciated financially.

"Of course, you will strike a fellow now and again who would feel underpaid on a \$60 per week salary, but you can easily distinguish the difference between this order and the young man who makes only a reasonable demand for his services. A good clerk will not sell his services for half their worth, any more than I would a popular shoe for half its selling price.

"As I said before, I expect results from my salesforce,

but I also realize that I must take a more than passing interest in the methods used by my employes for the promotion of sales. When engaging a clerk, I hold a genuine heart-to-heart talk with him. I begin by telling him that he has not been engaged to hold down a 'job,' but that he is selling his services as salesman to a progressive business house that would rather pay him double a low salary for superior service than to return his mere 'service of time' for the lower wage.

"I also tell him that the house is even more anxious than the salesman that he should be able to materially increase his monetary return for high-grade service rendered, that I believe that the ultimate success of the entire turnover of the business necessarily rests in the efficiency of my selling staff, and that, accordingly, as he makes good, in that measure will the house make good to him.

"I go on to tell him in as nice a manner as possible that I am not after a 'time server,' a 'clock watcher,' or a 'sulker,' and that if he does not feel like stretching himself in an earnest endeavor toward increasing the welfare of my establishment, he is not the man I want.

"This talk nearly always creates a perfect understanding between the clerk and myself. He knows just what I expect of him, and if he has got the proper metal in him, he will 'come across.'

"Moreover, if I find a clerk is making good, I make good to him myself. I have frequently heard clerks complain of this subject, alleging that their former employer made promises which he failed to keep. There is nothing which will give the clerk more cause for grievance than this.

"Supposing you were clerking yourself and your employer refused a promised increase or put you off until some future date, after you had shown him substantial increase of sales, would your services improve any? Naturally, you would be disgusted with his action, and would not be inclined to put yourself out in the furtherance of a sale. Now, although this is not the right view to take, it is the one taken by the average clerk, and one can hardly blame him for not over extending himself. I feel that when I honor a promise made to one of my clerks, I am spurring him on to renewed efforts. My experience as to the truth of this satisfies me perfectly."

Holds Weekly Conference

"I have reaped numerous benefits," said a well-known Winnipeg dealer, "through weekly conferences which we hold. We devote an hour or so every week to discussing sales methods, as well as problems which we are called upon to face frequently. These talks arouse all the worth-while spirits in the store. They let the staff know what the store is doing and intends to do. In fact, I am doing everything possible to increase the efficiency of my employes, and to help my men make money for themselves. At the end of the season I regularly consider each employe's services in view of recognizing good work, and have in many cases voluntarily increased salaries in mid-season in order to give the employes their just dues. The p. m. system counts for nothing in determining salaries with me. I pay my salesmen to treat the store's customers right, and expect and encourage them to build up personal trade and to win the confidence of every customer they serve. Every salesman is given a handicap based upon his salary. Whenever his sales exceed the handicap, a two per cent. bonus is paid on the amount in excess of the handicap."

PETERBORO WILL HAVE WELL EQUIPPED FACTORY

Those Behind the Enterprise Have Had Long and Successful Experience in the Leather Arena—Men's and Boys' Staples Will be Made Under Trade-Mark Name—The Equipment will be the Latest Extant, While the Premises are Spacious

THE ratepayers of Peterboro will vote upon a by-law on September 6th, to continue the present assessment of \$23,790, for the term of ten years, on the manufacturing plant and property of B. F. Ackerman, Son & Co., Limited, on condition of the firm starting a shoe factory.



B. F. Ackerman, President, Peterboro, Ont.

There is not the slightest doubt but that the by-law will carry by a large majority, as the Ackerman plant has, for

the past quarter of a century, been one of the most progressive and enterprising industries in the Electric City.

Another evidence of the go-ahead character of the firm is their intention to branch out into the making of staple footwear for men, and the personnel of those behind the project is such as to insure its success and expansion.

It was away back in 1871 that B. F. Ackerman started to make harness in an unpretentious shop in Port Perry. Trade grew as the years passed by, and in 1892, the facilities at Port Perry became too small for the developing harness business, and it was necessary to move to a larger centre, possessing better shipping facilities and having competitive railway lines. Peterboro was selected as an eligible location, and the wisdom of the choice is evidenced by the fact, that within seven years, after moving to that city, the present large factory on George street was built by the firm.

Well Appointed, Spacious Premises

The building is 90 feet frontage and has a depth of 172 feet, consisting of three storeys and a basement. In 1915, the firm of B. F. Ackerman, Son & Co. became incorporated under the title of B. F. Ackerman, Son & Co., Limited, with a capital stock of \$500,000. B. F. Ackerman is president, E. W. Borbridge, vice-president; W. C. Ackerman, secretary-treasurer, and Geo. Robertson, director and accountant. The firm make light and heavy harness, horse collars, horse blankets and other allied lines, and have for years maintained a large five-storey warehouse in Regina, which is used for distributing purposes throughout the Prairie Provinces. The building is 50 by 110 feet, and one of the most imposing structures in the capital city of Saskatchewan. The possession of such facilities in the West, ensures the shipping of all goods in car load lots, and the most expeditious transportation arrangements. About 100 hands are employed by the company in Peterboro, and this number will be materially increased, as soon as the new shoe department is under way.



E. W. Borbridge, Vice-President, Peterboro



W. C. Ackerman, Secretary-Treasurer, Peterboro



Geo. Robertson, Accountant and Director, Peterboro

The second and part of the third floors of the commodious building will at present be used for shoemaking purposes. Frank W. McKeen, who has been appointed superintendent for the firm, and is a thoroughly practical and progressive shoemaker, states that the space, ventilation and lighting facilities meet every desired requirement.

The output will be about 300 pairs per day, in men's, boys' and youths' medium and high grade staples, but just how the output will be marketed, has not yet been decided. The firm will turn out a trademark shoe, and will keep their footwear products up to the same high standard of excellence, quality and merit which has characterized their Horse Head brand of harness for the past forty-six years.

The heads of the new shoe factory are practical leather men, who have grasped all details of the leather business. B. F. Ackerman, has been a public spirited resident of Peterboro for the last quarter of a century, and served for many years on the Board of Education, and at the same time took a deep interest in the Board of Trade and other public bodies. E. W. Borbridge, vice-president and sales manager, has had a long acquaintance with the leather game, having been associated with the Hugh Carson Co., Limited, Ottawa, for many years, while the name of Borbridge is synonymous with leather throughout the whole Ottawa Valley. W. C. Ackerman has been connected with his father's business all his life, and has done much to ensure its up-build and success. Lieut.-Col. Charles Ackerman is another son, who returned home some time ago after doing service at the front, where he sustained several wounds in upholding the prestige and honor of the cause which he has so dearly at heart.

Mr. Ackerman's youngest son, Lieut. Arthur Ross Ackerman, who has been in continuous service overseas since 1914, was mortally wounded September 23rd, 1916, at Courcellette and died in London Hospital, October 11th, and was interred at Peterboro. Lieut. Ackerman had won the Military Cross for bravery on the field.

B. F. Ackerman, Son & Co., Limited, sell their products all over Canada and have a staff of seven traveling salesmen, who are thoroughly familiar with the trade. In branching out in the shoe manufacturing arena, many friends of the company feel they will meet with the same measure of success and achievement that they have in their other lines, which will be continued with the same energy and vigor.

IT IS THE TURNOVER THAT TELLS

The more often you turn your stock the more profit you make. The less end-of-the-season close outs you have the greater your average profit. Now, profits depend fully as much on frequent turnovers with no leftovers as they do on marking your goods when they come in at a figure which represents a reasonable percentage above the cost.

To-day more merchants than ever before are marking goods at more liberal margins. This must be done whenever possible, due care being taken not to overprice any line. It is essential to that future welfare of the trade. Also it is very necessary that retailers carefully study the problem of turnovers and leftovers.

We are convinced by careful investigations that the average men's shoe department, like most other departments in any store, has altogether too many different lines. So many are carried that no real enthusiasm can be stirred up on any particular brand. When special co-operation of a manufacturer is needed, it is hard to get because the volume of business on any one line is not large enough. Your advertising is scattered and cannot be expected to bring the same returns that would come from a clean, intensive campaign concentrated on two or three brands.

The kindest advice that a retailer's friend can give him to-day is—"Select a few reliable makers of shoes—the best that you can find in the respective grades—and buy only from

them. Keep your purchases among the fewest possible firms. Do the same thing with your women's and children's lines."

Which would you rather do, handle a line that will net you 10 per cent. profit with two turnovers a year and a shrinkage of 5 per cent. for end-of-the-season closeouts (annual profit 15 per cent.), or sell a brand which with the same net profit of 10 per cent., make possible four turnovers a year with a loss of only 2 per cent. from closeouts (annual profit 38 per cent.)? The store that gets more turnovers with fewer leftovers is the store that's on the road to success.

NEW SELLING ARRANGEMENTS IN WEST

E. T. Wright & Co., St. Thomas, Ont., report that they have made new selling arrangements in the Western Provinces, and that G. W. McFarland, of Regina, will look after the territory from Winnipeg to the Coast, and the various provinces will be covered by his staff of salesmen. Mr. McFarland and staff have been representing E. T. Wright & Co. for the past two years or more in the West, but have visited only the smaller towns while W. W. Lindsley, who has been going through to the Coast has looked after the larger places. Mr. Lindsley has joined the Minister-Myles Shoe Co., and will visit the Eastern provinces for that firm. E. T. Wright & Co. will still be represented in Ontario east



G. W. McFarland, Regina

to Kingston by A. A. Orendorff, while Alfred Winn will take the line east from Kingston through the Maritime Provinces as for the past two seasons.

HOW HE GETS RID OF ODDMENTS

"No sir, I do not believe in sales," remarked a leading Toronto shoe retailer, who has been in business for thirty years. "I have never held a sale yet and I do not think that I ever will. I clear out all shelf warmers and odd sizes by going over my stock periodically and when the whole assortment is complete, I call in a dealer and have him make me an offer for the lot. I generally get a fair figure and take any loss there may result right then and there as it is better to take such a loss first than carry the goods over season after season. I think that sales demoralize regular trade and interrupt the ordinary channels of business. Of course, I am giving you merely my own opinion. I know that a large number will not agree with me. Every shoe business has to be conducted according to the local conditions that prevail and the class of trade that a store caters to."

SHOULD FIGHT THE MAIL ORDER HOUSES TO FINISH

Declares Shoe Merchant of Summerland, B.C.—He Says These Firms are Doing More to Depopulate Small Towns Than Any Other Agency—The Abolition of the Smaller Places and Elimination of the Country Merchant Would be a Catastrophe

Editor, SHOE AND LEATHER JOURNAL,—

AS a subscriber to your valuable paper I am taking the liberty of sending you a letter which recently appeared in the Vancouver "Retail Grocers' Review" from A. D. Hardie & Co., general merchants, of Metchosin, B.C., and copy of a letter from me commenting upon the matter referred to.

As this subject is of particular interest to the retail shoe trade, in which line I am engaged, as well as to the general merchant I hope you can find space for the publication of these letters in the SHOE AND LEATHER JOURNAL. Thanking you, I am,

Yours sincerely,

Summerland, B.C.

A. J. BEER.

Want Fair Price Officer Appointed

Dear Sir,—Please mail us a copy of the bulletin you are having printed concerning the report of the delegation to the Dominion Government in respect to matters relating to trade.

We are entirely with you in all your articles relating to price-cutting, etc.

For the past two years Victoria has experienced an orgy of price-cutting. The ones who started it have mostly gone broke and quit, but others have followed it up, and it has been possible to buy flour, sugar, and many other staples cheaper at retail than from the manufacturers. We ourselves have had the stage-driver procure us B. C. milk at 50 cents a case less than wholesale price, at a retail store. We have also occasionally bought flour at retail cheaper, by 30 cents a sack, than the milling company was asking for it.

These conditions have resulted in a great many of the smaller inside and outside stores having had to go broke, and many others, like ourselves, have been losing money for the last two years.

What good does it all do in the end? The public are not entitled to a price that breaks the storekeeper. We are located 16 miles out of town, and the farmers expect us to meet the prices quoted in the scare ads in the papers.

The ultimate end of things will be that instead of protecting the price-cutters, as Mr. Crothers is trying to do, the government will make it a criminal act to cut prices. If a fair wage officer, why not a fair price officer?

We understand that in France there was before the war a law against selling any staples below a certain price, and that in certain of the states the same law was in use, and that the American Congress was considering a federal law along the same lines.

The writer has been nearly twenty years in the retail business and has never seen or even heard of business conditions, from the retailer's viewpoint, being in such an absolutely anarchical condition as exists at the present time in Victoria.

When the biggest stores are out, not to make money, but to cut one another's throats, it is up to all the small men to fall into line and get so strong collectively that they will be able to force the big men to keep selling prices so the retailer can clear savings bank interest over working expenses, at the least, which he cannot do to-day.

Our idea has been for years that once the merchants are organized, that the government should appoint a member of the merchant's executive, called a fair price officer, and that he should attend every meeting of the Board and assist towards fixing the selling prices as the markets changed.

Every merchant should be made by law to belong to the association, and a nominal fee charged, as a license fee, to help to pay the fair price officer's salary. The public would be protected by knowing that the prices charged were under government supervision. The officer appointed would have to be a man who understands the retail business, and not a man like the Hon. Crothers. If the honorable gentleman had the honor to be the proud possessor of this business, we predict that his late rulings would have been diametrically opposite to what they have been.

Our idea is to sell the public as cheaply as possible, but at the same time we feel that we are entitled to a living out of the process.

You have our sympathy in your fight to get the merchants to co-operate, for if they are the same all through the province as they are in Victoria and vicinity, you are fighting a losing game.

We heartily commend all the sentiments in your paper.

Believe us, yours truly,

A. D. HARDIE & Co.

Metchosin P.O., B.C.

per A. D. Hardie.

Ed.—Everything is ready for the merchants to get what they want. The Association executive is ready to go ahead and carry out instructions. It will cost a few dollars. There's the rub. Who's going to pay?

Mr. Beer's Pertinent Comment

Dear Sirs,—This morning I picked up a recent copy of the Retail Grocers' Review, and was much interested in A. D. Hardie's letter, and I endorse very heartily his sentiments; it is as he says. Our idea is to sell to the public as cheaply as possible, but at the same time we feel that we are entitled to a living out of the process. Perhaps I ought to mind my own business (not being a grocer) but I think the matter is vital for all retailers; without the co-operation of all, nothing will be accomplished; it will take strength and rests with retailers in the country to combat the interests successfully. Our friend Hardie speaking of the price cutting in Victoria, asks the question—what good does it all do in the end—and answers the question in a previous paragraph by saying, these conditions have resulted in a great many of the smaller inside and outside stores having had to go broke, and many others like ourselves have been losing money for the last two years. The big stores of Victoria wanted the little fellow's connections, and so the "price cutting" and the loss they suffered in the process represented the price of the victims' goodwill (or bad will). They got what they went after, but they hit below the belt to do it.

Price cutting did not begin in Victoria, it first assumed its present proportions of abuse with the mail order houses. They have built up tremendous concerns by this unfair process. They ran "leader lines" at a profit that is not 3 per cent. on investment and do it for months together apart altogether from price slashing sales. On two separate occasions I worked for one of the largest mail order houses of Canada, first in their dry goods department and later in their mail order department and I saw something of their methods. I well remember selling "silence cloth" at 75 cents per yard for months together, and then selling the same silence cloth in a sale at 25 cents per yard; to clear they said. To clear what? The small merchant. I guess yes, and how do I know? When we were selling flannelette, for instance, "to clear" at prices which cut the wholesaler, did not our manager come the round of us salesmen instructing us that when

any man or woman wanted to buy quantities which suggested that they were dealers we were to let him know that he might turn them down? These fellows were what the mail order house wanted to clear, they had their knife in them, not in the flannelette.

These concerns, gentlemen, that are now threatening, very seriously, to abolish the small merchant, and with him the small towns, are what we have to fight; from the standpoint of the farmer, merchant, wholesaler, who you will, in fact, except the mail order houses; the abolition of the small towns would be a catastrophe, the end of which we would not live to see. Our present representatives in the Provincial House "stumped the country" telling stories of isolated settlers and describing the hardship of this isolation. We heard of men going crazy from isolation, of the dullness and ignorance through lack of proper schooling and companionship, and these things they attributed to bad management of the land question; be that as it may, the mail order business to-day is doing more to depopulate small towns and increase already overcrowded centres (thereby still more isolating the settler) than any other influence at work on the case.

We ought to fight this thing not merely because we are small retailers and thereby the most directly affected but as a principle; it is the wrong social development, and we don't want to let this world go backwards, Germans or no Germans. Mr. Hardie says: "If a fair wage officer, why not a fair price officer?" I think the idea is a good one, and if fair prices were extended to the wholesalers also it would be a good thing. I have no objection to the wholesaler giving special discounts for large quantities so that he may manufacture more economically, but I do object to him making more profit out of the gross business of the small purchaser than he does out of the gross business of the big purchaser. The big purchaser is strong and the small purchaser is weak, therefore the big purchaser applies pressure on the wholesaler to give him discounts which are not merely the difference between the cost of manufacture in "great gross" as against gross lots, but a concession to the pressure applied, and the small man is charged higher to make up for it. We need the protection of the government as well as we need government restriction.

There are other matters which we have not space to discuss, but which we ought to deal with; for instance, the mail order houses ought to pay a business tax in all the towns they do business in, or we ought to be freed from that tax. Beneath Mr. Hardie's letter there was an editorial footnote, "Everything is ready for the merchants to get what they want. The Association executive is ready to go ahead and carry out instructions. It will cost a few dollars, there's the rub. Who's going to pay?" What association does the

editor refer to, and why not extend your association to all the merchants through the province in all lines, excepting only mail order concerns?

Re those few dollars mentioned, why not assess each retailer a nominal amount pro rata to his financial rating and send round a collector who is well versed in the cause? I think he would be welcomed by most of us, and let him work for the whole province.

Yours sincerely,

Summerland, B.C.

A. J. BEER.

RETURN TO BLACK WOULD BE FATAL

If plain black shoes became the rule the consumption of all kinds of black leather would greatly increase. And, due to the preference which would undoubtedly be given to kid, the advance on this material would be greater than on any other kind of black leather, says the "Shoe Economist."

It is high time, then, for shoe manufacturers and distributors alike to unite their efforts for the starting and maintenance of a country-wide movement for the discarding of the customary mourning during the war. It will be a common-sense movement, as said, a patriotic one and one that is wholly sound and advisable from the economic standpoint.

There is no need for the production of unnecessary styles in footwear. Waste, of course, must be avoided. But the other extreme—a general return to the black, staple shoe—would be fatal to shoe manufacturers and to shoe distributors.

The value and efficiency of style as a factor in demand must be conserved and fostered. We look with the fullest confidence to the shoe trade and industry not only for indorsement, but for active co-operation and effective work in the campaign for the abandonment by the American people of the customary mourning during the further duration of the war.

HANDSOME NEW FRONT INSTALLED

The accompanying illustration shows the front of the new store of the Lyon Shoe Co., 429 St. Catherine street west, Montreal. The exterior is decidedly striking and attractive, and is the only one of its kind in the Dominion of Canada, being an exact replica of John Ward's, New York. It is all framework of polished brass, the base being marble verdi antique. The plate between the frame and the base is oxidized copper and the firm name is in solid brass letters. The floor of the window is of quartered oak and the back is of solid mahogany, panelled. The framework was imported direct from New York and the entire cost of the imposing front was \$3,000.



THE handsome new front of Montreal shoe establishment.



A section of the happy crowd on the left. The centre view is one of Mr. Thos. Sisman and his sons, W. J. and Herbert, and the foremen of the various departments of the Aurora factory, while on the right are seen the members of the White Shoe Company's baseball team, Toronto.

PICNIC OF SISMAN SHOE COMPANY WAS BEST EVER

Seventh Annual Event at Bond Lake Provided Many Attractions and Was Largely Attended—The Races Were Keenly Contested and Social Features Were Much Enjoyed—How Toronto Nine Sought to Trim the Sons of St. Crispin in Ball Game

THE seventh annual picnic of the employees of the T. Sisman Shoe Co., of Aurora, Ont., was held on Saturday, August 18th, at Bond Lake, and was attended by over three hundred happy persons, and marked by perfect weather as it always is. Young and old mingled in the fun, and there was not a dull moment from the beginning of the races to the conclusion of the dance in the evening.

Bond Lake is admirably adapted for picnic purposes, and everyone entered heartily into the various sports. There were all varieties of amusements and athletics, and about six o'clock a generous supper was provided. Valuable prizes were given by a number of firms, and this made all the contests worth while.

A feature of the day was the baseball battle between the nine of the White Shoe Co., Toronto, and the Sisman factory team, who wore white shirts with "The Best Everday Shoe" in bold letters across the front.

Each picnicker was handed a miniature "Everyday" shoe setting forth the merits of this brand of footwear, and thus everybody was properly tagged. In the baseball contest the score was thirteen to thirteen after three innings, and the fierce rivalry would have been kept up yet had not the dinner bell rang with such force and effect that the tired players could not resist the call of the inner man.

Hugh White, in his Hudson Super-Six drove out from Toronto to the picnic in proper style, accompanied by R. B. Gravlin, Harry Braun, E. L. Williamson and E. A. Edmonds, of the traveling staff, T. W. Scott, of the office staff, Gordon Hayes, of the warehouse staff and a representative of the SHOE AND LEATHER JOURNAL. Among others who were present from Toronto was L. W. Hanson, manager of the United Shoe Machinery Co., who lined up with the White Shoe Co. in the ball game and knocked out the longest hit of the day. The spheroid lodged in a tree, where it will probably remain until next year's picnic. The game was umpired by E. Bush, whose decisions were often criticised.

Mr. Sisman was here, there and everywhere welcoming all the visitors, and wore the smile that could not be eradicated, while his two sons, Wm. J. and Herbert, ably looked after a large amount of detail. Other leading members of the organization who were present were: H. Filkins, foreman of the bottoming room; F. Griffiths, foreman of the lasting room; D. Guihan, foreman of the sole stock-room; H. McGirr, foreman of the cutting room and E. Harman, foreman of the treeing room. Hugh White took out several boxes of candies for the girls and dozens of tin horns for the boys. When the latter were handed out the welkin was made

to ring with the siren notes of a volunteer orchestra; so much so that a member of the Royal Aviation Corps came sailing over the grounds, evidently thinking that a Zeppelin attack was under way.

The T. Sisman Shoe Co. employ 150 men, and have an output of 1,200 pairs a day, and the seventh annual picnic was unanimously voted as the best and most enjoyable yet held. The dance in the evening was thoroughly appreciated and the scene presented was an attractive one.

The members of the White Shoe Co. party left about seven o'clock for home, returning by King City and Maple. At the former place a call was made on C. H. Hall, and son, Victor, shoe merchant, who has one of the finest, largest and best assorted gardens in the province. The flowers were all in bloom and all the visitors were generously remembered. Among other specimens, Mr. Hall has an orange tree now in its ninth year, which will yield quite a crop of the juicy fruit this season. At Maple another stop was voluntarily made at the general store of W. T. Robinson & Son, which is run by Austin Robinson. The firm have a well-equipped footwear department and exceptionally attractive premises. Toronto was reached in good time, after one of the finest drives that the jolly company had ever taken. A hearty vote of thanks was accorded Mr. White for his kindness in taking the boys to Bond Lake, and giving them such an enjoyable ride through the most prosperous towns and villages to the north of Toronto.

LARGER QUARTERS FOR PROGRESSIVE FIRM

The Blachford Shoe Manufacturing Co., 92 Sherbourne street, Toronto, have secured additional floor space by taking in another flat which has been fitted up for the sole leather, lasting and assembling rooms, while the quarters formerly occupied by these branches of the business, are utilized by the redistribution of the other departments. The extra accommodation gives the firm one-third more space than was formerly at their disposal, and makes the third extension within the past three years, which is a gratifying mark of expansion. The new turn department has been fully equipped and the new spring samples of the firm will embrace both welts and turns in women's high grade shoes. F. J. Murphy, who has special qualifications for turn work, and has charge of the new branch, was for some years at the head of the turn department of Utz & Dunn Co., of Rochester, and recently took up his residence in Toronto. J. C. Souter is the efficient superintendent of the factory, the capacity of which is now about six hundred pairs a day.

AN ENTHUSIASTIC MEMBER OF FLYING CORPS

Flight-Lieut. J. Lamont Brandon, son of Mr. A. Brandon, of the Brandon Shoe Co., Brantford, is 21 years of age, and was educated in Brantford Public Schools, and passed his matriculation at the Collegiate Institute in the Telephone City. On completion of his education he became associated with his father in the Brandon Shoe Co., his intention being to learn the business from the ground up. This was in 1914. In 1915, "Monty," as he is familiarly



Flight-Lieut. J. Lamont Brandon, Brantford, Ont.

known to his friends, arrived at the conclusion that winning the war was of very much more importance than shoe making, and so came to Toronto and took a course at Stanley Barracks, qualifying for a Lieutenant of cavalry.

As the demand for mounted troops was limited, and there was not any great possibility of getting to the front, he joined the Imperial Aviation in 1916, and was instructed to leave for England. This was just about the time that the Imperial Government decided to train the Flying Corps in Canada, so the subject of this reference was then instructed to train in Toronto and finish his course at Camp Borden. This he did, qualifying for Flight-Lieutenant, and in July was ordered overseas, arriving at Liverpool early in August. He was presented with his wings before leaving Canada.

"Monty" is an excellent specimen of Canadian manhood, being very fond of athletics, particularly rugby and basketball, and will no doubt give a good account of himself.

EXTRA DISCOUNT SCHEME FAILED

"I have a customer in the East who is all the time trying sharp practices," declared a Montreal traveler the other day. "I sold him a nice bill of goods last spring and we got along famously, and I thought that everything was adjusted satisfactorily.

"Just as the retailer was leaving my sample room he remarked in a quiet, suggestive tone. 'Of course, you will allow me 5 per cent. discount off that order.'

"'Nothing doing,' I replied. 'I could not possibly do so.'

"'Oh I guess you will all right,'" he answered insinuatingly as he departed and I once more told him that his proposition was an impossible one.

"Well, sir, when I got back to the house, I told them that Mr. T—— would probably ask for 5 per cent. discount but that I had not given it to him and to be on the look out.

"When a draft was sent in for the goods some weeks later, T—— wrote that it was not correct as I had promised him 5 off. The firm replied that they understood positively that I had not and they must insist upon full payment of the amount minus the usual 2 per cent., our regular terms. T—— then sent another letter making more extravagant claims and maintaining that I had promised not only 5 off but also the 2 per cent. His effrontery availed him nothing and after putting up an awful noise, he finally settled for the goods less the 2 per cent.

"When I met T—— some weeks later I went for him in lively style and told him in pretty plain language what I thought of his sinister game. He started to make some nasty remarks and I closed him up at once by telling him that his two-faced attitude towards travelers and firms was getting to be pretty well known and, that while he might put one across on a gullible greenhorn, I was too old a bird to be caught with such chaff, that I treated all customers alike, not making flesh out of one and fish out of another. When I got through with him he knew exactly where he got off at with me and my house and I will warrant he has a more wholesome respect for us. I don't care if he never buys another dollar's worth of goods. There are too many decent, honorable men in the footwear business to-day to crawl after the trade of those who will not play fair and square."

NEW LINE IN MEN'S FOOTWEAR

E. T. Wright & Co., of St. Thomas, are featuring a new line this fall, known as the "Arch-Preserver." The "Arch-Preserver" is a patented construction which has been very successfully produced by E. T. Wright & Co., of Rockland. The Selby Shoe Co. are also making use of the idea in women's shoes. Dr. C. H. Brown, who is the originator of the shoe has been spending a few days at the St. Thomas' factory in company with Mr. Harry Wright, of Rockland, Mass., going over the line of spring styles with the sales force.

WORE SHOES MADE OF CORNSTALKS

According to the discovery of an Iowa man who landed in New York recently, every amateur farmer can raise his own shoes in the back yard garden, and there really isn't any reason why shoes for a small family can't be raised in a large window box.

This distressing news for the gentlemen who are getting \$10 a pair for the footwear for which men used to pay \$5 in the days before kings and emperors and such got to pulling one another's hair over in Europe, comes East through J. M. Dinman, of Storm Lake, Iowa.

When Mr. Dinman put one foot on the brass rail at the Majestic Hotel, New York, said foot was encased in a shoe made of a combination of plain cornstalk and glucose. It was a nifty tan shoe that looked like the sort one sees in the show windows along Broadway.

He said he had been experimenting with his process for six years, and had finally made it work. The cornstalk composition shoes can be made for \$2.50 a pair.

MILLINERY SHOE HAS BEEN LIFE OF THE BUSINESS

If You Are Losing Money on This Kind of Footwear it is not the Fault of the Shoes
—Buy Often and With Good Judgment, Study Styles Carefully—Get a Generous
Profit and Turn Your Stock Over Frequently—Something Attractive Always Pulls

“Just a few years back millinery shoes were looked upon as freaks and not as a selling proposition. Little did the rank and file of shoe men dream that in so short a time the millinery shoe would revolutionize the business, both in buying and selling.

“The millinery shoe game is not a hit-or-miss one. It is a game that requires thought and planning. Buy your millinery shoes with care and judgment. Mark them a profit on the cost, plus, if you please, a profit on the style feature, for style certainly is deserving of a profit. In other lines of ready-to-wear, it is not so much what an article actually costs, but what it is worth to the customer. Why not sell shoes along the same lines?”

“THE women of to-day want something different. If you, as a merchant, can supply that demand, you will profit by their business,” said F. H. Spargur, of Peoria, Ill., in a recent address before the shoe retailers of that State. “To merchandise millinery shoes at a profit it is necessary to know your customers, know what they will pay, and be able to judge in about what quantities they will buy certain modes; that is, in proportion to the more staple styles.

“It is also necessary to understand the fashions in ready-to-wear and millinery, as to colors, length of skirts, and general style tendencies, as these have great effect upon shoe styles. To be successful millinery footwear must have an excuse for its being.

“I firmly believe in giving the customer honest merchandise, even in millinery shoes. It seems to me that in a great many instances this has been overlooked. Shoes have been built for looks, and there has been taken out practically everything possible in order to build a shoe at a price. When the shoe came in ‘looking well’ the merchant put on a price suited to an honest shoe, which frequently caused much dissatisfaction to the customer and the condemning of the shoe merchant.

Quick Delivery is Essential

“In handling millinery shoes, the retailer must have quick delivery, or the goods may be dead before they are placed upon the selling shelves. A manufacturer should not submit samples to the retail trade unless he is absolutely certain that he can deliver the goods at about the time specified. He does an injustice to the retailer by giving him goods from four to six weeks late. Many times such delayed goods are placed in stock with the feeling that possibly they may be sold, but finally disposed of below cost. If the goods had been received in the time specified, they could have been sold at a profit.

“Millinery shoes cannot be bought six months in advance of the season, for we do not know what will sell. We may have ideas, think we know, but usually find that on goods ordered long in advance it is hard even to get the first cost out of them.

“If we are going to play the novelty game and play it right, we must play it from hand to mouth, play it across the board. We must make a good profit, because we are all going to pick some lemon; we are only human, and if we could pick winners at all times we would not need to be in the shoe retail business. Then we must get our money out of millinery shoes as quickly as we can, and put it in salable merchandise,

keeping our stock turning. If we cannot turn a stock of novelty shoes, it is a losing proposition.

“At this time we are wondering what will sell in millinery shoes for fall of 1917. Many military boots of the army type are being sold in some high grade lines and if their sales provide any criterion, they surely must be a good ^{season} proposition for fall. I do not necessarily mean the Mun-^{ing} last, such as used in men's, but a conservative custom walk-^{ing} boot with medium heels, in both tans and blacks, some w^{ith} cloth tops.

Why Should Novelty Shoes Die

“There seems to be a question in many retailers' minds as to what extent novelty shoes will sell during the fall. I have talked with a number of merchants who felt that it would be a matter of only black and tan shoes. I feel that if the public is allowed to go back to these staple shoes, the retailers who have built their business on the novelty proposition will be up against the real thing. I do not doubt for one minute but novelty shoes will sell just as strong this fall as they have the past few seasons, perhaps not as loud in colors, perhaps not as gaudy in pattern, but more conservative, high-grade, ‘tailored’ shoes.

“The millinery shoe has been the life of the shoe business, so why let it die? If we do, our volume is gone, and so is our profit to a certain extent.

“If you are losing money on millinery shoes, it is not the fault of the footwear. You have not given it proper study, you have not bought right, or there is something radically wrong. Study yourself, get in the game, and you'll see more profit in the shoe business—especially this fall. Women are working at a better wage than ever.

“If we, as retailers, can present merchandise that appeals to the average woman as being something different, something extra stylish, at a reasonable price, I believe we have nothing to fear in the next six months.

“Many manufacturers complain that retailers are not placing their business for fall, and the factory capacity is away down, but when they consider that for the past few seasons the retailer has plunged on shoes, has bought more than he had reason to expect that he would sell in a given time, they will see that the time has come when the retailer must unload and play close to shore.

“We have arrived at a critical time in the shoe industry, and it behooves retailers to get together, work with each other that we may ride through the storm safely and come out on the right side of the ledger when things become normal again.”

NEW SHOE FACTORY FOR TORONTO

George L. Williams & Sons, have leased premises at 427½ Queen street west, Toronto, and have installed the necessary equipment for the making of stitch-downs and welts for children, boys, girls and misses. For the past two years Mr. Williams has been superintendent of the King Shoe Co., Toronto, and for eighteen years previous he was with the Williams Shoe Co., Brampton. His sons, George C. and Frank A., who have occupied responsible positions with the King Shoe Co., are identified with the new firm, which is composed of thoroughly practical shoemakers, who have a very wide insight into the business. J. W. Williams will be sales manager for the new factory, which starts off with good prospects.

MR. DESMOND COMES TO MONTREAL

A. Buerger, for the past five years Canadian representative for the Newcastle Leather Co., Montreal, died in July last at Saranac Lake from congestion of the lungs. Mr. Buerger contracted a cold while on a business trip which eventually developed into lung trouble. Five years ago he opened up the Montreal office for the Newcastle Leather Co. Mr. Buerger was well liked and highly esteemed by the trade. Previous to joining the Newcastle Leather Co. he was connected with Richard Young, New York. Mr. Buerger was born in Alsace and his demise is widely deplored.

M. A. Desmond has been appointed Canadian representative for the Newcastle Leather Co., Montreal, succeeding



M. A. Desmond, Montreal

Mr. Buerger. Mr. Desmond was born at Newton, Mass., and after leaving school started as a boy to work for the Newcastle Leather Co. in their Boston office. After spending four years there he was transferred to their New York office and for five years held the position of stock-sorter as well as attending to other duties. He afterwards came to their Montreal branch as assistant to the late Mr. Buerger. Mr. Desmond is a genial gentleman and is a noted baseball exponent, having played for a number of years on the old Boston College team. He also takes considerable interest in golf. Mr. Desmond will have as his assistant J. S. Scully, who was formerly connected with the New York office of the Newcastle Leather Co.

The Newcastle Leather Co., Montreal, have been appointed selling agents for the Province of Quebec and the Maritime Provinces for a line of sheepskins manufactured by Donnell, Carman & Mudge, Boston, Mass.

INTERESTING ITEMS FROM ST. JOHN

In a recent issue of the London Times, an article appeared giving an unofficial account of the awarding of the Military Cross to Captain Ralph St. Clair Hayes, son of Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Co., Limited, wholesale dealers and manufacturers of boots and shoes in St. John, N.B. The article was as follows: "Military Cross—Captain Ralph St. Clair Hayes, Field Artillery. For conspicuous gallantry and devotion to duty in extinguishing burning ammunition pits under heavy hostile shell fire. He has on numerous occasions shown great gallantry and coolness under the most trying conditions, setting a

splendid example to his men." Captain Hayes is now in England recovering from an attack of fever.

Lance-Corporal William O'Connor, of the 236th Kilties Battalion, received word lately that his brother Frank had been admitted to a hospital in England suffering from a gunshot wound in his right hand. The injury was sustained during the recent big drive of the Canadian forces. It will be recalled that Corporal O'Connor sustained a severe injury in his left hip a little over a year ago and only recently returned to active service. Lance-Corporal William O'Connor was junior clerk in Waterbury & Rising's retail shoe store on King street.

R. J. Walsh, manager of the King street store of Waterbury & Rising, who has been seriously ill for several months, is still confined to his home. His many friends throughout the city are hoping for his speedy recovery.

Miss Josephine Armstrong, of the staff of Percy J. Steel, has gone on a two weeks' vacation to the Narrows, on the St. John river. Frank Merrill, who was at Martinon, on the St. John river, has returned and is taking charge of the store.

POPULAR SHOE RETAILER WEDS

Edgar Vaisey, shoe retailer at 518 Bloor street west, Toronto, has joined the ranks of the benedicts. He was married on August 20th to Miss Alice Verna Appleton, daughter of Mr. and Mrs. Harvey Appleton, of Unionville. The ceremony was performed at the Bathurst street Methodist Church Parsonage by Rev. G. S. Faircloth. Mr. and Mrs. Vaisey, who left on an extended motor trip through New



E. Vaisey, Toronto

York State, have returned to Toronto and taken up residence at 349 Roxton road. Mr. Vaisey has been in the retail shoe business for eleven years and previous to that was a well-known worker in several shoe plants in both Canada and the United States. Many friends will join in wishing him and his bride every happiness and prosperity.

BIG BASS BUT SMALL 'LUNGE

James Watt, of Ames-Holden-McCreedy, Limited, Toronto, returned recently from South Beach, where he enjoyed some excellent fishing. Mr. Watt got a 4½ pound black bass and is very proud of his capture. He also distinguished himself by landing the smallest maskalonge ever taken from the waters of Clear Lake; it weighed exactly one pound and is scarcely large enough to enter in the SHOE AND LEATHER JOURNAL fishing competition.



On the left are seen some of the attractive stenographers of the Canadian Consolidated Rubber Co., Toronto branch, snapped at the recent picnic. In the centre J. A. Connor is in the act of knocking out a home run and on the right are Messrs. Robertson, Dane, Voelker and Hick.

CONSOLIDATED STAFF HAD FINE OUTING

The third annual picnic of the Toronto Branch of the Canadian Consolidated Rubber Co. was held at Scarborough Heights on August 22nd and was an event of interest and delight. Over one hundred persons were present, the picnickers going out by special cars. There were several games and races and not the least important episode during the afternoon was a baseball match between the "Nobbies" and the "Fleetfoots." The score stood 13-12 in favor of the "Nobbies," J. A. Connor, manager of the Ontario Division, knocking out a long dazzling fly and scoring the winning run amid the plaudits of the spectators. Many valuable prizes were given by the company for the different contests and a sumptuous supper was provided for all. The table service in the pavilion was unrivalled, W. G. Martin, city representative of the firm in the shoe department, making an admirable head waiter. The committee in charge of the arrangements was composed of H. E. Dane, E. F. Hick and others. All the picnickers returned to the city early in the evening unanimously voting the annual re-union the most pleasant and successful ever held. The weather was perfect and all the arrangements passed off without a hitch.

WHY PAY CARTAGE AT BOTH ENDS

"I think it is high time that the retail merchants should get together and have some understanding with the shoe manufacturers," declared a leading footwear dealer last week, "in the matter of having to pay cartage at both ends on all shipments. I contend, and so do many others, that it is sufficient for us to pay freight charges and cartage at the delivery end without having to settle for the cartage at the forwarding point. Why should a retailer have to put up the cost of taking the goods from the factory or warehouse to the station? Surely the wholesalers should bear this part of the outlay. The retailer pays, as I have stated, the freight, the cartage at the delivery end and also the cost of sending the shoes to customers, making as it were, three separate items for conveyance and when cartage at the shipping point is added, it is a quadruple outlay. If the manufacturers cannot come to some arrangement among themselves to pay the cartage from their warehouses to the station, they should have this cost figured in the price of the shoes and not have it bobbing up as a separate item added to the retailer's bill and swelling the incidentals in total expense. Another peculiar thing is that a wholesaler will send goods to any part of his own city, sometimes as far as five, six or seven miles and pay for the delivery, but if any merchandise is forwarded out of town, it may be only to the next station, the consignee has to pay freight and cartage at his end and also cartage at the other end. We do not object to the freight and cartage fee at the termination, but certainly do at the point of dispatch. This is a question which has been brought up many times. The day has arrived when it should be adjusted once and forever. The retailer should not be asked

to assume so many burdens in this era of the high cost of doing business and the tremendous advance in quotations for all lines of footwear. In paying freight and cartage at one end he is more than meeting the wholesaler half way, but he should not be expected to go the whole road in the matter of transportation charges."

MR. POYER JOINS THE COLORS

Elmer Poyer, manager of the Canadian-Arrowsmith Manufacturing Co., Limited, of Niagara Falls, Ont., recently paid a visit to his home in Newark, New Jersey. When he arrived there, he was handed an official notice to appear for military service examination in Newark the following morning, which he passed successfully. He has now received



Elmer Poyer, Niagara Falls, Ont.

notice of certification and a summons to go to camp, where it will be necessary to pass another physical examination. Mr. Poyer is anxious to go to the front and do his share in the present struggle for freedom, liberty and right and will likely file an application for service in the Aviation Corps. The business of the Canadian-Arrowsmith Co. will be continued at Niagara Falls, Mr. Poyer still keeping in close touch with affairs. Miss Henderson, who has been with the firm a number of years, will have charge of the office and Mr. Perkins, an experienced man, will remain in control of the factory.

SALESMAN COULD TELL HIM NOTHING

"I was in an Eastern city a few months ago," declared a representative for a Montreal shoe house, "and, going along one of the principal streets, I noticed a sign to the effect that 'Mr. H—— will open a new, up-to-date shoe store here, on or about ——.' I went in, in the hope of opening a new account, and said:

"Is Mr. H—— in?"

"I am the gentleman," came the reply.

"I notice that you are starting a new store here, and have very nice premises."

"Yes," was the response, "Things should look pretty well when we get in shape."

"Continuing the conversation, I remarked upon the eligibility of the location and told the new proprietor that I represented the S—— Shoe Co., and was showing samples down at the hotel, and would like him to look over my line if he could possibly spare the time.

"You intend to handle high-grade shoes?" I remarked.

"Oh yes," was the answer, "that is the only kind which I will stock."

"Well," I remarked, "our samples are the very acme of style, craftsmanship and finish, and have an established reputation, and I would be very much pleased to have you come down. Perhaps I can show you something that will interest you."

"Oh no," came the response, "I have no intention of buying anything for spring."

"You hope to be in business then, do you not?" I inquired.

"Yes," he replied, "and a great many springs, for that matter."

"In that event," I asserted, "I would like to show you what I have."

"No, not at all," was the unequivocal rejoinder, "there have been at least half a dozen travelers in here, wanting me to go down and inspect their goods, and buy something for spring, but I have all the shoes that I intend to stock just now."

"You have not a great many on the shelves, I notice," I remarked, as I looked around, "and surely you intend to add to your stock."

"I am not going to buy more I told you," quoth the proprietor in a rather blustering manner.

"Don't you think that you are rather foolish, in declining to look at samples, especially when travelers can, perhaps, give you some pointers, and special values. Anyway, you are under no obligation to buy."

"Young man," he declared, "I notice that you said I was foolish, and I will not have any one apply that term to me."

"Excuse me," I replied, "I do not mean foolish in a physical or personal sense, but foolish in a shoe-purchasing interpretation. Perhaps the word "shortsighted" will convey my meaning better. One has to look ahead in these days of changing values and styles."

"I think I told you already that I did not want to buy anything for spring. You are the third man who has told me that I am foolish, and I will not allow any one to apply that term to me," was his ultimatum.

"Probably all the men who have called upon you have sought to tender you some good advice in the matter of buying, and that several should happen to use the same term, shows that there must be wisdom in the remark," I ventured.

"Wisdom or no wisdom, I do not care—no man is a-going to cast any reflections upon my purchasing ability or business sense. I certainly will not look over any samples."

"Very well," I answered, "I do not think I want to sell you anything. I have tried to give you some advice, as the result of my experience and insight in calling upon the trade. You apparently are not disposed to treat a man courteously, and I will not bother you any more, sir."

"Very well," was the curt reply, "no man can reflect upon my judgment, and I will neither look or buy."

"Just as I was leaving the premises, I took a parting shot at him: 'If this is the attitude you are going to adopt in the matter of purchasing and in your treatment of travelers, I may say, sir, I not only think you are foolish, but that you are crazy.' With this remark, I took my departure, leaving the new footwear proprietor in a state of righteous indignation.

"Going down the street, I called upon a friend of mine, told him the experience I had had with Mr. H—— and I thought he would laugh his head off.

"Oh," he said, "that arrogant, conceited fellow. His wife had four or five hundred dollars, and he had two or three hundred, and they have spent all this money in buying a stock. Now H—— declares that he will not spend another cent, and you know eight hundred dollars will scarcely buy a windowful of shoes at present prices, let alone, stock a store. You are not the first one who has told me of the indifferent, not to say offensive manner adopted by this man."

"A few months later, when visiting the same city, on my fall selling expedition, I looked around in vain for the store of Mr. H—— as he told me he expected to be in business for several seasons. I could not locate the place, and going again to my friend, I said:

"What has become of our mutual acquaintance up the street?"

"Oh," was the merry rejoinder, "he lasted about as long as we thought he would, and three weeks ago, we bought his stock. Perhaps he is now a wiser and a saner man, and will know how to treat travelers properly if he ever goes into business again."

THE PROGRESSIVE HEAD OF BIG LEATHER FIRM

(See Front Cover)

The head of the largest manufacturers of patent leather in the British Empire is only twenty-seven years of age, demonstrating that youth is no barrier to advancement and responsibility in this progressive age. Griffith B. Clarke, president of A. R. Clarke & Co., Limited, Toronto, comes of a family which have spent their lives in the leather game, and by his ability and aggressiveness, bids fair to carry out the best traditions of his father and grandfather in keeping the name, quality and service of the firm to the forefront in all its varied activities. It will be remembered that his father, the late A. R. Clarke, lost his life as a result of the torpedoing of the Lusitania by a German submarine in 1915. His son was soon called to manage the affairs of the organization, with which he had been associated since 1906, when he started as a clerk in the office and five years later was made vice-president of the company. That he enjoys a wide measure of esteem and confidence in the leather trade is evidenced by his election early this year as President of the Tanners' Section of the Toronto Board of Trade. Mr. Clarke is also a member of the executive committee of the Canadian Manufacturers' Association and of the Riverdale Business Men's Association. A young man who has always taken an interest in a number of pursuits outside of business and been an ardent supporter of athletics, his favorite recreations are golf and motoring. He is a director of the Ontario Motor League. Mr. Clarke has also evidenced a lively concern in military affairs and in patriotic work, being an executive member of the Toronto and York Patriotic Fund. The "A. R. C." brand of patent leather is known all over the British dominions and across the border, while the various other lines manufactured by the firm in the way of gloves, mitts, moccasins and clothing are marketed in every part of Canada. The company maintains branches in Montreal and Quebec and its representatives cover all portions of the Dominion.

The Shoe Repair Man

WILL DEVELOP THE FEDERATION PLAN

"When You and I Were Young Maggie," "The Sunshine of Your Smile," "Turn Back the Universe," "My Mother's Rosary," and other songs of a delightful nature and well rendered, marked the proceedings of the last semi-monthly meeting of the Toronto Shoe Repairers' Association. Among those taking part in the impromptu programme were Messrs. Butterworth, Smallwood, Mason and Wren. The musical features will be increasingly interesting during the fall and winter months. It is planned in the near future to hold a smoker and a whist drive, while other entertainments are being planned.

It is also the intention of the association to further the federation idea of the various associations in Ontario. Information will be sent regularly to sister bodies who will be given the fullest details of what decision the Toronto organization has reached or what action has been taken on certain questions which come up. In this way it is expected that the interest of the shoe repairing fraternity as a whole will be sustained and closer co operation and fellowship result.

The Association will send out to all the shoe repair men in Toronto a letter telling what has been done during the past fifteen months and pointing out the advantages of belonging. It is expected by this means that the membership, which is now one hundred and eight, will be increased very materially. The Toronto organization has an active, aggressive outline of work for the winter, and the semi-monthly meetings, which are attended by from forty to fifty members, will be made more instructive, varied and stimulating than ever in the new quarters, which are very comfortable and inviting.

HOW REPAIR TRADE IS BOOMING

Repair work which has for some years been given over by the average dealer to the small cobbler or the "fix-'em-while-you-wait" foreigner, is making its reappearance in a

great many shoe stores. In view of the high cost of shoes and the wave of economy that has passed over the country, it is natural that thousands of pairs of shoes which under ordinary circumstances would be thrown away are now being made serviceable by the resoling and reheeling process.

"Persons who have never before worn repaired shoes," said a shoe retailer recently, "are bringing in their shoes for repairs. Heels, soles and invisible patches keep two of my men busy all the time. In fact, so great has the repair trade become that I have had to refuse to take any but the shoes sold in my own store.

"Leather is not stationary, and the grade is not what we have been getting. Economy is certainly being practiced. But a great deal of complaint against the poor leather is not that it is any worse than it has been for three years, but because so many men and women are purchasing shoes for comfort, and are walking more than ever before. Naturally so much walking means that the boots wear out quicker. The high-priced shoes have just as good leather to-day as in previous years, but the cheaper grades are proving expensive because they do not wear."

SHOE REPAIR NOTES FROM THE WEST

G. H. Aaron, 130A 8th avenue west, Calgary, has installed a Champion Stitcher. Attached to this is a finishing machine. He is going to revolutionize shoe repairing.

D. Gass, 4th street East, Calgary, has installed a new finishing machine. This is another step towards progress.

Sandy Higgins, is going to make things hum around Medicine Hat, as he has installed an up-to-date finisher and Landis stitcher. He is a son of Scotland, and a practical man.

Wm. Stock, of Olds, has installed a new finishing machine. He moved from Red Deer, Alta, a short time ago. It

IN the picture on the right is Oliver M. Brookes of the United Shoe Machinery Co. of Canada, Limited, out with four of the Seven Sisters in Stanley Park, Vancouver, B.C. No ladies! The Seven Sisters are a group of firs in the heart of the park that are well noted for their size.

TWO big things in the other picture. A copy of THE SHOE AND LEATHER JOURNAL used to illustrate the size of British Columbia's giant fir trees. The tree is 47 feet in circumference and the Journal — well.




SOLE LEATHER

Still Holds Supremacy

Over anything yet invented or manufactured
in the way of a substitute for
Sole Leather.

No Adjustments 

 *are Necessary*

When Leather Soles are Used.

*Then why be put to
Trouble?*

The Vast Armies in Europe are **Fighting**
on **SOLE LEATHER**. If any-
thing better were known
they would be first
to adopt
it.

*IT'S GOOD ENOUGH FOR "TOMMY,"
IT'S GOOD ENOUGH FOR YOU.*



*"Sole Leather is Nature's Own Supreme Sole Substance,
Nature has no Competitors."*

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

looks as if Olds is going to become a lively spot. "Good service and neat work," is Mr. Stock's motto.

W. J. Kirkpatrick, of Red Deer, has installed a finishing machine. He will certainly satisfy the people of Red Deer, being a capable man. With a new machine, he will cope with the work that comes his way.

Fred. Kennel has returned from England, and has again opened a shoe repair shop at 312A 8th avenue west, Calgary. He is some hustler, and with the new machinery which he has put in, he will sure make things hum.

Bill De Caux started up for himself in Calgary, on 5th street west, and with his cheery, affable way, he is sure to make hosts of friends.

George Manly, 233 8th avenue west, Calagry, has installed an up-to-date Goodyear machine and stitcher. He is sure branching out, and things are looking lively on 8th avenue.

The Boston Hat Works, of Calgary, has a good repair shop, and has installed a No. 12 Landis stitcher. Neolin soles is their speciality.

NEWSY BRIEFS FROM VANCOUVER

From a business point, trade in Vancouver is fairly quiet among the retail shoe dealers. The rush of summer sales is now over and every effort is being made to dispose of the remainder of white goods. Vancouver has had an exceptionally fine summer season, and it is still holding good, with barely a shower to mar the bright sunshine for some weeks.

With the dry summer, the school children's holidays and many families away camping by the sea, the repairers have had an off time, which has induced a few of them to take a much needed vacation. G. Morris, of the Goodyear Repairing Establishment was away East and to the States combining pleasure with business. G. Clapperton, of Robson street, and J. Scott, of Kitsalino, were also on a vacation. R. F. Ducommon, the genial manager of W. Woods, K Boot Store, has returned from a well earned holiday.

Several members of the repairing trade have been installing machinery with a view to increasing their shop capacity. J. D. McDonald, Robson street, has installed a Champion sole stiticher, and J. Hicks, Yew street; T. Foggerty, Main street, and J. Moore of 4th avenue, have each put in finishing machines. The latter gentleman is a returned soldier who took part in the retreat from Mons, and was in business in Winnipeg previous to enlisting. Another new comer is M. J. Morey, late of Portage La Prairie. He comes here well equipped to handle a large volume of business, as he has set up one of the most complete repairing outfits in Vancouver.

The advertisement of George Edwards, Medicine Hat, has created quite a discussion among members of the trade, and many are curious to have a few more particulars of what can be done in the way of welding soles by his method. Probably Mr. Edwards could get in touch with some prominent member of the trade and send a specimen of the work. There is a wide field in Vancouver for anything that would further assist in repairing fine shoes.

A Shoe Retailers' Association to be affiliated to the Parent Retailers' Association is in a fair way of successful formation. A preliminary meeting has been held, when there was a good attendance of the trade. The matter was fully discussed and another meeting will be called, when further data will be presented. Many wish the proposition every success, as they think that nothing but good will be the outcome of these get-together meetings.

W. G. Langdon, city representative for Messrs. Storey & Campbell, recently received word that his father has passed away at his residence in Southsea, Hants, Eng-

land. Mr. Langdon, sen., was in his 78th year and had a life long connection with the leather trade, learning the business of a currier and leather dresser. He subsequently took over the business in 1874 of M. J. Burness, of Brantford, Midd., where he carried on the wholesale leather and findings to within a few years ago when he retired. The deceased was for many years a prominent member of the Masonic Order, and for 12 years a member of the Board of Guardian for the county town. W. G. Langdon, his eldest son, has three brothers all connected with the leather and shoe trade. They make the fourth generation to be connected with it.

NEW FIELD SHOE REPAIR OUTFIT

The brigade under command of Brigadier-General Sweetser was recently presented a mobile shoe factory in the shape of a large truck and trailer by the United Shoe



Principals at Presentation: Brig. Gen LeRoy E. Sweetser, Louis A. Coolidge, Treasurer, and George W. Brown, Vice-President United Shoe Machinery Co., and Major Charles T. Cahill, of both Army and U.S.M. Co. affiliation.

Machinery Co. Presentation was made at the Framingham Camp in the presence of General Sweetser and staff, representatives of the United Shoe Machinery Co., prominent shoe manufacturers and newspaper men. The truck and trailer is the first equipment of its kind provided for the American soldiers' efficiency in service, says the "Boot and Shoe Recorder."

The presentation was made after an inspection of the apparatus in working condition. The occasion was the more eventful from the fact that after the presentation speech was made, an orderly ran up with the announcement that President Wilson had just appointed LeRoy E. Sweetser a Brigadier-General in the United States Army.

At three o'clock Vice-President Geo. W. Brown, of the United Shoe Machinery Co., tendered the equipment for war service, and said:

"Some time ago it was suggested to the officials of the United Shoe Machinery Co., that it would be desirable to make provision for the re-soling of the footwear of Massachusetts soldiers with the most up-to-date machinery. I took the matter up with Brigadier-General Sweetser and the idea of a field repair outfit for the use and benefit of the Massachusetts troops met with his instant and hearty approval. The idea of equipping a motor-driven car with shoe-repairing machinery was first suggested to us about two years ago. Since then the suggestion has come to us from many different sources. Major Cahill and some of our own men who were with the Massachusetts troops on the Texas

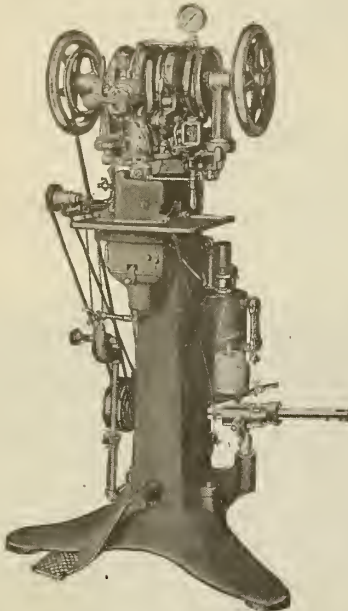
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

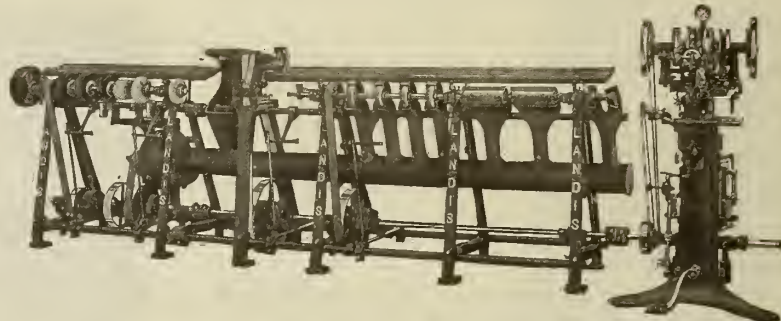
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 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

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.

border made a thorough study of the subject, and were convinced that the idea was practical.

"When the United States entered the war, our president, E. P. Brown, gave directions that the equipment that you see here be constructed that the Massachusetts troops might have the benefit of it. Any effort along this line is essentially experimental. It is much more of a problem to repair shoes by machinery than it is to manufacture new shoes of whatever grade by machinery. This equipment has a capacity of re-soling approximately four hundred pairs of shoes daily. It has storage place for all the materials necessary for protecting its supply department. It is equipped with all the duplicate parts necessary to prevent a delay in operating incidental to wear, tear and breakdown. This applies to repairing machinery, electrical equipment, motor-truck, and trailer."

The dimensions of the truck and trailer over-all are 43 feet long, by 8 feet wide and 8 feet high. It weighs, altogether, when equipped and manned, approximately four tons, and has a capacity of about 400 pairs per day.

The equipment consists of five machines—Goodyear Rapid Outsole Lockstitch Machine, New Loose Nailer, Edge Trimmer, the Buffing and Scouring and Finishing, and the Singer Patching Machine. There are, too, several Solidity Jacks for taking off the old soles and heels of shoes and fitting on new ones.

All the machines of this outfit are of the very latest type and pattern, the last word in shoe machinery. Its

color is the familiar drab—a little lighter than the "Battle-ship Gray," and its sides are solid steel sheeting.

HE BELIEVES IN GOOD SERVICE

An enterprising member of the shoe repairing fraternity in the city of Hamilton is J. Thornton, proprietor of Thornton's Rapid Shoe Repair, located at 998 Barton street east. He has been in business in Hamilton for the past two years, and has a shop twelve by twenty-four feet, with a twelve-foot United Shoe Machinery finishing outfit. Mr. Thornton is a member of the Hamilton Shoe Repairers' Association and rigidly adheres to their scale of prices. He has worked up a very satisfactory trade, calls for and delivers goods, does first-class work and some unique advertising. Mr. Thornton lived in Huntingdon, Que., for twenty-five years, where he followed the shoe repair business and incidentally was a taxidermist. He is very fond of all kinds of birds and domestic pets, and has several beautifully mounted specimens. His reputation in this respect is more than local. Born in Yorkshire, England, Mr. Thornton has adopted progressive methods in the shoe repairing trade, and the picture of his shop shows several large rolls of sole leather, which he recently purchased from Beal Bros., Toronto, with whom he has dealt for the past quarter of a century. The gentleman standing in the doorway is Mr. Thornton, and the inset in the cut shows him as he appeared on a recent holiday. Well liked by his friends and customers, Mr. Thornton takes pride in the efficiency of his footwear repair establishment.

THE busy repair shop of J. Thornton at 998 Barton street east, Hamilton, Ont., showing in what large quantities he buys sole leather. The inset picture on the right reveals the genial proprietor in holiday attire.



BIG FISHING CONTEST IS NOW ON IN FULL SWING

The Competitors Getting Ready for the Last Lap—The Greatest Angling Period of the Year is the Glorious Month of September—Two Correspondents Who Think They Have Been Slighted Have Mild Grievance Which They Will Probably Get Over

THIS is the month when everybody goes fishing, particularly the members of the shoe and leather trade who are getting in splendid shape for the final lap in the SHOE AND LEATHER JOURNAL competition.

There is no more delightful, invigorating and exhilarating pastime than that of engaging in piscatorial pursuits. Reports come to hand from every quarter of the great fish that are being caught in both competitions and the judges expect to have some difficulty in deciding on the respective merits of the claimants for the silverware. The contest closes positively on October 1st.

The rules of the competition are very simple. The time having been extended until the end of September, as everyone goes fishing during the latter part of this month, there is no reason why you should not have an excellent opportunity of capturing one of the valuable premiums. Your chance is just as good as any of those whose names have been figuring prominently as anglers of outstanding merit and acknowledged pre-eminence. Now get to work in your favorite haunt and produce the piscatorial goods. The time for acting is here, not talking; although a couple of letters have been received during the past week from fellows who think they have grievances. Here they are:—

What He Has Really Done

Editor SHOE AND LEATHER JOURNAL:

I have always tried to cultivate two virtues—patience and modesty—and I pride myself in having been fairly successful, but I seem to have reached a limit in both of these just now.

First, my patience is exhausted, and second this has caused me to lay aside my modesty for once and speak of myself. I should not have done this had you been anywhere near fair and unbiased in conducting your fishing contest.

Why, sir, when I have been a subscriber to your Journal for nine years, and am paid up nearly two years in advance, should you slight me in the mention of fishermen of note. You have named everybody, seems to me, from Victoria to Halifax, any old body who ever wormed a hook or held a pole—but me.

And what have you got and who have you got? A bunch of third-class fishers that are not worthy of the name anglers. Why, look here; I've fished in every water of which this Dominion can boast from the two briny oceans to the rippling rivulets of the Arctic circle and the chain of great lakes and everything between. I have baited with everything from worms to horse hips. I've caught everything from the tiny minnow to the porpoise, shark and whale.

In my den the walls are a solid mass of taxidermic specimens of every conceivable thing that swims with limb or fin, either on the water or under the water. I am the only living Waltonite who has the one specimen of the family of mermaids who tempted Ulysses with their siren song.

In fact the only difference that has ever come between my wife and me is about that collection of dried, stuffed and preserved aqueous dwellers. She refused to dust them, so all my latter catches and specimens have been preserved in alcohol. The only way this can be accomplished is to take a generous supply when you go fishing.

Why, sir, my exploits in the fishing game would make dear old Isaac Walton, were he living, look like thirty cents.

Now, will you please tell me why my name and prowess

have never been mentioned in your Journal? Is it because of my herculean accomplishments in this greatest of sports?

And I could use pages of your publication to recount my wonderful achievements were it not, as I said, for my extreme personal modesty. But believe me, I'm entered in the contest and I'm entered to win and I shall have one of those coveted cups irrespective of the fact that it may endanger the peaceful felicity of my domestic condition by adding another piece of "junk," as my wife calls my stuff, for her to dust.

If my name does not appear in the next issue of your paper, please cancel my subscription and return my \$1.00 as an unsatisfied subscriber.

Yours, etc.,
J. A. STEVENSON.

Vigorous Kick from Montreal

Editor SHOE AND LEATHER JOURNAL:

I notice that a great many fellows are being mentioned in connection with your fishing contest. Why I should be overlooked is more than I can understand. I do not know what you have against me, but it appears that certain jealous-minded competitors are not disposed to give me a chance. Well, I will show them.

I am not much given to letter writing, but sometimes the feelings within seek an expression to other parties or through the medium of the press in order to serve as an outlet. I certainly think fishing is the greatest of all sports and have been handling a rod, minnows, flies and trawling lines for nine years. I have never exploited my catches, but intend to do so when the proper time comes. I have been making shoes for nineteen years now, being six years in the factory where I am at present and also working in Lynn, Haverhill and Rochester. I used to make some pretty spectacular catches in the days gone by and I do not think my right hand has lost its cunning. I want to tell you there are many slips between the cup and the lip, and some of these gentlemen who have been loudly proclaiming what they can do and filling the air with accounts of their prodigious performances will have to bite the dust. I am not so anxious for the trophy as I am for the honor, as some of the men around me who, knowing that I have a weakness for the pursuit of the finny tribe, have been jibing and chiding me for some weeks, wanting to know if I can do so much and have done so much, why I do not undertake it and show my skill in the present competition.

After thinking over the matter, I have decided to enter the fray and I went out last Saturday and got some bass that were real ones, and we lived a week on Bill Hanna's prescribed menu. Perhaps I have said enough, but you will hear from me later and in no uncertain manner.

Sincerely yours,
SUPERINTENDENT.

THEY CAPTURED NUMEROUS TROUT

David Bain, of D. D. Hawthorne & Co., William Edwards, representing the Nursery Shoe Co., St. Thomas, and Robt. Ralston Co., Hamilton; Burt Sproul, shoe retailer, 896 Bloor street west, Toronto, and G. Hood went on a trout fishing expedition recently to Caesarea and had splendid luck. Mr. Bain captured a large speckled beauty which was so game in its struggle that he managed to fall into the creek and get a sound drenching.



The splendid Cup to be presented to the winner in the Bass and Trout Class

The Big Fishing Contest

CLOSES ON

Monday, October 1st

FOR

**Shoe and Leather Journal
Silver Trophies**

DON'T delay sending in your entry until the last moment, but show your friends what you can do in the angling art.

The competition is open to every one who is in any way identified with the Shoe and Leather Industry.

Read the following specifications and then set out to your favorite fishing haunt and see what splendid fun you can have competing for these beautiful silver cups.

Conditions of the Contest

SILVER CUP for the largest **Black Bass**, small mouth, not less than five pounds in weight, or the largest **Speckled Trout**, not less than two pounds in weight.

SILVER CUP for the largest **Maskalonge, Salmon or Salmon Trout**, not less than fifteen pounds in weight.

1. The fish must be caught in Canadian waters with an ordinary rod and line.

2. Mounted specimen or photograph must be submitted, giving size, weight, locality and how caught, and attested to by at least two reputable eyewitnesses or by notary public.

3. Competition to be closed October 1st, and decision to be announced October 15th.

4. Competition open to anyone connected directly with the Shoe and Leather Trades.

5. Decision and award to be made by committee of three, consisting of **The Editor of "Shoe and Leather Journal," James Robinson, of Montreal**, and one other to be appointed jointly by these two.

This competition will give a fair chance to fishing enthusiasts in all parts of Canada, and will afford an opportunity to demonstrate the claim of this country to be the greatest on the globe for game fish.

Address all claims to

"Fishing Editor," Shoe and Leather Journal

1229 Queen Street West, Toronto



The artistic Silver Trophy for the champion in the 'Lunge and Salmon Competition

Outing

TRADE MARK

G. P. & R. LTD

This is to remind you that the Tennis Shoe Season of 1917-18 opens September 10th, and salesmen with samples will see you soon after.

The "Outing" brand of these shoes is especially desirable for this season.

There are some new models that are sure to find favor, and the entire line in every detail represents "Saleability."

The wearing qualities of the "Outing" shoes and the careful fitting are too well known to need mention.

Don't fail to look them over. Wait for the "Outing" man.

MANUFACTURED BY

GUTTA PERCHA & RUBBER, LIMITED

TORONTO

HALIFAX

MONTREAL

OTTAWA

FORT WILLIAM

WINNIPEG

REGINA

SASKATOON

LETHBRIDGE

CALGARY

EDMONTON

VANCOUVER

MANY NEW LINES WILL BE SEEN IN TENNIS SHOES

Price Lists for Present Selling Season Have Been Issued and Show an Increase of About 10 Per Cent.—Business During Past Summer Was the Best Yet, and Factories Were Unable to Fill All Orders Owing to Unparalleled Demand—Attractive Creations

THE selling season for outing shoes for 1918 begins on September 10th, and the new price lists, which have been issued, show an increase on the average of about 10 per cent., owing to the advances in duck, cotton, wages, etc.

New catalogues have been sent out by most of the firms and they reveal many new lines. The present prices are expected to remain in effect until December 15th, when most all the placing will have been done.

Demand is Ever Growing

The past summer was an exceptionally busy one for both factories and retailers in all lines of rubber soled canvas shoes. In several instances orders could not be filled, although the companies increased their output by many thousand pairs daily. Not many years ago outing shoes were used only for camping, picnics and holiday wear, but time has brought many changes and this style of footwear has become strictly correct for street, work and every day use, and finds an ever increasing measure of favor as the seasons roll by.

White still has the largest call, although tan, dark blue, gray and black sold very well. It is recognized that canvas footwear is an economical and efficient substitute for leather, coming at one-third and one-fourth the price. One reason for the abnormal requisitions was the high cost of leather shoes and the many new creations for every day and street wear had grace, snap, style, fit and beauty. Many were provided with heels, were cut high in the leg while the duck on the better grades was of the best quality and leather and fibre insoles prevented the drawing of the feet. Another advantage is that such shoes protect the pedal extremities against dampness and give extra comfort and elasticity.

Tennis Shoes for Every Purpose

One decided advance has been not only in the production of pumps, colonials, oxfords, sandals and high cuts, many of them adorned with leather foxing and tips in various shades, but the workman's bal has been strongly featured. These are of extra heavy duck, heavy sole and solid heel. Some firms are going to specialize on bathing shoes, which have enjoyed a large sale. One company is putting many new lines on the market which includes an aquatic shoe which is made entirely of natural plantation rubber of a light buff color with blue, red, and green trimming. Insoling is being changed from leather to fabrikoid by another firm which gives the reasons for the alteration first, that the cost of a good leather insole is almost prohibitive on the basis of the prices obtained for the goods, and, in the second place, that leather will not stand the new pressure cure process and this is primarily why they have made the change. It is pointed out that fabrikoid, while cheaper than a first class leather insoling used for tennis, costs fully as much as ordinary leather insoling used for tennis and comes through the pressure cure in perfect condition, which cannot always be said of leather, which is apt to shrivel up.

Advisability of Early Placing

Thus the range of tennis shoes goes on widening and as many retailers were disappointed in getting sufficient supplies during the past season, it is advisable that they give their placing orders as soon as possible to be assured of no delays. The plants are doing the best they can under very trying conditions, especially so far as labor is concerned, and

while a number of concerns have doubled and trebled their output, the production has not kept pace with the requisitions. The spring and summer of 1918 will see greater business than ever in the sporting shoe range, owing to so many new patterns, combinations, trimmings and other features.

Some Very Fetching Creations

As the materials which are being placed on the market as substitutes for sole leather are increasing all the while so are the new lines of tennis footwear other than those already outlined. Not only do numerous shoes possess solid rubber heels but a number for the coming season will carry covered wood heels, both Louis and half-Louis and also the Cuban walking pedestal.

The new illustrated catalogues and price lists afford a better idea of the progress made than a mere recital of the changes, some of which can, however, be indicated. One firm is showing bathing shoes in blue and white, white and red, and white and gray with all smooth sole. They are pretty enough to lure anyone into the water. A blue pump with white sole is another striking achievement from an artistic standpoint and regatta shoes in different flaring hues, while they may not sell exceptionally well, are nevertheless beautiful to behold. The two-color effect is made up by eyelet facing and a facing around the circular vamp. They carry white soles. Some of the combinations seem are palm beach and white, white and tan, white and green, palm beach and green, navy blue and red, palm beach and gray, and blue and white.

New Things in High Cuts

Some firms are making a specialty in pumps with smooth rubber soles and covered wood heels with leather top lifts. One company has put many other new creations on the market in the shape of high cut bals and walking shoes, the tops being eight inches. They are all fabric creations with rubber soles and wood heels and come in white, battleship and pearl gray, palm beach, wine, nigger brown and black. All the wood heels carry leather top lifts. The walking heels are ten-eighths in height and the dressy effect and smart lines of the new high cuts are much admired.

In men's lines new bals and oxfords are seen in palm beach and white with leather tips and eyelet facing and smooth rubber soles. Another feature that might be mentioned is a football shoe of heavy canvas and elk skin reinforced, carrying a corrugated sole. A gymnasium shoe with ventilated leather upper is also interesting as well as a man's all one piece oxford adorned with chocolate trimmings. Bathing shoes are also proffered trimmed with red white and blue and possessing rubber soles or heavy friction duck.

Work Shoes Are Very Popular

Another company is featuring several new work shoes which have a gray finish. This color is obtained from pressure cured vulcanization of the best grade of pure para rubber.

The ever increasing demand for canvas outing and work shoes has resulted in nearly all the factories increasing their capacity for the coming year. Every concern has found the output of sales of sporting footwear far in excess of any previous season and anticipate even a larger volume in 1918.

NEWSY HAPPENINGS FROM QUEBEC

The shoe manufacturers are very quiet at present, but are looking forward to a good business in the near future. The retail trade report that things have been going very well with them and a very satisfactory summer turn-over has resulted. Wholesalers report that collections have been very good.

The annual exhibition will be held in Quebec during the week beginning September 3rd and large crowds are expected.

G. Plante, of Marier & Trudel, Limited, has been suffering recently from a bad cut which was made with an axe.

The many friends of Ed. Tremblay, shoe manufacturer, of Quebec, have learned with regret that his son was wounded at the front. He enlisted last year and has been several times in the trenches.

Ed. Gaumont, superintendent of the Plessisville Shoe & Leather Co., Plessisville, Que., reports that their plant is running in full. The firm has recently been awarded two more military shoe contracts and has added several new machines to increase their capacity.

Among the recent visitors to Quebec was M. A. Bowman, of John Laurie & Sons, Chicago; E. St. Amand, of the Goodyear Tire & Rubber Co., Montreal; R. E. Woodward, of F. E. Woodward & Sons, Lachine; H. Cobb, of John McEntyre, Limited, Montreal, and H. Hurtubise, of the Panther Rubber Co., Sherbrooke, Que.

CAPTAIN SCOTT TELLS OF STIRRING DEEDS

Capt. J. A. Scott, of Quebec, the widely-known leather merchant, has returned from the front on leave and needless to say all his old friends are glad to see him sound in wind and limb, and to hear his account of the great deeds of the Canadians in France and Flanders.

He did his humble share in the capture of Vimy Ridge and his account of operations and of life on the firing line



Capt. J. A. Scott, Quebec

is very entertaining and makes all red blooded people wish they had been there. Capt. Scott is sorry for the many Canadians who will see nothing of the great war and of the stupendous operations involved in transporting and maintaining such huge armies, but the system is so perfect that everything goes like clock work. The soldiers, he says, are well fed and clothed, discontent is unknown and even the wounded are eager to get back to the firing line. Capt.

Scott expects to return to the front and hopes to be in at the finish.

MR. PLUMMER GOES ON THE ROAD

W. H. Plummer, who has been manager of Wiesel's Cash Shoe Store, St. John, N.B., for the past year, has joined the



W. H. Plummer, St. John, N.B.

selling force of the W. B. Hamilton Shoe Co., Toronto, and will cover Nova Scotia and Prince Edward Island. He has been identified with the shoe game for nearly twenty years and has been a successful retail man and a progressive manager. Starting at the foot of the ladder by running errands and sweeping floors in Nixon's shoe store in St. John, N.B., he took a position with Waterbury & Rising in their King street store, St. John, in 1902, with whom he remained five years. Nine years ago Mr. Plummer went to Sussex, N.B., where he had full supervision of the shoe department of the Sussex Mercantile Co., with whom he remained until he went to St. John to manage Wiesel's store. Mr. Plummer has proved himself an expert buyer and student of style, and should make a capable and aggressive representative for the W. B. Hamilton Shoe Co. Many friends in the trade wish him every success in his new position.

KAUFMAN'S WON THE CHAMPIONSHIP

The baseball team representing the Kaufman Rubber Co.'s factory captured the championship of the Kitchener Baseball League recently in Kitchener by defeating the Dominion Rubber System's team by a score of 8 to 1 in the game to decide the winner of the second series of the season's schedule. Kaufman's being the winners of the first series thereby captured the championship, and City Baseball League season was brought to a successful conclusion. Despite the threatening weather there was a good-sized crowd of baseball fans at the athletic grounds to see the two rubber industry teams fight it out for supremacy. Both teams had about an equal number of supporters and the rooting was the most enthusiastic of the season. The contending teams presented their strongest line-ups, and both were confident of winning. The standing was:—

	Won	Lost	P.C.
Kaufman's.....	6	1	.857
Dom. Rubber System.....	5	2	.714
Canada Forge Co.....	2	4	.333
Union Jacks.....	0	6	.000



**THE
WM. A. MARSH CO.**
Limited

*Manufacturers of
Fine Boots and Shoes*

OMER CLEMENT
Tanner of High Class
Chrome and Bark Sides

Specializing in
Box, Dull, Elk, Gun Metal, Tan and Mahogany
Brown, Patent, Glove and Tongue Splits, Horsehides
in Box, Dull and Gun Metal, also Bark Patent
and Flexibles.

224 St. Helen Street
Long Distance Phone 2091
Quebec, Que.

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.



On the left is L. Gietz, chairman of the picnic committee and A. E. Boys of the Adams Shoe Co., Toronto. The two middle views show the women's and men's sack race which aroused lots of fun and on the right is a very happy young couple.

ADAMS' SHOE EMPLOYEES MAKE MERRY

The annual picnic of the employes of the Adams Shoe Co., Limited, Toronto, was held on Friday, August 17th, to Bond Lake and was favored by splendid weather, and a large attendance. The programme of events was an interesting one and every contest was fought out spiritedly. Much amusement was caused by the men's sack race, and also the ladies' competition in the same class, while the envelope race was another feature of the afternoon. The peanut race, open to all ladies, aroused much merriment and the needle and thread race came in for considerable attention. The picnic was well managed and was in the hands of a competent committee, consisting of L. Gietz, Harry Pycraft, Mrs. S. Smalley and Mrs. George Brant. The starters of the various races were Messrs. Clarke and Taylor, and the judges Messrs. Britton, Tyler and Harding, while L. Alexander was the announcer. There were many valuable prizes donated and nearly every one who entered the athletic events carried off a premium. Competitors were allowed two prizes only, and but one first prize. A competitor who captured a first award might try for a second or third prize. A generous dinner was provided and a tempting supper and in the evening a jolly dance was held in the pavilion, Mrs. Large ably presiding at the piano. Among the visitors were L. W. Hanson, manager of the United Shoe Machinery Co., Toronto; C. M. Iredale, sales manager of the Canada Last Co., Toronto; while H. B. Pollard, A. E. Boys, Mrs. Bott and others holding leading positions with the Adams Shoe Co., were present and entered heartily into making the annual picnic the splendid success that it was, and this year's outing was voted the best ever.

GUARD WELL THE NEW SOLE STOCK

There is some danger that too much of the wrong kind of competition may hurt the popularity of the fiber-sole for shoes, says the "Shoe Economist."

A thoughtless man might jump to the conclusion that this was a matter for only the fiber-sole manufacturers to worry about. As a matter of fact, it is of vital interest to the entire shoe trade—retailers, jobbers and manufacturers. For at the present time literally millions of pairs of shoes are being made with fiber soles. The mere thought of what might happen to the price of leather were fiber soles suddenly removed from the market will cause any shoe man to realize the importance of safeguarding the reputation of the fiber sole.

The danger to the composition sole arises from its very popularity. The soles put out by responsible manufacturers have given satisfactory service to a great army of shoe wearers, and now that the demand has been established there are plenty of other manufacturers anxious to cash in on some of the profits.

As is always the case when a new industry grows rapidly,

keen competition leads to price cutting, and price cutting to quality reduction.

Unfortunately, it is easy to "take a price-cut out of the quality" of a fiber sole, and hard to detect the reduction in the quality. Experienced shoe men, who could readily detect the substitution of poorer leather in the shoes they buy, would find it extremely difficult to judge of the quality of the fiber sole, except by actual wear. In other words, the testing must be left to the customers, a dangerous proceeding.

The manufacturers who have been instrumental in the creating of the fiber sole recognize the danger that the industry is facing. Whatever means he adopts, the retailer has good reason to give serious consideration to the situation. Shoe prices are high enough now to give him plenty of food for thought, and if the fiber sole should be commercially "killed" the prices would, of necessity, go very much higher.

MISSES' AND CHILDREN'S PLANT FOR SALE

One of the largest and best known manufacturers of women's, misses' and children's shoes has decided to discontinue making misses' and children's shoes owing to the large increase in their women's business. They offer for sale the misses' and children's lasts and patterns, which are strictly up-to-date in every way. The factory has developed a large business on those shoes and has regular customers all over the country who unquestionably will continue to buy the line. Will lend every assistance to purchaser, permitting salesman to carry the line, etc. Shoes have a splendid reputation and their trade names have been extensively advertised for many years. Address for further particulars Box 160, care Shoe and Leather Journal, 1229 Queen Street West, Toronto.

NEW SHOE FACTORY IS COMPLETED

The new factory of the Globe Shoe, Limited, Terrebonne, Que., has been completed. It is a mill constructed building, 100 by 45 feet in dimensions and three storeys high. The first storey is of solid cement and the other two solid brick. The entire structure is absolutely free of auxiliaries as the elevator, stairs, etc., are in a special tower adjoining the main building. The factory is located in the best site in the town, is well lighted in every part and well ventilated, making it a very healthy place in which to work. The employes are delighted with the country-like surroundings. J. B. Hurteau, managing director, reports that the output of pillow welts and turns, for growing girls, misses and children, will be marketed through the jobbing trade. A large number of orders have already been received on the new samples which have been turned out.

ATTRACTIVE DISPLAYS AT TORONTO EXHIBITION

Leather, Findings, Rubber and Polish Manufacturers Made Interesting and Varied Exhibits—Several New Creations in Sporting Footwear—Fibre Soling Featured by Several Firms—Many Different Styles of Shoes Shown—Very Interesting Things

THE Canadian National Exhibition which is greater, grander and more representative than ever drew thousands of visitors to Toronto during the past few days to witness the development and extension of Canadian industry, art and science. The exhibits this year were more attractive, educative and imposing than ever and the showings made by leading leather and shoe firms, findings houses, shoe polish manufacturers, substitute sole makers and others were the centre of much interest and instruction. The booths were gaily decorated and the different lines were presented to their best advantage.

In the Manufacturers' Building

In the Manufacturers' Building there were the splendid exhibits of the Anglo-Canadian Leather Co., Toronto, the Breithaupt Leather Co., Kitchener, A. R. Clarke & Co., Toronto, and others.

The Anglo-Canadian Leather Co.'s exhibit has become an institution, with its bark pagoda and tan bark floor. The "Maple Leaf" brands of oak and hemlock leather in sides, bends and backs were displayed as well as large stocks of tap soles and top lifts. The apex of the booth was adorned with the English, Irish, Scotch and Welsh flags as well as small ones representing the different provinces, the coat of arms of each province being seen in the fold. The "Maple Leaf" trade mark on a large shield was seen in a prominent position and jars containing tanning materials and extracts revealed the processes of converting the raw hide into the finished product. In two large showcases there was presented the military footwear of every country in the world, the various specimens being kindly loaned by the United Shoe Machinery Co. of Canada. The Canadian army boot, rest shoe, slipper, trench boot and navy boot were all the centre of much interest. Samples were also shown of the outer sole, middle sole and inner sole for the various army boots as well as the counters supplied by the Anglo-Canadian Co. The splendid exhibit was in charge of S. L. Lawther.

The Breithaupt Leather Co., of Kitchener, had a striking presentation of their various lines made at the four different plants of the company. This was the first occasion that this enterprising organization has made a display at the Canadian National Exhibition. The walls were lined with all the products of the firm, "Penetang" and "Eagle" hemlock, "Kitchener" union oak, "Trent Valley" oak, "Lion" oak and "Royal" oak. Not the least interesting feature of the booth were the Jumbo blocks for shoe repair men in "Penetang" hemlock and "Kitchener" union oak. A most imposing array of shoes made by some sixty manufacturing firms who use the sole stock of this company arrested attention. A more varied and representative showing of footwear has never been seen at the exhibition. The display was in charge of L. O. Breithaupt, A. W. Puncher, who is quality man for the company, and John Cummings, who has for thirty-five years been a traveling salesman for the firm. An interesting exhibit was the Canadian and English army boots and many veterans were found comparing the two.

In the Manufacturers' Building there was an excellent display of the various lines of goods made by A. R. Clarke & Co., Limited, Toronto, where their well-known brand of patent leathers was featured along with gloves, mitts, shirts, moccasins and wet and cold proof clothing of all kinds. The exhibit, which included everything from head to toe for the lumberman, the miner, the prospector, the traveler and the woodsman, was much admired for its variety and

splendid arrangement. The "A. R. C. brand" was conspicuous and the booth was the cynosure of thousands every afternoon and evening.

In the Process Building

The Canadian Consolidated Rubber Co., Toronto, made, in the Process Building, an instructive and interesting display, which had to be seen to be appreciated, for it embraced all the lines turned out by the company from showing Brazilian and Ceylon rubber sheets to the finished product. The new Rinex soling material of the company and Cat's Paw rubber heels were right to the forefront, while there was a most elaborate range of Fleet Foot tennis shoes, including the new lines of rubber soled pumps, bals and walking boots with eight-inch tops carrying rubber soles and wood Louis and half-Louis heels, with leather top lifts. White, gray, wine, black and nigger brown in reignskin, linen and canvas were seen. Rinex soles were in black, tan, oak and white. Men's bals and oxfords were presented in Palm Beach and white with leather tips and facings. Gymnasium shoes, football shoes and bathing footwear were much admired. Regular lines of women's rubbers in white, gray, black and tan and lumberman's snag proof in khaki, the all red line of snag proof, the all white line, etc., were there. W. G. Martin superintended the comprehensive exhibit.

The Goodyear Tire and Rubber Co. made a splendid showing of "Neolin" soles and "Wing Foot" rubber heels. Shoes made by different manufacturers who use the popular new soling material were shown and were much admired. "Neolin" was displayed in black, white and tan and instructive booklets were distributed telling exactly what it is and its superior qualities from various standpoints. The exhibit was in charge of Ross Robinson, Toronto.

The Canadian Shoe Findings Novelty Co., under the management of Lester Levy, had an enterprising display of Griffin's lines of polishes, pastes and creams in all popular colors. Griffin's odorless dye for coloring shoes, black or brown and guaranteed not to rub off or be effected by water, was featured. Genuine kidine, bronze polish that will not turn red, and suede dressings that do not lay the nap, were among the other offerings, while fans, flags, rulers and patriotic picture post cards were given away.

The Scholl Manufacturing Co., of Toronto, occupied a new and prominent stand featuring the well-known appliances and remedies of the firm, including, of course, the tri-spring, foot-eazer and anterior metatarsal arch supports as well as right and left hosiery which allows the toes their natural freedom and is knit to the normal shape of the foot. Booklets on the "Treatment and Care of the Feet" by Dr. W. M. Scholl were distributed, as well as samples of "Pedico" foot soap and celluloid charts of the bones of the foot. The interesting exhibit was in charge of R. L. Kimber, Canadian manager, and E. A. Fellers.

The Nugget Polish Co., Toronto, is a recognized institution of the Exhibition and did a thriving business with their black, white, toney red and dark brown polishes. Souvenir pencil boxes for the kiddies and a fibre paper school bag were given with each tin of polish. Shoes were shined free while several boots showed how "Nugget" preserves and beautifies the leather. The exhibit was in charge of L. R. Howard, acting manager of the company, and F. B. Bollard, who will have charge of the company's booth at the London Exhibition, while H. W. Parsons, who has returned from

attending the Calgary and Edmonton fairs, has gone to Sherbrooke and Quebec to be present at the annual exhibitions in those cities.

Charles Tilley & Son, Toronto, showed their widely recognized "Regent" shoe paste in black, tan, ox blood mahogany and chocolate and also their canvas liquid, nubuck liquid, white kid klean, combination dressings, suede liquids, glace kid creams and suede powders as well as many other lines. Fans and other souvenirs were distributed setting forth the merits of the various preparations. The exhibit was in charge of H. Turner, chemist of the firm, and John Creech, who recently joined the traveling staff.

Blue and white, the colors of the Dunlop Tire and Rubber Co., Toronto, were artistically arranged around the booth of the firm. Miniature "Acme" soles were distributed and bore the slogan "outwear leather." Several shoes made by different manufacturers carrying "Acme" soles and "Peerless" heels were exhibited. The space of the company was admirably arranged and given over largely to a demonstration of their new fibre soling material. Samples were there with cuts made, both straight and curved, proving conclusively that the "sole of perfection" will not break, spread or crack. The panelled walls contained large samples of "Acme" and "Peerless" heels, the former coming in black, tan and white. The exhibit was supervised by J. R. Thompson, Toronto.

Gutta Percha and Rubber, Limited, occupied a large space and made a fine presentation of "Tenax," the new soling material turned out by the firm, which was shown in both sheets and moulded soles with the slogan, "they won't crack." A pair of shoes shod with this leather substitute which had been worn five months showed what stress and wear it will stand. The "Tenax" plug heel and the "Maltese Cross" rubber heel were displayed to advantage. On one side of the booth was a large picture of the company's plant in colors. A beautiful line of bathing shoes in colors, an all blue pump with a white sole, regatta shoes in contrasting shades and a representative range of rubber footwear, heavy and light, were the centre of much interest. H. A. Mahaffy was in charge of the booth.

Under the Grandstand

Beal Bros., of Toronto, occupied their usual quarters under the grandstand and, in addition to their superior lines of single and double harness was a representative collection of military and sporting boots, including trench boots. One of the boots shown was purchased by Capt. A. C. Trousdale, of the 102nd Canadian Battalion, in April, 1916. He was wounded at the Somme in the Regina trench raid in November of that year and the boot certainly showed how it can stand up against shot and shell, wear and tear. Another interesting exhibit was an aviation boot with tan calf vamp and chrome tan split leg. Strathconas, field boots, service and dress boots for officers and boys' tan calf boots were also shown. A Solidity repair jack complete with lasts was an object of interest to many shoemakers. The exhibit was in charge of W. A. Beal and A. Hyfield.

In Machinery Hall

In Machinery Hall the United Shoe Machinery Co., of Toronto, had an eighteen-foot Goodyear repair outfit, complete with stitcher, on display and operating with a two-horse-power electric motor attached. They also showed a thirteen-foot and a six-foot shoe repair outfit, while a full line of hand tools and general findings were exhibited in glass wall cases. Fred Naylor was supervisor of the exhibit which attracted many shoe repair men and shoe retailers. He was kept busy explaining the working of the machines and demonstrating the merits of this modern method of keeping the people's footwear in good shape.

BOTH SMART AND ATTRACTIVE

The new samples of the Woelfle Shoe Co., Kitchener, Ont., have been completed and are very smart and attractive. While a large proportion of the old and tried lines have been retained, the firm have introduced many new high and also colored lines in browns and grays. This applies to both high tops and slippers. A new range has been added this season. It is known as the Academy, and is a combination of a sport and walking last for growing girls' and women's trade. It is being shown in brown and black calf, patent, kid and colt. The firm will be represented this year in British Columbia by F. & F. Henderson, in the Prairie Provinces by L. Godbolt & Co., in Western Ontario by S. G. Amero and H. H. Shilby, in Eastern Ontario and Toronto by L. B. Hutchison and Jas. C. Bryant, in Ottawa Valley and Ottawa by E. E. Code, Quebec Province by A. Martin & Co., New Brunswick by O. J. Killam, Nova Scotia and Prince Edward Island by W. H. Semple.

"OPPORTUNITY TO BUY A GOOD SHOE BUSINESS"

A very well known shoe factory offers for sale, their misses' and children's business, because their women's lines have developed to such a point that they are obliged to drop the misses' and children's lines.

Any one in the market for a well established business should read the advertisement on page 52 of this issue of SHOE AND LEATHER JOURNAL, where full particulars are given.

NEW POSITION FOR MR. SAUNDERS

A. G. Saunders, who for some time has been manager of the Johnston-Murray shoe store, St. Thomas, Ont., left this week for Edmonton, where he has been appointed manager and buyer of the shoe department of Jas. Ramsey, Limited. Mr. Saunders was for some years manager of Geo. H. Wil-



A. G. Saunders, St. Thomas, Ont.

kinson's store in St. Thomas, and was afterwards on the traveling staff of John Lennox & Co., of Hamilton. He then enlisted with the Army Medical Corps, of Toronto, but was finally rejected as being medically unfit. His many friends will wish him every success in his new position in Edmonton.

Your Shoes Are Judged By Their Finish

and general appearance. Your critics are the Retailer and Consumer. No matter how nice your shoes look in your Packing Room, if the finish is dull when they are shown to the Customer, the sale may be lost. Of course, the loss of a sale won't put you out of business, but every sale lost to you means a sale gained by a competitor.

YOU OWE IT TO YOUR BUSINESS
to use only the **BEST FINISHES** you can buy



It Guarantees Highest Quality in
Heel, Shank and Edge Inks,
Dressings, Dyes, Bottom Stains,
Wax and Polish, and the
Famous Cyclone Bleach

We sell to some of the best Manufacturers in Canada. They started with "Trial Orders," found what they wanted, and have stuck to it.

Don't say "Oh! our finish is all right." Perhaps there is room for improvement.

Don't take our word for it, but don't order your Winter Supply until you have tried our goods.

STOCK AT KITCHENER AND MONTREAL



Main Office and Factory
37 Foundry St. S.
Kitchener, Ont.

International Supply Co.

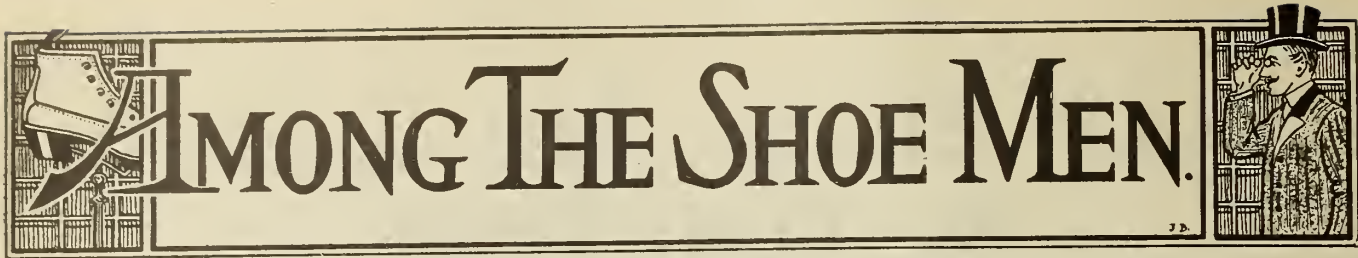
Manufacturers, Jobbers, Importers

**Shoe Machinery and
Shoe Factory Supplies**

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA



Eastern Branch
401 Coristine Building
Montreal



AMONG THE SHOE MEN.

L. M. Stock, representing Walker, Parker & Co., Toronto, left recently for the Western provinces with a splendid set of spring samples. He will go as far as the coast before his return.

R. J. McAllister, of Toronto, Western representative of the Brandon Shoe Co., of Brantford, Ont., left a few days ago for the prairie provinces on an extended spring selling trip.

F. W. Knowlton, general manager of the United Shoe Machinery Co., Montreal, and W. C. Brown, chief accountant, spent a few days in Toronto last month on business.

Mrs. Elsie Strachan Johnston, widow of the late W. R. Johnston, died in Toronto on August 21st, at her residence, 571 Jarvis street, in her eighty-first year. She was the mother of H. B. Johnston, of H. B. Johnston & Co., leather manufacturers, Toronto.

P. E. Rivett and J. P. Maher, of the Reliance Shoe Co., Toronto, recently spent a few days in Winnipeg and other points west on business.

Clayton E. Hurlbut, of the Hurlbut Co., Preston, returned recently from a business trip to Winnipeg and other points West.

A. Proffit & Son, of Trenton, Ont., have recently installed a twenty-two foot Goodyear shoe repair outfit and stiticher, in their shoe repairing establishment.

Wilfrid White, city traveler for George E. Boulter, Toronto, returned lately from spending his holidays in Detroit, Cleveland and Toledo.

W. L. Cole, of Montreal, who represents Walker, Parker & Co., Toronto, in the Maritime Provinces and Quebec, was in Toronto recently on business.

E. T. Jacobi, shoe store supplies, who has been spending some time at his summer home at Beaverton, has returned to Toronto.

John Merner, shoe retailer, 995 Bloor street west, Toronto, lately spent a few holidays in New York City.

Aird & Son, Montreal, have installed a complete sprinkler system whereby every part of their building is completely protected by sprinklers. They have also had several water curtains put on their building.

While work on the new factory of the Reliance Shoe Co., at Acton, Ont., is going ahead and the building will be completed by spring, it is probable that the company will not remove from Toronto until such times as the war is over or the labor market perceptibly improves. The new premises will afford the company every facility for increased output, but this is not available at the present time as their present plant is now being operated short handed and it is impossible to get sufficient help to fill all orders. When labor conditions grow decidedly better the company will remove, but not until then.

Mr. F. X. Leblanc, of Aird & Son, Montreal, is a very enthusiastic gardener, and when he can spare a little time generally spends it in attending to his garden which is situated on a commodious piece of ground in Delormier Ward.

A handsome new catalogue of Greyhound Canvas Shoes has been issued by the Miner Rubber Co. It is splendidly illustrated, and cleverly designed. On the cover is shown a high cut Greyhound Canvas Shoe, which the firm intend to feature this year. Many of the illustrations of sporting shoes appear in colors—Blue, tan, drab, white, and other hues being featured. The style of the catalogue is

unique in that the cuts of the tennis shoes are surrounded by a French gray background on which the text appears. At the top of each page is the symbol of the Greyhound Brand—and at the bottom is the company's trade mark. Full stocks are now carried in twelve cities and towns throughout Canada where branches of the Miner Rubber Co. are located.

W. Legg, President of the St. Catharines Shoe Repairers Association, the pioneer body of its kind in Canada, was in Toronto recently and called upon a number of members of the trade.

W. J. Thurston, shoe retailer, of Stratford, Ont., and Mrs. Thurston recently sent out a rather unique announcement on a neat card which read: Vera Adel Thurston sends



W. O. Adams, a progressive shoeman of Belleville, Ont., who was recently elected Grand Senior Warden of the Grand Lodge, A.F. & A.M., which met a few weeks ago in Belleville.

greetings to her friends. Baby girl arrived August 22nd, at 6 p.m. Weight eight pounds, eight ounces—Mr. and Mrs. W. J. Thurston, 216 Douglas street, Stratford, Ont.

S. G. Vance, shoe retailer, of Tillsonburg, Ont., was in Chicago recently taking part in the great trap shooting events. He made several splendid scores, and is one of the best trap shooters on the continent, having won many prizes at different tournaments.

R. E. Jamieson, of Montreal, director in charge of sales of the Canadian Consolidated Rubber Co., spent a few days in Toronto last week attending the big fair.

J. S. Ashplant, of London, who represents Dupont & Frere, of Montreal, and other firms, spent a few days in Toronto recently on business.

E. T. Wright & Co., of Rockland, Mass., are enlarging their plant to take care of increasing regular business, and also the large army orders which they have under way.

Schmoll Fils & Co., 28-30 Spruce street, New York, have opened a special department for the handling of tanning materials and chemicals under the personal management of the recognized expert, Clarence M. Allen, formerly president of the New York Quebracho Extract Co.

John R. Evans Leather Co., Limited, with a capital stock of \$50,000 and headquarters in Montreal, has been granted a federal charter to manufacture, buy, sell, import, export and generally deal in leather and leather goods of every description.

M. W. Murdoff, of Trenton, Ont., representing the Thomas G. Plant Co., spent a few days recently in Boston on business.

Boot and shoe prices are expected to remain for some little time at the high level now prevailing and, while no further advances are anticipated, there is very little likelihood of any decline taking place. Sorting orders during the past couple of months have continued in good volume and collections are also reported to be satisfactory.

Edward O'Dell, general organizer of the International Boot and Shoe Workers of America, was in Toronto recently attending a conference of provincial boot and shoe representatives, at which a provincial council taking in nine boot and shoe centres was formed. The next conference will be held in Galt in March, 1918. The election of officers resulted as follows: Walter Brown, Toronto, president; E. O'Dell, Hamilton, vice-president; Edgar Drake, Preston, secretary-treasurer.

F. H. Meinzer, sales manager of the Miner Rubber Co., Montreal, is spending a few holidays among the Green Mountains.

Lieut. Donald Grant Davidson, who was serving at the front with the Royal Flying Corps, was killed in action on August 21st, according to a cable from the War Office, London, to his father, William Davidson, Montreal manager of the Marlatt & Armstrong Co., Limited. No details as to the circumstances of his death have yet been received by his family. Lieut. Davidson was twenty-one years of age, and prior to enlisting resided with his parents at 413 Metcalfe avenue, Westmount.

George Dunning, lately employed by the Aylmer Shoe Co., Aylmer, Ont., was presented with a leather club bag by his fellow employes. He will start in business for himself as an up-to-date shoe repairer.

W. W. Lindsley, representing the Minister-Myles Shoe Co., of Toronto, left this week on an extended trip throughout Quebec and the Maritime Provinces in the interest of his firm, with a splendid line of spring models.

Robert Wall, western representative of the Perth Shoe Co., Perth, has gone on an extended selling expedition to the Prairie Provinces with the finest range of spring and summer samples ever turned out by the firm.

The new catalogue of Speed King tennis shoes, issued by the Independent Rubber Co., of Merritton, has just appeared.

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.

Sales conducted personally or by mail.

Stocks bought and sold.

All negotiations strictly confidential.

It is most attractive and complete, the cuts being excellent halftones, clear and distinct. The publication is printed in orange and black, the border being in orange, and on each page are shown sketches depicting the use of the various lines of sporting footwear. The illustrations are in white, black and tan, and the text matter is admirably arranged. The booklet will be found especially interesting to all members of the trade handling this popular line of outing shoes, and the firm report having had an unusually busy season.

Theo. Mayer, manufacturer of sandals and stitchdowns, Montreal, was in Toronto a week ago on business.

J. W. Foy, Toronto, has been spending the past few weeks at his summer home near Parry Sound. Aubrey Foy, of the staff of D. D. Hawthorne & Co., Toronto, has returned from spending a vacation with his father.

Charles Holden, manager of the Canadian Condoliated Rubber Co., Winnipeg, Albert Stewart, manager of the St. John branch, and E. M. Zavitz, manager of the Ottawa branch, spent a few days recently in Kitchener and Toronto on business.

J. W. Garrett, of Regina, who is well known throughout the Prairie Provinces and also in Toronto, having been in business in the West for some years, has joined the selling staff of the W. B. Hamilton Shoe Co., Toronto, and will cover Manitoba and part of Saskatchewan during the coming selling season, the firm having added to the number of their road representatives in the West.

M. S. Stein, of the staff of D. D. Hawthorne & Co., Toronto, returned last month from a visit to New York and Boston.

J. J. Kilgour, President Kilgour-Rimer Co., Winnipeg, has left for Iowa to spend a short holiday with his family, who are summering at Clear Lake, one of the most picturesque places in the State. Mr. Kilgour worked in this place some forty years ago for \$10 per month selling prunella and long-leg boots.



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.



The happy group at the second annual picnic of the Tillsonburg Shoe Co., Limited, Tillsonburg, Ont., which was held at Vienna Hill Park, on August 11, and was a very enjoyable and successful event.

C. Parsons & Son, Limited, 79 Front street east, Toronto, report a large sale for their Sterling Sole Sewing Machine which is meeting with a ready demand on all sides. For attaching soles by the hand method it does good, reliable and satisfactory work. It is operated by hand easily and simply and is now used by shoe repairers and retailers from coast to coast saving them both time and money.

Rawn Smith, Western Canada representative of the Regal Shoe Co., Toronto, recently spent several days fishing at one of the most popular haunts in the Province of Quebec. He expects to capture one of the silver trophies in the SHOE AND LEATHER JOURNAL competition which closes on October 1st.

H. Megginson, shoe retailer, of Sault Ste. Marie, and wife, spent a few days in Toronto recently and also visited Montreal and Quebec in company with M. B. Young and J. S. Lovell, of Toronto, as well as taking a motor tour to Buffalo and other points.

H. D. Carter, general manager of the Regal Shoe Co., Boston, accompanied by H. D. Reid, general manager of factories of the company, spent a few days in Toronto lately. H. R. Callaway, assistant to the general manager, was also a recent visitor to the Canadian plant.

"From Factory to You," is the motto of the New Manufacturers' Outlet Shoe Store, which was opened recently at

22 Wellington street, Stratford, Ont., in the premises purchased and fitted up by W. J. Thurston. The interior of the building has been thoroughly remodelled and redecorated and has been fitted with all modern shoe store appliances, while the new brick and tile front, with its spacious plate glass windows, makes a very handsome exterior.

Robert Neill, shoe retailer, of Peterboro, accompanied by Miss Jean and Miss Margaret Neill, left recently on a trip to Vancouver.

A. E. Boys, foreman of the making room of the Adams Shoe Co., Toronto, has resumed his duties after being laid up a few weeks with an attack of appendicitis.

The employees of E. T. Wright & Co., St. Thomas, Ont., held their annual picnic at Port Stanley, on August 11th. Needless to say the affair was a pronounced success and an enjoyable time was spent by all.

Oscar Vogt, of the Great West Felt Co., Limited, Elmira, Ont., was in Toronto recently showing some splendid new lines in felt footwear for the coming season.

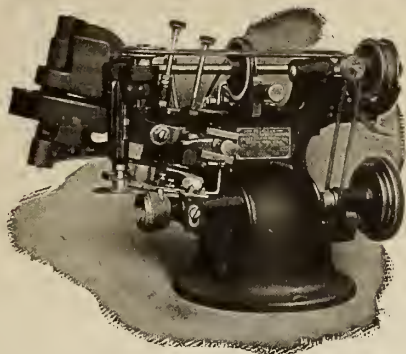
Ed. Lynch, of the traveling staff of the Regal Shoe Co., Toronto, and family returned recently after spending several weeks holidays in New York, Springfield and other points in the New England States.

VISUALIZE THIS
TRADE MARK



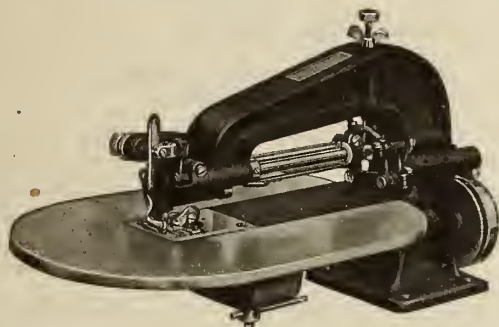
IT SYMBOLIZES THE
BEST IN FELTS

PEERLESS MACHINES



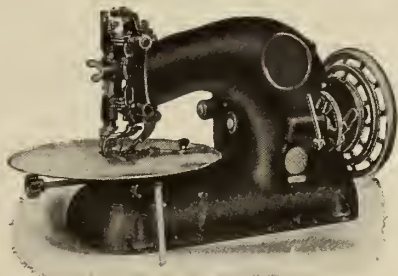
Universal Skiver

Acknowledged by the shoe manufacturers everywhere as the most reliable skiver made. Gives greater production at minimum cost.



Peerless Folder

No matter what the shape of the upper this machine will fold the edge over perfectly. Turns over seams and back stays. For rapid clean work this machine is without a rival.



Automatic Perforator

Spaces evenly on any curve without the use of knee or any other attachment. 30 to 50 per cent. more output at a minimum cost.

The
Peerless Machinery Co.

44 Binford Street, Boston, Mass.

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 water-proof 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
Shoe Felts made in
Canada.

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

Baker's New Bottom Polish

TRADE MARK



(COCK-OF-THE-WALK)

Cock-of-the-Walk

is a

"World Beater"

MADE BY

Cock of the Walk Mfg. Co.

78 Portland St., BOSTON, Mass., U.S.A.

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

CONDENSED ADVERTISEMENTS

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

POSITION wanted by a first-class man with 15 years experience as sole leather foreman on medium and high grade welts, turns and McKays in Canada and United States. Is a hard worker and can get results. Can furnish very best references as to habits and ability. Box 455, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

GOOD PAYING SHOE BUSINESS, established over 27 years; good family trade; stock about (\$10,000) ten thousand dollars; will lease building. Particulars, 479 Parliament street, Toronto.

SHOE TRAVELERS WANTED—Men with good connections in New Brunswick, Nova Scotia and Prince Edward Island, for a well-known line of staple and medium class of goods, men's to infants'; on commission. Apply Box 34, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

POSITION wanted as superintendent by a man with 25 years experience in the shoe business, practical knowledge from cutting to finishing, can furnish very best references as to habits and ability. Would accept very moderate salary to start. Box 359, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

FOR SALE.—Big shoe delivery van as described in this magazine, June and July, with base rubber tired wheels, etc. Handsome novelty, built of oak and ash. What offers? J. C. Thomas, 181 Osborne street, Winnipeg.

WANTED—A man familiar with Western territory trade, to carry a line of Children's High Grade Stitch Down Shoes suitable for the large trade only. Apply Box 32, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED.—By experienced shoe traveler, position as traveling salesman, good connection in Western provinces, open for immediate engagement. No objection to Ontario territory, age 33. Married. Apply Box 64, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—An experienced Shoe Salesman to represent house manufacturing an exclusive line of children's stitchdown shoes in North-West and Eastern Ontario. Box 80, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

ENERGETIC MAN with long experience open for position as buyer and manager of shoe store, or shoe department in departmental store. Location immaterial. Best references. Apply Box 30, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

ADVERTISER is open for position as superintendent of factory making all lines of shoes or specialties. Twenty years' experience. First-class references. Apply Box 25, SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal, Que.

NEWSY HAPPENINGS FROM WINNIPEG

Geo. Wheeler, manager of the shoe findings and leather department of Kilgour, Rimer & Co., has returned from an enjoyable visit.

S. T. Bates, formerly with the Regal Shoe Store, now a member of the traveling staff of Geo. G. Lennox & Co., has closed his summer cottage at Matlock.

John Affleck, of the Yale shoe store, left recently on an extended trip to Toronto, Montreal, Quebec, and other shoe centres.

Among the eastern travelers visiting Winnipeg recently were J. G. McDiarmid, of the Murray Shoe Co., London, G. J. Scott, of Philip Jacobi, Toronto, L. M. Stock, of Walker-Parker & Co., Toronto, and W. E. Short, of the Kingsbury Footwear Co., Montreal.

Jack Thompson, manager of Rannard Shoe Store, No. 3, wife and family have returned from a trip east.

W. J. Pocock, of the Winnipeg Shoe Co., has returned from a visit to the east.

Joseph Pocock and wife of London recently paid a visit to W. J. Pocock and A. J. Pocock, the latter being the proud father of a new big son.

Gordon A. Wymess, manager of Harry A. Stark's shoe store, has returned from a two weeks' fishing and holiday trip to Roblin, Dauphin and other places. He had great success and got some "jack fish" four feet ten inches long. He intends entering the SHOE AND LEATHER JOURNAL competition, and has no doubt that he will land one of the cups.

LEATHER TRADE JOTTINGS

(Continued from page 29)

extent with the Commercial Economy Board of the Council of National Defence for the conservation of both men and material, to the end of promoting the efficiency of our Government in its military pursuits as well as its civic responsibilities.

Standard Cartons

Among the suggestions for the elimination of waste advanced by the Commercial Economy Board, and discussed by the meeting of the Executive Committee, was the introduction of "packing standards," and a special committee was appointed to ascertain for the Commercial Economy Board of the Council of National Defence the extra expense incurred by each member in the furnishing of cartons, other than the standard white carton adopted by the Conference Committees of the National Associations of Shoe Manufacturers, Wholesalers and Retailers.

The measurements of standard cartons are as follows:

	Length	Width	Depth
Men's.....	12¾	6½	4⅞
Boys'.....	11¼	6	3¾
Youths'.....	10½	5¼	3½
Women's.....	11½	5¼	3½
Misses'.....	10½	4¾	3⅞
Children's.....	8¾	4½	2⅞

Any carton varying from these measurements, or using colored paper other than regular standard color constitutes a special carton.

The information would include: Total extra cost of special cartons, total extra cost of special containers for cartons, total extra cost of extra space, heat and light used for carrying extra cartons.

It is the expressed wish of the Executive Committee that the information asked by this bulletin be promptly given.

W. A. LANE & CO.

218 Notre Dame St. West

Montreal

CHROME GLAZED KID

For Your Spring Run

We have on hand a complete range of

Black Glazed Kid

in all weights and sizes on which we can quote prices from 22 to 52 cents per foot. An abundant supply of

Tan and Chocolate Kid

at popular prices. In conjunction with the above lines we will carry samples of the following popular shades which are so much in vogue in the leading shoe centres:

Battleship Grey

Field-Mouse

Pearl

Plum

Champagne

The urgent demand at present is for shoes at a price. When figuring on your next run, bear in mind that the quality we are offering at the above prices will enable you to meet this demand of your customers.

W. A. Lane & Company

218 Notre Dame Street West

MONTREAL, P.Q.

J. J. Haines, shoe retailer of Belleville, and wife have spent the summer at Muskoka and have had a very pleasant outing.

E. A. Fellers, of the traveling staff of the Scholl Mfg. Co., Toronto, has returned from an extended trip throughout the Maritime Provinces where he gave demonstrations in a large number of stores on foot specialties and orthopaedic appliances.

Alex. Angus, sales manager of the Miner Shoe Co., Montreal, spent a few days in Toronto last week and attended the Canadian National Exhibition.

L. R. Howard, acting manager of the Nugget Polish Co., Toronto, and wife returned from spending their holidays at Sturgeon Lake.

A charter has been granted to Powell-Kelley Limited with a capital stock of \$150,000, and headquarters in Toronto. The members of the firm are Walter C. Powell, Thos. R. Kelley and others. The company now conduct two widely-known shoe stores—one in West Toronto and the other at the corner of Yonge and Shuter streets, Toronto.

E. R. McBride, of Belleville, manager of J. J. Haines' Shoe House, recently returned after spending his holidays at Presqu'ile, Ont.

W. A. Lane, of the W. A. Lane Leather Co., Montreal, and C. E. Perras, who is associated with him, along with

Frank McGuire, of Montreal, and F. A. Cartan, of Toronto, have just returned from an extended automobile trip in which they went by way of the Adirondack Mountains to Portland, Me., Boston, New York, Atlantic City, Philadelphia and back by way of Saratoga Springs and Lake George. The trip took fifteen days and during that time they covered 1,975 miles at high speed, leaving only a cloud of dust.

S. L. Lawther, representing the Anglo-Canadian Leather Co., Toronto, has returned from an extended business trip through the Maritime Provinces.

E. E. Code, manager of the Kaufman Rubber Co.'s branch, Ottawa, spend a few days in Toronto and Kitchener last week.

W. C. Myers, of Toronto, who represents the La Parisienne Shoe Co., of Montreal, left recently on an extended business trip to the Western Provinces. He will visit the

SPECIALIZE ON
SHOE STAMPS & DIES

STEEL STAMPS & DIES

DESIGNS
ON REQUEST

W.D. ARMSTRONG

230 CRAIG ST. W. PHONE 675 MAIN MONTREAL



W. W. Lindsley, St. Catharines, Ont., who has just been appointed Eastern Representative of the Minister-Myles Shoe Co., Toronto, and left this week for the Maritime Provinces.



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL L

Write for Samples and Prices. These will
interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

leading centres, going as far as Vancouver. Mr. Myers has an exceptionally fine range of samples which are right up to the minute in style, fit and finish.

The shoe stock of the Caledonian Store, Edmonton, has been sold.

John Bauslaugh, manager of the Agnew shoe store, Woodstock, spent his holidays at Sarnia Beach.

W. A. MacDonald, late of A. W. Redden & Son, shoe retailers, Halifax, has joined the selling staff of Getty & Scott, Limited, Galt, Ont., and will cover a portion of the Prairie Provinces.

F. W. Knibbs, of the traveling staff of Ames-Holden-McCready, Limited, Toronto, returned recently from spending several weeks at Atlantic City and Philadelphia.

Frank Bauslaugh, of John Agnew, Limited, Brantford, Ont., returned recently after spending his holidays at Lake Muskoka.

N. B. Detwiler, president of the Hydro City Shoe Manufacturers, Kitchener, Ont., returned lately from an extended business trip to Winnipeg, Calgary, Edmonton and other points.

W. F. Smith, who represents Ames-Holden-McCready, Limited, Toronto, in Northwestern Ontario, and Mrs. Smith, have returned from a holiday trip to Montreal, Quebec and other Eastern points.



Our Travellers Are Out

With the Most Stylish
Spring Samples
we have ever turned out.

They reflect the new models of
American Style Centres repre-
senting those we know
will be big sellers
both in

Men's and Women's **FOOTWEAR**

Priced to meet the popular demand
and are bound to reap rich
profits for you.

Do not miss seeing these
New Spring Lines.

DUPONT & FRERE
301 Aird Avenue, MONTREAL

JOHN McENTYRE Limited

Office :
28 Alexander St. - MONTREAL

Canada's Premier Supply House

No matter what your needs may
be we can fill your orders
promptly. We specialize in :

Sheep Skins

Embossed Splits

Chrome Smooth Sides

Chrome Dull and Box Sides

Glazed Kid

Tan Army Leather

Breithaupt Sole Leathers

Daoust, Lalonde Co's.

Side Leathers

Superior Shoe Repairer

and Shoe Dressing

High Grade Rubber Cement

Independent Bottom Filler

Cabretta

Cotton Shoe Linnings

Cement and Filler Plant:
26 Gladstone Ave.

Tannery:
1704 Iberville St.

A serious fire broke out recently in the shoe repair shop of Mr. Delisle, St. Colomb street, Quebec. The interior of the shop was seriously damaged and the loss of shoes, leather, etc., amounted to about \$600.

S. Henerofsky, dealer in shoes, Saskatoon, recently sold out.

The shoe stock of M. Gingras, of Quebec, has been sold.

J. P. Kilgour, vice-president of the Kilgour-Rimer Co., Winnipeg, has just returned from a motor trip through Iowa, Minnesota and Dakota, having covered a distance of 3,000 miles. He drives a Chandler car and no weather or road stops him.

W. H. Semple, manager of the Kaufman Rubber Co.'s branch, Truro, N.S., was a visitor to Kitchener and Toronto last week.

J. Lauffer, representing the Hydro City Shoe Manufacturers, Kitchener, Ont., in Manitoba and Saskatchewan, and Mr. Sait, who covers Alberta and British Columbia for the firm, left recently on extended selling trips throughout the West.

When completed, the factory space of the W. E. Woelfle Shoe Co., Kitchener, Ont., will have eighteen thousand square feet. The additional accommodation will be used for the making room and finishing room. These will be on the ground floor, while upstairs will be the cutting and fitting departments which the firm purpose moving into the new extension and equipping with rest and recreation rooms, etc., for the girl help.

PAYS BUSINESS VISIT TO EAST

H. N. Lincoln, of the International Supply Co., Kitchener and Montreal, left recently for eastern points. He will visit all the shoe factories in the Maritime Provinces and most of the plants in Quebec, spending considerable time with the Montreal Branch.

Mr. Lincoln is a shoemaker of wide experience, especially from a mechanical standpoint. He is an expert on Puritan machines, having been with the Puritan Co. for a



H. N. Lincoln, Kitchener, Ont.

number of years, during which time he spent two years in Europe selling and demonstrating.

Mr. Lincoln is always glad to help the manufacturers out of machine difficulties and will find a ready welcome at the

hands of the eastern manufacturers. He is armed with a complete line of samples of the goods handled by his firm and can always be depended on to talk price, delivery and service. He not only talks it, but his company backs him up and makes good.

TAKES POSITION ON THE ROAD

Russell J. Bale, son of John Bale, shoe retailer, Oshawa Ont., has joined the selling staff of Getty & Scott, Limited



Russell J. Bale, Oshawa, Ont.

Galt, Ont., and will cover the smaller towns and villages in Eastern Ontario, while Robert Hawley will, as usual, look after the larger centres. Mr. Bale was born and brought up in Oshawa and has been associated with his father in the shoe business for the past ten years. He is a bright, aggressive young man and should make good on the road. His father has been in the footwear line in Oshawa for over a quarter of a century and has built up a large and prosperous trade.

MR. MARTIN CAPTURES PRIZE

At a meeting of the suggestion committee of the Dominion Rubber System held in Montreal on August 21st, an award of ten dollars was made in grade "C" competition to W. G. Martin, of Toronto, city representative of the Canadian Consolidated Rubber Co. (Toronto branch) for a suggestion regarding an improvement in price tickets for dealers handling Fleet Foot tennis shoes. All employes of the company are at liberty to make suggestions which may relate to any matter connected with the business of the organization.



Satisfaction Guaranteed
by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

*A
Last
for
Every
Purpose*



*The
New
Patent
Hinge
Last*

Canada's Expert Last Makers

A well fitting shoe cannot be made on a poor last. We are expert last makers and specialize in shapely, clean-cut, well-finished models and special style work.

When in need of lasts it would be well for both your help and your purse to buy our lasts. They will prove highly satisfactory and economical. We can save you money on your last bill.

Our representative will call on the trade throughout the Province of Ontario during September, and will be delighted to furnish all information.

We Manufacture :

Hinged Lasts, Block Lasts, McKay Hinged Lasts, Fillers and Hinge Followers, Wood Patterns, Paper Patterns, Trees, etc.

Send for Catalogue and Price List

ROBIN BROS.

Carriere and Gilford Streets

Montreal, Que.

Awarded Gold Medal Turin, 1911

WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

OUTLASTS THE SHOE**TRIED AND PROVEN**

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHESales Office and Warehouse
MONTREAL.**NICETY**

OF

Color Matching

Is an important essential in the ensemble of the fine shoe.

We excel in this department.

Edwards

Head Office

780 Dupont St., Toronto

&

Edwards


Tanneries

Toronto and Woodbridge

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.



Adelard Guay Eutrope Guay

MANUFACTURERS OF
Standard, Fibre Board, Leather Board
COUNTERS

We also Carry in Stock a Large Quantity of
Innersoling of all Kinds

EUGENE GUAY

230 St. Marguerite St. Regd. Montreal, Quebec

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

**CHROME and
COMBINATION
TANNED LEATHERS**

OUR RANGE INCLUDES :

Heavy Storm Leathers,
Gun Metal Sides,
Velours Sides,
Box Sides,
Chrome Patent Sides of all kinds.

=====
Write for Prices
=====

The Robson Leather Co.
TANNERS AND CURRIERS Limited

52 Victoria Sq. **OSHAWA** 611 St. Valier St.
MONTREAL QUEBEC

W. H. Staynes & Smith, **HIDE and LEATHER
FACTORS**

CASH ADVANCED **Leicester, Eng.** and at Kettering, Northampton
Bristol, and Norwich.
ON CONSIGNMENTS

Cable "HIDES," Leicester.

<p style="text-align: center;">KANGAROO</p> <p style="text-align: center;"><small>We are Headquarters for all Finlehes, Grades and Kinds</small></p> <p>Sheepskins Skivers "Ryco" Matt Kid</p>	<p style="text-align: center;">RICHARD YOUNG CO.</p> <p style="text-align: center;">36 and 38 Spruce Street - NEW YORK, U. S. A. Branch: 54 South Street, BOSTON, MASS.</p>
---	--



“ALL ABOARD!” Direct Through Connections from **“HOOF TO BEAMHOUSE.”**

Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA



SCHMOLL FILS & CO.

International Hide Merchants

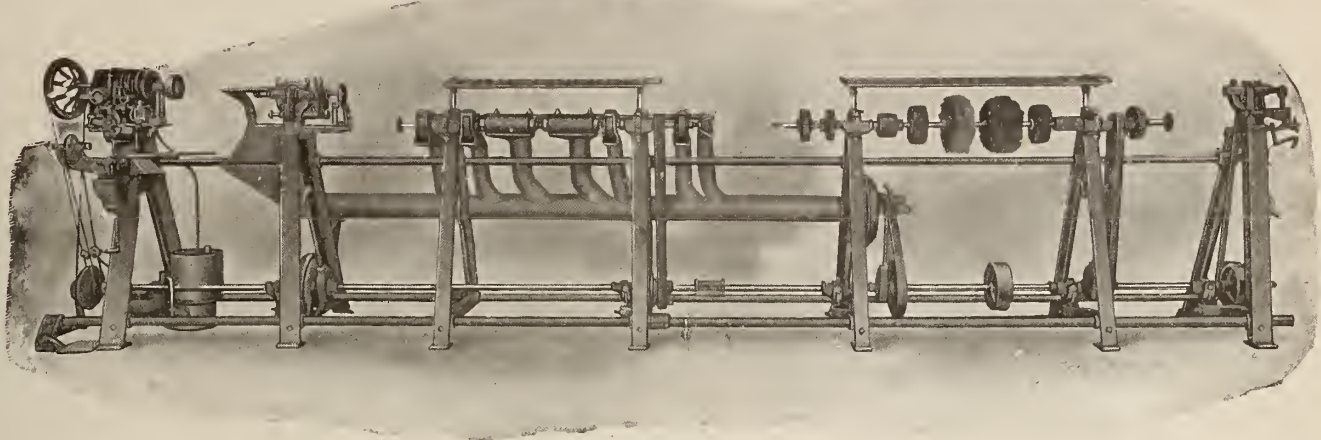
PARIS, HAVANA NEW YORK CHICAGO BASLE

“We deliver what you buy.”

INDEX TO ADVERTISEMENTS

<p>A</p> <p>Aird & Son..... 20</p> <p>Ames-Holden-McCready, Limited.... 4</p> <p>Armstrong, W. D..... 62</p> <p>B</p> <p>Breithaupt Leather Co., Limited..... 42</p> <p>Bell, J. & T., Limited..... 7</p> <p>Borne, Lucien..... 51</p> <p>British Wood Heel Co., Limited..... 66</p> <p>Brandon Shoe Co., Limited..... 19</p> <p>C</p> <p>Clement, Omer..... 51</p> <p>Canadian Consolidated Rubber Co... 26</p> <p>Clarke & Clarke..... 67</p> <p>Cobourg Felt Co. 58</p> <p>Cote, J. A. & M... 22</p> <p>Cock of the Walk..... 59</p> <p>Clark, A. C..... 57</p> <p>Clarke, A. R., Co., Limited..... O.B.C.</p> <p>Collis Leather Co. 20</p> <p>D</p> <p>Davis, A., & Son..... 24</p> <p>Davis Leather Co..... 17</p> <p>Duclos & Payan..... 66</p> <p>Daoust, Lalonde & Co... 8</p> <p>Dupont & Frere..... 63</p> <p>E</p> <p>Edwards & Edwards..... 66</p>	<p>G</p> <p>Gagnon, Lachapelle & Hebert..... 18</p> <p>Gutta Percha & Rubber, Limited.... 48</p> <p>Guay, Eugene..... 67</p> <p>I</p> <p>Independent Rubber Co..... 10, 11</p> <p>International Supply Co..... 55</p> <p>K</p> <p>Kaufman Rubber Co., Limited..... 14</p> <p>Kingsbury Footwear Co., Limited.... 16</p> <p>L</p> <p>Lane, W. A., & Co..... 61</p> <p>Lewis, A. C., Leather Co..... 57</p> <p>Lagace & Lepinay..... 51</p> <p>Landis Machinery..... 44</p> <p>M</p> <p>Montreal Box Toe & Heel Co., The... 59</p> <p>Marsh, Wm..... 51</p> <p>McEntyre, John, Limited..... 63</p> <p>N</p> <p>Newcastle Leather Co..... 22</p> <p>National Cash Register..... 6</p> <p>P</p> <p>Parker, Irwin, Limited..... 59</p> <p>Pfister & Vogel..... 44</p> <p>Peerless Machinery Co..... 59</p> <p>Perth Shoe Co., Limited..... 5</p>	<p>R</p> <p>Routier, Luc..... 51</p> <p>Regal Shoe Co., Limited..... 3</p> <p>Robson Leather..... 67</p> <p>Robinson, James..... 9</p> <p>Robins Bros..... 65</p> <p>S</p> <p>Schmoll, Fils & Co..... 68</p> <p>Slater Shoe Co., Limited..... I.F.C.</p> <p>Scheuer, Normandin & Co..... 13</p> <p>Samson, J. E., Enr..... 51</p> <p>Shultz-Goodwin Co. (Inc.)..... 22</p> <p>Staynes, W. H., & Smith..... 67</p> <p>T</p> <p>Tourigny & Marois..... 51</p> <p>Tebbutt Shoe & Leather Co..... 23</p> <p>Tetrault Shoe Co..... 25</p> <p>Toronto Heel Co..... 62</p> <p>U</p> <p>United Shoe Machinery Co. of Can- ada..... 12 and I.B.C.</p> <p>Ullathorne & Co..... 64</p> <p>Utz & Dunn Co..... 15</p> <p>W</p> <p>Wood-Milne Co., Limited..... 24</p> <p>Wright, E. T., & Co., Limited..... 21</p> <p>Y</p> <p>Young, Richard, & Co..... 67</p>
---	--	---

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

CLARKE'S PATENT LEATHER



Every indication points to the increasing popularity of Patent Leather in High-Grade Footwear.

Leading Canadian Makers visiting American markets report that Patent will rank well to the front in popular leathers for Spring styles.

When ordering, specify Clark's Patent Leather because "It is Absolutely Reliable."

A. R. CLARKE

& COMPANY

LIMITED

TORONTO

CANADA

The MARK of



RELIABILITY



THE SHOE & LEATHER JOURNAL



HIS GRACE THE DUKE OF DEVONSHIRE, GOVERNOR-GENERAL OF CANADA

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Nova Scotia
P.E. Island
New Brunswick
Quebec
Ontario



Manitoba
Alberta
Saskatchewan
Br. Columbia
Yukon

Our Travellers

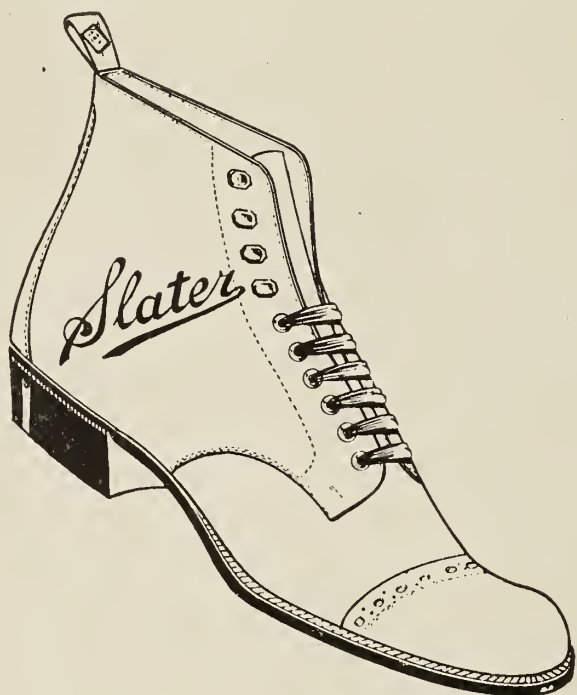
are now out, and are
enthusiastic over our new

Spring Samples

The fact that we manufacture our line under a brand name is a guarantee that we put high-class material into the shoe.

In other words they have the **STYLE, FINISH and QUALITY**, and give the **WEAR**; which are the essential qualities of perfect shoemaking.

It will surely be to your financial advantage to see this season's models.



Tremendous Advantages

of our

IN-STOCK Department

So far as it is humanly possible we have brought this department to perfection.

40 Different In-Stock Lines

Speak volumes for the extensive range maintained at all times, enabling us to take care of your most urgent demands.

Test it. Your order will be shipped on the day received. Our IN-STOCK SERVICE is a synonym for "AT ONCE."

Have you considered how advantageous this is to you?

SLATER SHOE COMPANY LIMITED
MONTREAL

BECAUSE

Ritchie Welts are Better Value,
Better Sellers, and of Better Quality
and Make than others.

THAT IS WHY

Sales of Ritchie's Welts have more
than doubled in two years.

They are made by Welt Experts who
devote their whole knowledge and
experience in shoemaking to attaining

PERFECTION
in **WELT**
SHOES

The John Ritchie Co.
Quebec Limited

SPRING



1918

JOBBERS

Who are alive to the money getting possibilities of Aird Shoes should inspect our new lines for Spring. They embody the most comprehensive range of

Really Stylish Models

we have ever produced, and despite the uncertain condition of the leather trades, we are able to place these at a price that will net you a good profit margin.

AIRD & SON

Registered

MONTREAL,

P.Q.



PALL MALL

IN STOCK—
READY!

Send us
that order to-day

For a smart Fall boot for men who like snap, style, real service and real economy, just try a display of Regal "Pall Malls"—self-sellers! In Royal Purple Calf Bal and Black King Calf Bal. For your convenience use the Order Form below.

ORDER FORM

REGAL SHOE CO. LIMITED
472-474 Bathurst St., Toronto

Please ship me.....pairs REGAL PALL MALLS as per details below.

Name.....Town.....Province.....

	1	1½	2	2½	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	
C																						
D																						
E																						

STILL BOOSTING WHITE GOODS

White goods are just as shapely, just as neat and attractive as leather goods—WHEN THEY ARE PROPERLY MADE—and we have been fortunate enough to procure a wide and varied range of white goods that are stylish and artistic, and are bound to prove ready sellers as well as business stimulators.

Canvas goods are decreed by fashion for spring trade. Make sure our lines are included in your next order.

If our travellers do not reach you drop us a card.

We handle

THE HOOD RUBBER CO'S

Tennis, Sporting

and

Vacation Shoes

Moderately Priced, High-grade Rubber Footwear.

SCHEUER, NORMANDIN & Co.

8 St. Helen Street, Montreal



Our Rambler Last

One of our very latest models for Spring with the popular 14/8 heel

BELL SHOES have stood for over a century rigidly representing the highest attainable standard in fine footwear.

If you sell BELL SHOES it is a guarantee that you handle shoes much above the average.

Spring Line now being shown

J. & T. BELL
LIMITED
MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

IN-STOCK—Ready to Ship



No. 365—Women's Black Kid Bal.,
8½-inch top - - - - - \$5.75

No. 417—Women's Brown Kid Bal.,
8½-inch top - - - - - \$6.90

No. 443—Women's Battleship Grey
Kid Bal., 8½-inch top - - \$7.25

Packed in fifteen and thirty-pair lots.
C and D widths, regularly assorted.

Perth Shoe Co. Limited

Largest Manufacturers of Women's
Welted Shoes Exclusively in Canada

PERTH, ONT.

AMHERST SOLID SHOES

The shoes that have made and sustained a reputation for good all round quality and service, and have actually done this for

Over Half a Century

This is what has made for them their wonderful popularity and carried their sales last year to over One Million Dollars.

*Amherst Solids, the Shoes of
Quality and Service*

Amherst Boot & Shoe Co. Limited

Amherst, N.S.

Branches: Halifax, N.S., and Regina, Sask.

AMHERST RANGE ^{AND} SERVICE

OUR RANGE

covers almost every call you will have for footwear.

Men's, Women's, Misses', Children's, Youths' and Boys'

in fine McKays and welts, pegged and standard screw—shoes you can confidently recommend for good honest service, because we put the material and shoemaking into them.

OUR SERVICE

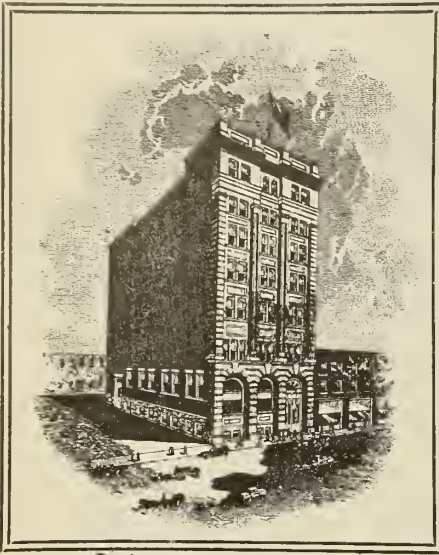
extends from Coast to Coast. Branch houses are maintained at Regina and Halifax, at which places full stocks are always to be had.

Be sure you see our Spring Samples
before placing your orders

Amherst Boot & Shoe Co. Limited

Amherst, N.S.

Branches: Halifax, N.S., and Regina, Sask.



➔ The Foremost Jobbing
House of the West

THOMAS RYAN & CO.
WINNIPEG LIMITED

Our Representatives are now on the road with

Spring Samples

that are the pick of the best sellers for next season,
embracing

Fine, Medium and Staple
FOOTWEAR

43 Years serving the Retail Shoe Sellers of this
great West has thoroughly acquainted us with
what sells fastest and what are best values.

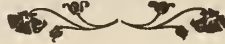
For Fall Sorting

You may draw on our Warehouse for all your needs in
HEAVY GOODS, LUMBERMEN'S and PROSPECTORS'
BOOTS, SOCKS and MITTS, OVERGAITERS, LEG-
GINGS; also FELT SHOES, SLIPPERS, RUBBERS,
SHOE STORE SUPPLIES, all of which will be shipped
from our IN-STOCK Department.

We feature "Promptness" in filling orders

Thomas Ryan & Co., Limited
Winnipeg




A New Model
of Really
Distinctive
Footwear

An achievement in fine Shoe production brought about by the demand for a really MUCH BETTER THAN ORDINARY SHOE.

It is a Goodyear Welt in 9 inch. Khaki Calf, Napoleon cut, circular vamp. Top is Olive Brown Nubuck, perforated around vamp, and has 1 7/8 Louis leather heel.

The smartness of this model is a guarantee of its popularity.

And this is representative of the Parisienne Range for this season, now in our travellers hands.

La Parisienne Shoe Co. Limited
Maisonnette, P.Q.



Home of the
"MOOSE HEAD" BRAND



Established in 1877

*The Celebrated Footwear made of
 Oil Tanned Waterproof Leather
 For Summer and Winter Wear*

These are the original Oil Tanned lines of which there are over FIFTY STYLES OF WATERPROOF LARRIGANS, SHOEPACKS, MOCCASINS AND SPORTING BOOTS for Men, Women, Boys and Girls. No shoe stock is complete without them.

ENQUIRE ABOUT OUR SPECIAL TRENCH BOOTS

JOHN PALMER CO. Limited
 Fredericton, N.B.

The King of Jobbing Houses

In all Western Canada

Where you can obtain the best to be had in Footwear and an unequalled service that insures prompt shipments.

37 years experience in Western needs have guided us in a selection of

BOOTS, SHOES, RUBBERS *and FELT GOODS*

for the present and coming season that is sure to meet your every demand.

We feature our

IN-STOCK

service, which is a great convenience to the Retail Shoe man. Take advantage of our warehouse by making it yours to order from at a moment's notice.

WRITE, WIRE or PHONE and your order will be shipped within twenty-four hours.

The Kilgour, Rimer & Co., Limited
Winnipeg, Manitoba

Our
Salesmen
Will
Call

*On you shortly with samples
of Superior Quality*

Life-Buoy Outing Shoes

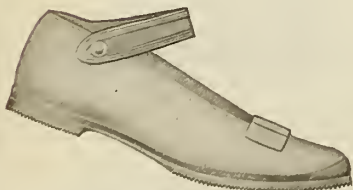
For Summer 1918

*Wait for the Life-Buoy Representative.
We Want Your Order.*

*The Kaufman
Rubber Company
Limited*

Kitchener, Ontario

*Warehouses in all
Principal Cities*



The Trade Paper Ad is the Salesman of the Moment

Nothing as a Leader or Trade
Producer for your Spring Busi-
ness will equal our

WHITE GOODS

We have expended much time
and thought and energy in pro-
ducing some of the niftiest crea-
tions that will take the fancy of
the fair sex the first glance.

All the real classy things are
represented in our Spring Samples.

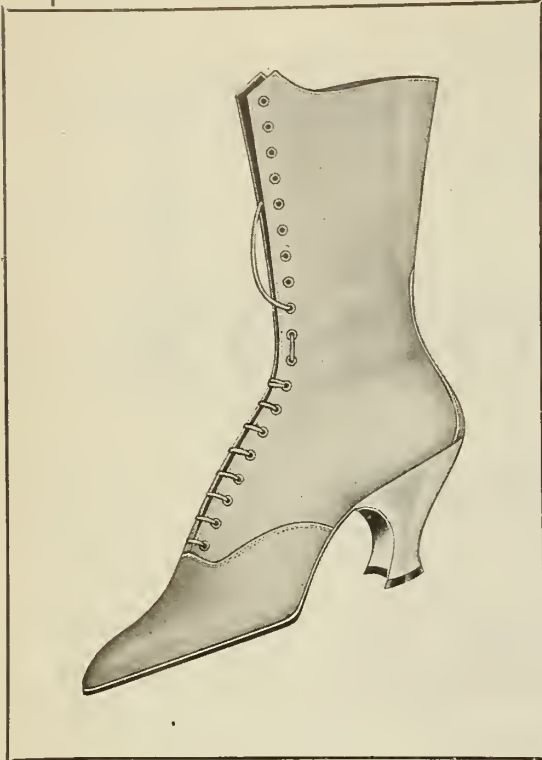
And you'll have a big choice in our

McKay Sewn Leather Shoes

Which include the most modish
effects for this season.

It will pay you to look over our samples

Gagnon, Lachapelle & Hebert
55 Kent Street Montreal, Que.



1918 Eagle Lines FOR SPRING

*There's a particular
Niftiness about our*

Men's and Women's Welts

AND

Women's McKays

We have introduced to style demands some of our very latest models in our Men's and Women's footwear for this season, that will lend snap and selling zest of unusual character.

They are made for your best trade—the trade that demand high-class footwear which has style and quality, and they are priced to make them exceptional values.

Be sure you see the samples.



THE EAGLE SHOE CO., LIMITED
MONTREAL

COLLIS CALF

The Leather of Quality and Economy made from the Highest Grade of Raw Skins, carefully selected and prepared for our Special Requirements. Every Skin given expert inspection from start to finish.

We specialize in "Colors"



Our Specialties:

Collis Tony Red

The most popular shade in the whole "world."

Collis Khaki

Collis Mahogany Brown

Collis London Brown

We lead in the New
Shades; others follow

Collis Leathers are made specially to meet the particular requirements of High-Grade Footwear. They have that softness of texture, evenness of color, and richness of lustre that give class to the Shoe.

Made in Bright, Glazed, Boarded and Russian Finish.

Largest Importers of French Calfskins on the Continent.

COLLIS LEATHER CO., Limited
AURORA ONTARIO

Hartt Footwear for Men



The Balfour



The Hartt
that binds a
Customer like
a Friend

In the race for Success and Recognition, Real Service always wins.

Hartt's gives Real Service. Made in all widths from AAA to EEE.

The Hartt Boot & Shoe Co., Limited

CANADA'S BEST SHOEMAKERS

Fredericton

New Brunswick

Hartt Footwear for Men

The Shoe
that makes
and holds
Customers



The Czar

SERVICE, FIT, WORKMANSHIP
and APPEARANCE are the essen-
tials of a good shoe.

HARTT reputation stands squarely
on these FOUR corner pillars.

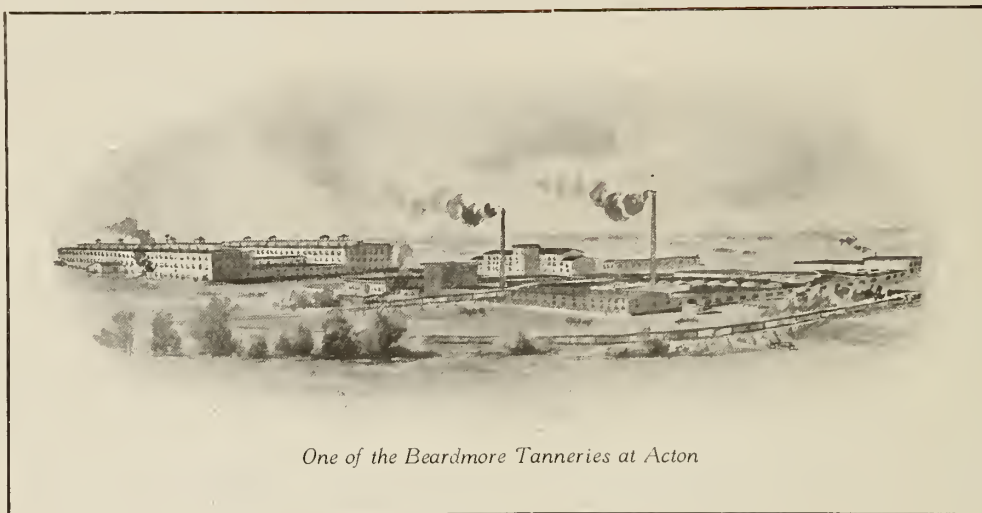
The Hartt Boot & Shoe Co., Limited

CANADA'S BEST SHOEMAKERS

Fredericton

New Brunswick

*“In the realm of shoes
leather reigns supreme”*



One of the Beardmore Tanneries at Acton

The natural imperviousness of an animal hide wonderfully adapts it to withstand the excessive strain of ever changing climatic conditions. Impervious to exposure to heat—to cold—to moisture, it is nature's own best protecting substance.

In this natural product the science of Tanning still further preserves and toughens the hide, giving it strength and flexibility, more resistance and durability, so that in all the centuries past right down to the present moment there has absolutely NEVER BEEN DISCOVERED A SUBSTITUTE FOR LEATHER that can begin to equal it for wear.

OUR BRANDS

TANNERS: “Muskoka,” “Hemlock” and “Acton-Oak” Sole Leathers; Bark and Chrome Upper Leathers and Splits; Harness and Saddle Leathers; Case, Bag and Belt Leathers; Belting Butts and Lace Leathers.

MANUFACTURERS: Leather Belting, Cut Laces Welting, Tap Soles, Top Lifts, Counters, Uppers, Leggings, Etc.

BEARDMORE & CO.

Largest Tanners in the British Empire

Head Office: TORONTO

ACTON

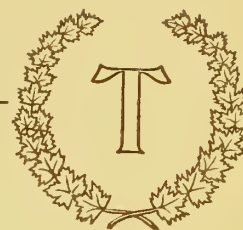
BRACEBRIDGE

MONTREAL

QUEBEC, P.Q.



*The
Tetrault
Shoe*



*Leads
All
Others*

A Phenomenal Sales Record

The unexpected has happened. Our sales record from January 1st, 1917, to September 15th, covering a period of eight and a half months, has far exceeded the same period last year, which proves absolutely that

No Up-to-the-Minute Retailer
can afford to miss seeing the

NEW TETRAULT MODELS

For the Coming Season.

GET YOUR ORDER IN EARLY

All the leading jobbers in Canada carry our lines.
If you do not see them soon

WRITE OR WIRE

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

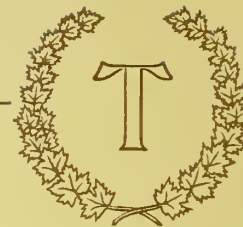
Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
JOBBER IN CANADA



The
TETRAULT
 WELT SHOE



SNAPPY STYLES

OUR NEW LASTS have that happy combination of Shape, Fit and Look that appeal to the eye.

They are

The Last Word in Style

and at the same time they have Selling Qualities that mean PROFIT to the dealer.

OUR FIBRE SOLES have been tried and proven absolutely reliable. Will outwear anything in the way of soles on the market.

Tetrault Quality Throughout

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA



The
TETRAULT
 WELT SHOE



WONDERFUL VALUES

How they can be made for the price is the
 question that perplexes all
 who see the

New Tetrault Welts

They are, without doubt, the Best Shoe Values
 ever shown in Canada.

Quality is not sacrificed to price
 but the

Quality and Prices are a Revelation

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA



The
TETRAULT
 WELT SHOE



TETRAULT SERVICE

What has made TETRAULT WELTS popular
 more than anything else is

The Tetrault Way

of backing them up with a SERVICE that is
 absolutely dependable. It is the

TETRAULT POLICY

to stand by the customer in every possible way,
 and to supply, to the best of their
 ability, the utmost in

Goods and Service

Join the Great Army of Tetrault
 Money-Makers.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA

*“Sole Leather is Nature’s Own Supreme Sole Substance,
Nature has no Competitors.”*



SOLE LEATHER

Has been put to the Supreme Test in Europe and

== STILL HOLDS SUPREMACY ==

It has “come through” with the army multitudes, conquering the
obstacle of Hard Wear as nothing else could.

THERE IS ABSOLUTELY NOTHING THAT WILL STAND THE
EXTREMES OF COLD, HEAT AND WET
LIKE LEATHER.

“It’s good enough for Tommy, it’s good enough for you.”

WHY SPOIL A GOOD PAIR OF UPPERS WITH INFERIOR SOLES ?

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

At Our
NEW CANADIAN BRANCH

214 Lemoine Street Montreal

Will be found an extensive stock
of Leathers for

Shoe Manufacturers

among which are featured three
special brands:

Ruby Glazed Kid
Peerless Patna Glazed Kid
Peerless China Glazed Kid

These are strong representative lines
that are positively unsurpassed in
Quality and Finish.

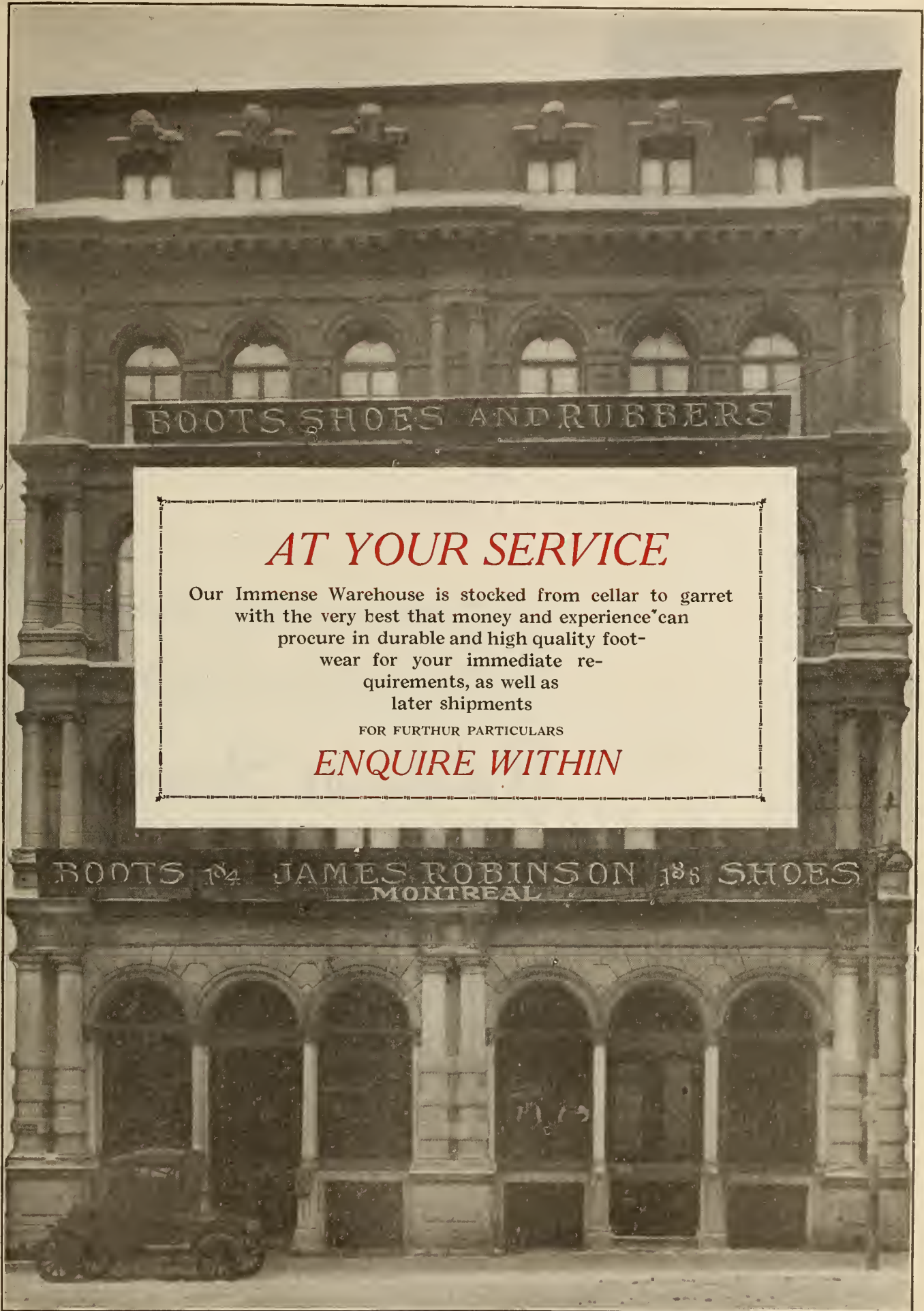
If your shoes are made of these
leathers it will be a guarantee of
Shoe Quality and create business
friendships that will be perpetual
as well as profitable.

JOHN R. EVANS LEATHER CO., Limited

Specialists in Glazed Kid and Upper Stocks

214 Lemoine Street

Montreal



BOOTS SHOES AND RUBBERS

AT YOUR SERVICE

Our Immense Warehouse is stocked from cellar to garret
with the very best that money and experience can
procure in durable and high quality foot-
wear for your immediate re-
quirements, as well as
later shipments

FOR FURTHER PARTICULARS

ENQUIRE WITHIN

BOOTS 124 JAMES ROBINSON 125 SHOES
MONTREAL



Personal Touch

The success of the Robinson Business has its foundation in over THIRTY YEARS of Personal Interest in the Buyers of

Robinson Shoes

Careful Selection of Saleable Lines, Watchful Buying to Insure Profitable Business for the Retailer and Quick, Faithful Service has been the watchword from the beginning.

ROBINSON SEES IT THROUGH

James Robinson

Montreal



Our New Samples

We have the Best Range of New Goods for
SPRING AND SUMMER

including what we believe to be the Best Sellers in both Men's and Women's, picked out from the best factories in the country.

OUR WOMEN'S HIGH CUTS are the result of a careful study of the situation and prospects for the coming season. They are all SURE BETS.

OUR CANVAS GOODS are a strong feature this season, and we are showing many exclusive models.

Our Travellers are now out. WAIT AND SEE what we can do for you.

James Robinson

Montreal



For Fall and Winter

When you need goods for sorting you need them QUICK.

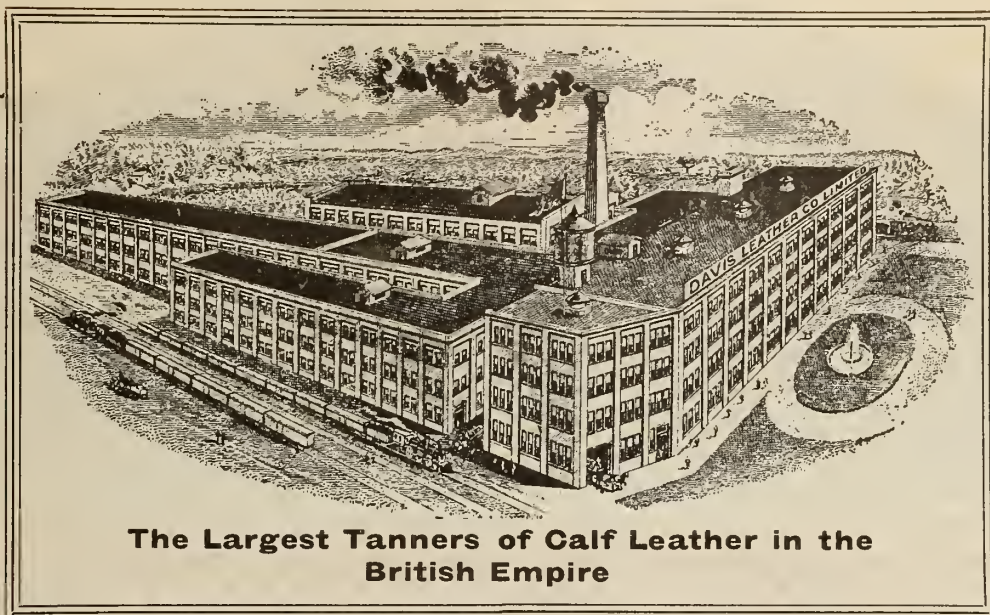
Have the Robinson Warehouse and Robinson Quick Service at your call. IT MEANS MONEY AND SATISFIED CUSTOMERS.

We can supply at a moment's notice anything in Fine, Medium and Staple Lines, Felts and other Seasonable Footwear Requirements.

WHEN STUCK, WIRE US

James Robinson

Montreal



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The result of four generations of Progressive Tanning.

Made from the BEST RAW STOCK that money can buy.

Manufactured by Skilled Workmen under Expert Supervision.

Every Skin Specially Selected and Carefully Followed through the Various Processes.

Highest Yield and Highest Excellence of Texture, Color and Finish of any Leather on the Market.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality---Black Diamond Veals Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





Originators of

NUBUCK

(Reg. U.S. Pat. Off.)

Makes cool, comfortable shoes.

Easiest to keep clean of any suede finished side leather.

White and popular shades.

Originators of

ACLOSUEDE

and

ACLOTAN

Chrome tanned.

Predominant in the domestic glove leather field.

Originators of

BLACK DIAMOND

(Reg. U.S. Pat. Off.)

Chrome Patent Sides

The most extensively sold Chrome Patent Sides on the market.

Originators of

GUN METAL CALF

(Reg. U.S. Pat. Off.)

The Old Reliable

No other calf leather has ever approached the degree of popularity established by Gun Metal Calf.

Black and Colors

Originators of

WEILDA

(Reg. U.S. Pat. Off.)

Suede finish calf. Twenty-eight colors. Very popular with our export trade.

Originators of

GUN METAL SIDES

(Reg. U.S. Pat. Off.)

Colors—Tan, Brown and Mahogany.

Originators of

“HUB”

Pigskin Welting

“HUB”

Pigskin Sole Leather

A·C·LAWRENCE LEATHER CO.

BOSTON, MASS. U.S.A.

NEW YORK

CHICAGO

ST LOUIS

CINCINNATI

ROCHESTER

GLOVERSVILLE

The Trade Paper Ad is the Salesman of the Moment



Lawrence Leathers

Are Known and Used the World Over

A. C. LAWRENCE LEATHER CO.

BOSTON, MASS., U.S.A.

The Trade Paper Ad is the Salesman of the Moment

“NUGGET” Shoe Polish

**FOR THOSE FINE SHOES
YOU ARE SELLING**



Do not let your customers shoes be spoiled by selling them an inferior polish. You can rely on “Nugget.” It softens and preserves the leather, gives a brilliant lasting shine and makes shoes waterpróof. A good profit for you, too.

THE NUGGET POLISH CO., LIMITED
9, 11 & 13 DAVENPORT ROAD
Toronto, Ontario

TEBBUTT IMPROVEMENTS

Several important health improvements have been added to the *Doctors Anti-septic* and the *Professor Gold Cross Shoe*. So important are these improvements that letters patent have been granted on them. Nor do these improvements interfere with the style and splendid appearance of the shoes. They are fully up to the style-standard plus the health advantage.

The Doctors has a pointed toe and close trimmed edges. It has a special waterproof construction that makes it a great winter seller.

The Professor is made on a New Orthopedic Last and has a patent cushioned inner sole and cushion heel. Also a patented asbestos centre sole to keep the foot normally cool.

May be had in *Khaki and Box Calf or Toney Red*.



Tebbutt Shoe & Leather Co.

Three Rivers, Quebec

McLAREN & DALLAS

30 FRONT ST. WEST

TORONTO

Fall

1917

Just a Nip o' North Wind

With a dash of Rain or Sleet

And a full-sized demand springs up over-night. Be prepared for instant action with an ample stock of the following proven cold weather lines:—

English Felt Slippers

"Superior" Canadian Felts

In all heavy lines

Men's Fine Leather Slippers

Horsehide and Moose Moccasins

Sheep Lined Moccasins

Oil Tanned Shoe Packs

Lumbermen's Knit and Felt Sox

Hockey Boots

Independent Rubbers

Everything in

Leather Footwear

The "IMPERIAL" Shoe
 FOR MEN AND WOMEN
 Made in all fine leathers—Goodyear
 Welts and McKay Sewn

The "VARSITY" Brand
 Men's, Boys', Youths' medium fine
 shoes, McKay Sewn

The "MAPLE LEAF" Brand
 Solid leather working shoes, every
 pair guaranteed

"WITCH-ELK"
 Prospectors' and
 Hunters' Boot
 10 - 12 - 15. IN.

The "SPORTSMAN'S" BOOT
 Made in Chocolate Calf, Pearl, Black
 and Smoked Elk
 10 - 12 - 15. IN.

The "LITTLE CANADIAN"
 An extra fine line of Misses' and
 Children's Shoes

Rubber Footwear Brands

"KANT-KRACK"
 "DAINTY MODE"
 "ROYAL"

"BULLDOG"
 "DREADNOUGHT"
 "VERIBEST"

"SPEED KING"
 Tennis and
 Sporting Shoes

McLAREN & DALLAS

30 FRONT ST. WEST

Spring

TORONTO

1918

McLAREN & DALLAS Sample Trunks are headed your way

With carefully picked

Leaders in Men's and Women's Shoes

These lines have self-evident quality and style, derived from the employment of leather of the best tannages, skilled workmanship, the latest lasts and newest color shades.

Also the entire range of Speed King line



Speed King Brands caught the market instantly, and have an immense and rapidly growing sale. They are right in every detail.

Rubber Footwear Brands

"KANT-KRACK"
"DAINTY MODE"
"ROYAL"

"BULLDOG"
"DREADNOUGHT"
"VERIBEST"

"SPEED KING"
Tennis and
Sporting Shoes

The "LITTLE CANADIAN"

An extra fine line of Misses' and Children's Shoes

The "SPORTSMAN'S" BOOT

Made in Chocolate Calf, Pearl, Black and Smoked Elk
10 - 12 - 15 IN.

"WITCH-ELK"

Prospectors' and Hunters' Boot
10 - 12 - 15 IN.

The "IMPERIAL" Shoe
FOR MEN AND WOMEN
Made in all fine leathers—Goodyear Welts and McKay Sewn

The "VARSITY" Brand
Men's, Boys', Youths' medium fine shoes, McKay Sewn

The "MAPLE LEAF" Brand
Solid leather working shoes, every pair guaranteed



Bottom Design
Patented

The Shoe with the "Anchored-Arch" Bridge Construction

THE
"Arch Preserver" Shoe
FOR MEN

U.S. Pats. on Lasts, Shank, Bottom Design, Shoe. Canadian Rights Pending



This is NOT an "arch-prop" shoe. Right now, when this wonderful new type of shoe is making its initial bow to the Canadian shoe trade, please let us get this ONE point thoroughly fixed in your mind:—

The "ARCH PRESERVER" Shoe is the shoe wearer's INSURANCE AGAINST THE DEVELOPMENT of foot weaknesses and other foot troubles.

Investigations and experiments conducted by the inventor, covering a period of many years in the leading shoe stores of the world, proved beyond any question that practically every foot weakness and other acquired foot deformity was the direct result of these things:—

Certain glaring inconsistencies in the modeling of lasts, the LACK OF PROPER STRENGTH IN THE SHANKS OF SHOES, the short-fitting from HEEL-TO-BALL which is necessary in the case of practically every regular type of shoe; all of above aggravated and supplemented and perpetuated by the fact that there is not in existence any system for FITTING regular types of shoes which is based upon the system



Just Wright
Arch
Preserver

employed in modeling and making the shoes.

How many men or women in any part or branch of the shoe industry can honestly say that they have ever had a shoe which they felt was a proper fit for their feet?

Or how many have any well-grounded idea as to the actual LENGTH of shoe they should have, to fit their feet FROM HEEL-TO-BALL? Which latter is the way that all shoes are made to fit and intended to be fitted.

The principles involved in the modeling of the "ARCH PRESERVER" Lasts and in the method of BUILDING the "ARCH PRESERVER" Shoe, together with the "ARCH PRESERVER" system for determining the proper heel-to-ball fitting enable the shoe dealer to offer his trade a service so far superior to anything heretofore known that competition is practically eliminated.

The "ARCH PRESERVER" Shoe, in several models, will be included in our line going out this season and you will find our salesmen bubbling over with enthusiasm regarding the goodness of its principles and features, and prepared to point out to you the road to additional profits through added customers and the elimination from your stock of several types of "special shoes for special feet" after you get your stock of

"ARCH
PRESERVERS."

E. T. Wright & Co.

Write for Booklet
"PUTTING IT UP
TO THE DEALER"

St. Thomas, Ont.



Bottom Design Patented

The Shoe with the "Anchored-Arch" Bridge Construction

THE
"Arch Preserver" Shoe
 FOR WOMEN AND MISSES

U.S. Pats. on Lasts, Shank, Bottom Design, Shoe. Canadian Rights Pending



And this is NOT an "arch-prop" shoe. This statement is repeated here for the simple and express purpose of help-

ing to head off, at the beginning of our Canadian campaign, any possibility of a misunderstanding regarding the real MISSION of the "ARCH PRESERVER" Shoe.

The greatest satisfaction and profit, to both the shoe dealer and the makers of these famous shoes, as well as the maximum benefit to the public generally, can come only by having the real MISSION of the shoe properly and thoroughly understood.

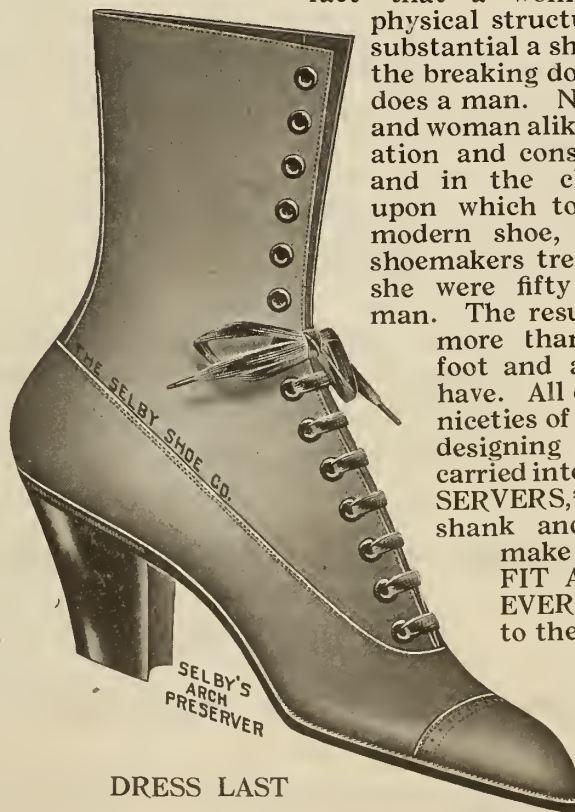
The REASON for the existence of the "ARCH PRESERVER" Shoe can be found in the extra large size newspaper and magazine advertisements exploiting corn and bunion cures, deformity correctors, foot support devices, rubber heels, and in the fact that many shoe men are becoming chiropodists BECAUSE THERE IS MORE MONEY IN IT.

All of which does not argue well for some part, or parts, of the shoe business.

The MISSION of the "ARCH PRESERVER" Shoe is to PREVENT—or at least reduce to a

minimum—the development of foot ailments, some of which afflict almost every human being.

Exactly the same principle of modeling and construction which are involved in the Men's "ARCH PRESERVER" Shoes are carried into the Women's "ARCH PRESERVER". Size for size, the Women's shoes carry the same width of STEEL BRIDGE CONSTRUCTION in the shank as the Men's. This idea is based upon the fact that a woman's anatomical and physical structure demands at least as substantial a shoe shank, to PREVENT the breaking down of her foot arch, as does a man. Nature treated both man and woman alike in the matter of formation and construction of their feet and in the character of the paths upon which to walk. But when the modern shoe, with heels, came in, shoemakers treated woman as though she were fifty times as strong as a man. The result is that women have more than fifty times as many foot and allied troubles as men have. All of the refinements and niceties of last modeling, pattern designing and shoemaking are carried into Women's "ARCH PRESERVERS," but in the strength of shank and the qualities which make "ARCH PRESERVERS" FIT AS NO OTHER SHOES EVER FITTED, they are equal to the Man's shoes.



DRESS LAST

The boot illustrated together with twenty other styles of Boots and Oxfords are carried in stock—AAAA to E.

The Selby Shoe Co.

Write for Booklet
 "PUTTING IT UP
 TO THE DEALER"

Portsmouth, Ohio



FLEET FOOT

For 1918

Scores of salesmen, from the Atlantic to the Pacific, are covering Canada with our new "Fleet Foot" samples for 1918.

These samples represent the best thought and effort of our experts. This line of Summer Footwear will more completely than ever meet the requirements of Canadian Trade.

Over a score of new styles have been added to the line, and improvements are shown on many of the present favorites.

A "Fleet Foot" Salesman is coming your way. It will be worth your while to wait for him before placing your Spring Order.

**Canadian Consolidated Rubber Co.
Limited**

Head Office, Montreal

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

THE SHOE AND LEATHER SITUATION

REPORTS from all over the country indicate a revival of business activity since the first of the month. With the assurance of bountiful crops through all parts of the country there comes the realization that there will be an abundance of money in circulation, and as soon as the produce begins to move the effects will be felt. In the meantime confidence in the situation has been largely restored and, although some disquiet has been occasioned by reports that the buying of munitions and other supplies by Great Britain in Canada will be shortened, there has been a general tendency in business to go ahead. With the shoe trade there has been a perceptible increase in activity with the conclusion of harvesting and the return of people to the city from their summer outings. Enquiries amongst dealers as to conditions reveal the fact that business has been better than usual for September and promises continued steady development. The renewed interest does not apply to the usual acceleration in children's goods that usually follows the re-opening of the schools, but dealers say there is an increased enquiry for regular lines and particularly for men's shoes, which have been somewhat neglected.

The report of the Journal's special representative in the West indicates an extremely hopeful and promising situation out there where the results of harvesting operations are now well assured. There is not only a general enquiry for staple goods but a disposition to purchase a better quality, manifesting the confidence that business is on a more staple and permanent basis than for a considerable period. Shoe manufacturers report sales of spring goods most encouraging, considering conditions that have prevailed for the past four or five months. They claim that while dealers seem to be fairly well stocked up with seasonable goods they do not seem adverse to anticipating their future needs. Attention is focussed upon the immediate situation and everybody is anxious as to how fall and winter goods are going to move. Undoubtedly the newspaper talk about "twenty dollar shoes" had the effect of inducing individual consumers as well as retailers earlier in the year to stock up and it may take some time for conditions to really settle, but as soon as fall trade takes on its regular swing much of the uncertainty will disappear. In the meantime manufacturers are to be congratulated upon trimming their lines for the new season and bringing them within reasonable limits. The talk about standardizing styles has at least had the effect of simplifying them to some extent with the new season's samples. Jobbers, while they have ordered freely of samples, have not seemed inclined to discount the future as to regular goods. They appear to be in the same position as the retailer, pretty thoroughly stocked with goods for the current season and are waiting to see which way the "cat" is going to jump. In fact, prices went up so insistently last winter and spring that they reached a point where everybody was afraid to take further risk. This, with the lull in buying, is making it hard for those who have stocks of goods purchased at prices made when factories had two or three months' work ahead.

The leather market continues fairly firm in spite of the weak situation in hides and that shoe manufacturers are not anxious to invest in leather at present. Tanners claim that stocks are small and that there is no object in making concessions, especially as the slightest increase in shoe activity will bring a demand upon existing supplies that will soon exhaust them. They claim that the temporary quiet and apparent weakness has been occasioned by the embargo on leather export to Britain and other European countries and that as soon as this is lifted there will be a general shortage.

The situation is largely dependent upon the sagacity and enterprise of the retail handler of footwear. The people have the money to spend, for both agriculturist and artisan have reaped bountifully as to crops and wages. While the people are being urged to save and economize it will naturally take a little extra persuasion to convince them that there are ways of cutting down expenditure and saving money for war loans without neglecting their feet.

DISTINCTIVE MODELS FOR SPRING

Few Changes are Presented in Men's Styles—Colored Calf Leathers will have Big Run—Fuller Fitting Lasts Featured—Women's Foot Toggery Will be Smart and Artistic—Military Effects Seen in Walking Boots—Long Vamps and Slender Foreparts Prevail on High Cut Bals—Some New Colors and Considerable Diversity of Materials—Cloth Tops, Buck Tops and Contrasting Shades on Several Offerings

ONCE more the whirlig of time brings around the period for the showing of spring and summer models in footwear. With each recurring season there are naturally some changes in lasts, patterns, colors and leathers, but alterations are, on the whole, probably less for next spring than they have been since the outbreak of the war.

In footwear offerings for 1918 the tones are possibly a little more subdued and there is a tendency toward smartness and dressiness rather than any bizarre effects or weird combinations.

Women's foot toggery will be snappy and distinctive and naturally assumes more of the military characteristic



Raisin kangaroo bal, straight effect, on new Balfour last. By Hartt Boot & Shoe Co.

now that the United States has become engaged in the European conflict. There is no gainsaying the fact that American fashions are followed to a very large extent by Canadians, although possibly not to the same extreme degree as in former years. Much has been said regarding the restriction of the many manifestations of color, cut, patterns and materials in women's pedal gear, but as long as the female mind loves things that are bright and beautiful, original and individual, there is not much fear of any efforts to curb fashion tendencies meeting with any large measure of success.

Popularity of Walking Boot

The walking boot is having a larger place than ever in the various samples presented and is increasing in popularity, now that it carries the 13-8 heel and has a slender and more pleasing forepart. A decided improvement has been made in walking shoes and they possess much more grace, style and character than a year ago. All appearance of weight and heaviness is eliminated.

Another noticeable characteristic is the plainness of pumps, which are for the most part unadorned; a few carry collars or have a French cord around the top, while some have leather ornaments.

The Oxford bids fair to come into its old-time popularity. The samples which are shown by a number of makers are clean, trim, and slender and would add dignity and dis-

tinction to any foot. In no branch of women's shoes has there been so much progress and achievement as in the splendid creations in Oxfords, with their neat, light effects and shapely foreparts.

In regard to height, there is a tendency if anything to the nine inch boot, rather than to eight inch, while a few of the models carry a ten inch leg.

Sensible Offerings for Men

In men's shoes the wider custom model now holds sway. It is of medium character and possesses slightly fuller fitting qualities than some of the extreme narrow toes which an attempt was made to popularize last season. There is no tendency to any far fetched offerings on the part of Canadian shoe manufacturers, for the simple reason that the young men who bought gaudy, ostentatious footwear, are mostly at the front and those now at home may soon be transported overseas and the government will provide them with the necessary pedal equipment. The demand, therefore, for showy, conspicuous shoes is decidedly limited, and novelty boots are made merely to brighten up the line. Patterns are of a conservative character and there is no great variety of lasts.

One manufacturer remarked this week that the merchants were clinging pretty well to former styles. He thought this was a good move as it enabled them to clean up their present stocks, whereas new styles and new lasts might leave an accumulation for bargain sales. So far as an investigation of the new models goes, there has been nothing added that is freakish or extreme and the only variations are that some shoes have more ball room and more spring than formerly.

Dark leathers, such as mahogany and tobacco brown, African brown, seal brown, toney red, cherry, royal purple,



African brown calf bal, saddle pattern, new recede toe. By Tetrault Shoe Mfg. Co.

etc., are being plentifully displayed and it looks as if there will again be a big run on them.

Of course, there is some difference of opinion on this question, but an impression prevails that brown shades will

find an increasing degree of favor. Dark tones have prevailed for some time now and the latest offering is khaki calf, but the number of calls for this new shade has been rather limited so far. One manufacturer points out that different localities will call for different shades. Some will want very dark, other lights and still others medium shades. The usual lines of dull black calf, kid, and kangaroo, are expected to sell equally as well as last year, but from 40 to 60 per cent. of the sales for the coming season will likely



Plug oxford in nigger brown calf, imitation wing vamp, perforated tip and eyelet row

to be on colored stock. A large proportion of these will carry composition, fibre or synthetic rubber soles—call them what you will—which are manufactured in many colors and are now giving good satisfaction. Having passed the experimental stage they are being accepted in the shoe making world by all well dressed men.

In regard to heels there is not much change, the 8/8 and 10/8 heel being still in favor. It may be added here that a few men's shoes carry suede and colored calf tops in gray, brown, beige, cinnamon, seal, castor, etc., but there is no evidence of any large sale for them. Most of them appear to be inserted as display shoes, and to impart spice and variety to the displays.

Neat, Smooth and Artistic

In the highest grade, men's shoes are wanted as plain as possible, mostly with blind eyelets. It is a noticeable fact that the higher grade the line the fewer the changes, and in men's footwear this season it is the medium priced range which show the most alterations.

The bal is still the leading shoe for men, although in the medium priced lines there are several blucher patterns shown and on the wider toed lasts, of course, bluchers predominate. Not many patent boots are presented and these only for dress occasions, civil or military.

One leading authority states that the full fox bal with the straight tip is a style that will continue as the leader in men's shoes. The plain stitched tip is right at the forefront, although imitation wing tips are seen. There is the military boot with the plain toe, no box and plain quarters. The call for this is likely to be limited as it is nothing new on this side of the line after three years of war, but across the border it is somewhat of a novelty as martial matters are engaging their attention to the same extent that we in Canada were taken up with them three years ago.

In Oxfords the circular vamp leads, and as it is expected that the orders for these will be limited during the coming year, makers of men's shoes are not showing any novelty products. In fact, the number of samples they have made up in low cuts is limited. The reason is easily explained. Last season was a particularly unprofitable one for low cuts, the cold, damp weather continuing until the middle of July, and then every retailer had to clear out his stock of Oxfords at practically cost. Very few made any money on low cuts, and will go gingerly in the matter of buying them for the coming season. It is youths who mainly buy Oxfords and with one hundred thousand more Canadians overseas, along with the short, uncertain summer season, the demand is problematical.

There is, of course, a strong tendency for buying sport footwear and during the past season white Oxfords in buck, nubuck and canvas were largely worn, even by men of middle and mature years. Tan and other colored trimmings made the offerings decidedly pleasing, while wing tips, saddle straps and perforated foxing were sported by even the most sedate lords of creation, for a little levity and distraction is permitted even among the most reserved and unpretentious in the good old summer time, on the lawn bowling green, the golf links, the cricket crease or the seaside resort. These models all carry fibre or composition soles.

Some Observations on Prices

"We notice that black and colored sides are finding more favor than ever. There, of course, is but one reason, that the price they are sold at makes these shoes at the same figures as the calf boots before they advanced. We do not know if they will last very long, but at present they are going very strong," says one widely known Canadian manufacturer.

Another maker of men's shoes declares: "Prices will be about the same as last season; the leather market is very firm and as soon as we commence cutting on next season's goods prices will still be advancing. Heavy sole leather is very scarce on account of so many army shoes being made in the United States, and should the embargo be lifted on leather going to Europe, quotations will go much higher so that the chances are prices will be higher in place of lower. A number of the merchants are of the belief that prices will be easier, but they will not be lower for some time to come. Even if the war should terminate this fall or next spring prices will not drop. The scarcity of hides, both in Europe and America, makes the leather market stiff. If the Food Controller in place of not allowing beef and bacon to be eaten on Tuesdays and Fridays, had made it veal and lamb there would not be such a scarcity of calf and sheep skins. Hon. Mr. Hanna should get these points and stop the killing of calves and sheep, and there would then be a greater supply of hides."

The New Modes in Women's

Simplicity and neatness of design and delicacy and refinement of style characterize all women's shoes for the coming season. There is a rather wide range of new colors being presented in beige, tan Russia, field mouse, gray,



New pointed toe last, close edge, with special waterproof features in toney red calf. By Tebbutt Shoe & Leather Co.

beaver, taupe, sea gull, biscuit, khaki, golden brown and other soft tones.

The bal is still at the forefront, in eight, nine and ten inches, in wave, slant, curve or hussar cut, but most are straight or slightly on the bias. Judging from the number of samples offered, there is no great rush for fabrics; in fact, cloth tops have not taken to any great extent, and whether

there will be a reversion to them later, it is not possible to say. Where the foxing is new and original, they are being bought in limited numbers; light weight, close woven cloths in dark browns and grays, black and whites, light gray and patent, gray and brown, ivory and brown and a few other combinations are revealed, but while contrasting colors would still seem to be popular, two tone effects are by no means strong. An attempt has been made to re-introduce button boots and while there is some disposition in the direction of buttons



African brown calf bal on new Haig last, recede toe By Brandon Shoe Co.

and bluchers; the latter owing to the wave of military and patriotic fervor, still it will be a considerable time before the bal is displaced. The retail trade seem backward about taking up button boots and cloth tops.

The leading firms have made up outside of the standard blacks, about half of their samples in colored calf, and the remainder in colored kid of more subdued tones. Black and tan calf and black glazed kid are prime favorites. Patent leather will come more strongly in appreciation, and for the past season has been holding its own. Walking boots in tan leathers are likely to be popular; in fact, the requisitions for shoes made on the army pattern have been rather extensive. The Munson last has been made up in walking shoes for women and some modified military foreparts of blucher cut seem to be meeting with kind regard. Oxfords are very numerous this year and are expected to have a strong run and the consensus of opinion from various sources is that browns, both in high and low cuts, are going to move freely. The mahogany, tobacco brown, seal brown, toney red, cherry and nut brown are likely to enjoy a good sale. In colored kids, various shades of brown and gray are seen while gray and black is a favorite combination as well as taupe and beige, in fact, there is a wide diversity of subdued tones. The new lasts have a long slender forepart from $3\frac{1}{4}$ to $3\frac{6}{8}$ inches—a few of four inches—while the toes are narrow and edges close.

The full breasted Louis wood heel, the half Louis, the military, Cuban and spike heels are seen with about an equal showing in each kind, but 13-8 Cubans are decidedly active.

The imitation wing tip is still favored, and the straight tip is also seen on a number of models, but for the most part foreparts are unadorned. Overlays, inlays and other ornaments are observed on some low cuts, particularly Oxfords. Perforations for the most part are of the small artistic variety.

The Return of the Oxford

Everything points to the return of the Oxford and among the new presentations is the pump tie which is a half way house between the Oxford and the pump. Full foxed Oxfords are also seen as well as those with the inserted lace piece.

The showing in white footwear is more liberal than ever. In the past season the white wave was at its highest and there is no indication but that pure white and white and black effects will be equally as much in vogue in 1918. Some shoes are of the mannish type with a round toe and medium heel.

The Cuban and Louis heel are seen on the more dressy creations. Novelty pumps are noticed having a forepart of patent leather or colored kid and the back in suede of gray, beige, beaver, etc.

There are various predictions regarding the future, but one man's guess is as good as another's, and in the meantime nothing very sensational in the way of advances in prices is spoken of, except certain colored kid creations. Last year cost conditions were very alarming, but so far this aggravation has not been added to the worries and perplexities of the average retail shoe merchant.

Will be Pump Season

Among the new creations in pumps is a new whole fox pump with a little fuller toe and carrying a 12/8 Cuban heel. This bids to be very popular. One firm expresses the belief that the summer of 1918 will be a pump season and they are pushing a very large line of pumps and Oxfords and going strong on black kid and patent leathers. The new colors in kid which have been added consist of khaki and field mouse and they believe that the latter will be the best proposition in color. This firm also state that Cuban heels will be a strong feature for the coming season and the heights will be about 12/8 and 13/8. Black leather are being talked up very strongly, especially black kids, but this does not mean that the colors are dead and there will be plenty of colored shoes during the coming season.

Another firm, strong on novelty stuff, is arraying every conceivable color in leather, every possible pattern, on ten inch tops in leather and cloth, straight and wave cut, white welts, ribbon stitching, patent kid, vamps as long as 4 inches, and heels from 2 inches to 1 inch.

Superior Creations for Men

The new spring models of the Hartt Boot & Shoe Co., of Fredericton, N.B., are characterized by dignity and grace, while craftsmanship has never attained such perfection as is evidenced in the styles for 1918. Four new lasts which fit in well with this exceptionally high class range have been added for the coming season. They are the Balfour, which is a straight last; the Blackstone, which is somewhat wider fitting with round toe; the Torpedo with a long drawn out pointed effect and the Windsor, a new medium recede toe. A particularly neat shoe is a rasin kangaroo bal on the Balfour last. This shoe is very much admired and is a new



New orthopedic last with patent cushion inner sole and cushion heel in cherry calf. By Tebbutt Shoe & Leather Co.

achievement in the art of St. Crispin. Other offerings are seen in the lighter colors in tan, as well as in mahogany, royal purple, Havana brown and other shades. A number of shoes have colored kid and buck tops, white, gray and brown being shown. Oxfords in calf, kid and kangaroo are noticed with square throat and plain stitched tips. Several models carry fibre soles and rubber heels and the range of Gold Medal shoes has been very largely extended this season. Among the noticable creations are sport

Oxfords with buck saddle strap, eyelet facing and foxing, An 18 inch trench boot laced up the front and made of heavy storm calf is interesting, as well as sporting boots in tan winter calf, and pearl gray winter calf with bellows tongue, and full, double, viscolized soles. The firm say that colored leathers sold well last season, and they believe that they will go well again this season. The range of Gold Medal and Hartt models for spring was never so complete as this season, and the firm are confidently looking forward to big business.

Varied Colors are Desired

The Tetrault Shoe Manufacturing Co., Montreal, have added to their lasts a perfected receding toe which completes their showing of such shoes. They are of the opinion that colors will be more varied than usual, for already in orders received from various parts of Canada, different shades have been requisitioned, The new khaki shade which will be sold in some of the cities will not take elsewhere, while the very dark shades are still in demand in some parts of the Dominion. Others want a medium between the dark and



Nine inch plum kid whole quarter bal, circular vamp, with covered Louis wood heel

light shades, while some desire the toney red which is still very popular and may continue so. Men's shoes are wanted as plain as can be for the high grades with blind eyelets and no hooks and some territories still require white soles, ooze tops or two shade effects. The firm report that fibre soles are selling more than they ever did before and their popularity is increasing tremendously. Some new fibre soles are finished exactly the same in appearance as leather. These are starting to be used in Canada and may have a tendency to replace some of the present fibre soles. The company look for a very strong season in all kinds of substitute soles, especially with colored leathers. The Tetrault range this year contains a few novelties, and one striking creation is a saddle pattern which is now being sold in the United States. The saddle give the effect of a combination straight and wing tip.

Present Types are Popular

The Brandon Shoe Co., of Brantford, have completed their samples of spring models and they are being very favorably received by the trade. The styles are running along much the same lines as last year, with colored leathers taking the lead. There appears to be a good demand for royal purple along with tobacco brown and dark mahogany. Light colors the firm do not think will be in very great demand for the coming season. They moved rather slowly last season. Gun metal is selling heavy and the company expect patent leathers to be in a wider measure of favor, during the coming spring and summer. Three new lasts have been added with the medium toe. The patterns are

along the same lines as last year showing an imitation wing tip, which took very well and makes a decidedly neat shoe. There is quite a mixture of various hues in suede tops, kangaroos and nubuck in colors, but cloth tops are not selling well, and are not being pushed. Fibre soles are going strong especially in the colors, and from present indications it looks as though they will move rapidly. The whole range is marked by neatness, smoothness and pleasing offerings



Steel gray kid pump with perforated imitation buckle, covered Louis wood heel

of a quiet, conservative character, and the firm report that it looks like a very bright season for spring trade.

Thinks Tan Russia is Returning

The new spring samples of the Minister, Myles Shoe Co. reveal many offerings that are unique and distinctive. In the men's models are seen several new creations in khaki calf, royal purple and seal brown. Four new lasts have been added in men's and they are of the recede toe type. The straight tip is noticed on a number of models and eyelets running all the way to the top of the shoe are featured. There are some attractive offerings also in toney red, mahogany and Havanna brown. A few models carry buck tops in contrasting colors.

In women's shoes, three new lasts of the long slender forepart have been added and some very striking creations are shown. One is in Alice blue kid, scalloped vamp, square



Dark brown calf military boot, eight inch top with, 13-8 heel

throat bal, full Louis heel and white kid top, nine inches high, with deep red satin top facing. Another is a biscuit buck, scalloped vamp, Louis heel with stonette silk top of same color and lavender top facing. Another pretty model is a Havanna brown bal, square throat, biscuit buck top and Roman silk top facing, while another is an eleven inch bal with dark tan vamp, khaki cloth top and leather Louis heel.

(Continued on page 81)

Business Men and Their Success

Personality and Methods of Some of Canada's Successful Merchants—Side-Lights on the Character and Ideals of Those Who Have Made Business History in Canada

WHILE the name may still be more or less of a "red rag" to the average retailer, the time has passed when the up-to-date merchant can afford to ignore or scoff at the "big" store and its methods.

The name "Eaton" is so indissolubly associated with the rise and development of the departmental store in Canada, as probably the most outstanding example of the perfection to which the organization has been brought, that it will interest readers of the *SHOE AND LEATHER JOURNAL* to gather from one who was personally acquainted with the founder of the concern and who was tolerably familiar with his views and business ideals, an idea or two as to principles that underlaid the marvellous success the late Timothy Eaton made of this business before his death.

For many reasons the gentleman interviewed is averse to the use of his name in connection with the matter, so that we present his views as given informally to a representative of the *SHOE AND LEATHER JOURNAL*. They throw an interesting side light upon the Eaton enterprise and its founder.

The late Timothy Eaton was one of the many adventurous souls who have left the Emerald Isle to hew out a career for themselves in Canada. He brought with him the rugged characteristics that would have spelled success in any undertaking. He began his mercantile career in St. Mary's, in a humble way, afterwards removing to Toronto where he established a small drygoods store at the south west corner of Yonge and Queen streets, where Simpson's block to-day stands. Later he removed to 190 Yonge street, which became the nucleus of the present labyrinth of stores and factories that almost fill the centre of the downtown district.

As to his most outstanding characteristic, the late Mr. Eaton would be dubbed by the average man a "pig headed Irishman." When he made up his mind on a matter that settled it, and he went ahead. Nothing stopped him short of the absolutely impossible. He was often called an unreasonable man because he would listen to no adverse argument when an idea took hold of him. But this was the trait that caused him to win through eventually with the "big store" idea. The greater the opposition, the greater his determination to prosecute his project to a successful end.

A certain man, who had charge of all the interior work of the Eaton establishment for years, asked how he managed to retain his standing with the head of the house so long, replied, "When the governor comes along and says, 'Paint that ceiling blue,' I do it. If he should come around the next day and say, 'Make it yellow,' we get out the colors and change it. I have learned never to

argue with Mr. Eaton. I do what I am told."

Some people would call this obstinancy, but it was the quality that carried the founder of the concern through many difficulties and vicissitudes, for the growth of the Eaton business has not been all steady and peaceful. By the way, when the late Mr. Eaton was once asked why he employed so many Irishmen, he replied: "An Englishman will never do what you tell him, a Scotchman will sometimes, but an Irishman will always do what he is told."

Timothy Eaton placed a man at the head of a department and gave him every opportunity to make it go. But if at the end of the business period it showed a balance the wrong way, out went the man, though he were a personal friend or even a relative of the head of the concern. Sentiment played practically no part in the Eaton method of handling employees. Friends were given a chance, but if they failed to make good they got no more consideration than a stranger. Nevertheless, Mr. Eaton was a good friend to those who were loyal to him and the store.

A young man who had been trained in the shoe business sought a position in the shoe department. He was put behind the men's furnishings counter. A friend who was interested in the young man and who knew Mr. Eaton, asked why he was not placed where his knowledge would do most good, Mr. Eaton replied, "We want men here who know how to sell goods, not people to lecture on how they are made." By this he did not mean to discount a clerk's knowledge of his line, but took a needed crack at a tendency only too prevalent sometimes to making too much of the technical side instead of attending to the needs of the customer.

It used to be a saying in the store "the nearer the top, the nearer the bottom." A young man who had held a certain position for several years at the head of a department, and filled it well, was asked how it was he had got no higher up. He made the remark quoted above. It was then the accepted belief that when a man got to the tip top he was liable to go over. Shortly after the above conversation occurred, a "spill" took place when several "heads" fell into the basket. Mr. Eaton had the Irish habit of saying little when he was pleased and using the axe when he was not. The "store" was everything, and anybody who got in its way or out of harmony with its organization was regarded as a menace and was let out. On the other hand a man who was genuinely in earnest and worked, and fought for the store and its ideals was sure of his place. But no one was allowed to think he was indispensable to the institution.

Two very clever men in the establishment in its earlier days were candidates for a certain position

of preferment and had each a faction supporting him. The question came up at a board meeting, and after listening quietly to the arguments pro and con Mr. Eaton said, "They're both good men?" To this, assent was given by both sides. "Then we'll let them both go," and these two were let out.

His method of handling men might be illustrated by an incident that took place about this same time. One of the department managers was complaining that he was not given sufficient freedom in handling his department. In the discussion, which was short and somewhat unsatisfactory to the said manager, the remark was made by the latter that a certain other manager was allowed to do as he pleased around the store. The man referred to happened to be coming down the stairs at the time and Mr. Eaton peremptorily called him over, "This man says you do as you please around this store," said Mr. Eaton in his peculiar gruff way, "What do you say to that?" "Well I try to do all I think necessary in the interest of the store," was the reply, the puzzled deputy not knowing what was up. "How long have you been here?" was the next question. "Fifteen years, sir," was the reply. "Do you hear that?" said Mr. Eaton turning to the other man. "When you have been here fifteen years you will be able to do what you like," and he turned on his heel and left them.

Mr. Eaton was immovable on certain points. He would never sell liquor, tobacco or playing cards in his establishment. He was a Methodist and a great stickler for the "rules." When he was about to move to Toronto he intended adding groceries to his drygoods lines, and wrote a friend in Montreal, asking him if he thought it necessary to the success of a grocery establishment to handle liquors, which at that time almost all grocers sold. He added that if he had to handle liquors he would drop the line, as he would never sell intoxicating drinks. To this day the three lines above referred to have been ruled out by the management, the views of the founder being recognized to that extent.

The Eaton establishment has always treated its hands well, and its early employees, as well as those in the establishment to-day, speak well of the management in this respect. The concern has never been guilty at any time of paying inadequate wages either to its male or female help and has always followed the custom of looking after its employees when ill or incapacitated for work. For thirty years it has provided not only for their comfort and convenience in the store in many ways, but in their outside relations and surroundings.

Mr. Eaton was a man of strong religious convictions, and although not given to ostentation, gave liberally to everything he thought worthy of recognition, but was unsparing in his criticism and condemnation of everything in the nature of sham. He never liked to have propositions of a charitable nature "commended" to him. He preferred to form his views from direct contact with the proposition and those behind it. His best friends could not influence him against his convictions. He had a favorite saying which sounded odd and unreasonable, but which had a depth of meaning in it. He often said he thanked God that he did not have much education. He knew how to read and write and "figure," and that was all he claimed most men needed. He might be considered narrow or intolerant in this view, but his idea was that "much learning" was a hindrance to many young men, and he may not have been so far astray as might appear.

He was a great admirer of results. A successful man in his line or department could do almost anything with him. He was going about through the various departments just before Christmas, a while before he died, and noticing a display of a certain line of goods, he said to the manager, "How many have you got of these?" "So many," was the reply. "Why didn't you get more?" and he passed on. The manager thought the thing over, and hurrying down town after lunch, bought all he could get hold of in this line, although he thought he was already loaded. He put the goods on sale and by extra push got rid of the lot. After the holidays Mr. Eaton was again passing through and remarked that the line had been cleaned out. "You ought to have got more," said he. "I did," said the manager, "I got all there was after you were here." "That's right," said Mr. Eaton, "That's right," and he went off rubbing his hands. The department head said he did not believe that Mr. Eaton knew the goods were of special value, but he had put it up to him and he felt it was for him to see it through.

What was the outstanding characteristic of the man? you ask. I think it was getting things done. He inspired his lieutenants with the same spirit, which was doing things bigger and quicker than they had been done before. He was no man for details. He put a man in charge of a department, provided him with everything he needed to make it a success, and expected him to win out. His one great point was quick decision. He made up his mind and went ahead.



Illustrating the American and the English Methods of Measuring the Height of Shoes

MR. WILLIAMS AGAIN IN THE RANKS

Geo. E. Williams, who is the new warehouse manager for Blachford, Davies & Co., Limited, Toronto, and recently entered upon his new duties, has had an extended and varied experience in the shoe game. Mr. Williams was with the J. D. King Co., Toronto, from 1881 to 1889 and with D. D. Hawthorne & Co., from 1904 until 1916. Before going



George E. Williams, Toronto, Ont.

with the former concern the subject of this reference was in Harris & Johnston's retail store in Ingersoll for some years. During his long connection with the trade Mr. Williams has made many warm friends, who will be pleased to learn that, after spending a year at Thornley Wallace farm, at Denfield, Ont., where he was much interested in poultry raising, he has resumed active connection with the shoe business. Mr. Williams is feeling exceptionally well and strong after his rural residence.

HE ORGANIZES NEW COMPANY

G. J. Trudeau, who some time ago withdrew from the firm of G. J. Trudeau & Co., Limited, has organized a company to be known as Trudeau & Co., of which he is general manager and director. They have opened up premises at 672 Ontario street east, Montreal, where a complete line of shoe findings and supplies, including metal shanks, metal shoe hooks, shoe buttons, white sole and heel varnish, etch stain and brushes are carried. The firm also represent E. L. Goudy & Co., of Brockton, Mass., manufacturers of felt box toes. Mr. Trudeau has completely recovered after several weeks' illness from appendicitis and, as he is well liked by the trade, the new organization of which he is the head, should meet with a large measure of encouragement and success.

NOTES OF INTEREST FROM VANCOUVER

With the long continued fine summer weather there was a good demand for white goods, and stocks were pretty well cleaned up. With the resumption of school duties, the shoe retailers made a fair bid to capture what business was offering, but the amount of trade does not seem to be so large as in other years, no doubt owing to the dry weather. The shoe repair line has not been active but, with the advent of the rainy season, business is expected to pick up.

The embargo placed on shoe sundries and findings by the British Government is making its effects felt here. All

shoe rivets, nails, tacks, laces, threads, etc., have considerably advanced in price, and are causing shoe repairers to consider it as an item in their outlay for materials. When prices were normal it was not thought necessary to count in their cost, but now when shoe findings have advanced 100 per cent. and more, it is cutting into the profits of repairing. The time cannot be far distant when the members of the Repairers' Association will have to again boost the figures for their work. Prices that are being obtained by the majority at present are considered to be far too low to allow of a reasonable and just profit. No doubt Vancouver holds a unique position as compared with other cities in Canada, owing to the large number of Japanese and Chinese shoe makers who reside in low rented premises and do not consider the value of their labor to be worth the equal of the white man. This goes a long way to keep down the quotations for repairing. The profit to-day on shoe repairing, after taking into account the leather, findings, labor, and a percentage for rent and other overhead charges is of an infinitesimal quantity, and the amount allowed for the labor, which is skilled, is small compared with that of many unskilled workers around the city. It will often cost \$4.00 to \$5.00 for three hours' work of a plumber, while the shoe mender only gets \$1.85, at the most, for the same number of hours work, and material costing \$1.00.

The Goodwin Good Shoes are now installed in their new home, in the new premises adjoining the old store. This emporium, which is devoted solely to men's and boys' footwear, is one of the smartest and best laid out establishments in the city, and does credit to its enterprising proprietors.

At last the high price of shoes is dawning upon the public mind, and a writer endeavors to use the high cost to demonstrate an argument. The Buzzer, a little brochure, published by the British Columbia Electric Railway Co., every Friday, in a recent issue makes use of the following: "If we were a candidate for suicide we would go into a store and demand a pair of \$3.00 shoes, shutting our ears to any pleas the storekeeper might make about the enormous price of leather these days." This argument is employed by the company to show how unreasonable the public is in asking for reduced fares. It would take too much space to enlarge upon this line of talk, but like all large corporations they view the case from every other point but the right one. Shoemen find if they want to secure the business and please the public they have to produce the goods.

G. Morris, who has been touring the East as far as Boston for the past few weeks, has returned, much benefited by his vacation.

H. North, of Fraser avenue, has installed a Sterling stitcher, and is confident of being able to do good work with it.

D. Matchet expired suddenly from hemorrhage, while walking along Granville street, on Sunday, August 26th. The deceased had worked for the Goodyear Shoe Repairing for the last three years, and previous to coming to Vancouver was a resident of Red Deer, Alta. He was sixty-six years old.

The Vancouver Exhibition, which was held from August 20th to 25th, proved one of the most successful in its history. Over 87,000 people paid admission at the turnstiles, and the directors report a surplus in excess of \$5,000. The exhibits of manufactures were numerous and varied, showing that many industries are located in the Terminal City. The J. Leckie Co., local shoe manufacturers, were the only firm in the trade to make a display. There was a full range of all grades in boys', youths' and men's in riveted, Standard screw and welts. An improvement was observed in the models and general get-up. Another noticeable feature was the specimen of upper leathers that the company are tanning and dressing at their works at New Westminster.

HUMAN FEET AND THE WAY THEY SHOULD BE SHOD

The Necessity of Foot Education and Revolution in Shoe Styles Outlined by Mr. Taplin—Retailers Should Have Working Knowledge of Foot Anatomy and its Requirements—How Efficiency is Impaired and Health Undermined by Fashionable Footwear

"The shoe business should be professionalized and no one would be better pleased over all this than the shoeman himself. He could then feel that he was doing his share toward making life worth while. He cannot now claim that distinction.

"Now what should the national or universal shoe be like? The upper should be pliable and soft, any color or combination of colors, preferably laced, and any reasonable height. The sole should be shaped like the bearing portion of the foot and the outside rounding from the ball to the toe, with a sort of swing. The heel should be low, broad and coming well forward under the foot—approximately one-third of the length of the foot itself. The vamp should always be long so that when laced the tightness and fitting would be around the waist and instep, and not restricting the action of the ball and toes. The boot throughout should be as flexible as possible including the shank, which should never have steel inserted. The more rigidity the more the easy natural gait of man is changed. The sole should be thick enough to protect the bottom of the foot against inequalities of surface. The shoe last and the shoe finally chosen, such as I have outlined, is not based on preference, prejudice or pre-conception. In its outlines the styles and the whims of fashion are not taken into account. I believe however, that it closely co-ordinates with the shape, volume and physiological functions of the foot."

"THE Human Foot and Its Relations to Physical Health," was the subject of a lecture delivered recently in Westmoreland Methodist Church, by V. E. Taplin, President and Manager of Natural Tread Shoes, Limited, 156 Bay street, Toronto. There was a large attendance and the remarks of the speaker were made more vivid and impressive by means of seventy-two lantern slides show-



V. E. Taplin, Toronto

ing the growth and development of the foot under natural, normal conditions as contrasted with many ill-shaped, contorted pedal extremities caused by wearing improper, uncomfortable and so-called stylish footwear. A number of ladies representing several prominent societies, which have become interested in normal shoes, were present.

Pointed toes and high heels came in for some scathing denunciation from the speaker, who said that the economic loss alone sustained through wearing ill fitting shoes, resulting in inefficiency and lessened earning power is probably more serious than any other economic question of the day. In a recent issue of the "Scientific American" it was stated that

during the past year 1,149 persons were killed and more than 4,000 crippled in the United States alone on stairways. "High heels and run down heels," declared Mr. Taplin, "were largely responsible for these stairway accidents. I venture to say that if the truth was known the same heels would be found to be the cause of a large percentage of the accidents to women on our streets to-day. There can be no sureness of step when the foot is so cramped, bound, warped or twisted as it must of necessity be in the modern foot millinery. The toes have no opportunity for balancing or propelling. Mobility would be just as possible if we were elevated on stilts. Certain it is if the mind is concentrated on the pains and aches from suffering feet, it cannot be otherwise actively engaged and alert to the many dangers met with. Let the mind out of our control for one short moment on our crowded streets and a life may be the penalty."

The Sad Dictates of Fashion

"Led by fashions," continued Mr. Taplin, "customs have been followed and our eye so badly trained in respect to the dress of the foot, that it is considered quite the proper thing to have our toes narrowed and our heels raised, which condition results in hammer toes, bunions, corns, calous, weak muscles, falling arch, flat foot, backaches, muscle strain, nervous collapse—any or all of them—and a degree of inefficiency, which, if the extent was generally known, would call for the best and most serious thoughts and prompt action on your part and on the part of all educational and humane people, which would include the hearty co-operation of the business world. Major (Dr.) Munson, head of the School for Army Medical Officers and President of the Army Shoe Board of the United States, says, "after four years of investigation and the examination of many thousands of pairs of feet, that he found that 'it became evident that in many instances the faulty conditions of the soldiers' feet were due to lack of information on this important subject,' and my own experience in the fitting and examination of feet, confirms this." The purpose of my talk, along with the pictures shown, is to supply some of the practical information on this subject, which has not heretofore been easily available and without which it cannot be expected, the several factors which must co-relate in order to produce the best foot conditions among our people, will be suitably recognized and satisfactorily co-ordinated.

Service of the Normal Foot

"Little harm," said Mr. Taplin, "would come from wearing improper shoes if Nature had given the foot no other

function than that of passively bearing the body weight. The normal foot serves as a well arranged machine, which raises the body and aids in its propulsion—a sort of leverage. This mechanism is subject to the same physical laws, that govern all machines and will suffer injury if the normal relationship of its structures is disturbed. The foot to serve as a lever and be of much aid in the propulsion of the body must, in walking, be advanced directly in the line of the body with the toes pointing forward. This is the walk and attitude of muscular activity and strength in which the great toe points forward or slightly inward; in which the arches of the feet are raised and the inner margin form together an angle opening backward. In this position only can the muscles of the feet work to complete advantage. The body weight is not passively borne, but is actively raised and balanced upon the front of the foot; the toes are spread and firmly pressed against the ground or boot; little strain falls upon the ligaments and the gait is marked by vigor, spring and grace. Such is walking. Altogether too little of this sort of walking is noticeable. More often do we see persons coming down the street with one toe pointing south east and the other south west as though each was on a special mission of its own. This kind of walking puts a tremendous strain on the inner muscles of the foot, frequently resulting in falling arch and flat foot and always in a weakened gait and weak muscles. In the first they are used and developed and in the second they are not."

Heels Too Lofty; Toes Too Cramped

In speaking of high heels and narrow toes, Mr. Taplin quoted Jesse Bancroft, on the Posture of School Children, who says, "High heeled shoes or those which through narrowness or pointed shape cramp the toes so that they cannot spread naturally, when the weight is thrust upon them, make the foot more a hoof than a foot, so that it becomes a stiff, inflexible pedestal attached to the leg. They are also the cause



The common shapes of walking-shoe of a promiscuous sort. Nothing but deformity, pains, and aches follow in its wake. The pointed toe induces bunions, hammer toes and corns, the too high heel tilts the body abnormally and injures the foot by shortening the heel tendon.

A shape automatically and scientifically correct, and for obvious reasons should be the only shape kept for sale.

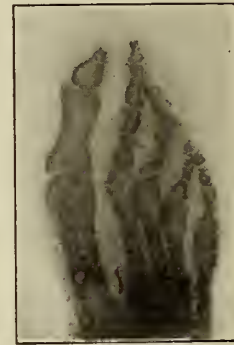
of weakened arches, bunions, and an abnormal strain on the ligaments that maintain the upright position."

"The idea," says Dr. Hoffman, of St. Louis, "apparently dominating the construction of nearly all civilian shoes, is

that it is better that the footwear should be novel in appearance rather than it should be sensible in shape. A glance into the display window of the average shoe store will



A radiograph showing the nature of the usual deformity following the wearing of the modern shoe.



It should be the aim of every shoe manufacturer to make shoes on lasts following in general lines the contour of the normal foot as above. In no other way can the efficiency and comfort of the foot be retained.

habitually show scores of varieties of shoes of widely different appearance, not one of which even approaches correctness from an anatomical standpoint. The shoe trade considers itself free from blame as it is frankly in the business for profits and is interested in giving the public what the latter thinks it wants."

Meeting the Whims of Society

The same authority also says the whim of society and the manufacturer's enterprise alone regulate the shape. "Now," continued Mr. Taplin, "we find that this whim of society and the dictum of fashion, etc., are controlled by the advance notices of what is sent out regularly and with accuracy of aim from the directors of the large shoe centres. These articles appearing from time to time create the desire to wear what Mrs. Jones wears and long before the new styles appear, the buying public have been scientifically prepared for them.

"The manufacturers know they can sell double as many boots by encouraging the use of fancy and frivolous kinds. They are not bought to give wear or value, and in this they do not deceive you. They are properly put under the head of fancy. They are extravagance in the extreme—just as using fancy and dainty groceries or dry goods would be—for the closets of all who can afford them, and of too many who cannot, are filled with slightly worn, expensive, foot millinery of a vicious type.

"You have no doubt heard many people say they do not like the appearance of broad toed shoes. I have always claimed it to be a matter of education and to prove this I will tell you about Henry the Eighth and his daughter, Queen Mary. Henry had gouty, swollen feet, requiring very wide boots. From this people got the idea that broad shoes were the things to wear. The custom grew into such proportions that in Queen Mary's reign parliament had to limit the width of toes to not over six inches. I still claim it to be a matter of education. Bad feet cause mental irritability,

lessen buoyancy of spirit and in many other ways render the possessor incapable of giving his or her best service."

Need of Correctly Constructed Shoes

After touching upon arch supports, which the speaker said should only be allowed to be sold on the order of a surgeon, Mr. Taplin said supports were bought with the same absence of seriousness one would expect in the purchase of an ice cream cone. You should be just as concerned as if you were buying a pair of crutches for you are admitting yourself to be a weakling, a cripple—in the foot, at least, and no longer able to navigate without artificial props. That is what supports are and that is what crutches are. The need of them could be removed completely by wearing correctly constructed shoes giving room for the toes and then using that room. Mr. Taplin stated that people should get rid of some false ideas, among them being that bunions are hereditary, that high arches require high heels, that a person cannot wear low heels, that the overly high arches are things of beauty and a joy forever, and that low heels cause falling arch.

It is regrettable that the feeling is so general that when a young girl is wearing a shoe properly constructed and is walking with that natural ease and grace, only to be associated with correct shoes and good feet, she cannot escape the stares of many of her friends and most of her neighbors. What lack of education is displayed, what gall they show themselves to be the possessors of? What possible right have they with their deforming things and their twisted sore feet to criticise unkindly any one who chooses to break away from this senseless slavery and enjoy life as it should be enjoyed. In spite of all these giggles, no girl can make the change to proper shoes without immediately raising herself in the opinion of practically all of those whose opinions she cares about. After all this opinion of people on a subject of which they know little or nothing should not be considered of very great importance. It is a fact that the great majority of our population is totally ignorant of this subject with which we are dealing, and from no cause of their own.

Should Start With the Child

A little thought will convince any one that the possession of strong and useful feet is almost an indispensable factor of life. The prevention of foot troubles should begin with the child's early life. We should by no means wait until partial or complete crippling overtakes them. While the weak foot is even more recognized to-day than ever before, on account of economic loss, that recognition is usually deferred until adult life, when the individual finds himself hampered by disability in the pursuit of happiness and economic independence. Moreover, the presence of foot trouble is increasing in frequency. And well you might ask: "Why is it increasing?" The giving up of the muscular development that comes from going barefooted has important bearings on the subject. The barefooted child in the city, parents are afraid, might be mistaken for a neglected and poverty stricken slum dweller, and so the feet are encased from the earliest period in leathern splints which interfere with the development of the foot muscles to such an extent that we find a great majority of ten-year-old-children with a four-year-old set of muscles. It just means that muscles have not grown in strength while the body has grown in weight.

The Penalty that Follows

Fallen arch and flat foot result. The pains accompanying this condition are often ascribed to rheumatism. All parents should be brought to realize their responsibilities in this prevention. We must do everything possible to turn our children into efficient adults and this matter of the child's foot is second to scarcely any other in importance.

What are the symptoms of weak feet in children? The weak footed child is not active, complains of tire and

avoids playing or walking. They are apt to be round shouldered and to have feeble appetites. Pallor is sometimes noted. Not many of the cases have pain. The pain—and lots of it—comes later. I would not have you get the idea that I do not fully realize that all or most children have to wear boots a great deal of the time. Our climate makes it necessary. I only wish to point out that the wearing of a boot weakens the foot in proportion to the restriction.

Nearly all weakness and deformity come as a result of wearing wrongly shaped shoes or shoes of correct shape if they are improperly fitted. A very large percentage of our children are wearing shoes too short, and while it is possible to get shoes which, in most particulars, answer hygienic requirements, for very young children, you will find it more and more difficult as the years go by. Fashion has decreed that after the age of nine or ten a girl's boot shall be raised a lift or two in the heel and narrowed at the bottom and a slice or two taken from either side of the toe, each and every year that goes by until at the age of about sixteen we generally find that a girl with deformed feet and able to wear the high heeled boot. A low heel is not comfortable any more because with the raising of the heels there is a corresponding shortening of the heel tendon and the stroke of the calf muscles, and to lower the heel means a readjustment usually requiring a few hours a day for a few days. Besides most girls want to wear what Susan Jane wears. Consequences are not considered. Education will remove the desire to have these things.

Shoe Salesmen Should Be Specialists

Children should be educated in the protection of the foot and to appreciate its beautiful lines. They would then admire the shoe most that nearest resembled these lines in shape. Parents would accept their responsibility and treat the matter seriously. The demand for shoes following the normal lines of the foot and so constructed as to insure foot natural development would be such that shoe merchants, would in order to hold their trade, be obliged to obtain a working knowledge of the foot anatomy and its requirements. They would be obliged to employ salesmen possessed of the same knowledge and give these salesmen the right to properly fit ten customers in a day rather than misfit twenty. Their job should depend on the quality of their work, and not the quantity. The shoe merchants would also be obliged to carry a stock of shoes so shaped as to be anatomically and scientifically correct, in place of the disgraceful crippling things which now line their shelves.

Shoemen should be as well up in their line as dentists, doctors, lawyers or druggists which I am sorry to say they are not to-day. These shoe stores would all be carrying one general shape of shoes in about eight widths in all sizes, and in as many leathers and color combinations as they may choose. They could be just as pretty as you would wish, but they would not deform you. The knowledge of yourself or your child plus that of the shoeman or clerk would result in perfect, anatomic, scientific fits.

Good fits would mean good feet and good feet would in a very short time do away with corn doctors, chiropodists, etc. Our efficiency would increase 25 per cent. What work we did would be done easier and with less muscle and nervous strain. The medical doctors would get about 30 per cent. less business from women. Through increased exercise voluntarily taken, our general health would improve. Violent tempers and irritableness would subside. Our carriage would be more graceful; wrinkled and worn faces would brighten and be happy; feet would look like feet and act like feet. If you are interested in healthy children and efficient adults, in economics, in the dollar that pays the rent and buys the flour, in a broader intellect, in comfort, grace and sensible things, you must then be interested in this movement for foot education and footwear reform, for both of which I ask your support.

THEY CAUGHT OVER 200 FISH

Cecil A. Culbert who was the first merchant to open a store in South Porcupine, Ontario, where hundreds of others have come and gone, is still on the job. He not only does a large trade in shoes and men's furnishings, but also finds time to do a little fishing. Recently he took a jaunt with Dan. H. Presho, who is seen on the left in the accompanying cut, and in four hours they captured over two hundred pike, pickerel and perch. These were caught in a small chain of



D. H. Presho and Cecil A. Culbert, of South Porcupine, on a recent fishing jaunt and their splendid catch

lakes in the Porcupine District near South Porcupine. Mr. Presho (formerly Sergt. Presho, of the 60th Battalion) is well-known in Montreal, having travelled for the Slater Shoe Co. and the Thompson Shoe Co. for a number of years. He left for overseas in 1915 and was wounded at Hooge the following year. After spending several months in the hospitals in France and England he was invalided home and discharged early this year. Mr. Presho now has charge of the shoe department for Mr. Culbert and is recovering very rapidly from the effects of his wound in the pure, invigorating air of the North. Mr. Culbert says that the mining camps in South Porcupine have had many ups and downs, but the prospects are fairly good for the coming season. The most of the mines are working, but on account of almost eight hundred men having gone overseas, and a couple of hundred more having departed for the West to take part in the harvest operations, they are all working short handed.

BIG PAGEANT HELD BY EMPLOYEES

The big pageant, garden party and gala, promoted by the employees of Sir H. W. Trickett, Limited, slipper manufacturers, Waterfoot, Eng., duly "came off" on Saturday,

says a recent issue of the Rossendale Free Press. In accordance with expectations it proved to be one of the finest and most ambitious things of its kind ever seen in Rossendale. At various times there have been in the district public demonstrations and displays of one kind and another, but it is probably true to say that on no previous occasion has there been anything like the procession, both for elaborateness and the number of costumed characters taking part, which passed through the streets.

The promoters, of course, have much in their favor. For one thing there are well over a thousand employees at Gaghills, and when ten hundred people are directly interested in an event it would be curious if it did not assume outstanding proportions. Another important thing is that the workpeople are sympathetically and enthusiastically "backed" by the firm. The directors of Sir H. W. Trickett, Limited, have ever shown their readiness to encourage their workpeople in efforts of charity and philanthropy, and the recent demonstration was another case in point.

The proposal to do something toward augmenting the Comforts Funds of the local Military Hospitals, originated in the clickers' room at Gaghills. At that time the idea of the clickers was to hold a garden party, and to "run" it entirely by the operatives in that one department. The directors, however, hearing of the proposal, approached the clickers with the suggestion that the affair should be one for the whole of the mill—that all the departments should take part and that the demonstration should be on a large scale. This was agreed to, the employees set to work, committees were appointed, officials elected and the magnificent show was the result.

A PROGRESSIVE NORTHERN STORE

The store of the United Shoe Dealers, in Sudbury, Ont., has just celebrated its ninth anniversary, being opened in August, 1908. The premises are 60 feet long and 21 feet wide and have an attractive display window which is 17 feet in width and equipped with splendid mirrors. The motto



The interior of the United Shoe Dealers Store, in Sudbury, Ont.

of the firm is "stores of quality and fair dealing," the United Shoe Dealers having shops in North Bay, Lindsay, Port Arthur, Owen Sound and Sudbury. Business has been good during the past summer in Sudbury and the manager of the store, B. D. Menzies, is seen standing on the right in the illustration. All repair work is given out to private shops, of which there are a number in Sudbury; in fact no retailer in the northern town conducts a repair branch. The interior of the United Shoe Dealers' store is well laid out and the goods are neatly arranged.



The handsome and impressive front of an alert West Toronto shoe firm

FIRST CHILDREN'S WEEK WAS A DECIDED SUCCESS

The recent special Children's Week held by Chisholm's Shoe Store, 1680 Dundas street, Toronto, proved a most gratifying success. The venture was so satisfactory in its returns that the decision of the firm to hold this unique event on the first week of each month, is amply justified. The windows were given over entirely to the latest models in shoes for the younger generation, and interspersed with the display were hosiery for children, flowers and appropriate show cards. The interior of the store was also attractively decorated and children's footwear was on exhibit in all the silent salesmen. Suitable souvenirs were given away, and the latest selections in vocal and instrumental music were provided by an Edison Concert Grand gramophone, kindly loaned for the occasion. Every evening many dropped in to hear the delightful re-creations of the most popular songs and operas, and the favorite melodies of the day. The firm report that not only was business up to the average during children's week in other departments of the store, but the receipts in the juvenile branch were the largest ever. As the special Children's Week recurs at the first of each succeeding month, there is every likelihood of it proving increasingly interesting and profitable, and it will become a distinct institution with the Chisholm establishment.

In this issue, the SHOE AND LEATHER JOURNAL is able to present a view of the handsome front of this attractive footwear house. The exterior base of the window and side panels are of Tennessee marble while the entrance is laid with red quarry tile. The front is what is known as the shallow type, the windows being only five feet at their deepest point from the street line. The sides of each window and lower section of the back are removable, admitting of easy entrance for the purpose of trimming. The panels are of quarter-cut oak finished in Belgian gray. Over the panel woodwork, and at the side of the interior of each window are hand painted Dutch and Belgian scenes, and the top is of tan beaver board. There is a transparent blue glass sign,

forming a separate border from the plate glass at the top of the side and front panes, bearing the name "Chisholm's." The exterior is all metal, marble and glass, the large panes being set in bronze and copper standards. At the back of each window, the lower portion is Belgian gray oak, easily removable, while the upper portion is of plate glass. The flooring is of oak with Belgian gray border. The top of each window is adorned with Normandy cloth initial curtains. The impressive exterior is one of the most striking and artistic that has been installed in a long time, and reflects credit upon the "go ahead" spirit of the proprietors, J. L. and M. L. Chisholm, both of whom are well and widely known in shoe circles.

APPRECIATION FAR AND NEAR

We have pleasure in enclosing our subscription to the "Shoe and Leather Journal" to January, 1918. We look forward to the Journal from week to week, and find it very helpful. Wishing it the success it deserves.

Yours faithfully,
W. SMALE & SON.

East London, South Africa.

OF BENEFIT TO EVERYONE

I herewith enclose one dollar for one year's subscription to the "Shoe and Leather Journal." It is a publication which I think every shoemaker and shoe retailer should read.

Yours truly,
VICTOR D. DAGOUT.

Canso, Guysboro Co., N.S.

UNIQUE SYSTEM OF COST MARKING

In the matter of marking cost price of shoes on cartons there are many code words used, but there are other systems as well. One leading Eastern dealer prefers making use of the accompanying, which somewhat resembles a Chinese laundry ticket, yet at the same time is very simple and capable of a number of variations.

From three to seven variations can be made with each figure, making an innumerable number of variations with cost marks of two to four figures.

This cost mark is made on the principle that all marks on the left of the perpendicular stroke count two, and all marks on the right count three. This makes an excellent mark that can be easily figured out. There is no use for a repeater.

In the shoe business there are a great many systems of marking goods, almost as many as there are systems of cost marks. But it may be laid down as a principle that, at

1	2	3
8	9	4
7	6	5

1 2 3 4 5 6 7 8 9 0 R
 J U L C F N 7 J O X O

1 2 3 4 5 6 7 8 9 0

I 7 F J T F J L E I

\ + † 7 + [} F } F

/ J L J L E T t } z

z 3 1 f 3 F

7 z ±

f

J

least, one of every pair of shoes should be marked with the cost mark, or the mark used for that purpose, as well as a mate number, both shoes being marked with the latter. Where this system is carried out and the same mate number placed in a conspicuous place on the carton, a boy can put goods away when the salesmen are all busy.

The carton should also be marked in some significant manner so that every one knows what is inside. In some stores the number of lines carried are few and the salesmen have no difficulty in remembering the sample numbers, and this sample number and the price is all that is placed on the label. In other stores where the number of lines are too numerous to remember by the sample numbers, a description must be given to distinguish one from the other.

In one store where the sample, or store number is used

as the only description, there is a list of the numbers, with the description pasted up where any "extra" man can consult it, making an index of the stock for handy reference.

WOMEN'S MILITARY BOOT OF CANADIAN DESIGN

With styles in shoes trending toward the military for a period of three years, it is only natural that Canada should have devised a military last in women's styles, says the "Boot & Shoe Recorder," of Boston. War activity has had its direct influence on all apparel from hat to suit to shoes, and the harmony of all three is seen in the costume of the smart Canadian girl.

The boots in particular are the design of William Chamberlain, of Getty & Scott Limited, Galt, Canada, and it is termed the "Chamberlain Military Boot." Its origin is from an adaption of the officer's military boot and yet its pattern is snug fitting and smart.

Canada at war has not meant Canada without style. The best dressers in the Dominion have been wearing smart military boots and the development of this style has meant more business in shoe stores.

In remodelling the officer's last to feminine lines, R. J. Walsh, of the Dayton Last Works, put into the wood the latest ideas in fitting values, making the model carry an 11-8 heel. Mr. Chamberlain, after many pattern changes and trial models, came to the decision that the Blucher point should follow strictly the lines of the regulation English officer's boot. The forepart is plain and does not carry a box.

MANY SMART EFFECTS PRESENTED

The new samples of La Parisienne Shoe Co., Montreal, reflect the highest achievement in the art of St. Crispin. In pumps there is a representative showing in various colors: Olive brown, light tan, pearl gray, cinnamon, salmon, burgundy, black and other colors as well as contrasting shades. For the most part, the pumps are very plain and the entire absence of ornaments is noticed on nearly every offering. A number of the models have collars and French cord around the top. The showing of buck leathers in various shades is exceptionally strong. Most of the models carry the full-breasted Louis covered wood heel and half Louis. The finest kid is employed in the make up, for the La Parisienne Shoe Company are shoemakers and not mere sample makers. There is a large range in white kid pumps and a few samples in black silk velvet. The pumps come in both turns and welts with the finest oak leather soles.

In the high cuts the 8, 9 and 10 inch models are seen, while three new lasts of the long pointed recede toe type have been added. The bal is the most popular shoe and carries the spike heel, the half Louis and the full Louis heel, while a number of walking and sport boots are presented. There are several new patterns in vamps and foxings, the tops being cut waive, straight and slant. Khaki kid is a favorite and the darker shades of brown are right in the forefront. Among the models are an all white buck, an all dark gray kid, an all khaki kid, a brown nubuck bal with khaki calf vamp, a brown nubuck with circular vamp and fancy top, a purple kid with circular vamp and white kid top, an all light gray kid bal, an all white nubuck bal and a mahogany calf bal with canary cravette top. A number of the models have blind eyelets and the foreparts for the most part are plain, although a few imitation wing and some straight tips are seen. An all khaki calf sporting boot is one of the leading features. The range of cloth tops is limited and the leading leathers are kid and calf and buck in the darker colors, with a fair representation of patents. W. C. Myers, of Toronto, is now showing the line in Western Canada, previous to his return to Ontario.

MODERN SHOE STORE FACILITIES PAY HANDSOMELY

Napanee Shoe House Installs New Front and Effects Several Interior Improvements—The Policy on Which a Prosperous Business Has Been Built—Veteran Footwear Merchant Who Believes in Being His Own Landlord and Closing Early

THE Haines Shoe House in Napanee, Ont., is now one of the brightest and most attractive to be found in any of the enterprising towns of Canada. Recently a splendid new front with double display windows was installed where there was formerly only one window. A wall was taken down and other changes were effected, giving 10 ft. more space in width. The front is of Kawneer construction.

The depth of the store is eighty feet and the width nineteen feet. A new, up-to-date indirect lighting system, bicycle ladders, comfortable oak seats, silent salesmen and golden oak fittings, natural finish, make the establishment inviting as well as comfortable for shopping purposes.

J. J. Haines, who has been in the retail shoe game for fifty-three years, and has stores in Belleville, Napanee, Trenton and Smith's Falls has, owned the Napanee business for over thirty years. He believes in being his own landlord, and owns all his store buildings with the exception of one. The manager of the Haines Shoe House in Napanee is F. J. Roblin, who has the rather unique experience of never working in any other establishment. He has been on the job now for twenty-three years and knows the footwear trade down to the ground. He has seen the business, of which he is manager, more than double in volume during recent years. Known for many miles around Napanee, Mr. Roblin is enterprising, faithful and energetic. Outside of business he likes to do a little fishing and his friends say that when the members of the finny tribe will not bite for any person else, "Jimmy" Roblin can land any size or number that he wishes to order.

The well-known policy which has made the Haines' enterprises outstanding successes in many respects naturally extends to the Napanee branch, and included in these progressive business ideals extending over half a century are strictly cash and one price to all, early closing, reliable goods, efficient service and fair, square dealing. It will be

remembered that a couple of years ago, Mr. Haines installed a modern front and made other extensive improvements in the head store in Belleville, and the renovations and alterations which have just been carried out in Napanee, are



F. J. Roblin, Napanee, Ont.

tangible evidences of his conviction that bright, clean, up-to-date premises with inviting fronts, catchy window displays and a well arranged stock are potent factors.

THE attractive and up-to-date front recently installed in the Haines Shoe House, Napanee, Ont.



NEW POSITION FOR MR. YOUNG

W. E. Young, who for the past five years represented P. Jacobi, shoe store supplies and findings, in Toronto and Hamilton, has joined the selling staff of Blachford, Davies & Co. Toronto. Mr. Young is widely known and is a successful salesman, having had over twenty years experience



W. E. Young, Toronto

in leather, findings and shoes. He will represent Blachford, Davies & Co. in Hamilton and the Niagara Peninsula, succeeding Thos. H. Ross, who has entered the shoe business for himself at the old stand of the late P. Arland, 11 McNab street, Hamilton.

WHY LEATHER IS SO HIGH

That the high prevailing prices of leather have every indication of considerably increasing, is the opinion of G. Campbell, manager of the shoe finding and glove department of the Great West Saddlery Co., Edmonton, who has returned from a trip through Eastern Canada. Asked as to the reasons for the present inflation of the leather market, he said that there were three all important causes. These were, first, the extra consumption, owing to the large armies in the field; secondly, the diminished production and consequently the shortage in supply; and thirdly, the great losses sustained owing to the submarine warfare.

There are several causes for this condition in the leather market but one that has a very serious effect was the entry of the United States into the war, as all the big tanneries there were obliged to divert their output to the use of their government. Again, many of the cattle ranches were going out of business, owing to the high cost of feed and were killing off their stock. A large number of these men are finding it more profitable to take up grain raising.

The reported raising of the embargo on leather by the British Government, which had a prohibitive regulation against importation in force for some time, also had an immediate effect on the American market. This action had been taken to meet the impending shortage of leather in England.

The transportation difficulties had also been accentuated by the submarine warfare, this having a severe effect on the prices of fine leather from India and China.

The great consumption by the European armies of

leather articles was a very important cause of the present high prices, and these demands would undoubtedly increase as time goes on.

The price of leather is also being severely felt by the shoe repairing shops, as they now have to pay \$1.05 a pound when they formerly gave fifty cents a pound. Tap soles, which at one time sold for \$4.50 a dozen are now quoted at \$9.80. Articles of staple leather, such as box calf, which could be obtained in 1914 for forty cents a foot now sells at sixty-five cents.

The labor question also affects this business, as it is now forced to take in unskilled men, in many cases, the more proficient workers having gone overseas.

NEWSY HAPPENINGS FROM QUEBEC

A. Jacques, leather manufacturer, and a party of friends were on a fishing trip to Lac Flippe and made the largest catch of the season. He was so well pleased with his good fortune that he resolved to go again, but on the second expedition managed to catch only six trout.

A. A. Deverell, representing Novelties Limited, H. Hurtibise, of the Panther Rubber Mfg. Co., Sherbrooke; J. R. Roche, of Parker-Irwin, Limited, Montreal; Jas. C. Stevenson, of Robt. Ralston & Co., Hamilton, and F. Whitley, of the Fred Whitley Co., Montreal, spent a few days in Quebec recently.

There was celebrated in Maisonneuve Church on Sept. 3rd the marriage of Raymond Ruelland, adopted son of Alfred Dupere, of Quebec. The day following nuptial mass was celebrated in the Church of Notre Dame de Lourdes in honor of the 25th anniversary of Mr. Dupere's marriage. Mr. and Mrs. Dupere were presented by a number of friends and relatives with a fine set of cutlery accompanied by an appreciative address. La Fanfare Lambilotta Band, of which Mr. Dupere is treasurer, presented him with a silver tea set, accompanied by an address. The presentation was made the occasion of pleasant associations and it was a late hour before the festivities were brought to a conclusion.

At the recent Quebec Exhibition there were many gold medals awarded to different firms in the leather business. The Tetrault Shoe Mfg. Co. won one for a special display of men's shoes, and others were awarded to H. Lamontagne, Inc., and the United Shoe Machinery Co.

Dupere & Garant were among the recipients of gold medals for an interesting display of findings and shoe repair machinery and a Goodyear lockstitch machine, the only one in the market, heated and run by electricity. During the Exhibition machines run by foot and electric power were shown. They were made by the Progressive Shoe Machinery Co., of Minneapolis.

The various leather manufacturers are rather quiet at present. Several shoe manufacturers, tanners and jobbers are out of the city on a fishing trip and they all expect to win the SHOE AND LEATHER JOURNAL trophies.

Art Gosselin, bookkeeper for Ludger Duchaine, has returned from a very successful angling jaunt.

Edgar Clement, tanner, is making some improvements to his buildings in order to give him more room.

Joseph Guay & Fils are busy making chrome sheep and glove leather and report that they have a big demand for all colors for mitts and gloves.

Adelard Huard, bookkeeper for O. Goulet, shoe manufacturer, Mrs. Huard and Miss M. O. Goulet, recently returned from a trip down the Saginaw.

J. B. Lamontagne, doing business under the name and style of Eugene Thivierge, shoe manufacturer, Quebec, recently made an assignment.



Announcement

*We beg to announce to the trade that our New
Fall and Spring Models are now completed.*

*We have added to our product a fine line of
WOMEN'S TURN FOOTWEAR*

*These we feel are worthy of your close consider-
ation. Our Turns are of the same well-known
quality as our Goodyear Welt line in every respect.*

*Our representatives have now left for their
respective territories and will visit you in due
season.*

*Blachford Shoe Manufacturing Co. Limited
Toronto*



S. A. BELL
EASTERN ONTARIO AND PROVINCE OF QUEBEC



F. P. BEEMER
WESTERN CANADA



R. J. TRETHEWEY
WESTERN ONTARIO



H. MCKEAN
TORONTO



L. F. JACKSON
MARITIME PROVINCES

SALES ORGANIZATION

Blachford Shoe Manufacturing Co. Limited
TORONTO

Stray Shots From Solomon

When a man sits down and says, "Soul thou hast much goods laid up for many years, take thine ease, eat, drink and be merry,"

A CONDEMNED FOOL he is not far from the kingdom of hell. It will not be long ere he will offer the petition of the rich fool: "I pray thee therefore father that thou wouldst send him to my father's house: for I have five brethren; that he may testify unto them lest they also come into this place of torment." Do not wait for the light of hell to reveal your responsibility to your brother man. Learn that money, position, influence are but a means to an end, not the end itself. Do not dare to put "my" before either of these and flout the obligation that belongs to their possession, lest in the midst of your arrogant pride or arrant impudence the Judge say, "Thou Fool!" Learn the "luxury of doing good." Do not put all your money into bank stocks. There are investments that yield higher dividends here than any listed stocks, without taking into account the tremendous increment promised in the life that is to come. If you have never invested money in promoting the good and happiness of others, make the experiment. You can get more pleasure out of a ten dollar bill wisely spent to lift some poor soul out of trouble than you can out of ten times the amount spent on yourself. Try it.

* * * * *

Cat and dog are not more uncomfortable in each other's company than a good man and a bad.

FLINT AND STEEL Why is it that an unprincipled man always hates a man of character? "The bloodthirsty hate the upright." It is always the way. The man of honor and sobriety is to the man of crookedness and roistering as nitre to vinegar. Have you ever noticed that the introduction of a good man into a company or community is the signal for hell to break loose? We read in holy writ that those "possessed" when brought before the Man of Nazareth broke into dreadful orgies of profanity and blasphemy. Beware when you find antagonism to truth and purity aroused within. "Rejoice and be exceeding glad" when you find, like the prophets of old, you are reviled and hated by devil worshippers who surround you.

* * * * *

When success depends upon string pulling and log rolling let those have it who think enough of the end to adopt the means. Push

PULL a handcart all your life rather than get mixed up with the cattle who are "in the pull." This degrading principle is leavening our social and business as well as our national life. Pull is taking the place of brains, energy and integrity. Without pull it is

impossible to please the god of politics. In business "pull" is making its influence felt, and it is not sufficient that a man shall have means and ability to get the best that is going, he must be able to give the "grip" and make the "signs" to secure all that his money and position ought to bring. Even the church seems to lend its tacit sanction to the doctrine that pull is mightier than worth. As soon as a man with "pull" gets inside the doors the whole church toadies to him. They make him a warden and his wife president of the "Ladies' Aid." Even the minister of the gospel is not above bowing the knee to this modern Baal, and not only does he offer incense at the individual shrine, but acknowledges the supremacy of the idol by taking a hand at the strings of the church organization himself. This servile, sniveling homage to the machine is unworthy a being made to stand upright in the presence of the Eternal God. When brains, dignity, honor and industry are prostituted to mere success then is man fallen indeed from his high estate.

* * * * *

The reason some people never get along in this world is that they are too smart. The clever man rarely succeeds, and that only

TOO SMART when he has enough common sense to be clever on a special line. The average intellectual ability of the men who make a failure in life is far ahead of those who come to the top and score. The man with ordinary horse sense who plods along and knows enough to use what comes his way will always "make" money. The clever man is usually a faddist, and will theorize while money slips through his fingers. The clever man will write theses on "Success in Business" that are models of business classics, but will fail five times while his tortoise neighbor is making a single fortune. Never despise a man with fringe at the bottom of his pants. It is the almost unfailing sign of genius. Some extravagant nonsense is written of the clever men who have become "merchant princes" or "political leaders," who have simply known how to coin circumstances into cash or political capital. The late Sir John A. Macdonald was not a clever man in the sense of brilliancy or exceptional intellectual ability, neither will the warmest friends of Sir Wilfrid Laurier claim for him more than the genius of being able to turn every circumstance to advantage. The men who have made their mark in commercial life have been those who learned their business thoroughly, and had sense enough to profit by any opportunity that came their way. Beware of being too restlessly, intellectually, overreachingly smart.

Solomon

The Season's Best Styles in Stock

Each and every one represents the most popular numbers ordered by representative retail shoe merchants for this Fall

IN STOCK NOW



994—A seven-inch Glazed Kid Blucher Boot, made over our new Nurses Comfort Last. Kid Tip. Medium Welt Sole and Medium Low Cuban Heel.

In Stock, B and C, 4 to 8, D-E, EE, 3 to 9.
Price, \$4.00



992—A Nine-inch Havana Brown Kid Lace Boot, Full Quarter with English Back Stay. Our new Semi-Square Throat Vamp. Medium Welt Sole —103 Last. Solid Leather Louis Heel.

In Stock, AA, 4 to 8
Price, \$6.60



993—Eight-inch Lace Walking Boot, made of Trostan Calf. Semi-Square Throat Vamp. Perforated vamp and imitation tip. 104 last, Medium Heavy Welt Sole, Solid Leather Cuban Heel.

In Stock, AA, 4 to 8, A to D, 2 1-2 to 8
Price, \$5.15



995—Lace Walking Boot, 8 inches high, made of Fine Black Frch. American Kid, Kid Tip. Medium Welt Sole and Cuban Heel. 104 Last.

In Stock, AA, 4 to 8, A to D, 2 1-2 to 8
Price, \$4.75

Terms: 4%—10, 3%—30, Net—60

MOORE-SHAFER SHOE MANUFACTURING CO.

BROCKPORT, N. Y., U.S.A.

CAPT. BEARDMORE GOING OVERSEAS

Capt. Torrance Beardmore, son of Alfred Beardmore, who has been in charge of the Acton Tanning Co., Acton, Ont., and had a commission in the York and Simcoe Forestry Battalion, has been appointed officer in command of a draft of 350 men from the Forestry Depot at Camp Borden. It is expected they will embark for overseas very shortly. A few days ago Capt. Beardmore was given a rousing send-off at Acton by the employees of the firm and the citizens of the town. H. P. Moore, on behalf of the men, delivered an



Capt. Torrance Beardmore, Acton, Ont

appropriate address expressing their goodwill to him as their employer and extending sincere good wishes. Mr. Moore spoke of the pride felt by all that Capt. Beardmore, who is one of their boys, having Acton as his birthplace, had been given an important place as commanding officer of an overseas draft of men. All knew of the sincere desire he had felt from the outset of the war to do his duty as a soldier and to have the opportunity of overseas service. While general regret is felt that there would necessarily be the severance of the kindly relations which existed as employer and men for a time, everyone rejoiced that Mr. Beardmore's earnest wish had been fulfilled through the action of the military authorities. Reference was made to the splendid efforts of Mr. and Mrs. Beardmore and the firm to give the families of the men a happy time at Christmastide, and to the comforts which were then supplied. The hope was earnestly expressed that Capt. Beardmore would have the chance of doing effective service in the great conflict of Great Britain and her allies to win the war and that he would be spared to return home safely and resume his place at the head of the works here.

Three cheers and a tiger were then vociferously given by the hundreds of employees and citizens assembled.

Capt. Beardmore was visibly affected by the graceful tribute paid him by his men. He said that he was gratified that his long-deferred wish to go overseas for service, as Mr. Moore had truly stated, was now about to be fulfilled. He was proud to go overseas from Acton, for he was not only born but he had spent most of his life in Acton. He hoped to do his duty faithfully and to "carry on" in the interests of the great war and to the advantage of the men under his command. He appreciated more than he could tell this kindly expression of goodwill on the part of the men with

whom he had been associated for so long, and by their families. He hoped he would be fortunate enough to return and be with them in civilian duties again.

THE TRADE PAPER AD IS THE SALESMAN OF THE MOMENT

Specialists in merchandising maintain careful record of the sources from which business is obtained. The writer has been privileged access to these records in the possession of some of the most progressive houses in the continent, and they are of absorbing interest.

In a number of instances, the firms whose tabulations were examined were carrying on national campaigns to the consumer, in others dependence was placed wholly upon enthusing the trade and persuading merchants to feature the goods. The trade journals were used by all, and it is the purpose of this article to deal with certain very significant disclosures relating to the employment of these media.

Throughout is a wonderful agreement of most impressive evidence that trade paper advertisements are doing a very large part of the actual selling to-day.

Himself long a traveling salesman, the writer has all the natural reluctance of that body to admit the claims to a place for the paper salesman alongside the flesh-and-blood drummer; but the facts are there, indisputable—the paper fellows are selling the goods.

No matter what the nature of the campaign, the trade paper is recognized as an indispensable link in the chain of organization by which distribution is obtained. Its value in keeping relationship right with the retailers has always been conceded, but its direct selling power was overlooked or underestimated until the volume of mail order sales compelled tardy recognition.

Even now there are found occasionally those who insist that all advantages are on the side of flesh-and-blood representation, which is very far from the truth.

In the old days of argumentative salesmanship the in-the-life drummer had the points. To-day most of us are agreed as to the unwisdom of argument.

Too, in a period now past, much of a social nature entered into the selling of goods. This no longer plays a serious part in salesmanship of the higher grade. Nothing of this character is permitted to confuse the issue between salesman and buyer. Where resorted to, it is good presumptive evidence of weakness in the proposition or want of confidence on the part of the salesman. Use of this method brings both into contempt, and few merchants have either time or tolerance for it.

Personality does count, but it is the personality that comes from real work and experience. The personality of substance and honor, the purely business personality of a resourceful and helpful kind. The living salesman possessed of it will always be a welcome necessity. In fact there would be colorless days for the trade, and problems difficult of solution, if these men were withdrawn.

Salesmanship has been reduced to a concise presentation of facts. The man behind the trade paper advertisement, highly trained to the work, in the quiet of his office, unworried about train connections, unruffled by poor hotel accommodations or other incidents or accidents of travel, equipped with complete data relative to the product and the territory to be exploited, concentrates upon the preparation of propositions that will appeal to the buying sense of the trade. His messages have the tremendous advantage of embodying the best selections of the house at the moment, with the most recent changes of price. His carefully classified information available enables him to offer you proved sellers, with full knowledge relating thereto. It is this "opportunities" which gives the trade paper advertisement precedence over any other agency.

ROBSON



QUALITY

Here is a Pair of Army Shoes that has Seen Two
Years of Active Service in Flanders.



The Uppers are made of Robson's Tan Army
Grain, and have been Re-soled no
Less than Ten Times.

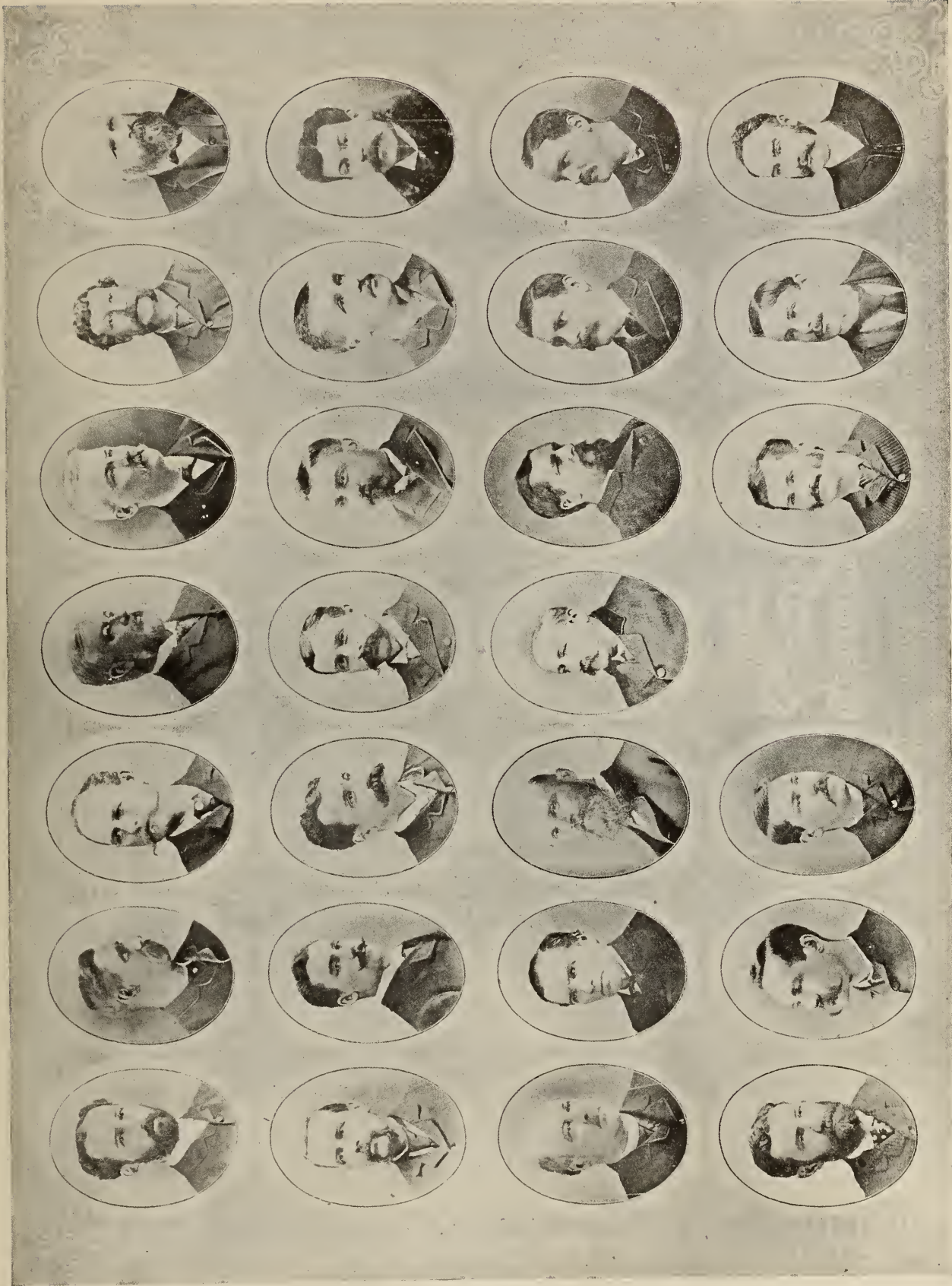
THAT'S ROBSON QUALITY

Since the beginning of the war we have supplied for the Allied Armies sufficient
Army Grain to make a million and a half pairs of Army Shoes.

A Leather that has proved so satisfactory for the Fighting Army should be equally
satisfactory for the Great Civilian Army.

For a Hard-Wearing, Water-Resisting Leather specify ROBSON'S
Army Grain in either Black or Tan.

The Robson Leather Company, Limited
Oshawa, Canada

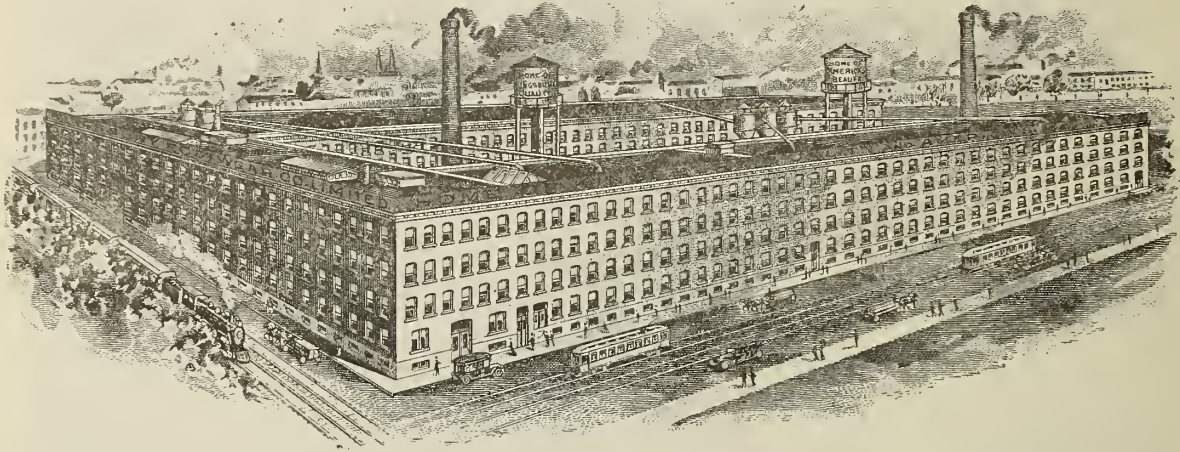


THE EASTERN SHOE AND LEATHER TRADE, 1891

First Row—J. O. Labbe, Wm. A. Marsh, W. H. Polley, J. H. Botterell, J. E. Woodley, H. Griffith, C. Leclerc. Second Row—J. N. St. Pierre, J. B. Lane, F. Berthand, B. P. Comeau, A. P. Blanchette, J. H. Lachance, E. Leclerc. Third Row—J. L. Seguin, J. B. Lalime, C. N. Vroom, G. Bresse, M. D. Pridé, J. G. Langlois, Jos. Langlois. Fourth Row—J. M. Humphrey, J. A. Cote, M. Cote, F. Gourdeau, John Rochette, D. C. Henderson



The Largest Canadian Plant Making Women's Footwear Only



What you'll need this season in Women's Footwear are snappy new stylish models of best materials, well made and attractively finished.

THE KINGSBURY LINE

Possesses these qualities in a marked degree. We have exerted ourselves this year to turn out even better grades than heretofore and have triumphed in our efforts far in excess of our hopes. See the lines and you'll be satisfied.

These are our travellers

W. E. Short and R. G. Percival

Covering Manitoba, Saskatchewan, Alberta and British Columbia

George H. Taylor

Eastern and Central Ontario

J. W. Rankin

Western Ontario and
Eastern Townships, Que.

J. A. Malboeuf

Montreal and Quebec City

J. A. Bluteau

Province of Quebec

J. D. Campbell

Maritime Provinces

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

Montreal

"ARCH PRESERVER" SHOES TO BE MADE IN CANADA

In this New Type of Shoe Many of the Oldest Traditions of Last Modeling, Shoe Construction and Shoe Fitting are Cast to the Winds—Interview with Charles Henry Brown, Foot Efficiency Expert, of Boston, Mass., on the Principles of the New Type

THE two factories manufacturing the "Arch Preserver" shoe in the United States, having met with great success in marketing this "re-modeled," or "reform" type of shoe across the line, have decided that the principles involved in the shoe are just as much needed in Canada as in the United States and have perfected their plans for duplicating the success in the Dominion.

E. T. Wright & Co. will make the men's "Arch Preservers" in their St. Thomas factory and their Canadian salesmen will also carry the line of women's and misses' "Arch Preservers" which are made by the great factory of the Selby Shoe Co., at Portsmouth, Ohio, who are probably the largest producers of good grades of women's shoes in the world.

This method of handling the shoes in Canada will constitute a distinct advantage to the dealers over here as compared with the situation in the United States, where the top lines are presented by different representatives.

It is extremely interesting to note that in the interview with Mr. Brown and in the advertisements appearing in this issue, the utmost effort is put forth to establish the fact that the "Arch Preserver" shoe is not an "arch-prop" shoe in the generally accepted sense—that they are not shoes made especially for crippled people (with features about the shoes which stamp the wearer conspicuously as a cripple)—but are more than ordinarily stylish looking, regular shoes for regular people with regular feet.

To back up this statement and carry conviction as to the shoe being accepted as a universal shoe, Mr. Donovan, manager of E. T. Wright & Co.'s St. Thomas factory, called attention to the fact that "Arch Preserver" shoes are carried in stock by both the men's and the women's factories in a variety of exceptionally stylish types of lasts and patterns and in a greater range of sizes and widths than regular lines of shoes are carried by any retail shoe stores in the world.

This will be exceedingly good news for those dealers who are constantly aiming at longer and better fittings, but find themselves cruelly handicapped because of the impossibility of securing any but wide shoes from stocks on hand.

Principles Involved in Shoe

Recently Mr. Brown visited the St. Thomas factory for the purpose of counselling with the salesmen regarding the methods to be employed in presenting the "Arch Preserver" shoes to the Canadian trade. While there he was induced to give for publication an outline of the conditions which seemed, to him, to call for a change in last modeling and shoe construction and shoe fitting methods as universally practiced, and of the principles involved in the "Arch Preserver" shoe and its mission in the shoe world. What he said follows:—

"The ideas embodied in the "Arch Preserver" shoe and last were conceived, and have been developed to the point of practical utility for all who wear shoes, as the result of an unusual opportunity to examine into and carefully study the ideas which have been developed by the foremost orthopedic students of the world in their efforts to fathom the real cause, or causes, of weak or flattened foot-arches and other foot troubles, and to produce for a long-suffering humanity a type of last and a character of shoe construction which would prevent the development of these conditions.

"I have had, in working out the construction details, styles, etc., of the shoes, the earnest and untiring co-operation and practically unlimited resources and facilities of

what are generally conceded to be the best organized and equipped shoe factories in the world.

"The net result of this is that the "Arch Preserver" shoe embodies the best ideas developed by the foremost orthopedists during the past twenty-five years, combined with shoemaking ideas, knowledge and methods which are the results of more than half a century's experience in the shoemaking centres of the world.

"Of course, the last upon which a shoe is made is the all-important thing in making a shoe. If the last is not right in all of its features, the shoe cannot be right in any of its features.

"And of all the points or parts of a last, the bottom of the last is by all odds the most important. The bottom



Showing simplicity of new measuring device and point to which measure is taken.

of the "Arch Preserver" last has no resemblance to any other last ever used in the making of shoes.

Five Important Changes in Last

"After getting together the more important ideas and suggestions of the orthopedic specialists as to the changes that should be made in lasts—in order to make a shoe that would be the ideal shoe for the good or normal foot to walk in—it was found that there were five really important changes to be made in the bottom of the last.

"When these changes were made it was found that every important point, or feature, of the bottom of the new last was practically the reverse of the old one.

"The changes in the last bottom, which were demanded by the orthopedists were based upon their knowledge of the anatomical construction of the bottom of the foot and of its mechanical action when performing its function of carrying around the chunk of human anatomy suspended above it.

"Ordinary last bottoms are so modeled that shoes made over them have the effect of compressing the feet at every step, whereas expansion is absolutely necessary in order to maintain proper blood circulation in the feet and legs.

"Limitation of the blood circulation in the foot and lower limb, as a result of the continual compression of the foot, eventually destroys—rots out—the vitality of the ligaments and muscular fibers of the foot and leg, and then the arch structure gives way under the strain to which it is subjected in shoes as heretofore constructed.

"Trials and experiments covering a long period of time and consuming many thousands of dollars proved beyond any question that the changes in the bottom of the last advocated by the orthopedists not only were advisable, but absolutely necessary, in order to make a shoe that could be properly fitted to the foot and which would prevent the good



STRONG SELLING POINTS

There are many strong selling points about the D. & F. new Spring range.

Chief among these are the

Newest Models and Lasts

Attractive Prices and Exceptional Value

Every line and detail has just that touch of stylishness that makes an attractive and distinctive shoe, and we have introduced only those designs which will be rapid sellers.

Stylish Footwear Popularly Priced

DUPONT & FRERE

301 Aird Avenue

MONTREAL

foot from developing the various forms of weaknesses and other troubles which are to-day almost universal.

"At the same time it was proved that the shoe that is right and proper for the good foot to wear is also the best shoe that can be made for the relief and correction of foot weaknesses and the various corn and bunion-joint troubles; the only exceptions being where the weakness, etc., amounts to an actual deformity calling for operations or for especially modeled lasts.

Its Lines and Proportions

"It was proved also that the shoe that was right in its lines and proportions for a high instep foot was also the ideal shoe for the so-called low instep foot (except the so-called "rigid foot"). In other words, the "Arch Preserver" shoe makes the low instep foot behave just like the high one and offers it a chance to get back to normal condition instead of being forced gradually into a worse position by the so-called low instep shoe.

"I am frequently asked by men in the shoe business, as well as by physicians, what I think of the "flexible shank" idea in shoe construction as compared with the rigid construction of the "Arch Preserver" shoe.

"An absurd question to ask me, of course, but my reply is that I am advocating a firm, unyielding tread-base for the foot to walk upon and am giving my reasons for it and ask only that these reasons be taken for their apparent worth after they are thoroughly understood. My reasons are all based upon the simplest principles of mechanics and should be easily understood by anyone with even a moderate amount of mechanical sense.

"For instance, everyone knows that the way to break a stick of kindling wood is to put one end of the stick upon something that raises that end off the floor, and then jump on the stick. It won't break if jumped on while lying on the floor.

Practically a Solid Structure

"The outer margin of the foot, from heel to ball, is practically a solid structure. Place the heel end of this structure upon the heel of a shoe possessing even the usual strength of shank, and walk and stand upon it long enough and it is sure to break down just as does the piece of kindling, because it is being treated in the same way. Perfect physical condition will often delay the breaking, but break it will, sooner or later.

"Those in the medical profession who do advocate the "flexible shank" idea in shoe construction do not hesitate to agree that the ideal condition for the foot to operate under is the bare or sandaled foot upon the floor or ground.

"A careful analysis of this admission surely will make some of the claims for "flexibility" in the shank seem slightly scrambled.

"The flexibility of the average floor is not specially noticeable, don't you know?

"Yes, the Indian moccasin, the Chinese shoe, the Roman sandal, etc., were all good shoes. They were mighty good shoes—for they each allowed the foot to operate as though it were in the condition of the bare foot upon the floor or ground.

"In other words, the foot had the advantage of a firm, unyielding base upon which to tread, from heel to ball of the foot.

"But when the modern shoemaker put the heel on the moccasin, extending only a fraction of the distance from the rear end to the ball of the foot, the pictures changes—like-wise the story of the human foot.

"The condition of the foot in such a shoe is about the same as though one were obliged to walk with the bare foot upon a suspended lattice with the lattices apart so that the heel and ball of the foot would just span the distance between.

"The foot and its component parts get their principal

exercise from the expansion produced when the foot is imposed upon a flat, firm, unyielding treading base, and not by walking on a cushion sole or flexible shank.

The Special Shank Construction

"The construction of the "Arch Preserver" shoe, from heel to ball, is such that it amounts to exactly the same thing as raising the floor up to the foot—or with the foot—when the foot heel is elevated upon the shoe heel.

"In other words, the special patented shank construction amounts to a solid wedge slipped under the foot from



The main factory of the Selby Shoe Co., Portsmouth, Ohio

heel to ball, thus preserving for the foot the firm, unyielding bearing which it gets when imposed upon the floor without a shoe.

"There is no effort or idea of bracing or propping the good foot at any point. The bottom of the last is so changed as to provide in the shoe a treading base for the foot which is identical with the floor. Changes are made, it is true, for the purpose of eliminating the flattening and rotating strain upon the foot arch of the good foot which results from lacing the foot into the shoe.

"These changes, while eliminating the condition which does more than anything else to destroy the good foot, become at once the greatest possible factor in the relief and correction of the weakened foot, for they force the latter to take on the position and habits of the good foot and give it its only possible chance for recovery.

"As a final word, there is one point upon which I desire to again bear down, and bear down hard. It is this:

"The 'Arch Preserver' is not a 'special' shoe. It is not designed specially for broken down or weakened feet. It is not necessary to dig up a cripple in order to be able to sell a pair of shoes; and it does not stamp as a cripple the person who wears it.

"It is a regular shoe for regular wear by people who have regular feet and who are willing to keep them in just that condition. It is simply a modernized shoe based upon the latest knowledge of what the foot requires as a covering and as an assistant in carrying the load under present-day average physical conditions."

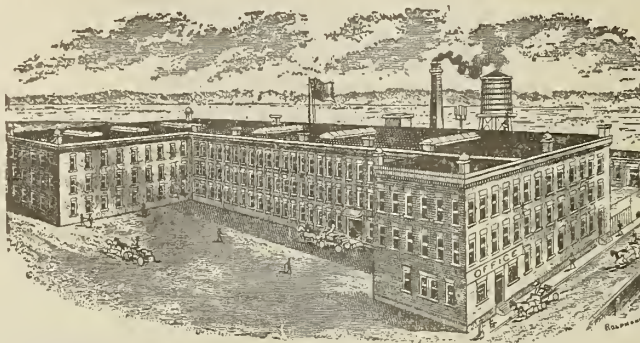
An Accurate Fitting System

A point of particular interest to which Mr. Brown calls attention is the fact that the retail shoe dealer never has had placed in his hands a foot-measuring or fitting system based upon the system of measurements employed in modeling lasts, drafting patterns and making shoes.

When one stops to think of it, there does seem to be a reason for some sort of change from the system, or lack of system, at present in universal use.

All of the fitting features of lasts and the drafting of upper patterns are based upon the eventual fitting of shoes from heel to ball, yet all fittings are made by measuring the foot from heel to toe and making a certain allowance over the stick measure of the foot. This is done in spite of the fact that the greatest variation in the anatomical construc-

Right
in the
Front



For
Fifty
Years

THAT'S WHERE
YAMASKA BRAND SHOES

Have been. If they had not possessed that all round wearing quality they could never have kept their place amongst **THE BEST EVERY DAY SELLERS** for over half a century.

Examine our Spring Samples. They have the Style-Quality that makes sales.

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

Awarded Gold Medal Turin, 1911

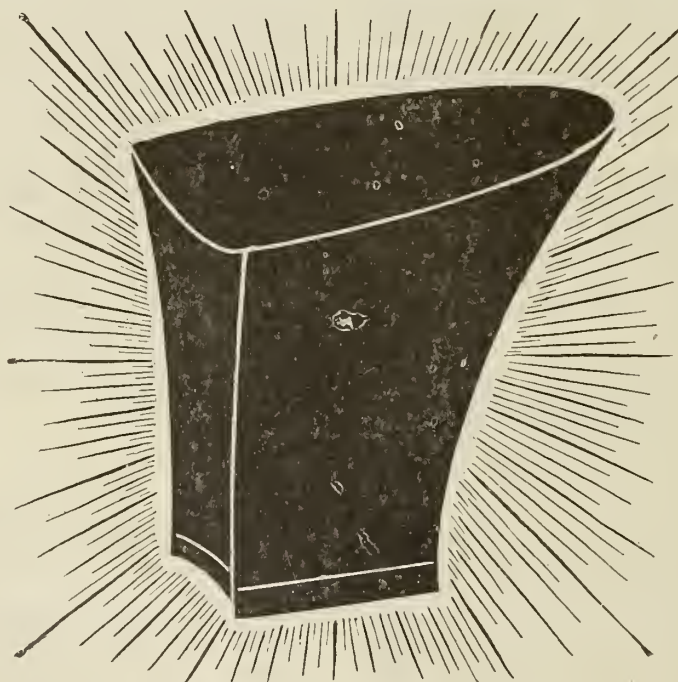
WOOD HEELS

BRITISH MADE

LOUIS
CUBAN
MILITARY and
SLIPPER

CELLULOID
CANVAS
KID and
SKIVER
In all colours

BURNISHED and
PLAIN BLOCKS
TOPPIECED



Specialties:
CELLULOID
COVERED
BRASS PLATED
and
SCREWED HEELS

WHITE
STITCHING on
COLOURED
LEATHERS

IMITATION
STITCHING on
CELLULOID

Export Orders
Receive Special
Attention

The British Wood Heel Co. Limited

Cables "Groundwork, London"

WEST CROYDON, LONDON, S.E.

tion of the foot, as Mr. Brown explains, is in the length of the great toe.

Under the method now in use three stores in the same block will each be using a different system for fitting shoes made on the same lasts. One store will allow 1 to 1½ sizes over the stick; the next store 1½ to 2 sizes, and the next store 2 to 3 sizes. Surely they can't all be right. Mr. Brown's contention is that they are all wrong; that the average run of feet—if fitted with ordinary shoes as they are really made to fit—would require from four to five, and in many cases six sizes allowance over the stick in order to give proper placement of the ball of the foot in the shoe, which is the exact spot where the ball of the last rested when the shoe was in the making.

Excellent Fitting Device Provided

The factories manufacturing the "Arch Preserver" shoe supply their customers with a device originated by Mr. Brown which can be used for fitting both the "Arch Preserver" and regular shoes. By the use of this system the exact length of shoe required for proper heel-to-ball fitting is instantly determined. Also with a little practice the same device can be used to indicate the exact width necessary.

This measuring and fitting system is fully illustrated and explained in a very interesting booklet entitled "Putting it Up To The Dealer," which will be sent to any shoe dealer upon application to the Arch Preserver Advertising Department, Portsmouth, Ohio.

BIG DEMAND FOR OVER-GAITERS

The coming season promises to be a very strong one in the matter of over-gaiters and manufacturers are exceptionally busy, having received more orders than in any previous period. The 8-inch cut with 8, 9 and 10 buttons, is a favorite and the leading colors are fawn, light and dark gray, white and canary. Some decidedly catchy gaiters are being made by the firms for infants and children. The samples look very neat and inviting. Naturally, owing to the high price of fabrics, there has been an advance in the cost of all lines of over-gaiters and the prevailing figures is from \$15.00 to \$30.00 per dozen. Everything points to the greatest over-gaiter season ever for fall.

HEAVY FINE FOR SHOEMAN

Magistrate Jelfs, of Hamilton, threw a bomb this week in police court when he fined William Harding, manager of the Canada Shoe Co., Hamilton, \$1,500 or one year in gaol, convicted of selling shoes by a system which was a violation of the Lottery Act.

Indicative that the ruling was an important one, was the fact that the magistrate had prepared a written judgment of over five typewritten pages. In this judgment the magistrate summed up the evidence—how that the company sold a book of coupons to a purchaser, who sold those four coupons to another set of purchasers and who received an \$8 pair of shoes provided that each of the four new purchasers bought another book of coupons.

That many people had bought coupons was shown at the trial when it was stated that more than 2,000 books of coupons had been sold, while over 350 shoes had been given out. Mr. Harding was shown to have over \$1,500 to his credit.

In the written judgment, the magistrate declared that he considered that the offence should not be allowed to be passed off with a light fine, as the public must be protected from lotteries and schemes of chance such as that conducted by the Canada Shoe Co.

C. W. Bell, who appeared for Mr. Harding, intimated that an appeal against the magistrate's judgment would probably be entered.

MANY DECORATIONS FOR SALESMAN

During the recent Queen Mary White Rose Day in Toronto, when nearly every citizen was tagged by the ladies, the most tagged man was James Adair, shoe traveler, who



James Adair, on a recent tag day in Toronto.

represents Jos. Tanguay, of Quebec. Mr. Adair bought about fifty of the roses and had them pinned down both sides of his coat. The average purchase was about twenty-five cents so it is easily figured the obliging James contributed a snug sum to the good cause.

HAS JOINED TRAVELING RANKS

Kenneth C. Savage, eldest son of R. L. Savage, of Toronto, who is Ontario and Quebec representative for Clark Bros., Limited, of St. Stephen, N.B., has taken a position on the road with the same firm and will cover Eastern and Northern Ontario. K. C. Savage is a young



Kenneth C. Savage, Toronto

man who has had several years experience in the shoe game, having been with the James Muir Co., Montreal, for some time and for the past three years on the staff of the Walk-Over boot shops in Montreal and Toronto where he obtained a good grasp of the retail end of the business. Many friends predict that he will meet with a large measure of success, as he is "a chip off the old block."

LOGAN'S HEMLOCK SOLE

Logan's—
The
Leather
of
Quality

The leather that is widely noted for quality, being used by many of the large Canadian manufacturers on their highest grade shoes.

Logan's Leathers have all the quality of Betterness. When you want betterness in Sole Leather, use Logan's.

Logan Tanneries, Limited

Offices and Tanneries at Lyons Brook, N.S.

MARTIN CORRUGATED PAPER BOXES



Save
Money

Facilitate the despatch of shipments.
Give the greater security of a sealed package.
Cut freight and express cost.
Make the work of putting up orders almost noiseless.
Ensure the arrival of goods in the best condition.
Occupy a minimum of storage space.

WRITE TO-DAY

Martin Corrugated Paper & Box Co.
353 Pape Avenue, Toronto **Limited**

STYLE PAGEANT WILL BE HELD IN TORONTO

Reception Room of King Edward Hotel Engaged for Wednesday, Thursday and Friday, Sept. 26, 27 and 28—"Classic Shoes" will be Displayed, on Living Models, Under the Management of R. J. Walsh, Conductor of American Styles Functions

THE first Shoe Style Pageant ever held in Canada will take place in the ballroom of the King Edward Hotel on Wednesday, Thursday and Friday, Sept. 26, 27, 28, when Classic Shoes, manufactured by the widely-known firm of Getty & Scott, Limited, of Galt, Ont., will be displayed on living models. This is a unique and outstanding event so far as the development of the shoe trade is concerned and Getty & Scott, Limited, are to be congratulated on their initiative move and progressive ideas. The style pageant will be open to the public and also to the retailers and the spectacle presented will be both instructive and fascinating. This important function will be carried out under the direction of R. J. Walsh, of Boston, who inaugurated the first shoe style show in the United States early in January at St. Louis on the occasion of the convention of the National Shoe Travelers' Association. This footwear show made such a hit that Mr. Walsh was later induced to stage a similar demonstration at Toledo, Ohio, while two



R. J. Walsh, Boston, Mass.

very successful style shows have been made under his direction at the Powers Hotel, Rochester, under the auspices of the Rochester Shoe Manufacturers, which have been attended by many Canadian manufacturers and retail shoe merchants.

The Classic Shoe Style Pageant will be the first held in Canada and will be carried out on many new and distinctive lines. There will be an illuminated runway on which twenty young ladies will parade, costumed in the latest wearing apparel and donning the smartest and most popular lines in both high and low cut foot toggery. There will be shoes shown for all occasions—for house and street wear, for afternoon and evening, for dress and social functions, etc. One advantage to the retail men is that they will know exactly how these models appear upon the feet and all guesswork will be eliminated. All the shoes will be the styles which the enterprising manufacturers recommend the dealers to purchase and thus they put their stamp of approval and endorsement upon the imposing offerings at the style pageant.

It is likely that one evening will be devoted especially to the public and perhaps two afternoons. It will require over two hours to display the very fetching and dignified creations.

In other cities on the occasion of inviting the public by invitation, there has been a wide demand for the cards, and hundreds have been turned away. It is likely that the same experience will be repeated in Toronto and those shoe men who have good customers that they would like to have attend this event, should make application to Getty & Scott, Limited, for whatever tickets are required. There will be splendid music furnished each afternoon and evening by a leading orchestra and appropriate programmes will be distributed on which the various shoes worn by the different ladies will be described in detail. As each model appears a number will be shown and by referring to that number on the programme, visitors will be able to learn exactly what kind of leather the shoe is made of, its color, pattern, last, etc.

Getty & Scott, Limited, are fortunate in procuring the services of Mr. Walsh, the pioneer producer of footwear pageants, to come to Toronto and inaugurate a function of this kind which promises to be an outstanding success both socially and shoeistically.

BLACK, BROWN, GRAY AND WHITE

"What about low cuts?" asked a manufacturer of a salesman recently returned from a trip among buyers.

"Not much. Boots are all I can see for fall and for next spring, too," answered the salesman.

"Of what leathers?"

"Kid mostly. Some call for calf, particularly Russia, for fall."

"Of what colors?"

"Black is the best seller. Browns are next. Grays are good and white is a staple."

"Any combinations?"

"Yes, as many as ever."

"What of fabrics?"

"I find no interest in them."

"What about lasts?"

"Smart, shapely lasts, for street and dress wear."

"Any military styles?"

"As a topic of conversation, yes. As a matter of sales, no."

"Are heels to be lower?"

"A 12/8 heel is a good seller these days. Girls up to 18, and women of more than 45, buy low heel shoes. Young women insist on high heels."

"What about tips and trimmings?"

"Wing tips on Russia calf shoes. But smooth, glove-like effects on kid boots."

"Are styles to be restricted?"

"Not by the buyers. They are calling for more styles than ever."

SHOE MEN WILL RESUME SESSIONS

The first meeting for the fall and winter months of the Toronto Shoe Retailers will be held in the Foresters' block, College street, on Wednesday, September 26th. There are many important matters to come up and some active and aggressive work will be undertaken. It is expected that the coming gatherings will be unusually interesting and instructive.

HE'S A WISE MERCHANT

Who buys now. There is positively nothing to even suggest that prices will be lower. Rather the other way.

For SPRING 1918

Our lines were positively never so extensive and rich in values, and it will be all to your advantage to see our samples and lose no time in placing your orders, and we will deliver on time specified.

The range includes shoes for

Women, Misses, Growing Girls and Children

In both Leather and White Canvas Goods

The following representatives are now on the road:

E. G. McCOLOUGH, Maritime Provinces
J. S. LANGEVIN, Quebec Province
HARRY ADAMS, Manitoba

W. CAMPBELL, Western Provinces
JNO. FERON, Eastern Ontario
J. H. COTE, Montreal

Write us to be sure they call.

Canadian Footwear Co. Limited

Makers of Fine Shoes for the Fair Sex

Sales Rooms:
44 St. Antoine Street, MONTREAL

Factory:
POINTE-AUX-TREMBLES

Some Window Hints for October Selling

WE are around again to October, the month when the out-of-doors turns to gold and brown. This then, will give you a color key for the store and window decorations—gold and brown.

October should be the harvest month for the shoe retailer. Crops will be pretty well garnered and money will begin to move. New fall goods should be pushed and there should be no need for special sales or reduced prices. September will have permitted people to finish their summer footwear and new fall lines will be in strong demand. There will also be a call for party shoes, pumps, slippers, etc.

We have frequently intimated that it is well to take advantage of holidays or special days for advertising purposes, so October offers us Thanksgiving Day. A very attractive window can be arranged by using various grains, fruits, etc., for decorating purposes. Small sheaves about five inches in diameter of various kinds of grains can be used for



An attractive window card suitable for Thanksgiving display

the background or corners of the windows. Very fine specimens of apples, pears, peaches and even vegetables may be used, but care must be taken not to have these overshadow the display of shoes, for it should always be remembered that the shoe dealers' business is selling shoes. Anything in the way of decoration should always be secondary to the display of footwear.

Should you be fortunate enough to have a fall fair in your town, take advantage of this for display and advertising purposes. Everything that you do to boost the fair will be an advertisement for you. Make a window display and call it "fair day display." Put it in about one week before the day of the fair, then make an announcement of the fair on your window card, also suggestions that new shoes will be needed and that you are in excellent position to fill the demand.

If you have anything in the way of footwear for hunters, do not forget that the hunting season is coming and you should let the people know what you have in these lines, which may be in the shape of leather or rubber high boots. A very tasty window display may be made by placing with the goods shown a gun, some little camping utensils, or anything else that will give it a hunting flavor. Even though there may not be very many huntsmen in your section, it will be a change from the regular windows and will cause the general public to comment, which of course is good advertising for your store.

Hallowe'en will also furnish you a pretext for window display. Various emblems of this quaint custom are very decorative. The colors should be yellow and black and the figure of a witch may be introduced into your window if it is large enough; then the various other little emblems such as a moon, pumpkins, black cats, bats, owls, stars, comets, etc., may be purchased at any good stationers, or you may cut them out of pasteboard yourself. These can be used at the back of your window or may be placed through the display. Little yellow pumpkins make very nice price tickets, and while we mention the subject of price tickets, we would advise that you always price every shoe you have displayed in your window. The old objection to pricing goods in the window is fast falling away and progressive merchants find that the best method is to price everything.

It should not be forgotten that there will be a strong demand this year, even stronger than last, for trench boots. Several manufacturing concerns have arranged with retailers to take orders for these shoes and the manufacturer will send them direct to the boys overseas. This obviates the necessity of carrying more than a sample for stock and does away with all the trouble of packing, shipping, etc.

With each of these displays it would be well to have an attractive window card calling attention to the display, or if the entire lines shown should be all one price, the price can be put on the window card instead of individual tickets.

With these suggestions we think you should be able to arrange something that will help greatly in the sale of footwear during the month of October.

SELLING ARMY SHOES IN BRANDON

While it is against military regulations for merchants to sell army goods in their stores, the practice has become so common, and apparently with the cognizance of the officers, that Magistrate Fraser was reluctant to make a scapegoat of Jerry Cristall, a merchant of Brandon, Man., when he appeared at the police court recently, charged with the offence of selling military boots. In the course of the hearing Mr. Dowling, of the firm of Dowling & Creelman, D. F. Creighton, of the Adams Shoe Co., and Mr. Hurley, recently adjutant of the 181st Battalion, all gave evidence. All the evidence submitted was to the effect that the practice of exchanging shoes with merchants in the city has been regularly carried out by private soldiers ever since the location of troops in Brandon, and most, if not all the shoe stores, had accommodated soldiers who desired to make an exchange. Under the circumstances, as stated, Magistrate Fraser was unwilling to make a scapegoat of one merchant for carrying on a practice that admittedly was common to all. He therefore dismissed the case on the understanding that the matter will be looked into by the military authorities.

GOOD PROGRESS ON SPECIALTY PLANT

Good progress is being made on the new specialty factory of J. F. Clark Limited, which is being erected in Montreal East. The new line of samples have been completed and they are a most representative range in men's, boys', ladies', misses' and children's canvas come in all colors with rubber and leather soles, wood, leather and rubber heels. The shoes are all made in widths and are McKay's. It is expected that the new plant of J. F. Clark Limited, will be in operation about the middle of December.

“WHERE QUALITY COUNTS, WE WIN”



And here is Another Winner

THE “HAIG”

Because it reflects that splendid quality so characteristic of

BRANDON FOOTWEAR

It is a brand new last, modelled on foot-health lines that will give the greatest comfort and stylish fit.

Be sure to include it in your Spring placing.

OUR TRAVELLERS ARE OUT

now with this and our other great winners:

Monarch

TRADE MARK

Dr. Brandon Cushion
Soled

and *Brandon Shoes*

The shoes that have built such a reputation for wear.
Wait for the travellers.

The Brandon Shoe Company, Limited

Brantford, Ontario

Classic

SHOE STYLE PAGEANT

The Dates

Wed., Thur. and Fri.

Sept. 26, 27, 28

1917

This real innovatcn will be held in the
Reception Rcom of the

*King Edward Hotel
Toronto*

Under the direction of

MR. R. J. WALSH
OF BOSTON

Twenty smartly dressed living models
will be used to feature and display all
the new designs and latest creations of

Women's "Classic" Shoes

This Pageant and Style Show will be a
benefit to Retailers, and it will pro-
mote the sale of Better Footwear and
show the general public just what is
proper for the present and future seasons.
Every Shoe merchant should put forth
every effort to visit the Pageant and
bring as many friends as he possibly can.



Getty & Scott Limited
Galt, Ontario



Here is Illustrated the
“Classic Pump” Last

Which “FITS LIKE A GLOVE,” that will not slip under any conditions. Eliminates the objectionable feature of gaping at the sides. Not only this—it retains its original shape throughout its lifetime. This is the first and only last to embody this most important feature.

In every position of the foot “Classic Pump” Last is “Sure On,” retaining its style, shape and position most perfectly.

Will be displayed at the CLASSIC STYLE PAGEANT, KING EDWARD HOTEL, TORONTO, SEPTEMBER 26, 27 and 28.

Getty & Scott Limited
 Galt, Ontario



The "Classic" Military Last

This Military Shoe was originated at the last Rochester Show by our Mr. Chamberlain, and has been accepted by leading American Style Producers and adopted by foremost American Shoemakers as the correct thing in a Military Boot.



It has been pronounced a masterpiece by shoe men who know, and it is an exemplification of the possibilities of artistic skill applied to modern shoe making—the feature that has given Classic Shoes their unexcelled reputation.

Made in all popular shades of Tan and Brown, Plum and Burgundy.

SEE IT AT THE
"CLASSIC PAGEANT"



Getty & Scott Limited
Galt, Ontario

SPRING 1918



Classic Shoes this season reflect in a marked degree the charm and elegance of the new Spring Models shown in the American Style Centres.

The range is sufficiently broad to meet the diversified demands of those who are particular in their choice of footwear.

Several new and exclusive features are due to command the attention of every progressive merchant. Our men are now out on their territories.



GETTY & SCOTT, LIMITED

Galt, Ontario

DISTINCTIVE MODELS FOR SPRING

(Continued from page 47)

One of the most striking creations is a walking boot in long recede toe, carrying a fourteen—eight Cuban heel and imitation wing tip. This shoe comes in all leathers and its smart lines are much admired. A woman's military boot on the Munson last with 10/8 heel and seven inch top in tan Russia calf carrying a straight tip is being shown. A number of pumps in all leading leathers are noted as well as some trim Oxfords in gray, mahogany, dark brown and other colors. The firm think the coming season will



Whole quarter gray kid top, Havana brown vamp, spray tip, leather Louis heel—by Perth Shoe Co.

be a strong one on tan Russia and other light shades of brown, and a number of models are in these leathers.

Featuring Brown Cedar Calf

Daoust, Lalonde & Co., Montreal, show some attractive and representative lines for spring. They have added two new lasts in men's welts, two in women's welts including a sporting last, two in men's McKay's and two in women's McKay's, and are showing quite a few samples in brown cedar calf leather. Most of the models carry the spool heel and a fairly low heel for the sporting lasts. The company are looking forward to a pretty fair season, although they think, perhaps, it may not be as big as last year.

Many Novelty Effects Presented

The new samples of the Perth Shoe Co., Perth, Ont., embrace over two hundred and twenty-five lines of women's welts exclusively in all the latest colors, lasts and trimmings, making a splendid showing and one that has never been equalled by the firm. About one-third of the shoes are in calf and the remainder in kid, while there is a good representation in patent leather and in the very highest grades patent kid is observed. The vamps are a little longer than usual, being from 3½ to 4 inches, and tops are cut 8½, 9 and 10 inches, with the 9-inch upper predominating. The Louis heel and the high Cuban heel are featured on most models. They also carry the new 10 and 12—8 pedestals. Nearly all creations have the square throat and a few the bow-shaped. Cloth tops are fairly well represented in field mouse, battleship, silver gray and other colors. The majority of the new samples are three-quarter fox, but a number have new pattern vamps with whole quarters. One leading char-

acteristic is the spray tip, while wing and straight tips with the spray features are also noted. The soles are from 4 gauge up. The bal is a favorite with a slope, colonial, and straight cut tops in various shades of brown, battleship, silver gray, khaki, golden brown, field mouse, plum, cherry, white and black. Gray and brown seem to be the favorites. There is a splendid line of English walking boots and a representative range of staples. A noteworthy shoe is a nurses' trench boot in tan Russia calf with 10-inch top, Neolin sole and rubber heel and also a nurses' dress boot in golden brown kid. Buck tops and all buck shoes in gray, khaki and field mouse are among the offerings. In Oxfords, there is a very trim and artistic showing in patent and kid in black, blue, brown, steel gray and other tones with perforations and a fair amount of pinking. Pumps are decidedly plain and come in all the leading colors and shades. Many of the models carry white welts and ribbon stitching and there is a nice showing in cushion soles. Among the more pretentious offerings is the "Victory" shoe in white kid, with stitching on the vamp, eyelet row and top in red, white and blue. This model carries a white sole and heel. Another pretty shoe is a 10-inch field mouse kid with Cuban heel, white sole and spray tip; also a four-inch vamp patent kid with dull calf top, leather Louis heel, a brown colonial bal with 10-inch top, and a battleship gray, with white sole, blind eyelets and imitation straight tip with spray. The Perth shoe line is right up to the minute in style and superb shoemaking.

New Style of Men's Shoe

The new samples of E. T. Wright & Co., of St. Thomas are unusually complete and decidedly attractive. A few cloth tops are being shown and the leathers are about the same shades as last year with the inclusion of some lighter tones in brown. The company have added a wide Arch-Preserver last which is quite a valuable addition to their line. The company's factory at Rockland, Mass., has made a distinct success out of the new Arch-Preserver shoe, and the ladies line manufactured by the Selby Shoe Co., of Portsmouth, Ohio, has also been remarkably encouraging in this new type of footwear. The men's line in the Arch-Preserver shoe will be made at the Canadian factory to meet the demand in Canada and the company are making preparations to go into it very thoroughly.

Square Throats and Smart Lines

In spite of their desire to refrain, as far as possible, from confusing the trade with an offering of too many styles for the coming spring, it has been deemed necessary by Geo. A. Slater, Limited, Montreal, to brighten up their lines with a few new models, and these are largely by revised and added pat-



Two glazed kid lace bals, 8 1/2 inch top, Louis heels on Dream lasts—by Smardon Shoe Co.

terns, both in the men's and the women's lines. The square throat effect is much in evidence.

Some new cloths showing silver and gold dots on a light background, as well as a number of fancy ooze leathers in the lighter shades are shown in the women's line, and these used in combination with staple leathers such as patent kid

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.

and gun metal, as well as a particularly nice shade of plum kid, add a touch of snappiness which will doubtless appeal particularly to the city trade. These combinations are shown on both high-heeled and low-heeled lasts. In connection with the latter it may be stated that they are showing a new Louis heel which is daintiness itself. They also have a new last carrying a medium heel.

In the men's Invictus samples, the new patterns add materially to the appearance of the finished shoes; while retaining practically the same height as that formerly fav-



Fieldmouse kid, fancy vamp and foxing, 11 inch colonial cut, top of dawn grey cloth, covered Louis wood heel.

ored, the vamp lines are much smarter looking, a feature which will readily be accepted by the city trade.

So far as leathers in men's are concerned, Geo. A. Slater, Limited, look for a continued demand for gun metal, although kids will no doubt be popular for dressier purposes. Patents may show a tendency to come back during the present season.

Featuring Browns and Grays

The spring offerings of the Smardon Shoe Co., Montreal, are replete with all the latest distinctions in women's high-grade footwear in welts and turns for the coming season. Three new lasts have been added and the prevailing height is nine inches on most of the imposing models. The colors embrace dark and light grays, dark browns, white and black, while there is a fair representation of cloth tops. The Cuban heel is on a number of models, and also the full-breasted Louis, in both wood and leather, as well as the half-Louis. The new Dutch heel with concave effect and 12/8 in height is much admired. Among the most imposing of the many pretty shoes presented are an all African brown bal with half Louis leather heel and wave cut top; an all pearl gray suede calf bal; another with dark tan eyelet facing, foxing and wing tip and white nubuck vamp and top and 12/8 Cuban heel; a dark tan vamp with African brown kid top, and white offerings in reignskin, calf, kid and nubuck. In low-cuts are seen a pump with dark grey vamp and pearl gray kid quarter and dark gray collar and dark gray covered wood heel with turned sole; an Oxford with gun metal wing tip, foxing and eyelet stay with white suede calf vamp and quarters. There is a very effective range of oxfords in all leathers as well as pumps which, for the most part, are plain with long slender foreparts. Imitation straight and wing tips adorn a number of models. A few two-tone effects are displayed.

Most of the offerings with Louis heels carry long vamps up to nearly four inches in length, while in walking shoes, dark brown leathers predominate. The Smardon spring models are comprehensive, smart and distinctive.

Showing Many Cushion Soles

The Macfarlane Shoe Co., of Montreal, are showing a fine range of samples in infants', children's, misses', growing girls' and women's turns, welts and stitchdowns. Some very attractive models are displayed with both heavy and light soles and among them is a pump carrying a wider and fuller toe than usual, with a 12/8 heel. The Macfarlane line is made in all widths from baby's right through to growing girls'. Hinge lasts have been introduced this season and insure a perfect fit, especially on pumps. The company have adopted eight new lasts with a big range of patterns in all the latest styles. One of the outstanding features is the collection of cushion soles from baby's right through to women's, new lasts having been selected to make up cushion soles, this being one of the lines strongly presented. The company have also recently installed a complete equipment of Goodyear machines for producing women's light weight welts. Another characteristic is a women's last in triple E width, which the firm are showing in both welts and turns. The Macfarlane line is represented in Toronto and Ontario by James Heffering, of the Lumsden building, Toronto.

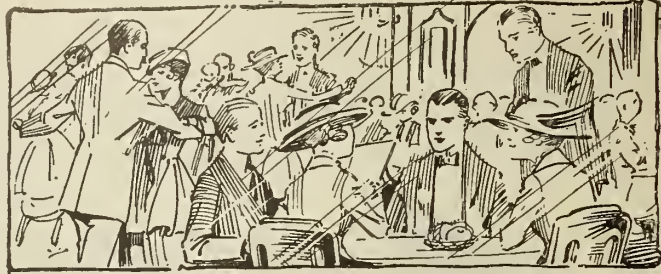
Strong Showing in Dark Browns

Scott-Chamberlain, Limited, of London, are featuring the Hurrah last with rather narrow recede toe and full fitting qualities. Several models are shown in Zulu brown, Havana brown, cherry red, and other tones in glazed finish. A very striking creation is a dress military boot in khaki calf, and another carries a patent vamp with plain toe and brown nubuck top. Other models carry buck tops in gray and brown while some have saddle vamps. The square throat is being



Glazed black kid whole quarters, white kid vamp, white stitching and eyelets—by Perth Shoe Co.

featured. The new combination last called "Narrowbak," which enjoyed such popularity last season, is once more in evidence. Fibre soles are noticed on several offerings in the representative range, along with rubber heels. The flexible welt, which comes in all leathers, is not forgotten. This shoe is very easy on the foot and affords a particularly comfortable tread. Many other handsome and artistic creation-



SPRING MODELS

"Vassar" & "Altro"
for Women
"Beresford" &
"Minister Myles"
for Men

Always pre-eminently in the front rank of high-grade shoemaking.

Our travellers are out with samples that represent the supreme conception of style creations for the Spring of 1918.

Every detail of design and manufacture have received our strictest attention, and as this includes the artistic finish, our brands have that distinctiveness not possessed by any other shoe made.

WAIT FOR OUR TRAVELLERS

Minister Myles Shoe Co., Limited

Toronto

for men are observed, and in the Astoria shoe for women there are quite a number of pleasing models, all welts, with eight-inch tops in gray, brown and two-tone effects, on up-to-date lasts and attractive patterns.

Quiet Tailor-made Effects

The Blachford Shoe Manufacturing Co., Limited, Toronto, are showing a very complete line in the more quiet and tailor-made models. They have adopted a new last, carrying an 18/8 heel, for the ultra stylish footwear, and two very handsome 11/8 and 12/8 heel lasts for street wear.



One of the latest of J. & T. Bell, on Rambler last carrying 14-8 heel

They have added to their range a very complete line of turn footwear and are showing some beautiful models. An all ivory kid 9-inch lace with wood full Louis heel, No. 61 silver gray kid 9-inch polish lace with wood full Louis heel, and white washable kid pump, loop pattern, are among the most handsome models. Owing to their new turn department, they are showing a very complete line in white cloth pumps and Oxfords. These are most attractive, as special attention has been given to several of their many exclusive new patterns. The Blachford Shoe Manufacturing Co., Limited, have installed a very complete in-stock department. The lines carried comprise fourteen of the most attractive lines of the season, and are carried in widths from A to D. They are issuing an in-stock booklet, which promises to be one of the most artistic ever sent to the trade.

Field Mouse, Mahogany and Black

The new samples of Clark Bros., St. Stephen, N.B., are exceptionally inviting. They embrace all the leading colors—field mouse, mahogany and black kid and a number of the models carry the new 13/8 Cuban heel as well as higher Louis and Cuban pedestals. Three new lasts for high cuts have been added this season and two new pump lasts.

A particularly striking shoe is one of field mouse kid quarters and Royal Russia calf vamp, with white welt and wood covered heel. There are several creations in all field mouse and mahogany and the showing in pumps is particularly strong, a number of inset effects being seen. There is a beautiful range in black kid and the imitation square tip is seen on a number of models. A very pretty shoe carries a black kid vamp and field mouse buck top with leather Louis heel. The half-square throat is particularly noticeable.

The range of new models in white and colored canvas

of all kinds in ladies', misses' and children's, men's and boys', made by J. F. Clark, Limited, Montreal East, is being shown for the first time and attracting much favorable attention. The samples carry leather and rubber soles and wood, enameled and rubber heels. There is a superb line of Oxfords and pumps as well as high cuts which possess all up-to-date features. The new factory of J. F. Clark, Limited, will specialize exclusively in white footwear.

The Classic Line Greatest Ever

Getty & Scott, Limited, of Galt, have the strongest line of Classic shoes they have ever turned out, in which military features on walking shoes predominate. There is an exceptionally fine range of military boots in nut brown, mahogany and Zulu calf, carrying 12/8 and 14/8 and toes with no boxes, all of remarkably smart appearance. The Chamberlain military shoe is certainly a winner and there is a splendid range of smart Oxfords with fibre and leather soles, imitation wing tips and saddle strap adornment, in tan calf, mahogany and white buck. Pumps are seen in all leathers, the Belmont, with buck inlay and overlap throat effect and carrying full Louis covered heels, being a leader. There is a magnificent range in brown, black, white, gray and field mouse; square throat pumps in McKays, welts and turns, on the new Weaver lasts, which is the final word in lasts, preventing gaping or bagging at the side. An imposing array of Oxfords on pump lasts in white kid, mahogany, tan calf, patent, African brown, chocolate, sky blue and black is distinctive, carrying Cuban and Louis heels from 12/8 up to 18/8 in height.

The Cantilever shoe with flex-arch is seen and the new Vimy pattern in welts and McKays with 4-inch vamp. Plain and imitation tips with fine perforations are observed on many nine-inch bals in tan calf, field mouse, mahogany,



Khaki calf vamp, Napoleon cut, olive brown nubuck top, leather Louis heel—by La Parisienne Shoe Co.

gray, white, black and other colors. A particularly appealing shoe is one with African brown vamp, cutaway pattern, with brown buck top, whole quarters, carrying a 10/8 Louis heel. The Seymour pattern with black kid vamp and ivory kid full quarters and white Louis heel is also a winner. A button shoe with Princess overlap fly in brown kid with brown buck top is very pleasing and there is a fine range of turns in all leathers, with full foxing, in ivory, brown, white and gray in 9 and 10 inch cuts. A novelty shoe is a midnight blue kid

WHITE SHOE CO.

Our Range for Spring, 1918

Is full of strong appeal to buyers seeking
High-Grade Footwear. It features

Lines for Men and Women

In KHAKI, TAN, and MAHOGANY CALF
Latest Lasts and Newest Patterns

White Goods

In Extensive Variety.

Misses' and Children's Goods

Splendid Values at Popular Prices.

Sport Goods

Those Assured Sellers, Speed King Brand.

For Immediate :

FELTS

SLIPPERS

JULIETS

HEAVY Staples for Men and Boys

RUBBERS: Independent's Kant Krack, Dainty Mode

Travellers Now on the Road

S
P
R
I
N
G
1
9
1
8

I
M
M
E
D
I
A
T
E

White Shoe Co., 48 York St., Toronto

with circular vamp and blue buck top and covered heel of same, white eyelets and white lace. There is also an impressive showing in Tru Trod, ground gripper anatomy shoes. The company are making a complete line in these new offerings which are taking well. There is also a magnificent range in infants', misses', and children's shoes as well as boys' and gents', the line never being so strong as at the



Steel gray kid bal. circular vamp, full Louis heel—by Eagle Shoe Co.

present time. Classic shoes for this coming season were never more distinctive or outstanding.

Some Unusually Fine Lines

The new samples of the Kingsbury Footwear Co., Montreal, are complete in every respect and embrace the finest line of McKays that they have ever turned out, the leading colors being field mouse, mahogany, chocolate, gray, black and white. A handsome shoe is a field mouse 9-inch bal, with fancy foxing and leather Louis heel. Among the others are an all mahogany calf bal, an all chocolate kid bal, a field mouse gray vamp with fancy foxing, silver gray silk top and enameled Louis heel, an all wine kid bal, and a wine cut vamp with fancy foxing and brown cloth top. A velour calf walking shoe with gray suede top and other offerings add to the interest of the showing. There is a splendid representation of walking boots of all kinds and in pumps and Oxfords the usual high class selections are presented, including an all patent kid pump with white kid inset at the throat. Several models carry imitation tips, while Cuban, Louis and half-Louis heels prevail. The usual range of "So-Easy" cushion soles is shown as well as strap slippers in a number of pleasing varieties and a more than usually wide range of canvas goods.

"THE CHEEKIEST CUSTOMER I EVER MET"

Human nature in the shoe store is a great source of study. One meets all kinds and conditions of humanity, every sort of plea and excuse, various kinds of falsehoods, deceptions, and other mean traits of human nature. The prejudice of individuals, the selfishness, greed, pride, jealousy, etc., of the great human family, or at least certain members of it, are brought to the front.

Here is one hot weather incident which bears our the statement that there is cussedness in human nature and guile in ever mortal being.

"A traveler, thank goodness he did not represent shoes, came into my store the other afternoon and wanted a pair of box kip boots for his boy. My clerk waited upon him and finally secured a pair that fitted the lad. Then the roadman said: 'Well, I do not think I will buy him any footwear today; I will have his mother come in with him at another time.'

"'Well, these box kip boots suit him admirably,' remarked the clerk, 'and you will not obtain better value elsewhere.'

"'I know that,' returned the commercial representative, 'but I do not just think I will take them this afternoon. I will have Mrs. S. and the boy come in a little later.'

"This excuse for not buying was altogether too plausible, and no faith was placed in the promise of the man to bring the boy back again, although fifteen or twenty minutes had been spent in fitting the youth. Nothing more was heard of the incident until three weeks later, when a man, his wife and the boy came in, and," continued the shoeman, "the shop was crowded. The man was the traveler who had called a few days before. He beckoned to one of the clerks, saying that he was in a hurry. The latter stepping up, was met with the request, 'We have a pair of shoes here, which we desire to exchange.'

"'But we do not exchange goods unless they are bought at our store,' returned the clerk, 'and these were not.'

"'Well, I think it will be all right. Kindly call your boss, and I will lay the matter before him.'

"When I came up," continued the retailer, "I immediately recognized the caller as the one who had come in about three weeks before and had several pairs of shoes fitted on his boy, which, by the way, was merely to learn what size the youngster took, and having found that out, he offered a flimsy excuse that his offspring would return with his mother at a later date.

"'I want to exchange these shoes,' spoke up the knight of the grip.

"'But they were not purchased here,' said I, after looking them over, and finding that he had got the pair from a factory in Western Ontario.

"'Well, I know that, but they are too small for the lad. He has not worn them.' Could you not let me have the pair I was looking at the other day and take these in exchange?"

"This was the galliest, nerviest request that I have ever had made to me in my seventeen years' experience in the shoe business, and I turned upon the cool, audacious visitor with the remark:—



All dark brown calf bal, recede toe—by Eagle Shoe Co.

"'Here, I do not want your trade, and I never exchange shoes not purchased here. I am very busy just now, and have neither the time nor the disposition to bother with you.'

"And with that I turned on my heel and left him. I must say the customer had enough good sense to leave without further parley, but he was not the least crestfallen or indignant, apparently, over the treatment handed out to him, which, I feel, was well-deserved."



A BEVY OF INDEPENDENTS

A partial showing of

New Creations for 1918

Our new catalogue will show our complete list covering SPEED KING SPORT SHOES, OUTING and VACATION SHOES and those for every day street wear.

They have the niftiness of a leather shoe in Style, Model and Appearance, and we predict a tremendous call for them next Spring and Summer. ORDER NOW. You'll need a big stock for next season.

To be had from these wholesalers:

Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	- -	Halifax, N.S.
E. A. Dagg & Co.	- -	Calgary, Alta.
A. W. Ault Co., Limited	- -	Ottawa, Ont.
White Shoe Co.	- -	Toronto, Ont.
McLaren & Dallas	- -	Toronto, Ont.
The London Shoe Co., Limited	- -	London, Ont.
Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
The J. Leckie Co., Limited	- -	Vancouver, B.C.
The Amherst Central Shoe Co., Limited	- -	Regina, Sask.
James Robinson	- -	Montreal, Que.
Brown, Rochette, Limited	- -	Quebec, Que.
T. Long & Brother	- -	Collingwood

The Independent Rubber Company

Limited

Merritton

Ontario

The Shoe Repair Man

SHOE REPAIRERS WILL HOLD BIG SMOKER

The Toronto Shoe Repairers' Association will hold a big smoker in the Foresters' Building, College street, on Thursday night, September 27th, at which there is expected a large attendance. A splendid programme of vocal and instrumental music will be provided and it is expected that Duncan Cowan, the widely known entertainer, will be present. Every member is invited to come and bring a friend as the guest of the association, who will provide the smokes and a pleasant time is assured all. The arrangements are in the hands of a competent committee, and whatever the association undertakes is always carried out with enthusiasm and eclat.

The officers of the association have issued a circular letter which has been sent to every shoe repair man in Toronto, setting forth certain facts in connection with the organization. It reads as follows:—

"The Toronto Shoe Repairers' Association, after a year of existence, is now firmly established, having a membership of over one hundred, including nearly every leading shoe repair business in the city and having a substantial balance in the bank, the absolute property of the members. The association has established and maintained friendly relations with the wholesale trade generally. It has concluded an arrangement with the Goodyear Rubber Co., whereby members making their purchases of this firm's goods through the association agent, C. F. Robertson, obtain a substantial discount on their orders:

"It has, by promoting fraternal gatherings, etc., created amongst the members of the shoe repair trade a friendly feeling which did not exist before. On July 18th for the first time in the history of Toronto the repairers held a picnic and sports at Niagara Falls, Ont., when over 400 members and friends were present and met the members of the St. Catharines, Hamilton and Welland Associations. Prizes to the value of nearly \$200, donated by the wholesale houses, were competed for and a most enjoyable day was spent.

The association is in no sense a combine and has neither used coercive measures to get members nor attempted any interference in the conduct of any member's business, believing that each one is competent to conduct his own business according to his own special ideas.

"It has, however, by mutual co-operation materially advanced and maintained more remunerative prices for repairs, by which action non-members of the association have benefited equally with the members. This has all been accomplished entirely by voluntary effort, not a single cent having been paid in salaries or fees out of the association funds. We want you to join and help us to increase the scope and usefulness of our association. We want the benefit of your experience and ideas. If you have any prejudice against our organization come and tell us. You will receive a respectful hearing and any ideas of yours, if practical, will be acted upon. You will find our meetings most interesting. Every subject of interest to the trade is discussed and advice and information on any matter is freely given by the members. Various entertainments, concerts, euchre drives, etc., have been arranged for the winter months. Come. Be one of us and help us to have a real good time. Ours is the very oldest craft in the world, so why should we not stick together. The annual fee is only three dollars, payable half-yearly. Yours fraternally, C. F. Robertson,

president; H. K. Hayward, vice-president; A. Butterworth, financial secretary; S. Burnett, recording secretary."

ANOTHER TYPE OF RUBBER HEEL

George Evans, 463 Yonge street, Toronto, patentee of the Evans Detachable Rubber Heel, is also the patentee of a detachable slip-on heel to be used on any kind of heel—Louis, spool or Cuban. This heel comes in rubber, leather or fibre and is put on by the purchaser very easily and quickly, without nails or fasteners of any kind, being slipped over the regular heel. The elasticity of the upper part of the rubber holds it in position and the heel is interchangeable, thus evenly distributing and counteracting wear. Mr. Evans has just leased the store at 458 Yonge street, Toronto, where he will handle his many footwear specialties and patents in the shape of rubber heels, sole protectors, etc.

SHOULD ELIMINATE NAME "BLUCHER"

In writing to the SHOE AND LEATHER JOURNAL, a leading shoe repair man says: "I think it is time the name 'Blucher' should be dropped from all British made shoes. Why not call them 'Kitchener' boots? No British footwear should be tainted any more with a name of German origin. There is a good opening now, I think for some live manufacturer to change the old name of "Blucher" to the one suggested, or to call this cut of boot after some leading light in the present aggressive campaign at the front. We would certainly like to see one of our Canadian officers in the firing line have this type of shoe named after him."

INSTALLING NEW EQUIPMENT

P. B. Wallace & Son, 186 Adelaide street west, Toronto, report that the following shoemakers in Ontario have installed Landis stitchers, placing their orders within the past three weeks:—J. Blum, Owen Sound; J. V. Calderone, Peterboro; M. Veneranda, Peterboro; F. R. Clarke, Hamilton; Jno. Thornton, Hamilton; Jas. McGall, Kingston and Jno. Henley, Belleville. Also the following have installed finishing machines made by the Progressive Shoe Machinery Co., of Minneapolis:—Dan Gultinan, Oshawa; J. V. Calderone, Peterboro; W. Petrie, Peterboro; H. Woxman, Hamilton; J. Valliear, Midland; T. J. Taylor & Son, Sarnia; R. E. LeSueur, Sarnia; C. Makey, Hamilton, and H. Murfin, Hamilton. They also have large orders from the Grey Nuns' Hospital, Montreal, the Whitby Convalescent Home, and the College street Convalescent Home. These machines have all been placed in the past three weeks.

BE READY WITH SUGGESTIONS

It is highly commendable for a helper, dutifully working for his employer's interest or for his own, to be straightforward and ready in advancing to his employer any suggestions he may have relative to improved methods for turning out better work in his department. It never pays to hide one's light under a bushel. Any helper who loses his job because of such conduct will readily find a better one in a shop where his loyalty is appreciated.



Stitchdown Pump



Stitchdown Blu.



Standard Screw Blu.



Stitchdown Butt.

The "Stitchdown" Family

The Happiest Family Created for Boys and Girls—Sizes 3 to 10 1/2

You should see our Spring Lines in Staples for Men, Women,
Misses, Youths, Boys, Little Gents and Children

*Every Line is a
Quality Line*

Charles A.
AHRENS
limited.

*Every Shoe is a
Profit Producer*

KITCHENER, ONTARIO

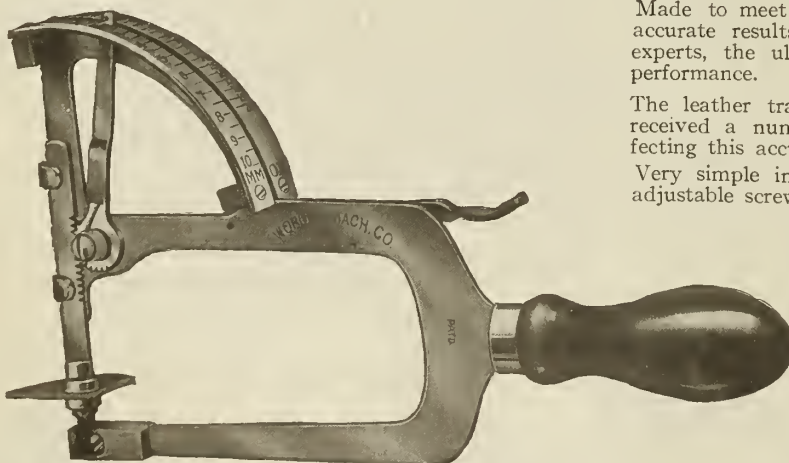
"The Sweetness of Low Price Never Equals the Bitterness of Poor Quality"

Accuracy in Gauging Leather

Is assured by using

THE WOBURN SUPERIOR LEATHER GAUGE

Graduated in Millimeters and Ounces



Made to meet the demand for a gauge that will give accurate results. Pronounced a perfect instrument by experts, the ultimate gauge both in construction and performance.

The leather trade has recognized its value as we have received a number of letters of congratulation for perfecting this accurate gauge.

Very simple in construction and design. There is an adjustable screw by which the setting of this gauge can always be controlled. Made in two sizes. No. 1, 4 1/2 inches, and No. 2, 6 inches in depth.

The U. S. Government has ordered thirty of these gauges to be delivered immediately.

Write for prices and descriptive folder.

The Woburn Machine Company
WO BURN, MASS., U. S. A.

OVERGAITERS



Overgaiters will be more popular than ever this Fall. We have an exceptionally fine range in all the fashionable colors—Black, White, Canary, Light Grey, Dark Grey, Fawn and Brown, in Box Cloth, Melton and Felt.

Special line of Children's Corduroy, Dark Brown, Golden Brown, White, Grey and Red.

Place your orders now to ensure delivery, as the demand will no doubt be greater than the supply.

PHILIP JACOBI

Manufacturer of Tailor-made Overgaiters

5 Wellington St. East

TORONTO



When Your Customer
Uses
**RALSTON'S
DRESSINGS**

He knows you have
given him the best

A Dressing for Every Shoe

Keep up your stock of White Dressings, and include Ralston's Waterproof Dubbin in your orders to-day.



ROBT. RALSTON & CO.
Hamilton Ontario



CANADIAN FIRMS CALL FOR MORE ARMY SHOES

Prompt Action Taken by the Manufacturers, Who Petition the Government to Make Immediate Move in Seeing that Production is Speeded Up—All Boots For Canadian Overseas Forces Should Be Made in Canada

THE action of the SHOE AND LEATHER JOURNAL in calling for larger orders for ankle boots for the use of the Canadian Overseas Forces instead of the trifling one for 25,000 pairs that was awarded a few days ago, has aroused much interest, not only in the trade, but in parliamentary circles as well.

The information contained in the edition was a revelation to many members of the House who were not aware that matters had been in such a quiescent state for so long a period. The need for Canada looking after the footwear and leather supplies of her own men was pointed out and the fact emphasized that the Dominion should be given the opportunity to furnish the requirements of Canadian soldiers whether at home or abroad.

Letters received from the Premier, members of the Cabinet, the leader of the Opposition and other representative men, including prominent shoe and leather manufacturers, warmly endorsed the stand taken by the SHOE AND LEATHER JOURNAL and expressed the conviction that Canada should receive sufficient orders to take care of the requirements of Canadian boys at the front.

One parliamentary representative who has closely studied the situation says: "I can quite understand that there might be some objection on the part of the War Office to get a separate stock of shoes for the Canadians, but this could be overcome if the English authorities would give Canada a sample of the boot which they want and let the Canadian manufacturers make it for them. We can make anything here in Canada that they can in Great Britain. I have taken the matter up with the Minister of Militia and also with the Premier, but they do not seem to have overcome the objection of the War Office. I am again directing attention to the matter and will see if something cannot be done."

Canadian manufacturers, in view of the few orders which have been awarded during the last year and a half for army boots, have taken action and passed a resolution to the effect that as the Canadian Government some time ago consummated an arrangement with the Imperial Authorities whereby the Canadian Overseas Forces are supplied with boots made in England, and now that the shipping facilities are much improved and as Canadian manufacturers as well as employes must eventually pay for the boots supplied to the Canadian Overseas Forces, they consider it the duty of every Canadian manufacturer to speed up present production with a view to minimizing any detrimental industrial reaction. The manufacturers are willing to do their utmost to meet the requirements of the War Purchasing Commission for boots for the Canadian Overseas Forces and have, therefore, petitioned the Ottawa authorities to give the matter immediate attention in order to bring about the desired result.

Eastern Manufacturers Meet

A meeting was held in Montreal on September 12th at which there was a representative attendance of shoe manufacturers in order to discuss ways and means to induce the Government to place more contracts in Canada. The following were in attendance: Geo. A. Slater, President; Joseph Daoust, of Daoust, Lalonde & Co; N. R. Feltes, of Ames-Holden-McCready; Ralph Locke, of Dufresne & Locke; E. Corbeil, of Corbeil, Limited; W. F. Martin, of Kingsbury Footwear Co.; C. Lafleur, of the St. Henri Shoe Co., and others.

The following resolution was carried, which speaks for itself:—

Whereas, the Canadian Government, some time ago, consummated an arrangement with the Imperial authorities, whereby the Canadian Overseas Forces are supplied with boots made in England,

And, whereas, despite the loss of business to our industry in Canada, this association has remained quiescent up to the present, owing to the existing conditions which it deemed sufficient to give due cause to the Canadian Government to become and to continue party to such an arrangement,

And, whereas, these conditions have altered, owing to the curtailment of orders for munitions, thereby promising the release of space in bottoms which could now be utilized for the carrying of boots to England,

And, whereas, our industry faces a detrimental reaction, owing to the reduction in the purchasing power of the public, as a result of the curtailment of munition orders,

And, whereas, we as manufacturers as well as our employes must eventually pay for those boots supplied to the Canadian Overseas Forces,

And, whereas, our industry and those immediately dependent on it, as well as the country as a whole, would benefit by the purchase of boots in Canada for the use of the Canadian Overseas Forces, through the distribution of the monies involved,

And, whereas, we consider it the duty of every Canadian manufacturer to speed present production with a view to minimizing any detrimental industrial reaction resultant upon the declaration of peace,

And, whereas, we are willing to do our utmost to meet the requirements of the War Purchasing Commission for boots for the Canadian Overseas Forces, exerting all our efforts to filling all those requirements to the entire satisfaction of the War Purchasing Commission.

Therefore, be it resolved, that the Prime Minister, the Minister of Militia, and any others whose influence may be necessary, be petitioned to give the matter immediate attention, with a view to the taking of such action as will best conduce to the end desired.

Copies of the resolution have been forwarded to Sir Robert Borden; Sir Geo. E. Foster, Minister of Trade and Commerce; Sir Edward Kemp, Minister of Militia; Hon. C. J. Doherty, Minister of Justice, and others. The association appointed a committee to discuss ways and means and also to co-operate in the matter of handling business after the war. This committee consists of Messrs. Slater, Feltes, Locke and Daoust.

The Purchases Up To Present

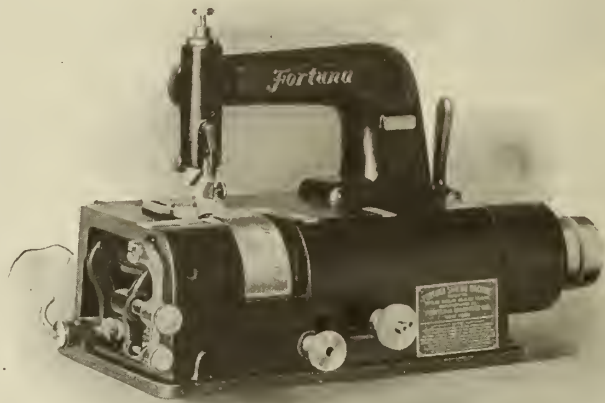
A member of the Government writing the SHOE AND LEATHER JOURNAL says: "Since the war has opened the Government has purchased 1,600,000 pairs of ankle boots and 730,000 pairs of rest shoes from Canadian manufacturers and our soldiers in England have been supplied therewith.

Fortuna Skiving Machine

IF you skive leather, felt, cork, canvas or rubber you can increase your output and lower your cost of production by using Fortuna Skiving Machines.

Here are some of the features of the Fortuna that keep it in the lead of all other skiving machinery :

1. It requires but one-quarter horse-power.
2. It cannot injure the hands of the operator.
3. It is the only skiving machine with ball bearings.
4. It creates no dust; the skiving comes off in one piece.
5. It skives straight or irregular shaped pieces equally well.
6. It leaves no ridge or shoulder on the stock unless wanted.
7. It does not require a skilled operator. A boy or girl will do.
8. It has a cylindrical knife which can be ground while the machine is working.
9. It makes a perfectly conical skive from nothing up to two inches.
10. It produces exceptionally high-class work not obtainable on any other machine or by hand.



The Fortuna is made in four different models. Put your requirements up to us and we will advise you for your economy.



Gold Medal awarded at the Panama-Pacific International Exposition in San Francisco for Skiving Leather, Felt, Cork, Paper and Rubber.

Fortuna Machine Co.

127 Duane Street

New York

Orders have not been given of recent date because the department was over-stocked. The boots are now being gradually issued from the stores. The trench boot is issued to our soldiers out of the Imperial ordnance stores at the front, in favor of which method there are obvious advantages. The matter, however, is now being taken up by the Militia Department and further information may be possible within a short time. My information is that the British Government is fully able to supply their own soldiery and is contributing largely to the supply of some of her Allies. I am making enquiries at the present time as to the possibility and as to the exact condition of things in the above respect. Meanwhile, it would be well if the manufacturers would make thorough enquiries, as I have no doubt they are doing, as to the possibility of furnishing footwear to the Allied governments and it might be that the United States' demand for the equipment of her army might open up possi-

bilities for some supply in that direction, as it is doing for manufactures of other commodities needed for war purposes."

No Back Seat for Them

An eastern firm, not in the shoemaking line, pertinently observes:—"We cannot see any good reason why Canadian shoe and leather manufacturers should have to take a back seat when it comes to equipping the soldier boys. Our shoe manufacturers, as you know, are able to produce the finest heavy service shoes in the world, and as for the leather industry, the very fact that thousands of tons of leather are exported each year to England shows that our product must be all that can be desired over there. You may depend upon our hearty co-operation in any movement which will bring about the long-desired result of seeing our Canadian army, which we are all paying to support, equipped with Canadian shoes, made by our own labor and materials."



An imposing display at the Western Exhibition, London, Ont.

BOOTH LOOKED LIKE SHOE STORE

One of the most perfectly decorated booths at the recent Western Fair, held in London, Ont., was that of Chas. A. Ahrens, Limited, Kitchener, manufacturers of "Ahrens" and "Chums" shoes. The display was in charge of S. G. Amero, representative of the firm. Mr. Amero is also manager of the Kaufman Rubber Co., London Branch, and sells the Woelfle shoe, Kitchener. The booth represented the front of a shoe store and was dressed the same. Yellow was used in the background and the trimmings were white and purple bunting. At the back and on both sides there were exhibited several samples of leather including box calf, tan calf, smoked elk, chocolate elk and kip. The firm showed the insoles, outsoles, counters, heels and uppers of shoes in the different processes of manufacture. A line of "Chums," which are girls' and children's stitchdowns, attracted a lot of attention. This range appears to be meeting with a wide measure of favor. Chas. A. Ahrens, Limited, were the only exhibitors of shoes at the Exhibition. On the right is seen

Mr. Amero and on the left Gordon Klein, who is assisting him on the road. The Western Fair was attended by an exceptionally large number of shoe retailers for many miles around.

THE REPAIRING OF CLOTH TOPS

The repairing of cloth top shoes is the cause of considerable perplexity among the repairers. Their introduction has come along at a pace more rapid than a fashion fad would warrant because of the scarcer supply of upper leather. The trouble to repairers arises through the use of so many delicate shades of cloth which become so readily soiled that oftentimes they need the attention of an expert cleaner who makes a specialty of that kind of work. It is said that this is what prompted many dyeing and cleaning houses to put in shoe repairing machinery. Over in St. Louis there is an instance of a large and widely known dyeing and cleaning house with stores all over the city who have recently installed shoe repairing machinery and are now catering for repair business at all of these stores.

R. B. GRIFFITH & CO.

FOR SPRING 1918, we are showing the most complete line of high-grade White Shoes in Canada.

Women's White Bals.....	\$2.00 to \$5.75
Women's Oxfords and Pumps, hand turned.....	1.85 to 3.15
Women's Oxfords and Pumps, machine sewn.....	1.25 to 2.85
Nu Buck, Kid, Reinskin, Sea Island, Wyclo, Poplin and Canvas.	

Also the beautiful DE LUXE LINE of Reinskin and Sea Island High-cut Bals, Oxfords and Pumps, with rubber soles and covered wood heels, indisputably the finest shoes on the continent.

IN-STOCK GOODS

Women's Havana Brown Calf 9-inch Boot, new 14/8 Cuban Heel, imitation tip.....	\$5.75
Women's Havana Brown Gun Metal Calf.....	4.75
Women's Brown Vici Kid, 2-inch Louis Heel, aluminium plate, New Empire last.....	5.85
Women's Black Vici Kid, 2-inch Louis Heel, aluminum plate, New Empire last.....	4.75

These are the latest New York designs.

Read this Proposition Carefully

We will send one or more pairs of samples at above prices, prepaid, to legitimate dealers. This is an American plan that is very satisfactory and successful. Let us send you samples to examine at leisure. They will lend themselves to window and showcase display, and, we confidently believe, lead to business.

Write to-day.

R. B. GRIFFITH & CO.
HAMILTON ONTARIO



A busy scene in Western Canada—a string of binders operating on prairies near C. N. R. main line.

THE WESTERN OUTLOOK

Situation as Seen by Our Special Representative—First Hand Impressions of Conditions West of the Great Lakes—A Great Crop and Great Expectations—Everybody Confident of Good Business

IT being his first visit to the West your representative felt a little anxious as to how a greenhorn from the "effete East" would be received by business men of our great Western centres, but was agreeably surprised upon his arrival at Winnipeg to be accorded the glad hand of fellowship, not only by the trade, but others he met. One is certainly impressed with the breezy, good-natured welcome of these wide-awake Western people whom I have found the same wherever I have gone, whether Manitoba, Saskatchewan or Alberta. It seems to be in the air.

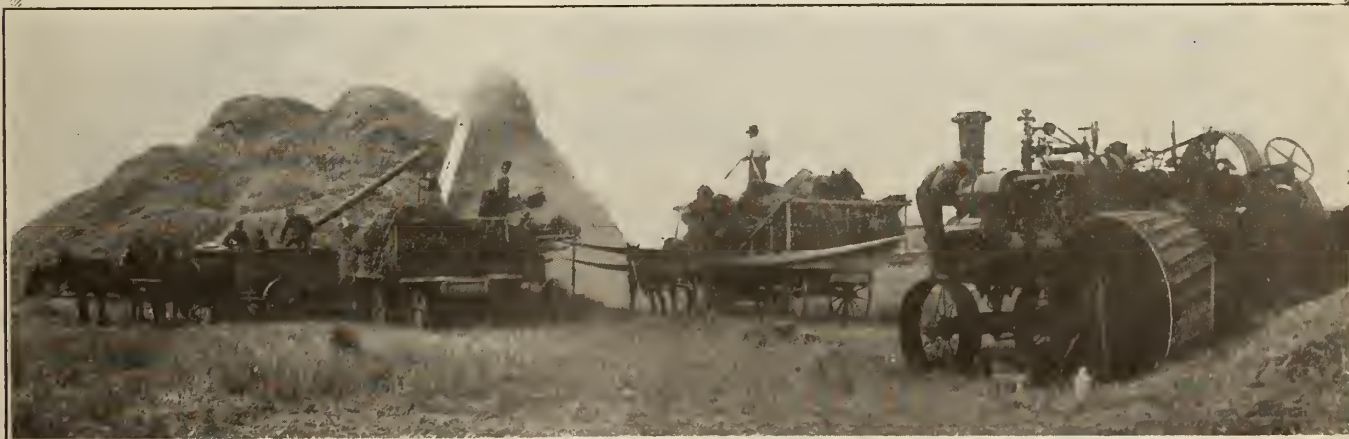
Winnipeg has about it the air of progressiveness and expectation that one finds even in the smaller towns of the West. The ideas and aspirations all partake of the sunshine and breath of the prairies, and if there is one characteristic more than another peculiar to the West it is extreme hopefulness. I notice that a year ago the JOURNAL had a good deal to say about the size, development and characteristics of many of these Western cities, so that I am going to confine my remarks to impressions of the business conditions and ideas that prevail. I may say that now the big crop is practically assured, everybody is evidencing a spirit of confidence and optimism that is making itself felt everywhere.

An illustration of this was afforded by a conversation with the manager of one of the principal retail stores of Winnipeg, who said the farmers were buying the best and most expensive goods. Retail business just now, I was told by the head of another large establishment, was the best in the history of the concern.

As an evidence of the enthusiasm of the rank and file of the city and town dwellers in regard to the crops, I found out that a large proportion of the population this year took its holidays harvesting. Girls who never did work with their hands before made up stooking parties and went forth in automobiles, provided by business houses, to gather in golden sheaves and put them in "stooks." In this way a good deal was accomplished that would have had to be left undone on account of the great scarcity of farm labor.

Record Crop Harvested.—A careful estimate of the crop prepared just as this letter goes forward gives the following figures: Wheat, 214,250,528 bushels; oats, 187,028,065; barley, 38,781,060; flax, 6,611,463 bushels.

The value of the crops is placed roughly at \$575,000,000, as against \$502,000,000 for the crop of 1915; \$225,000,000 for the crop of 1913, the year



A lively Saskatchewan threshing scene in the southern wheat belt.

PACKARD'S SHOE POLISHES



The
Standard
for
Quality



Made
in all
Colors



SHOE POLISHES SHOULD BE SHIPPED EARLY TO AVOID
FROST. LOOK OVER YOUR STOCK AND SORT UP NOW

ARE YOU IN NEED OF SHOE LACES FOR HIGH CUT SHOES?

We have a fine line in Greys, Champagne, Browns and other shades.
Have a look at our samples when our traveller calls.

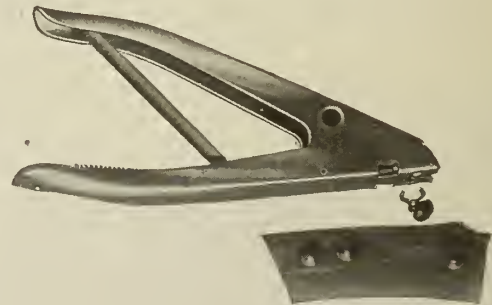
Here is a useful article that should be in every
up-to-date shoe store—

The Freeman Button Remover

Removes instantly buttons set with wire fasteners.

WILL NOT INJURE THE MOST DELICATE FABRIC

Saves its cost in buttons, time and patience in a short
time. Detaches button and staple at one operation.



L. H. PACKARD & CO., Limited, MONTREAL
Distributors for Canada

prior to the war, and \$136,000,000 for the crop of 1910.

Saskatchewan Crop Conditions.—It is estimated that the southern part of Saskatchewan will have a wheat crop averaging about eighteen bushels to the acre, with samples as fine as for many years past. Oats have picked up and barley also, and will make a good showing. In the central district storms have effected the crops somewhat, but



Breaking new ground for imperial needs

the yield will be about the same as the south. In the north western parts of the province the results are better, giving forty or forty-five bushels to the acre for wheat. The crops are now practically all in, and the yield is said to average from twenty to twenty-five bushels to the acre.

Crops in Alberta.—The harvest in Alberta was practically completed on September 1st, which is considerably earlier than last year. The volume, as far as wheat is concerned, is not quite as large as last year, but it will grade higher. Some say that it will show the largest percentage of No. 1 ever yielded by Alberta. There was a serious loss by hail in the High River district amounting, it is thought, to about a quarter of a million bushels. The average yield, however, for the province will be nearly thirty bushels to the acre. The oat and flax crops are particularly good in Alberta.

ASK FOR A SHOW DOWN

People spend money for advertising with a carelessness they would not tolerate in anything else. They buy shoes and furniture and insist on the last stitch or nail being properly placed. When it comes to advertising, however, they look on the whole affair like putting up money on a horse race or backing a number on a roulette wheel. Why shouldn't a publication be compelled to make a show down of its circulation, whether it be a periodical or ordinary town weekly? Yet you will find hard-headed business men, who exact every discount and watch every other expenditure, being buncoed by advertising men and newspaper proprietors who dodge this question. In giving some sane advice on this topic, the "Boot and Shoe Recorder" says:—

"We once heard the following speech from the advertising manager of a live semi-weekly edition,

to a merchant who was demurring and 'kicking' about the rates charged by the live newspaper, as compared with another paper in the same town. They were standing at the door of the store, and he said: 'Do you see that fellow with a hand-cart coming across the square? Well, if you want to go over and look, you will find that that cart contains the entire weekly output of the T—, on its way to the postoffice. That's the whole ball of wax—every paper they send out. Now, in less than half an hour, you will see old John Rau come round the corner of the street, with his dray; and he will have on it nine three-bushel mail bags, filled with our weekly edition, and anyone of the bags has nearly twice as many papers in it as that hand-cart has. There are two villages up the river, W— and L—, to which we send more copies of the B— than the whole T— circulation. Now, if you will just let me sit here, I will watch for John Rau, and when he comes you can open any of the bags you want to, and see for yourself what is in them. You know yourself that I don't talk much about competitors, but I don't call this competition; it is fakery and robbery, at the expense of you as well as me.'

"He was telling the exact truth; and the dray did come and was examined; and there was one less kicker on that ad man's list of customers. But it is seldom indeed that so graphic and clean-cut a show-down can be had. If it could occur oftener, there would be fewer such sheets grafting a living out of local merchants, and the newspapers of genuine

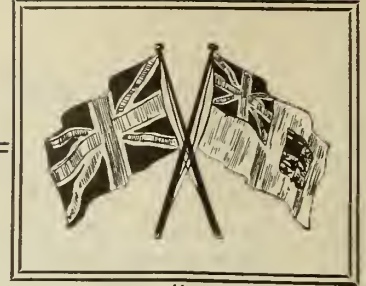
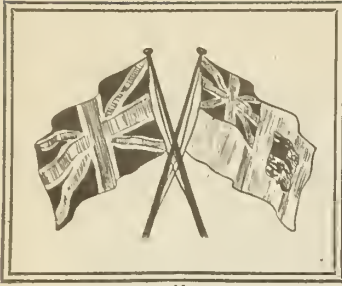


The shoe store of W. Beardsley, Portage Avenue, Winnipeg. He started in business in January last and is developing a good trade.

circulation would not lose by the 'nibbling' competition of periodicals whose circulation is a hollow shell."

Enclosed you will find a Dominion Express money order for one dollar to renew my subscription to the "Shoe and Leather Journal" for another year. I might state that I would not want to be without your Journal.

Yours truly,
J. H. WESELOH.
Kitchener, Ont.



Keep The Flag Flying

We are doing our "bit" as well as we can to supply the world and particularly Canada with

Trickett's Slippers

OUR LINES show the same spirit of advancement that has kept TRICKETT'S in the front rank in their line for the past QUARTER CENTURY.

THEY ARE LEADERS.

We are continuing our endeavour in the face of adverse labor and material conditions to look after our Canadian Trade, which we cordially thank for their continued

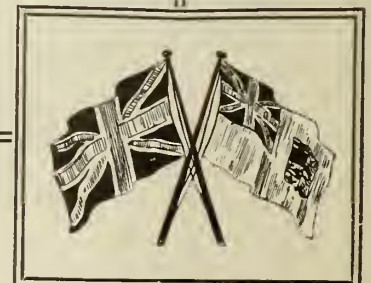
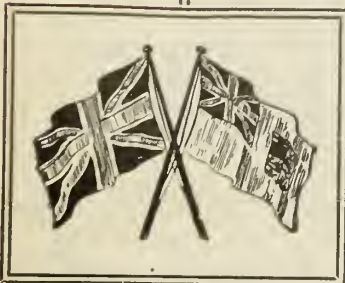
APPRECIATION AND PATIENCE.

SIR H. W. TRICKETT, LIMITED

Waterfoot, near Manchester, ENGLAND

CANADIAN REPRESENTATIVE

J. S. ASHWORTH, MANCHESTER BUILDING, TORONTO



1918



1918

ALL READY FOR SPRING

The Sisman line this Spring is fully up to the Sisman standard, which means that they are in every respect and detail the

Best "Everyday" Shoes

Best for dealer and best for wearer. They possess exclusive features in their manufacture that make them not only better sellers but positively more comfortable and wear lasting.

All Good Jobbers Carry Sisman's "Everyday" Shoes

THE T. SISMAN SHOE CO., LIMITED
Aurora, Ontario



HIGH GRADE
SHOE LEATHERS

Made from the Best Selected Raw Stock by
 Scientific, Up-to-Date Workmen
 have made the

KINGSTON TANNERY

A household word with makers and sellers
 of Canadian Shoes for the Quality
 and Economy of its
 Product.

OUR SPECIALTIES:

ELK in Black and Colors, RUSSET in Oil Grain, MENNONITE GRAIN
 in Black and Red, Combination Smooth and Boarded Pebbles, Russet
 and Black Collar Leather, Vegechrome Black and Chocolate, Imita-
 tion Gun Metal, Ooze Splits in Black and Colors.

**SMOOTH CHROME
 AND MATT SIDES**

Of Quality, Texture and Tone second
 to none on the Continent.

DAVIS' SIDE LEATHER CUTS WELL

A. DAVIS & SON
 LIMITED

KINGSTON
 ONTARIO



Our SPRING SAMPLES

Exceed any of our past efforts for real worth-while shoes.

We selected only those models we know will be crack sellers, and then we have put the MATERIAL and WORKMANSHIP into them that give them real MINER QUALITY.

The range includes MEN'S and WOMEN'S FINE GOOD-YEARS AND McKAYS in up-to-date lasts, style-prevailing colors and shades.

Our travellers are now out with the samples. See them, it will pay you.

We are selling agents for the Miner Rubber Co.

The Miner Shoe Co., Limited

We have your order IN-STOCK

Offices and Factory - - Montreal

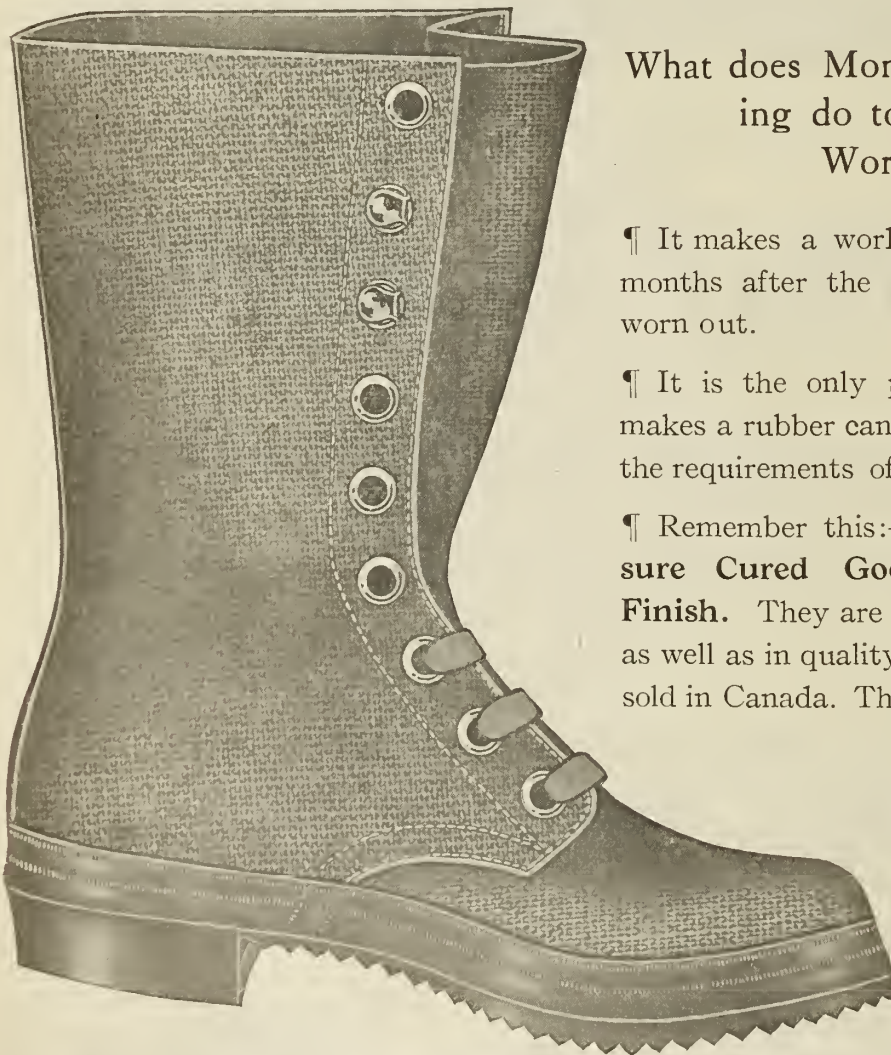
Branches: Toronto Ottawa Quebec



THE NEW WORKSHOE

MONARCH PRESSURE CURED

Built like an auto tire of Tough Tire Tread Stock and by
Tire Methods.



What does Monarch Pressure Curing do to Greyhound Workshoes?

¶ It makes a workshoe that will last for months after the ordinary shoe has been worn out.

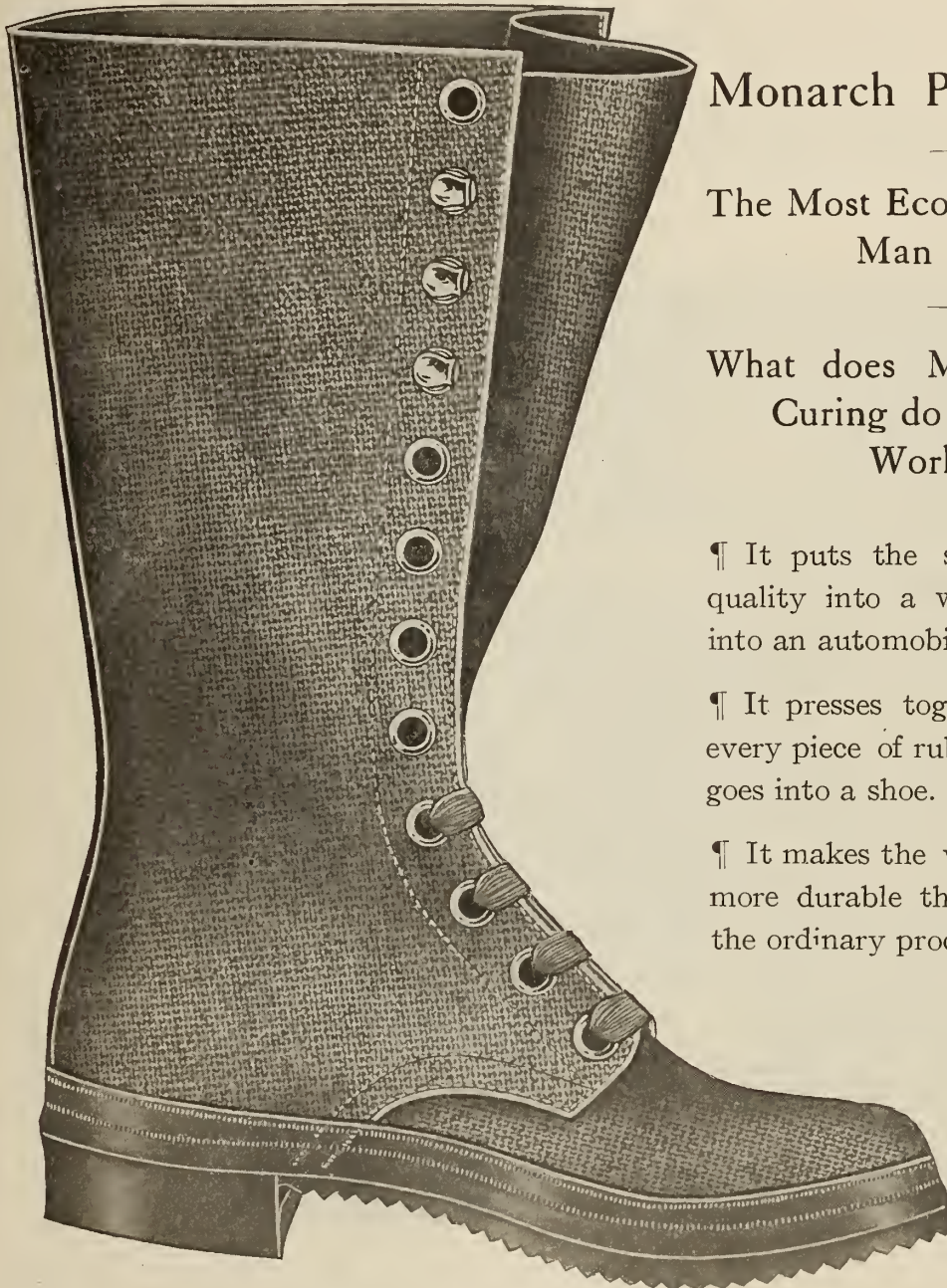
¶ It is the only process of curing that makes a rubber canvas workshoe live up to the requirements of a working man's shoe.

¶ Remember this:—All Monarch Pressure Cured Goods have the Grey Finish. They are different in appearance, as well as in quality, to any other footwear sold in Canada. This color can be obtained only from pressure cured vulcanization of the best grade of pure Para Rubber.

THE MINER RUBBER CO., LIMITED
MONTREAL



A NEW "GREYHOUND" LINE



Monarch Pressure Cured

The Most Economical Shoe any
Man Can Buy

What does Monarch Pressure
Curing do to Greyhound
Workshoes?

¶ It puts the same wear resisting quality into a workshoe that it puts into an automobile tire.

¶ It presses together into one unit every piece of rubber and fabric that goes into a shoe.

¶ It makes the workshoe tougher and more durable than it can be made by the ordinary process of curing.

THE MINER RUBBER CO., LIMITED
MONTREAL

STAR SHOE, Limited

ANNOUNCEMENT

To the Shoe Retailers:

The fact of our having decided to confine the sale of "Star" Shoes to the Jobbers, does not mean that you are to be deprived of carrying them.

The Principal Jobbers in each of the nine Provinces have in stock a complete range of "Star" Shoes, from whom you can get immediate delivery.

If you have any difficulty in securing your requirements of "Star" Shoes advise us and we will send samples direct—it being understood that your order would be placed through whatever jobber you may wish to favor.

The "Star" Shoe is still the most popular Child's Shoe made in Canada—and "Aunt Matilda," our full fitting shoe for the older members of the family, is a winner.

STAR SHOE, Limited

*Makers of the Popular
Star Brand Shoes*

Montreal, Canada

A VETERAN IN THE SHOE GAME

W. F. Tanner, who recently joined the selling staff of Blachford, Davies & Co., Toronto, and will cover the Maritime Provinces, is a veteran shoeman, having spent all his life in the game. He is a native of Pictou, N.S., where his father ran a custom shoemaking shop for a great many years and passed away in 1907, at the ripe old age of 92. W. F. Tanner had charge of the cutting and fitting work in his father's establishment and looked after the selling of factory-made shoes as well. In time the custom work dwindled down, so that only one man was employed and more attention was devoted to factory goods. In all Mr. Tanner spent some thirty-five years in the retail footwear business, but his health not being as robust as he desired, he decided to make a change whereby he could spend more time

in the open. He joined the road staff of the C. E. McKeen Co., Quebec, covering the Maritime Provinces, and was next with the Drummondville Shoe Co. for about a year. During the past five years he was with Corbeil, Limited, Montreal, looking after the trade in the Maritime Provinces.

Mr. Tanner was, in his youth, an expert rifle shot and a sergeant in the old Pictou Battery. He is a brother of Hon. Senator C. E. Tanner, of Pictou, and has two boys overseas—Albert, of Winnipeg, who enlisted with the 59th Battery and is now in France, and Harry, of Pictou, who joined the 64th Battalion and was wounded at Courcellette by an exploding shell, fragments of which went through his leg and also cut him about the neck and face. After being in the hospital for many months, he has latterly been in training for a lieutenancy at Shorncliffe Camp, Eng.

COMPELLING DISPLAY THAT INTERESTED ALL

The accompanying illustration affords some idea of the effective display made by the Breithaupt Leather Co., Kitchener, during the recent Canadian National Exhibition. The various lines of oak and hemlock leather turned out at the company's four plants were admirably shown and also a most representative range of shoes from many manufac-

Montreal; Theo. Mayer, Montreal; John Ritchie Co., Quebec; Hartt Boot and Shoe Co., Fredericton; Valentine & Martin, Waterloo; T. Sisman Shoe Co., Limited, Aurora; Minister-Myles Shoe Co., Toronto; J. W. Hewetson, Brampton; Getty & Scott, Galt; Tebbutt Shoe & Leather Co., Three Rivers; Oscar Rumpel, Kitchener; Hydro City Shoe Mfrs.,



turers who use Breithaupt leather. The firms who had shoes on display bottomed with the stock of the Breithaupt Leather Co., were—J. & T. Bell, Montreal; Geo. A. Slater, Montreal; Regal Shoe, Limited, Toronto; Tetrault Shoe Mfg. Co., Montreal; Star Shoe Co., Montreal; Slater Shoe Co., Montreal; Macfarlane Shoe Co., Montreal; Eagle Shoe Co., Montreal; Ames-Holden-McCready, Montreal; Aird & Son,

Kitchener; Western Shoe Co., Kitchener; W. E. Woelfle Shoe Co., Kitchener; Ideal Shoe Co., Elmira; Canadian Consolidated Felt Co., Kitchener; J. A. & M. Cote, St. Hyacinthe; Lady Belle Shoe Co., Kitchener; Milton Shoe Co., Limited, Milton; C. A. Ahrens, Kitchener; John McPherson Co., Limited, Hamilton; Parker Shoe Co., Preston, and others,

Khaki and Olive Drab WYCLO

REGISTERED U.S. PATENT OFFICE

WE HAVE WON

high praise for the appearance and wearing quality of our Wyclo Cloth.

The present tendency toward things military should make these two new shades in this cloth appealing.

They have that distinctive leathery finish which has made Wyclo a very popular shoe fabric.

Also made in white, black, and a large assortment of colors.



Henry *Gitterman* & Co.

NEW YORK

Branches: Boston St. Louis Rochester Haverhill
Philadelphia Toronto, Can.



COMMERCE
AND
BEAUTY
SPOTS
DOWN
BY
THE
SEA

*(By courtesy of Canadian
Government Railways)*



The busy harbor at Halifax.



In the public gardens, Halifax



Near the Bras d'Or Lakes



Panoramic view at Baddeck, C.B.



Are You Acquainted with Midco In-Stock Service?

Hundreds are and have profited
greatly by that acquaintance

LET US INTRODUCE YOU TO THESE VALUES

- | | | |
|--------|---|--------|
| No. 06 | Hav. Brown CALF Bal. Medium recede,
blind eyelets, two hooks - - - - | \$5.25 |
| No. 07 | Gun Metal CALF Bal. Blind eyelets - - | 5.10 |
| No. 08 | Tobacco Brown CALF Bal. White sole,
recede - - - - - | 5.50 |
| No. 64 | Hav. Brown CALF Bluch. Heavy sole
with Neolin outer sole, R.H. - - - - | 5.95 |
| No. 16 | Duchess Tan CALF Bal. Leather slip,
Neolin outer sole, R.H. - - - - | 5.50 |

Boys' to match numbers 16 and 07.

Our NEOLIN SOLES and WINGFOOT HEELS are
giving great satisfaction. Have you tried them?

The Mail, the Phone or Telegraph will always find us home

The Midland Shoe Company
Kingston Ontario

AMONG THE SHOE MEN.

W. Hebert, of Gagnon, Lachapelle & Hebert, shoe manufacturers, of Montreal, spent a few days in Toronto this week calling on the trade.

H. Gray Hodges, shoe retailer, of Chatham, Ont., is spending a few weeks in Winnipeg and Saskatoon. His parents reside in the latter city.

Percy Milburn, president of the Lilian Shoe Co., Montreal, spent a few days in Toronto last week on business.

J. W. Hewetson, shoe manufacturer, of Brampton, Ont., accompanied by his wife, spent a few days recently in Philadelphia, New York and Boston.

W. A. Donnell and Eugene P. Carman, of Donnell, Carman & Mudge, leather manufacturers, Boston, spent a few days in Toronto lately.

Chas. E. Betourney, formerly with the Thompson Shoe Co., Montreal, has joined the selling staff of the Lady Belle Shoe Co., of Kitchener, and will represent them in the Province of Quebec. He will also represent J. A. McCaughan, of Montreal and Quebec City and will carry this firm's lines in Ottawa.

Henry A. Goodwin, former manager of the Salem Shoe Stock Co., is now connected with the A. C. Lewis Leather Co., Lynn, Mass. The manufactured products and all merchandise of the Salem Shoe Stock Co. have been taken over by the A. C. Lewis Leather Co.

One leading firm doing business in shoe stores and shoe repair establishments, has adopted this motto: "With every article we sell, we endeavor to include satisfaction; if we do not give it, then it is not a sale. This is the way we do business at this place. We do not do it merely to be generous, but because we believe that such a policy in the long run always wins. If you do not get what you want, come back and kick. You have the right to your money's worth and we want you to have it."

J. G. Settle, representing the Murray Shoe Co., of London; Jas. Heffering, representing the Tetrault Shoe Mfg. Co., Montreal, and R. Mills, representing the James Muir Co., Montreal, were calling on the trade in Ottawa recently.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, was in Toronto last week on business and called upon members of the trade.

R. B. Russell, who for many years has been with the White Shoe Co., Toronto, has joined the selling staff of Blachford, Davies & Co., Toronto, and will cover Northern Ontario.

T. H. Rieder, president, R. E. Jameson, director in charge of sales, and H. R. Nixon, chief clerk in the sales department of the Consolidated Rubber Co., Montreal, spent a few days in Toronto on business lately.

Frank Slater, representing the Eureka Shoe Co., Three Rivers, Que., spent a few days in Toronto last week calling upon the trade with a representative range of new spring models.

M. W. Murdoff, of Trenton, Ont., representing the Thos. G. Plant Shoe Co., of Boston, was among the business visitors to Toronto during the past few days. Mr. Murdoff recently spent several days in Boston.

The houses of the Clark-Hutchinson Co. and Winch Bros. Co., Boston, will be consolidated on January 1st, 1918, under the name of McElwain, Hutchinson & Winch. Until the beginning of the year, each house will have the present

name, location, line of merchandise and organization. The purposes of the consolidation of these well established houses are—concentration of endeavor, better service and wider distribution. The firms will combine in one house the elements of extensive manufacturing and anticipate that results will show the wisdom of this important action.

The Scotch Doubles competition for beginners in lawn bowling were won in Kitchener, Ont., by J. Hessenauer and N. Kibler, who were matched against H. C. Walford and W. E. Gallagher. The score was 15-2 in favor of the shoe men. The prizes were two beautiful cut glass bowls.

R. J. Younge, general manager of the Export Association of Canada, who has returned to Montreal after spending four months in Cape Town, Cape Elizabeth, Johannesburg, Durban and other large centres in South Africa, says that country holds out bright prospects as a field for many lines of Canadian manufacture. In reference to shoes, Mr. Younge adds that South Africa is a very large purchaser from the



Patriotic Shoemen busy at work in the cornfield. On the left is Hugh White, of the White Shoe Co., Toronto. In the centre is James Robinson, of Montreal, and on the right is J. S. Ashworth, of Toronto, Canadian Representative of Sir H. W. Trickett

United States, as well as from England. At the present time, however, they cannot get any from England, as export is forbidden. In normal times the popular boot is the English, a glossy kid, rather than calf. Mr. Younge asserts that there should be a big market in both men's and women's footwear from Canadian factories.

The engagement is announced of Miss Annie Ethel, second daughter of Mr. & Mrs. John Carew, of Lindsay, Ontario, to Stanley P. Beal, son of Mr. R. M. Beal, leather manufacturer, Lindsay.

Reg. Smardon, representing the Smardon Shoe Co., of Montreal; John Macfarlane, of the Macfarlane Shoe Co., Montreal; W. B. Fryer, of Scott-Chamberlain, Limited, London, were among those calling upon the trade in Toronto lately with fine ranges of new spring samples.

ADAMS

The "Shoes the Parents Choose"

BECAUSE:—

They perfectly accommodate and protect the feet in the early stages of development. They resist a maximum of use and abuse. They are attractive in appearance and price.



Infants', Children's, Misses' and Youths'

Here is a clean cut opportunity for you to get into your stock lines that win patronage and yield profits.

Adams Shoe Co., Limited
Toronto **533 College Street** **Ontario**

H. H. Gibbins, manager of the shoe department of the John Murphy Co., Montreal, spent a few days in Toronto last week on business.

Jas. Grant, well known to the shoe trade, has joined the selling staff of the Thompson Shoe Co., and will represent the firm in Montreal. Mr. Grant was formerly connected with several well known shoe firms, including the Aylmer Shoe Co.

P. B. Wallace & Son, of Toronto, have recently shipped Progressive finishing machines to William Sharman, Goderich, E. Phillips, Beaverton, and Smith & Ring, Goderich.

Fred. P. Beemer, who represents the Blachford Shoe Mfg. Co., Toronto, left for the Prairie Provinces and the Coast recently on a selling trip. L. F. Jackson, who represents the same firm, and also the Brandon Shoe Co. in the

cities on a trip in search of the latest style pointers for fall and early spring samples. Geo. A. Blachford, of the same firm, is back from a buying trip to Boston, New York and Philadelphia.

Jas. Dillon, of Dillon & Moore, shoe retailers, St. Catharines, has returned from a motor vacation trip to Montreal and Quebec.

J. W. Rankin, of Montreal, who represents the Kingsbury Footwear Co., Montreal, was in Toronto recently on business.

David Marsh, representing the Wm. A. Marsh Co. of Quebec, called on the Toronto trade last week.

Geo. W. Cowan, shoe retailer, of Chatham, Ont., was in Toronto last week on business. His son, Robert, who some time ago joined the Royal Flying Corps and is now a



Some attractive new lines of bathing shoes made for the coming season by the Canadian Consolidated Rubber Co.

Maritime Provinces, recently purchased a new Overland car and after spending a pleasant summer in the country, has stored away the automobile in order to take his spring style trip through the Maritime Provinces.

Claude Ives, late of the Haines Shoe House, Trenton, was married recently at Bloomfield, Ontario. Mr. Ives and bride will take up their residence in Bowmanville, where he will re-enter the service of Fred. R. Foley, shoe retailer, with whom he was for nearly five years before moving to Trenton.

G. I. Billings, dealer in shoes and dry goods, Moose Jaw, Sask., has discontinued business.

Chas. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, has returned from New York and other American

full fledged flight lieutenant, left recently for overseas. Previous to his departure he was the recipient of several presents from various organizations of the Park street Methodist Church, Chatham.

Samuel Wilson, head of the shoe department of the Hudson's Bay Co., Vancouver, is spending a few days in the east and visiting Toronto, Montreal and other centres on business.

J. C. Moreau, Western Canada representative of Blachford, Davies & Co., Toronto, left this week for the Prairie Provinces on an extended selling tour.

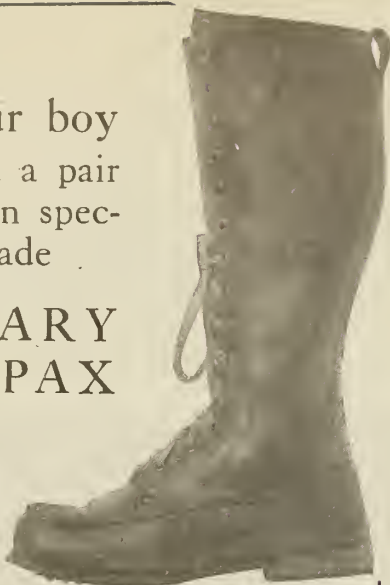
P. A. Doig, sales manager of the Star Shoe Co., Montreal, spent a few days in Toronto last week on business.

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.

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

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a com-
plete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON ————— EVERETT
MASSACHUSETTS, U.S.A.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and
reputation of nearly **HALF A CENTURY**. We
stand behind our guarantee that
they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up
to the severest tests.

Representatives:—
For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

G. H. Ansley, vice-president and managing director of the Perth Shoe Co., Perth, Ont., spent a few days in Toronto last week.

The by-law to grant a fixed assessment of \$23,790 for a term of ten years to B. F. Ackerman, Son & Co., Limited, of Peterboro, Ont., who are starting a shoe factory in that city, was carried by the large majority of 580 votes on September 6th last.

The St. Hyacinthe factory of Ames-Holden-McCready have added another line to their output in men's Standard screw boots. They now make infants', youths', boys' and little gents' Standard screw and stitch down as well as a line of men's Standard screw.

A number of shoe men took in the recent lawn bowling tournament at Walkerton, Ontario, among them being Mr. Downing, of Downing Bros., Brussels; F. C. Wilkinson, Owen Sound; Geo. Allen, Mount Forest and H. E. Wettlaufer, of Chas. A. Ahrens Limited, Kitchener. At the recent tournament in Grand Valley, Geo. Allen won the trophy, and in the competition at Walkerton was runner up. F. C. Wilkinson was lead in the winning quartette.

Wilson Bros., tanners, of Farnham, Que., have been succeeded by J. A. Wilson & Co.

The returned soldiers learning cobbling during their convalescence in the Nova Scotia Technical College, Halifax, are carrying on a big repair business. Army shoes which have been condemned because of wear are put into good shape by the apprentice cobblers, under the direction of competent instructors, and sold back to the soldiers for just enough to cover the expense of the materials put into them.

The recent contract for 25,000 Canadian army shoes was awarded to Dufresne & Locke, Montreal. It is understood the price was \$4.50 per pair.

The assets of P. S. Ostigny, shoe dealer, of Valleyfield, Que., have been sold.

H. E. Wettlaufer, sales manager of Chas. A. Ahrens Limited, Kitchener, Ontario, left recently on an extended business trip to the West, with a fine range of spring samples. He will go as far as the Coast before returning.

R. J. Johnston, of London, formerly of the firm of Johnston & Murray, who is widely known in shoe circles, and is a former traveling salesman, has bought out the Barraclough shoe store in Ingersoll, Ont., which is the oldest established business in that town, and has taken possession.

The business was founded many years ago by the late T. H. Barraclough and has been conducted since his death by Miss Barraclough with a large measure of success.

Mr. and Mrs. J. P. Newman, of Warton, Ontario, recently celebrated the fiftieth anniversary of their wedded life, and the occasion was characterized by a large gathering of the members of the family and friends. Mr. Newman came to Canada in 1852, and for a number of years was a shoemaker at Glen Williams. In 1867 he married Miss Sophia Chapman. After their union Mr. Newman opened



Some shoemen of Brandon, Man., who helped the farmers gather in the wheat for two weeks

a shoe store in Listowel, where he was in business for some years. He then moved to Warton where he entered the lumber trade in which he achieved considerable success.

Ald. J. H. Hodgson, shoe retailer, of Hamilton, who was returning from the funeral of the late Sergt.-Major Coote, in an automobile, met with a rather serious accident. With five returned soldiers the alderman was in the motor car which collided with a Brantford and Hamilton freight car, at the corner of Queen street and Aberdeen avenue, Hamilton. Ald. Hodgson sustained severe injuries to his back, one of the soldiers died afterwards of his injuries, while the others were badly shaken up.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

**NICETY
OF
Color Matching**

Is an important essential in the ensemble of the fine shoe.

We excel in this department.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

OWN YOUR REPAIR PLANT



**The Sterling Sole Stitcher
Hand Power**

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Stitches Neolin and Fibre Soles. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed. Write To-day.

C. PARSONS & SON
Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

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

MOCCASINS
Genuine Canadian Indian Hand Made

These Moccasins have beaded fronts, suitable for house slippers. They run in sizes same as shoes.

We have many other lines.
Ask for samples.



PRICES			
Men's	sizes,	8 to 12	- \$10.50 doz.
Women's	"	3 to 7	- 9.00 "
Misses'	"	11 to 2	- 7.00 "
Children's	"	7 to 10	- 5.50 "
Infants'	"	1 to 6	- 4.50 "

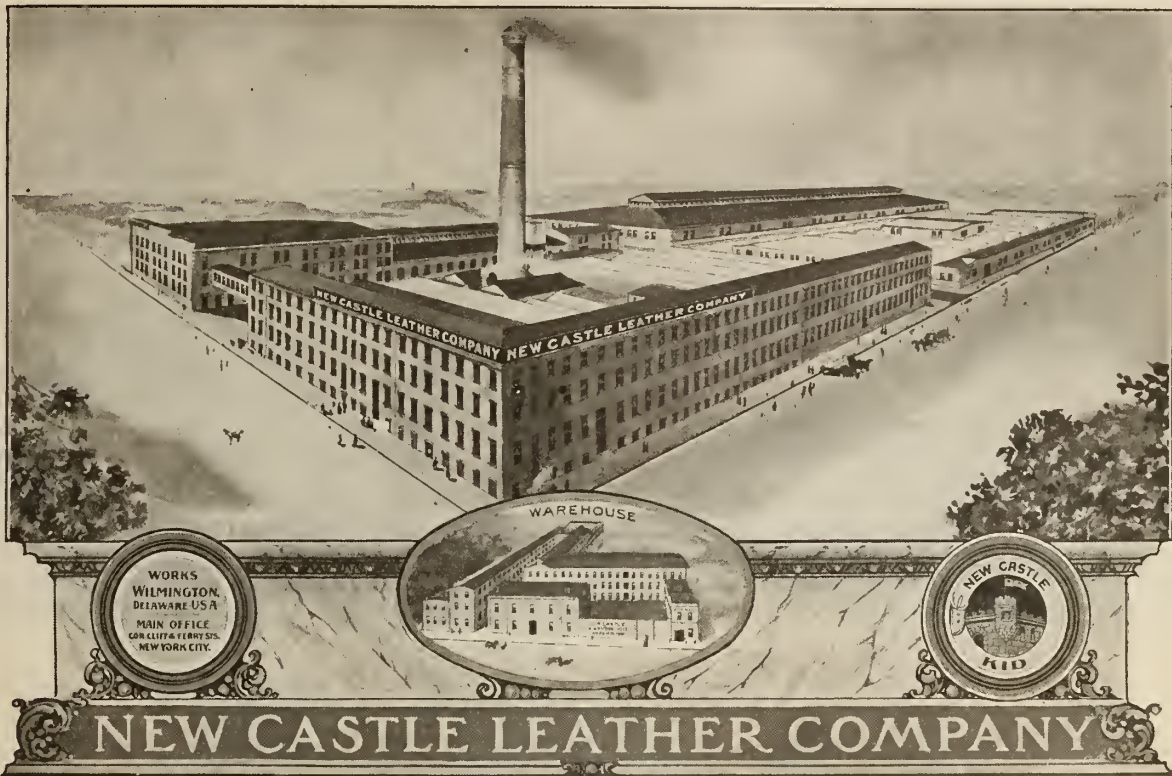
C. N. SABA & CO.
Wholesalers to the Trade
84-86 WELLINGTON ST. W., TORONTO, ONT.



OUR STANDARD SCREW SHOES

Will stand plenty of hard wear. Made on foot-fitting lasts that will give comfort to the wearer and are durable. The range includes MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S BOX KIP. Don't fail to see our line for Spring Nineteen-Eighteen. Your jobber will quote you prices, or write us direct.

St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec



NEW CASTLE KID

has won an international reputation for Excellence, Economical Cutting,
Wearing and Cleansing Properties.

Expert knowledge, careful attention to the minutest details and enormous
facilities enable us to uphold this reputation
in every section of the world.

Made in Black, White, Tan, Brown and Fancy Colors.

NEW CASTLE LEATHER CO.

NEW YORK

MONTREAL BOSTON CHICAGO

MELBOURNE BUENOS AIRES

And the Principal Leather and Shoe Centres Everywhere

Factory, Wilmington, Del.

Our STAPLE FOOTWEAR

Will increase your sales, for it includes
a range that is asked for every day in
the week by

Men, Women, Misses, Youths, Boys and Children

We also Specialize in Oil-Tanned Water-
proof Larrigans, Shoepacks, etc.

A. E. Wry-Standard, Limited
Sackville, N.B.

The Leading Novelty Slipper House of America

Now is the time to prepare for the season of 1918. Don't fail to see our lines of Slippers in high grade Felts, Satins, Sport Cloths, Gros Grains, Cretonnes and Combinations for Men, Women, Misses and Children. Strictly up-to-date and all popular priced.

ASK YOUR JOBBER TO
SHOW YOU OUR LINES

THE E-Z WALK MFG. CO., Inc.

Manufacturers of High Grade Felt and Novelty Slippers

62-70 West 14th Street

NEW YORK CITY, U.S.A.



An attractive and original display of women's stylish footwear by the shoe department of Chapples Limited, Fort William, Ont.

The Department of Trade and Commerce has received samples of boots required by the Municipality of Petrograd. The city of Petrograd has asked for the prices at which such boots can be purchased in Canada.

A letter read to the Maisonneuve aldermen at the meeting held recently from the controllers and aldermen of Montreal, expressed criticism of the recent legislation in Maisonneuve to induce shoe and other manufacturers to locate in Maisonneuve. In reply, the Maisonneuve Council stated their desire that the city of Montreal would "take some trouble to get the exact facts of the situation before giving publicity to an erroneous, malevolent and out-of-place resolution." Ald. Gelinas said that through all the speeches and tactics of the Montreal controllers and aldermen ran one motive, and that was to force Maisonneuve into annexation. The city of Maisonneuve, he added, did not intend to give any money to the companies which were coming there. It merely offered certain privileges to induce the manufacturers to locate there.

John F. Clark and James F. Clark, of Clark Bros., Limited, manufacturers, St. Stephen, N.B., spent a few days recently in Montreal on business. They were accompanied by C. Hazen McGee, of St. George, N.B., who represents them in the Maritime Provinces.

H. McKean, Toronto representative of the Blachford Shoe Mfg. Co., has returned from an extended motor trip through Western Ontario, going as far as Goderich. He reports the roads in that section as being particularly good.

Fred. Daub, representing the Greb Shoe Co., of Kitchener, Ont., called upon the trade in Toronto last week.

R. L. Savage, of Toronto, and family, have returned home after spending the summer months at Lac Marois, Quebec. Mr. Savage, who represents Clark Bros., of St. Stephen, N.B., in the Provinces of Ontario and Quebec, has a fine line of spring models.

H. F. Foote, of Peterboro, is covering portions of Manitoba, Alberta and Saskatchewan for the Blachford Shoe Mfg. Co., Toronto.

D. A. Leonard, of Toronto, representing American-British-Canadian Distributors, left recently on an extended selling trip throughout Western Canada. A. E. Elmer, of

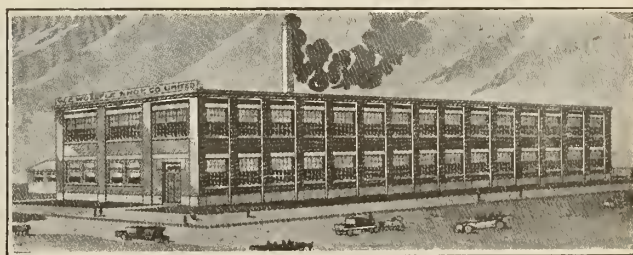
Montreal, formerly with George A. Slater, Limited, is now connected with the A. B. C. Distributors and is covering Eastern and Northern Ontario.

The Blachford Shoe Mfg. Co., Toronto, have recently gone very extensively into the making of whole cloth pumps and Oxfords for next season. The turn outfit lately installed is putting the firm in the very forefront for this line of goods in the Dominion.

J. George Robinson, of James Robinson, Montreal, has returned from a two weeks' trip to Quebec and the Maritime Provinces.

Pte. Archie Ellis, who before his enlistment was employed in the Weston shoe factory at Campbellford, Ont., and whose mother lives at 3 Pape avenue, Toronto, was recently killed in action at the front. He was only 19 years old. His brother, Pte. William Ellis, is in France, and his father, who is a South African veteran, has been invalided home after service overseas.

Work is progressing apace on the new factory of the Woelfle Shoe Co., Limited, Kitchener, Ont., and it is expected that the building will be completed by October 1st, when the present factory capacity will be doubled. The company, since its organization a few years ago, has made



The enlarged new home of the Woelfle Shoe Co., Kitchener, Ont.

splendid progress and has achieved a high position as shoemakers in turning out women's fine McKay shoes. W. E. Woelfle is president and manager of the company and R. J. Kerr is secretary-treasurer.

1918 SPRING 1918 H-C SOLID LEATHER SHOES



The magnificent results of building a SOLID LEATHER SHOE, one that will prove its wearing qualities to the customer, have been wonderfully exemplified in the

Hydro City Lines

In addition to their splendid wearability they are **Attractive** and **Stylish**, and are made on lasts that are shapely and comfortable. All of which make them wonderful sellers.

Hydro City Shoe Mfrs.
LIMITED
Kitchener -:- Ontario

NEW DEVICE IN TOP LIFTS

The Hamilton Whip Co., 119 Mary street, Hamilton, have put on the market a new invention in their tip top heel lifts, each of which has three rivetted steel plugs. The plugs are set closely together on both the right and left lifts, and are designed to prevent the wearer running his shoes

down at the heel. The plugs, which are light, protect the leather and give additional wear to the heel lifts. The

CONDENSED ADVERTISEMENTS

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

FOR SALE.—Going shoe business with repairing in connection. This is a money maker for a first class repair man. Apply Box 90, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

POSITION wanted by a first-class man with 15 years experience as sole leather foreman on medium and high grade welts, turns and McKays in Canada and United States. Is a hard worker and can get results. Can furnish very best references as to habits and ability. Box 455, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

POSITION wanted as superintendent by a man with 25 years experience in the shoe business, practical knowledge from cutting to finishing, can furnish very best references as to habits and ability. Would accept very moderate salary to start. Box 359, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.



Peter Logan, manager of the shoe department of Spencers, Limited, Vancouver, B.C., caught in front of a moving van. Mr. Logan's chief delight is keeping himself, his staff and his stock on the move.

invention is taking well with the trade and is already used by several repair men in the different cities.

A BOSTONIAN'S ANNUAL VISIT

Frank J. A. Perry, of Hoag & Walden, Inc., Lynn, Mass., recently paid his annual visit to Toronto, a city in which he always likes to spend a few days. He was born at Eastwood, near Woodstock, Ont., and goes to see the old farm where his father, over 91 years of age, still lives, hale and hearty and working in the fields. When Frank dons his "jumpers" and gets a pitchfork in his hand everybody



Even the cows and horses dance when Frank comes home.

rejoices. Even the cattle and horses dance to see him. Mr. Perry learned the shoe business in Woodstock, then went with John Agnew, in Brantford, and next with the J. D. King Co., in Toronto. About twenty years ago he decided that Boston was his field and has more than made good there. "Yes," he said, and his big eyes twinkled and he ran his fingers up through his bushy white locks, "I've a wife, a set of twins and one singlet, which, including myself, makes five hungry mouths to feed," and he smiled in a satisfied way.

WANT FAIR WAGE CLAUSE INSERTED

E. W. A. O'Dell, Hamilton, general organizer of the Boot and Shoe Workers' Union, attended a meeting of the Toronto Local Union last week at which a strong resolution was passed in the way of a protest to the Federal Govern-

ment in the matter of no army shoe contracts being awarded to Toronto firms. The Union urged Mr. O'Dell, the general organizer, to see that all contracts entered into between the Militia Department and shoe factories should embody a fair wage clause the same as is provided for in all contracts allotted by the Imperial Government. Mr. O'Dell has been in communication with the Minister of Labor, the Minister of Militia, the Director of Contracts, and others, advocating the insertion of such a clause. He has received replies stating that the matter will be taken up and dealt with, and hopes at an early date to be successful in securing the inclusion of this important stipulation.

RESPONSIBILITY OF THE DEALER

Surely the responsible dealer knows his own mind when he places an order—no undue pressure is brought to bear on him. He has the right to buy or refuse, leaving it to the manufacturer or his representative to solicit elsewhere if he is so minded. It is essential that these points be borne in mind and that shoe dealers who are earnest in their desire to preserve good relations with their supply houses co-operate to suppress the growing evil of cancellations. Failure to do so can only result in lowering the standard of the shoe trade among the business institutions of this country.

GIVE ATTENTION TO WINDOWS

Many repairers do not pay enough attention to the rearranging of their shops and window advertising. Make your shop and window so attractive that "lookers" will be tempted to buy. Change your displays not less than once each week and oftener if possible in order to get the best results. It takes considerable time, is not expensive, and has a good effect upon the customer. We have noticed some show windows that have the same appearance for months, and stocks have been in the same place for years. Nothing impresses a customer more than to see frequent changes in displays. Add as much to your old stock as you have room for. If you are unable to add to your stock, let the old stock have the appearance of new. A changing around of stocks and display windows is as necessary to a repair shop as a fertilizer is to a farmer. A good window display and a neat, orderly interior will literally pull people to your shop, and when once the public gets talking about your repair business, greater sales will be the result. Every change in your establishment is an advertisement.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



Joseph Tanguay, Quebec

SHOES

WITH A PROFIT

We Make a Line of Shoes
in

McKays, Standard Screw and Loose Nailer

That are not only good sellers but can be sold at a good profit. They are not of the cheap grade, either. They will give excellent wear and have that **STYLE** and **APPEARANCE** and **QUALITY** found only in higher priced lines.

We Also Make a Specialty of Sporting Footwear

These include Lacrosse Shoes, Croquet Shoes, Bowling Alley Shoes, Base Ball Shoes and New Patent Hockey Shoes

Be sure you see our range

JOSEPH TANGUAY

122 St. Dominique St.

Quebec, P.Q.



J. C. Leclerc, Supt. of Manufacturing



The splendid Cup to be presented to the winner in the Bass and Trout Class

The Big Fishing Contest

CLOSES ON

Monday, October 1st

FOR

**Shoe and Leather Journal
Silver Trophies**

DON'T delay sending in your entry until the last moment, but show your friends what you can do in the angling art.

The competition is open to every one who is in any way identified with the Shoe and Leather Industry.

Read the following specifications and then set out to your favorite fishing haunt and see what splendid fun you can have competing for these beautiful silver cups.

Conditions of the Contest

SILVER CUP for the largest **Black Bass**, small mouth, not less than five pounds in weight, or the largest **Speckled Trout**, not less than two pounds in weight.

SILVER CUP for the largest **Maskalonge, Salmon or Salmon Trout**, not less than fifteen pounds in weight.

1. The fish must be caught in Canadian waters with an ordinary rod and line.

2. Mounted specimen or photograph must be submitted, giving size, weight, locality and how caught, and attested to by at least two reputable eyewitnesses or by notary public.

3. Competition to be closed October 1st, and decision to be announced October 15th.

4. Competition open to anyone connected directly with the Shoe and Leather Trades.

5. Decision and award to be made by committee of three, consisting of **The Editor of "Shoe and Leather Journal," James Robinson, of Montreal**, and one other to be appointed jointly by these two.

This competition will give a fair chance to fishing enthusiasts in all parts of Canada, and will afford an opportunity to demonstrate the claim of this country to be the greatest on the globe for game fish.

Address all claims to

"Fishing Editor," Shoe and Leather Journal

1229 Queen Street West, Toronto



The artistic Silver Trophy for the champion in the Lunge and Salmon Competition

H. B. McGee, sales manager of the Minister, Myles Shoe Co., Toronto, is on a selling trip to Winnipeg and Brandon, and other cities in the West.

The twenty shoe factories in Lynn, Mass., which were shut down on April 16th were re-opened recently. The



Pte. Norman Clarke, Toronto, Son of F. G. Clarke, President of Clarke & Clarke, Toronto, who was wounded by an exploding bomb recently, near Lens, and is now in a hospital at Brighton. Pte. Clarke is a member of the Princess Patricia's, and has been in France since June, 1916

workers were invited to return under the wage and working conditions which existed prior to the closing. Union leaders had issued an appeal to the members of the union to stay away from the factories, but intimated that they might start picketing.

The Toronto Last Works, of which W. H. Lendon was proprietor, has gone out of business, the lathes and other machines being purchased by the United Last Co., Montreal. Henry and Ernest Lendon, late with the Toronto Last Works, have taken positions with the Canada Last Co., Van Horne street, Toronto.

The many friends of R. H. Partridge, city traveler for Ames-Holden-McCready, Limited, Toronto, are congratulating him on being the proud parent of a bouncing boy.

A federal charter has been granted to the Tetrault Shoe Manufacturing Co., Montreal, with a capital stock of one million dollars.

Among the travelers calling upon the trade recently in Ottawa were: Alfred Winn, representing E. T. Wright & Co., St. Thomas; W. S. Pettis, of the Perth Shoe Co., John Farran, of the Wayland Shoe Co., Montreal, and H. B. McGee, of the Minister, Myles Shoe Co., Toronto.

Harold Tanney, who for the past few years has been connected with the Johnston & Murray shoe store in London, Ont., has been appointed manager of their branch in St. Thomas, succeeding Arthur G. Saunders, who has gone to Edmonton. Mr. Tanney was for some time with the Owl Shoe Store, Toronto, and previous to that was on the staff of the Neill Shoe Stores in Peterboro, Woodstock and Galt. He has entered upon his new duties.

Geo. J. Ree, formerly with Dillon & Moore, St. Catharines, who is now with Chapples Limited, Fort William, as assistant manager of the shoe department, has been doing some very attractive work in the line of window dressing at which he is an artist. Mr. Ree is an experienced shoe man, and is making good in his new post.

The cup which was presented by the District Trades Council to the union establishing the greatest number of points for athletic events on Labor Day at Canadian National Exhibition, Toronto, was won by the Local Boot & Shoe Workers, Toronto, with twenty-one points. The Structural Iron Workers and the Printers received nine points each.

Lawrence O'Bryne passed away recently at the home of his daughter, Mrs. (Dr.) A. J. McDonagh, 37 Prince Arthur

avenue, Toronto, in his 90th year. For many years the deceased carried on a successful retail shoe business at 308 1/2 Yonge street, Toronto, and was later appointed instructor at St. John's Industrial School, from which position he retired in 1908. During the active years of his life in Toronto, Mr. O'Bryne was identified with a number of organizations, and he was one of the best known citizens. His wife predeceased him twenty-five years. He is survived by one son and one daughter.

Joseph King represented the Toronto Shoe Workers' Union at the Congress Convention which was held recently in Ottawa.

The September edition of "Foot Prints" containing the 1918 catalogue of Fleet-Foot tennis shoes, which has been issued by the Canadian Consolidated Rubber Co., is one of the brightest and most complete publications of its kind ever put out. The illustrations, many of them in color, are neat and artistic, the printing is clear and distinct, and the arrangement admirable. The catalogue provides a handy reference for the retailer in giving his placing order, and meeting the wants of his various customers in the sale of sporting shoes which every year is growing enormously. The four color cover design, depicting a yachting and summer resort scene, is a work of art.



89 YONGE STREET, TORONTO, ONTARIO

MAIL ORDER DEPARTMENT

Please state amount enclosed

Forward to _____	Money Order \$ _____
P. O. Address _____	Check or Draft \$ _____
Express Office Address _____	Stamps \$ _____
County _____ Town _____	Cash \$ _____
Province _____	Total \$ _____
Shall we ship by Mail or Express _____	

NOTE - Please read directions in catalogue before filling in your order.

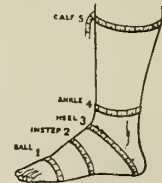
Description	Size	Width	Canvas Kicker	Page	Price

Second Choice Style _____ Third Choice Style _____

Directions for taking measurements and diagram of the foot.

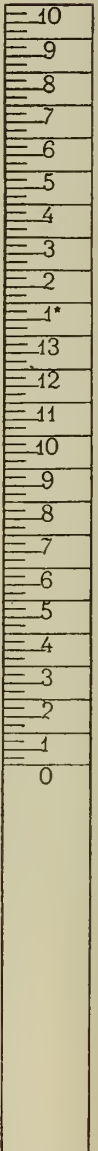


FIG. 1



HOW TO GET THE PROPER SIZE

1. Let us know the size and width of the shoe you usually wear.
2. Send us measurements, taken as accurately as possible, in inches, as indicated in Fig. 2
3. Place your stockinged foot on diagram on other side of this sheet and carefully draw an outline of it as indicated in Fig. 1
4. Send us a record of all the marks and numbers on the lining of your best fitting shoe, and tell us just what fault you find with the fit of this shoe: i. e., whether it is too long, too short, too wide, too narrow, etc. If possible, send an old, well-fitting shoe: this will insure a good fit, and your sample shoe will be returned by insured Parcel Post.



PLACE HEEL HERE

Self measuring chart and mail order form used by Owens-Elmes, Toronto, who have built a large business all over the Dominion by special sizes and widths and superior facilities.

Established 1871

WICKETT & CRAIG LIMITED

Makers of Fine Side Leathers

Bag, Case and Strap Leathers, Bookbinders, Belt and Razor Strap,
Bridle, Harness and Military Leathers
Splits of All Kinds Oil Tan Moccasin Leather
Goodyear Side Welting

Correspondence Solicited

TORONTO, CANADA

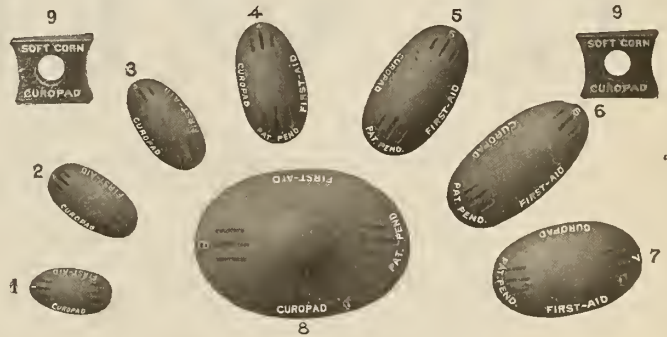
ARROWSMITH



BUNION SHIELD

A Scientific Appliance constructed to give instant relief and ultimate cure of bunions. Made of best Para Rubber and shaped to conform to the enlargement so as to relieve unnecessary pressure and friction. A boon to bunion sufferers.

FIRST AID TO THE FEET



THE CUROPAD

A scientific, up-to-date, orthopedic appliance for the relief and cure of Hard and Soft Corns, Callosities, etc., on the foot. Made of best Para Rubber. Constructed with grooves that assure its keeping in position. Is sure to give satisfaction. To be had in different sizes to meet the varying demands.

Canadian Arrowsmith Mfg. Co., Limited

J. W. ARROWSMITH, President

Niagara, Falls, Ont.

ELMER POYER, Manager



==== PAN AMERICAN ====

GLAZED KID

Has known properties which bring it into ever stronger favor through long use. Its beauty is heightened, rather than lessened, in the working out process of Shoe Manufacturing.

Among the achievements of our Separate Color Department are "Military Gray," "Ivory," "Seal Brown" and "Sorrel Brown."

If you are not familiar with **Pan American Kid**, place your order for a try-out quantity with our Canadian Representative:

ED. R. LEWIS, 21 Scott Street, TORONTO

PERKINS & McNEELY

Philadelphia, U.S.A.

WILLIAMS SHOE

LIMITED

BRAMPTON

-

ONTARIO

REPUTATION BUILT ON

SOLID LEATHER SHOES

Chemistry has failed to MAKE leather or anything just as good.

We have been tempted by substitutes, and with prices at high tide, but we will stay with the real old stuff of animal origin, and

The Quality of Our Shoes will be Maintained



IN OUR NEW SAMPLES we are showing very special values in

Working Shoes for Men and Boys

Our travellers are now out. Await their arrival before buying your staple goods.

WILLIAMS SHOE, Limited

Brampton, Ontario



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**

Only stops to improve quality and selection. Depots at all principal Hide Centres, including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA



SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

NEW YORK

CHICAGO

BASLE

"We deliver what you buy."

INDEX TO ADVERTISEMENTS

A		G		P	
Aird & Son.....	4	Gagnon, Lachapelle & Hebert.....	17	Perth Shoe Co.....	9
Ames-Holden-McCready, Limited.....	8	Getty & Scott.....	77, 78, 79, 80	Palmer, John C.....	14
Amherst Boot & Shoe Co.....	10, 11	Griffith, R. B., & Co.....	96	Parsons, C., & Son.....	116
Ahrens, Chas. A., Limited.....	90	Gitterman, Henry.....	108	Perkins & McNeeley.....	126
Adams Shoe Co.....	112	H		Packard, L. H., & Co.....	98
B		I		R	
Bell, J. & T., Limited.....	7	Hartt Boot & Shoe Co.....	20, 21	Ritchie, John, Co., Limited.....	3
Beardmore & Co.....	22	Hydro City Shoe Mfrs.....	120	Regal Shoe Co.....	5
Breithaupt Leather Co.....	27	J		Ryan, Thos., & Co.....	12
Blachford Shoe Mfg. Co.....	59, 60	Independent Rubber Co.....	88	Robinson, James.....	29, 30, 31, 32
British Wood Heel Co.....	70	K		Robson Leather Co.....	64
Brandon Shoe Co.....	76	Kilgour, Rimer Co.....	15	Ralston, Robt., & Co.....	92
Beal, R. M., Leather Co.....	114	Kaufman Rubber Co.....	16	S	
C		Kingsbury Footwear Co.....	66	Slater Shoe Co.....	I.F.C.
Collis Leather Co.....	19	L		Scheuer, Normandin & Co.....	6
Canadian Consolidated Rubber Co.....	42	La Parisienne Shoe Co.....	13	Selby Shoe Co.....	41
Cote, J. A. & M.....	70	Logan Tanneries.....	72	Schultz-Goodwin Co.....	114
Canadian Footwear Co.....	74	Lewis Leather Co., A. C.....	115	Staynes, W. H., & Smith.....	115
Clark Bros., Limited.....	O. B. C.	Lawrence Leather Co., A. C.....	35	Saba, C. N., & Co.....	116
Clarke & Clarke.....	114	M		Schmoll Fils & Co.....	128
Cobourg Felt Co.....	121	McLaren & Dallas.....	38, 39	Sisman, T., Shoe Co.....	101
Canadian Arrowsmith Mfg. Co.....	125	Moore-Shafer Shoe Mfg. Co.....	62	Star Shoe Co.....	106
D		Martin Corrugated Paper & Box Co.....	72	T	
Davis Leather Co.....	33	Montreal Box Toe & Heel Co.....	116	Tetrault Shoe Mfg. Co.....	23, 24, 25, 26
Dupont & Frere.....	68	Minister-Myles Shoe Co.....	84	Tanguay, Joseph.....	122
Duclos & Payan.....	114	Miner Shoe Co.....	103	Trickett, Sir H. W.....	100
Davis, A., & Son.....	102	N		U	
E		Nugget Polish Co.....	36	United Shoe Machinery Co.....	.82 & I.B.C.
Eagle Shoe Co.....	18	Newcastle Leather Co.....	117	W	
Evans, John R., Co.....	28	O		Wright, E. T., & Co.....	40
Edwards & Edwards.....	116	P		Wry-Standard, Limited.....	118
E-Z Walk Mfg. Co.....	118	Q		Wickett & Craig.....	125
F		R		White Shoe Co.....	86
Fortuna Machine Co.....	94	S		Woburn Machine Co.....	90
G		T		Williams Shoe Co.....	127

The Trade Paper Ad is the Salesman of the Moment

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

179 King Street West, Kitchener

28 Demers Street, Quebec



No. 695

Eight-inch Bal., patent vamp, full white kid quarter, white elk sole, white kid covered Louis heel. Last 170, AA to D widths.

Price - - - - - \$8.10



No. 772

One-piece Patent Oxford, with grey buck inlay facing and top, leather Louis heel. Last 150, AA to D widths.

Price - - - - - \$3.75



No. 775

Patent Pump with square white kid tongue, leather Louis heel. Last 150, AA to D widths.

Price - - - - - \$3.25



No. 795

Square Throat Black Kid Pump, half Louis leather heel. Last 180, AA to D widths.

Price - - - - - \$3.15

Same in Patent - 3.00

Some Smart Models for Spring Selling

Designed and manufactured by the well known dainty footwear makers, who create a standard and adhere to it.

Expert in knowledge and

“ S U P R E M E ”

in workmanship. Advertised established values with a reputation for a dollar's worth for every dollar bought.

CLARK BROS. LIMITED

ST. STEPHEN, N.B.

Specialists in Ladies' McKay Shoes

Permanent Sample Rooms: 709 Lumsden Building, TORONTO

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

THE
THIRTIETH
YEAR

TORONTO
OCTOBER 1
1917



NORMAN MACFARLANE, MONTREAL

See Page 46

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



IN STOCK

What a wealth of satisfaction and mental relief these two words mean to the Retail Shoe Merchant who appreciates the value of

The Slater In-Stock Service

It is a service dominated by PROMPTNESS which means your orders, whether mailed, 'phoned or wired will be shipped the same day as received.

It also means that our IN-STOCK DEPARTMENT is a storehouse for you on which you may draw at a moment's notice, and which enables you to keep your stock sorted right up to the minute AT ALL TIMES.

Remember, SLATER SHOES are the best known Shoes in Canada to-day. That's a big advertising advantage for you.

Slater Shoe Co., Limited
Montreal



Did You Ever Think of This?

WHAT a tremendous advantage the retailer has in buying from the jobber, owing to our large buying power, as well as our being in a position to go to each factory and select the particular line that the manufacturer specializes in, thus picking the very cream of the best lines manufactured.

In doing this, WE save YOU the TIME and WORRY of looking over probably scores upon scores of samples, and even then you might not get the values such as we offer in our range.

Besides You Save Money

WE buy these SELECT LINES in such QUANTITIES that we are able to command prices that cannot possibly be touched by the INDIVIDUAL BUYER. That is why we are able to give you the advantage in price.

You Save Time

THE manufacturer does not carry the STOCK that enables him to fill orders ON THE SPOT. We sell from STOCK, and with our immense warehouse space and unusual shipping facilities we can supply goods days, if not weeks, ahead of manufacturers and most jobbers.

JAMES ROBINSON
MONTREAL

Davis Calf Leathers



Are the STANDARD of QUALITY, FINISH, TEXTURE and COLOR. Take no SUBSTITUTES.

A SPECIALIZED FACTORY with EXPERT SUPERVISION and SKILLED WORKMEN means a UNIFORM, UNVARYING PRODUCT.

DAVIS LEATHERS ARE DEPENDABLE.

OUR SPECIALTIES

Colored Calf—

New Tan Russia No. 24, New Gray Calf, Cherry Willow No. 84, Royal Purple Russia, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

Nigro and Matt Calf—

All Standard Selections in Men's and Women's Weights. Superb in Texture and Finish.

Veals—

Black Diamond and Diamond Matt Veals, Boarded Veals, with Quality and Finish that make them popular wherever used.

Ask for Samples and Prices of New Lines

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO

Largest Tanners of Calf Leather in the British Empire

Shoe Comfort and Health plus Style

There is no reason why a Shoe should not be COMFORTABLE and HEALTHFUL just because it may be STYLISH.

Doctors
ANTI-SEPTIC
SHOE
NON
PERSPIRO
PAT 1908 1909



Doctors and Professor Brands have Scored a Signal Success

They have all the style that is demanded by 100% of the purchasers, and are made on special lasts by patented processes that give that ease and health comfort so important in a man's shoe—and they have that quality that gives wear.

WRITE YOUR NEAREST JOBBER
AND SPECIFY BY NAME

*THE
Professor*

+
PAT. N^o. 119409
GOLD CROSS
SHOE



Tebbutt Shoe & Leather Co.

THREE RIVERS, QUEBEC



Our Rambler Last

One of our very latest models for
Spring with the popular 14/8 heel

BELL SHOES have stood for over a century rigidly representing the highest attainable standard in fine footwear.

If you sell BELL SHOES it is a guarantee that you handle shoes much above the average.

Spring Line now being shown

J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

WHAT ABOUT YOUR
GLAZED CHROME
BLACK, TAN and
CHOCOLATE **KID?**

WE have them at a figure that will enable you to put your Spring run through so you can turn out shoes at a price, and that's a big advantage these days.

We also carry samples of the prevailing vogue shades so much in demand now.

Ring up, Write or Wire.

We have the Goods.

W. A. LANE & CO.

218 Notre Dame St. West

MONTREAL



The
TETRAULT
 WELT SHOE



HOW IT IS DONE.

People naturally wonder how the TETRAULT WELT SHOE can be put on the market AT THE PRICE.

*Tetrault's Unique Factory System
 is the Answer.*

Our immense BUYING POWER and GETTING THE RIGHT SELECTIONS in materials means not only greater efficiency in production but REDUCED COST.

Specialization Tells

Making WELT SHOES ONLY, every operation from cutting to finishing becomes an EXACT SCIENCE in the hands of the workmen. This means not only EXPERT SHOEMAKING but MINIMIZED COST.

Tetrault Prices

Speak louder than words. Do not buy your WELT SHOES till you have seen our NEW MODELS and NEW PRICES.

Tetrault Shoe Manufacturing Co.

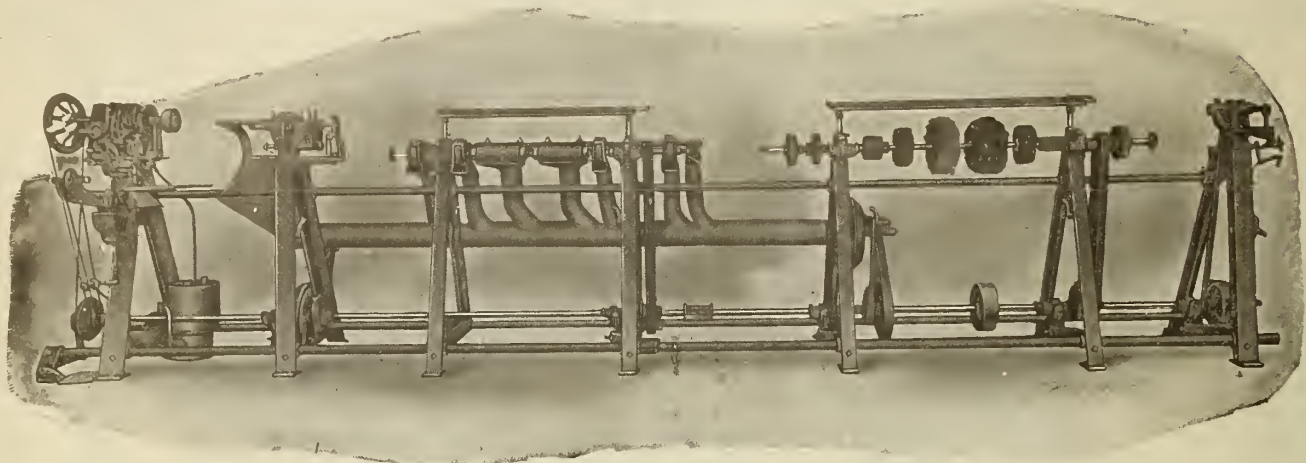
Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray 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

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

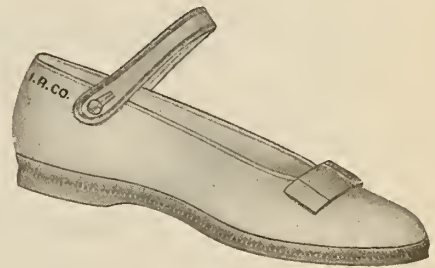
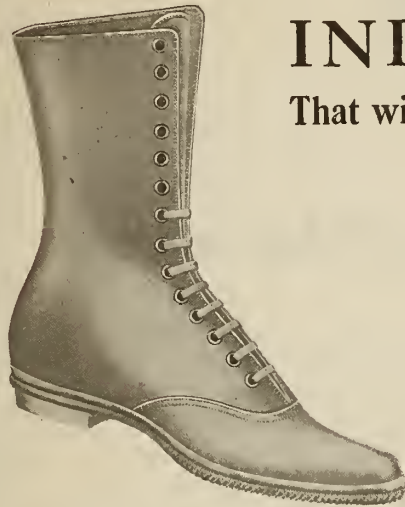


A Ring of
INDEPENDENTS
 That will bring you a Round of Profits

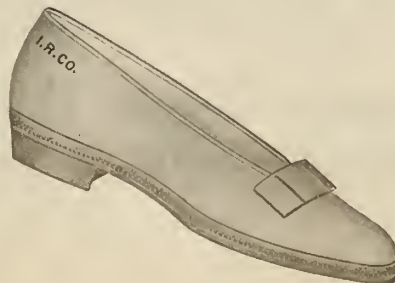
Showing some of the new Speed King lines in Sporting, Outing and Vacation Shoes.

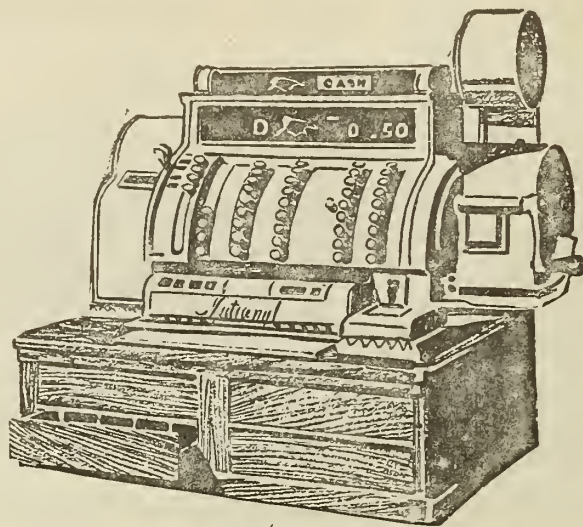
Obtainable from the following wholesalers:

Amherst Boot & Shoe Co., Limited, Amherst, N.S.; Amherst Boot & Shoe Co., Limited, Halifax, N.S.; E. A. Dagg & Co., Calgary, Alta.; A. W. Ault Co., Limited, Ottawa, Ont.; White Shoe Co., Toronto, Ont.; McLaren & Dallas, Toronto, Ont.; The London Shoe Co., Limited; London, Ont.; Kilgour, Rimer Co., Limited, Winnipeg, Man.; The J. Leckie Co., Limited, Vancouver, B.C.; The Amherst Central Shoe Co., Limited, Regina, Sask.; James Robinson, Montreal, Que.; Brown, Rochette, Limited, Quebec, Que.; T. Long & Brother, Collingwood, Ont.



Independent Rubber Co.
 Limited
 Merritton, Ont.





The Experience of Successful Merchants

YOU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

The **National Cash Register**
Company of Canada, Limited

TORONTO

CANADA



The Tale of the Joyous Foot

*Being the short story about a shoe—
to which has been added much that
tends to comfort and satisfaction*



Tally-Ho is a shoe of many parts

ALL shoes have some good points. These may be—style—material—finish—or comfort and health features. But—it is rare for any one shoe to have all of them. TALLY-HO Shoe has them all. That is why it is the shoe of the Joyous Foot.

The Tally - Ho Policy

The curse of the shoe business is a multiplicity of styles. Fads, freaks and novelties—made in the attempt to anticipate styles—are the greatest extravagance of the shoe trade. The Tally-Ho shoemakers will avoid this waste by concentrating on a few styles. Concentration means standardization — standardization means economy. In this instance it means that real war-time economy which enables one to have the best at the least possible cost. This Tally-Ho policy of confining its line to twelve standard styles on six lasts—means to the storekeeper a quick turn-over—clean, fresh stock—complete size ranges all the time and authentic styles. It enables him to get fresh goods through the jobber quickly—and relieves him of the burden of carrying heavy stocks.

The Tally-Ho Shoe will be a big money maker for you. Ask your jobber—or ask us.

Tally-ho Shoes

Tally-Ho exclusive features are these:

1. Tally-Ho Corset Arch Support—built into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole—an important feature.
3. The Bull Dog Out-sole—better wearing than either rubber or leather—waterproof—flexible—non-slip—guaranteed service—finishes like leather.
4. Authentic Styles—originated in American Tally-Ho Shop.
5. No-jar Rubber Heel—springy—resilient—pure rubber.
6. Sani-tex Health Lining—supplied with kid shoes.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street
KILGOUR-RIMER CO., Winnipeg, Western Distributors



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED

THE JUST WRIGHT "Arch Preserver" Shoe FOR MEN



Custom Arch Preserver

(U.S. Patents on Lasts, Shank, Bottom Design, Shoe. Canadian Rights Pending.)

The Just Wright Arch Preserver Shoe is not a freak shoe. In it is embodied all of the Just Wright Style and Finished Shoe Making which will make it appeal to your customers for LOOKS as well as FITTING QUALITIES, and the Arch Preserver is a proven SUCCESS. Already the biggest dealers in Canada's largest cities have taken hold of it in a way which promises huge sales.

Get in touch with our salesmen to-day, or write us.

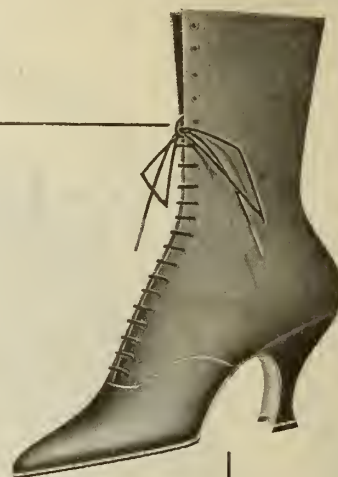
"Keep to the Wright."

E. T. WRIGHT & CO. Inc.

St. Thomas, Ont.

Pleasing Your Customers

When a particular customer comes in, asks for something particularly nice—something that you can conscientiously recommend—if you have our brands you are prepared to offer what you know are **STYLISH** and **WELL MADE** shoes with that **QUALITY** which gives **SATISFACTION**. And our guarantee stands behind every pair.



THE BRANDS ARE

Paris

Men's Welts—Women's McKays

Patricia

Women's Welts and Turns

Metropolitan

Women's McKays—Men's Welts

*and
There
Are
None Better*



Daoust, Lalonde & Co. Limited

MONTREAL

Jobbing Branch, Metropolitan Shoe Co., 91 St. Paul Street, Montreal

THE
BREITHAUPT LEATHER CO
LIMITED








**TANNERS OF
HEMLOCK, UNION AND
OAK SOLE LEATHER**

**KITCHENER, ONT.
CANADA**

AGENCIES AT
TORONTO
MONTREAL
QUEBEC

FOUNDED 1857
CABLE ADDRESS
"BREITHAUPT"

SOLE LEATHER STILL RANKS HIGHEST

Absolutely nothing has yet been found, made or invented to equal it in service—no matter what the conditions. Over and over again the armies of Europe, as well as the toilers at home, have proven its great superiority. There are

No "Claims" No "Adjustments"
with Breithaupt Sole Leathers

"Why Spoil a Good Pair of Uppers with Inferior Soles?"

Sole Leather is Nature's Own Supreme Sole Substance. Nature has no Competitors

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.



RINEX OAK SOLES

Rinex Oak is the latest and best improvement in a fibre sole. Its color matches exactly that of oak leather. This is not a mere surface coating, but a through and through color which is always the same, however buffed or worn down.

Rinex Oak is much tougher and firmer than any fibre sole thus far produced. It can be channelled and stitched just the same as a leather sole.

Rinex Oak is always waterproof, and it will wear as long, if not longer, than the choicest sole leather.

If you want to sell your customers the very latest improvement in shoe-soling tell your manufacturer to use Rinex Soles of Oak color on your next order.

Every Rinex Sole is stamped with the name and carries our guarantee.

Our nearest branch will give you full information

**Canadian Consolidated
Rubber Co., Limited**

Head Office, Montreal

Service Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Kingston, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

THE ARMY SHOE QUESTION

Manufacturers and Militia Department Discuss the Issue—Blame Placed on British Authorities—Opposed To Two Standards of Army Footwear—Negotiating to Have Canadian Shoes Made in Canada on English Lasts

SEVERAL meetings have been held by shoe manufacturers at which the question of the footwear requirements of the Canadian overseas forces have been discussed. The Militia Department claims that about 1,600,000 pairs of ankle boots have been contracted for so far in Canada, which, of course, does not begin to represent the footwear used by our soldiers during the past three years. It is claimed that at least five pairs of service boots per annum are required to meet the bare necessities of our army behind the lines and twelve pairs for those who are engaged in actual warfare. This would mean that in the past three years there have been used by our overseas forces over five million pairs. These have been made in England in spite of the fact that there has been a shortage in labor there that has seriously handicapped the industry and left supplies of civilian footwear so restricted that various expedients have had to be resorted to in order to keep the feet of the people off the ground.

The claim is made by the British authorities that it is "inconvenient" to have two standards of footwear for men on the field, and although Canada has had to pay for the equipment, she is not only compelled to see her soldiers wearing shoes that they do not regard as equal in comfort or wear to Canadian made shoes, but the shoe industry of the country, which is crippled to the extent represented by her three or four hundred thousand volunteer soldiers, must continue to look on while their footwear needs are supplied by others. With the embargo that exists on leather a further hardship is involved, as we cannot even provide the leather for our soldiers' footwear.

It may be urged that there are not sufficient transportation facilities and to some extent this excuse may have been valid when bottoms were taxed to provide space for munitions and food supplies, but to-day there ought to be no difficulty in forwarding leather or shoes from this standpoint. If Canada were not "paying the shot" little could be said, but it is not too much to ask that when she is called upon to provide the equipment she should be permitted to make it out of Canadian materials and with Canadian labor. As it is soldiers are constantly writing home to friends asking that Canadian made shoes be sent them.

If the Imperial authorities are bent upon having uniformity of style and make why not have a standard last and pattern furnished to the Canadian authorities and the boots made here to correspond to English models. We understand negotiations are in progress with this end in view, and although the Imperial viewpoint is difficult to appreciate here, we are sure that Canadian manufacturers as well as Canadian soldiers will fall into line and wear "Made in Canada" footwear, even though built upon English lasts.

With munition production easing off and conditions becoming more normal in many other lines, there will be plenty of reason for encouraging in every possible way the natural industries of the country. In spite of the abundance of money through the splendid crops, there is a spirit of quiet economy abroad that has made itself felt in more ways than one throughout the country. It is to be hoped that every encouragement will be afforded by the government to the demand to furnish as much stability as possible to our regular commercial activities so essential to the success of the financial as well as the military interests of the country and the cause.

Value of Good Slogan for Your Store

Its Worth and Meaning for Live Establishment—An Effective Means of Attracting Trade and Putting the Stamp of Individuality in Your Store—Just Like a Reliable Trade Mark—The Slogans That Some Enterprising Retailers Have Made Popular

WHAT is distinctive or outstanding about your shoe store? What singles it out from the rest of your competitors? What differentiates your place of business from its neighbors? Are you content to merge your interests with the crowd or would you prefer to have a striking establishment—one that is recognized and favorably spoken of by everyone?

There are several effective ways in which you can bring your shoe business to the front. One is by superior service; another is by an efficient staff; another by splendid window displays; another by clever and convincing advertising; another by latest and most up-to-date stock; another by brilliant lighting and an impressive front; another by exceptional facilities or conspicuous location, etc. But possibly as forceful as any of these, is to give your place a business identity.

Why not have a sort of trade mark or brand for your store, the same as manufacturers in all lines have for their goods. The result of the trade-mark is a permanent and tangible asset; it becomes so fixed in the mind of the public that it cannot be readily sidetracked or overlooked.

How the Idea Has Expanded

The trademark idea is one that has grown in favor in the past years. A good trade-mark may not add to the value of the goods it represents, but at least it has a tendency to keep these products in the public mind, and by so doing adds to their saleability. So much so is this the case, that there are large firms doing business to-day who put a valuation on the names they have chosen for their goods in several instances upwards of the million mark. The word or phrase has become so well known that people thinking of the article naturally think of the name, and just as naturally demand the goods by the name. In this way a mere word or phrase has become a tangible asset.

Merchants have been comparatively slow to recognize the value of such an idea. For one reason or another they have not adopted this simple principle that has been of so great value in the manufacturing world, and so they have depended entirely on the old conventional methods to draw trade. Among the merchants, however, who are alive to the value of such devices are several alert shoe retailers. It is their idea that a phrase may very well be used to differentiate their emporiums from all the other stores so that this differentiation may be of value. To make the public not only think of a shoe store, but to make them think of your particular premises by the unconscious association with some well known phrase means much on the journey of business success and expansion.

The object of all advertising is to make an

establishment more widely known, to sell more goods and to create such a strong bond of mutual interest with the public that callers become permanent patrons and transient trade is converted into regular channels. In order to stamp the personality or individuality of a shop upon the mind of the masses the wide awake and aggressive dealer will settle upon some fixed policy or give to his establishment some one thing not possessed by his competitors.

It Is The Different That Tallies

The store that is different, the shoes that are distinctive, in fact, anything specific, so long as it possesses worth and merit, will generally secure the business. In nearly every centre there are a number of people who have no fixed place for buying footwear, groceries, hardware, provisions, dry goods, etc., and if by any special appeal or breezy, timely and convincing advertising the attention of your establishment is directed or brought home to this class, your trade is bound to increase. When such customers enter your place, it is then up to you to see that they come back. If they do not, it must be through some oversight, neglect or indifference on your part.

Remember it costs money to get people in your store and when they have entered if you do not convert them into purchasers—the great majority, at any rate—there is something radically wrong with you, your staff or your stock.

What Names Readily Come Up

Think of women's shoes or of men's shoes that are sold all over Canada, and the name of certain brands immediately comes to mind. The unbranded shoe is unknown and its praises are unsung. Then back of every brand or trademark stands the reputation of the house for quality, service and value. Why not have a store trade mark—one that is coupled up with your establishment in every announcement that you make? There are certain catchy expressions, appropriate titles, forceful phrases, or effective slogans that are quite easily remembered, and become associated with a local enterprise until the wording is known almost as well, if not more so, than the location of the store or the name of the proprietor.

That a slogan has power, value and effect in associating certain ideas, such as service, wear, quality, fit, finish, value, style, stock, etc., is undoubted. Every year more enterprising shoe houses are adopting something of this character to individualize them and make bids for a bigger and better business than ever for fall.

There is no doubt that a phrase, a title or combination of words that has meaning and worth, attached to the store name and printed in connec-

tion with its advertising, on its letterheads, envelopes, etc., is good trade puller, and when properly and judiciously used drives home the particular features of a particular store. Much more might be said upon the advisability of adopting a slogan for your shoe store.

Here are some of the slogans which are used by a number of leading shoe establishments.

Where Quality and Economy Meet.—Chas. E. Raven, St. Thomas, Ont.

The Store That Fits the Feet.—H. & C. Blachford, Limited, Toronto.

The Footwear Centre.—Cathcart's, Victoria. When You Think Shoes, Think Campbell's.—H. S. Campbell, Fredericton, N.B.

The Busy Shoe Store.—A. J. Stephens & Son, Ottawa.

The Home of Good Shoes.—F. Smallwood, St. John's, Nfld.

Reliable Shoe Men.—Porter & Robins, Yarmouth, N.S.

On the Sunny Side of the Street.—Fred. R. Foley, Bowmanville.

The Home of Better Shoes.—Rumford, "The Shoe Man," Georgetown.

The Big Store on the Corner.—L. Higgins & Co., Moncton, N.B.

Reliable Footwear.—Rowland Hill, London. Shoe Specialist.—Wood, Vancouver, B.C.

The Shoe Man.—W. J. Greer, Wingham, Ont. Shoes anff Hose for all the Family.—Jackson's, Georgetown, Ont.

The House of Better Shoes.—Felix Forbert Shoe Store, Lindsay, Ont.

Brantford's "Better" Shoe Store.—Cole's Shoe Co., Brantford, Ont.

The Big Bargain Shoe House.—Knechtel & Co., Stratford, Ont.

The Right House for Footwear.—Topp's, Collingwood, Ont.

The House of Good Shoes.—Graham's Shoe Home, Burlington, Ont.

The Store that Satisfies.—J. White, Watford, Ont.

Vancouver's Smartest Boot Shop.—The Ingle-dew Shoe Co., Vancouver.

Leaders in Foot Fashion.—R. Andrew & Co., Nelson, B.C.

The House of Satisfaction.—James S. Fraser, Pembroke, Ont.

See Our Values Before Buying Elsewhere.—Popular Shoe Store, New Westminster, B.C.

Mammoth Bargain Shoe House.—Henry D. Rae, Vancouver, B.C.

It's on Yates Street.—Watson's Shoe Store, Victoria.

Foot Fitters.—McRobbie, St. John, N.B.

The Service Store.—McManus & Co., Fredericton.

Johnston Leads Them All.—Johnston's Big Shoe House, Limited, Vancouver.

New Fashioned Footwear at Old Fashioned Prices.—Amherst Boot & Shoe Co., Amherst, N.S. Seal of Quality.—Harley Henry, Saskatoon.

Varsity Boot Shop.—Marshall Shoe Co., Moose Jaw, Sask.

The Store Where Your Feet are Properly Fitted.—J. C. Budreo, Toronto.

The Store that Sets the Pace.—J. Rosenbloom & Co., Sherbrooke, Que.

Foot Comfort Means Mind Comfort.—Jas. Mawson & Co., Roland, Man.

The Shoe Store of Quality.—Kelly's, Brockville, Ont.

Fashion's Favorite Footwear Shop.—Ryan-Devlin Shoe Co., Winnipeg.

The Home of Good Shoes.—Scotia Shoe Store, New Glasgow, N.S.

Let Us Show You.—Peel, the Shoeman, Owen Sound, Ont.

The Owl Shoe Store.—Ed. Cook, Toronto.

The Family Shoe Shop—W. H. Higgerty, Ottawa. See Our Window Displays.—John T. Laws, Regina, Sask.

The Store of Quality.—Lowry-Glanville Co., Limited, Leduc, Alta.

Wear a Pair and be Happy.—Alley & Co., 135 Queen street, Charlottetown, P.E.I.

The Big Shoe House.—Johnston & Murray, St. Thomas and London.

Cash Shoe Store.—Farmer Bros., Arnprior, Ont.

The Shoe Specialists.—J. C. Hefkey & Son, Drayton, Ont.

The Store that Fits the Feet.—W. O. Adams, Belleville, Ont.

The Best Shoes for Your Money.—Fred. Jackson, Clinton, Ont.

The Store with the Electric Shoe Front.—R. W. G. Bloor, Ingersoll.

The Place to Buy.—G. R. Christie Co., Aylmer, Ont.

Gales—The Shop for Good Shoes.—Geo. C. Gales & Co., Montreal.

The Bootery.—A. E. Matheson, Victoria, B.C.

The Home of Good Shoes.—H. R. Scott, Seaforth, Ont.

Berlin's Best Shoe Store.—J. Hessenauer & Son, Berlin, Ont.

Style, Fit and Service—Yale Shoe Store, Regina, Sask.

Let Us Talk the Matter Over With You.—M. J. Choquette, Sherbrooke, Que.

The Home of Good Shoes.—Richardson's Limited, Calgary, Alta.

The Palace Shoe House, the Home of Good Shoes.—Honeyford & Vernon, Limited, Collingwood, Ont.

The Store of Quality and Service.—Knox's Shoe Store, Bowmanville, Ont.

Dealer in High-class Shoes.—F. W. Savage, Waterloo, Que.

Remember That Our Goods are Always High-class.—Robt. B. VanDine, Fredericton, N.B.

The Store of Quality and Service.—Garbutt's Shoe Store, Picton, Ont.

The Parlor Shoe Store.—F. L. Hamilton & Son, Galt.

Haines' Shoe Houses—J. J. Haines, Belleville, Napanee, Trenton and Smith's Falls.

The Store with the Stock.—H. Megginson, Sault Ste. Marie, Ont.

Foot Fitter.—Borbridge, St. Thomas, Ont.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

THE hide market which has been somewhat steadier for some time past, took a decidedly active turn the beginning of last week, and went up two or three points on some lines. No one seems to be able to satisfactorily account for the change, as there has been apparently a plentiful supply of raw stock all along and tanners had abundant chance for getting all they wanted at current prices. Packers who have tanning plants have, however, been quietly putting down what hides they could, and have evidently had more confidence in leather futures than the regular trade. Heavy hides have been fairly well bought up and even the lighter varieties begin to show the effects of the general firmness. It is claimed that tanners have held back so long that they are compelled to come into the market, and that the next few weeks will see an acceleration of leather buying that will change the situation still further. At all events tanners do not seem to anticipate a drop of any serious moment from present market quotations.

Leather Trade.—Business is going steadily forward on a moderate basis. There are stories of considerable quantities being picked up here and there in anticipation of quickened conditions in the near future, but any such purchases are kept pretty dark. A fair amount of trade is being done for immediate needs and some concessions have been made, although no noticeable deviations have been made in staple lines from the ruling quotations. Shoe manufacturers, especially in the East, where so many make shoes for jobbers, are still quiet and some of the plants are only working on part time. Orders for sorting trade are coming in gradually, but in very attenuated form. Dealers seem to be feeling their way and are hoping against hope for something to happen that will enable them to replenish their stocks at lower prices. Jobbers themselves are, therefore, buying in a "hand to mouth" fashion and using the same tactics on the manufacturer as the dealer uses on them. Shoe manufacturers do not seem to expect cheaper leather, but in the absence of substantial orders they are holding back for confidence to manifest itself through shoe buyers. Conditions are very much the same in this respect as they were a year ago. Everybody held back and leather climbed steadily up to the disadvantage of the over cautious and gainsaying members of the trade who got into the game late and lost considerably thereby.

American Situation.—The situation on the other side of the line is thus succinctly summed up by "Hide and Leather."

Last year there was tremendous production of shoes and leather for home and foreign trade. America was not at war and there was no British embargo. To-day America is suffering from the reaction caused by over-production of shoes and

leather in 1916. While our exports are to-day blocked by foreign embargoes, our country is at war, and making tremendous demands for merchandise of all kinds for war purposes. The severe wave of economy that followed the shock of war declaration in America is passing away, and confidence is gradually replacing fear and uncertainty. Bountiful harvests now seem absolutely certain in America, and easily salable at highly profitable prices to the growers. Civilian trade is, therefore, becoming more aggressive and is probably stimulated by reductions in prices on shoes and other leather goods.

English Conditions.—Some say that there is still abundance of leather in the British Isles, in spite of the tremendous war orders put through for the Allies as well as her own forces, but nevertheless in certain lines there must be a genuine shortage. This shortage and the desire to keep up the supply of civilian footwear at reasonable prices has caused the movement to supply "standardized" footwear which will be made first in men's and youths' lines, but will no doubt be followed by women's and misses' goods. The men's are to sell retail at from \$3.50 to \$5.00 a pair, and the youths' from \$2.50 to \$3.50. They are to be made of substantial materials outside those required for army shoes, and are intended for not only the artisan classes but all who have been seriously affected by the switching of production to army footwear.

Japanese Leather Industry.—"During the course of the present great war," says the "Leather World," "the Japanese leather industry has developed to an extent quite undreamt-of, as, during the past six years, the production has increased six-fold. The leather industry of Corea has benefited most by this state of affairs. Hitherto that country possessed almost exclusively home tanneries, and small home industries for the manufacture of leather and leatherware. The absolutely gigantic orders from the Russian Government for boots, shoes, saddlery, and other leather articles, have now called into being in Corea an extraordinarily large number of modern leather factories, equipped with the newest machinery, and using the most modern processes. Seoul is the centre of the leather industry.

"Owing to the large proportions of the Russian Government orders, and the urgency of their delivery, the Japanese leather industry has been attaching greater importance to speed rather than to durability of the products to be supplied. As, in view of this, Japanese leather goods are getting into disrepute in Russia, the Japs are now marking all leather goods for Russia with the words, 'Made in America.' Quite recently, however, the Russo-American Chambers of Commerce at Vladivostock and Moscow have given attention to this matter, and have made some astonishing discoveries: For

instance, it has been found that the Japs were being aided and abetted by high-placed port officials at Vladivostock, a fact which has created a great sensation in Russian leather circles. The Japanese leather industry is now making every effort to monopolize the whole of the East Asiatic market, and apparently with good results. A great propaganda is being made in China, Siberia, and even in India; the results obtained are such as to be disquieting for the future of English and American trade in those countries."

French Conditions.—The embargo recently placed upon the importation of all hides and skins entering France, except from French colonies, has

toe, made of ordinary side leather. It is claimed that the adoption of this standard shoe has made possible not only a serviceable shoe at a fair price, but has eliminated a good deal of wastage in both materials and production.

The Future of Leather.—It is difficult to see how lower prices can come in leather for a considerable period, in spite of the falling off in the demand. At present the American market is getting about all the South American hides as well as absorbing all its own production of raw stock. It seems to have taken care pretty well of this plethora until the English embargo on leather made its appearance, since when there has been a slight



One-piece patent Oxford, with grey buck inlay facing and top, leather Louis heel.

Eight-inch ball, patent vamp, full white kid quarter, white elk sole, white kid covered Louis heel.

Patent pump with square white kid tongue, leather Louis heel.

Some smart new models presented by Clark Bros. Limited, St. Stephen, N.B.

already created more or less serious conditions in the Republic in connection with leather and shoe production. The object is, however, to secure tonnage for other products, and the French people are patiently bearing the inconvenience. Already there has been considerable acceleration of imports from the colonies, which will help to fill the gap. The inauguration of the "national shoe" has not met with the success that was expected, but the French people are responding with the patriotic spirit that has characterized them from the beginning of the war. It is intended, of course, for ordinary consumption, the retail price being fixed by the government at \$4.60 for women's, and \$5.60 for men's. Even these prices are far beyond what prevailed before the war for ordinary shoes of the class, which are plain laced shoes with medium

easement. But as soon as the effects of the war orders begin to be felt, and as soon as general industry responds to the forward movement, inevitable through the tremendous growth in foreign and home trade in the United States and Canada, the temporary lull will be succeeded by a period of still greater activity. With the tremendous productions of the land and the factories there is bound to be a big demand for footwear. Even should peace be brought about within the next year, the European shortage of leather and the immense impetus that will be given to the manufacture of leather and shoes will mean the changing up of hides all over the world. There may be a hesitation following any peace arrangement, but for two or three years there will be no relief from high prices in hides and therefore leather.

POPULAR YOUNG SHOEMAN REMEMBERED

Flight-Lieut. Robt. Cowan, son of Geo. W. Cowan, shoe retailer, of Chatham, Ont., who recently left for overseas, was presented with a pocket Bible as a token of esteem by the Park Street Methodist Church, Chatham, Ont., prior to his departure. Tribute was paid to the young man for enlisting in the service of the Empire, and on behalf of the Red Cross department of the Church, Flight-Lieut.



Flight-Lieut. Robert Cowan, Chatham, Ont.

Cowan was also given a set of military brushes, to which he made an appropriate and appreciative reply. Lieut. Cowan is a highly esteemed young man, and is just eighteen years of age. He was born and educated in Chatham, and his future activities will be followed closely by a host of friends.

WELFARE WORK FOR WORKERS

It is announced that the Home Secretary of Great Britain proposes to issue an order which will come into operation on October 1st, and which will particularly affect such works and factories in which bichromate of potassium or sodium is used in dyeing or tanning. The order will provide that the occupier of the premises shall provide for the workers rubber or leather aprons and bib, rubber boots or leather leggins, loose-fitting rubber gloves, and also boxes or cupboards furnished with specified "first-aid" requisites. There is also to be provided suitable accommodation for clothing put off during working hours, with adequate drying arrangements for wet garments; a messroom, suitably furnished and warmed; adequate means of warming food and of boiling water, and suitable facilities for washing, comprising a sufficient supply of clean towels, soap and warm water.

FARM TRADE AND MAIL ORDER BUSINESS

At a recent convention of Michigan Shoe Dealers the question of farmer's trade came up for discussion. One speaker said very pertinently that three things were essential to successfully hold the farmer's trade. First, to sell him good shoes at equitable prices—not too high. Second, to sell him perfect-fitting shoes—so that he would go away with solid comfort. Third, to treat him courteously. He

also emphasized the great importance of getting the confidence of the farmer, of becoming more friendly with him and knowing him better. He added that the merchant in the small town must make the farmer feel that he is after something besides the dollar.

Concerning mail order competition, another speaker hit the nail on the head when he said, he did not believe many people were buying shoes from mail order houses, it being almost impossible to secure a fit by mail on standard lasts. He said he did not believe there was much use in trying to fight mail order houses—that the best way to handle this competition was to sell as good quality shoes for less money. In looking up the catalogue of a mail order house he found they were asking \$6.50 for one style of men's army shoe for which he was getting only \$5.98—underselling the mail order house 52 cents. He believed it best for retailers to ignore the mail order houses. He said that if every retailer would aim to give good values, and to become personally acquainted with the people in his community, the amount of mail order business would decrease every year.

SHOEMEN WILL HAVE DISTRICT BODIES

A regular meeting of the Toronto Shoe Retailers' Association was held in the Foresters' Building, College street, Toronto, on September 27th, at which there was a large and representative attendance. This was the first session since the summer holidays, and the outlook for the coming season is encouraging. Many plans for active work during the winter were discussed and a proposal was made to divide the city into five or six districts with a chairman and secretary for each district. The interests of the shoemen in the various sections are often local and individual and it was felt that if district bodies were organized subsidiary to the main body and held separate meetings taking up home matters and adjusting them and passing on the larger issues to the central body, much more effective and aggressive work could be undertaken. The shoemen in the different parts will be called together and will elect their own officers and will possibly send delegates to the regular monthly meetings of the parent organization. It was explained that early closing, weekly half-holidays, advertising plans, matters of credit and other issues could be taken up in each section and regulated much better. There are some grievances or troubles which those out in the west end would like remedied that do not affect those out in the east end, and vice versa. The question of district bodies will be gone into more fully at the next regular meeting of the Association and it is felt that these meetings would be largely attended. It is asking too much of many retailers to leave their shops in the middle of the day and travel four or five miles to attend a gathering, whereas they would not mind going a few blocks to meet their brother shoemen in a friendly session.

NOW STATIONED AT CAMP DIX

Elmer Poyer, manager of the Canadian-Arrowsmith Manufacturing Co., Niagara Falls, Ont., who enlisted in the United States Army, is now a private in Company C, 312th Infantry, and located at Camp Dix, New Jersey, which is about three hours ride from his home in Newark. Mr. Poyer says that he likes military life and gets eight hours of heavy drilling every day, and it is putting a proper coat of tan on him. He adds that Camp Dix is a wonderful place and where six months ago were farms and forests, now stands a city of some twenty thousand population, and this number will shortly be increased to sixty thousand. The barracks are two storey frame buildings, well built and modernly equipped. There is an elaborate system of sewerage throughout the camp, up-to-date water lines, electric lights and telephone and telegraph connection with the outer world.

SOME "HITS AND MISSES" IN RETAIL SHOE GAME

Representative Retailers From All Parts of the Dominion Tell How They Have Scored and Wherein They Have Failed—Valuable Pointers That May be Gained From the Life Lessons of Others—Personal Matters That Cannot Fail to Interest

IT is as interesting at times to engage in retrospect as in prospect. Looking back over the past, one may learn where errors have been made and where they could have been averted and thus profit by the experience.

It is said that an ounce of foresight is worth a pound of hindsight, but this is not always the case if the latter will enable us to do bigger and better things and strengthen us in character, purpose and outlook. As men in the shoe business review the years that have gone, they may realize that they have made many "hits" and "misses," the former contributing to their success and prosperity, and the latter often demonstrating that while mistakes are costly, and it is only human to err, the principal thing to be remembered is not to make the same error twice. If this contingency is guarded against, one may turn almost any unfavorable state of circumstances into an object lesson that will stimulate and encourage for the days to come.

One of the greatest studies of human interest is the success or failure of others. Recently the SHOE AND LEATHER JOURNAL interviewed several representative shoe merchants who are leaders in their respective centres. They were asked what was the greatest "hit" they ever made in connection with their business and how was it brought about; and what was the greatest "miss" they ever made, and what did they learn from it? Their replies are both instructive and illuminative and should prove of timely interest to all engaged in the trade in order that they may side step the pitfalls of others and profit by the successes or "hits" that have been scored by prosperous shoemen. For obvious reasons, the names of those who have given their experience, taken credit for certain moves and pleaded guilty to certain oversights or neglects, are not published, but this does not detract from the pith or pointedness of their stories. Most men, while quite willing to tell their life story, do not care to do so in the first person as it savors, in the mind of some, as being too egotistical and possessing too much love for the perpendicular pronoun.

Western Man's Verdict

"The greatest 'hit' that I ever made was sticking to business and giving the customers what they want, and the biggest 'miss' was taking cash out of the shoe business and putting it into real estate," declares a widely known shoe retailer of Vancouver.

"Now for the greatest 'hit,'" writes a Halifax retailer. "It is probably this: We had a big fire which burned up completely over two-thirds of our stock and badly damaged most of the rest with water. The stock was worth thirty-two thousand, and we had insurance of fifteen thousand and it looked as though we were ruined. We rented a big vacant building on a first class corner, and ran a fire sale, continuing with job goods for nine months until the new building was finished. When we took stock we found very little depreciation of capital through the fire loss, and it had given us wide publicity for a start in our new store."

"With respect to 'misses', probably our greatest 'achievement' in that line was the starting of branch stores, and then going away and leaving them. As your own Solomon once said about the man and his method, 'A branch store needs as much personal attention of the proprietor as the main store,' and it did not get it in our case, not by a long shot; hence the miss."

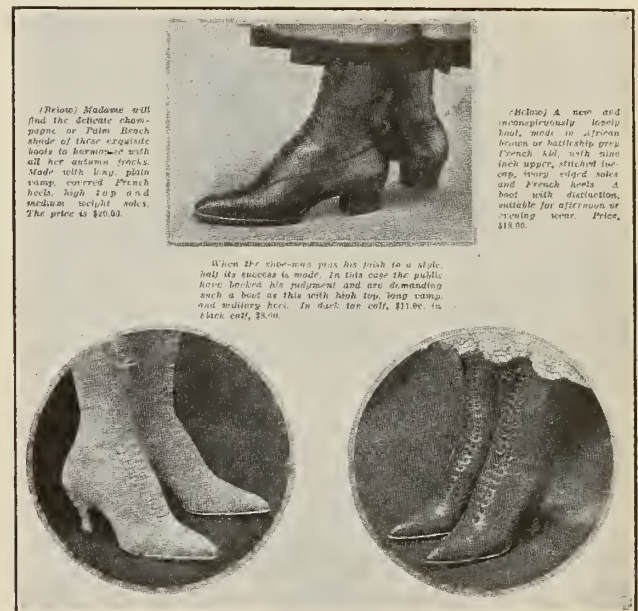
"The biggest 'hit' that I ever scored in my life was in conceiving and coining a good slogan for my shoe store,"

writes a London, Ont., retailer. "That slogan was Reliable Footwear. With the persistent use of it in all advertising for the last seventeen years and the consistent adhesion to it as a principle all the way along, I have done well."

"The biggest 'miss' that I ever made was probably that I waited too long before starting in business for myself, having worked for others for twenty years previously. This had a tendency to fix habits of thought that would hinder a larger grasp of affairs as trade develops."

Get the New Things First

"Among the greatest 'hits' I ever made was concentrating on my business, which has always been a big asset to me," writes a Hamilton, Ont., shoe dealer, "and also in extra special window trims and taking advantage of anything new in shoes; that is, in getting them in and sometimes



How leading Montreal shoe house imparts charm, interest and originality in its attractive and well printed literature.

out before the other fellow got them. The first—special window trimming—was the result of thought and co-operation on the part of our employes and observation of shoe windows made in other cities. We were successful in attracting more than the usual attention at an extra cost of about \$4.00 per week for our two windows, which more than repaid us. The materials used for trimmings were suited to the different seasons. We got them from a shoe agency and then later through a window material supply concern in New York City. We do not do any paper advertising, so trust to our windows to pull in business.

"The second big 'hit' that we made was taking advantage of the introduction of composition soles. Most merchants are afraid to experiment to any extent, while we bought very heavy, and in a wide range. The newspapers advertised a certain line very widely and this, along with our display in the windows increased our business 29 per cent. in four months, according to our records. We were not taking as big a chance as most merchants thought we were. The makers guaranteed the goods and we, of course, did likewise

to our customers. We made this fact known and, although the guarantee was most sweeping, we were not called upon to make good on more than 4 per cent. of our sales. As a business getter and money maker, this move was our greatest hit. It gave us not only wide advertisement, but brought many young people to our store.

"As we have already said the biggest 'hit' we made was getting anything new in early, and the biggest 'miss' we ever made was pursuing the opposite course, not taking advantage of new goods. We might mention that some years ago tans came in very strong and with a rush. We were caught flat footed with scarcely any on our shelves, and as the stock was scarce and hard to get, we lost considerable trade before their arrival; hence those who took the chance got the business. This was a lesson to us and since then, we have been ready to take advantage of anything that looks fairly well."

Cut Out Credit and Approbation

A shoe retailer of Belleville, who has been fifty-three years in business and has branches in other towns says:

"The greatest 'hit' that I ever made was when we discontinued giving credit and sending out goods on approbation, and the greatest 'miss' I ever made was in continuing the credit and approbation so long."

"I do not think that any particular incident in my career can be looked upon as a 'hit,'" writes a shoe merchant in Western Ontario. "I started very small and have just come along from the shoe bench. I do not know of anything that I have missed that I could have got hold of and, therefore, I have not the privilege of learning from failure. I have been taught some things, however, from insight, among them being a thorough system of accounting, studied in my spare hours without the aid of an instructor. I was too proud to have anybody know that I could not open a proper set of books in double entry, or keep a stock system of any kind for that matter. My financial statement is now always ready and I know where I stand in the matter of stock and profits."

Cash and One Price to All

An aggressive Toronto dealer says: "My greatest 'hit' was when at the commencement of my business career, I took the trade name or slogan of 'The Big 88' and made 'cash' and 'one price to all' the basis of operation."

"My greatest 'miss' was in buying from too many firms and, as a consequence, having broken sizes."

Catchy Advertising Phrase

A Yarmouth, N.S., firm say: "That they can hardly put their finger on the greatest 'hit' or 'miss' in their business experience of a quarter of a century. They have not had an exceptionally eventful business career, but believe that the greatest 'hit' they ever made was the catchy advertising phrase of 'Reliable Shoemen.' It seemed to appeal to the fancy of the public and striving to live up to it has brought the public to the store, and the proprietors have done their best to hold them as customers.

"In regard to the greatest 'miss' they say that this was in their early experience of trying to do business without sufficient competent help. Both members of the firm had close calls to being nervous wrecks until they secured efficient salesmen, which move proved profitable in every way. They believe it best to be diligent, but not to work one's self off his feet or to the verge of distraction."

Too Much of Easy Mark

A Montreal retailer, in a somewhat humorous turn of mind, writes: "I have never made a 'hit' in my life. My career has been made up of 'misses,' but I do not seem to have learned any lessons from them. The 'misses' I refer to are not having enough backbone in buying, being too

lenient with my sales staff, extending credit to too many people and being imposed upon in all sorts of ways. I am afraid that I am too much of an easy mark to ever score successfully in business. I can see the other fellows viewpoint more quickly than my own, and anyone with a tale of injury, innocence, neglect or alleged injustice can put it over me every time."

Co-operation Between Boss and Staff

"The greatest 'hit' I ever made in the shoe line was brought about in this way," writes a leading Winnipeg footwear merchant. "I had been in the shoe business 1904-5-6, and part of 1907 (which were good years), then followed a depression in our city in the latter part of 1907-8-9; the business seemed to be going 'dead,' at least in the old part of the town my business was situated in. I made a careful study of the situation and I came to the conclusion that the business was moving; I decided to open up a store in the other end of the town, but as my stock was rather heavy I decided to carry on the old stand as well for the present. The new business was opened up January 3rd, 1910. After the new business had been open four weeks I was doing as much business as the old store. After the new business was opened up I brought about a friendly rivalry with the result that the old store did a bigger trade for the next few years than ever before, and the new store finally gained the prestige of being the largest.

"Much of the success of this 'hit' was due to the co-operation between the two staffs of my two businesses, and I followed the course of making them interested as much as possible, and the better they do for me I can do for them.

"I take a deep interest in all my employees, and even those who have left me for some other new creative position, I have tried to give them my best advice, and I continue my interest in their welfare.

"The greatest 'miss' I ever made was brought about in this way: An ex-manufacturer who was engaged in selling firms who had a large buying capacity, came to me with a good line of samples; he showed me the good points about his samples, the quality, the outer and inner soles, the eyelets and linings, and as I showed him some shoes I had in stock I learned much about how shoes should be made and wherein lay the fine points in good shoemaking. (At that time I had not been in the business very long.) I came to the conclusion of giving him a big order, but thought it best to try out two or three styles in medium quantities; when those goods arrived I looked them over carefully and found that there was a great deal of difference between the shipment and the samples they were ordered from.

"I decided then and there not to continue buying from this firm, although they strongly urged me for some time. I kept track of them; after a few years they went out of business.

"I always like to do business with the banker and the manufacturer who is honest and reliable, as I am convinced that it pays first or last."

Bright, Alert Advertising Helped

"The greatest 'hit' I ever made was in starting newspaper advertising, featuring the announcements with good cuts, changing the reading matter frequently and publishing description and price of shoes as well as any general information in reference to the prevailing styles, lasts and patterns. I always occupied the same space, which was two columns wide by six inches deep and my announcement was a feature of the paper. I do not believe in spasmodic publicity. It is the continued, steady effort that tallies, and the use of printer's ink is a wise move. I look upon it as a good investment. Advertising, like other branches of the store, must receive personal and careful attention, and not be conducted on the happy-go-lucky plan," declares a Regina shoe dealer.

(Continued on page 46)

LEATHER TRADE IS AROUSED OVER FALSE REPORTS

Belated Corrections on Part of the Press Do Not Undo the Harm That Has Been Created—Conditions in the Hide and Leather Market Deliberately Misrepresented—Leading Tanners Do Not Look for Cheaper Leather During Progress of the War

THE misleading articles in the Montreal Star and other papers on the hide and leather situation have naturally aroused a great deal of indignation and called forth many protests on the part of leather and shoe men. The Star has since endeavored to smooth matters over by modifying its former statements and has quoted opinions of local manufacturers and tanners to show that there is no ground for the belief that a slump in hides and leather has taken place.

Set afloat any rumor in war time and no matter how wild or weird it may be, it appears as if general credence will be given to the allegation. When conditions are abnormal, and no one can peer into the future and accurately gauge what is likely to happen, it would be well before giving circulation to any rumors to substantiate them. The reports were to the effect that glut faces the markets, that the leather situation is extremely weak, that tanners are overstocked, that hides are plentiful, that there is little buying going on, that figures have declined very much, both on the American and Canadian markets, and that the price of shoes is likely to go down as a result of this combination of circumstances.

The SHOE AND LEATHER JOURNAL interviewed a number of the trade in Montreal who were unanimous in deprecating the publication of the reports which has brought enquiries from all parts of the country and resulted in checking to some extent the movement in shoes and leather which had begun to make itself felt.

According to the last reports received from Chicago at the time of writing there has been a complete recovery from the gradual weakness that has characterized the market and figures are going once more to top level. Last week was a very active one in packer hides, the sales running over a quarter million hides, and all classes are moving freely. Considerably over half a million hides have been sold during the past few weeks, and taking it all in all the number of pieces of hides and skins being disposed of has not been equalled for a long period.

Authorities point out that, with the large clearance, the packers are in an exceptionally good position and values will get back, if not exceed, the record quotations of a year ago. The big salting hides that were on the Chicago market have been pretty well cleaned up now and, outside of a few May and June light native cows that are held at twenty-six cents and branded cows and extreme light Texas, which are held at twenty-three cents, most every selection is now sold up into October by all the packers. In country hides there has been activity and strength and dealers are talking very firm and asking for twenty-four cents for choice buffs and heavy cows.

No Hope of Easier Prices

The opinion of Jos. Daoust, of Daoust, Lalonde & Co., tanners and shoe manufacturers, Montreal, who is well known as not only one of the most astute but careful operators in the industry, and is also regarded as a reputable, fair-minded man, is worth quoting in this connection. Mr. Daoust, in an interview with the SHOE AND LEATHER JOURNAL, expressed himself as follows:

"I do not see any reason for anticipating any radical changes in the leather and shoe prices. The temporary flurry in the local hide market cannot be taken as having any permanent bearing upon the situation as evidenced by the recent strong advance on the American market. So long as

the war continues there does not seem to be any great hope of easier prices in leather or footwear. Trade has been somewhat quiet for some months. There was more or less speculative buying early in the year with the result that both dealers and jobbers have been pretty well stocked up. Added to this there was a large sale during the summer of canvas and similar outdoor lines which militated still further against leather goods. But there has been quite a movement in leather shoes since the first of September, and while stocks may still seem high it is the higher cost of the goods that largely gives this appearance. There are very few more shoes being carried this fall than usual. As soon as this is realized and the demand for seasonable footwear starts in dealers and jobbers will both be on the market.

"What has caused the apparent weakness in light leathers and to some extent in sole leathers recently has been the accumulation occasioned by the embargo on British importations and the fact that army contracts on this side are using up the heavy grades.

"The hide market to-day is practically a world market and is not permanently affected by local stocks or prices. Heavy hides are scarce and even light cows are in better demand, prices not only being well maintained but advancing. With Argentine putting an export duty on hides there is likely to be a further need for native hides. We have not been able to get hides for less than 25c. that we could use, and the lowest we have paid is 22c. I do not see any chance in the near future for peace proposals and until these materialize I do not look for cheaper leather."

Creating Fictitious State of Things

The old adage that "a lie will cover the greater part of a journey while truth is busy getting on its boots ready to make a start," is exemplified in the articles which have appeared in certain papers. These articles do not reflect the true situation concerning the shoe and leather trade, but serve to create a false impression and halt any movement in the direction of active buying for spring. Naturally, the trade is thoroughly aroused over the situation and many protests at the misleading character of the articles have been received by the SHOE AND LEATHER JOURNAL and also by the newspapers which have been giving currency to these reports. It is now admitted by the latter that there is considerable improvement in the hide and leather market and a better feeling exists throughout the trade. This is especially true with regard to heavy leathers, while large purchases of packer hides have been made recently. Domestic business is also improving to a considerable extent, while retail trade in shoes, which was rather quiet during September, owing to the mild, summer-like weather, has picked up considerably since the advent of some fall rains and colder days. Shoe manufacturers report that while there was a disposition, on account of the heavy stocks which a number of the dealers had, to hold back in the matter of buying, a different attitude is now being assumed. Many shoe buyers are coming forward and placing their usual quota of orders. A large number of tanners and shoe manufacturers who have been interviewed, are firm in the belief that trade will resume its normal activity during the fall months. Export business is already more active and there is a possibility of the British import embargo on leather being raised if the Canadian authorities get busy.

"It is just like this," said one big buyer of hides to the SHOE AND LEATHER JOURNAL, "the large interests of the

United States have been for some time in a panic, the same as affected the Canadian trade in 1914, when war was declared. Everyone began to tighten up, all speculative buying was killed and firms wanted to unload and assume no fresh obligations. However, we lived through it all and in six months a better feeling prevailed. Optimism began to take the place of pessimism and what was the result? Conditions began to improve and strengthen in shoe and leather circles in Canada to such an extent that the past year was the best that manufacturers ever enjoyed. Now, conditions are becoming stable across the border. The elements of fear and distrust are being removed and the trend of trade sentiment is healthy and strong. A great deal is heard about prices of shoes being likely to come down, but in my opinion the wish is father of the thought. Outside of foodstuffs, is there any commodity that you can name in the line of household supplies, wearing material, fuel, grain, lumber, paper, pulp, steel, etc., that has shown any decrease in price since 1914? On the contrary, there has been a gradual ascension in values created by war conditions. There may be some fluctuations, but no such a thing as a permanent reduction is heard of or thought of in the matter of general supplies.

"Nobody ever hears of anything decreasing in price in wartime and I am afraid that any shoe dealers or manufacturers who are looking around for materially lower values, will be grievously disappointed. The abnormal state of affairs created by the world being at war does not portend to the lessening of the cost in any commodity that I know of and my observation applies to shoes as well as everything else. I might say much more on this line, but there is not much more of interest that I could add except that I deplore the alarming character of the articles which have appeared in the press and think that some thought should be given by publishers before setting afloat rumors that tend to create a false conception in the minds of both buyer and consumer. One remembers the bugaboo a year ago about all shoes going as high as \$20.00 in value and the prediction that some of the people would have to go barefoot, all of which was mere tommyrot and the idle production of an empty brain. The same is largely true with respect to the senseless reports that have been disseminated in regard to the alleged deadlock in the hide and leather market and the bottom falling out of the trade. More unjust and malicious statements were never made."

WHY CAN'T CANADA GET THE SAME CONCESSION?

Australia Secures Permission for Importation of Leather into Great Britain—Similar Arrangement Should be Effected by Canadian Government Officials Abroad in Matter of Having British Embargo Raised—Leather Interests Would be Benefited

IT appears from recent authentic advices that the Government of Australia has managed to arrange for permission for the importation of Australian leather into Great Britain to the extent of two thousand bales or about one hundred thousand sides or bends. The question naturally arises in the mind of the Canadian leather firms: "What have the Dominion Government or its trade representatives overseas been doing in this respect that no action has so far been taken toward removing the British import embargo?"

The members of the leather trade in the Dominion are inclined to think that the Australian Government has apparently "put one over" the Canadian officials who should look more actively after the trade and commerce of the Dominion. It is believed that if some aggressive, united action was taken on the part of the powers that prevail, Canada would have no difficulty in securing rights similar to those which have just been extended to Australia.

A leading Canadian firm has received the following advice from the office of the Agent General of South Australia, which explains itself:—

Office of the Agent-General for
South Australia, 112 Strant, O.C.
September 4th, 1917.

Dear Sirs,—With further reference to the question of the removal of restriction on the import of leather to Great Britain, I am directed by the Agent-General to inform you that he, with other Australian representatives, interviewed the Controller of Import Restrictions yesterday, and as the result of a long and strenuous discussion the controller agreed to the importation of leather on the following conditions:—

1. Preference to be given to all leather contracted for sale to the United Kingdom before the 23rd February.
2. The balance to be shipped only on condition that same is consigned to the Leather Committee of the Army Council.
3. The total shipment is limited to 2,000 bales.

4. The Commonwealth Government is to allow the space.

It will be seen that the position of firms like yourselves is not considered, but the concession referred to is the best that can be obtained. The Agent-General suggests that you might communicate with the Leather Committee of the Army Council with a view to the disposal of the leather permitted to be imported being placed in the hands of yourselves and similar firms.

Yours faithfully,

J. O. WHITING, Secretary.

Speaking of the necessity of action in this respect a large firm in an interview with the SHOE AND LEATHER JOURNAL said:—

"Yes, the British Controller of Imports has agreed to the importation of leather to the extent of 2,000 bales from Australia, preference to be given to all leather contracted for sale to the United Kingdom before the 23rd of February; the balance to be shipped only on condition that same is consigned to the Leather Committee of the Army Council. Now, we have heard of no such similar arrangement being made by the Canadian Government officials abroad and it looks to us as if the Australian Government officials were a little more wide awake in this matter.

Strenuous Effort is Needed

"This is not the first time we have had this question up; we have been continually endeavoring, through Ottawa and they through London, to get these embargoes in some way rescinded. Seemingly, the Australians have been able to do what we have not. In view of this, we feel that strenuous efforts should be put forth and a similar concession made to Canada. We are able to make just as good leather in this country as they can abroad. We have for years done a large export trade to England and the Continent and the existing embargoes to-day against the importation of leather into Great Britain have cut off our export trade almost entirely, as, before the war, fully one-third of our production was sent abroad, practically altogether to Great Britain. The same conditions apply to practically all others in our line."



Women's Fine Footwear

IN-STOCK

The following pages illustrate many of our *IN-STOCK* lines for Fall, 1917.

These *Stock Lines* include the most approved styles for this season, and with a large range of sizes and widths, your requirements, big or small, can be filled promptly.

Why not order a pair of each line *NOW* and know just in what you get *Real Service*.

Don't lose Sales and Profits.

See pages 28, 29, 30 for illustrations, sizes and widths.

IN-STOCK

Blachford Shoe Manufacturing Co., Limited
Toronto

Blachford

*In
Stock*



9096



8196



9092



9118



8195



9117



8194



8154

*See
page 30 for
Sizes, Widths
and Prices*

*Blackford Shoe Manufacturing Co. Limited
Toronto*

*In
Stock*



9119



7040



8188



7039



9115



9097

*See
page 30 for
Sizes, Widths
and Prices*



4006



4003

*Blachford Shoe Manufacturing Co. Limited
Toronto*

Descriptions and Prices

<p>9096 All Kid Lace, 8-inch Last 26 Sizes, 2 to 7 Widths, A, B, C, D \$5.85</p>	<p>8196 Brown Kid Lace, 8½ inch Last 25 Sizes, 2½ to 7 Widths—A, B, C, D \$7.75</p>	<p>9092 Kid Lace Mat Top, 8-inch Last 23 Sizes, 2 to 7 Widths—B, C, D \$5.60</p>
<p>9118 All Kid Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$6.25</p>	<p>8195 Cherry Calf Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—B, C, D \$6.50</p>	<p>9117 Kid Lace, Mat Top, 9-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.90</p>
<p>8194 Pecan Brown Calf Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—B, C, D \$6.15</p>	<p>8197 Similar to 8194 Pecan Brown Calf Lace, 8-inch Tan Fibre Sole Last 23 Sizes, 2 to 7 Widths—B, C, D \$6.00</p>	<p>8154 Cherry Calf Lace, 8-inch Taupe Buck Top Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.50</p>
<p>9119 Kid Lace, Gray Buck Top, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.15</p>	<p>7040 Velour Calf Lace, Mat Top, 9-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>	<p>8188 No. 24 Gray Kid Lace, 8-inch Last 25 Sizes, 3 to 6½ Widths—B, C, D \$9.35</p>
<p>7039 All Velour Lace, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$5.75</p>	<p>9115 Kid Lace, Taupe Buck Top, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$7.00</p>	<p>9097 All Kid Lace, 8-inch Last 19 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>
<p>4005—Turn All Kid Lace, 8½-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>	<p>TERMS:—Net 30 days</p>	<p>4003—Turn All Kid Lace, 8-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.70</p>

Blachford Shoe Manufacturing Co., Limited
Toronto



Someone has cried "wolf" and made us tremble at the price of shoes. Yet it is still possible to buy this neat boot of fine patent colt with small "spike" Cuban heel and black cloth top of fine weave in lace or button style for \$7.00. The same shoe with dull tops, \$3.00.

Fashion Decrees that We be Simple in Our Footwear, Though Smart to Boot



In this modest lace boot is embodied a hidden treasure—extra width of toe and narrowness of heel, a detail of fit so necessary to many feet. With Cuban heel and medium length vamp, in fine black kid, the price is \$12.00.



(Below) Since taking on her new duties as a munition worker, a V. A. D. or a collector for the Red Cross, the Canadian girl has learned the value of the mannish type of shoe. The price of this smart model in African brown with military heel is \$10.00 and \$11.00, and in black colt \$9.00 and \$12.00.

(Below) Thanks to the spat, it is a simple matter to convert the house pump into footwear for the street. This plain unornamented style lends itself particularly to this purpose. In patent leather, fine kid, dull calf or dark tan calf, the prices range from \$7.00 to \$10.00. The same in light soles for evening wear, \$4.50 to \$8.00. Spats, \$2.50 to \$4.50.



With the afternoon frock is very correctly worn a boot of patent leather with a high white calf top. The long vamp and narrow toe display a new line, while the Louis XV. heel is excellent style. Price, \$15.00.



A splendidly illustrated and striking advertisement of H. & C. Blachford Limited, Toronto, which recently appeared in a high-class weekly publication. Showing shoes exactly as they appear on the feet is an effective and up-to-date idea and in each instance brief descriptions are given and a range of prices indicated.

THOROUGH KNOWLEDGE OF THE TRADE

John F. Carney, who has full charge of the cutting department of the Tetrault Shoe Manufacturing Co., Montreal, is well acquainted with the trade in both the United States and Canada. He started in as a boy in the cutting room in New England shoe centres, and was later foreman for the Richardson Shoe Co., of Hornell, New York. He next occupied a similar position with Geo. A. Slater, Limited, of Montreal. Mr. Carney was also with the L. Prouty Co., of Spencer, Mass., and for the next six years with the Hartt Boot & Shoe Co., at Fredericton, N.B. Previous to entering upon his present engagement he was with the W. L. Douglas Co., Brockton, Mass., in an executive capacity in



John F. Carney, Montreal

connection with the upper leather department. Mr. Carney has a thorough knowledge of cutting and fitting, and a practical insight with upper leather, patterns and systems, making him a competent, all-round man.

BIG DECREASE IN EXPORTS

Exports of side leather last July, from the United States, were only 752,730 pounds as against 6,274,197 pounds in July, 1916. Exports of calf leather did not shrink quite so severely, but the shipments of kid leather abroad for July were 994,961 square feet, against 6,843,590 square feet in July, 1916; for seven months ending July, 30,492,686 square feet, against 56,551,297 square feet in similar period 1916. Total exports of leather and tanned skins and manufactures of, for July, 1917, were \$4,521,279, against \$10,407,661 in July, 1916. Seven months ending July, 1917, \$69,848,825, against \$82,750,993 for same period in 1916.

GETS THE FACTS FIRST HAND

A. A. Briggs, the advertising manager of the Dunlop Tire & Rubber Goods Co. has returned to the head office at Toronto after a lengthy tour in the interests of the company. Last year Mr. Briggs covered the Western territory, going as far north as Alaska. This year he covered the Eastern provinces of Canada to Sydney, C.B.

On these trips Mr. Briggs makes a thorough inquiry into the advertising conditions affecting the tire and rubber market locally and generally. He is usually in touch with

the Automobile Clubs; makes it a point to meet all the important garage men and automobile dealers in every city he visits; and wherever possible he travels in an automobile so as to become thoroughly acquainted with the road conditions with which Dunlop Tires have to contend. Mr. Briggs reports that in Quebec the road from Montreal to Quebec, and the King Edward Highway from Montreal to Rouse's Point are unexcelled on the continent, and possibly only equalled by the Vancouver Island Highway. On the other hand, some of the roads in the East "would give an army tank a good wrestle," as Mr. Briggs graphically expresses it. During his travels Mr. Briggs was frequently interviewed, and the material appearing has been valuable publicity for the Dunlop Co. Mr. Briggs is the only advertising man who undertakes an extensive trip in the interests of his company, and makes a study of the conditions that influence and control trade, as well as inquiring into the best available local means of advertising.

WHY NOT USE TERM DERBY

Thos. Brake, 562 Yonge street, Toronto, writes the SHOE AND LEATHER JOURNAL as follows: "On page 89 of the SHOE AND LEATHER JOURNAL of September 15th, a writer says the name 'Blucher' should be dropped from all British made shoes.

"Now in England the people do not call a boot the 'Blucher,' but name it the 'Derby' and have done so for a number of years. Why should we persist in calling it 'Blucher' in Canada? It must be the people's fondness for the German. Why not adopt the name 'Derby' here, the same as in England?"

BREEZY BRIEFS FROM ST. JOHN

Fraser, Fraser & Co., of Charlotte street, have added an up-to-date line of shoes to their clothing stock.

B. W. S. Martin, representing the John Ritchie Co., Limited, of Quebec, was in the city during the last few days.

Theo. King, of King Bros., Whitby, Ont., was in the city recently visiting the local dealers. He is touring the Maritime Provinces.

S. H. Parker, of the Parker Shoe Co., Preston, Ont., was one of the boot and shoe men who visited St. John during the past week.

Joseph Gray, of Gray Bros., will attend the world's series baseball games in New York. He is an enthusiastic baseball fan and in addition to being a clever salesman is able to interest many patrons with his stories of happenings in the big leagues.

Retail dealers in St. John have been selling a large number of hunting boots during the last couple of weeks to sportsmen who are spending their holidays in search of big game which inhabits the woods in New Brunswick. They are also selling large quantities of moccasins and shoe packs to merchants along the St. John River, and to store keepers who are in touch with lumber camps.

Major Ralph St. C. Hayes, son of Mayor R. T. Hayes, president of J. M. Humphrey & Co., Limited, St. John, N.B., recently returned from the battle fields of France after an absence of over two years. Major Hayes was allowed to return to Canada to convalesce from trench fever. He left St. John with the 3rd Garrison Artillery, which crossed overseas with the first contingent and was then transferred into the 1st Divisional Ammunition Column, later being again transferred into the 1st Field Artillery Brigade. A short time ago he was awarded a military cross for conspicuous gallantry and devotion to duty in extinguishing burning ammunition pits under heavy hostile shell fire. Major Hayes was in charge of J. M. Humphrey & Co.'s shoe factory prior to enlisting

JOHNSTON'S LEATHERS

For Fine Shoes

These leathers meet the most exacting demands of manufacturers who specialize in the production of highest grade shoes.

They are noted for closeness of grain, wearing quality, finish, uniformity and stability of color, and the manner in which they lend themselves to fine modeling and stand up in the shoe.



PATENT LEATHERS

Colt and Kip Sides

RUSSIA CALF

In the Popular Shades

BLACK CALF

G.M., Matt, Box

VEAL SIDES

G.M., Matt, Box

STORM CALF

Black and Colors

H. B. JOHNSTON & CO.

137-147 River Street, Toronto



TO JOBBERS

It would be difficult to
find anything excelling

AIRD SHOES

in style and quality.

Made on new and stylish lasts and in finishes that are so popular just now. They are right up to the minute in every detail of good shoemaking. Their moderate price, coupled with their superior quality, make them shoes that any dealer can feature.

Full range of samples now ready for inspection

AIRD & SON

MONTREAL

Registered

P.Q.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

SELLING THE NEW GOODS AND THE REGULAR LINES

Dispose of Shoes as Shoes, But Satisfy Customers as Customers—Don't Merely Sell That Which is Easy, but Sell What the Customer Needs, Whether It Is New Stock or Regular Stocks—The Four Kinds of Values Outlined in Decidedly Clear Terms

“OUT of sight out of mind” does not apply accurately to the attitude of salespeople toward old stocks when the new stocks are in. Still the parallel is an excellent one in a certain degree. When new stocks of new shoes come into the department they are naturally put there to sell, and they are sold—sometimes to the detriment of the bulk of the regular stocks, the shoes that were in stock when the new goods came in, says the “Shoe Economist.”

Too often, indeed, almost immediately after the new shoes are marked and put into their proper niches on the department shelves and counters, the ambitious salesman begins to show them, to recommend them, to push them, totally disregarding the great bulk of good numbers that have been in the store since the last stocking up.

No one contends that new shoes shouldn't be pushed energetically. They should be, because their newness recommends them to customers and, in the case of novelties, early selling is necessary, if not imperative. But when a salesman either makes a sale or loses it on the strength of “new goods just unpacked” he is doing an injustice to himself as well as to his customer and to his house.

Congestion in Regular Stock

He is probably causing a congestion in regular stocks which will later result in overstocks in certain lines and the subsequent evil of a cut price sale or bargain event. And not only will the old, neglected stocks have to be sacrificed, but many of the new shoes also. So it's a losing game, any way you view it.

It's a matter of viewpoint, or lack of it, that causes this troublesome condition. The salesman, usually at the instigation of his superiors, bases his selling on customers, not on shoes. He starts out with the idea that the thing that brings in volume on his salesbook and profit for the house is the customer-sale; sales based on the number of customers he can serve in a day.

He figures that the thing to do is to sell the customer a pair, or pairs, of shoes. And up to a certain point he is right. The customer must have what she, or he, wants regarding style, last, trimming, design, comfort and fit. If she doesn't get these the sale is a loss, no matter how much money the salesman collects from his list of customers.

But the salesman ought to begin with the shoes, not with the customer. He should exploit every shoe in the department, new or old, that is anywhere near the type of shoe the customer needs before he says, “Here is a new shoe just come in. You will like it.”

The customer may think she likes it, because it is new, and for no other reason, and if she is dissatisfied later it is the salesman's fault. This isn't saying that the new shoe is less likely to be the right one for the customer, but it is saying that shoes should not be sold on newness alone and at the expense of another shoe that hasn't “just come in.”

Not as New or Old Shoes

Stocks of shoes should be viewed as stocks of shoes, not as old or new shoes. Stocks are the basis of profitable retail selling and retail service. The salesman shouldn't say to himself, “I can sell this customer old shoes, or new shoes;” he should say, “I can sell her shoes out of stock, the shoe she needs,” whether it has been in stock six days or six months. Every shoe in stock is a new shoe to customers, unless it is of the vintage of two or three seasons back. Then it isn't an integral part of the stock, because it has no selling points in its favor, not even good looks or style value.

Every shoe in stock has its real selling value, and on this is based the price, and on it is based the value to the customer of that particular pair of shoes.

And this leads to another consideration that would help salesmen and their bosses, if they understood it. Every piece of merchandise has four kinds of value. It has merchandise-value, sales-value, advertising-value and use-value. These four kinds of value begin with what ought to be known as intrinsic value.

Now, what constitutes these four kinds of value, and how are they related one to the other?

Intrinsic value is what is put into a piece of merchandise, a shoe for example, by the maker. It includes skill of the designer, excellence of workmanship, quality of material, and the cost of all these things. It is expressed in the quality of the shoe from every angle: looks, wear, fit, comfort, style. The prices the wholesaler and the retailer put on the shoe are based on its intrinsic value. And as soon as the shoe is put where it can be seen by a possible customer it begins to have merchandise value, that is, it has the power of attracting the attention of customers with shoe needs to fill.

Merchandise and Sales Value

Merchandise value furnishes the groundwork for sales and advertising value. But keep in mind that a pair of shoes has nothing but intrinsic value until a customer's need and desire glorify the shoes. Until that moment they are merely shoes.

Now, sales value! What is it? Sales value is merchandise value plus the special need of a customer, plus the selling ability of the salesman behind the pair of shoes. Sales value is not a mechanical situation; it cannot be described in words, nor can it be indicated by price. It has nothing to do with price. It has to do with the selling points that exist because of the customer's needs and because of a reflection of those needs in the shoe itself. All the salesman does is the talking and thinking for the shoe—it cannot think or talk—and the adjusting of the customer's thinking to the shoe.

Advertising value is another thing that comes from the nature or intrinsic value of the shoe. Advertising value means: Things of interest about a shoe and its use that are not inherent in the shoe itself, but arise from its purpose. Anything the adman says about a shoe that creates interest in it, aside from its selling points, is advertising value.

Why Neglect any Kind in Stock

The real value to a salesman of the above classification lies in the fact that he can better gauge the selling situation for any type of shoe if he understands the four kinds of value the merchandise has—just as anyone else can better gauge the selling situation on various commodities, hats fountain pens, automobiles, etc.

It would be folly to sell a doormat in the way you would sell a piece of statuary or an Oriental rug. In the same measure it is folly to sell one kind of shoe the way you would sell another kind. The use and significance of the doormat are different from the use and significance of the Oriental rug, or, in other words, their intrinsic value, merchandise value, sales value and advertising value are different.

New types of shoes and old types of shoes are of the same value to the customer, if they meet his wants. So why neglect the regular stocks when new shoes come in? Why neglect either, for that matter? Both are shoes.



TENAX

Tenax means Tenacity

will not crack or break

Here is a Tenax sole which has been cut across deeply with a knife. Even then, twist it as you will, there is no cracking or breaking.

Tenax is better than leather. Wears longer and wears evenly, is water-proof, damp-proof, noiseless and non-slipping.

MANUFACTURED BY

GUTTA PERCHA & RUBBER, LIMITED

TORONTO
HALIFAX
MONTREAL

OTTAWA
FORT WILLIAM
WINNIPEG

REGINA
SASKATOON
LETHBRIDGE

CALGARY
EDMONTON
VANCOUVER

The Shoe Repair Man

REPAIRMEN HOLD ENJOYABLE SMOKER

The first of a series of smokers and sing-songs held under the auspices of the Toronto Shoe Repairers' Association came off on September 27th in the Foresters' Building, College street, Toronto, and was a decided social success. No business was transacted. Several took part in the proceedings and a highly enjoyable and diverting time was spent. President Chas. F. Robertson presided and welcomed the genial company, and there were abundance of cigars, cigarettes, clay and corn cob pipes, fragrant tobacco and delicious soft drinks. These were distributed lavishly and no one was overlooked. Duncan Cowan, the well-known entertainer, gave several of his lively songs and stories and was frequently encored. His clever contributions added not a little to the success of the evening. The accompaniments were ably played by Geo. Musgrave and Musgrave's song sheets were handed to all, the members joining in the chorus. Arthur Butterworth and C. J. Wren favored with several vocal selections in good style and were very obliging in the matter of responses. D. Staniforth rendered some choice selections on the euphonium, while E. J. Skilling was heard to advantage in several cornet solos. Most of the selections were of a military or patriotic character, and the popular airs of the day were thoroughly enjoyed. During the evening addresses were delivered by President Robertson, H. K. Hayward, S. Burnett and A. Butterworth, all of whom referred to the good work that had been accomplished by the Association and the desirable results that had been brought about during the past year and a half. Copies of the leaflet, "Some facts about the Toronto Shoe Repairers' Association," the text of which has already appeared in the SHOE AND LEATHER JOURNAL, were distributed and an aggressive campaign will be conducted during the winter to increase greatly the membership, which is now over a hundred and growing steadily.

It is proposed to hold several concerts, euchres, drives, etc., and a real interesting time is promised to all the members, while business of importance will be attended to as usual. When the Toronto Shoe Repairers undertake anything, they go at it whole-heartedly and unitedly, and the smoker was another evidence of the fact that they know how to supervise an event and carry it to a successful finale.

BACK FROM LONG TRIP

H. Lucas, proprietor of the National Shoe Repair Co., 1207 Bloor street west, Toronto, who sold out his establishment some months ago in order to take a trip home to Holland, owing to the death of his father, has returned and repurchased his former business. Mr. Lucas was away seven months and had to wait many weary weeks before being able to get a boat to return to Canada. He embarked on one which was out from port three days and had to return owing to the submarine menace. It was then some sixteen weeks before another steamer set sail from Holland for America.

STILL BACKS UP HIS PROCESS

Geo. Edwards, 511A Fourth avenue southeast, Medicine Hat, Alta., writes the SHOE AND LEATHER JOURNAL that he would like every shoemaker who has already bought his process or art of welding soles and heels of leather, rubber

or felt on to leather, or any kind of substitute and wishes to see the finished work, to send a pair of rubbers or shoes and he will use his own material and do the job with no charge to the sender, only asking him to prepay express



Harvey's Boot Factory, Cordova Street, Vancouver. Mr. Harvey, centre, is one of Vancouver's oldest custom shoemakers, and is widely known among the lumberjacks of British Columbia, to whom good footwear is a matter of vital importance.

charges. Mr. Edwards adds that he wants every shoemaker to know that his art of welding soles is a success.

SHOE REPAIR PRICES IN BRANDON

The following is the price list of the shoe repairers' of Brandon, Man., which was adopted some time ago.

Men's Whole Soles and Heels, sewn (any material).....	\$2.75
Men's Soles and Heels, sewn.....	1.75
" " nailed.....	1.50
" " sewn.....	1.50
" " nailed.....	1.25
" Leather Heels.....	.50
Ladies' Soles and Heels, sewn.....	1.50
" " nailed.....	1.25
" " sewn.....	1.25
" " nailed.....	1.00
" Heels, 1 lift.....	.35
" " 2 lifts.....	.50
Rubber Heels.....	.50
Misses Soles' and Heels, nailed.....	1.00
Boys' " " " ".....	1.25
Youths' " " " ".....	1.00
Girls' and Lads' Soles and Heels, Nailed.....	.85
Children's Soles and Heels, nailed.....	.75
New Heels.....	1.00
Toe Caps, Boys'.....	.40
" Men's.....	.75
Elastic Sides.....	1.00
Patches.....	15c. and up

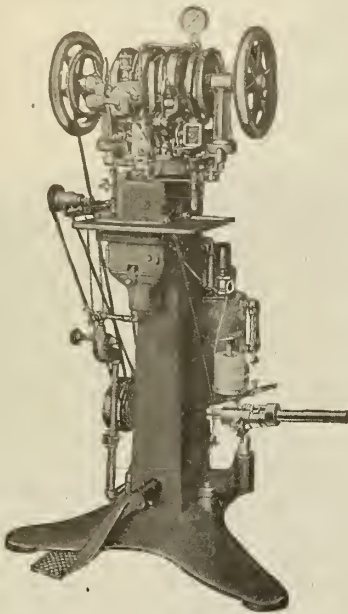
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

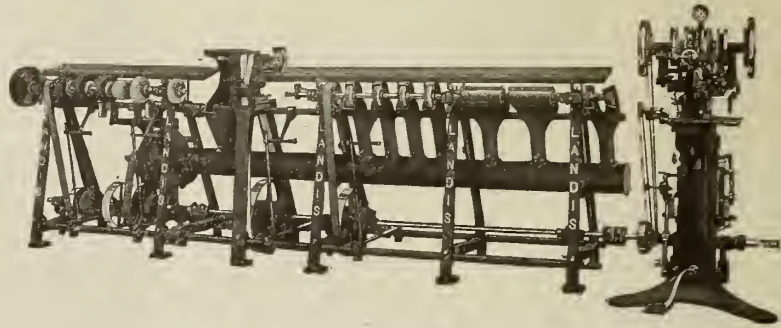
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 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

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.



J. O. Sparling, Manager Men's Section



Charles Newton, General Manager Shoe Department



C. H. Prentice, Manager Women's Section

BUSY SHOE SECTION OF WESTERN STORE

The shoe area of Robinson & Co.'s departmental store, Winnipeg, is one of the largest in the West. The slipper section alone has 1,650 square feet of selling space, and all boots and shoes are on the ground floor, Charles Newton being the aggressive manager. The main shoe store is twenty-four feet wide by one hundred and fifty feet deep. The children's department is separate and is joined to the ladies' department, in which many well-known brands are handled. The company prides itself on having the largest slipper section in all Canada, and handles several American and Canadian lines. During the past season business has been good, and customers are buying better footwear.

Chas. H. Prentice is in charge of the ladies' department, and is head window trimmer. He has been connected with the firm during the last five years, and has had wide experience both in wholesale and retail trade in Canada and the British Isles. He also supervises the dressing of show cases and windows, and in that line has few if any superiors.

J. O. Sparling is head of the men's section, and has been with the company for three years. He has a thorough knowledge of the requirements of the trade, and is a very careful fitter and student of styles. Outside of business hours, he is an enthusiastic curler. Miss Kennedy has charge of the misses' and children's range, and everything progresses satisfactorily under her direction.

The shoe department has a regular staff of twenty sales people, exclusive of Saturdays and extra help. The leading American and Canadian makes in both women's and men's shoes are handled, and a very gratifying business has been developed in recent years. All goods are sold on merit, and every customer is given a square deal. Anyone found misrepresenting styles, values or makes is severely dealt with by Mr. Newton who has a loyal and co-operative staff, and people can rely upon every transaction in connection with supplying of their needs in Robinson & Co.'s busy shoe department.



The Men's Department in Robinson & Co's. Store, Winnipeg



The Ladies' Department in Robinson & Co's. Store, Winnipeg

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 water-
proof 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
Shoe Felts made in
Canada.

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

HE KNOWS A GOOD THING

"You cannot begin a good habit too young," is the maxim of Chas. P. Mulcahy, of Orillia, Ont. The accompanying cut shows his two year old son studying the pages of the SHOE AND LEATHER JOURNAL. Although the youngster cannot read it, he is nevertheless an admirer of the

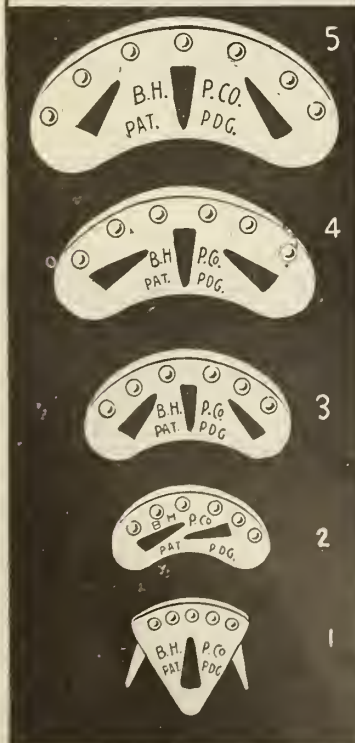


Likes to see the Journal.

illustrations, and can point out the snappiest lines in shoes. It is worth while noting how clearly the SHOE AND LEATHER JOURNAL is shown in the photo and the lad is as interested in its pages as he would be in any juvenile picture book.

REX STEEL HEEL PLATES

LOOK FOR B.H.P. CO. ON EVERY PLATE



RETAILERS!

Call the attention
of your customers
to the value of

REX STEEL HEEL PLATES

ON NEW SHOES

They prolong the
life of a shoe and
help the Retailer's
reputation for sell-
ing good shoes.

Let us send an as-
sortment with your
next findings order.

DEATH OF AN ESTEEMED SHOEMAN

Adam Sippel, of the retail shoe firm of A. Sippel & Son, Kitchener, Ont., passed away a few days ago after being in poor health for a long time. He had been in the footwear business in Kitchener for some twelve or thirteen years, the firm being originally known as Sippel & Hagen. This partnership was continued until 1914, when Mr. Hagen withdrew and Mr. Sippel took in his son, Walter, who had been associated with him for some years, the style being changed to A. Sippel & Son.



Mr. Sippel was born in Kitchener, and some thirty-three years ago learned the shoemaking trade in that centre, working at the bench until he launched out for himself. He was a gentleman well known and highly respected and his passing will be deeply regretted by a wide circle of friends, not only in the trade, but throughout the whole of Waterloo County. He first started in business at 7 King street east, but later removed to 19 King street east, where the Sippel store is one of the most attractive and spacious in Western Ontario.

The business will be continued under the direction of Walter Sippel, who has been in charge during the time that his father has been in poor health.

Wm. Dargavel, formerly of Vancouver, who for the past two years has been on the staff of the Regal Boot Shop, Toronto, has gone to Owen Sound, where he has taken up land, and will engage in farming pursuits.

L. H. PACKARD & CO., LIMITED - **MONTREAL**
Distributors for Canada

COLORS CONFINED TO FEW SHADES FOR SPRING

The Oxford is Again Coming Into Favor—Big Run on Buck Tops is Predicted—Various Shades of Tans Strongly in Evidence, While Calf Leathers are Getting More to the Front—Colored Patent Leather Makes Most Pretentious Appearance

NOVELTY shoes, instead of being "dead," as some manufacturers and occasional merchants have thought, are very much "alive." The colors just now are not so vivid as they have been, and as a whole the prevailing styles are quieter in tone and effect, says the "Shoe Retailer" in referring to spring and summer modes for women. Browns, which months ago were anticipated to be in demand this fall are proving heavy sellers, and the darker shades of gray are going almost as well. Black boots with lighter shades of toppings in buck and cloth are also among the best sellers to-day. It is a fact worthy of note that the public has quite recovered from the "economy bugaboo," and that women are paying good prices for good footwear.

Aside from the tendency toward a somewhat shorter vamp and a lower heel, little has been offered by the last manufacturers in the way of new models. There was an early attempt to revive the square toe, known as the "Philadelphia last," but this idea was rejected as being altogether contrary to accepted styles.

The Perfection of Pumps

The last manufacturers have made wonderful progress in the perfection of pump lasts. Pumps which in truth cling to the feet are no longer a myth. The revival of the oxford has brought out a number of new lasts which embody all of the popular and most acceptable lines of the boot last now in vogue. Much improvement has been made in the fitting qualities of the shank, and more beautiful lines in this respect are seen in the 1918 samples than have ever before been displayed by the makers of fine footwear for women.

It is the prevailing opinion of shoe manufacturers and merchants that 1918 will see a strong revival in the popularity of oxfords. This type of shoe has been at low ebb for a number of seasons. This paper for months has made its readers aware of the renewed interest in this type of shoe, and it is not surprising to see so many beautiful oxford patterns among the 1918 samples. While the blucher pattern is shown to some extent, it may be conceded that the bal-moral pattern is decidedly the neater and will have the greater sale. The types of oxfords which have met with the greatest amount of favor up to this writing are the four and five eyelet patterns, blind eyelets prevailing, while the lacings are small and neat.

As oxfords will be worn as street shoes, the popular type of heel is on the Cuban order, ranging in height from 10/8 to 13/8. An occasional oxford in the higher grades carries a 2-inch military heel, and where the shoe is intended as a semi-dress affair the full or half-Louis heel also is shown.

In the highest grade of oxfords perforations are small and inconspicuous. In the more popular-priced grades there are seen vamp perforations and quite fine perforated imitation tips, as well as foxings. Cheaper shoes have larger perforations and, as usual, are over-decorated in this respect,

Pumps Will Be Popular

Pumps are shown with few decorations, except in the medium grades, where they are shown with small cut steel buckles or ornaments. A few ribbon bows, after the pattern of the old sailor tie, have been brought out, but in the better grades the plain pump is conceded to have the preference, and this without perforation and void of imitation tips, which are positively out of place in the pump pattern. Readers of this paper will do well to give careful consideration to

the extent of the demand they think there will be for oxfords and pumps. The latter may prove to be the better and largest seller of the two.

While on the subject of low shoes it is well to speak of the sport oxford, or pump, which has had such a long and popular run. The sport shoe, except for purposes of golfing and strictly athletic wear, has lost its popular grip on the public, and the more refined styles have very decidedly taken its place. It is evident, despite the incongruity, that both men and women have been encouraged to purchase sport shoes for every conceivable summer-time occasion and it has been no uncommon sight to witness the varied



The attractive front of J. W. Deegan's shoe store, North Bay, Ont.

colored strapped combinations on the ball-room floor and at other functions where this style of shoe is entirely out of place.

In every respect the new styles being shown for women are a decided improvement over their predecessors, there being fewer freak styles and very few attempts to achieve unusual results by fancy inserts or "gingerbread" decorations.

Calfskin Looms Up Stronger

In the matter of materials and colors there has been a revival of calf-skin, which is now dividing honors with kid. The increased showing of calf is due largely to the increased popularity of the tan shoe, which, in popular opinion, gives a greater opportunity for variety of tone and which, in the opinion of many dealers, is to be preferred for a strictly walking shoe. While the deeper shades of brown, tan, mahogany, cordovan and cherry red are popular, there is a decided tendency in the better grades toward a lighter shade of tan. Tan shoes were never brought out in a greater variety of shades than during the last few months and the retailer can find almost any color, shade or tone, from deep brown, that is difficult to distinguish from black, to nut brown, hazel and army khaki or chocolate, which latter is so well reproduced in kid stock.

Colored Buck and Cloth for Tops

Deep grays are vying with the shades of brown in popularity and the opinion prevails that gray will be one of the popular sellers during early spring. It is the opinion of many that gray is best represented in kid stock and imita-

STILL WINNING



THE immense popularity of the Brandon Line has made them great winners with customer as well as dealer.

In addition to their style—which shows itself strongly in every line—they have a WEAR-QUALITY built into each shoe that can be found only in the

Monarch

Trade Mark

Dr. Brandon *Cushioned Soled*

and Brandon Shoes

That's why we say,

"Where Quality Counts, We Win"

Meet our travellers before placing.

The Brandon Shoe Company, Limited

Brantford, Ontario

tion buck, and in both boots and oxfords many pretty combinations of gray in the lighter shades of kid or cloth are shown for the coming season.

Black shoes constitute a large share of the new samples. All dealers find a steady market for black kid boots in the popular 8 and 9-inch patterns, carrying leather half-Louis heels. Black shoes with neutral gray or fawn imitation buck tops are among the most popular novelties for fall. In fact, buck is a strong factor for topping and it is thought it will continue in popularity throughout the season.

Cloth is a decidedly important factor to style and a great many boots made as high as 11 and 12 inches have all cloth tops. Where light shades of cloth are used on boots with black vamps, collar effects of leather, also leather lace stays and back stays, are used with good effect.

Patent Leather in Colors

No longer is patent leather exclusively a "shiny black" leather, for it is now being successfully made in light and dark tan, mahogany, gray and other shades. In New York, brown patent leather has had a good sale and while the smaller merchants have apparently been skeptical of its desirability, they are likely to follow suit and buy it as a novelty.

Cloth is good for toppings. Considerable cloth is being used in boots to retail at \$7, \$8 and \$10. In the new styles are seen handsome and well-balanced designs in patent leather with white and pearl gray tops. A gray cloth top combines well with a dull kid vamp, and a taupe gray top with a patent leather vamp. With black kid, and also with the deep tones of reddish-brown shoes, a fawn cloth top makes a pretty shoe.

Just so long as skirts remain short, lace boots will hold the centre of the stage. Shoemen all know that a nine or ten-inch boot must be in the laced pattern. Button boots while genteel and modest, and preferred by many persons for dress wear, are not practical in a height above eight

EDWARD COOK

Shoes for Men.



A striking new label in green and red, of the Owl Shoe Store, 123 Yonge street, Toronto. The square space on the left is for a removable ticket which is held in position by a clip. On the ticket are given the stock number, style, size, cost and selling price.

inches. In boots, therefore, the big demand will continue to be for lace styles, and with the coming in of the oxford the popularity of lace styles will be emphasized.

The Modes in Men's

The principal features of style trend in men's shoes for spring and summer, 1918, are: Conservation of lasts and patterns characterizes the styles in high and medium grades.

Decided tendency in lasts and patterns to military effects.

Plain toe, modified army last for civilian wear, and slightly wider round toe English last expected to be the vogue.

Dark tan calf and side leather are generally shown. Boarded stock in high-grade lines is featured. Here and there an effort appears to bring in lighter shades of tan.

Larger showing of oxfords than for some seasons past, but majority of business expected to be on the popular bal model.

Two-tone styles confined to gray and brown tops com-



SHOES

HAVE YOUR SHOES TRAVELED

a long way and seen a great deal of hard service? Then probably they look a little shabby and show signs of wear. Bring them to us.

WE REPAIR SHOES

for the whole family and our careful work will save you a good bit of money in the course of a year. We deserve your patronage. Try us.

Thornton Rapid Shoe Repairing

J. THORNTON, Proprietor

998 Barton Street, East, Hamilton, Ontario, Canada

An effective advertising card used by a Hamilton shoe repairer.

bined with brown and black vamps, except in sport shoes, when combinations rule.

Vamps continue about 4 to 4½ inches long and heels range from 7/8 to 9/8, with largest business on 8/8 heights.

Larger sales of blucher patterns because of popularity of wider toe lasts of the army type.

WHEN IS CONTRACT NOT ONE

Canadian manufacturers are bitterly complaining of the prevalence of cancellation of orders placed by reputable dealers—even such as are on our own books—and accepted in good faith. Some of these cancellations are requested the day following the placing of the orders, others weeks afterward.

When a dealer places an order and the manufacturer accepts it a contract is entered into just as if the terms, dating and specifications were subscribed to and the dealer's signature witnessed before a notary. Yes, we hear, but it's only a moral obligation; moral or legal the obligation is there, and to repudiate it is not only unbusinesslike but dishonorable.

The burden imposed, through cancellations, is particularly heavy on the maker who produces shoes to order only. Not only is expense entailed by having the traveler spend his time writing out the dealer's specifications and discussing same, but expense is incurred in entering, checking and attending to the other office details connected with the work of following out the dealer's instructions as outlined in his order.

Should the goods be in process of making when the request for cancellation is received the situation is even more serious because compliance with the request means a real loss limited only by the size of the order. The goods have to be completed—they cannot be used in other customers' orders without serious complications arising and therefore the goods must be sold over again with the resultant extra selling expense. Not only that—factory space has to be allotted for the storage of the goods until such time as they are disposed of, insurance has to be carried and additional clerical work is involved. It must be remembered that no two localities are alike in their requirements, the differences may be small but they exist nevertheless and cancelled goods for resale must carry a discount to interest the average dealer unless he is pressed for goods, and even then the quantities are usually unacceptable.

ADAMS SHOES

Infants'
Children's
Misses'
Youths'



STYLE No. 373

Youths' Patent and Calf Blucher, McKay sewn, Slip Sole. Full to Size

Price, Sizes	11- 2	-	-	-	-	\$2.85
"	8-10½	-	-	-	-	2.45
"	5- 7½	-	-	-	-	2.05

The quick and satisfactory sale of these lines springs from the manner in which they combine the style of grown-ups with substantial quality. This gets instant agreement between the young who wear and the parents who pay.



STYLE No. 372

Youths' Box Calf Blucher, McKay sewn, Slip Sole Fast Color Eyelets. Full to Size

Price, Sizes	11- 2	-	-	-	-	\$2.85
"	8-10½	-	-	-	-	2.45
"	5- 7½	-	-	-	-	2.05

Orders placed direct in response to this advertisement will have the same careful handling as though coming through our travelers.

ADAMS SHOE CO.
LIMITED
533 College St.
Toronto Ontario

NEWSY NOTES FROM VANCOUVER

The many friends of W. G. Langdon will sympathize with him in the death of his wife, who passed away on September 7th. She was the daughter of the late Mr. and Mrs. Harris, Brentford, England. The funeral took place on September 12th and the first part of the service was at St. Saviours' Anglican Church, Vancouver, and conducted by the Rev. Dr. S. Fea. The service was fully choral and there was a large attendance of sympathetic friends. The deceased was a member of the choir, the Women's Auxiliary and Superintendent of the Junior W. A. Six of the vestry men acted as pallbearers. The polished oak coffin was covered with the Union Jack and the banner of the W. A., and the floral tributes were numerous and beautiful, being sent by the firm and fellow employes of Storey & Campbell, for whom Mr. Langdon is city representative, the Junior W. A., the Lady French Chapter of the I.O.D.E., the Conservative Club, and also from the family and many others. The late Mrs. Langdon was in her fifty-second year and had been married twenty-eight years. She leaves besides her husband, two sons to mourn her loss, one residing in San Francisco, while the other is in the service of the Royal Flying Corps at Camp Borden.

C. Glass, late with the Cluff Shoe Co., has joined the Ambulance Corps in Victoria.

The recent rains have caused a decided improvement in the repair trade and most of the members of the fraternity have returned from their holidays and are very busy. All the stores report better business and an increase in the sale of autumn goods. Grays and browns are both very popular with the buying public.

HOW MANY BUTTONS IN THE BOTTLE?

W. H. Higgerty, who operates two shoe stores in Ottawa, is conducting a rather interesting guessing contest in connection with his west end establishment. There is displayed in the window a large bottle which is filled with shoe buttons, and every caller has one guess free. Each customer has an additional guess for every dollar spent in the store. Coupons are given away and these are filled out along with the name and address, and deposited in a ballot box. Twenty-five prizes are being given by Mr. Higgerty, the first being an eight dollar pair of shoes; the second, a six dollar pair; the third, a four dollar pair, and credit checks worth one dollar on any pair of shoes purchased will be given for the re-

maining twenty-five guesses which come the nearest to the mark. The competition closes on October 10th.

INSTALLING NEW EQUIPMENT

P. B. Wallace & Son, Toronto, have recently received orders for the following machines made by the Progressive Shoe Machinery Co., of Minneapolis: W. Wharrad, Georgetown; G. H. Bignell, Brampton; Wm. Humphries, 439 Westmoreland Ave., Toronto, and Kenneth Haymes, Welland. They have also delivered a Landis stitcher made by the Landis Machine Co., of St. Louis, to L. E. Edwards, Woodstock.

SHOE BLACK MAKES \$125.00 PER WEEK

John Spero, who told Judge Coatsworth that he made from \$100 to \$125 a week in the shoeshine parlor of which he is proprietor, was found guilty in the Criminal Court, Toronto, recently of having stolen a bicycle from A. E. Crate, and allowed to go on suspended sentence. Spero said that he had taken the wheel as security for a loan of \$3 he had made to one of his customers, who later joined the army, and as he had no further use for the bike had abandoned his claim to it. "The same old story," said the Crown Attorney, "he buys a wheel from a man and does not know his name, and the wheel turns out to be stolen."

SHOE HOUSE WHICH HAS 56 FEET FRONTAGE

The accompanying illustration shows the new store front and fall opening display of the U. S. Factory Shoe Store, 86-88 St. Paul street, St. Catharines, Ont. The establishment is fifty-six feet wide and the depth is one hundred and twenty feet, two floors being occupied. The premises are among the largest in Western Ontario, and the proprietors are L. Leveys and A. Leveys. They started in business in St. Catharines five years ago in a place 10 by 20 feet, and have grown until they occupy their present commodious quarters. There is a background in the window of the crests of all the Allies. In the picture are seen L. Leveys, one of the proprietors, and his two children. They are two of the youngest sales people in the business, and dispose of very many goods on holidays and Saturdays.



The extensive exterior of well known Shoe House in St. Catharines, Ont.

SOME "HITS AND MISSES" IN RETAIL GAME

(Continued from page 26)

"The greatest 'miss' I ever made was when I first started business some years ago, I got a store cheap which was out of the beaten path. I thought I had struck a bargain when I secured it for \$30.00 a month. I soon found out that I had made a serious error and after three and a half years of rather painful experience, I got a somewhat smaller establishment with double display windows in the central part of the city. I regard the three and a half years which I spent in that out of the way location as practically lost. If you want to do business, you must get where business is done and be right in the thick of the fray."

"The greatest 'hit' I ever made, in fact, I call it a home-run, was twenty-one years ago when starting in business in this city," states a Stratford retailer. "I subscribed for the SHOE AND LEATHER JOURNAL. I have taken the paper regularly ever since and read each issue carefully. Needless to say, I have got a great many pointers and practical suggestions from its pages, and it keeps me in touch with all that is going on in the trade. I study the styles, prices, window decoration schemes, advertising suggestions and stock-keeping plans, and manage to use a great many of the ideas in my own establishment."

"The greatest 'miss' I ever made was in trying to be a good fellow, and buying from too many houses. The first few years, to nearly every traveler who called I gave an order, just to be a good chap or to encourage him. But I have got over that bravely now, and while I don't refuse to look at the samples of the other fellow, I confine my purchases to two houses in men's shoes, three in women's and one in children's. It pays to concentrate and not scatter in these days of business aggressiveness and activity."

"The greatest 'hit' that I ever made in the shoe business," declares a St. John, N.B., retailer, "was when I fired my head clerk. Jenkins is the name by which I will call him. I had a few thousand dollars and was anxious to get into business. One day I happened to get wise to the fact that a well located store would soon be vacated, and making a few inquiries in that neighborhood, I came to the conclusion that it would be advisable to put in a stock of medium price shoes. This was eleven years ago and, naturally, I knew very little about the footwear line. I advertised for a man who was a good buyer and knew something about fitting and selling. Among the different applicants was Jenkins, who told me about having experience in Montreal, Toronto and Detroit. He appeared very bright and energetic and I engaged him. Well, we got along very well for the first year and a half. Trade came our way from the start, but as the months passed by, Jenkins seemed to think that he owned the business, and that I was really working for him. He became supercilious and disdainful, and practically intimidated by his attitude and remarks that I was incapable of moving along without him; that trade would go to smithereens, and that his knowledge made him practically indispensable to my establishment. I stood this for several months, but when he started to tell me that if I had not linked up with him, the venture would never have been a go, and I should buy exactly the lines he recommended and never express any preference in the matter myself, etc.—this, using a slang expression, 'got my goat.' One morning as I was waiting upon a lady customer who was rather hard to please, he came along and made a nasty remark about lack of acquaintance with the stock, and not knowing the proper shoe for her peculiar type of foot. When the women had departed, I told him in pretty plain language just what I thought of his butting in, and he intimated that I was an ungrateful wretch for he had practically made me. One word led to another and I gave him two week's salary and told him to get out then and there. He walked away with a contemptuous smile upon his countenance and intimated

that he would start in business across the street and ruin me. 'In six months the bailiff will be in charge of your effects, or your stock would be in the hands of an assignee,' he snapped. Well, as soon as he had departed, I made up my mind that I knew just as much about the business as this bluffer. Calling the other boys together I gave them all a raise in wages, and we went at the thing whole-heartedly and harmoniously, and the result was that in three months, we were doing a larger business than ever. Jenkins, who had in the meantime left the city for the West, had accepted some minor position in a departmental store in Calgary. It is an awful mistake when any employe thinks that the success of the firm is due entirely to his knowledge and connection, and the boss don't count.

"The biggest 'miss' that I ever made was in overlooking the large profits to be made in a well-equipped findings department. I viewed this as a sort of side line, although I had been told by travelers what big money making features it presented. However, I did not take the thing very seriously until one day going down the street I noticed a special findings window that had been prepared by one of my opposition. There was a display of polishes, brushes, laces, buckles, shoe trees, rubber heels, arch supports, heel pads, insoles, etc., with a few cards calling attention to them. It was only then that I saw the possibilities of such a department, and I immediately resolved that I would get my share."

A PROGRESSIVE FACTOR IN THE TRADE

(See Front Cover)

It is just twenty-one years since Norman Macfarlane started in the shoe manufacturing game in Hochelega, making a few soft soles. For a while he was in partnership with Louis Perreault, the firm being known as Perreault & Macfarlane, but the latter withdrew and since then the business has been conducted under the name of Macfarlane Shoe Co. Under its progressive head the concern has developed into one of the most substantial and aggressive in the Dominion.

For the first ten years Mr. Macfarlane put in from twelve to fourteen hours a day on all kinds of work in the factory and on the road. He did not spare himself in season or out of season, with the result that trade developed and after five years in Hochelega, the business was removed to 686 Craig street, Montreal, and from there to 92 Beaudry street. Three years ago a large factory on De Normandie street, which had been erected by the Cimon Shoe Co., was purchased and the output of the plant is now two thousand pairs a day, new equipment having been added for the making of light welts as well as heavy.

Norman Macfarlane was born in Norway, but came to Canada with his parents at an early age and, after spending some years on the farm, decided that he was not destined to secure any great measure of success in the agricultural arena. He drifted into Montreal where he entered the warehouse of A. Ramsay & Son Co., wholesale paints and after mastering the details took a position on the road, and later drifted into running a shoe store in Florida. He liked the aroma of leather and has stayed with the game ever since.

While he has never neglected business, having capable associates, and still purchases all the leather for the company—there are few better qualified judges of leather than Mr. Macfarlane—he finds time to take an interest in many outside pursuits, and is an enthusiastic curler, lawn bowler and golf player. In his younger days he could do some real sprinting and has a number of premiums that he captured. His muscles to-day are as hard as iron and he never knows a day's illness. He has always been an enthusiastic admirer of the horse, has had animals entered in nearly every meet from New Orleans north, and has carried off numerous trophies.

Classic Shoe Style Pageant

Startling Innovation Introduced by Well-known Galt Shoe Concern. Novel Demonstration of Footwear That Charmed Thousands of Toronto's Fair Devotees of Fashion as well as Drew Retail Shoe Dealers From All Parts of Canada.

IT is safe to say that few shoe manufacturing concerns in Canada have evidenced the growth and development shown in the past decade by Getty & Scott,

head of the manufacturing and sales department, "pulls off" something daring in either shoes or selling methods.

The "SHOE STYLE PAGEANT" held at the King Edward Hotel, Toronto, September 26th, 27th and 28th, was the latest and most enterprising of the firms' sales promotion "stunts," and demon-



F. S. SCOTT

of Galt, Ontario, manufacturers of CLASSIC SHOES. They long ago earned the reputation of being "Live Wires" and have so lived up to their name that the trade is never greatly surprised when William Chamberlain, the



WM. CHAMBERLAIN

strated how the furor in footwear fashions amongst women that has been superinduced by modern garment modes may



One of the Models shown at the Classic Style Pageant. Nut Brown, 9-inch Military Bal.

be used not only to increase interest in particular styles, but to promote shoe sales generally.

The display at the "SHOE STYLE PAGEANT" was thus not only a particularly effective advertisement of CLASSIC SHOES, but to those who saw it a revelation as well of the marvellous development of the shoe industry of Canada in recent years. Continued expressions of astonishment were heard on every hand with regard to the shoes shown being made in Canada, the majority of those not in the trade being evidently under the impression that Canada had to import goods of this class from across the line. So that the "Pageant" was really a demonstration of the "Made in Canada" idea, which must result in advantage to the trade at large as well as to Getty & Scott in particular.

The staging of the "Pageant" was in the hands of Mr. R. J. Walsh, of Boston, who has made a specialty of this particular method of sales promotion, although Mr. William Chamberlain was the man behind the gun who put "Zip" into the carrying out of the various details. The Ball Room of the King Edward Hotel was used for the occasion and was furnished with a long, richly carpeted platform raised about three feet from the ground, and approached by several steps. On either side of this walk were tiers of upholstered chairs, the whole room being suitably decorated and brilliantly illuminated by electricity. Twenty pretty young ladies acted as

models, and, decked in the latest modes, paraded one at a time under spot lights that threw out the shoes on the one hand and the costumes on the other, the regular lights being dimmed during each number, and a fine orchestra discoursing sweet music as the young ladies slowly and gracefully paraded up and down the carpeted dais for the space of three or four minutes.

There was not a hitch throughout each of the two hour displays, the young lady being led to the dais, and the announcement made in detail of the particular shoes she wore. In the eager manner in

which the latter were examined by the audience on either side, not only interest, but delight were depicted, enthusiasm being further evidenced by enquiries made during or at the close of each seance.

The costumes for the occasion were loaned by well known Toronto firms. Fairweather's Limited provided the coats and furs; The Ontario Cloak & Suit Manufacturing Co. the suits and dresses; and The Robert Simpson Co., Limited, the millinery. Probably the two most popular numbers in the whole display were the Army Shoe, demonstrated by a



One of the models shown at the Classic Style Pageant. Cocoa Brown Calf Vamp, Grey Buck Top (Wing Tip) 12-inch Lancer Boot, 12/8 Heel.



One of the models shown at the Classic Style Pageant. Mahogany Calf Vamp, Mouse Colored Buck Top, 12-inch Lancer Boot, 17/8 Spike Heel.



handsome young lady in khaki with a jaunty aviation forage cap. The other was the "Nursing Sister" or Military Nurse who wore the Classic Red Cross Shoe. She was arrayed in the regulation military hospital costume with cloak, hat and shoes complete, and won salvos of applause as she walked up and down the platform.

Not the least important feature of the show was the fact that the leathers used were Canadian, the upper stock being the product of such firms as: Davis Leather Co., Robson Leather Co., A. R. Clarke & Co., H. B. Johnson & Co., Edwards & Edwards, while the sole stock was from the Breithaupt Leather Co., Beardmore & Co., and C. S. Hyman Co., attention



One of the models shown at the Classic Style Pageant. African Brown Kid Pump, Zulu Brown Buck Inlay, Turn, 17/8 Louis Heel.

One of the models shown at the Classic Style Pageant. Note the fit of the Pump when standing on the toes.

being called to this fact from time to time by the demonstrator.

Getty & Scott are to be congratulated upon the high character not only of the display, but the manner in which the "Pageant" was put on. The models were of a particularly high class and gave themselves readily and fully to the serious purposes of the display. The firm brought down one of its own employees, Miss Wilson, who was used throughout on special features, and won constant applause by her quiet, graceful demeanour. The opinion freely expressed by those who attended the "Pageant" was that it might have been held where a much larger audience could have had the advantage of inspecting the styles. As it was, hundreds were unable to secure

even standing room in the commodious Ball Room of the King Edward Hotel.

As an exposition of high class footwear, the creations worn by the models, and those displayed in the two large sample rooms presided over by Mr. S. J. Anderson, were equal in individuality, style, taste and distinctiveness to anything seen in the larger metropolitan centres across the line.

Among the styles shown were the Lancer Boot with twelve-inch top, the Currie Military Boot, a twelve-inch top walking boot, a nine-inch lace boot, The Vimy Boot, the Beaded Pump, a Walking Lancer Boot, the Classic Pump, the turn Oxford, the Seemore Button Boot and many others. Some of the most striking shoes were: The nine-inch



One of the Models Shown at the Classic Style Pageant. Patent Welt Walking Pump, made on the Weaver Last.



One of the Models Shown at the Classic Style Pageant. Patent Turn Pump, 17/8 Louis Heel.



One of the Models Shown at the
Classic Style Pageant. White
Buck, High Cut Child's Bal,
Imitation Tip.

lace boot with 16-8 heel, blue kid vamp and blue buck quarters; a Chamberlain pattern twelve-inch military boot of cocoanut brown calf, an ivory kid twelve-inch Lancer turn with 17-8 heel; a nut brown calf turn Oxford, a brown calf pump with olive brown buck quarters, and a nine-inch lace boot with white welting, fawn buck top and Zulu brown calf vamp. Another attractive model was a field mouse gray kid nine-inch bal, and 17-8 heel, and a white calf nine-inch bal with white calf 16-8 heel, and black calf vamp. The entertainment concluded each evening with the representation of Miss Canada with helmet and spear; garbed in the folds of the Union Jack and wearing a pair of Classic Military Boots.

For their artistic conception and enterprise, and for their initiative and aggressive ideals, Getty & Scott, Limited, are to be warmly congratulated. The educative effects of the Style Pageant were also much appreciated as it showed the general public and shoe retailers,



a number of whom were present from distant points, which was the proper footwear for each occasion. The fact that so many retailers visited the function is ample evidence that they recognize the go ahead character of the firm, and the superior quality of Classic Shoes. Never were shoes revealed to better advantage. Their neat smart lines and superb fitting qualities were particularly noticeable, and the tones, patterns and trimmings disclosed to the best possible advantage on the beautiful models.

Appropriate programmes were distributed describing the various shoes worn by the different ladies. Each model had a number, and by referring to the

corresponding number on the booklet, visitors knew exactly the fine points of all the shoes.

The Style Pageant in Toronto was one of the outstanding events in the footwear arena of 1917, and will live long in the memory of those who were fortunate enough to be present. It is to be hoped that when another enterprise of this character is carried out, more spacious quarters should be engaged, so that thousands instead of hundreds may be allowed to appreciate and recognize the beauty, exclusiveness and unsurpassed quality and craftsmanship of the Classic foot toggery for women, misses and children.



One of the models shown at the Classic Style Pageant. Vici Kid Child's Bal. made under "True-Trod" process.

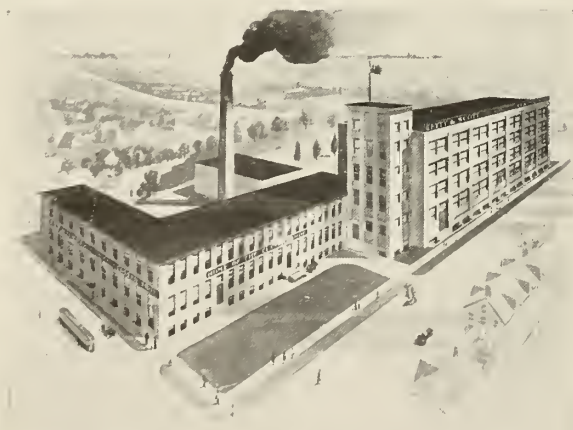


One of the models shown at the Classic Style Pageant. Gun Metal Calf Vamp, Grey Cloth quarter, Bal., Imitation Tip.

The Military Shoe Decidedly in Vogue

The Military Shoe, shown during the Classic Style Pageant, is a distinctly Canadian Shoe, having been designed by William Chamberlain, Secretary-Treasurer of Getty & Scott, Limited, who were the first to produce this stylish shoe.

Made in Black, Tan, Brown, Plum, Burgundy.



*The Home of
The Classic Shoe*



Getty & Scott, Limited
Galt, Ontario

HE INVENTED COPPER TOES FOR SHOES

Newman Silverthorne, of Summerville, Ont., which is a few miles west of Toronto, is the inventor of copper toes for shoes, according to James Skelton, who contributed an interesting character sketch of this widely known pioneer in a recent edition of the Toronto Star Weekly. On the very day that the article appeared, by the strange and mysterious working of fate, there was announced on another page the sad news of the death of one of Mr. Silverthorne's three sons, Charles A. Silverthorne, Reeve of Etobicoke Township. He was killed in an automobile collision with a special car on the Toronto and Guelph Radial Railway.

Mr. Silverthorne, sr., was born in 1829 in Etobicoke, a mile from where stands his present home, and has been in turns mill-man, adventurer, lumberman, inventor, mining expert, and farmer, and in all a philosopher.

At twenty his wandering began, and we find him down South in Chattanooga operating a saw mill for some New England concern. His employers were ship builders in a large way, and his work was to get out timber of a grade especially adapted to ship-building purposes. Pine planks one hundred and fifty feet long and upwards were sawn from

few and far apart. It bothered him. One eventful day, being reduced to extremity, he sat down on a log and took stock of his camping outfit. He decided he could spare one



The interior of J. W. Deegan's shoe store, North Bay, Ont.



YOUR satisfaction may depend on the way we sell a pair of shoes as much as on the quality, price and fit. We have the best corps of salespeople we know of; they're here to be helpful; and to sell, or not to sell, pleasantly. We can be always cheerful about refunding money. It is our aim to make you a satisfied customer.

YOU'VE probably heard many times that Rannard's carries more shoes than any other exclusive retail shoe firm in Canada.

We don't do this to boast about it; we do it so that our customers can come here and find exactly what they want, try it and see. We will give you any style, any size, width, weight, material or anything else you want in good shoes, and the prices are reasonable.

We buy in enormous quantities—that means we contract away ahead which gives us a big advantage. We share that advantage with you.

RANNARD SHOE LTD. 

The ad of Rannard Shoe, Winnipeg, here reproduced is one that will attract attention. It is nicely arranged and the use of the shoe cut tells a big story at a glance. There is a deal of human interest in the matter too. The firm lets the public know that they will do everything to please them even to refunding money cheerfully. Cheerfulness and pleasantry are two potential factors in making shoe sales.

the giants of the Georgia forests, and so shaped in the sawing as to conform to the lines of a ship's side.

But malaria and heat drove the Canadian northward, to the enormous forests of pine in Northern Michigan, Wisconsin, and Minnesota, where he continued his milling operations.

It was at this time, while tramping the wilds in search of a suitable location and waterpower for a mill, that his observation and ready invention brought him good fortune. The native grass he found extremely hard on shoe leather, and in his long trudges his boots, particularly the toes of them, suffered—and shoe-repair shops in that region were

old tin cup; so he cut this in halves with his jack knife, and roughly shaped one over the toe of each boot and tied it there. Eureka! So was born the idea of the copper toe-cap, which was soon to sweep the country.

But the inventor's reward was not to come without struggle. When he got back to Fort Churchill and was walking down the trail through the village he met a shoe traveler, and to him he showed the merits of his invention. The traveler, of course, stole his idea. Then followed the famous Silverthorne vs. Mitchell lawsuit, fought through two courts and finally decided in favor of the real inventor. Even yet he was up against it. With curious unanimity every shoe manufacturer whom he approached turned him down. "Make shoes last two or three times as long, you say?" they exclaimed, in effect. "And you expect us to take up and push your invention? Go to! You're crazy!"

Finally, the persistent young man found a listener. "Your idea is good," said this party, "but go out first and create the demand!"

So Mr. Silverthorne and his adviser planned and had printed some thousands of advertising cards, for distribution among the school children. On one side of the card they pictured a copper-toed shoe, with some text to the effect that copper-toed shoes lasted nearly a life-time; and on the other side they printed some puzzles and conundrums. Enquiries began to come in to the local shoe dealers, and they began to put in orders for copper-toed shoes; but the manufacturers wouldn't fill their orders. But the demand grew like Jack's beanstalk, and would not be denied—the manufacturers had to yield. Newman Silverthorne made a fortune.

The patent rights, however, expired in six years, and the government would not grant a renewal. When an inventor makes a reasonable profit upon his patent—so the tale went—it becomes public property at the end of the term. So the shoe-cap became the property of the great American people—and was promptly strangled by the shoe manufacturers. "Make children's shoes wear twice as long Good night! Nothing doing!" You never see them now.

Thirty years ago Newman Silverthorne returned to the farm. At Summerville he has one thousand acres of the finest land under the sun, and the yield this season is a record-breaker.

Having considered the growing increase in the price of footwear and being desirous of placing at the disposal of the working class footwear of good quality at as low a price as possible, the French Ministers of War and Commerce have signed orders regulating the manufacture of so-called "national" boots according to official models and types. These are to be sold at prices fixed by the Minister of Commerce.



TRADE MARK REGISTERED

Pussy-Foot Shoes

TRADE MARK REG



TRADE MARK REGISTERED

Ready
to
Ship
*
In
Stock



Ready
to
Ship
*
In
Stock

They Cost More

but Wear Longer

Pussy-Foot Shoes are now In Stock for Immediate Shipment

For years we have tried in vain to accumulate a stock of PUSSY FOOT SHOES, so as to be able to take care of YOUR RUSH ORDERS.

The factory output has been increasing constantly until now we are in the happy position of being able to give you IMMEDIATE SERVICE.

We do not want you to LOAD UP your shelves—Just carry what you think you should, and SORT UP as you need to, from our IN-STOCK LINES.

The main thing is—Do not allow a customer to go without PUSSY FOOT SHOES.

PUSSY FOOT SHOES need no introduction to the mothers of Canada. Mothers everywhere know that they are best—For GROWING FEET (because of the nature tread last)—For COMFORT, (because of the REAL cushion insole)—FOR WEAR, (because of the excellent materials used and the extention non-slip sole).

The following lines are IN STOCK for your convenience:

1950 Patent Strap	sizes 1 to 4.....	\$1.25
1951 Patent 3 Strap	“ 1 to 4.....	1.25
1952 Black Kid Bluchers	“ 1 to 4.....	1.15
1954 Black Kid Button	“ 1 to 4.....	1.15
1957 Patent Button, Mat Top	“ 1 to 4.....	1.25
1959 Patent Button, White Top	“ 1 to 4.....	1.25
1973 Patent Button, Black Cloth	“ 1 to 4.....	1.25

2% 30 days F.O.B. Toronto.

Size 5 will be ready October 15th. Price of size 5 is 12½ cents extra.

A POST CARD from you TO-DAY will bring what you want from us by MAIL or EXPRESS TO-MORROW



TRADE MARK REGISTERED

WHOLESALE DISTRIBUTOR
PHILIP JACOBI
TORONTO



TRADE MARK REGISTERED



TRADE MARK REGISTERED

HURLBUT WELT PROCESS PATENTED 1909 CUSHION SOLE

THE IDEAL SHOE FOR CHILDREN



TRADE MARK REGISTERED

Our Publicity Campaign Starts at Once. It will Invite Trade Your Way!

The National Advertising which is about to commence for the HURLBUT WELT CUSHION SOLE SHOE will bring them to the attention of thousands of mothers. It will tell them why this is the best and most economical shoe to buy for their children.

This advertising will have a stimulating effect on your sales. Are you prepared to take advantage of it?

You will sell more Hurlbut Children's Shoes—and with less effort.

Don't you think it would be good business to see that YOUR STOCK of HURLBUT WELT CUSHION SHOES for children is complete?

The shoes that mothers have been waiting for.



Ready
to
Ship
Lines



Hurlbut Welt Shoes---In Stock---for Immediate Shipment

- | | |
|---|--|
| No. 3010. Patent Blucher, mat calf top. | No. 3337. Patent Button, mat calf top. |
| No. 3637. Gun Metal Blucher. | No. 3638. Gun Metal Button. |
| No. 3705. Patent Button, cloth top. | No. 3030. Patent Slipper. |

The above six lines give the kind of comfort and wear the best people are willing to pay for.

No. 3708. Pat. Btn., white buck top. No. 3715. Pat. Btn., whi. buck top, whi. sole.
No. 3708 and No. 3715 will satisfy the best trade. They are popular Fall sellers.

No. 3716. Gun Metal Horse Blucher. No. 3717. Gun Metal Horse Button.
The G.M. Horse Shoe with best oak soles are hard to wear out, and low in price.
Sizes range 3/7½ and 8/10½

A POST CARD from you TO-DAY will bring what you want from us
by MAIL or EXPRESS TO-MORROW.



TRADE MARK REGISTERED

WHOLESALE DISTRIBUTOR
PHILIP JACOBI
TORONTO



TRADE MARK REGISTERED

UNEQUALLED SERVICE

ON

“SUPERIOR SHOECRAFT”

Just now the policy adopted by most successful shoe merchants is based on “a hand-to-mouth” plan. This is largely brought about by the rapid style-changes of the last few seasons, and the equipment of this concern is tuned-up to fit the new conditions.

Instantaneous Action can be given you on the following lines of Women’s Fine Welt Shoes :

- | | | | |
|------|---|-----------|--------|
| 880. | Gun Calf, 8 in. Welt Lace Walking Boot, Beverley (sport) last, sizes 2½ to 7, C and D widths | - - - - - | \$6.50 |
| 903. | Field-Mouse Grey Vici, 8 in. Welt Lace Boot, Alhambra (long pointed) last, covered Louis heels, sizes 1 to 7, B, C and D widths | - - - - - | \$8.00 |
| 905. | Oyster-Grey Vici to correspond, sizes 1 to 7, B, C and D widths | - - - - - | \$8.00 |
| 907. | Brown Vici, 8 in. Welt Lace Walking Boot, Beverly (sport) last, sizes 2 to 7, C and D widths | - - - - - | \$7.50 |
| 910. | Brown Vici, 8 in. Welt Lace Boot, Alhambra (long pointed) last, Louis heels, sizes 1 to 7, B, C and D widths | - - - - - | \$7.50 |
| 922. | Black Vici, 8 in. Welt Laced Boot, Alhambra (long pointed) last, Louis heels, sizes 1 to 7, B, C and D widths | - - - - - | \$6.50 |
| 923. | Black Vici, 8 in. Welt Cavalier Laced Boot, fine black cloth tops, Louis heel, Alhambra (long pointed) last, sizes 2 to 7, C and D widths | - - - - - | \$6.00 |
| 924. | Black Vici, 8 in. Welt Laced Walking Boot, Beverly (sport) last, sizes 2½ to 7, C and D widths | - - - - - | \$6.50 |

These are probably the highest grade “carried-in-stock” shoes in Canada.

Your mail orders will get personal service.

J. S. TOWNSEND

43 North Hughson St.

HAMILTON, Canada.

QUALITY SPRING SAMPLES

If you are a particular shoe dealer and want quality shoes you can confidently recommend to your customers, then be sure you see our **SPRING SAMPLES**. They are decidedly made to fit and wear. **MODERATELY PRICED**, and will give dependable satisfaction.

The range includes shoes for

Men, Boys, Youths, Women, Misses, Children

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

We tan and
manufacture
Sheepskins

for every
known purpose

WE EXCELL IN
COLOR MATCHING

Edwards & Edwards

Head Office

780 Dupont St., Toronto - Toronto and Woodbridge

Tanneries

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.



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.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

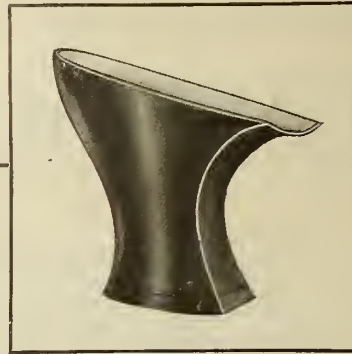
Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)

BOSTON ————— EVERETT

MASSACHUSETTS, U.S.A.



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

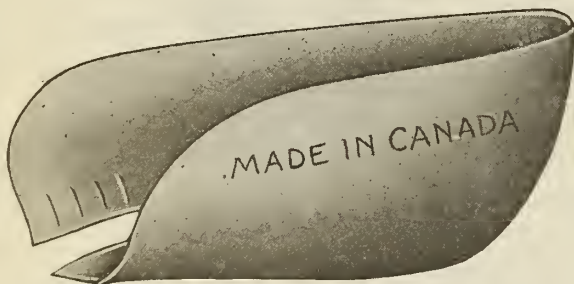
WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly **HALF A CENTURY**. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up
to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

NATIONAL ASSOCIATIONS FAVOR CONSERVATION OF LEATHER

AT a meeting of representatives of national associations of the shoe, leather and allied trades of the United States, at Washington, D.C., September 25th, to consider what steps could be taken for the conservation of leather and other materials used in the manufacture of shoes, as well as of labor, it was,

Resolved, That as representatives of one of the largest industries in the United States, we loyally tender our undivided support to the government, and pledge our cooperation with all other Americans to assist in all efforts deemed essential for the successful prosecution of the war.

Resolved, That, to provide more raw materials for war purposes, we recommend the wider and greater use by all the people of oxfords and other styles of low cut shoes, a reduction in manufacturers' samples, to limit the use of expensive cutting leathers which can be replaced by leather that gives as good service and which are obtainable at lower prices, thereby materially conserving raw and finished materials, as well as man power.

Resolved, That we recommend the use of leather and proven materials other than leather whenever practicable.

Resolved, That we endorse the suggestion that manufacturers concentrate on the particular lines for which they are best equipped to make in order to accomplish the most economical manufacture and give the best possible values to the consumer.

Resolved, That, to increase the supply of hides, leather and beef we urge that the slaughter of calves and veals be regulated and curtailed.

Resolved, That we pledge ourselves to make every effort to better control the unjustifiable return of shoes and leather and the cancellation of orders.

Resolved, That we welcome the suggestion of the Economy Board that deliveries of orders be so arranged as to evenly distribute throughout the respective seasons for which the merchandise is intended, to the end that the evils of seasonal employment be obviated, and that the workers in the factory be continuously employed.

Resolved, That we endorse the use whenever practicable of standard cartons and containers, and the shipment of shoes in car load lots whenever possible.

Resolved, That it is of the utmost importance that all prime quality of nine iron and heavier substance sole leather and soles be conserved for government purposes.

We would direct the attention of the tanner, shoe manufacturer, shoe finder, shoe wholesaler, shoe retailer, and the buying public to the use of lighter substance outsoles.

We recommend the use of the slip tap or double sole on heavy work shoes or leather of such substance and quality as will not interfere with government needs.

Resolved, That this body through its executive officers proceed at once with the proper authorities to limit the Branding of Cattle.

This practice is not carried on in any other country to the extent here, and is causing an enormous economic wastage.

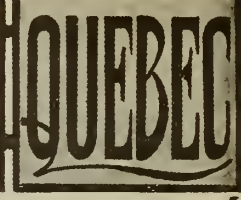
We recommend that this body through its executive officers take up with the proper authorities that greater care be taken in the flaying of hides throughout the country to prevent sores and cuts in said hides and skins.

Resolved, That the president of each association represented in this board be authorized to appoint a member of the Executive Committee it being understood that the duties of the committee consists in carrying out the votes of the conference board.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



THE
WM. A. MARSH CO.
 Limited

*Manufacturers of
 Fine Boots and Shoes*

LUC ROUTIER

Manufacturer of
 Men's, Boys', Youths',
 Little Gents' Shoes in
McKays and S.S.

Enquiries Solicited

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.



Jobbers
 Our
 Specialty
 is
**Hockey
 Boots**

J. E. SAMSON, ENR.

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

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

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.

AMONG THE SHOE MEN.

A. Bilodeau has bought the business formerly conducted by the late Louis Bilodeau, of Quebec City, and will continue same under the style of Louis Bilodeau, Reg.

M. A. Desmond, Canadian representative of the New Castle Leather Co., Montreal, is on a trip to Boston.

Walter Burnill, of 75 Queen street east, and Geo. Chambers, manager of the Regal Boot Shop, Toronto, have returned after spending a holiday in Rochester and Buffalo.

Harvey E. Graham, of Ottawa, representing the Hartt Boot and Shoe Co., of Fredericton, N.B., spent a few days in Toronto recently calling upon a number of old friends in the trade.

The J. W. Hewetson Co., of Brampton, Ont., in their spring range, are showing their usual lines of children's shoes, but one feature this season is their stitch-down shoes, which they are making in higher grades than at any previous period.

F. X. LeBlanc and Emile Gagnon, of Aird & Son, shoe manufacturers, Montreal, spent a few days in Toronto last week calling upon members of the trade.

P. A. Forbert, formerly of Lindsay, Ont., is now manufacturing Pontiac footwear at 546 Manning ave., Toronto. He is developing a splendid business in the line of sporting and outing shoes, which are cool, dry, pliable and comfortable.

H. J. Eady, proprietor of the Balata Soleing Co., Yonge Street Arcade, Toronto, is opening a men's shoe store at 26 Yonge Street Arcade, where he will carry all the latest and most up-to-date models in men's footwear. The Balata Soleing Co. will be carried on as usual, and a very large trade is being done.

The many friends of James Dorman, of the staff of the Regal Boot Shop, Yonge street, Toronto, will sympathize with him in the death of his mother, Mrs. Wm. J. Dorman, who passed away on September 24th, at her home, 122 Simpson avenue, Toronto.

A memorial service was recently held at Ste. Marie de Beauce for the late Mr. Louis Bilodeau, the well-known shoe merchant of Quebec, who died in August last. Cure Feuilleteau officiated and Bishop Roy, of Quebec City, was also present in the sanctuary. A large congregation attended. The Retail Boot and Shoe Association of Quebec, was represented by Mr. Jos. Plamondon, president; Messrs. A. Bilodeau, Shink and Gosselin; Mr. W. Lessard, director of the Tetrault Shoe Manufacturing Co., of Montreal, was also present. The late Mr. Louis Bilodeau willed \$20,000 for the erection of a hospital at Ste. Marie de Beauce to be called Hospital St. Louis.

Fred. E. Jenner, manager of the shoe department of Goodwin's Limited, Montreal, spent a few days in Toronto last week on business.

R. S. Lewers, of Montreal, father of Mrs. Blachford, wife of Howard C. Blachford, president of the Toronto Shoe

Retailers' Association, passed away suddenly in his sixty-second year. He leaves a wife, one son and two daughters. The funeral took place recently in Toronto from the residence of Howard C. Blachford, 20 St. James' Avenue, to Mount Pleasant Cemetery.

Alfred Gorman, who for the past ten years has been employed in the warehouse of P. Jacobi, shoe store supplies, 5 Wellington street east, Toronto, has been appointed city traveler for the firm, and will look after Toronto and Hamilton. He is well-known to the trade, and succeeds W. E. Young.

Owens-Elmes Limited, Yonge street, Toronto, have recently issued a very artistic and beautifully illustrated booklet showing many of the leading styles of seasonable



The New "Regals"

If you want to see the finest lines of Men's Shoes and the best values on the market at the present time, just come in for a few minutes and look these new "Regals" over. Prices range from \$5.00 to \$7.50. Sizes 4 to 11; widths A to E.

We are Sole Agents. See Window.

A. J. Stephens & Son

The Busy Shoe Store. 187 Sparks St.

A well displayed and instructive advertisement of historic Ottawa shoe house

shoes. The brochure presents views of the exterior and interior of their handsome store. The firm maintain a thoroughly equipped inquiry department for the purpose of informing customers on any points relating to shoes about which they may wish to know. The booklet gives a full description of each illustration, together with the widths carried from AAAA to D, in women's shoes and also the prices which range from \$8.00 to \$18.00. There are also several illustrations of men's up-to-date shoes selling from \$9.00 to \$15.00.

George E. Boulter, of Toronto, has returned from a business trip to Boston and New York.

J. Howard Carkner, shoe retailer, of Ottawa, has returned from a holiday trip to Boston and New York, where he spent a most enjoyable time, and picked up all the latest pointers in footwear styles for the coming season.

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

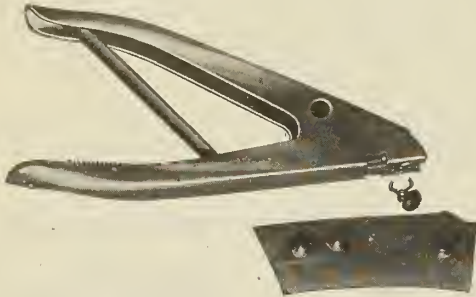
Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

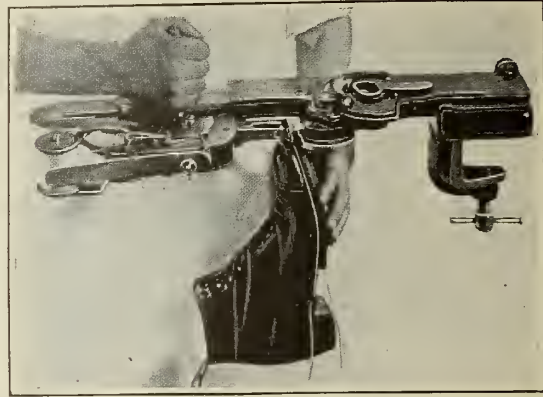
EVERY SHOE STORE SHOULD HAVE ONE
The Freeman Button Remover

Removes instantly, buttons set with wire fasteners. Will not injure the most delicate fabric. Detaches buttons and staples at ONE OPERATION.



L. H. PACKARD & CO., Limited
MONTREAL
 Distributors for Canada

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher
Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed.

Stitches Neolin and Fibre Soles
 Write To-day.

C. PARSONS & SON
 Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

Baker's New Bottom Polish

TRADE MARK



(COCK-OF-THE-WALK)

Cock-of-the-Walk
 is a
"World Beater"

MADE BY

Cock of the Walk Mfg. Co.
 78 Portland St., BOSTON, Mass., U.S.A.

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

delard Guay

Eutrope Guay

MANUFACTURERS OF

Standard, Fibre Board, Leather Board
COUNTERS

We also Carry in Stock a Large Quantity of
 Innersoling of all Kinds



EUGENE GUAY

230 St. Marguerite St.

Regd.

Montreal, Quebec

D. F. Desmarais, of LaDuchesse Shoe Co., Montreal, spent a few days in Toronto lately on business.

G. H. Witheridge, of D. D. Hawthorne & Co., Toronto, is being congratulated on the advent of another son and heir.

Mr. and Mrs. F. M. Stafford, Sudbury, Ont., announce the engagement of their second daughter, Mary Christine, to David C. Fulton, of Sudbury, son of Mr. and Mrs. J. A. Fulton, of Sault Ste. Marie, Ont. The marriage will take place in October.

A. L. Wright, manager of the Haines' Shoe House, Smith's Falls, Ont., has returned from a pleasant holiday trip to Halifax, where he spent a few weeks.

J. A. Queen, 1234 Bloor street west, Toronto, has disposed of his property, and bought a large two hundred acre farm near Drayton, Ont., where he will remove in the spring to take up agricultural pursuits. He will, however, continue in the shoe business until early in the new year.

S. Davis, shoe dealer and shoemaker, of High River, Alta., has just installed a Progressive treadle sole stitcher, a power treadle finisher, and a sole cutter which gives him a complete equipment. He reports business in his line as being very good with excellent prospects for fall trade.

Grimshaw & Mantell have started in the shoe repair business at 729 Lansdowne avenue, Toronto, and have installed a twenty-two foot equipment with stitcher.

Removing one rod of an iron, barred window in the rear of the Men's Sample Shoe Store, 221 St. James' street, Montreal, burglars entered the store and unlocked the rear door. This one was found open by the policeman on duty at 2.30 o'clock in the morning, and the proprietor was notified. Burglars made a haul of 75 pairs of shoes, valued at \$400. They had piled up in the store ready for removal more than \$1,000 worth of shoes.

J. M. S. Carroll, sales manager, Canadian Consolidated Rubber Co., Limited, Montreal, is on a six weeks' business trip to the Western branches of the company.

Hayward & Canning, shoe repairers on Dundas street, West Toronto, have taken over the shoe repair business of C. E. Culbert on north Yonge street which was conducted until recently under the title of "The Pride of Rosedale."

The shoe business carried on in Hamilton, Ont., so successfully for over half a century by the late Robt. Wilson at 73 King street east, has been taken over by his sons, C. E. and A. L. Wilson, who will continue in the same stand under the title of the Robt. Wilson Shoe Store. The new proprietors contemplate making some additions and alterations to the establishment, for which they have just concluded a fifteen year lease. The location is one of the best and most central in the Ambitious City.

W. J. Pilling, 580 College street, Toronto, has installed an eleven foot finishing outfit in his shoe repair establishment.

J. H. Chandler is acting superintendent of the footwear department of the Canadian Rubber Factory, Montreal, succeeding I. W. Kuehner who has resigned.

David Marsh, of the Wm. A. Marsh Co., Quebec, accompanied by Superintendent McMurray, of the factory, spent a few days in Toronto recently on his way home from a trip to Winnipeg.

V. Procopio, 127 Church street, Toronto, is opening a second shoe repair establishment on Bay street near Adelaide and is installing a twenty-two foot outfit.

W. G. Parsons, of C. Parsons & Son, leather merchants,

HAVE YOU ANY SURPLUS STOCK?

Do you want to realize on it?

Write **A. C. CLARK**

491 Brunswick Avenue, Toronto, Ont.

Canada's only practical sales specialist.

Sales conducted personally or by mail.

Stocks bought and sold.

All negotiations strictly confidential.

Toronto, is spending a few weeks in the West and visiting relatives in Maidstone, Sask., and Edmonton.

A. D. Thornton, of the Canadian Consolidated Rubber Co., Montreal, attended a meeting of the Rubber Association of America at Atlantic City last month and during his absence took part in a golf tournament for the members of the Association.

S. H. Parker, of the Parker Shoe Co., Preston, Ont., was in Quebec, St. John and other Eastern centres recently on business.

H. L. Daville, representing C. Parsons & Son, Toronto, is on an extended business trip throughout the Prairie Provinces, and will go as far as the Coast before his return.

The Elmira, Ont., plant of the Canadian Consolidated Rubber Co., which was put in operation less than six months ago, is now turning out over 2,500 pairs of shoes daily.

The Moyer Shoe Co., 266 Portage avenue, Winnipeg, have a very attractive store, located next to Woolworth's 5, 10 and 15 cent store. The background in a recess window was made of a large post and part of a wall, the latter being built of beaver board and covered with marble paper. The floor was also covered with this kind of paper, and vines were run from the post over the marble wall. These vines were made of artificial leaves and a few black berries. There was also a drapery at the back, which imparted a very nice effect. In the ladies' window the same idea was followed out, only there were artificial leaves at the back in place of the drape.

The Retail "Walk-Over" Dealers' Association convention will be held January 10th, 11th, 12th, 1918, at Hotel Sherman, Chicago, Ill.

The various rubber companies report that so far the placing orders for tennis and sporting shoes for 1918 are well in advance of last year, and prospects for the coming season are exceptionally bright. So many new lines are being offered to the trade and so numerous are the artistic creations in rubber sole footwear of all kinds that merchants are going more and more into this branch of the trade. There is no doubt that tennis footgear is growing more rapidly in requisition than any other section of the business. Last year the volume more than overtaxed the capacity of several plants and present indications point to the companies receiving all the trade they can properly take care of for 1918.

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.

SHOEMEN SHOULD WEIGH FREIGHT CASES

"I do not know whether the railways are trying to do others as they are me, but there is something suspicious which needs investigation," remarked a leading Toronto footwear merchant this week. "I do not object to paying



The working staff of the World Shoe Co., Hastings Street, Vancouver—Good shoemen every one. They are a jolly bunch and Mrs. Paris, seen next her husband in the front, is one of the jolliest of them all. Note the fellow with the new head-dress. A shoe top—presumably to keep the flies or sun off his marble dome—but he is a good "old top" anyway. The billboard, is another advertising "stunt" of the proprietors.

for the correct weight, but here are some facts. Recently I received three cases of shoes from Quebec City. The freight bill put down the weight at 330 pounds, and I had the goods weighed and they tipped the beam at 279 pounds, the rate being 56 cents a hundred. Here was a difference of 51 pounds against me on this lot. The other day I received another shipment labelled at 150 pounds. The actual weight was 102, and the freight rate was 38 cents per hundred pounds. I complained to the freight department and they sent up an inspector who admitted there had been a mistake and offered me a rebate for the overcharge. Then another case of goods came in from the East this morning billed at



The Tilycum Shoe Repair, 636 Broadway, Vancouver. Remarkable for its most horrible sign. This is a genuine Totem Pole brought from Alaska, and, although it may not be in any way connected with shoe repairing, still it's a sign that must be noticed—and remembered.

140 pounds. The actual weight was 98½ pounds, nearly one-third less than I was charged for. I once more lodged a grievance. It is not convenient for a shoe retailer to keep platform scales in his shop, but if the experience of others is the same as mine, it would pay him to invest in scales.

It looks as if the railways are trying to take advantage of us and charge up a great deal more for weight than the goods actually represent, and on the consignments which we receive in the course of a year, the difference in favor of the transportation companies would be a tidy sum. I would strongly advise all merchants to weigh their cases and if they have such revelations as I have had of late it will open their eyes. Should conditions not improve I think the transportation companies should be prosecuted. They charge enough now, in all conscience, for carriage and to be billed with one-third more weight than the shipping cases represent is going too far, and the time has come to call a halt."

SHOES

(Roy Temple House in the Chicago News)

I

When Wilkins finds he needs a pair
He goes to the store and buys 'em.

II

When Mrs. Wilkins needs a pair
She goes about with trouble air,
With knitted brow and anxious stare,
To figure out what's best to wear
This coming season, and compare
The values here and values there;
For salesmen lie in wait to snare
Confiding females everywhere,
And shoes that aren't just right impair
Your looks and lay your weakness bare.
There must be caution and to spare,
There must be study, thought and care,
In this most delicate affair.
She must be firm, though dealers glare,
The counter jumpers tear their hair
In impotent and mad despair.
It would be more than she could bear
If she should miss the perfect pair,
The timid charmer, rich and rare,
The "just the thing" that waits somewhere
Decreed to be her lot and share.
So, sternly bound to do and dare,
She goes the rounds and tries 'em.

H. C. L.—EXCELSIOR

Price used to be a steady lad
Content to take his proper place
He got an auto—and we had
Some trouble keeping up the pace.
But now he has an aeroplane
And on our planet will not stay,
He soars into the azure main,
And tries to skim the milky way,
Although 'tis neither safe nor sane,
"Keep on the earth," the neighbors say
But Price yells back "Excelsior."
* * * * *

We never made a kick before
And hate like thunder to complain,
But this we here and now maintain,
A sense of loss—a sense of pain,
A murderous rage like that of Cain
Comes surging over heart and brain.
We cannot stand the awful strain,
When told "Price has gone up again."
He rises more—and more—and more
It makes us SORE to see him SOAR.

Toronto, September 28th

A SHOEIST.



Style No. 646

9-inch Lace Boot, Grey Nubuck Upper, Gun Metal Vamp, Leather Louis Heel,
Invisible Eyelets. Widths AA to EE, 450 Last.
Price \$6.70.

This Canadian Shoe has all the distinction of the highest priced New York types, and will outwear its imported competitors.

The difference in cost to you means a wider market and a larger profit.

Our newspaper campaign is bringing this shoe into great demand. You will be protected on all orders in response to this advertisement.

The House puts itself fairly and squarely behind the shoe.

Minister Myles Shoe Co., Limited

109 Simcoe Street

Toronto

Ontario

JOHN McENTYRE

Limited

Office :

28 Alexander St. - MONTREAL

Canada's Premier Supply House

No matter what your needs may be we can fill your orders promptly. We specialize in :

Sheep Skins

Embossed Splits

Chrome Smooth Sides

Chrome Dull and Box Sides

Glazed Kid

Tan Army Leather

Breithaupt Sole Leathers

Daoust, Lalonde Co's.

Side Leathers

Superior Shoe Repairer

and Shoe Dressing

High Grade Rubber Cement

Independent Bottom Filler

Cabretta

Cotton Shoe Linnings

Cement and Filler Plant:
26 Gladstone Ave.

Tannery:
1704 Iberville St.

A dinner party was tendered the office employees of E. T. Wright & Co., at Rockland, Mass., by E. T. Wright, treasurer of the company. Following the dinner the party attended a Boston theatre in a body.

Thiel detectives arrested Albert and Philip Gosselin, brothers, of Montreal, on a charge of stealing a large quantity of leather from A. Davis & Sons' tannery, Kingston, Ont., where they had been employed. They pleaded guilty, made restitution, and were allowed out on suspended sentence. The firm had been missing leather for some time. A portion of the stolen goods was located in Montreal.

A case of the illegal purchase of government property was disposed of when Thos. Fox, pawnbroker, was fined \$100 and costs by the London police magistrate for having bought a pair of military shoes from a soldier.

A fire which did \$2,000 damage broke out recently in the Ideal Shoe Co. factory at Elmira, Ont., and badly damaged the finishing room, while other departments suffered from smoke and water.

G. D. Desautels, of the Globe Shoe Co., Terrebonne, Que., was in Toronto on business recently.

J. R. Walker & Co., Limited, of Montreal, have been incorporated with a capital stock of \$250,000 to take over the business of J. R. Walker & Co. The newly incorporated concern has power to manufacture, sell and deal in paper of every kind, including leather board, fibre board, friction

W. G. Martin, of Toronto, city traveler for Canadian Consolidated Rubber Co., who recently won a valuable prize from the company for a suggestion regarding an improvement in price tickets for dealers handling Fleet Foot shoes.



board, etc., and also to carry on the business of tanners, dyers and bleachers, and to manufacture and deal in fluids, chemicals and materials for tanning, dyeing, bleaching or coloring.

Richardson's Limited, who have been conducting two stores in Calgary, one in the east end and one in the west end, are closing the latter establishment, and are holding a big sale. The east end store will be continued by the firm.

The capital stock of McArthur-Irwin Limited, of Montreal, has been increased from \$200,000 to \$360,000.

Fred. Smallwood, shoe manufacturer and merchant, of St. John's, Nfld., died very suddenly recently. A business man of unusual qualities, by his untiring zeal, he built up the Smallwood Boot and Shoe business, till to-day there is no better known firm in the country. His success was in a large measure due to the fact that he gave his personal attention to every detail of his business and was personally known to practically all his customers by whom he was greatly respected for his sterling qualities. Although he took but small part in social life he was a keen sportsman and his most pleasant hours were spent by the side of a river or pond with rod and basket or tramping over the barrens with dog and gun. He was a long standing member of the Masonic fraternity and belonged to both the Masonic and City Clubs of St. John's. Mr. Smallwood was twice married, and is survived by his second wife. He also leaves two sons, Walter, who succeeds his father in the management of the business, and Fred. with the Newfoundland Regiment in Flanders.

CONVEYORS USED IN SHOE MANUFACTURING

A visitor going through a modern shoe manufacturing plant will undoubtedly be impressed by the multiplicity of complicated standard and special machines used in the various manufacturing departments. If he is a keen observer, and appreciates modern ideas and methods used to facilitate handling and transporting, he will be very much interested in the different devices and types of conveyors that make up the very complete conveying system installed.

The big problem confronting executives, is with the human element and the high cost and difficulty of maintaining an efficient organization. Any machine or device that to any measure helps to eliminate wasted physical or mental energy, and at the same time increase production, will always be given careful consideration. Conveyor equipment is consequently coming into prominence, and is being given due careful consideration whenever estimates for alterations, additions and extensions come up for consideration. When the factory executives find it necessary to call in efficiency experts to help re-arrange systems and revise conditions so as to increase output and reduce costs, they will invariably find that the first points of attack will be the handling and transporting problems. It is the leaks caused by inefficient methods of routing materials through the plant that take the velvet out of the margin of profit, and are the big stumbling blocks to otherwise well equipped and well managed concerns. Conveyors have done much to solve these for the shoe manufacturer and it is by no means unusual to repay this expense several times over the first year after installation.

The writer has in mind a large plant that has installed a rather extensive system of gravity carriers, automatic elevators, metal spiral chutes and belt conveyors, that combined, handle the incoming material, the goods in process, and the finished product into the packing departments, and to teams for shipment. Boxes are received into the warehouses direct from wagons and distributed to various departments on the different floors, then returned to the ground floor shipping department, eliminating the wasted time and labor, and the wear and tear of floors, trucks and elevators, incidental to handling goods by the trucking method. This installation results in a condition that permits the routing of materials in a simple economical and satisfactory manner, free from the interruptions which break the regularity and therefore the momentum and efficiency of steady work.

From the outside of the building at point where empty boxes are unloaded from wagons, a steel chute projects through the wall, and enters into basement. All incoming boxes are unloaded direct from wagons to this chute which connects with four lines of gravity carrier.

These lines of carrier run one over the other and make connections to the chute by hinged and counter-weighted sections. These drop into place on chute, or are raised up by means of rod and handle and operate very easily because of the counterweights. Each of these four lines of gravity carrier continues about forty feet to an automatic straight lift elevator permitting the storage of a large load of boxes. When the top line is filled, the hinged portion of carrier is raised up, and boxes run onto next line, the same process applying until the wagon is unloaded or the four lines are filled up to the top of chute. The operator in charge of the elevator releases the stop on any of these lines allowing the boxes to be fed to it. Automatic arrangements on the carrier connecting to the elevator pick up one box at a time and hold the rest back. This is timed with forked carriages on the elevator which are suspended on endless chains running over sprockets at top and bottom, so that as each carriage reaches a station, a box is in position to be picked up. This process continues until the line is empty when the next line is released, the operation being continued as long as there are boxes to be raised to the various floors.

By dropping in stations on any floor desired, the boxes are discharged onto the floor required and conveyed by gravity to the point or department where they are used. There is a similar arrangement of the carrier on each of five floors, all of which are supplied with cases direct from teams by this system, avoiding all causes of delay and chances for misunderstanding.

Returning filled boxes and shipping cases to the shipping department is accomplished entirely by gravity. These are handled from the different departments down through the various floors of the building without power or handling cost. Boxes are placed on a line of gravity roller carrier leading to a sheet metal gravity spiral chute. They move over these rollers to the point where they enter the chute. Openings in the chute permit carriers to connect at any floor. Upon leaving the carriers, boxes slide down the chute to the bottom where they discharge onto another line of carriers. Over these carriers they are conveyed to the shipping and distributing department, connecting with an automatic scale that weighs each box as it passes over it. The operator at the scale stops each box long enough to get the scale to balance. Stencilling and marking of shipping directions is also performed while cases are on conveyors.

A belt conveyor is used in the cutting department. All waste cuttings are deposited onto this and are conveyed overhead to a metal spiral chute and discharged onto one of the threads upon which they slide to basement, where they are sorted and disposed of as required.

This system of conveyors though perhaps large in extent does not begin to cover the field or the possibilities for their use by the large shoe manufacturer. Variance in layout of plant, location of machines and kind of labor available have a tendency to limit or broaden their scope of usefulness, and are always to be considered when conveyor systems are contemplated. Where one concern can effect a saving, the same may not be at all applicable to another plant where conditions vary, but wherever quantities of materials are handled, conveyors can not only speed up production, but are important factors in assuring momentum in the routing of materials. They are also to a great extent eliminating the human element, and the physical energy made necessary in handling cases by other methods now old and obsolete.

MEANEST FIRM I EVER WORKED FOR

"Talk about the meanest man. I think that I had an experience one time when on the road, that will outdistance all previous records in the line," said an Eastern shoeman the other day. "I was in Winnipeg and was covering the prairie provinces for the firm. I had money enough to carry me out to a town a hundred miles from the city, but not to go further. So I wrote to the house, asking that a remittance for expense be sent. I gave them ample notice, and fully expected that the money would reach me at the town referred to. There I hung around three days, but no cheque or money order came to hand. I wired the firm, which was an Ontario concern, and told them the circumstances in which I was placed. They telegraphed back that the money had already been sent. I waited another day and finally the cheque arrived, after my losing four days' time on the trip west. I was sending in generous sized orders, and thought I was placing sufficient postage on the envelopes, but lo and behold, the house had to pay double postage in some instances. When I reached home, after an absence of some weeks, what was my chagrin to find that there had been deducted from my commission, \$2.50 for telegrams and about seventy cents for postage, all of which were in the interests of the firm. I had used my money to get their money, when the fault was clearly theirs, and was being soaked for it. I had lost valuable time besides through their dilatoriness. Well, I stayed with that concern a very short while after this occurrence—it was too small and miserly for me to link up with for any lengthy period."



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



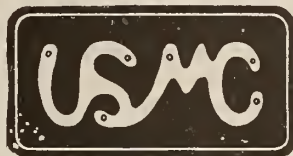
NEW YORK

CHICAGO

"We deliver what you buy."

INDEX TO ADVERTISEMENTS

A		G		R	
Ames-Holden-McCready, Limited.....	14	Gutta Percha & Rubber Co.....	34	Regal Shoe Co.....	3
Aird & Son.....	32	Getty & Scott, Limited.....	47, 48, 49, 50, 51, 52, 53, 54	Robinson, Jas.....	4
Adams Shoe Co.....	44	Guay, Eugene.....	64	Routier, Luc.....	62
B		I		S	
Bell, J. & T., Limited.....	7	Independent Rubber Co.....	11	Slater Shoe Co.....	I.F.S.
Breithaupt Leather Co.....	17	J		Samson, J. E.....	62
Blachford Shoe Mfg. Co.....	27, 28, 29, 30	Johnston, H. B., & Co.....	31	Schultz-Goodwin Co.....	60
Brandon Shoe Co.....	42	Jacobi, P.....	56, 57	Schmoll, Fils & Co.....	70
Borne, Lucien.....	62	L		Staynes, W. H., & Smith.....	63
British Wood Heel Co.....	66	Lane, W. A., & Co.....	8	T	
C		Landis Machinery Co.....	36	Tebbutt Shoe & Leather Co.....	6
Clark Bros. Limited.....	O. B. C.	Lewis, A. C., Leather Co.....	61	Tetrault Shoe Mfg. Co.....	9
Canadian Consolidated Rubber Co.....	18	Lagace & Lepinay.....	62	Tally-Ho Shoe Co.....	13
Cote, J. A. & M.....	59	M		Townsend, J. S.....	58
Clarke & Clarke.....	60	Marsh, W. A., Co.....	62	Toronto Heel Co.....	60
Clarke & Clarke.....	60	Montreal Box Toe & Heel Co.....	64	Tourigny & Marois.....	62
Cobourg Felt Co.....	61	McEntyre, John, Limited.....	68	U	
Cock of the Walk.....	64	Minister-Myles Shoe Co.....	67	United Shoe Machinery Co.....	I.B.S., 10
Clark, A. C.....	65	N		Utz & Dunn Co.....	67
D		National Cash Register Co.....	12	W	
Davis Leather Co.....	5	Newcastle Leather Co.....	59	Wright, E. T., & Co.....	15
Daoust, Lalaonde & Co.....	16	P		Wood-Milne Co.....	32
Duclos & Payan.....	60	Pfister & Vogel Leather Co.....	36	Y	
E		Packard, L. H., & Co.....	40, 64	Young, Richard & Co.....	65
Edwards & Edwards.....	59	Parker, Irwin, Limited.....	40		
		Parsons, C., & Son.....	46		



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



No. 691—Eight-inch Full Quarter, Black Kid Bal., plain toe; single sole, 16-8 half Louis leather heel. Last 170 AA to D widths.

Price, \$5.00



No. 714—Nine-inch Scalloped Top, Black Kid Bal., imitation square tip, white welt, 16-8 half Louis leather heel. Last 165, AA to D widths.

Price, \$5.35



No. 784—Eight-inch, Three-quarter Fox, Black Kid Bal., plain toe, slip sole, 13-8 Cuban heel. Last 185, AA to D widths.

Price, \$5.00



No. 795—Square Throat Black Kid Pump, half Louis leather heel. Last 180, AA to D widths.

Price, \$3.15. Same in Patent, \$3.00



No. 763—Fancy Cut-Out, Seamless Patent Pump, 16-8 half Louis leather heel. Last 150, AA to D widths.

Price, \$3.00.

More Good Sellers for Spring Trade

The Retail Shoeman who knows and appreciates excellence in Ladies' Footwear is the man to whom we like to show our splendid models.

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

Specialists in Ladies' McKay Shoes

Permanent Sample Rooms, 709 Lumsden Building, Toronto

THIRTIETH YEAR

TORONTO, OCTOBER 15, 1917

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS



J. A. WALKER, TORONTO



J. T. PARKER, TORONTO

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Your Immediate Needs

Can be instantly taken care of by our

EFFICIENT IN-STOCK DEPARTMENT

Our extraordinary range affords a wide choice enabling you to keep your stock always up to the highest selling point.

OUR CATALOGUE is your reference list and when used in conjunction with our IN-STOCK Department you have a carefully listed reserve stock from which shipments will be made IMMEDIATELY.

The Catalogue is yours for the asking.

Slater Shoe Co., Limited
MONTREAL

THE
Ritchie
 Shoe

In-Stock Department

can supply you quickly with any of the
 up-to-date selling lines

Khaki Calf

Duchess Brown Calf

Gun Metal Calf

Gun Metal Side

NEOLIN
 and
 LEATHER
 SOLES

also

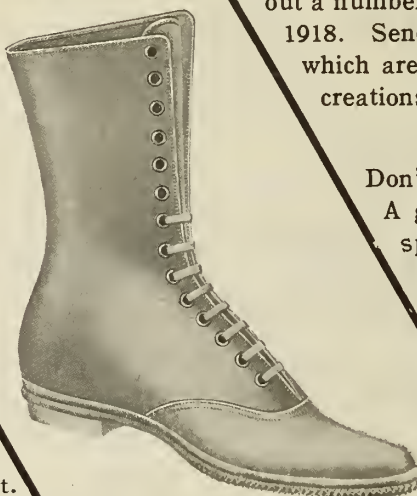
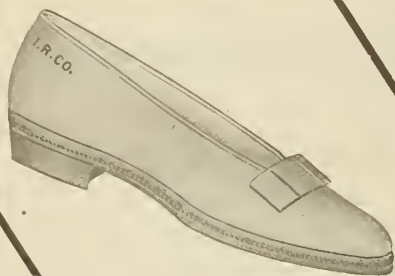
*Our Famous Vici Kid Cushion
 Sole Blucher*

The large stock we carry enables us to give
 prompt service to sorting orders for

Men's Goodyear Welts

THE JOHN RITCHIE COMPANY LIMITED
 QUEBEC

A New Line of SPEED KINGS



May be
had from
any of the
following
Wholesalers

- Amherst Boot and Shoe Co., Limited, Amherst, N.S.
- Amherst Boot and Shoe Co., Ltd., Halifax, N.S.
- E. A. Dagg & Co., Calgary, Alta.
- A. W. Ault Co., Limited, Ottawa, Ont.
- White Shoe Co., Toronto, Ont.
- McLaren & Dallas, Toronto, Ont.
- The London Shoe Co., Limited, London, Ont.
- Kilgour, Rimer Co., Limited, Winnipeg, Man.
- The J. Leckie Co., Limited, Vancouver, B.C.
- The Amherst Central Shoe Co., Limited, Regina, Sask.
- James Robinson, Montreal, Que.
- Brown, Rochette, Limited, Quebec, Que.
- T. Long & Brother, Collingwood, Ont.

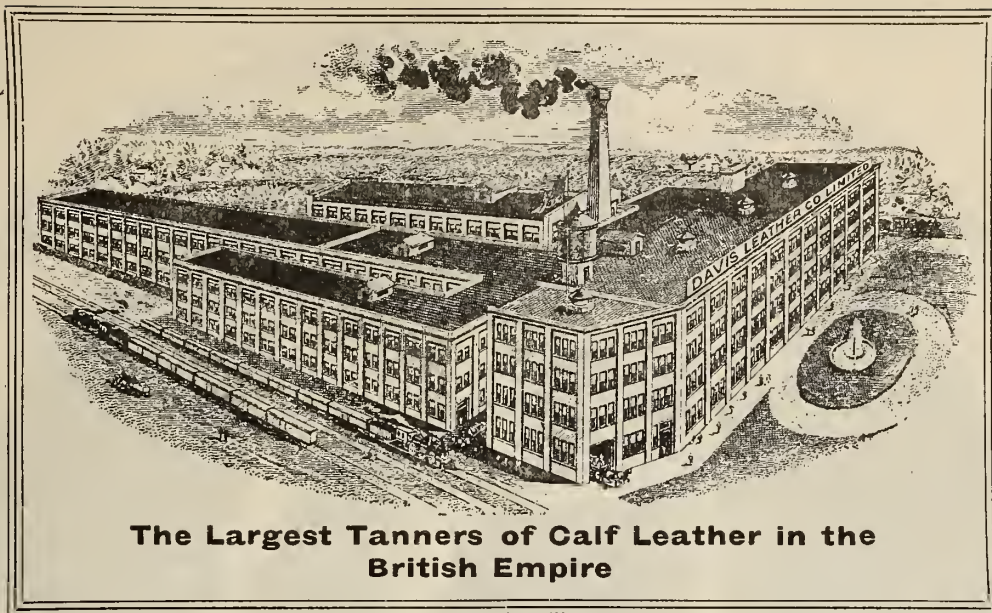
The wonderful success of THE SPEED KING lines has warranted our getting out a number of new models for Spring 1918. Send for our new booklet in which are illustrated all these new creations.

Don't put off ordering too late. A generous supply of these splendid lines will mean big profits next season.



*The Independent
Rubber Co., Limited*

Merritton, Ontario



The Largest Tanners of Calf Leather in the
British Empire

DAVIS LEATHERS

The result of four
generations of
Progressive Tanning.

Made from the BEST
RAW STOCK that
money can buy.

Manufactured by
Skilled Workmen
under Expert
Supervision.

Every Skin Specially
Selected and Care-
fully Followed
through the Various
Processes.

Highest Yield and
Highest Excellence
of Texture, Color and
Finish of any Leather
on the Market.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality---Black Diamond Veals
Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



A New Bell Model

In which are featured the very latest ideas in high class footwear, artistic finish and Bell quality.

It is important that you rely upon a trade mark of known and recognized merit to meet the demands of buyers who want the best in shoedom.

*The words "Bell Shoe"
signifies the best*

J. & T. BELL
LIMITED
MONTREAL

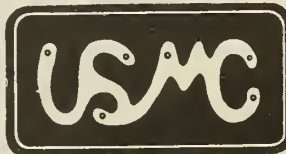
SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

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

179 King Street West, Kitchener

28 Demers Street, Quebec



Buying Advantages

You have an immense buying advantage when you deal with the HOUSE OF JAMES ROBINSON.

First, we are able to buy in tremendous quantities, much greater than you may suppose.

Second, as nearly every manufacturer has some feature line, something on which he specializes, our buying arrangement enables us to cover the country and secure these special lines from the various manufacturers. Thus we are able to select the very choicest and best selling lines in footwear. You will see at once what a tremendous advantage this is to you.

Our In-Stock Dep't

Is always ready with these lines to ship your orders within the 24 hours in which they are received.

Summed up

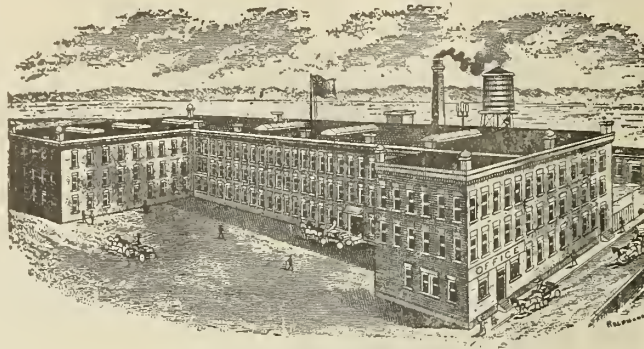
We buy the pick of the trade, thus saving you time and worry, and as we buy in large quantities we are often able to get lower prices and in consequence are in a position to offer exceptional values.

Test our In-Stock Department when you want immediate delivery.

James Robinson
MONTREAL



Reliable
Every Day
Staples



Extra
Quality
and Value

If you want a reliable staple, all round, everyday
good selling line of shoes for

Men, Youths, Boys, Women, Misses and Children

You may depend for all this upon the

YAMASKA BRAND

For fifty years these shoes have maintained a reputation for wearing quality that has kept them prominently in the front rank of everyday sellers.

Our new samples for Spring have a style quality that will make them fast sellers.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

MARTIN CORRUGATED PAPER BOXES

**Save
Money**

Facilitate the despatch of shipments.
Give the greater security of a sealed package.
Cut freight and express cost.
Make the work of putting up orders almost noiseless.
Ensure the arrival of goods in the best condition.
Occupy a minimum of storage space.

WRITE TO-DAY

Martin Corrugated Paper & Box Co.

353 Pape Avenue, Toronto

Limited

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO



*THE
 Professor*

PAT. N^o. 119409
 GOLD CROSS
 SHOE



TEBBUTT'S HEALTH SHOES ARE SURE SELLERS

They have all the stylishness that makes sales, in addition to their special features. Men are growing more and more insistent in their demand for shoes that have health and comfort. The DOCTORS and PROFESSOR Brands are made on special orthopedic lasts that were designed by Mr. Tebbutt, who holds patents on various health features entering into their manufacture. Many of these features are new, for which patents have just been issued.

These shoes meet to the fullest extent every demand for a health shoe.

Tebbutt Shoe & Leather Co.

THREE RIVERS, QUEBEC

HIGH GRADE SHOE LEATHERS

If you want to make sure of Quality and Finish insist on getting the product of the
KINGSTON TANNERY

The most thoroughly equipped, scientifically operated, carefully supervised Side Leather Tannery in Canada.

OUR SPECIALTIES:

ELK in Black and Colors, RUSSET in Oil Grain, MENNONITE GRAIN in Black and Red, Combination Smooth and Boarded Pebbles, Russet and Black Collar Leather, Vegechrome Black and Chocolate, Imitation Gun Metal, Ooze Splits in Black and Colors.

**SMOOTH CHROME
AND MATT SIDES**

Of Quality, Texture and Tone second to none on the Continent.

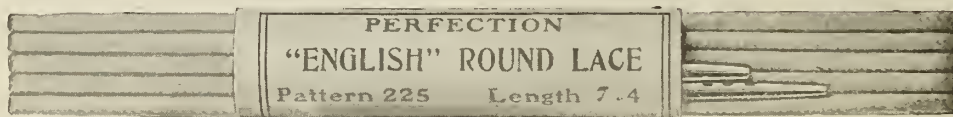
DAVIS' SIDE LEATHER CUTS WELL

**A. DAVIS & SON
LIMITED**

**KINGSTON
ONTARIO**

U.S.A.—Khaki Laces—COPPER TIP

The Lace of the Hour



“WINNER” PATTERN 225

Stock up on these to meet the inevitable demand. We have them for immediate delivery in 27 to 81 inch. Send us a sample order.

		Black or White	Colors
27 inches	- - -	\$1.64 gross.	\$2.05 gross.
40 “	- - -	2.27 “	2.80 “
72 “	- - -	3.84 “	4.70 “

YOUR SATISFACTION IS OUR LARGEST PROFIT

Also comes in Black, White, Tan, Mah., Champ., Lt. and Dk. Gray.

C. A. Browning Company
30 Franklin Street.
Boston, Mass.

ARMY SHOE
MUNSON LAST

ANNOUNCEMENT

ARMY SHOE
MUNSON LAST

We beg to announce to the Trade that we now have completely and thoroughly equipped our

Modern Shoe Factory

In the City of Peterboro, which will be devoted to the manufacture of

High-Grade Specialties

In Men's, Boys' and Youths' Heavy and Medium Staples.

We have secured, and placed in charge of the manufacturing department, Mr. Frank W. McKeen, one of the best-known, practical shoemen in Canada.

With a modern, up-to-date plant, the newest and most approved lasts and patterns we are able to place before the jobbing trade of Canada a line second to none in its class in the country.

The central position of the City of Peterboro and its railroad connections, extending east and west to all parts of Canada, give us unusual facilities for SERVICE.

Samples Now Ready for Inspection.

B. F. Ackerman, Son & Co.

Limited

Peterboro, Ontario

Branch, Regina, Sask.

ARMY SHOE
MUNSON LASTARMY SHOE
MUNSON LAST

The Guarantee

The only guarantee we have that the sun will rise to-morrow is the millions of risings in the yesterdays that have passed. The guarantee of Sole Leather is the years of satisfaction behind it.

THE BREITHAUPT LEATHER CO. LIMITED

LEON BREITHAUPT, PRESIDENT JOHN BREITHAUPT, SECRETARY

TANNERS OF HEMLOCK, UNION AND OAK SOLE LEATHER

AGENCIES AT
TORONTO
MONTREAL
QUEBEC

KITCHENER, ONT.
CANADA

FOUNDED 1857
CABLE ADDRESS
"BREITHAUPT"

The advantage of using Breithaupt

SOLE LEATHER

is the constant uniform quality which has characterized it during all the yesterdays of the past 60 years, during which time Breithaupt Leather has been not only on the market, but steadily improving, keeping pace with every modern and scientific advance in tanning.

"Sole Leather is Nature's Own Supreme Sole Substance. Nature has no Competitors"

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.



TETRAULT

always "Sawing Wood"

Many people wonder how Tetrault can make and sell shoes AT A PRICE.

Tetrault was the first manufacturer to conceive the idea and put into effect that shoes could be made at a price. Many contributing causes enter into this. One is that as soon as he sees a new idea he cuts off the old method and keeps the new.

That's how Tetrault keeps right on "sawing wood" and turning out Men's Welt Shoes by the MILLION DOLLARS' worth, and he is busy "sawing wood" the whole twelve months of the year. This accounts for

**Lower Prices, Larger Sales, and
Greater Profit to the Dealer.**

Always remember that if there's anything new, Tetrault has it.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
JOBBER IN CANADA

"IN THE REALM OF SHOES LEATHER REIGNS SUPREME"

Many of the Millions of Troops of the Allies are wearing the leather we have tanned. They are marching, not on "Near Leather" or "Better than Leather," but on **Real Leather Soles**.

John Bull specifies **LEATHER** for the soles on all his army boots, because **there is no substitute for Leather** that will equal it for wear.



ONE OF THE BEARDMORE TANNERIES AT BRACEBRIDGE

OUR BRANDS

TANNERS: "Muskoka-Hemlock" and "Acton-Oak" Sole Leathers; Bark and Chrome Upper Leathers and Splits; Harness and Saddle Leathers; Case, Bag and Belt Leathers; Belting Butts and Lace Leathers; Shoe and Glove Splits.

MANUFACTURERS: Leather Belting, Cut Laces Welting, Tap Soles, Top Lifts, Counters, Uppers, Leggings, etc.

BEARDMORE & CO.

ESTABLISHED 1845

Largest Tanners in the
British Empire

Head Office, **TORONTO**

ACTON

BRACEBRIDGE

MONTREAL

QUEBEC, P.Q.

THE JUST WRIGHT
"Arch Preserver" Shoe
FOR MEN



Custom Arch Preserver

(U.S. Patents on Lasts, Shank, Bottom Design, Shoe. Canadian Rights Pending)

When you've fitted a man with the "Arch Preserver" you've made a friend for life. And the fact that "Arch Preserver" shoes can be fitted and sold quicker than any other shoe should put them in "Wright" in every live store in Canada.

The above style, as well as the Wide Arch Preserver Last, are being shown by our salesmen now. Get in touch with them to-day.

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



A "Fleet Foot" Quartette

Four selections by which to judge our 1918 "Fleet Foot" line for men. These will satisfy the most exacting. The "SENTRY," "REGENT" and "WORKMAN" are shown for the first time. The "SPORT" is made with a special cushion sole, and is ideal for summer comfort.



SENTRY



REGENT



SPORT



WORKMAN

Canadian Consolidated Rubber Co., Limited

Head Office, Montreal

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
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

STRONG SITUATION IN LEATHER AND SHOES

The Whole Tone of Market Hardening—Lifting of British Embargo and Large Leather Purchases Makes Decided Change in Situation—Market Already Firmer and Prices Hardening

THE last issue of the SHOE AND LEATHER JOURNAL was hardly off the press when proofs began to accumulate that our strong condemnation of the sensational articles on the hide and leather situation in the daily press and our predictions that a stronger market would develop were well founded. Within a week there has been a complete revolution in the whole situation. A large buyer last week who had placed a substantial order for hides the week before sought to double it and was told that prices had been withdrawn.

The large purchases of leather recently made on behalf of the English Purchasing Commission in the United States have contributed somewhat in clearing the atmosphere but it was practically only a passing circumstance that helped to accentuate the fact that the market in leather is quite limited in most desirable lines.

Just as soon as anything like an active demand for shoes makes itself felt and manufacturers get into the market for regular supplies there is absolutely certain to be a further upward move. It will be remembered that the SHOE AND LEATHER JOURNAL last winter continually counselled shoe buyers against running up the market on themselves, saying there was plenty of leather to go around. Instead of following the conservative policy of buying only for immediate or near requirements, dealers rushed the market with the result that prices in both leather and shoes soared unnecessarily.

The outlook to-day is very similar to that of a year ago when everybody was holding back to watch which way the cat would jump. When prices begin to go up dealers and jobbers will begin again to climb over each other to get in on the ground floor. Leather in most desirable lines is in short supply and there is not the least doubt that with the recent strong advance in hides the backbone of the weak holders has been stiffened. There will be no cheaper shoes unless something radical should cause temporary stagnation. Within a month it is more than likely a brisk demand for footwear will make itself felt, and unless all the signs fail there will be another rush for goods that will put shoe manufacturers and leather men at their wits' end.

The retailer is taking no chances in ordering goods to-day for next spring and summer. He will pay more for the goods a month from now if we are to judge by the situation in leather at the present time. The statement that stocks are unusually large in retailers' hands is not borne out by facts. The inventory may show a higher cash value but the number of shoes carried by retail stores throughout the country is not higher than a year ago.

Meanwhile, with more seasonable conditions, business is taking on its regular fall swing and sorting trade is feeling out the shoe market to the extent that most shoe buyers realize that they are up against a genuine shortage not only of the raw but also of the finished product.

The Proper Way to Figure Your Profits

Explained by A. B. Lawrie to the Chicago Leather and Finders' Association on Figuring on Cost and Selling Price to Allow a Proper Percentage of Profit Offers Difficulties, Suggestions for Obviating Which are Furnished in an Interesting and Forceful Address

IN approaching the subject of "How to Figure Profits," I realized that there were two ways to handle it:

First—The introduction of some plan that has been approved in similar lines as a successful method of figuring costs and profits, then to go into the subject in detail and elucidate the system.

Second—The frank recognition that in this association, as a whole, there is not at present such a system in use, neither are you as yet organized so that you could readily adopt such a system:

It seems to me from what I know about the business that the majority of the jobbers could not, at least at present, adopt any exhaustive system of figuring costs and profits. In like manner it has appealed to me that taking conditions as they are, it was better to state some of the basic principles of the trade and try to apply them as first aid to present problems.

Many of your members combine in themselves the duties of buyer, salesman, bookkeeper, and stock clerk, so when you speak of something that will add materially to their labors, you are asking almost the impossible.

What Are Profits?

We are all out after profits. What are profits? Profits are the legitimate reward of the merchant for services rendered. They are the wages that those he serves render him for his work. The workman has his union to enforce what the collective mind of his organization considers the legitimate reward for his work. It is entirely logical and fair that members of a common line may express their views and plan their activities to obtain a reasonable reward for their services.

If I am correct in my understanding that as a whole you have not yet worked out a system of your cost of doing business to which you can refer with confidence as a basis on which to figure profits, then it would be well for us to take the best figures available in your line of trade as a basis.

Finders' Association Records Helpful

Unfortunately the findings business has no authoritative record, although the National Association has begun work along that line. Basing it on records obtained from like situated business and checking this up with reports from individual finders who have cost records, I find that from 14 per cent. to 18 per cent. represents the average cost of doing business. In this connection I would recommend that you read pages 66 to 73 of the report of the thirteenth annual convention of the National

Leather and Finders' Association held at Milwaukee this year.

Concrete Business Figures

This 14 to 18 per cent. is the cost of doing business and does not represent any net profit. The reports from similarly situated lines give 26.13 per cent. as the gross profit, or a net profit of 8.13 based on the 18 per cent. cost of doing business.

In your case suppose we take 14 per cent., as I am assured from the way some of the goods are sold that your cost of doing business must be the lowest. Suppose we also cut the net profit to 6 per cent. and make for rough figuring 20 per cent. as the gross profit. (You see, I am ultra conservative.) When figuring cost of doing business, etc., it is, of course, understood that the percentage applies to the price at which the goods are sold, and not to the cost price.

I presume that this is clear and well understood by all, but lest it should not be familiar let us illustrate.

Illustrating Profit Figuring

In order to get 33 $\frac{1}{3}$ per cent. on your selling price you must add 50 per cent. to your cost. In like manner, to get

25 % add 33 $\frac{1}{3}$ %

20 % add 25 %

16 $\frac{2}{3}$ % add 20 % and so on.

Take the percentage of profit you want and deduct it from 100, then divide the percentage by the remainder. This will give you the percentage required to add to your cost.

Example		
Percentage want on selling price	25%	
Base	100	75)25.00 (33 $\frac{1}{3}$
Less 25%	25	22.5
	75	250
		225
		250

It is manifest that in a diversified line like yours the profit that can be obtained on different articles must vary. I suppose that you have certain staple lines that will not bear 14 per cent. plus a net profit, in which case your other lines must carry a larger percentage to bring up the average.

Figuring on Leather Prices

I am not very familiar with the leather business in the findings trade, but I have heard it so often referred to as "the sugar of the business," as they would say in the grocery trade, that I will use it as

an example. (I suppose this would not apply to these abnormal times.)

If leather constituted half of your business and only showed 10 per cent., then in order to show an average of 20 per cent. on your entire business the other half would have to average 30 per cent.

Standardizing Profit Figuring

If my figure of 14 per cent. cost of doing business with 20 per cent. as the necessary average gross profit should be correct as being necessary to conduct the average finding business, according to good American standards, so that all concerned in the business may receive such a reward for their services as shall enable them to maintain our national standard of living.

It should be shown that this standard of profit is not being obtained. Then it is necessary to find a remedy. What is the remedy? This is the big question and one of many angles, but I am convinced its solution lies in two words.

CONFIDENCE and CO-OPERATION

A—Confidence that will enable you to trust your fellow jobber and be open and frank with him. If you have this confidence, it will enable you to correct many of the abuses you now complain of.

B—Co-operation. You must back each other up by doing your full share to bring about better conditions by united action. You will find when you begin to meet your competitor on a friendly and co-operative spirit that most of them are mighty good fellows, and you will find friends in unexpected places.

Do Not Cut Staple Prices

A beginning toward getting better profits must be made somewhere, and I would suggest that as a first principle almost beyond debate that where an article has either an advertised or an agreed upon resale price that this price by common consent be obtained. It is a well-known fact that when manufacturers make a resale price for the jobber they are apt to err on the side of the too little rather than too much profit, so you will be in no danger from the get-rich-quick bug by following this policy.

The temptation with reference to resale prices, especially on advertised goods, is to cut prices because the price is well known and the trade can quickly recognize the cut. The temporary advantage you seem to gain by giving your customer a cut price is quickly neutralized by your competitor who, in retaliation, is apt to add like items to the cut price list. These new cut prices you perforce have to meet, and your profits go a glimmering. In order to meet these thefts of legitimate profit, you will either have to reduce your standard of doing business or face eventual bankruptcy. Such price-cutting is the law of the jungle, and has no place in real up-to-date business.

Our President, Woodrow Wilson, has sounded the real note of success in business as well as in international life. In explaining our entrance into the war, he says: "We want nothing for ourselves that we do not want for all mankind."

I would suggest certain features for your consideration:

The value of a cash discount in figuring profits.

Let us see what it costs not to take them. If you do a business of \$1,000 a month, \$12,000 per annum, 2 per cent. will mean \$240. If you pay in 30 days net you have the use of \$1,000 for 240 days—for the year. This at 6 per cent. per annum would be worth \$40, a net loss by sacrificing the cash discount of \$200. Take it another way. If you had to borrow \$2,000 in order to take your cash discounts, paying 6 per cent. per annum, it would cost you \$120 and you would still be \$80 ahead by taking the 2 per cent. cash discount. Some of your items have 5 per cent. discount, but the sacrifice of such a discount would spell bankruptcy.

I would urge particularly in these abnormal times that your costs be figured on your replacement value, and not on your actual cost.

If this is not practical in all cases, then at least take the average of your actual cost and replacement value and make that the basis of your figures.

Be Prepared for Depreciation

You may rest assured that the time will come when there will be a depreciation in many of your lines from present values. When that time comes you may be certain that your profits must be figured on your then replacement value. You have to serve your customers then, but you must look out for yourself now.

A man was going through a graveyard and he saw this inscription:

"Here lies Sister Mary Ann,
At rest on the bosom of Abraham."

Taking out his pencil, he wrote underneath:

"That's all very well for Mary Ann,
But mighty tough on Abraham."

Let me suggest that you examine into some simple but accurate methods of figuring costs and profits and adopt the method that is most suitable for your needs. Test out your main lines to see whether you are averaging up to a reasonable profit as indicated by the figures I have given. It might be well to divide the articles into classes under different percentage heads and see how you come out.

Cost of Price Cutting

I will close with an illustration of the cost of price cutting. Suppose you sell 100 gross per annum of an article costing \$24 per gross, less 20 per cent., on which the resale price is \$24. If you sell at \$24 you make \$480, a legitimate profit. Suppose as a result of the pirate method of cutting prices you have to sell at \$1.75 a dozen—\$21 a gross—then you are only making \$180, or 7½ per cent. on the correct selling price, and this is less than your cost of doing business. There is a net loss of \$300 per annum.

The union man would say you are a scab working for \$300 a year less than the union wages and giving to the trade \$300 which they rightly should pay you for services rendered. This is not a suppositious case. It is happening every day, and on quite a number of items.

SOME SHOE QUALITIES THAT MAKE STRONG APPEAL

See That Your Window Displays Really Tell the People Some of the Things About the Shoes They Want to Know—Innumerable Stunts Can be Employed, and Very Often They are More Striking and Effective Than Printed Messages

THE only sign in the window read "School Shoes." Just that and nothing more. Every shoe was shown in the same way, namely, in its normal, upright position, says the "Shoe Economist."

The window was not in a small store where the proprietor is the whole "works"—salesman, cashier, porter and display man—but it was one of the largest and best-known stores in the country, one that enjoys a wide reputation for its aggressiveness and progressiveness and where a capable display man is employed.

In this case, however, the display man had been asleep on the job. There are so many ways to make windows do good work that it is really heart-rendering to see the opportunities so completely overlooked.

Window displays are a form of selling just as much as is the work of the salespeople. The salesperson with average intelligence knows that when merchandise is being shown to customers something should be said about the merits of the article. The same principle should be applied in selling through the window. The display should tell something about the merits of the merchandise.

It is not always necessary to use printed or written cards to get a story across. There are innumerable display stunts to employ and sometimes these are more striking and effective than a printed message.

There are just as many good points to tell about good shoes as any other kind of merchandise. The materials out of which they are made, the quality of workmanship, the lining, the fit and foot comfort, the wearing qualities and the appearance of the shoe are all worth talking about. Frequently these things can be shown in some subtle way.

Some Things to Show

For example, the old stunt of showing a shoe with the sole immersed in water is a good way to indicate or suggest the damp-proof qualities of the shoe. The style element can be emphasized by the use of style posters in the window. On these posters, naturally, the shoes must be fairly conspicuous and they should be of the same style as those shown in the window.

Good materials can be indicated by showing well-tanned hides in the window with the shoes. In fact, any clever display man can devise ways and means by which the many good points about the shoes can be shown in a way that will make a lasting impression.

There is something more than the immediate benefit to be derived from an effective window display. If the good points about any kind of shoes are told or shown in a striking, emphatic and forceful way, so that people are really impressed, the impression will remain for a long time, and be associated with all the shoes carried by the store. The identical shoes about which the story has been told may be forgotten but the point brought out in the display will be remembered.

Create General Interest

The idea, then, is to say something or show something that will appeal to the self-interest of the store's customers or the town's population. Whatever the class of trade bid for, there are certain shoe qualities which will make a strong appeal.

Very few people are so wealthy that they can afford to

be indifferent to the wearing qualities of shoes; on the other hand, very few people are so indifferent to appearances that the store can neglect to emphasize the style feature. Foot comfort is also a factor which most people are desirous of obtaining. All of these things are usually considered by the customers in making shoe purchases.

Merchants, salespeople and display men are apt to forget these things because they live too close to their own business. The merits of the merchandise becomes an old story with them, and they think that the public is in the same frame of mind. Hence, they conduct their business from the merchant's point of view instead of that of the public. In other words, they remain on the inside looking out instead of occasionally "being on the outside looking in."

Introspection is a good indoor sport if practiced now and then, but over-indulgence breeds narrow-mindedness.

New Viewpoint Needed

It would do store people a lot of good if they could remove, once in awhile, themselves from the atmosphere of their business long enough to learn how the public views the retailer.

It might not be a bad idea if the merchant or display man, or both together, were to put on their hats right now and go outside and look at the shoe window. See if the display really tells the people some of the things about the shoes that they want to know. See if a bunch of autumn leaves, or a nicely decorated background or pretty display fixtures are the only things being depended on to attract attention to the window. All of those things have a place in the general scheme, but they fail in giving the selling punch to the display.

Nowadays, when people are being instructed to buy carefully, the display that creates business must have selling punch to it. Careful buying does not imply less buying, but it does make people look for concrete virtues in the things which they purchase.

The store that realizes this fact is the one that is going to get the trade. The display man that keeps this fact in mind is going to bring business to the shoe department.

Buyer Shares Responsibility

Speaking of bringing business to the department is a reminder of the fact that the department head bears a share of responsibility for the character of the displays. When the buyer places an order for shoes, he is usually satiated with reasons for buying what he does. The manufacturer's or jobber's salesman exudes the virtues of his merchandise. Some of these "reasons" must make an impression on the buyer or he would not place the order.

The buyer should regard his salespeople and the display man in the light of customers. In other words, he should "sell" them the merchandise in the same way as he has been sold. He should explain his reasons for making a particular purchase and put the salespeople in an enthusiastic frame of mind.

Forearmed with this knowledge, the display man would arrange the display so that the good points of the shoes would be shown. On the other hand, if the display man knows nothing about the good features of the merchandise, he is compelled to use various accessories.

MORE "HITS" AND "MISSES" IN SHOE SELLING GAME

Representative Retailers Recount Their Experiences, and Tell How They Increased Business—The Strictly Cash System, Establishing Good Repair Department, Installing New Front, and Issuing Inviting Booklets Boosted Trade for Several

“WHAT was the greatest ‘hit’ you ever made in connection with your growing business, and how was it brought about?” was asked of a leading Eastern Ontario shoe retailer the other day. This man stands out as a signal of success in the footwear arena, and in reply to the query he stated:

“This is something very difficult to give an intelligent answer, but I think the best ‘hit’ I have made in carrying out my business was conducting it on a strictly cash basis with one price to all, and handling reliable goods.”

“The heaviest ‘miss’ I have made has been in the way of buying shoes that did not appeal to the public, as I had anticipated, but gradually I have learned to be conservative and have not been so venturesome. I have no outstanding record that would be helpful to any other members of the trade.”

Better Value and Better Service

Another leading shoe retailer doing business in Sydney, N.B., in regard to the “hits” and “misses” that he has made says: “Perhaps my greatest ‘hit’ was the happy faculty of putting myself into my shoes, and making the customer feel that he was getting better value and better service than the other fellow gave. I always stood behind my goods and adjusted any failure to the satisfaction of the wearer. Another factor in my success was that I began business just when the ideas of merchandising shoes were changing from selling them over the old fashioned counter like groceries, to the modern idea of careful fitting, settees instead of counters, neat interiors, special window trims, etc., and I adjusted myself to the new conditions.”

“As to ‘misses,’ starting as I did with no experience whatever in store keeping, the wonder is that I did not make a complete ‘miss.’ I was handicapped in not having a good office system or method of recording stock, placing orders, etc., and often found myself overlapping. Too much stock for my turnover, too many lines, buying too far ahead and picking an occasional lemon, have been my weak points. I have had many bumps and am now setting myself steadfastly toward correcting the error of my ways.

“I do not know whether the foregoing gets at the point you wanted or not. Maybe it will be a little different from the other fellows. Business keeps up great, away ahead of last year. Our people are beginning to feel the pinch of high prices more as old stock and old prices are done. The rural people kick most, but I give them no quarter. Who is better able to pay? Farmers produce as much as ever and procure four times higher prices. They sell vastly more than they buy so they should welcome high prices, eh? It’s the poor devil who has to work hard to support a big family that I pity. If prices go any higher, we will have to follow the example of our patron saint, St. Crispin, and steal from the rich companies to shoe the poor children.”

Keep a Good Repair Department

“Speaking of ‘hits’ and ‘misses’ in the shoe game,” writes a Guelph retailer, “the biggest ‘miss’ I ever made was when some years ago I discontinued my repair department, and sent all my work to be done outside. I thought that I was accomplishing a good stroke of business in attempting to side track all repair jobs, but I found out after a while that many families, who did not get their work when I promised it to them (for the repair man would attend to his own customers first), got peeved and I lost their trade.

Now repairing I had regarded as a nuisance and a bugbear, and in every way an undesirable adjunct, but let me tell you that a number of persons from the country expect to get their repairs attended to at the place where they buy their footwear. When I was not able to give them good service they gradually left me and went somewhere else. I managed to get along for two years, and then I decided that I would try and make a ‘hit’. I engaged a first class shoe-

A unique window display card shown by Chisholm's Shoe Store, Toronto, during a recent "Children's Week," which is observed the first six days in every month

maker, and now my work in the repair branch clears me from fifteen to twenty dollars and more a week, above all expenses. I advertise ‘repairing attended to neatly, promptly and quickly.’ I endeavor to have all jobs finished when promised and the repair end is a good feeder to my store. I have concluded that if outsiders can make money in the shoe mending art, then I can do the same, and I find that I secure a number of new patrons each month through this branch of my business. No, sir, the repair end may have certain drawbacks, but I am willing to put up with them in return for the extra profit that I can make out of the game.”

Attractive Premises Pull Trade

“The biggest stroke or ‘hit,’ as you term it,” declares an Edmonton shoeman, “was when I took out my old front and put in a modern display exterior with receding entrance

and double show case windows with proper shelves, and bought some wood and glass pedestals for the presentation of the latest styles that I carry in stock. I asked the landlord to carry out the work, but he refused, and on getting a new ten year lease from him, I told him that I would stand the expense myself. Of course, he had no objections, and I consulted a specialty firm in this line. In two weeks the front of my dingy place was transformed. The alterations cost me over six hundred dollars, but I have more than a handsome return on the outlay. Business increased eleven per cent. the first six months, and seventeen per cent. the next six, and I expect that this year my receipts will show a



The inviting exterior of the Moyer Shoe Co.'s Store on Portage Ave., Winnipeg

gain of at least thirty per cent. The greatest 'miss' is to jog along with poor equipment, shabby shelving, inadequate seating accommodation and indifferent display fixtures. The greatest 'muff' I made was in striving to plug so many years with an antiquated store front."

"The greatest 'hit'—yes, an inspiration, was when I borrowed several cuts of up-to-date shoes on stylish lasts from a Canadian house from whom I buy a great deal of goods, and went to one of our local newspaper offices where a well managed job department is conducted, and spent fifty-nine dollars in getting out several hundred artistic booklets, on coated paper. They contained a full description of some twelve shoes, and prices were given. I did not scatter them about indiscriminately, but from the telephone book and the county directory, I spent a week in compiling a full list of the best people in the surrounding country for ten miles as well as in the city. I mailed these booklets to them, accompanied by a neat leaflet explaining the superior facilities of my store, and inviting them to come in and see the new styles, which

it would be a pleasure to show, and callers would be under no obligation to buy. I also emphasized the service and complete stock of the store. These brochures brought me fine results. Many new customers were secured, and the profit on the first thirty pairs of shoes more than repaid the outlay for the printing and, as a result of the publicity, I sold several hundred more dollars' worth of the — make than I had in any previous season. Of course, the footwear was a well known, trade-marked line in women's high grade welts, which are excellent fitters."

"The biggest 'miss' I ever made," writes this alert retailer who does business in Fredericton, N.B., "was when six years ago I refused to give one of my best salesmen a raise of five dollars per week. He had received an offer from another firm, and when I let him go it was two years before I found a clerk who could sell as well as he could. I happened to run into a bunch of dubs, and the experience was rather costly."

SOME PEDAL FACTS WORTH KNOWING

The human foot may be weakened, lamed and rendered less serviceable by wrong habits in standing and walking, as well as by faulty shoes.

With very few exceptions, every child has perfect feet, unless they have been spoiled by ill-treatment. The child of to-day comes into the world with a foot shaped just like that of the baby of a thousand years ago, and the foot of the grown person of to-day should be just as shapely as was the human foot shown in the statuary of the classic ages of the sculptor's art, if it has not been spoiled by modern shoes.

The most common deviation of the foot from its natural shape is that in which the great toe has, from its normal line, pointing straight ahead, been turned outward so as to press upon the other toes. That is usually the first bad result of wearing ill-fitting shoes, and it is very often the beginning of a vicious circle of foot troubles which include a narrowing of the fore part of the foot, and a weakening part of its locomotive power; a tendency to assume a faulty gait in walking, and faulty postures in standing; and these in turn weaken the arch of the foot and tend to flat-foot; and in turn again accentuate or fix the habit of the awkward and unnatural gait. These are some, but not all, of the ills which come from having the feet misshapen by faulty shoes.

In the gait which is naturally taken by the person whose feet are unspoiled, and who is properly shod, each foot as it does its part in walking acts as follows: The heel, as the foot is swung forward, is the part which first touches the ground. It touches the ground lightly for the instant until the weight of the body is transferred to the ball of the foot, and the outer lower edge of the sole. The third and final stage in the action of the foot is a propulsive movement given by the toes, and more forcibly by the great toe, as they leave the ground.

The imprint of the unclothed normal foot upon a level surface shows that the weight of the body whether in standing or walking, is borne by the heel, the ball of the foot, and the outer and lower portion of the arch of the foot. In the deformity of the foot, which is caused by shoes which are narrow at the toe, or curved outward at the inner and front part of the shoe, there is a tendency to toe out in walking, and this throws the weight more than is natural upon the inner portion of the arch of the foot, the part which is not so well able to bear the strain.

But, if the foot is natural, the great toe will, and should, point straight forward, and the person will not have an awkward toeing-out gait. The straight forward direction of the toe in walking is nowadays more and more insisted upon as correct and good form.

The toeing-out habit and the toeing-out track indicates a foot which has been distorted or weakened.

ADVICE ON CARE AND CLEANING OF WHITE SHOES

The Proper Use of White Fabric Cleaners Depends in Large Measure on Kind of Adhesive Used on the Backing Cloth—One Good Way is to Use Soap and Water, and Two Nail Brushes, One for Dry Cleaning and the Other for Wet Cleaning

THERE is no precedent for the huge vogue of white shoes, but women generally don't know how to handle them, how to clean them or how to wear them, says the "Boot and Shoe Recorder." The big colored mammy of the South, the husky backwoods cook, the wife of the fruit vendor from the sunny Mediterranean countries, in common with all other women, are wearing white shoes and taking dancing lessons. The only education some of these women have had in the care of white footwear was the knowledge that their fathers used to smear tallow on their farm boots and cowhide brogans. It is imperatively necessary that the shoe merchant should take up the education of his customers in the matter of the care and cleaning of white shoes.

Recently one of the country's biggest shoe merchants asked where he "could have analyzed stains in white canvas shoes, in order to learn the cause of the stain, which appears after wearing in a light shower or damp weather."

Counters Not to Blame

Merchants will remember a somewhat similar condition which arose about eight years ago when tan Russia was so popular and a great deal of trouble developed on account of the color coming out of the leather, which on investigation was found to be due to the cleaner used.

Makers of white canvas shoes have experienced more or less troubles because of returns that they cannot pass on to the fabric maker or take responsibility for themselves. The retail shoe merchant's troubles are evidenced by the inquiry quoted, and the remedy lies, not in "passing the buck" to the man higher up, but to the woman further down in the scale of merchandising—the ultimate consumer. To do this, the merchant must educate his trade accordingly.

Investigation of white shoe discoloration gives a clean bill of health to counters, soles and innersoles. While there is necessarily some acid, both in leather and fibre counters, as well as in the bottom stock, authorities agree that the amount is so small as to have no effect whatever on the fabric quarter.

When complaints are received on the ground that shoes become discolored after wearing in a light shower or damp weather, allowance must be made for the customer's human desire to get an adjustment, whatever the cause of the stain. Improper cleaning—home made ideas in cleaning—sometimes injurious cleaners, are at the root of the trouble.

The proper use of white fabric cleaners depends in large measure on the kind of adhesive used on the backing cloth. Cleaners containing strong solvents have been found to discolor white canvas that has been backed with gutta percha, by dissolving the gutta percha and bringing a stain to the face of the goods. With the possibility of this occurring when any dark colored adhesive is used, fabric houses have been experimenting with white adhesives. These, however, can also be dissolved by volatile solvents, but discoloration will not result.

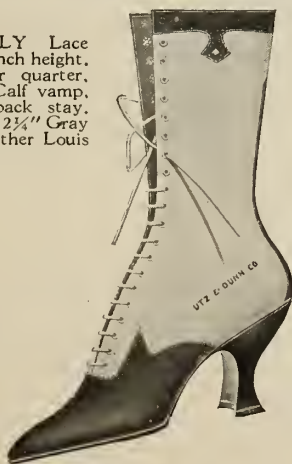
An important cloth house the past season has advocated the use of a white substance recently developed, but the white adhesives hitherto known were a flour paste, and vulcanized white rubber, which has been tested in the past few years by some of the biggest producers of women's shoes, with unsatisfactory results. The rubberized backing was found to lack the porosity of gutta percha tissue when properly diffused and the odor, which is often noticeable from rubberized cloths, was also an objection. While volatile solvents, such as gasoline or the specialties based on tetrachloride of carbon can dissolve gutta percha tissue, discoloring the cloth to a brownish shade, the gutta percha does not otherwise injure the fabric, and the shoe can always be re-colored to match a dress.

Where the Customer Makes Trouble

The other most common discoloration in a white shoe comes from the wearer painting her corns with iodine. The heat of the foot; perspiration; possibly getting the shoes wet in a shower, causes the chemic action of iodine upon the starched shoe lining, thus developing a purple color. Starch has always been the test for iodine, just as litmus paper is the test for acid.

Perhaps the simplest way to clean backed white fabric shoes is to use soap and water and two nail brushes, one for dry cleaning and the other for wet cleaning. A dash of ammonia, alcohol or ether is good, and after the shoes have been cleaned, talcum or most of the powder preparations can be sprinkled on the shoes. It must be borne in mind, however, that the manufacturers of special cleaning preparations are constantly working to develop their products, and a little inquiry amongst these houses by the shoe merchant will place him in a position to recommend the proper cleaners for each kind of shoe, and thus assure a sale and a profit to which he is entitled.

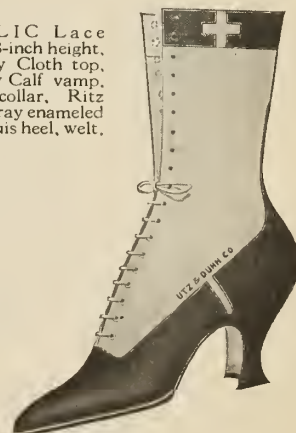
PICCADILLY Lace Boot, 9-inch height. Gray Castor quarter. Navy Gray Calf vamp, collar and back stay. Juanita last, 2 1/4" Gray enameled leather Louis heel, welt.



MAHOGANY Norwegian Calf Boot, 9-inch height. Federal Blucher, Avenue Last. heavy sole welt, stitched aloft, 1 1/2" Military heel.



REPUBLIC Lace Boot 8-inch height. Pearl Gray Cloth top. Navy Gray Calf vamp, fox and collar. Ritz Last, 2" Gray enameled leather Louis heel, welt.



SOME ATTRACTIVE NEW MODELS BY UTZ & DUNN CO., ROCHESTER, N. Y.

HOW MUCH OF YOUR STOCK IS ALIVE AND WORKING

Why Not Install a Simple System, asks the "Shoe Economist," That Will Tell You About Every Line, Every Week and Prevent You From Going it Blind—Every Phase of the Shoe Department Should be Kept on a High State of Efficiency

"EVERY department in the store is on a paying basis except the shoe department. Why can we not make it pay? The volume is good, but there is no profit at the end of the year."

At first blush, this quotation looks like a hurry call for an expert accountant or a real genuine sales expert. But it is neither; it is just the old story of the lop-sided departmental organization. It is the story of the department where three good points are offset by two bad ones in the quintette of important departmental considerations—buying, selling, merchandising, advertising and management. If any one of these things is out of tune the business of the department suffers and no matter how excellent the other four may be, the one bad one will throw the entire workings of the department out of gear.

Where the Loss Comes In

It is a peculiar circumstance, coincidence rather, that if there are several departments in a store and all are doing well but one, that one will be the shoes eight times out of ten. Why is this? Is it because good shoe buyers are scarce or because good salesmen are scarce or because good shoes are scarce?

It is none of these things. It is because it is more difficult to merchandise shoes, men's or women's, than it is to merchandise most other lines. This is due to the nature of the goods and the customer's attitude toward them.

While shoes are commodities of general need and are classed as necessity goods, it must be remembered that they partake of two other classifications. They are fashion goods and personal use goods.

The department buyer goes into the market and buys shoes for his season's stock, brings them home, marks them, puts them in stock, advertises them and starts to sell. He has 60 per cent. regular customers and 40 per cent. just-happen-in customers. His buying in the market was based largely on the regular trade of his department, and if he spent \$10,000 in the market very likely \$6,000 of his purchase went for lines, styles, lasts and sizes that he thinks he has regular customers for, and \$4,000 went for just shoes which he expects to sell to whoever comes in to buy. He has bought shoes of all well-known makes and of high quality and you would think he would have no trouble selling them.

But he does have trouble year in and year out. He finds at every turn that the shoes he bought for what he deemed "his class of trade" are wanted by the now-and-then customer who just comes in once in a while and the stock he bought as a background for his department, the \$4,000 worth, is not sold out during a season's business. Part of each division of his stock is dead stock practically half of the year. It is "idle," not working, stock up to the amount perhaps of \$6,000 out of the \$10,000.

Live Stock Must Carry Dead

The "live" working stock has to carry all the dead stock and cover operating expenses at the same time. Naturally there will be a loss, because all during the seasons there will be need for extra pushing in order to keep the stock turning. Extra pushing means extra stimulation by means of extra advertising—an added expense if business is slow—price reduction and special sales and oftentime bonuses to sales-people.

No set rule can be prescribed for all cases of acute idle stock—that's the name of the malady that is sapping the department's vitality—because individual cases differ greatly.

But there is one safe rule which any store can adapt to its individual needs—and that is the weekly stock taking system. Without going into technical details of the way to take stock, the idea is to find out frequently just what is moving and just what is going slowly and what is standing still in the stock. It may take a little time and patience to do this every week, but it will be time well spent, for at the end of every week the head of the department can check up just where to put the extra selling pressure the following week.

If your department has been run on the hit-and-miss plan so far as the selling value of the stock is concerned you could do yourself a lot of good by working out an I-know-where-I-am-at system by keeping tab on what sells well, what sells poorly and what sells not at all in your \$10,000 worth of shoes, or whatever the amount may be.

Remember that the \$10,000 is an investment represented by lines, styles, lasts, kinds and qualities of shoes. And it is an investment upon which you ought to expect a profitable return.

How to Go About It

Here is a simple method now in use by several progressive shoe departments in big and little department stores. You can take your own stock, no one needs to tell you how to do that, but after you have done that analyze it this way:

How many high-priced staple shoes of a brand have I left?

How many novelties of the same grade are left?

How do the sales in one brand compare with those of another brand? (It is assumed that you sell several branded lines as well as one of your own, all of which are classed as high-priced shoes.)

Then do the same thing with the medium grades and the popular price goods, if you carry them.

After you have analyzed by price, analyze by style; then by kinds—men's or women's, black and tan, lace and button—then by sizes and then by leathers.

It seems complicated, but it is simple. All you need is a chart which shows the number of shoes in stock from each big line you carry, then a column devoted to grades by price; then columns showing what kinds are selling, what sizes and what leathers. A sixteen-year-old boy can keep the chart and give you reports on it every Saturday morning. He can get the report from the salesman in charge of each division of the stock.

The above system will tell you every Monday morning something like this at the end of the fall season, let us say:

Blank and Blank line, 60 dozen pairs at opening of season. 30 dozen sold—half staple; half novelties; Sizes left in stock..... (put them down whatever they are).

Lace.....selling well or slow.

Button.....selling well in medium grades.

Blacks.....going fast.

Tans.....about average.

Just think of knowing all this at the end of a term of weeks about the Blank and Blank line in your stock.

You know how much money is invested in it. You know how much of the stock is alive and working; also how much is dead or at least passive. If you know all this about every line in stock, you know what to do the rest of the season.

Why not put a little system of this kind into your shoe department if you are still losing profit?

*In
Stock*



8194
Pecan Brown Calf Lace, 8-inch
Last 26
Sizes, 2 to 7
Widths—B, C, D
\$6.15



9097
All Kid Lace, 8-inch
Last 19
Sizes, 2 to 7
Widths—B, C, D
\$5.85

*All prices
subject
to
change without
notice*



9118
All Kid Lace, 9-inch
Last 27
Sizes, 2 to 7
Widths—A, B, C, D
\$6.25



9115
Kid Lace, Taupe Buck Top, 9-inch
Last 27
Sizes, 2 to 7
Widths—A, B, C, D
\$7.00

Terms Net 30 days

*Blachford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto*

*In
Stock*



9117
Kid Lace, Mat Top, 9-inch
Last 22
Sizes, 2 to 7
Widths—B, C, D
\$5.90



7040
Velour Calf Lace, Mat Top, 9-inch
Last 25
Sizes, 2 to 7
Widths—B, C, D
\$5.85



8195
Cherry Calf Lace, 9-inch
Last 27
Sizes, 2 to 7
Widths—B, C, D
\$6.50



9092
Kid Lace Mat Top, 8-inch
Last 23
Sizes, 2 to 7
Widths—B, C, D
\$5.60



7039
All Velour Lace, 8-inch
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$5.75

All prices subject to change without notice.

*Blachford Shoe Manufacturing Co., Limited
92 Sherbourne Street Toronto*

*In
Stock*



9096
All Kid Lacc, 8-inch
Last 26
Sizes, 2 to 7
Widths, A, B, C, D
\$5.85



4006—Turn
All Kid Lace, 8½-inch
Last 25
Sizes, 2 to 7
Widths—B, C, D
\$5.85



8154
Cherry Calf Lace, 8-inch
Taupe Buck Top
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$6.50



5008
Kid Blucher Cushion
Wide Fitting
Sizes 2½ to 8
\$5.35



4003—Turn
All Kid Lace, 8-inch
Last 22
Sizes, 2 to 7
Widths—B, C, D
\$5.70

Terms Net 30 days

Blachford Shoe Manufacturing Co., Limited
92 Sherbourne Street Toronto

In Stock November First



8188

No. 24 Gray Kid Lace, 8-inch
Last 25—Heel, Wood
Sizes, 3 to 6½
Widths—B, C, D
\$9.35



8196

Brown Kid Lace, 8½ inch
Last 25
Sizes, 2½ to 7
Widths—A, B, C, D
\$7.75



9119

Kid Lace, Gray Buck Top, 8-inch
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$6.15

All prices subject to change without notice.

Blachford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto

WHAT IS REALLY BELOW SURFACE OF LEATHER

**Nice Exterior Appearance Cannot Be Had Unless the Leather is of Good Quality—
Some Instructive Data, and the Various Processes of Treatment—How Lubricants
Are Properly Worked In—Must be of Good Substance to Take on Fine Finish**

MOST shoe retailers choose leather by its finish. They judge it by its exterior appearance, which is quite natural, for a great many things in the world are judged by their exterior appearance. But there are many people, among whom are shoe dealers, who want to know what is beneath the surface.

For the benefit of these inquisitive, and at the same time keenly intelligent retailers, the following short sketch is given of what makes up the finish of leather. So that it will not be confusing, technicalities and formalities are omitted.

Leather must be of good substance to take a good finish. A goodly exterior appearance cannot be put on to a piece of pulpy leather any more than plaster of Paris can be made to look like genuine marble. But some surprisingly good imitations of finishes of high grade leather can be put on to shoddy leather, and the careful shoe retailer will be watchful that he is not thereby deceived.

In one factory, which makes a specialty of finishing leather, thousands of yards of cotton cloth are received each month, and are treated with much the same chemicals and machines that are used for finishing leather. This cotton imitation of leather is used chiefly for bookbinding, upholstery and novelties. But some of it drifts into the shoe trade.

Necessity of Well Nourished Skins

Leather that is of good substance must be made of well nourished skins; that is, of pelts of animals so well fed that their pelts, as well as their flesh, are solid and substantial. The fibres of such skins are strong, and are firmly woven together. The chrome tannage, or the combination processes of tanning, preserve in the pelts the network of fibres, and the gelatine substance around them. And, if the pelts are of good quality, and well tanned, the foundation is laid for a good finish, or the excellent exterior appearance that the shoe retailer and the shoe wearer appreciate.

In former times, tanners were content to tan their leather sufficiently to preserve the pelts, and then to dress it with oil, or grease. The famous "russet leather" of England, which was used for clothing by Robin Hood and his merry men, was bark tanned and finished "natural" as we would say to-day. It was oiled to soften it, and colored in the sun.

And, by the way, some very fine bookbinding leather of to-day is colored in the sun. Likewise, patent leather is dependent for its final finish on the sun, after the last varnish coat is applied.

Indians used to tan buck leather with brains and fats of deer. The fats grease the leather. The savages were as wise in leather making as are moderns. Practically all leather of to-day must have in it grease or oils. These lubricants are worked into the leather in a process that is called "fat liquoring." The "fat liquor" is made in the tannery of an emulsion of soap and oil. Or various kinds of "fat liquors" may be purchased ready made. The "fat liquor" gives leather its smoothness, softness, and flexibility, and its silky appearance, too.

Many tanners consider the "fat liquoring" process as important as is the chrome process of tanning. It must be done with a great deal of care. If there is too little "fat liquor" worked into the leather, the leather is dry and hard. And if too much is worked in, the leather is greasy, catches the dust, and becomes offensive to the eye.

Tanners who use oil for "fat liquoring" their leather

have to be very particular about the quality of the oil, for there are plenty of substitutes for the best oils, porgy oil in place of cod liver oil, and an inferior oil will do as much damage to leather as an inferior lubricant will do to an auto



Chas. Webb, of Powell River, B.C. At home on his "Ranch" with his family. This is one of the stumps he is amusing himself by rooting out with blasting powder to make room for the "spuds." Charley "moved" one stump a little larger than this with twenty-seven sticks of powder. It moved—several feet and one chunk weighing hundreds of pounds jumped several hundred feet, and went over his house.

engine. The best cod liver oil used for "fat liquoring" leather is the same as the medicinal oil which is used for coughs and colds.

Dull calf leather, in the metallic lustre finish, furnishes about as good an example as there is of a leather that is properly "fat liquored." This leather has just enough oil in it to make it soft, silky and durable, and at the same time, not so much oil that the leather will gather dust. Indeed, dull calf leather holds a shine in a remarkable way.

The popularity of Russia calf leather during the last few seasons has been due, in a large extent, to the fact that tanners learned to "fat liquor" it in the same way that they "fat liquored" dull calf leather. They overcome the dryness and the brittleness of Russia calf of former times. The decrease in the popularity of patent leather, which some shoe retailers experienced a few years ago, was due to the fact that a great deal of patent leather that was pushed on to the market did not have enough oil in it. It was dry and brittle, and it cracked. Today patent gives satisfaction.

The surface finish of leather is secured by the use of machinery. The operation corresponds very much to the home occupation of laundering linen. The skins are worked out on "staking machines," so that they are of full measurement and are free from wrinkles. This operation corresponds to the work done by a laundress, when she smooths out a sheet to its full measurements, to free it from wrinkles.

This is the Time When Quick Service on Quality Merchandise is Necessary

This is true for many reasons, and one, perhaps the most important, is that quick service makes it possible for the retail merchant to turn his stock many times with much greater aggregate profits.

The reader of SHOE AND LEATHER JOURNAL has at his disposal both Quick Service and High Class Shoes in our In-Stock Department.

All you need to do to determine for yourself whether or not this service and this merchandise can help you to more frequent turn-over and greater volume of profits is to send us a trial order. And you should have one of our catalogs.

J 375 K - - - \$5.00

Women's Welt Boot, glazed kid, Madison last, 8-inch height, full quarter, lace, black satin top facing, fudge edge welt, plain toe, 1 7/8-inch leather Louis heel. AA, 4 to 7; A, 3 1/2 to 7; B, 2 1/2 to 8; C, 2 1/2 to 8; D 2 1/2 to 8.

IN STOCK



J 172 E - - - \$3.50

Women's Flexible McKay Boot, black glazed kid, Belmont last, 7 1/2-inch height, circular fox, Peerless lace, plain toe, 1 1/4-inch leather half Louis heel. A, 4 to 7; B, 2 1/2 to 7; C, 2 1/2 to 7.

IN STOCK



J 0346 X - - - \$5.50

IN STOCK

Women's Welt Boot, H. B. Russia calf, Arlington last, 8-inch height, diplomat lace, three-quarter fox, 1 1/4-inch Cuban heel, perforated imitation tip. AA, 4 to 8; A, 3 to 8; B, 2 1/2 to 8; C, 2 1/2 to 8; D, 2 1/2 to 8.

"The Name That Stands For Quality"

UTZ & DUNN CO.
ROCHESTER • NEW YORK

DENVER OFFICE

218 Charles Building, Denver, Colo.
TIGER & VOORVAART, Repr't's

NEW YORK OFFICE

200 5th Ave. 5th Ave. Bldg., R. 405
S. A. McOMBER, Representative

LOS ANGELES OFFICE

319 Story Bldg., Los Angeles, Cal.
G. C. McATEE, Representative

DO YOU KNOW WHAT YOUR REAL COSTS ARE?

Too Many Repairers Merely Guess at Matters—They Forget to Figure Per Cent. Profit on Selling Price—Salary for the Proprietor and Interest on Money Invested in Equipment Should be Included in Overhead Expense—Forecaste of the Future

SHOW me a shoe repairer who makes a study of the question of the cost of doing business, and I will show you one who makes a success of his business, says a writer in the "Shoe Repair Shop."

To be sure the subject of how to get business evokes more enthusiasm, but if due consideration to the present subject is not given, the other is liable to fool us, and lead us into false ideas of profit. Too many business men think because trade is good that profit necessarily follows, and with this thought in their minds habits of extravagance are developed. The well-balanced business man will, therefore, always take an interest in what constitutes the cost of doing business; and when he has reduced that cost to a percentage he will have that percentage in mind when he is figuring on the cost of a particular article or job, and the right price he should charge.

A great many repairers think that the only cost involved in putting on a pair of half soles is the actual expenditure for leather and other materials, and perhaps for labor; although many repairers figure that if they do the work themselves there is no cost for labor. It is not upon this theory that men who conduct big profitable businesses become prosperous.

If shoe repair shops are to succeed they must do more calculating to find the cost. When a customer brings a job to the shop and they figure on it, they must not only mentally compute the amount of material the job will use, but add to that a sufficient amount to cover overhead expenses and labor; regardless of whether the repairer does the work himself or has a helper do it. It is legitimate, however, to figure this cost for labor at the rate which you would pay a helper; for if you do the work yourself it is worth just what you would have to pay a helper; but the cost of doing business, the overhead expense, should also be computed. It's an expense just as infallible as the cost of material, and to overlook it means careless loss.

Keeping Tab on All Expenses

To be sure each time that a customer brings a job to your shop you cannot even mentally start in and figure on all such items as rent, insurance, taxes, advertising, postage, freight, loss for bad debts, and so forth, but you can do this: Keep track of all these expenses for a year, and also keep track of the volume of business that you do during the year. If you will do this thoroughly and systematically your first awakening will be to the fact that these so-called overhead expenses are greater than you think; but having attained their total amount it is easy for you to determine what percentage of your total receipts for the year has been expended in overhead expenses. If you find this amounts to say 20 per cent., then when a customer comes to the shop with a job you have this percentage in your mind, which you should add in to the cost of doing the job with just as much reason as you will also add the cost for material and the cost for labor.

For simple illustration, suppose that you are charging 75 cents for a half sole job. What profit are you making on this job? If your overhead expenses, or cost of doing business is 20 per cent., then the first item of cost on this particular job would be 15 cents for overhead expense. If then you compute the cost for material at say 23 cents and labor at 18 cents, you find that the cost of doing this job is 56 cents, and that your profit does not begin until this 56 cents is deducted.

Turn these figures over in your mind frequently. Let them become fixed there. They are not submitted as being absolute; they fluctuate with changing conditions, and are used for example only. Possibly you can do this job for a little less cost for raw material, but probably you are paying out more. The chances are that the charge for labor is insufficient, as wasted or intermittent time allowed for; and



P. Pare's World Shoe Co., Vancouver, B.C. Frank Connell (right) veteran representative for C. S. Hyman Co., London, Ont., a figure well known to repair and factory shoemen. See how happy he looks—he has just landed a "big thing."

it may be that you have overlooked items which should have been computed in the overhead expense; but whether these figures are accurate or not, the principle remains the same.

Assuming the accuracy of these figures as indicating your profit, all remuneration for the extra time you are giving the customer, the money you are paying out for family expenses, recreation and all other expenses that you are personally put to, have to come out of this amount that is between the 56 cents and the 75 cents, or 19 cents; and if at the end of the year you have a surplus for the bank, that also has to come out of this 19 cents margin. It does not take much high life to spend 19 cents; but figures do not lie, and if the repairer has all these matters in mind every time a customer brings a job to his shop he is apt to have more courage to ask a reasonable price. I find, after all, the price we charge is simply a reflection of our courage.

Some repairers, due to location, have higher expense items; some have to pay more for wages; there is a little variance in the cost of raw material, as some repairers buy in large quantities and pay cash; but we hope that every repairer who does not now do so will plan to begin at once to keep a complete record of the amount of business done each day of the year, and will likewise keep a record of all operating expenses.

What About Your Own Pay

This list of expenses should first call for a salary to be paid to the proprietor. You ought to be worth a little more to the business than a helper, and therefore first figure on a salary for yourself which is a little higher than what you would have to pay a helper. The next item which you should figure is the interest on the capital you have invested in the



Our New Lines



For this season surpass anything we have ever turned out. They reflect the style creations of the fashion centres of representative American cities. The range covers shoes for

Women, Misses, Growing Girls and Children

And may be had in leather or canvas. In addition to their excellence in style they are extraordinary value, so good that you should not miss seeing our samples.

THE FOLLOWING REPRESENTATIVES ARE NOW ON THE ROAD:

E. G. McCOLOUGH, Maritime Provinces.

J. S. LANGEVIN, Quebec Province.

HARRY ADAMS, Manitoba.

W. CAMPBELL, Western Provinces.

JNO. FERON, Eastern Ontario.

J. H. COTE, Montreal.

IF YOU MISS OUR SALES REPRESENTATIVE, WRITE US DIRECT.

Canadian Footwear Co., Limited

MAKERS OF FINE SHOES FOR THE FAIR SEX

Sales Rooms:

44 St. Antoine St., Montreal.

Factory:

Pointe-aux-Trembles.

business. If you have \$1,000 invested in a repair shop it should pay you 6 per cent. interest just the same as though you had it loaned on real estate. Now fix in your mind these two important items, salary for yourself, and interest on the money invested, as being legitimate items for operating expenses. Next comes the item of wages for workmen and all other helpers about the place. Then come such items as rent, interest on borrowed money that is used in the business, taxes, insurance, light, heat, advertising, stationery, repairs, postage, freight and express, bad debts, association dues, depreciation in stock on hand, machinery, fixtures and so forth, and last but not least, watch mis-



Goodyear Shoe Repairers, 2nd Avenue, Saskatoon, Alta F. A. Robinson, (shirt-sleeves), proprietor, in the doorway, wondering why on earth a person cannot make a better picture of a good thing than this.

cellaneous items and see that they are all included in this matter of expenses. When you determine the total amount of this expense, then add up the total amount of business for the year and you will know what percentage of this volume comes under the head of this overhead expense. You are then in a position to easily figure this item every time you figure the cost to do a job.

Some Things to Remember

Here we want to direct your attention to one other important feature in figuring this cost, however. You must remember that this per cent. cost for doing business is computed on the total sales, and therefore in figuring a job you must not first figure the amount of the cost of raw material and labor and then add your overhead percentage to that amount. You must figure that percentage from the price you charge for the job. In other words, on a 75 cent repair job, if your overhead expense was 20 per cent., you must figure 15 cents in your estimate of the cost, and not simply add 20 per cent. to the total of the cost of material and labor.

20 per cent. added to cost—16 2-3 per cent. profit on selling price.

25 per cent. added to cost—20 per cent. profit on selling price.

30 per cent. added to cost—23 per cent. profit on selling price.

33 1-3 per cent. added to cost—25 per cent. profit on selling price.

40 per cent. added to cost—28 per cent. profit on selling price.

50 per cent. added to cost—33 1-3 per cent. profit on selling price.

60 per cent. added to cost—37 per cent. profit on selling price.

75 per cent. added to cost—42 per cent. profit on selling price.

80 per cent. added to cost—44 per cent. profit on selling price.

90 per cent. added to cost—47 per cent. profit on selling price.

100 per cent. added to cost—50 per cent. profit on selling price.

The Birthright of a Man

Repairers are not in the business to simply make a living. To "get past," so to speak. They are in business for the same purpose as great corporations, and that is to declare dividends. It is these dividends that make you a successful business man. It is these dividends that make possible the enjoyment of the better things in life. The shoe repairer is just as much one of God's children as an oil magnate. He has an equal right to enjoy all the pursuits of happiness. His children are created with the inalienable rights of other children. They are entitled to greater advantages than their fathers enjoyed. They will have to meet greater problems. They must be properly fed, clothed and schooled; and while a repairer is thinking of these higher ideals, the great universal mind is looking out for his welfare. As he strives to accomplish better conditions for those dependent upon him, he consequentially accumulates better conditions for himself. He becomes better satisfied with himself, and as this understanding of his own reality grows, courage supplants fear, and that progress which is a birthright he mentally realizes and enjoys.

ALWAYS TURN OUT FINISHED JOB

No one feature redounds to the ultimate benefit of the shoe repair shop more than the turning out of a finished job. Too many repairers have the cheap price in mind, and the consequential thought that goes with cheap price, of getting rid of the job with as little work as possible; and that class of repairers who hope to build up a successful business on low-priced half-soleing are slow to understand that a greater part of the people, and the profitable class, are willing to pay more, and of course expect something more.

A few days ago we were in a very busy repair shop along toward evening. We noticed probably twenty pairs of shoes, including men's, women's and children's, that were evidently finished so far as the idea of this particular repairer was concerned, but which were practically in the same surface condition as when the shoes came into the shop, with the exception of the particular repairs made thereon. Some of these shoes had the mud of the street on them. Knowing the neighborhood, and the character of people that live therein, we are safe in assuming that not a single pair of these shoes would be worn by their owners until they had first received a treatment of dressing and polish. While the repairing was substantially done, the appearance of the shoe as it was to be returned to the owner had received no consideration whatever. We will venture that 90 per cent. of these jobs would have given greater satisfaction had they been properly dressed ready for wear and 10 cents additional charged. If an objection had been made by the customers it probably

What has he done ?
Has he a record ?
What is his character ?
Will he make good ?

These are proper questions the world is asking of all who would occupy its stations of responsibility and honor.

Likewise in stocking your FOOTWEAR DEPARTMENT you must be able to assure customers that your shoes will MAKE GOOD.

5,000 Satisfied Storekeepers

From Sydney in the East to Prince Rupert in the West
paid us last year **\$1,170,505.00** for

AMHERST Solid Shoes

This is both a RECORD and a PROPHECY

Amherst Boot and Shoe Co., Limited

AMHERST HALIFAX REGINA

would have been on the children's shoes. The process of dressing or polishing could be profitably done for 5 cents a pair.

We all know that many good shops pay special heed to dressing the surface of the shoes before they turn them out to customers. Once in a while these shops temporarily lose a customer because they charge 5 cents or 10 cents more for the job than the shop across the street; but let the customer take his next job across the street, and when he gets his job back, finds the work returned to him uncleaned and un-



R. P. Davis, 8th Avenue, Calgary. (on left). He is an enthusiastic lover of the Great Outdoors. He possesses a splendid car, behind which he runs a specially designed canoe carried when needed. He is a noted shot and a first class fisherman, and an all-round sportsman. During the fine weather he does a good deal of his sole leather cutting out in the back yard under the sky. Here, he is seen with three of his shoemakers. The one on the right is familiarly known to the trade as "Jimmy." Although small in stature is great as a shoemaker and operator.

polished, instantly he is impressed with the inferior job. In fact the job looks so much more inferior than it really is that he condemns the entire work. He immediately assumes that inferior stock, poorer thread, and less mechanical ability are displayed; and his future business he takes to the original shop. He now becomes a permanent patron; and if the customer is a woman, who naturally is more particular and more appreciative of finished work, she will talk about it with the neighbors.

It is a very slight expense to clean the shoes of mud before they are repaired, and a very slight expense to afterwards coat them with a dressing. They do not need to be polished with elbow grease to give them the appearance of shop finish.

It is the mission of every repair shop to study all problems pertaining to good work which will earn good prices; and success depends upon acquiring understanding along these lines.

SOME POINTERS FOR THE TRADE

Crushed box toes can successfully be made to stand up again by placing a stiff piece of buckram, well shellaced, on a last with tacks. The heads of the tacks are cut off flush with the material and after inserting into the toe of the shoe, the last is left for two hours or more to dry the shellac and unite the buckram to the shoe. Then the last is pulled out, leaving the buckram free from fastenings and the toe rigid.

* * *

When your stock of goods is getting low, order fresh supplies, and do not wait until it becomes completely exhausted. Manufacturers and wholesalers are being held up with orders on account of the war conditions of leather and other supplies, and it takes several weeks before they are able to get new supplies. You may suffer a great loss of business because of not ordering goods before they are

really needed. This suggestion, however, does not urge over-buying. It's not a good time to do that.

* * *

In the findings department of the shoe repair shop a good supply of shoe trees ought to be well displayed and their use encouraged among customers, not only from a financial standpoint to the repairer, but by impressing the customer of the true value they have in preserving the shoes. Shoes are expensive these days, and many people would gladly take advice as to ways of preserving them. Some women think that shoe trees are merely ornaments, whereas they are really necessities. It can easily be explained how the leather in shoes will shrink on account of perspiration, or dampness of the weather, thereby causing the shoes to lose their shape and become old-looking. Another thing that customers will appreciate are a few helpful facts in regard to the importance of keeping the uppers clean and soft by rubbing in some natural animal oil occasionally. Many times the skin of a banana will restore the softness, as well as clean the shoe, especially brown shoes. These two facts, the value of shoe trees and the value of taking proper care of the uppers, impressed upon customers, will make them feel that you take an interest in their welfare as well as your own, and may help you to make a good, staunch customer.

CONDUCTS LIVE REPAIR BUSINESS

The Shoe Hospital in North Bay, Ont., is a live and aggressive institution of which Frank Gentile is the proprietor. Mr. Gentile has been in business in North Bay for five years and has made a success of his undertaking. His shop



The establishment of Frank Gentile, North Bay, Ont.

is forty-two feet square and he calls for and delivers all kinds of work. Mr. Gentile also carries a number of new shoes and is working up a very satisfactory business in this line. He believes in doing a first-class job and attends promptly to all orders, which is the foundation of his annually increasing trade.



A new Pump Design in Patent and Kid with 16-8 Louis Heel



Two New Lady Belles



New 8" bal. is made in Kid and Calf carrying a 10-8 Heel

Here are illustrated two new LADY BELLE MODELS for Spring. They are characteristic of the L-B lines, having a stylishness that will make them popular sellers. Made on modish lasts in popular materials they instantly appeal to discriminating customers.

IN-STOCK

These, and an extensive range of HIGH CUTS, PUMPS and STRAP SLIPPERS in Fabrics, Patents and Nubucks are carried in our IN-STOCK department and can be shipped immediately on receipt of order. That's important.

THE LADY BELLE SHOE COMPANY, LTD. KITCHENER, ONTARIO



MILITARY SHOEPAX

Absolutely waterproof. For use at the front. Made from our own tannage of leather.

Write for full information to

Seventeen-inch leg, full leather sole, sewed or nailed on, also hob nailed.

The R. M. Beal Leather Co. LINDSAY, ONT. LIMITED

We tan and manufacture

Sheepskins

for every known purpose

WE EXCELL IN COLOR MATCHING

Edwards & Edwards

Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces

Represented by
John McEntyre, Limited - Montreal, Que.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

THE past week has been a momentous one for the leather trade. From a condition of almost abject inertia, it has jumped into one of the most exciting periods that have occurred since the war began. The reports spread broadcast through the daily press as to the demoralization of the hide market had a most depressing effect upon leather. Shoe handlers who read these erroneous statements sat back and waited; in some cases, cancelling orders. In turn shoe manufacturers who were beginning to pick up a few lines of leather quit cold, and began to wonder whether the beginning of the end had not come. Tanners, to their credit, sat tight. For as one large leather man said, "What else could we do?" To join in the stampede meant demoralization, not only of the leather, but the shoe market, the end of which no one could foresee. There was undoubtedly an accumulation of hides, and in a wild effort to loosen the "jam" hide dealers went farther than they intended. The reports in the papers not only stopped manufacturers buying leather, but also caused tanners to hold back from buying hides. The Montreal paper that started things in Canada had a record deluge of opinions as to its unwise course from all sections of the trade. It sought to stay the conflagration in subsequent issues, with little effect. The report was reproduced and magnified by all sorts of papers, big and little.

A Changed Face.—Within a week the tide turned, and hides took an upward jump that caused even the bulls to wonder what had struck the market. Undoubtedly the effect was due to the release of large quantities of leather for export from the United States, and the giving out of large contracts for army footwear in that country. The British Buying Commission entered the market and purchased millions of dollars' worth of leather and shoes. According to reports they have taken 900,000 hemlock bends and 600,000 hemlock sides, and 50,000 cases of women's cut soles for Russia. Large purchases were also made of calf and side leather, but the principal movement has been caused by the lifting of the embargo for the admission into England of leather purchased by British manufacturers, prior to February 23rd last. The shipment of these goods has meant a general clearing up of the market, which being followed by the giving out of contracts for army shoes to the extent of a million and a half pairs has given the whole situation across the line a different face. There has been a response in firmness in almost all lines of upper and sole stock, with the result that already shoe orders are beginning to show marked activity.

The Hide Situation.—The sale of nearly three hundred thousand packer hides, early last week, was followed by more liberal buying by tanners.

Quite a few individual orders of fair size have been put in with the result that the market has been pretty well cleared of surplus stocks, both light and heavy. The market has taken on a firm tone, and is likely to rule strong, although there is now little excitement or tendency toward sensational advance. The feeling seems to prevail that business is now on a sound, sensible footing, and that as tanners have evidently conservation stocks, further demand will bring advances. The country hide market has responded to the general strength of packer selections, and although there has not been the strength manifested in this class of stock that has been present in packer selections the best grades rule strong at the prevailing quotations. The market in dry and salted foreign hides is also strong, supply being bare, owing to active buying operations in South America and the difficulty of getting supplies on account of strikes in the La Plata region. Tanners are quickly picking up such quantities as they can, without boosting the market, and from the purchases made of dry hides in the past ten days, they evidently think that present prices are, at least, reasonable. Calfskins are firmer, although in good supply, and, although fair quantities may be bought lower, some sales have been made around forty-two cents.

Where Canada Stands.—To some extent Canada will undoubtedly profit by the increased activity in American leathers, but Canadian tanners are naturally asking why they are left out in the cold in the purchasing of large quantities of materials for English consumption. This in face of the fact that we are contributing to the best of our ability in men and means for the prosecuting of the great war seems, to put it mildly, a little unreasonable. It is urged, of course, that the immense credit established in the United States by Great Britain, through war loans, makes it imperative that as much purchasing as possible should be done through that country. But Canada should be able to arrange a similar credit in connection with industries that are so essential, as the shoe and leather trades, to her industrial existence. Arrangements have been made for the handling of wheat and other food products. Why could not these be extended to embrace supplies in shoes, clothing and other equipment for our overseas forces for which we are already pledged to pay the cost? The shoe and leather trades would, without question, be willing to do their part in subscribing to loans or credits having this in view. As it is the country has been depleted of its men to an extent that has already made producers of leather and footwear, of this class, feel decidedly the pinch.

(Continued on page 67)

Trade Papers Enable Buying by Comparison

Intelligent Use of the Trade Journal Puts the Retail Buyer on a Par With His Big Rivals—Advertising is Big Factor in Direct Selling and Particularly So When Prices are Quoted and Adequate Descriptions Given

DEPARTMENT stores arrogate to themselves the right to buy by comparison shoes, gloves, hosiery, etc., of home manufacture. Let us briefly outline this method.

Firms bidding for the business of the large store are requested (instructed is perhaps a better term) to send in sets of samples by a stated date. When these arrive, they are laid out side by side, and the buyer, with the aid of his assistant, proceeds to make selections.

The advantages of this plan are very obvious.

In the first place, we are of the opinion that no man is able to carry in his head relative values of goods viewed separately. For efficient appraisalment they must be brought together.

Secondly, the method we have described entirely eliminates outside influences, which would scarcely fail to affect judgment.

Liability to error is surely reduced to a minimum.

Allow me a seeming digression, at this point, to say, it is the openly avowed policy of the SHOE AND LEATHER JOURNAL to get a beaten track to its own doors by bringing real and direct business to its advertisers, while, at the same time, rendering service no less real and direct to its subscribers.

Buying Convenience for Retailer

In pursuit of this policy earnest effort is being put forth with the well defined object of enabling retailers to buy by comparison, thus lessening the disadvantages under which they labor.

Manufacturers and jobbers are encouraged to state their propositions so distinctly and completely that the retailers can buy directly and with as clear understanding as though through a traveler.

This may be accomplished by illustration, description and price quotation.

Art, engraving and press work are successful in reproducing the shoe on the printed page in such manner that any experienced shoeman can tell at a glance what the original is. Description supplements illustration. Price quotation is an absolute essential.

A series of offerings framed after this fashion, coming to hand twice each month, between the covers of the SHOE AND LEATHER JOURNAL, virtually furnishes the opportunity to buy by comparison.

Further, houses carrying in-stock lines are almost always willing to forward samples. By availing himself of these offers, the dealer puts himself in the same advantageous position as the large store buyer.

With the broadening of business ideas comes willingness to state frankly the proposition. More so since it is realized that frankness is a winning quality in business, as in personality. The slogan

of business builders to-day is, candor compels confidence.

From the standpoint of the manufacturer and jobber, advertising of this character reduces the cost of doing business by very greatly increasing output in proportion to overhead. A considerable portion of the total sales is made in this way, at extremely small cost when compared with what is accredited to the regular selling force. It puts great power into the hands of the salesmanager.

Productive of Good Results

The SHOE AND LEATHER JOURNAL sent out a special letter to retailers a few days ago, defining its position, and inviting expressions of opinion. Replies already coming in confirm the management's belief that its efforts will be productive of great results to both advertiser and subscriber. We quote two of these, which speak for themselves.

"Your letter of October 10th to hand, and read with interest. I am quite in agreement with it, and have made some of my best buys from advertisements in the Journal.

"In the case of firms who are not traveling every district it gives these districts an opportunity of getting lines they could not otherwise obtain.

"Also the matter of giving prices in your paper is a great benefit, especially to the smaller dealers.

"In fact, your Journal is all right and I would not like to keep shop without it."

"I certainly agree with you that it is good business for the manufacturer to give description and price of shoes carried in stock. For instance, at the time I received your Journal, I was puzzled to know where to get a 6½ B wide shoe, all leather, with 8 inch top and medium heel, without sending to the United States.

Carry Some Novelties in Stock

"On looking over the pages of the Journal, my eyes fell upon the Blachford Shoe Manufacturing Co.'s ad., with description and prices of novelty goods carried in stock. I ordered the 6½ B and then a few pair more of some sizes I was short in, and certainly found it a great convenience to me.

"Almost everyone has staples in their own retail store. It is the novelties in my opinion should be carried in stock by the manufacturers and jobbers.

"I have noticed some manufacturers in showing cut of shoe in your publication, give description but no price, which is mighty unsatisfactory to the shoe man wanting goods out of stock in a hurry.

"One reason why outside goods are brought into Canada is that the Americans carry the novelties in stock, in widths and are continually making it known to you through shoe journals and catalogues."

JOHNSTON'S LEATHERS

*for
fine shoes*

These Leathers enter extensively into shoes of the highest grade manufactured in Canada. They are right in grain, finish, color, and have the quality of retaining form in the shoe.

PATENT

Colt and Kip Sides

RUSSIA CALF

In Popular Shades

BLACK CALF

G. M., Matt, Box

VEAL SIDES

G. M., Matt, Box

STORM CALF

Black and Colors

H. B. JOHNSTON & CO.

137-147 River St.

-

TORONTO

John R. Evans' LEATHERS OF QUALITY

Our splendid selection of GLAZED KID covers every requirement for up-to-date shoemaking. Manufacturers who use our various lines of leathers are confidently assured of QUALITY—the quality that will stamp their footwear with

The Merit of Superiority

Shoes manufactured with our GLAZED KID, in addition to their splendid wearing quality, possess a niftiness of finish that instantly appeals to the customer, resulting in their being wonderfully fast sellers.

Manufacturers will appreciate that we are in a position to render the promptest possible service in the matter of deliveries.

John R. Evans Leather Co. of Canada

LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL

NEWSY NOTES FROM OLD QUEBEC

Major Jas. Scott, who returned some time ago on three months' leave from the front, bears the evidence of the campaign on his bronzed though smiling features. He said he would not have missed the experience for the world. He had the good fortune after considerable pushing to get to the very



Autos in Quebec in front of Major Scott's warehouse, ready to take returned soldiers out for a drive.

front and occupied a position that enabled him better than most officers to see what was going on on the whole Western Front, or at least the British section. He went over Vimy Ridge and was in the celebrated "scrap" that won such distinction and fame for the Canadians. Since his return Major Scott, who, by the way, submitted to a reduction in rank in order to get over to France, has been taking considerable interest in the returned soldiers, and as Quebec is one of the ports of arrival and distribution there is plenty of opportunity to give the returned heroes attention. The accompanying picture shows a lineup in front of Major Scott's office, on St. Valier street, of automobiles belonging to members of the shoe and leather trades, preparatory to taking the boys out for a ride around the Ancient Capital. The drive was in charge of John Perkins, of Duchesne & Perkins. It has been said that the boys are being neglected in Quebec and other seaboard cities on landing but this does not look like it. At least the shoe and leather trades are endeavoring to do their part.

Business has picked up somewhat in Quebec in the past month although the wild stories about cheap hides and leather had the effect of quieting things for a while. The Quebec trade are confident that as soon as buyers realize that such a thing as cheap leather is not only a remote but an altogether unlikely possibility they will begin to bring up their stocks to normal. The movement in hides during the past week has confirmed this and already those who see the signs of the times are coming around. Holders in Quebec expect cheaper leather and all are standing pat in the meantime.

The political situation is causing little concern in Quebec, where business is settling into its accustomed channels. The prospect of the election is, of course, bound to affect things to some extent but it is surprising how little thought is given to the political in comparison with the business situation. Retail business in Quebec city has been good this summer, notwithstanding the fact that tourist trade was hardly up to the mark.

MR. AMERO BUSY AT FALL FAIRS

S. G. Amero, manager of the London branch of the Kaufman Rubber Co., who also represents Chas. A. Ahrens, Limited, Kitchener and the Woelfle Shoe Co., Kitchener, put on such a successful display at the Western Exhibition, London. He was requested by several customers to do likewise at the fall fairs in their vicinity. Mr. Amero used practically the same display as he did at London, and added Life-Buoy rubbers and Gracia shoes. With the rubber display, crude rubber in various forms was used; also upper stock, sole stock and rubber footwear in the various processes of manufacture. In the Gracia shoes the spring models were shown and much admired. While exhibiting for Wm.

Hockin, shoe retailer of Wallaceburg, a pair of rubbers was offered to the scholars in each of the four schools in that town for the best essay on rubber shoe making, and the procuring of raw material. At 4.30 in the afternoon, about one hundred kiddies gathered around the booth, and Mr. Amero explained to them the method of gathering raw rubber and making rubber shoes. It was amusing to note the interest shown by some of the children. They took in all that the speaker said, and several came back afterwards for more information. It was certainly a novel idea of advertising, and Mr. Hockin was well pleased with the result.

ENTERPRISE THAT BEGETS BUSINESS

The enterprise of the Blachford Shoe Manufacturing Co., Toronto, in establishing an in-stock department of the most approved styles in women's high grade shoes with a wide range of sizes and widths, is one that is fully appreciated by the shoe retailers of the Dominion. Already, this department has met with splendid recognition and the exceptionally artistic and striking advertising, which has been done by the firm, has won appreciative references from footwear merchants in several provinces. The step taken by the company with its in-stock department, furnishes a service that is much desired and enables any requirements, either big or small, to be filled promptly and dealers to secure sales and profits on lines that are needed and moving freely now. The illustrations of the shoes, many of which were printed in colors, were among the finest ever produced in any announcement that has appeared in the SHOE AND LEATHER JOURNAL.

CUPS FOR THE CHAMPION FISHERMEN

The great fishing contest conducted by the SHOE AND LEATHER JOURNAL, which has aroused much interest, and has been the subject of lively discussion and active participation on the part of the trade, has closed.

The race has been a very keen and spirited one, and the judges are now considering the entries and the final affidavits



of the witnesses in both the black bass and speckled trout contest, and the maskalonge and salmon struggle. The winners will be announced in the November 1st edition of the SHOE AND LEATHER JOURNAL. The news will be received with much interest by the trade and will form a feature in the next issue of this paper.

PREPARING FOR NATIONAL CONVENTION

Plans are proceeding apace for the annual convention of the National Shoe Retailers' Association to be held in Chicago, January, 1918. The Sherman Hotel, which has been selected for convention headquarters, is admirably arranged for big convention work. The hotel management is assisting the local committee by assigning ample space on the main floors for exhibition purposes, and providing suitable quarters for those of the executive committee who will have the advance work of the sessions to look after.

There promises to be keen rivalry on the part of the various State retailers' associations in sending the largest delegation from the different districts. The Chicago committee plans to offer three prizes in the form of silver loving cups to be given to the presidents of the State organizations which send the three largest delegations. The cups will be trophies worth preserving. It is probable that a system of handicapping those States nearest the convention city will be adopted in order that the award of cups may be fair to the delegations which must travel much greater distances.

SHALL I HAVE THEM REPAIRED?

"This is not a repair shop. It is a shoe store. We are supposed to sell the customer new shoes and to make her want to get all her shoes here. Just remember that!" It was the shoe department manager taking a salesman to task for telling a woman customer that he thought it would pay her to have a pair of worn shoes half-soled and re-heeled. He—the manager—did not spare the salesman, even when he learned that the woman had already purchased two pairs of new shoes before she asked for the advice about her old ones.

The manager may have been really sincere in his attitude, but, if he was, he has an entirely erroneous idea. He is like the old storekeeper who reprimanded one of his salesmen for telling a customer where a certain make of collar, which his store did not carry, could be bought. The customer wanted a certain style made only by a certain house and he would have no other, even though he had bought shirts, ties, socks, underwear and so on to the amount of several dollars when he asked the question. The salesman felt that it was better to gain the man's further good will by giving him directions, since there was no chance to sell him, anyway. The collar salesman was right, and so was the shoe salesman, who brought down upon himself the wrath as quoted above.

Nowadays people are giving keen attention to little economies in matters of apparel of all kinds, and particularly to economies in shoes, not economies in the number of pairs, but the life of a pair. And it is a perfectly justifiable economy as well as a laudable one. Heretofore in many quarters there has been a tendency to waste, and it has been evidenced in a manner which adds nothing real to the shoe dealer. This because the waster usually, sooner or later, becomes a poor customer because of his or her extravagance. Contrary to this, the customer who practises sensible economy is a better customer for the shoe dealer than the wasteful one.

Why not help a customer who is intent upon prolonging the useful life of a pair of shoes, especially if it is a regular customer, and particularly if the worn shoes were bought of you? If you can tell the customer how to prolong the life of her shoes, you are really telling her how to get more satisfaction out of your own goods. And the rule is good whether or not the shoes were purchased of you. It is a matter of service and no store manager can afford to overlook a chance to offer real service, especially when it incurs no extra expense.

"Shall I or shall I not have them repaired?" is the customer's query. "Would it be money thrown away which would better be invested in new shoes or is it a good invest-

ment?" Look at the shoes and then give your honest opinion. It is a privilege as well as a duty.

If you can see plainly that the shoes are not worth repairing say so; if it is obvious to your trained and experienced eye that fifty cents expended for repairs will give the customer lengthened wear tell her so and tell her where to get them repaired.

It is more than likely that a customer with a repaired shoe will be anxious for an extra pair of new shoes. The repaired ones will hardly be worn except for rough wear, not for dress or for business.

A shoe department should not hesitate to be advised on all questions pertaining to shoes, especially when the matter is likely to lead to the purchase of a new pair, whether or not the old ones are repaired.

Service that costs nothing and brings much—that is what you give when you tell the customer to repair or not.

HOMAGE TO THE SHOE THAT FITS

A wonderful thing is a shoe—that fits.

When it's new you're proud of it. When it's old you're sorry, and you cling to it until your wife and your own feelings in matters of personal appearance finally force you to the separation.

It is the best friend you can have, loyal to you in success or failure, in sorrow or in happiness, pleading only for the right to be where you are, to go where you go.

Knocked about, worn out though it may be, still it stands by you and, in the end, it deserts you only when, having no further use for it, you cast it aside.

Of all your companions it is the most constant; the first to greet you in the morning; the last to leave you at night.

It is your most faithful servant, ready at all times to do your bidding, and, while doing so, to make your own tasks lighter by keeping your comfortable.

It works for you from morn till night, uncomplainingly, willingly, efficiently, looking after your best interests every minute of the time.

It carries you where you will, into strange lands and places, on strange quests, perhaps; and in return asks nothing more than a little polish now and then.

It protects you from the burning pavements in summer; from cold in winter, and from tacks, rocks, splinters and the careless tread of your fellowmen at all times.

NO RIGHT TO LURE THEM AWAY

Charles Laurendeau, K.C., head of Montreal law department, presented to the Board of Control recently a legal opinion regarding the so-called "Maisonneuve liberalities." The city of Maisonneuve was giving bonuses to industrial firms located in the city of Montreal to induce them to locate in Maisonneuve, and the civic authorities decided to find out "what about it."

According to Mr. Laurendeau, Maisonneuve has no right to lure business away from Montreal by such methods. The opinion reads as follows:

"The guarantee given by the city of Maisonneuve must be considered as a debt contracted by it," he says. "In this event the guarantee would be illegal. I must admit, however, that there is still some doubt on this point.

"A municipality cannot grant exemption from taxation or other inducement to a manufacturer already established in this province, for the purpose of attracting it within its limits.

"It cannot grant exemption from taxation or other inducements to a manufacturer who proposes to establish within its limits an industry similar in character to one already established there, but which has received no bonus.

"We do not know whether Messrs. Chouinard, Tetrault (of whom complaint was made), and the others, fall within the various paragraphs mentioned above."

IN-STOCK

—Ready to Ship—



No. 365—Women's Black Kid Bal.,
8½-inch top - - - - - \$5.75

No. 417—Women's Brown Kid Bal.,
8½-inch top - - - - - \$6.90

Packed in fifteen and thirty pair lots
C and D widths, regularly assorted.

Perth Shoe Co. Limited

Largest Manufacturers of Women's
Welted Shoes Exclusively in Canada

PERTH, ONT.

LIVELY JOTTINGS FROM THE PACIFIC COAST

There has been a steady improvement in business in Vancouver. A greater demand is being made for heavier footwear and the few showery days have materially helped. There has also been a sharp requisition for rubbers, while white goods have totally disappeared from the streets.

As an incentive to increasing sales Johnston's Big Shoe Houses are offering five \$20 gold pieces for the person who can guess the nearest number of coins in a glass jar.

The Empress Shoe Store is holding a great reduction sale and the Fit Eze store is commemorating its second anniversary with a sale of all lines in stock.

Amongst the repairers in Vancouver there is also all-round improvement. Many are being kept at the bench early and late to cope with the rush. It is not to be surmised that the great quantity of repairing being done in Vancouver to-day shows a corresponding increase in the population—although that is improving—but the big majority of boots now being mended would have been discarded or given to the junk dealer three or four years ago. It is taxing the whole ingenuity of some repairers to know where to start and where to finish on some shoes. This is proving two things—first, that the public realize that they cannot purchase new footwear with their limited purse in the easy manner they could previous to the war, and secondly, that the materials and method of manufacture have undergone a radical change in making and quality. It has no doubt come to the notice of manufacturers by this time (that is the makers of cheap colored glace percians and canvas high-leg boots) that it would be a wise policy in the future to spend a few extra cents upon solid leather heel seats in which to drive the nails to attach leather or wood heels. The writer has, this summer, seen scores of times where the heel has wrenched the whole seat and the insole away from the boot. This makes not only a lot of trouble for the repairers but is annoying to the shoe stores which carry this line of goods.

The makers of logging and waterproof boots are reporting good orders from the camps but the scarcity of expert workers is being keenly felt.

Archibald Muir died suddenly on September 23rd at his residence, 1645 11th avenue west, Vancouver. He was accountant at Storey & Campbell's for the last three years and left the office as usual on Saturday afternoon and proceeded home. He was unlocking the door when it was opened by his daughter and he fell at her feet and expired. The deceased was 66 years of age and leaves a wife, three sons and two daughters to mourn his loss.

E. Todd, shoe repairer for several years on Hastings street east, Vancouver, has closed his shop and entered the employ of Storey & Campbell.

V. H. Watchorn, boots and shoes, Nanaimo, B.C., has closed one of his stores. Ed. Kermode, boots and shoes, Nanaimo, has moved into store vacated by V. H. Watchorn.

Mr. Case, of Mutrie & Son's shoe store, Victoria, B.C., has gone east to take a position with Scholl Mfg. Co., Toronto.

Wm. Cathcart, of Victoria, B.C., was a visitor to Seattle lately.

Clarence Muirhead, of Chilliwack Shoe Co., Chilliwack, was on a recent business trip to Vancouver.

Geo. Ashwell and R. McIntosh, of Ashwell's Limited Chilliwack store, were business visitors to Vancouver lately.

L. Mutrie, of Mutrie & Sons, Victoria, boots and shoes, has returned from business trip to New York and Boston.

Among the travelers recently showing new spring models in Vancouver were:—Geo. H. Ferguson, Clark Bros., St. Stephen, N.B.; M. L. Savage, Tetrault Shoe Mfg. Co., Montreal; Mr. McRobbie, Walk-Over Shoes, Brockton, Mass.; F. Smith, John Ritchie Co., Quebec; Robt. Wall, Perth Shoe Co., Perth, Ont.; J. G. McDiarmid, Murray Shoe Co., London, Ont.; R. J. McAllister, Brandon Shoe Co., Brantford, Ont.; W. E. Shortt, Kingsbury Footwear Co.,

Montreal; H. E. Wettlaufer, Chas. A. Ahrens, Limited, Kitchener, Ont.; J. Trick, Ladye Belle Shoe Co., Kitchener, Ont.; H. Davidson, Macfarlane Shoe Co., Montreal, Que.; Mr. Bennett, Jas. Muir Co., Montreal, Que.; L. M. Stock, Walker, Parker Co., Toronto, Ont.; Geo. J. Scott, P. Jacobi, Toronto, Ont.; W. Campbell, Slater Shoe Co., Montreal, Que., and W. English, Hartt Boot and Shoe Co., Fredericton, N.B. They all report finding trade very good and there has certainly been a big improvement since the last trip.

Mr. Barrett, buyer for Simon Leiser & Co., of Ladysmith, has taken a position in Nanaimo with M. L. Masters.

Mr. Marshall, of Packham & Marshall, boots and shoes, Calgary, has taken over the business and named his establishment Marshall's Boot Shop.

SHOE STORE HELD POTATO SHOW

The retail department of the Amherst Boot and Shoe Co., Amherst, N.S., recently held a unique event and considerable interest was aroused in the original advertising stunt which was planned by W. G. Miller, manager of the retail store. The firm announced that a potato show would be held on Saturday, October 13th, in their store, open to all residents of Cumberland county, N.S., and Westmoreland county, N.B., and that the number of potatoes in each exhibit was to be six. Other conditions of the contest were that any kind of "spuds" might be entered, but only one kind in each exhibit and that each person must make only one ex-



W. G. Miller, Amherst N. S.

hibit and thus be entitled to only one prize. There were four valuable prizes given and a special one was donated to the best exhibit grown by an amateur gardener. All persons who exhibited tubers will be allowed a special discount of ten per cent. on all purchases in footwear made at the store for the balance of 1917. It was also stipulated that all the "murphies" must be grown by the exhibitor. The prizes were: First, \$5.00 in cash; second, 25 per cent. discount on all purchases of footwear made by the winner and his family for one year; third, 20 per cent. discount on all purchases of footwear made by the winner and family for one year, and fourth, a pair of rubbers for the winner and each member of his family. The special prize for amateurs residing in the city was a pair of "Amherst Special" shoes for the winner and a pair of "Empress" for his wife, sister or daughter. Needless to say the event proved to be a decided success and many entered the contest. The judges had some difficulty in awarding the premiums, so close was the competition.



TO JOBBERS

It would be difficult to find anything excelling

AIRD SHOES

in style and quality.

Made on new and stylish lasts and in finishes that are so popular just now. They are right up to the minute in every detail of good shoemaking. Their moderate price, coupled with their superior quality, make them shoes that any dealer can feature.

Full range of samples now ready for inspection

AIRD & SON

Registered

MONTREAL

P.Q.

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

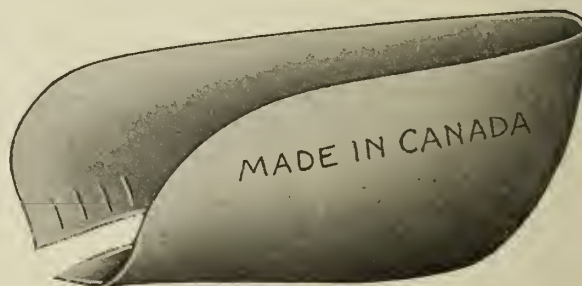
Clarke & Clarke, Limited

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

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

PIONEERS IN TRADE-MARKED SHOES

(See Front Cover)

John A. Walker and John T. Parker, of Walker, Parker Co., Toronto, recently observed their eighteenth anniversary in the manufacturing line. They are among the progressive manufacturers who have helped to place Canadian shoes on the map. Neither gentleman has ever sought the limelight, but has devoted special attention and study to the art of perfecting the product of the firm. They have not been afraid to strike out on broad and original lines. Previous to becoming associated in the shoemaking game, they were both successful shoe travelers until, with A. A. Marks, the firm of Walker, Parker Co. Limited was formed. This has grown from a comparatively small beginning to its present proportions.

The chief feature of the careers of Mr. Walker and Mr. Parker is that when they began making shoes they were the third firm in America to place women's lines on the market under a registered or branded name and with the price of the footwear stamped on the sole. The latter feature was maintained until the outbreak of the war, when abnormal costs and frequent fluctuations in the leather market rendered it impossible to preserve a standard price for any length of time. In 1899, when they started in business, there were many critics who declared that making women's trade-marked shoes exclusively was merely a fleeting fad which would sooner or later pass away, but to-day the unbranded boot is almost unknown and specialization has become the watchword of progress and the hall-mark of quality.

Mr. Walker and Mr. Parker have never been slaves to business. They have enjoyed the delightful associations of travel and the comfort and convenience of summer homes. They are both fond of motoring and of a quiet life in the country during the hot weather period, while Mr. Walker has always taken a lively interest in the affairs of the Ontario Boot and Shoe Manufacturers' Association.

JOINS THE ROYAL FLYING CORPS

Lester Levy, general manager of the Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, and son of A. Levy, vice-president of the Toronto Shoe Retailers' Association, has given up his position with the company, and enlisted in the Royal Flying Corps. M. L. Levy will assume the management of the Canadian Shoe Findings Novelty Co. during his brother's absence at the front.



Lester Levy, Toronto, Ont.

Association, has given up his position with the company, and enlisted in the Royal Flying Corps. M. L. Levy will assume the management of the Canadian Shoe Findings Novelty Co. during his brother's absence at the front.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

*"Buy the Shoes with
The BRANDON Brand on."*



In every detail, shoes bearing this
Brand have the quality guarantee.

You can make no mistake in stocking

Monarch *Brandon*
(Trade Mark)

and *Dr. Brandon* *Cushion
Soled*

Shoes

For they always rise to the top of
all that is good in good shoemak-
ing, including STYLE, FIT, COM-
FORT and WEAR.

The Brandon Shoe Company, Limited
Brantford, Ontario

SOME LIVELY BRIEFS FROM MARITIME PROVINCES

BUSINESS in the provinces has been good since the first of September and more especially during the past month. The success of the crops and the increased industrial activity have given assurance of stability and progress.

Halifax is one of the busiest places in Canada to-day. It looks like any of the great shipping centres of the Atlantic seaboard, and although perhaps not so crowded with shipping as it was upon the entrance of the United States into the war, it still bears the mark of its responsibility as the headquarters of allied activity on this side of the water.

Halifax is making history to-day in more ways than one. It is the first time in the history of this continent, for instance, that armed soldiers and sailors of the nation to the south may be seen in its streets. It has taken on a cosmopolitan character and samples of many nationalities may be seen not only on the streets, but in the harbor. It is the one place in Canada where the full portent of the present war may be realized in the surroundings to some extent.

Business in Halifax is good. The retail trade there say that there has never, to their knowledge, been the amount spent over the counters that has passed in the past few months. The carrying on, not only of the war enterprises, but the work on the new steamship and railway terminals, has made it a hive of industry. Added to this, the passing through Halifax of several military and naval parties leaves its impress not only upon the place but its commerce.

Halifax is but a sample of such industrial centres in Nova Scotia as Sydney, Amherst, Windsor, Moncton, Yarmouth and other places, which all evidence the presence of unusual prosperity and development.

The Amherst Boot & Shoe Co. are ample evidence of the popularity of "Amherst Solids" in the growth of their plant. They report business for this season as picking up and going ahead, especially in the West. In the East buyers are gradually realizing business is on a solid foundation and while buying carefully, are doing so steadily.

St. John, N.B., bears all the evidences of comfortable prosperity. Its activities are perhaps not as marked as Halifax for obvious reasons, for although it has the marks of maritime activity, it is hardly to be expected that it would vie with Halifax. It shows, however, the effects of the general prosperity of New Brunswick and its business interests indicate by the distribution of staple products, the fact that the province is enjoying satisfactory trade conditions. The crops have been good and have been safely garnered. The only fear at present is that the abundance of such products as potatoes, for instance, will militate against prices. The jobbing houses all report fairly satisfactory trade and retail business is good.

Fredericton is feeling the effects, not only of the good business throughout the country, but the extra importance given to industry by the war. The various shoe plants are not only fully occupied, but in some cases are cramped for room and making additions to their premises and equipment.

St. Stephen, Moncton, Sackville, Woodstock, Edmundston and other centres all report satisfactory retail activity and are expecting a good fall and winter season.

The Hartt Boot & Shoe Co., Limited, have put Fredericton on the map as far as fine men's shoes are concerned. They have now added a small range of high-grade women's shoes this season. This line, which is limited at present, is on a par with their men's shoes, very fine, indeed, in quality. They believe that following consistently the policy that made their men's "Gold Medal Shoes" so successful they will win out with the women of Canada as well as the men.

Clark Bros., of St. Stephen, N.B., are getting into their

swing on spring goods. They report trade as very satisfactory and evidencing considerable improvement with the advent of more seasonable weather. They have one of the best laid out and best equipped plants east of Montreal. We understand that Mr. Knowlton, of the U. S. M., Montreal, has just been down and the Clark boys have been showing him a "neck" of the New Brunswick woods. We expect to hear some great moose stories shortly.

The Palmer, McLellan Shoe Pack Co., of Fredericton, are meeting with marked success in connection with their "Chromoil" footwear. They are becoming the popular thing with those who wear or sell goods of this class. They are making a great many trench boots both for the military authorities and individual requirements. The design is particularly neat and striking.

E. L. Rising, of St. John, accompanied by Mrs. Rising, is enjoying a well-earned holiday in the West. He is at present in British Columbia and expects to spend part of the winter in California, returning in time for the spring activities.

Mayor Hayes, the head of the J. M. Humphrey Co., is making a very popular civic executive officer and is spoken of highly not only in St. John, but outside the city. He is foremost in every good thing not only for the advancement of the city but its social and moral interests.

The John Palmer Co., of Fredericton, is turning out its full complement of the oil tans on which it has made its reputation with the shoe trade. They tan their own leather by a special process that they claim has been in the family for two generations and with their new factory and equipment have brought their product to such perfection that they claim it has no superior in the world. They are turning out a good many military or "trench" boots as well as their regular line and claim that they are every day receiving requests from the front or from friends of those at the front for goods of this class by those who know Palmer goods.

William Murdock, engineer for the city of St. John, N.B., died suddenly a few days ago from heart trouble. He was a son of William Murdock, who conducted a shoe business in Paisley, Scotland, in the year 1848. He came to St. John in 1854 and for some years was affiliated with the boot and shoe trade. Engineer Murdock was in the employ of the city since the year 1869 and was a valued employee. His funeral took place on Tuesday afternoon, October 9th, and was attended by many prominent citizens.

Samuel J. Warwick, who for many years was connected with the shoe business in St. John and Sussex, died recently after an illness extending for several months. He was employed with the McRobbie Shoe Co., Limited, with Waterbury & Rising, Limited, and with the Sussex Mercantile Company's boot and shoe department. In later years he was associated with the Warwick Bill Posting Co. Besides his wife he is survived by three sons, three daughters, one brother and one sister.

Frank Laskey was in St. John, recently, representing the Tetrault Shoe Manufacturing Co., of Montreal. Mr. Senez was also in the city in the interests of Aird & Son, of Montreal.

DEATH OF MR. R. J. WALSH

Richard J. Walsh, a well-known and highly esteemed citizen of St. John, N.B., passed away recently, after an illness extending over a year. He was in his 56th year. The news of his death spread rapidly and many were the expressions of sympathy for the bereaved family and regret at the loss of a citizen of such sterling character.

Men in every walk of life reposed in him their trust and he was known as a gentleman of honor, loved and respected by everyone. Simple, direct and truthful in utter-

"The Sweetness of Low Price Never Equals the Bitterness of Poor Quality"



Stitchdown Pump



Stitchdown Blu.



Standard Screw Blu.



Stitchdown Butt.

A "STITCHDOWN" SHOE FOR EVERY CHILD IN SIZES 3 TO 10½

A line made with special care for the feet of growing children. Stylish, comfortable and healthful, they make a strong selling appeal to parents.

Our travellers are out now with samples of a magnificent line of staples for Men, Women, Misses, Youths Boys, Little Gents and Children. They are all good profit producers. *Be Sure You See Them*

Charles A.
AHRENS
Limited
Kitchener, Ont.



Hydro City Solid Leather Shoes

Have established a Nation-wide Reputation for good wearing quality as manifested in our MEN'S, YOUTH'S, BOYS', CHILDREN'S AND INFANTS' FOOTWEAR.

Take advantage of our IN-STOCK SERVICE
—it will save you many \$\$\$\$.

Hydro City Shoe Mfgs.
KITCHENER ONTARIO

SLIPPERS for 1918

Our lines for the coming season are the finest range ever offered the Canadian Trade. They are in high grade Felts, Satins, Sport Cloths, Gros Grains, Cretonnes and Combinations, for Men, Women, Misses and Children.

*See them in the hands of
your Jobber.*

The E-Z Walk Mfg. Co., Inc.

*Manufacturers of High Grade
Felt and Novelty Slippers*

62-70 West 14th St. NEW YORK CITY, U.S.A.

ance, of high purpose, and with a beautiful kindness and sincerity of spirit, he bound friends to him closely. Many will cherish the memory of a friend who never failed, one who made things look brighter and better for many a one who came within the scope of his acquaintance.

His loss will not only be felt in the commercial world, but also in many societies and social centres. For many years he was a member of the C. M. B. A. and held office in that association for years. He was president of Branch 134 for two terms, and also held the office of treasurer and secretary. In latter years he had held the honored position of grand deputy for the Maritime Provinces. He was also a



The late R. J. Walsh, St. John, N. B.

member of the Father Matthew Association and of St. Peter's Temperance Society. While in office in the C.M.B.A. he took an active interest in social events and was instrumental in arranging a course of lectures which were largely attended and greatly appreciated by many citizens. He also had a warm place in his heart for St. Peter's Y.M.A., and on many occasions assisted in functions held under their auspices. Mr. Walsh was also a member of the Royal Arcanum.

Besides his wife he is survived by one son, Frank, who is attached to the staff of the post office, and four daughters.

Mr. Walsh was a director of Waterbury & Rising, Limited, and held the position of manager of the King street retail store and advertising manager for the company. He entered the employ of the firm of Waterbury & Rising thirty-five years ago at the age of twenty-one years, having had previous experience in the business with the Hurley shoe store in King street. Since that time he had been one of the most valued members of the staff and when the company was incorporated in 1911 he became a director. On the twenty-fifth anniversary of his connection with the concern he was given a handsome gold watch and chain by the firm at the annual banquet, a tribute which he treasured highly. His associates in the company and the other members in the staff speak in the highest terms of the late Mr. Walsh and of the loss suffered through his death.

Mr. Walsh was for some years, up to the time of his fatal illness, an active and valued member of the executive of the Playgrounds Association.

FIRST AMERICAN SHOES MADE IN 1628

The first shoemaking in America was recorded when Thomas Baird arrived on the second voyage of the Mayflower in 1628. Baird was under contract with the Plymouth company to make shoes for the colonists, and brought with him hides, etc., for this purpose. It was recorded that in 1636 a planter in Virginia employed six shoemakers to make shoes for his slaves.

That in the early history of the country the art of making shoes had become of considerable importance is shown by the very summary laws passed by the different colonies regulating the industry, says the "Book of Wonders." Particularly was this so in the province of Pennsylvania which, in 1721, placed upon its statute book most drastic laws regarding the making of shoes and regulating the prices to be charged therefor.

Shoemaking in New England early received impetus from the arrival of one Philip Kirtland, a Welshman, who came to Lynn, Mass., in 1636. He was an experienced shoemaker and taught his art to many of the colonists in his vicinity.

MR. YOUNG CALLS ON OLD FRIENDS

James Young, of Toronto, and James Robinson, of Montreal, spent a few days recently in Quebec on a social trip, calling upon members of the trade and renewing old



James Young, Toronto

acquaintances. Mr. Young was formerly in the manufacturing business in Montreal and Mr. Robinson was then one of his travelers. The former lately spent a few days with Mr. Robinson at his farm at Lakeside and helped to put the orchard in shape.

COLLIS CALF

is the product of the best and most carefully selected raw stock, to which is applied the most modern and scientific methods of modern tanning practice. In feel, appearance, strength and shade they are unsurpassed. WE SPECIALIZE IN "COLORS."

Our Specialties: Collis Tony Red Collis Mahogany Brown
The most popular shade in the whole "world"
 Collis Khaki Collis London Brown
 We lead in the New Shades; others follow

Collis Leathers are made specially to meet the particular requirements of High-Grade Footwear. They have that softness of texture, evenness of color, and richness of lustre that give class to the Shoe. Made in Bright, Glazed, Boarded and Russian Finish.

LARGEST IMPORTERS OF FRENCH CALFSKINS ON THE CONTINENT

COLLIS LEATHER CO., LIMITED
 AURORA ONTARIO

HONESTY AS A POLICY



is all right as far as it goes, but Honesty as a Principle is the only Honesty worth while.

SISMAN'S
 BEST
 EVERYDAY
 SHOES

represent [HONEST SHOEMAKING—honest materials as well as honest workmanship—in LITTLE THINGS as well as the BIG. That is why all who buy them or wear them, always want them again.

ASK YOUR JOBBER

THE T. SISMAN SHOE COMPANY LIMITED
 AURORA, ONT.

FIRMS TAKE ACTION TO SECURE ARMY SHOE ORDERS

Ontario Shoe Manufacturers will Co-Operate With Those in Montreal and Leather Interests Have Been Invited to Join in Representations to the Canadian Government
—Several Samples Have Been Made on English Lasts for the Boys Overseas

A MEETING of the Ontario Boot and Shoe Manufacturers was held in Toronto this week to consider the question of securing orders for army shoes for the forces from the Dominion who are now in service abroad. The whole matter was thoroughly discussed, and it was decided to take joint action with the committee, recently appointed by the Montreal Shoe Manufacturers, in calling the attention of the Federal Government to the advisability and necessity of placing business with the Canadian trade and giving them the opportunity to shoe the boys who are across the water.

A. Brandon, of the Brandon Shoe Co., Brantford, who is Chairman of the Ontario Association, presided and the committee selected to work in conjunction with the Montreal representatives is: W. S. Duffield, of the John McPherson Co., Hamilton; John Dunbar, of Scott-Chamberlain, Limited, London, and the chairman, Mr. Brandon.

The articles which have recently appeared in the SHOE AND LEATHER JOURNAL were read and favorably commented upon. It was felt that the Canadian trade had not been fairly or justly dealt with in the matter of supplying army shoes, especially as the people of the Dominion are called upon to pay for the equipment of the men from home. There is no denying the fact that, by reason of some four hundred thousand young men having enlisted from Canada to do their duty in the great struggle, conditions in shoemaking industry in men's footwear have of late been rather quiet. Canadian firms can make shoes, which fact has been amply demonstrated many times, that are the equal of any British or foreign boots, in comfort, worth and wear.

Should Make All Shoes for Canadians

The entire footwear needs of Canadian soldiers, whether at home or abroad, or at least an amount equivalent to what they use, should, it was freely declared, be supplied by Canadian factories, who have the facilities and the equipment to meet every requirement. It was further pointed out that Canada should be permitted to make all shoes out of Canadian materials with Canadian labor for the lads in khaki and that every encouragement should be afforded by the Federal Government to this end.

A resolution was also passed by the Ontario shoemakers that the leather manufacturers be invited to appoint a committee to co-operate with them in securing army orders.

Since the last edition of the SHOE AND LEATHER JOURNAL it is understood that two Canadian firms have been invited to make some samples of military boots on English lasts and patterns. These have been completed and among the specifications, which differ from the type of army boot as made in Canada for the Canadian boys, are the following:—

The 1917 Army Boot

Fourteen iron outsole or two seven iron soles cemented. Fleshout upper required, either fleshout English kip or fleshout chrome re-tan side. The former is made from India hide, which is taken by the British Government and given to the British tanneries, which are under Government supervision. The leather produced is sold to the shoe manufacturers making army boots at 25c. per foot. The alternative, however, namely, chrome re-tan side, can be had in Canada in large quantities, but the price at the present moment is in the neighborhood of 50c. per foot. The leather in uppers is eight ounce.

The shoe is made as follows: The slip sole is standard screwed, which also acts as a welt. Then the sole is laid in

cement and Goodyear lock-stitched; bottoms filled with spriggs; head to come flush inside of outer sole; metal heel plates and toe plates; Hungarian nails from top of filler of heel, also part way back from toe plate.

Frank Plea for Fair Play

Speaking to the SHOE AND LEATHER JOURNAL this week, a leading eastern manufacturer ably summed up the situation when he remarked that the shoe manufacturers of the Dominion would be satisfied to keep their wheels turning and their organization together, which could easily be accomplished if the Canadian Government would extend to them the privilege of making all the army shoes worn by our soldiers, and particularly for those men who are now overseas. "No comment is necessary," he added, "in regard to the reasons why this should be done as your recent articles express the sentiments of the trade clearly and convincingly. We are all anxious to co-operate in every respect. It is generally known that the makers of men's footwear have been running light during the summer months, making it necessary to lay off many workers, who have lost their wages while the manufacturers have lost large sums in overhead expenses, which otherwise would have been absorbed. Our records absolutely prove that the Canadian Government's purchase of boots since the war has been made at low prices but the manufacturers were able to save their overhead charges and retain their organization. If our government would meet our views in the matter and permit Canadian manufacturers to make all shoes for Canadian soldiers we believe that it would be wise to adopt the policy now in vogue in the United States, viz., to appoint a commission to meet the tanners and arrange for a price for the leathers required. This would permit all manufacturers to purchase their leathers at the same figure, each manufacturer adding to his material cost, labor, royalty, and his own overhead, plus a small percentage of profit, which could also be determined by the commission. This would show a slight variation in the prices but would enable each shoemaker to make approximately the same amount of profit. If the matter were handled intelligently there would be no difficulty in making the allotment of orders to the different manufacturers, who would wish to participate in the business."

Canadian Leather and Shoes Unexcelled

Recent tests which have been made by Canadian firms of Canadian tannage and what the English specifications call for demonstrate that the local product compares favorably in every respect. In no particular has the British leather been found superior and, according to the tests, English sole stock evidences more loading than any turned out in the Dominion.

Now that Canadian firms have produced sample army shoes on English lasts and have complied with every specification, it is believed that matters will be expedited for Canadian concerns to make all the footwear that may be required for the Canadian boys abroad. With the co-operation of the shoe and leather trades in the Dominion, it is hoped that something tangible will result, at an early date, in placing large army shoe orders with Canadian firms and giving an impetus to making men's shoes in plants in the Dominion who, as already pointed out, have suffered a considerable loss in many ways by reason of their being denied the right to provide footwear for the soldiers overseas, although the Canadian people are paying the bills for the

goods. Canadian plants have every equipment and facility for turning out all orders promptly, skilfully and efficiently. The time for action on the part of the Federal authorities at Ottawa is at hand and all the producers of men's shoes in this country are asking is justice and fair play.

If Great Britain were to declare to General Pershing, commander of the United States forces in France, "there is the boot your men who are in service here are to wear; it is made in England," what reply would the representative of Uncle Sam make?

ASSISTING RETAILERS TO ELIMINATE WASTE

The traveling representatives of the shoe manufacturers all over the country have been appealed to by a member of the National Boot and Shoe Manufacturers' Association in the following bulletin:

"Every agency connected with the government is doing its utmost to conserve our resources and to reduce the expense of doing business and to eliminate waste. You can do your bit in this war by helping to educate the retailer to eliminate waste. This does not mean that there should be any curtailment of business, for business is good. We are



The interior of the Goodyear System Shoe Repair Co.'s store, Winnipeg, showing the waiting room for men. The ladies' waiting room, tastefully fitted, is behind the partition in the background, and Miss King, who specializes in waiting on the ladies, is seen at the counter. Note how close Mr. May got to the cash register when we said we were going to "take something."

receiving very few cancellations, and the general prospect for the retail merchant is better than ever before. It means that the frills and fancies should be cut out. There are certain unjust and unreasonable expenses now connected with retail merchandising which must be reduced if not entirely eliminated.

"The use of transportation facilities in returning merchandise has been estimated at 10 per cent. In other words, if we could avoid the return of merchandise throughout the country, we could add 10 more freight cars to every one hundred. We could employ 10 more men to every 100 in the shipment of merchandise and in the handling of government needs.

"Therefore it is your duty to impress upon every merchant the absolute necessity of reducing the return goods charges to the lowest possible item. The needless return of goods is a source of expense and trouble that can be avoided.

"If your customer feels that he has a just complaint, let him take this complaint up with the house before he sends back a single pair, and it may be that a two-cent stamp will save a fifty-cent freight bill.

"It is your duty to help bring about this result.

"When orders have been taken and the goods cut and in process of making, there has been a considerable expense

imposed on the manufacturer. If orders in process of making are cancelled there is a waste.

"Your customer should order goods that he will accept, and it is your duty to see that the orders you take are suitable to the section in which you are selling.

"It is your duty to see that customers whom you know are notoriously slow in making payments do not give you



H. Vos & Sons, Cordova Street, Vancouver. This shop positively refuses to be photographed properly, in spite of the fact that it is one of the best known in Vancouver. Mr. Vos, on the left, is a master shoemaker, and personally cuts all the loggers' shoes made in this miniature factory.

orders for factory making, but confine themselves to in-stock house orders. Recollect that you have not sold the goods when you take an order. The sale is not made until the



M. Lang & Co., 541 Main Street, Vancouver. One of Vancouver's Chinese shoemakers that has been established about 9 years. This shop makes in a small way loggers' and miners' shoes that are sold principally to the Chinese, Jap and Oriental element among the loggers.

goods are delivered and paid for, and the payment is as much a part of the transaction as is the taking of the order.

"Some of your customers ask for special cartons with special colors and special printing with special labels, and not one of these items is necessary to the construction of the shoes, nor do they contribute to the quality of the material, nor the workmanship that goes into the shoe. This is a waste, and should be eliminated.

"It is your job to see that these specials, all of which cost your house money, are avoided and a little work on your part will help to do this."



Style No. 372

Youths' Box Calf Blucher, McKay Sewn,
Slip Sole, Fast Color Eyelet, Full to Size

Size 11- 2	-	-	\$2.85
Size 8-10½	-	-	\$2.45
Size 5- 7½	-	-	\$2.05



Style No. 373

Youths' Patent and Calf Blucher, McKay
Sewn, Slip Sole, Full to Size

Size 11- 2	-	-	\$2.85
Size 8-10½	-	-	\$2.45
Size 5- 7½	-	-	\$2.05

ADAMS SHOES

For Infants, Children, Misses, Youths

The above is a proposition that should rivet the attention of every retailer in Canada. Write to-day and protect yourself on these lines.

Orders placed at once from this Advertisement will have the same careful attention as if sent in by our Travellers

The ADAMS SHOE COMPANY

LIMITED

TORONTO

ONTARIO

AMONG THE SHOE MEN.

Geo. B. Shelton, late of Flint, Mich., who for some weeks was employed in the Walk-Over boot shop, Yonge street, Toronto, developed too much fondness for ladies' silk hose, and his actions arousing suspicion led to his arrest. Shelton was found to have forty-six pairs in his possession, and one pair of slippers. He pleaded guilty and was given a sentence of fifteen days in jail.

John Dunbar, of Scott-Chamberlain Limited, London, was in Toronto this week calling upon the trade.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, spent a few days recently in Boston and other Eastern centres on business.

The annual conventions of the Walk-Over boot shops have just been concluded, the Eastern one being held at Baltimore and the Western at St. Louis. The former gathering was attended by R. J. G. Gore, manager of the Walk-Over boot shop, Quebec; S. E. Wygant, manager of the Walk-Over boot shop, Montreal, and R. O. Dunhill, manager of the Walk-Over boot shop, Toronto, all of whom report having spent a most instructive and profitable time. The gathering was exceptionally well attended and embraced many new educational features.

A charge of assulting Isaac Rachlin, a huckster, which was laid against Robert Ash, was dismissed by Magistrate Brunton in the County Police Court at Aurora, Ont., recently. Rachlin stated that he had gone to the plaintiff's to buy shoes and when he refused to take them because they were too small, alleged that he had been assaulted. The defendant denied the assault and said that he had only ordered Rachlin off his premises.

E. H. Barnes, formerly of Chesterville, Ont., who has been a resident of Sault Ste. Marie for a number of years,

Chicago, has joined the Walk-Over staff in Toronto, and has entire charge of the floor.

Pierre Blouin, of Quebec City, has purchased the entire stock of G. J. Trudeau Co., Limited, 365 Ontario street east, Montreal, in liquidation, consisting of buttons, backing cloth and stays, felt buffing wheels and other kinds, buckles, bows, camel hair brushes, bottom polish, counters, heels, laces, ornaments, rubber heels and soles, etc. It is Mr. Blouin's intention to dispose of this stock as quickly as possible, and with this object in view he has arranged with the Perfection Counter Co., Limited, of Montreal, which com-



L. O. Breithaupt, of the Breithaupt Leather Co., Kitchener, on the right, and J. C. Acton, Toronto, on the left, after a recent successful day's fishing in the Georgian Bay district



Interior view of the Norris Shoe Repair Co.'s establishment, Sudbury, Ont.

is opening a large shoe store in that city, which will be known as the "Regal Boot Shop."

Fred. R. Foley, shoe retailer, of Bowmanville, Ont., who went to Port Huron, Mich., on a visit, was seized with an attack of appendicitis while in that city, and was sent to the hospital where he underwent an operation. His many friends will be glad to learn that he is now on the road to recovery.

R. F. Harry, who had charge of the ladies' shoe department in the State street store of the Walk-Over boot shop,

pany he is interested in, to dispose of the stock in conjunction with him.

A recent despatch from Brandon, Man., says: Many a youngster who would scorn a "hand-me-down" in any other instance is begging father to buy him a pair of "cut-over" army boots at the Military Hospitals Commission vocational training schools this fall. The returned soldiers in the cobbler's classes are cutting down the soldiers' cast-off boots and resoling them in their trade course, and the boots becoming boy's size are acquiring considerable vogue among the young patriots who live in the vicinity of military convalescent hospitals where vocational training is carried on. The condemned boots in the army are given to the cobbler classes, and the men resole and sell them back to the soldiers for \$1.50 per pair, and it is these boots which are in such demand.

Pleading guilty to obtaining some shoes and clothing from John Swinburne, a Stratford merchant, by fraud, Bruce Smith, a Hamilton young man, was also convicted of stealing a flashlight, battery and two boxes of valves when he appeared in Stratford last week. Smith was remanded for sentence.

The Season's Best Styles in Stock

Each and every one represents the most popular numbers ordered by representative retail shoe merchants for this Fall

IN STOCK NOW



994—A seven-inch Glazed Kid Blucher Boot, made over our new Nurses Comfort Last. Kid Tip. Medium Welt Sole and Medium Low Cuban Heel.

In Stock, B and C, 4 to 8, D-E, EE, 3 to 9.
Price, \$4.00



992—A Nine-inch Havana Brown Kid Lace Boot, Full Quarter with English Back Stay. Our new Semi-Square Throat Vamp. Medium Welt Sole—103 Last. Solid Leather Louis Heel.

In Stock, AA, 4 to 8.
Price, \$6.60



996—Gun Metal Walking Boot, 8 inches high, Perforated Vamps, Imitation Facing and Tip, Medium Welt Sole, Cuban Heel, our 104 Last.

In Stock, AA, 4 to 8, A to D, 2 1-2 to 8.
Price, \$4.50



995—Lace Walking Boot, 8 inches high, made of Fine Black Frch. American Kid, Kid Tip, Medium Welt Sole and Cuban Heel. 104 Last.

In Stock, AA, 4 to 8, A to D, 2 1-2 to 8.
Price, \$4.75

Terms: 4%—10, 3%—30, Net—60

MOORE-SHAFER SHOE MANUFACTURING CO.
BROCKPORT, N. Y., U.S.A.

A merchant of Odessa, Russia, who has been doing a large business with English firms in the past, would like to open up business relations with Canadian manufacturers in the following lines: Cloths and serges for men's suitings for summer, autumn, spring and winter; woollens in black and blue for ladies' costumes; men's boots of best quality in all popular sizes, colorings and shapes. He would be immediately prepared to buy 5,000 yards of cloths and serges for men, 3,000 yards of woollens for ladies' costumes, and 5,000 pairs of men's shoes, paying cash against documents.

H. Meitin & Co., shoe dealers, Montreal, have recently registered.

A federal charter has been granted to Code-Carkner, Limited, Ottawa, Ont., with a capital stock of \$40,000, to carry on the business of manufacturers and dealers in boots and shoes. Among the incorporators are E. E. Code and J. Howard Carkner, of Ottawa, who have been associated with the footwear business for many years.

John F. and William Clark, of the firm of Clark Bros., Limited, St. Stephen, N.B., have recently returned from a moose hunting expedition at Bonny River.

The shoe repairing business in Welland is in a very flourishing condition at the present time and the local association is making good progress. There are seven shoe repairers in the city who are getting along admirably and co-operating for the general uplift and progress of the craft.

John G. Settle, representing the Murray Shoe Co., of London, Ont., spent a few days in Toronto last week calling upon the trade and showing a fine range of spring and summer samples.

A. L. Bartlett, shoe retailer, corner College and Clinton streets, Toronto, who some time ago bought a farm near Winona, Ont., has sold his property for a large sum and has

bought a big apartment house in Toronto. Mr. Bartlett has returned to the city and is now devoting his exclusive attention to the shoe business. He reports trade as being very good during the past few weeks.

F. Nolinsky, of the Ideal Shoe Co., Elmira, Ont., which plant was recently visited by fire and considerable damage



Goodyear System Shoe Repair Co., 272 Hargrave street, Winnipeg, Man., one of the best known and equipped repair shops in the Mid-West. The man with the happy smile is Mr. May, the proprietor, and the jolly smile is characteristic of the man. The reflections in the window are from the gigantic T. Eaton Co., Limited, store opposite, where 4,000 hands pass in and out four times a day.

done, was in Toronto last week. The fitting room has been put in operation and repairs are being made to the rest of the building. The departments will soon all be running again as usual.

S. Cleland, who operates two shoe stores in Toronto, one at 1162 Yonge street, and the other at 1030 St. Clair avenue, has disposed of his Yonge street business to Isaac McMullen, who for a number of years was connected with the selling staff of R. Dack & Son, 73 King street west, Toronto.

The merchants of Preston, Ont., have signed a petition to be presented to the town council asking for Wednesday as a half holiday the entire year. There will, of course, be no holiday on Wednesday when another holiday comes in that particular week. Two weeks before Christmas and the one preceding Easter will also have no half day off. The shoe merchants of the town were unanimously in favor of the petition.

H. C. Blachford, president of the Toronto Shoe Retailers' Association, spent a few days in Detroit on business.

R. E. Dildine, of Montreal, general sales manager of Ames-Holden-McCreedy, Limited, is on an extended business trip to the western branches of the company and is now in Winnipeg on his way home from the Coast.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., has returned from a short visit to New York City, where he had the pleasure of seeing the Giants and the White Socks of Chicago play in the world's baseball series.

L. H. Fischel, who represents Nathan Cummings, Montreal, and the M. T. Ornsteen Shoe Co., of Haverhill, Mass., was in Toronto last week calling upon the trade.

G. L. Hodgson, shoe retailer, of Mount Dennis, Ont., who conducts a live repair shop, intends adding a department for the making of boys' staple shoes in the near future.

S. Grimason, of Regina, who is well known in the shoe trade, is spending a few days in Toronto and other eastern points.



"There's many a slip in the fishing game"



Acme

*“The Sole of
Perfection”*

- ☐ The new Dunlop product that takes the place of leather for boot or shoe soles.
- ☐ The public are now being told all about “Acme”—why it is entitled to be called “The Sole of Perfection,” and why it will outwear and outserve leather.
- ☐ Colors, Black, White and Tan.
- ☐ Prepare for the demand. Specify “Acme” soles on your boot and shoe orders, and your manufacturer will be glad to fill them.
- ☐ “Acme” is supplied in sheets $\frac{3}{16}$ ”, $\frac{1}{4}$ ” and $\frac{5}{16}$ ” thick for repair purposes.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories: TORONTO

Branches in the Leading Cities



Aero-Peds Manufacturing Co., Limited, of which John A. Adams is manager, are enlarging their manufacturing space at 30 Adelaide street east, Toronto, and have added considerable new equipment which will greatly increase their output. Some new lines will be made in the near future.

James Robinson, of Montreal, and James Young, of Toronto, recently spent a few days with John Ritchie, of Quebec, at his summer home on the Island of Orleans. Mr. Ritchie intends going south to spend the winter months.

The shoe store of H. & C. Blachford, Toronto, is showing something exceptionally attractive in gaiters. These come in English box cloth in gray, fawn and white, and in nine and ten inch tops. They fit over any shoe and have the appearance of being a part of it. They are fastened by a neat elastic that fits under the arch. The gaiter can be slipped over a pump, oxford or bal and laces up the front. One outstanding feature of this new type of gaiter is the design, construction and shape, corresponding to the ordinary gaiter with straps which passes under the instep. They retail from \$4.00 a pair up and are certainly distinctive and individual.

H. J. Eady has opened his new footwear store at 26 Yonge street Arcade, Toronto, and will handle men's shoes exclusively, featuring the Minister-Myles line. J. P. McLaughlin, late with the Powell-Kelley Co., has taken a position with him.

Harvey Willis, son of W. H. Willis, shoe retailer, of Wingham, Ont., died recently in England from pleurisy. At the age of seventeen the boy enlisted but, as he could not get his papers signed, had to wait until he was eighteen, when he joined up, although in a weak condition, partly through an operation of a couple of years previously. When Harvey Willis applied in London, Ont., he was plainly told

CONDENSED ADVERTISEMENTS

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

SHOE SALESMAN WANTED—For the retail trade; must have long experience and some activity. Good pay to the right party. Apply Box 12, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

SHOE SALESMAN, covering Saskatchewan for past seven years for leading shoe jobber, of West, desires position with manufacturer working the Prairie Provinces. Salary or commission. Box 50, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

that they could not take him on unless he had another operation, to which he readily assented, so anxious was the youth to get to the front and do his bit. When he left for England he was in a rather weak condition and after six weeks in the damp climate, he was taken to a hospital on a stretcher and passed away a few days later from pleurisy.

Harold J. Johnson, son of Jos. Johnson, shoe retailer, 479 Parliament street, Toronto, has purchased the shoe business of Major W. G. Pink at 278 College street, Toronto, and taken possession. Mr. Johnson was associated with his father for a number of years and for some time was on the examining board for army shoes at Ottawa and more recently in the footwear department of the T. Eaton Co. Major Pink, who returned to Toronto from his military duties in England some time ago, is now a member of the Exemption Board.

B. W. S. Martin, sales manager of the John Ritchie Co., Quebec, spent a few days in Toronto last week calling upon the members of the trade and showing a splendid range of samples for spring and summer.

W. F. Locke, of the T. Eaton Co., Winnipeg, spent a few days in Toronto and other eastern points lately on a purchasing trip.

W. L. Francis, sales manager for Gale Bros., Limited, Quebec, was in Toronto, Hamilton and London recently calling upon the trade.

C. E. Lepinay, of Lagace & Lepinay, shoe manufacturers, Quebec, was a recent business visitor to the trade in Toronto.

Owing to business reasons, Hon. C. S. Hyman, of London, Ont., has been forced to decline the position of scrutineer of the overseas vote, for which he had been nominated by Sir Wilfrid Laurier.

R. L. Savage, of Toronto, who represents Clark Bros., Limited of St. Stephen, N.B. in Ontario and Quebec, spent a few days lately in Montreal on business.

The wedding of A. Russell Hewetson, of the J. W. Hewetson Co. Limited, shoe manufacturers, Brampton, Ont., took place quietly last week in Kitchener, Ont., the bride being Miss Rosa Breithaupt, daughter of L. J. Breithaupt, president of the Breithaupt Leather Co., Kitchener. The ceremony was performed by Rev. Mr. Hauch. The bride was assisted by the two of her sisters and by Miss Hewetson, sister of the groom, while L. O. Breithaupt, brother of the bride, was best man. A large number of valuable gifts testified to the high esteem in which the young couple are held. Mr. and Mrs. Hewetson left on a motor tour through the eastern States and on their return will take up residence in Brampton.



Geo. J. Manley, 8th Avenue, Calgary, Alta., (at door) who has just completed the installation of the latest in shoe repairing Machinery, being a 22 foot Goodyear Repair Outfit, with the new covered in Goodyear Stitcher and a Model S McKay Sewing placed in line so that the whole is operated from one motor. Mr. Manley is an enthusiastic gardener, a great lover of good flowers, and as a fisherman and good sportsman is well-known in Calgary.

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



OUR STANDARD SCREW SHOES

Will stand plenty of hard wear. Made on foot-fitting lasts that will give comfort to the wearer and are durable. The range includes MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S BOX KIP. Don't fail to see our line for Spring Nineteen-Eighteen. Your jobber will quote you prices, or write us direct.

St. Hyacinthe Soft Sole Shoe Co., Limited
 St. Hyacinthe, Quebec

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

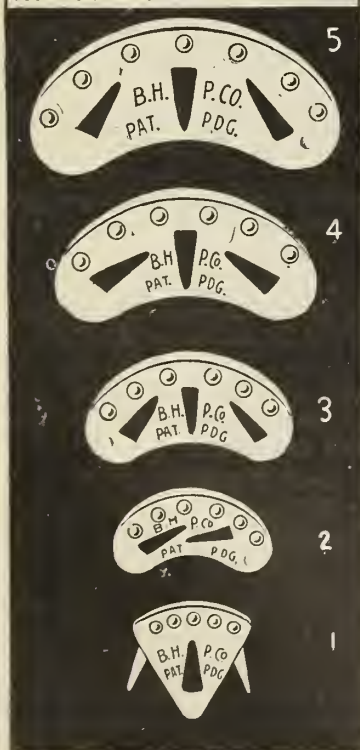
Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
 BOSTON ————— EVERETT
 MASSACHUSETTS, U.S.A.

REX STEEL HEEL PLATES

LOOK FOR B.H.P. CO. ON EVERY PLATE



RETAILERS !

Call the attention of your customers to the value of

REX STEEL HEEL PLATES

on

NEW SHOES

They prolong the life of a shoe and help the Retailer's reputation for selling good shoes.

Let us send an assortment with your next findings order.

L. H. Packard & Co., Limited, MONTREAL
 Distributors for Canada

AT BARGAIN PRICES

Having bought the entire stock of G. J. Trudeau Co., Limited, in liquidation, I am in a position to sell the following at exceptionally low prices:

Buttons—Backing Cloth and Stays—Buffing Wheels (felt) and others—Buckles and Bows—Brushes (camel hair)—Bottom Polish (Baker's original Cock of the Walk)—Cleaning Powders—Counters (Fibre and Lead-Board)—Heel and Sole, white and color finishes—Insoling—Repairer for patent leather (Lionne)—Laces—Ornaments—Repairing Crayons—Ribbon—Sand Paper—Rubber Heels and Soles and many other lines.

Write or wire for particulars to

PIERRE BLOUIN
 365 Ontario Street East MONTREAL, Que.
 OR
PERFECTION COUNTER CO., LTD.
 1247 St. Hubert St. MONTREAL, Que.

John F. Clark, of Clark Bros., St. Stephen, N.B., spent a few days in Montreal last week on business.

R. J. Kidd, of Peterborough, and M. McPherson, of Brantford, were in Montreal and Quebec recently on business.

Walter Brown, president of the District Trades Council and business agent for the Boot and Shoe Workers, was selected by the Street Cleaners of Toronto to be their representative on the Board of Arbitration in the dispute between them and Commissioner Wilson. John G. Kent will represent the city and the third member will be selected by Messrs. Kent and Brown.

Otis Hymmen, who has spent several years in the shoe business, has been appointed representative of the American-British-Canadian Distributors, of Toronto, for Montreal and the east. Sample rooms have been opened in the new Birks Building in Montreal. H. A. Beatty, of Toronto, manager of the A. B. C. Distributors, spent a few days in Montreal recently on business.

F. W. Knowlton, manager of the United Shoe Machinery Co. of Canada, Montreal, spent a few days recently visiting the plants in the Maritime Provinces.

The Supreme Court at Washington decided to expedite the Government's anti-trust suit against the United Shoe Machinery Co., and fixed January 7th for rehearing arguments.

L. Godbolt, of Winnipeg, the veteran representative of J. & T. Bell, of Montreal, in the west is moving to Vancouver, where he will in future reside.

B. F. Ackerman, president of B. F. Ackerman, Son & Co., Limited, shoe and harness manufacturers, Peterborough, Ont., has been unanimously elected to fill the vacancy on the Board of Education of that city caused by the death of Dr. Burnham. Mr. Ackerman is an old member of the Board having been connected with it a great many years.

Thomas Alison, of Galt, Ont., announces the engagement of his daughter, Maud, to William Birss, son of the late Hugh Birss, of Brampton, Ont., who was for many years connected with the Williams Shoe Co., Limited. The marriage takes place the third week in October.

The following letter under the heading of "Intolerance," recently appeared in the Ottawa "Citizen": "A little girl brought a shoe repair job to my shop and asked the cost. She left the work and told me she was the daughter of ex-Detective ——. In about a half hour she returned with her father who asked the repair to be returned and said to his daughter, 'Don't you know better than to go to a Jew.' Mr. Editor, what do you think of such a man who is so ignorant and don't know that a Jew died on the cross for him?—A Jew."

The merger of the United Shoe Machinery Co. and the United Shoe Machinery Corporation into a new concern, to be known as the United Shoe Machinery Corporation, with a capitalization of \$50,000,000, was approved recently by the State Public Utilities Commission of New Jersey.

J. A. Taylor, shoe retailer, of Petrolia, Ont., is recovering from his recent illness.

J. P. Buchanan, of Montreal, representing the Smardon Shoe Co., was in Toronto during the past week, showing a fine range of spring samples.

The handsome cup won by the Boot and Shoe Workers' Union of Toronto on Labor Day was presented to that body recently. The presentation was made by past vice-president

Jas. Richards, and accepted by Joseph King, one of the oldest members of the union. The inscription on the cup reads as follows: "Donated by Toronto District Labor Council for competition for labor organizations for general proficiency in athletics."

In its current issue, "Printer and Publisher" of Toronto, says: "The SHOE AND LEATHER JOURNAL, published by the Acton Publishing Co., Toronto, issued its advance Spring and Summer Styles Number last month. The cover was in three colors, and patriotic in design. As is usual with this publication the issue was made valuable by special contributions, and attractive by many illustrations joined to good printing.

THE NEW "REGALS" ARE DISTINCTIVE

The new samples of the Regal Shoe Co., Toronto, reveal a wider and more comprehensive range than ever. All the popular leathers are shown and several new lasts, among them being the "Crest" which is wide at the ball and has a semi-round toe with drop effect. Several offerings are seen in royal purple calf and chocolate kangaroo, while khaki calf, toney red and Cavendish are also noticed in a number of models. Fibre soles are rather strongly presented and a few smart creations carry tan and gray suede tops.

Some attractive shoes are observed in cordo veal and boarded veal, while military boots are presented both for officers and privates. These come in black winter calf and in chocolate and mahogany winter calf. In men's footwear for dress occasions patent plays a prominent part with plain receding toe and a number carry dull calf and cloth tops. The Regal range is representative and superior in every respect and in addition this year there are seen several shoes for boys, made of black and tan calf in both blucher and bal. One is a seven-piece pattern boys' shoe. This has a tip extended by a stay to the throat of the shoe and splits the vamp in two pieces, the design being rather unique. The same care and attention are given to boys' lines as characterize the splendid range for adults. It might also be mentioned that there is a nice showing in oxfords, while a few button boots are observed. All the company's travelers are now on the road with the distinctive and varied collection of Regal models for spring and are looking forward to a good season's business.

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS

28 St. Alexander Street

MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

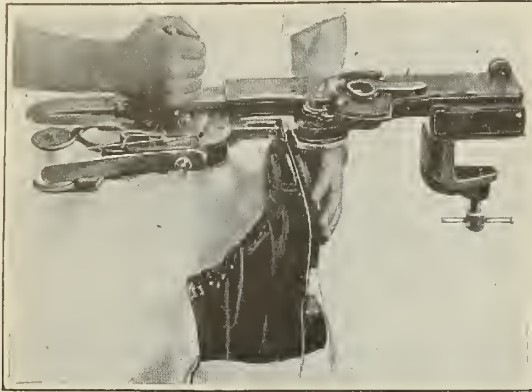
CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES," Leicester.

OWN YOUR REPAIR PLANT



**The Sterling Sole Stitcher
Hand Power**

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed.

Stitches Neolin and Fibre Soles
Write To-day.

**C. PARSONS & SON
LIMITED**

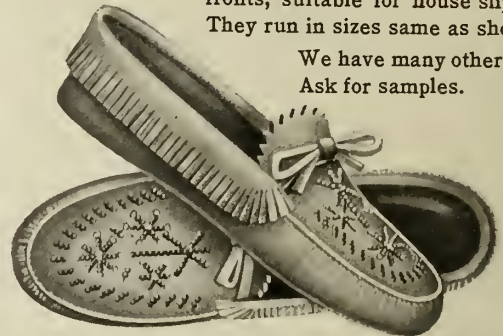
Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

MOCCASINS

Genuine Canadian Indian Hand Made

These Moccasins have beaded fronts, suitable for house slippers. They run in sizes same as shoes.

We have many other lines. Ask for samples.



PRICES

Men's	sizes, 8 to 12	-	\$10.50	doz.
Women's	" 3 to 7	-	9.00	"
Misses'	" 11 to 2	-	7.00	"
Children's	" 7 to 10	-	5.50	"
Infants'	" 1 to 6	-	4.50	"

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.



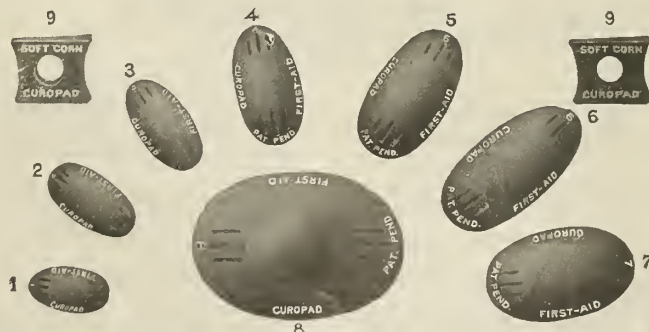
The Care of the Feet



BUNION SHIELD

The Arrowsmith Co. are doing a tremendously good work with their appliances for the care and health of the feet.

Shoe dealers are recognizing their various products as indispensable staples to their stock—If you can give added comfort to a customer's feet, you have won his heart, which means you've won his trade.



THE CUROPAD

Write us at once and let us suggest something that will gain you friends and profit.

The Canadian Arrowsmith Co.

LIMITED

J. W. Arrowsmith, Pres.

NIAGARA FALLS - ONTARIO

HARTT COMPANY WILL ADD WOMEN'S

The Hartt Boot & Shoe Co., Fredericton, N.B., who have achieved a distinctive position in the shoemaking world as producers of men's shoes of an exceptionally high grade, fit, style and quality intend adding women's welts. Some new models have already appeared, which in beauty, art and craftsmanship equal those which have made the Hartt shoe for men so widely known in the trade. It is understood that the company intend securing additional space in order to take care of this new branch of their business and there is no doubt that the Hartt shoe for women will become a leader in feminine foot toggerly.

TORONTO REPAIRERS ARE VERY BUSY

At the last meeting of the Toronto Shoe Repairers' Association there was a splendid attendance and matters of much interest were considered. Several of these were not disposed of, however, and will be taken up at the next meet-



R. P. Davis at the door of his big little store in Calgary. Although he has only 400 feet floor space, he has a 22 foot Goodyear shoe repair outfit, a large shoe shine stand and a razor blade sharpening machine. He has just augmented his equipment with a Model S. McKay sewing machine, installed by the United Shoe Machinery Company of Canada, Limited. He employs six hands and has been established in his present stand fifteen years, and is one of the recognized "old-timers" of Calgary.

ing on Thursday, October 25th. All repair men report business good and a big outlook for more.

Since the last gathering D. N. Smith, shoe repairer, of York street, Toronto, who was a member of the association, passed away. A beautiful wreath of flowers was sent as a tribute of respect.

A. Butterworth, financial secretary of the association, is a happy man these days, receiving the congratulations of his many friends in the trade, for he has just celebrated the twenty-fifth anniversary of his wedding, having been married in 1892 at Blackburn, Lancashire, Eng., to Miss Jane Howarth. They have one son, Arthur Cecil, who is a law student now in his fourth year. Mr. and Mrs. Butter-

LEATHER TRADE JOTTINGS

(Continued from page 39)

Shoe Trade Conditions.—There was a marked pause in business about the first of the month occasioned by the sensational reports about lower hides and leather. Some newspapers announced, with scare headlines, that leather had dropped 20 to 40 per cent., and the inevitable result was that retailers quit buying. With fuller information, however, there has been a reaction, and business within the past week or so has been decidedly better. This applies particularly to women's shoes and children's lines. There has been quite a noticeable slackness in men's shoes, which is attributed to the fact that early in the year jobbers and dealers bought rather heavily on account of the excitement in the leather market. There being no unusual demand as with women's shoes, and the substitution of canvas and other lines for summer use on a larger scale than ever, stocks in men's shoes have not moved very appreciably, especially in the medium and coarse grades. One of the great factors, no doubt, is the absence of so many men at the front, and the cutting off on this account of those who, under other circumstances, would use at least a couple of pairs of shoes in the year.

worth came to America in 1900 and for several years resided in Providence, R.I., after which they settled in Toronto. They have recently removed to 667 Queen street west. Mr. Butterworth now conducts three modern shops under the name of the Practical Shoe Repair Co. The last of these was acquired a few weeks ago at 667 Queen street west, where a complete new equipment has been ordered, consisting of a 22 Goodyear shoe repairing outfit, with sticher. A McKay sewer and a leather splitting machine will also be attached to the same shaft and operated electrically.

KING SHOE CO. MAY LEAVE TORONTO

It is rumored that the King Shoe Co., of Toronto, are discussing the possibility of removing their plant to one of the important smaller towns of Ontario and that attractive concessions have been offered to secure this industry. It is possible Toronto may lose one of its oldest established manufacturing concerns. The King Shoe Co. have, since the war, standardized their product to one class of shoe, which makes it practical for them to manufacture successfully in a smaller town. They were approached many times before the war, but always considered it impracticable to attempt manufacturing a general line involving a variety of styles, lasts and patterns. They, therefore, never seriously considered any proposition to locate elsewhere, but under standardized process making only one kind of shoes it is quite practical and feasible to operate successfully in a smaller centre. Nothing definite has been arranged or decided upon, but the removal of the King Shoe Co. from Toronto would reduce the total production of shoes materially.

READ THE ARTICLE ON PAGE 40. IT POINTS
THE WAY TO LARGER SALES AND GREATER
OPPORTUNITY AND INCREASED PROFITS



A NEW CATALOGUE INCREASES BUSINESS

The big buying rush has eased off a little, and you will find it necessary to devote a little more attention to the sales of your products.

The best method of sales promotion is a well prepared catalogue, a representative of the line of goods you manufacture.

It is in the making of your catalogue that we can assist you, and possibly save you unnecessary expense.

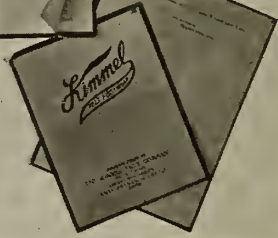
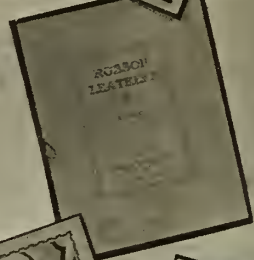
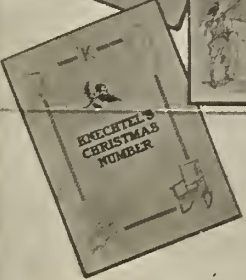
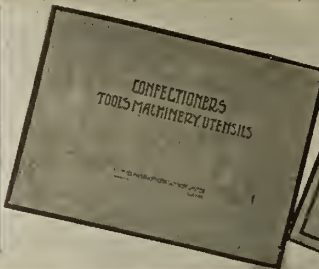
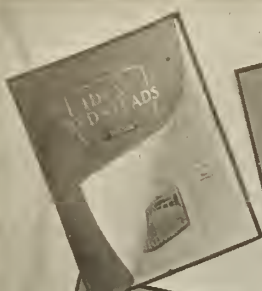
We make catalogues for many of the largest Canadian Manufacturers and give them entire satisfaction. We can satisfy you in quality of work and service.

Let us give you an idea of our ability to meet your catalogue requirements.

PHONE, WRITE OR WIRE

ACTON PUBLISHING CO.
LIMITED
TORONTO MONTREAL

We Print Everything that's Printable





Bulldogs and Tenacity



Having reference to the tough, enduring qualities of the new Tally-Ho sole.

The Bull Dog Sole is a triumph of modern constructive science. There has always been a demand for a sole that is tough, flexible, waterproof and enduring. One that would have all the good qualities of leather and several others besides. Inventive genius has solved the problem. And—in the spirit of having only the best — it naturally followed that Tally-Ho should adopt it as the standard sole of all styles of the Tally-Ho Shoe. It is better wearing than either leather or rubber. It's waterproof—it is the ideal sole.

Tally-ho Shoes

Six standard lasts—twelve standard styles—present a line that fills all the wants of the progressive dealer.

The few designs and patterns simplifies the problem of carrying stock. Dealers should know all about this money making line.

Ask us for particulars.



Joy Peds are great boosters for the Bulldog Sole

Tally-ho Shoes

Tally-Ho exclusive features are these:

1. Tally-Ho Corset Arch Support — built into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole — an important feature.
3. The Bull Dog Out-sole — better wearing than either rubber or leather — waterproof — flexible — non-slip—guaranteed service—finishes like leather.
4. Authentic styles — originated in American Tally-Ho Shop.
5. No-jar Rubber Heel—springy—resilient—pure rubber.
6. Sani-tex Health Lining—supplied with kid shoes.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street

KILGOUR-RIMER CO., Winnipeg, Western Distributors



“ALL ABOARD!” Direct Through Connections from **“HOOF TO BEAMHOUSE.”**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

“We deliver what you buy.”

INDEX TO ADVERTISEMENTS

A	PAGE	D	PAGE	P	PAGE
Ames-Holden-McCready.....	6	Duclos & Payan.....	48	Perth Shoe Co.....	46
Ackerman, B. F., & Son Co.....	13	Dunlop Rubber Co.....	62	Packard, L. H., & Co.....	64
Amherst Boot & Shoe Co.....	36			Parsons, C., & Son, Limited.....	66
Aird & Son.....	48	E			
Ahrens, Chas. A.....	52	Edwards & Edwards.....	38	R	
Adams Shoe Co.....	58	Evans, John R., & Co.....	42	Ritchie, John, Co., Limited.....	3
		E-Z Walk Mfg. Co.....	52	Robinson, Jas.....	9
B				Regal Shoe Co.....	44
Bell, J. & T., Limited.....	7	H		Robson Leather Co.....	56
Browning, C. A., & Co.....	12	Hydro City Shoe Mfrs.....	52		
Breithaupt Leather Co.....	14			S	
Beardmore & Co.....	16	I		Saba, C. N., & Co.....	68
Blachford Shoe Mfg. Co.....	27, 28, 29, 30	Independent Rubber Co.....	4	Slater Shoe Co.....	I. F. C. 64
Beal, R. M., Leather Co.....	38			St. Hyacinthe Soft Sole Shoe Co.....	64
Blouin, Pierre.....	64	J		Schultz-Goodwin Co.....	50
Brandon Shoe Co.....	50	Johnston, H. B., & Co.....	41	Staynes, W. H., & Smith.....	65
				Sisman, T., Shoe Co.....	54
C		L		Schmoll, Fils & Co.....	70
Clarke, A. R., & Co.....	O. B. C. 10	Lady Belle Shoe Co.....	38		
Cote, J. A. & M.....	10	Lewis, A. C., Leather Co.....	49	T	
Canadian Arrowsmith Mfg. Co.....	66			Tebbutt Shoe & Leather Co.....	11
Canadian Consolidated Rubber Co.....	18	M		Tetrault Shoe Mfg. Co.....	15
Canadian Footwear Co.....	34	Martin Corrugated Paper & Box Co... 10		Tally-Ho Shoe Co.....	69
Clarke & Clarke.....	48	Montreal Box Toe & Heel Co.....	64		
Cobourg Felt Co.....	49	McEntyre, John.....	65	U	
Collis Leather Co.....	54	Moore-Shafer Shoe Mfg. Co.....	60	United Shoe Machinery Co.....	8, I. B. C. 8
				Utz & Dunn Co.....	32
D					
Davis Leather Co.....	5			W	
Davis, A., & Son.....	12			Wright, E. T., & Co.....	17

YOUR



USMC



**GUARANTEE
FOR QUALITY**

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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

CLARKE'S
PATENT
LEATHER



CLARKE'S
PATENT
LEATHER

☐
Clarke's
Patent Leather



Absolutely
Reliable



The popularity of Patent Leathers for next Spring is a foregone conclusion. The question with which the Retailer must deal is the reliability of the Patent Leather that goes into the goods he orders.

A.R.C. Brand will safely and satisfactorily settle that question for you.

A. R. Clarke Leather Company Limited

TORONTO

CANADA

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

SUBSCRIPTION
IN
ADVANCE

\$1.50
PER YEAR
\$2.00 FOREIGN



C. S. SUTHERLAND, AMHERST, N.S.

TORONTO
NOVEMBER 1
1917

THE
THIRTIETH
YEAR

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Best Known Shoe Brand

Possibly no one brand of footwear is better known in Canada to-day than "THE SLATER SHOE."

And advertising alone did not do it. It was the genuineness of Style and Quality that has built that sterling reputation for worth.

And this reputation means that the sale of SLATER SHOES is truly enormous. The name alone is a selling asset.

Then you have a double advantage in our splendid

IN-STOCK SERVICE

by which you may order one pair, a dozen or a hundred pairs and have them shipped immediately.

If you miss our travellers, write us direct.

Catalogue to be had for the asking.

Slater Shoe Co., Limited
Montreal



A New Kingsbury Model

One of the very newest ideas in high-cut models. A stylish, all-purpose shoe, made in Cherry, that will be sure to meet with instant approval.

Circumstances prevented our travellers, on their last trip, showing this and a recently added new line of NEOLIN SOLED SHOES, featured in the following shades: GUN METAL, CHERRY and MAHOGANY.

They are truly a reflection of the most stylish footwear imaginable, and priced to be quick sellers.

A post-card request will bring you prices, samples and full particulars.

As these are decidedly new, don't miss them. We'll guarantee to please you or it will cost you nothing.

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

Montreal

The Accession of

WHITE GOODS



It was only natural that WHITE SHOES should jump into popularity and prominence when leather soared so high. So we studied the situation and decided to make a line with all the style marks and modish shapes to be had in leather.

Your Spring Stock will not be complete without a generous range of our WHITE GOODS, for they will be in strong demand this coming season.

We are also continuing our

McKay Sewn Leather Lines

Which have always been such strong sellers.

Be sure you see them before placing orders.

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

::

::

MONTREAL

Davis Calf Leathers



DUCHESS RUSSIA
ROYAL PURPLE RUSSIA
BROWN RUSSIA No. 33
BRIAR BOARDED CALF
CHERRY WILLOW No. 84

are the most popular shades of Colored Calf on the market to-day.

Matt Calf

Our Matt Calf is acknowledged to be superior to all other Matt.

Gun Metal Calf

Put our Gun Metal Calf in your shoes. It looks better, feels better and wears better. It may make your shoes cost a few cents more than Side Leather, but quality is remembered long after price is forgotten.

Your reputation is at stake. Use Davis Calf Leathers and be safe.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONTARIO, CANADA

Largest Tanners of Calf Leather in the British Empire



FOOTWEAR THAT MEETS EVERY DEMAND

For the retailer who reaches out for the trade of the whole community, the Union Stamp shoe is an essential part of his stock in trade, meeting every demand, produced by experienced workers, in all styles, for men, women and children, the shoe that is best known, easiest to sell, and most in demand.

Union made footwear always bears the Stamp of the Boot and Shoe Workers' Union.

No other stamp is genuine and there is no excuse for its absence on your footwear.

If you wish the best shoe your money will buy, the best for your customers, and for yourself, you will insist on footwear bearing the Stamp of the Boot and Shoe Workers' Union.

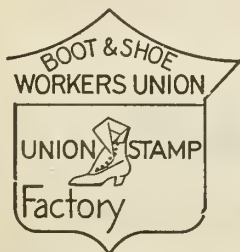
Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street Boston, Mass.

JOHN F. TOBIN - - - General President

CHARLES L. BAIN - - - Gen'l Sec'y-Treas.





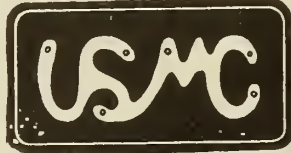
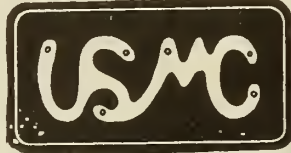
DR. REED'S Cushion Sole Shoe insures perfect foot-comfort and foot-health. It is a non-conductor of heat and cold, a protection against weather extremes.

All these health-comfort advantages without extra cost and the shoe still possessing smartness of style, plus high quality shoe-making.

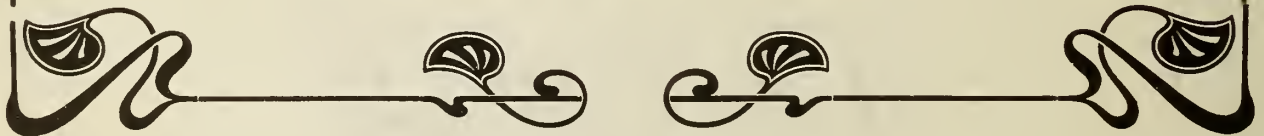
J. & T. BELL
LIMITED
MONTREAL

*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes



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



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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER

TEBBUTT'S SPECIAL HEALTH SHOES

Ever notice the strong growing demand for footwear built on health lines? It is surely in evidence.

Tebbutt's Professor and Doctors Brands

Are designed to meet every requirement of a health shoe without sacrificing the style.

The PROFESSOR GOLD CROSS SHOE has a Patented Cushion Innersole and Heel. Lining and Innersoles are treated with an antiseptic preparation. Centre Sole of Asbestos which keeps foot always cool. Made on the Tebbutt Orthopedic Last.

The DOCTORS ANTISEPTIC SPRING SHOE is made with a new Indestructible Lining on a good fitting Young Men's Last. Has all the good wearing qualities of the regular Doctors, but not so heavy.

Made in TONY CALF, KHAKI CALF and BOX CALF.

Ask Your Jobber

TEBBUTT SHOE & LEATHER CO.
THREE RIVERS -:- P.Q.

*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



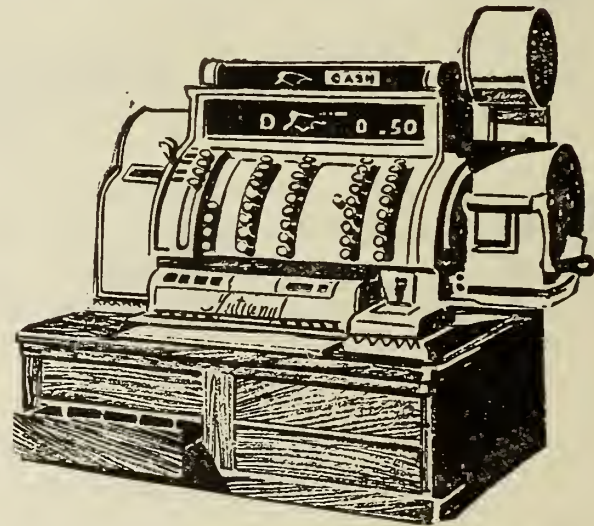
Doctors
ANTI-SEPTIC
SHOE NON
PAT 1906 1909 PERSPIRO



Full Profits

IN these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.

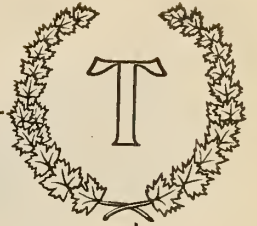


The National Cash Register Company

of Canada, Limited

Toronto

Ontario



*"When buying Goodyear Welts
I stick to*

TETRAULT

because he stands by his customers"

This is what one dealer who buys heavily from us said recently. Hundreds of other dealers throughout the Dominion say the same thing.

Tetrault Will Stand By You

by giving you the goods sure to appeal to the buying public, + (plus) that TETRAULT SERVICE and co-operation which always means BIGGER BUSINESS and GREATER PROFITS for you.

TETRAULT doesn't stop when he receives your order. He delivers on time, guarantees every pair of TETRAULT WELTS—in fact, insists that your customers shall be satisfied and feel that it is to their benefit to wear Tetrault Footwear.

And remember he has the new things, too—that is, the new things that are an improvement on the old, and that will help sales.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

LIMITED

Office and Warehouse:
9 RUE DE MARSEILLES
PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
JOBBER IN CANADA

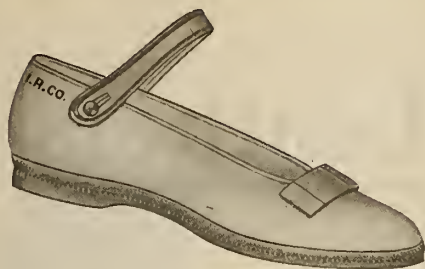


ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



PLACING AND SORTING ORDERS

The Season is here when the weather cannot be depended upon. Look over your Stock of Rubbers and see if it does not need a little sorting to put it in better shape. Then send your list to our nearest supply house.



SPEED KING PLACING

A few dealers are still delaying placing orders for **Speed King, Sporting, Outing and Vacation Shoes.** Our advice is to not delay, but order immediately, for the demand will be great next season.

Send to any of these Wholesalers:

- | | | |
|---------------------------------------|---|-------------------|
| Amherst Boot & Shoe Co., Limited | - | Amherst, N.S. |
| Amherst Boot & Shoe Co., Limited | - | Halifax, N.S. |
| E. A. Dagg & Co. | - | Calgary, Alta. |
| A. W. Ault Co., Limited | - | Ottawa, Ont. |
| White Shoe Co. | - | Toronto, Ont. |
| McLaren & Dallas | - | Toronto, Ont. |
| The London Shoe Co., Limited | - | London, Ont. |
| Kilgour, Rimer Co., Limited | - | Winnipeg, Man. |
| The J. Leckie Co., Limited | - | Vancouver, B.C. |
| The Amherst Central Shoe Co., Limited | - | Regina, Sask. |
| James Robinson | - | Montreal, Que. |
| Brown, Rochette, Limited | - | Quebec, Que. |
| T. Long & Brother | - | Collingwood, Ont. |

**The Independent
Rubber Co.,
Limited**
MERRITTON, ONTARIO

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. 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



SHOES

That Are
Distinctive



Every Shoe Retailer wants a line of shoes that he can feature as having some distinctive qualities. These are to be had in our now well known brands—

Paris

Men's Welts—Women's McKays

Patricia

Women's Welts and Turns

Metropolitan

Women's McKays—Men's Welts

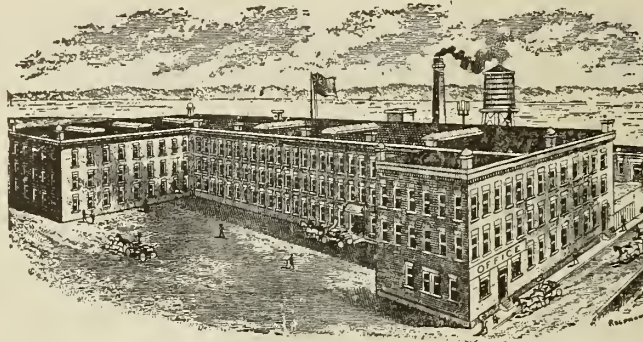
They possess that **STYLE QUALITY** and **GOOD SHOEMAKING** that mark shoes that are distinctive.

Daoust, Lalonde & Co. Limited

MONTREAL

Jobbing Branch, Metropolitan Shoe Company, 91 St. Paul Street, Montreal

The Shoes that Make You Money



There's both money and satisfaction in selling

YAMASKA BRAND SHOES

They are a substantial, solid staple line with a stylish attractiveness that makes them saleable every day in the week.

The range is so wide there's a shoe for every member of the family—
MEN'S, YOUTHS', BOYS', WOMEN'S, MISSES', CHILDREN'S

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



Glazed
or
Mat

Black
or
Colors

White and Fancy Colors

Excellent Wearing Quality,
Superior Finish and, Con-
sidering High Grade,
Moderate Prices

CANADIAN AGENTS

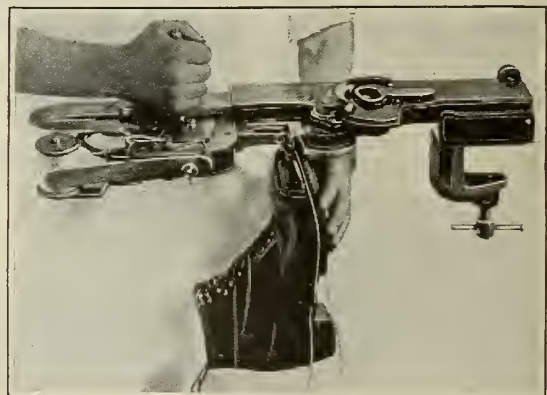
for American Tanners of Calf, Splits, Indias, Heavy
Leathers, Skivers, Cabrettas, as well as
for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

NEW CASTLE LEATHER CO.
NEW YORK

Canadian Branch—335 Craig St. W., Montreal
Factory—Wilmington, Del., U.S.A.

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed.

Stitches Neolin and Fibre Soles

Write To-day.

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.



Acme

"The Sole of Perfection"

When buying new boots or shoes, or having worn ones re-soled, it is not a question of how long leather has been in vogue; it is a question of facing this fact: "ACME" SOLES WILL OUTWEAR LEATHER, AND GIVE MORE SATISFACTION ALL THE TIME.

If you commence wearing "Acme" Soles to-day, you will not discontinue wearing them even if after the war good leather is again plentiful. Superior shoe service will keep you using "Acme."

The beauty of this new sole is that it will always be the same—the method by which it is made, and the materials from which it is made, are standard and cannot be very much influenced by either national or international complications.

In other words, you can to-day, via "Acme" Soles, order your shoe comfort a season ahead—bank absolutely on GETTING utmost wear, utmost pliability, utmost comfort; and bank absolutely on NOT GETTING any squeaking or slipping.

COLORS: BLACK, WHITE, TAN



"Acme" is a Dunlop product, and you are being invited to specify "Acme" because it measures up to the Dunlop standard.

Dunlop Tire & Rubber Goods Co., Limited
 Head Office and Factories, TORONTO



Rinex Soles

Pay Big Dividends
in Wear and Comfort
"Made solely for Soles"



RINEX
SOLE

RINEX

A Synthetic Material
which Combines the
Advantages of both
Rubber and Leather

*Light, Comfortable, Wear-Resisting,
Waterproof and of Uniform Quality.*

For Sale at all branches of the
**CANADIAN CONSOLIDATED
RUBBER CO. LIMITED**

Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscription in Advance
\$1.50 Per Year
Foreign, \$2.00

A TIME TO PUSH SALES

People have the Money and are Ready to Spend—Head off Useless Buying—Urge the Purchase of Footwear Instead of Extravagant Luxuries—We are on the Crest of the Wave of Prosperity—Take Advantage of It—Next Year May See a Change

A PROMINENT fur dealer stated the other day that his firm had never in its history sold as many or as expensive furs. The automobile industry is taxed to its capacity to produce machines of all classes to meet the demand of the spending public. Makers and sellers of luxuries of all kinds tell the same tale of feverish spending that is evidenced in overcrowded places of amusement and increased travel.

How long is it going to last? Business people are somewhat anxiously beginning to ask this question. There has been a substantial reduction recently in the output of munitions and our export returns show a falling off in volume in staple lines. Some of the factories are beginning to give evidence that we have been running the limit on speed and seem inclined to slow down. It may be taken for granted that industrial conditions will slacken considerably from now on.

The farmer has had an unprecedented year for crops and prices. He has doubled, trebled and in some cases quadrupled the returns from his yearly operations. He is the one who has made the most and suffered the least from the war. He will be inclined to spend more of his profits than usual and already has evidenced the tendency in the purchase of luxuries that he never considered before as available.

The next two months are harvest time for the dealer in this country. He should direct his utmost resources and energies towards getting the goods off his shelves and on to the feet of consumers. There never was a time when the shoeman had a better opportunity either in goods or customers. Men, and especially women, have been educated to regard their footwear as an important item in dress. There never were such attractive styles or such well-made shoes, and the public mind has learned to accept prevailing prices as warranted by both goods and conditions.

The shoe retailer has before him the opportunity of his history. All it needs is determined aggressive action along the lines of publicity, salesmanship and all that go these days to win success in retail enterprise. The time is short, but the chances are practically unlimited for turning over a goodly proportion of stock before Christmas.

With regard to the holiday season there never was an occasion before that lent itself so well to sales promotion in shoes. Shoes were never so fully adapted for holiday gifts and never offered so wide a field of opportunity in this respect for all classes of the community. The dealer should take advantage of this fact in a suggestive campaign that would place shoes in their proper place amongst those useful and ornamental articles so suited to accompany the inter-change of holiday greetings.

The reason for this being "up and doing" naturally lies in the fact that after the turn of the year no man can say what will happen. The next eight weeks spell opportunity.

Pep Will Produce the Business

The Retailers in the Front Line of Distribution Can Right the Situation in Thirty Days—It Rests With the Man on the Touchline

HERE'S a hot thought that we hope will sizzle its way into the brain of every retailer, every one of those men on the outer circle of distribution, from the city store to the farthest flung outpost—you can right the footwear situation in thirty days.

You are the points of contact with the great buying public. If your spark plugs are live the "Hydra-headed monster thing" will come across.

Buying is response to suggestion of requirement.

Starting the minute you read this article, put suggestion into everything you say, into everything you do, until it sticks out in knobs all over your enterprise.

Get right after the men, women and children who need shoes, until you make them feel that their health, happiness and social redemption depend upon the purchase of footwear.

The Standard Oil Co. at one time had mountains of paraffin wax accumulating at the refineries. They hit upon the idea of having everyone in their employ hunt uses for it. As a result of this campaign the wax mountains disappeared like snow before a chinook.

A widespread search for reasons why the public should buy shoes now would lead to a diminution of stocks.

The hesitation which has paralyzed trade would disappear and the great old machinery of distribution would be throbbing heartfully once more.

The war has ripped the word "impossible" out of the vocabulary.

You can do it. You can get the public coming. You can get things going.

Throw off your coat and inertia at the same time. Get up in the morning whistling and go to it.

You have the finest kind of an opening. The people of this country, individually, are at the zenith of their purchase power. Also the season is one when punctured footwear is least popular and whole shoes most wholesome. They need shoes, slippers, rubbers, shoe packs and moccasins, but they are just standing round like a lot of gawks outside the circus tent, munching peanuts and waiting for the mug with the megaphone to start something.

You're the spieler. Just give them the right line of dope and show them where to pass in.

The attitude you've taken the last while back won't get the crowd inside your tent. You encouraged them to question whether leather and shoes were higher in price than they should be. You tolerated the notion that there might be a break in the market, likewise false economy doctrines which would lead to the closing of industries and put thousands of workers in a position where they could not buy either bread or bonds.

No wonder they took a white-knuckled grip on the money in their pockets and shuffled away.

You only need to tell them the truth about leather—this time. Then stand aside and watch them line up to buy.

Fatal Financial Fiddling

While We Talk "After the War" Commerce, Present Opportunities and Necessities Are Neglected—The Laissez Faire Policy Likely to Cripple Canada Unless a Move is Soon Made

WE are fond of talking about Canada as one of the richest countries in the world in natural resources and yet right at this moment, we are absolutely powerless financially to negotiate the sale of a few million dollars worth of goods on credit with a country that is anxious and willing to buy from us.

The British War Mission, at New York, is buying goods in the United States that run into hundreds of millions of dollars, and claim they are shut off from patronizing Canada because we cannot loan them the money to buy, or in other words, give them credit on their war needs. They are anxious to trade with us, because not only are we next to kin, but have mingled our blood with theirs on the battle fields of Flanders, but financial conditions as well as arrangements with the United States bond holders, make it necessary to trade with those who are backing them, and their Allies, financially.

We have raised a few million dollars to finance wheat, bacon and other foods, but the ordinary citizen asks if the rest of Canada's business is to go to the dogs because our financiers are unable to arrange a credit that in the ordinary course of business is brought about every day. Germany has demonstrated what patriotism and finance can accomplish hand in hand in emergencies of this kind. Are our leaders in government and finance incapable of rising to the occasion or are they asleep while the interests of the country are thus in jeopardy?

Take, for example, the leather trade of this country, which may be considered as one of its natural industries. We have been exporting leather extensively to the United Kingdom for years past, but this business was suddenly cut off, eight months ago, by the embargo placed by the British authorities. Recently, however, the embargo has been lifted and the British War Mission allowed to purchase large quantities of sole and upper stock for British use. The purchases, however, have been made entirely from United States tanners, the instructions being explicit on this point.

The injury done Canadian tanners is more apparent when we consider that we have sent more than four hundred thousand of our men overseas, who, were when at home, users of Canadian leathers, and, although the footwear of these Canadian soldiers is being paid for by the Canadian people, the leather or a large portion of it is "made in the United States," the labor being provided by England which already claims to be so short of men that she cannot provide civilian footwear.

There appears to be bungling or supineness somewhere. The Minister of Trade and Commerce refers the matter to the Militia Department, the

Militia Department passes the responsibility on to the Finance Minister and the Finance Minister points to the War Mission in New York. In the meantime, tanneries are idle, shoe factories are shut down and the outlook for the coming year is causing much anxiety. The time for action is now. It will be useless to lock the stable door when the horse has vanished.

There are other industries in Canada being affected quite as much as the leather and shoe trades by these hampering conditions, and there are some that may not feel them for a time. The marked falling off in our exports shown by recent

THE "JOURNAL" IS NOW ONE-FIFTY

In sending remittances for the "Shoe and Leather Journal" for the coming year, subscribers will please remember that the price is now one dollar and fifty cents per annum.

Owing to the high cost of paper, wages, etc., it has been found absolutely necessary to increase the figure from one dollar to one dollar and fifty cents, the change going into effect last month. The "Shoe and Leather Journal" is published twice a month and presents all the news and views of the trade in bright, helpful and instructive articles.

returns is a warning to those at the head of the business and financial interests of Canada to cease fiddling with politics and leave fine spun schemes for world trade till question of Canada's present business danger is settled.

Already some concerns have been looking about for locations across the line with a view to producing goods there that will find an outlet in export trade with England and her Allies. Thus the reverse process of that inaugurated by the fiscal policy of Canada, some years ago, is likely to be brought about by the exigencies of war finance.

It looks as though the present policy were going to allow us to drift back into the position of a debtor nation with our principal creditor, our big neighbor to the South, who may require something more than reciprocity to settle his claim, when it finally falls due.

The time to look the issue squarely in the face is now, not six months from now. If we want Canada to become the backyard to the United States we only have to sit down and let events take their course upon present lines.

Leather Trade Jottings

What is Seen and Heard Among the Trade—Views
and News of the Leather Trade at Home and Abroad

Shoe and Leather Conditions.—There is not much change in Canada. The rough weather of the past two weeks has stimulated sorting trade, and

A NEW FALL BOOT

*In All Shades of
Brown*

With Neolin or leather soles. Also same style in black calf.

The style, the quality, and price is supported by this the largest footwear shop in Toronto. At \$7 this boot is extraordinary value!



Powell-Kelley, Limited

225 Yonge St., Cor. Shuter

1694 Dundas St., West Toronto

A neat, artistic and effective advertisement of Toronto shoe firm.

there has been a little more doing in spring goods. There has not been sufficient push, as yet, in fall business to make itself felt in a regular way. With the advent of cold, clear weather with a few snow flurries business will begin to move. One indication is the increased interest of jobbers in what the market affords.

Hide Conditions.—The markets in both packer and country hides indicate greater firmness in tone, notwithstanding the approach of a season of plentiful supply. The feature of the week has been the large sale of packer native steers at 34½ cents. Lighter weight hides do not show the same sharp advance as the heavier grades, but are firm at the ruling quotations. Buffs are steady at 25½ cents, with sales reported as low as 25 cents. In dry hides, holders are asking fancy prices, but buyers are holding off. Bogosas have sold on a basis of 41 cents with centrals at 40 cents, with reports of sales shading these prices. River Plates are easier with 45 cents offered for B. A.'s and 48 cents for Cordovas without sales.

American Shoe Markets.—The regular trade on women's shoes is showing more life, although actual business is by no means active. In the men's trade some improvement is noted on medium grade lines. The popular demand to-day at retail prices is \$5 to \$7 for men's shoes and \$6 to \$8 for women's. The army work which was recently placed, and which totals about ten million pairs, has been a great help to factories making this grade of shoe.

Boston Leather Market.—The sale of a million sides of sole for export, and the improved demand for domestic use have helped to stimulate the market with the result that prices are from a cent to two cents higher in sole than a month ago. The upper leather situation has grown stronger with the change in the hide market, and the demand for stock by manufacturers getting out new goods. Side and calf leathers are both firmer, the market for all lines being helped by the cleaning out of the black chrome sides for English and light leathers have also responded, and kid and sheep are materially stronger.

Italy Fixes Leather Prices.—About all classes of tannage included in latest order. Genoa, Italy. —(U. S. Consular Service.)—Maximum prices for certain tanned material have been fixed by a decree of the Minister of War, which was published in the Official Gazette of Rome on September 14th, 1917. These prices are for material derived from skins of home production of animals slaughtered for military or civil use, and from those of foreign origin which heretofore have been distributed by the military administration. The respective maximum prices are given under three separate designations—"for military use," "for civil use," and "foreign, distributed by military administration." The government's list also presents figures for the various kinds of leather grouped under the general classifications: Sole leather, quick tanned; leather for uppers (white vegetable tanned); uppers of chrome black, and special leathers. All hides which are

Skillfully Made



It requires about 135 separate operations to make a "Monarch" Shoe. Each operation is so skillfully done that we have never had a pair of "Monarch" Shoes returned on account of poor shoe making. We specialize on MEN'S high-grade shoes, making them from No. 1 calf skins. We guarantee the style, quality and wear. Ask your dealer about "Monarch" Shoes.

BRANDON SHOE CO., LIMITED,
BRANTFORD, ONT.
Also makers of "Brandon" high-grade shoes for men.

MONARCH SHOES

How enterprising manufacturer of men's welts is advertising effectively in leading daily papers.

vegetable tanned, and upon which tanning extracts of any nature have been used, are classified as quick-tanned in fixing the sale price.

Now is the Time to Reduce Your Stock

Various Plans Which Have Proved Successful—Getting Rid of Regular Lines at Regular Prices by Extra Push, Thought and Effort—Concentrating on a Campaign to Induce People to Make Sensible, Serviceable Christmas Gifts and to Buy Now

A WESTERN shoe man has adopted the slogan, "The store with a stock." This may be a very good title in times of great business activity when things are on the hum, but the store with too much stock just now is in the same position as the farmer who kept three head of cattle. He found they cost him \$13.00 a week to feed and the net revenue derived from them was only \$11.00, so that, using a local expression, "they were eating their heads off."

In much the same way, shoes that are on the shelves now should be disposed of and stocks reduced to a reasonable basis. It is not necessary to hold great reduction sales or price cutting campaigns in order to affect the desired state of affairs, but various plans may be introduced to stimulate trade and create an active interest in lessening the volume of goods to a normal basis.

Extra Publicity—Special Trims

A little extra advertising, a little more care and attention given to window trims, some well directed publicity schemes, guessing contests, premium competitions, potato shows or in fact any original plan may be adopted to get people thinking and talking of footwear.

The Christmas holiday season is only a few weeks distant. Retailers should urge upon the public the wisdom and advantage of giving useful things as Yule-tide presents. Footwear is always an acceptable donation, and is an evidence of sound, practical common sense on the part of the donor. It is just as well, especially in war time when thrift and economy are so much urged upon the public, to send remembrances that are sane and serviceable as it is to fritter away a large number of dollars in glittering baubles and valueless accessories in the way of household assets or personal belongings.

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.

Many Pairs Mean Saving

Impress upon your customers that it is desirable to have three or four pairs of shoes and with them an abundance of shoe laces and as many pairs of shoe trees. It is good business philosophy to

point out that a number of pairs of shoes worn alternately will last much longer than single pair lots. It is becoming more and more the practice to have shoes for every occasion, shoes suitable for all kinds of weather and shoes that are stylish, distinctive and artistic as well as warm, comfortable and orthopedic.

Another scheme to stir up trade that a retailer might adopt is getting out a booklet and mailing it to a select list of customers. He can obtain a list of the best families in each community from the telephone directory, from the city or town directory or the assessment roll. Most of the people in this world are vain enough to acknowledge that receiving letters is a pleasure; in fact, a much more delightful pastime than answering them. A booklet artistically gotten up and enclosed in a good quality envelope sent to a customer, particularly a few weeks before Christmas time, is bound to attract and interest.

Things for Shoeman to Feature

Here are some lines that the retailer can feature very well from now until Christmas. Let him get a move on himself and he will keep his goods on the move.

Satin slippers, bronze kid slippers, gold and silver slippers, slippers in ivory, African brown, pearl, royal purple and dove grey kid, sterling silver buckles, cameo ornaments, hockey boots, hockey skates, Everitt slippers, opera slippers, Cavalier slippers, pullman slippers, Romeo slippers, fur trimmed Juliets, boudoir slippers, pretty pumps, buckskin moccasins, fancy button hooks, over gaiters, fitted suit cases, children's leggings, ankle protectors, carriage boots, tennis shoes, football boots, polishing outfits, warm wanigans, shoe trees, rubber heels, heel cushions, aero-peds, arch supports, cushion insoles, soft sole bootees, shoe horns, warm overshoes, rubber footwear, bathroom slippers, silk laces, canvas trunks, leather bound trunks, fitted club bags.

"One way in which I increase my trade," remarked a Montreal dealer, "is to find out what firms, whose goods I handle, are issuing catalogues or booklets of the latest styles. I know that they are only too willing to mail these out to a select list of customers if I send in the names of my people. All I have to pay is postage. Now, the other day I sent in three hundred names to the makers of a popular shoe for men. They sent each an envelope in which were ten little slips giving a full description of T—— shoes and excellent illustrations of them. On the envelope there was typed my name and address and all it cost to have the above forwarded was a cent each.

"I find that one of the very best ways of increasing trade is to get the agency of some well known

THE JOURNAL IS HUMMER

"Enclosed kindly find \$1.00 which will cover my subscription for the "Shoe and Leather Journal" for another year. Your paper is certainly a hummer and we enjoy its interesting and instructive articles on all matters pertaining to the shoe trade. Keep up the good work."

Yours very truly,

WAK-IN SHOE STORE,

St. Catharines, Ont. R. M. Howe, Proprietor.

trade-mark shoe in men's, women's or children's and co-operate with the makers. They generally have cuts, special advertising signs, booklets, blotters or some other publicity matter which helps greatly.

"It is a serious mistake to handle too many lines or to buy goods from too many houses. This is an age of concentration and two or three makes in men's and the same in women's are the most that any retailer should undertake. He gets better service, better value, better terms, better understanding; in fact, improves his condition in every way in confining his buying operations. The manufacturers like to have accounts that are worth while, merchants that stand by them, push their goods to the limit, and send them in large regular orders. They would rather have one live representative in each of the smaller towns and cities answering these requirements than they would to have two or three half dead, go-as-you-please accounts."

Another method of boosting trade is not only to follow the suggestions presented from time to

ONE DOLLAR AND A HALF A YEAR

In the hope that there might be some mitigation in the near future of the extraordinary paper conditions that have prevailed for over a year, the "Shoe and Leather Journal" in spite of the fact that more paper alone was going into the publication each issue that was covered by the subscription price, adhered to the old figure. Last month we were compelled to advance the price on all new subscriptions to a dollar and a half, and in this connection have been agreeably surprised at the response made not only by new, but old subscribers, and our old friends. In every case the advance has been paid cheerfully and surprise expressed by some that we had not made the change sooner. At the present figure, we venture to say, there is no publication in Canada that is giving anything like the value for the money. The "Shoe and Leather Journal" in spite of the high cost of materials, wages and all that enter to-day into magazine printing, has continued to put the best available literary and mechanical effort into its work. We have been well repaid in the appreciation evidenced in the many letters we receive from subscribers from time to time, telling of its worth to them. We feel sure the small addition made to the annual subscription rate will be agreeable to our many friends and help us to keep up the improvements we are constantly trying to make.

time in the SHOE AND LEATHER JOURNAL, but to make your advertisements and display work together—co-ordinate and co-operate, so to speak.

These are points which can and should be mentioned in the advertising, and they can certainly be brought home most clearly in a window display. Therefore, in this particular week the selling arguments for goods should be so planned out that the wear, durability and price are featured in the newspaper space and the style element featured in the windows.

Moreover, the newspaper advertising should call attention to the window and to the features emphasized. Such a planning of advertising as this also suggests that when there will be no special window display of shoes, the newspaper efforts should be expended upon lines which lend them-



Individuality and Character in
Women's Shoes
At Exceptional Values

We feature footwear of quality that is different—new styles, lasts and color combinations are shown at Fairweathers as quickly as on Fifth Avenue.

Compare our prices and values.



We sell the best shoes made in America—in a wide variety of styles. Each style is shown in every size and width.

They are specially selected to please particular people.

High Shoes— for street and afternoon wear, in the new shades and combinations. **\$8.50 to \$22.50.**
 Pumps— beaded and plain styles—in satin, patent and kid. **\$6.50 to \$15.00.**
 Boudoir Slippers—in Quilted Satin. **\$3.00 up.**
 Over Gaiters—to match the garment. **\$2.75 up.**
 Dressings—in all colors particularly suited to each leather.




Sole Agents for the Renowned Hanan Shoe.
Fairweathers Limited
St. Catherine St. at Peel
MONTREAL.

Toronto. Winnipeg.

An artistic, neatly laid out and appealing announcement of footwear department of Montreal house.

selves best to descriptive advertising and don't need to be supplemented by window displays.

For example, the fitting qualities of a shoe may very well be emphasized by "X-ray drawings" showing the position of the foot in relation to the shoe. The shoe, therefore, which the dealer is going to push particularly for its fitting qualities should be one to select for a week when the selling plans call for newspaper, but not window display space.

All this must depend upon a careful planning of the advertising by the retailer. He must at the beginning of each month have at least a tentative schedule showing the newspaper advertising, the amount of space and the windows to be given to the different shoes during that month. Then he must go over his stock and lay out a definite, though possibly a more or less elastic campaign, in selling efforts.

Stray Shots From Solomon

The man who is a jolly good fellow among men and a mean skunk with his family, and the fellow who belongs to the Holiness Club, NOT UP TO SAMPLE but can't make a prompt settlement on a bill of goods, are brothers. The devil takes delight in the man who tells his experience at the prayer meeting and who is not on speaking terms with his wife. The man who is known in the church as a pillar and to those who do business with him as a screw, is the most potent agency the prince of darkness has in this world for the overthrow of the kingdom of light. What this age suffers from morally as well as commercially is the tremendous amount of stuff put on the market that is not up to sample. On Sunday a man will sing

"Jesus Saviour pilot me."

and on Monday morning he will make deliberate choice of the "primrose path" instead of the "narrow way." Another man will sigh

"Take my silver and my gold
Not a mite would I withhold,"

and it is like pulling teeth to get anything out of him for Red Cross or for the missionary cause. In business there are some men who can tell you how to run a store or a factory successfully, who have never demonstrated their theories in practice. Some of the finest essays on business methods have been written by those who are as familiar with the methods of winding up a business practically as they are in running it theoretically.

* * * *

Life is sweet, and the saint clings to it as tenaciously as the sinner. A prominent preacher was warned by his physician some time since that he must have a change, or take the consequences. He was advised to go to California for six months, but emphatically declined, saying that he could not afford the time. "It is California or heaven," said the medical man grimly. The divine purchased a ticket for the Coast the following week. To want to die is not a natural thing, to wish to live is common to the oldest patriarch if he is sound in mind and comfortable in body. Yet men mortgage their years as cheerfully as they would a scrub farm. It seems useless to tell a young fool or an old rake that the "years of the wicked shall be shortened." They scoff at your warning and rail at your advice. Yet the truth is backed up every day by the death notices in the papers and the attitude of insurance corporations. The latter know well the inevitable and unchangeable penalty of vice and wrongdoing, and guard their interests by refusing to incur the risk of in-

sureing the drunkard and libertine. You can't drain your physical resources constantly to the dregs with sinful practice, and build up a constitution. You can't encourage the fires of a dissolute life or feed the fever of an uncurbed passion or appetite, and come out on the shady side of fifty with physique to carry you to the "three score years and ten." You can't allow the poison of a corrupt social or business life to saturate your whole being without realizing before you become older than Byron, the words he wrote at thirty-five.

"My life is in the sere and yellow leaf,
The flower and fruit of hope are gone;
The worm, the canker, and the grief
Are mine alone.

* * * *

Millionaires would be plenty as freckles on a red-headed schoolboy if people did not spend half their time snoozing. The chances of success to-day are as great as they ever were, but the trouble is that there are just the same proportion of sluggards. One man makes a fat bank account out of a farm or business, while his neighbor can't keep up the interest on the mortgage or pay more than 10 per cent. of his maturing notes. The old-fashioned stocks ought to have been maintained as a corrective agency, if only for the sake of this class of people. These lazy lie-abeds, whether men or women, should have their legs stretched. It is the only appropriate cure for the disease, and would be an effective warning to laggards. The clock of civilization is kept half a day behind through the habits and example of these lazy rascals, who decline to follow the law of nature in regard to work and sleep. Neither sticks nor anything else would apparently avail for the large number of somnambulists who walk abroad in daylight. Are you a sleep walker? Are you one of those who see an opportunity pass you like a limited express and gaze open mouthed at those who pick up nuggets where you find nothing but dirt? Get out of your trance or you will be in the poorhouse before you are out of your prime. Get someone to kick you around the block the next time you are found dreaming when opportunity knocks at your door. Go and get a justice of peace to give you thirty days at hard labor if you can't shake off the lethargy of a lazy mind and an indolent body. Waken up, or they will carry you out and bury you in the potter's field of the business derelicts. "The hand of the diligent maketh rich."

Solomon

CO-OPERATIVE DELIVERY SYSTEM CUTS THE COST

Some Pertinent Suggestions How It Should be Conducted—The Plan is Practical, Not Only in Small Towns and Cities, but Larger Centres as Well—Object is to Release Men for Military Service, and the Saving Effectuated Does Not Mean Less Service

A STUDY of co-operative delivery systems undertaken several months ago by the Commercial Economy Board of the Council of National Defence has shown that such systems have commonly saved from 40 per cent. to 50 per cent. in investment and operating costs as compared with the individual systems replaced. The first results of the investigation, covering co-operative systems in 47 cities and towns, have just been made public by the Board, together with a number of practical suggestions on installing similar systems.

Of the 47 cities and towns studied the Board found that the co-operative plan had been a success in 30, a failure in 5, and doubtful as to results in 12, largely because the systems in the 12 places had only recently been installed. These cities and towns are located in 20 different States, and range in population from less than 1,000 to more than 200,000.

In one city of 12,000 population 14 wagons were found to be doing the work which under the old system required 20. One dealer in a town of 4,000 had cut his delivery expense from \$1,638 to \$806 a year. A merchant in another town reduced his delivery expense from \$675 to \$224 a month. Eleven stores in another place reported an annual saving of \$5,000. In one city 9 wagons replaced 17, and in another 11 men, 14 horses and one car replaced 21 men, 32 horses and 4 cars.

The savings generally did not mean less service to the public. In a number of instances the service was actually increased.

Factors Which Contribute to Saving

Several factors, the Board states, contribute to the saving which generally results from co-operative deliveries. Depreciation charges on vehicles are generally reduced, because instead of several wagons or trucks covering a single district at the same time, one does the work. In place of several complete equipments one will do. Wagons are likely to go out more fully loaded. More deliveries are made per mile of driving. Several supervisors are replaced by one. A unified and more economical planning of routes is made possible.

The five suggestions made by the Board on installing a co-operative system come partly from systems which have succeeded and partly from those which have failed. They are intended to help merchants who are not experienced in organizing and carrying on co-operative deliveries to avoid the pitfalls which have generally been the causes of failure.

First, the Board says, particular pains should be taken to secure impartial valuation of the equipment turned over by the co-operating merchants. In some cases old harness and old wagons have been given in at figures far exceeding their true worth. A system in which this sort of practice is possible at the outset naturally works under a disadvantage.

Second, the Board suggests that merchants planning to co-operate consider the advisability of establishing a central station where parcels can be brought and grouped according to routes, where c.o.d. collections can be turned in, and where all the business of the system can be concentrated. The central station is not desirable in all cases, but it has been found profitable in many.

The Board's third suggestion is that all details connected with c.o.d. orders be worked out with great care. This is one of the most important problems. It requires for its solution responsible drivers, a special accounting system,

and a definite agreement with merchants as to when they may expect returns. Irresponsible drivers will probably mean an inaccurate crediting of customers who make c.o.d. payments, careless handling of the money itself, disputes over the amounts turned in by the driver, and trouble for the management in turning over collections to the co-operating merchants. The accounting system need not be complicated.

Fourth, there should by all means, the Board declares, be a competent executive in charge of the work. Above all things needed for the success of a co-operative system is good management.

The fifth suggestion is that when a co-operative system takes over delivery work for any merchant, under the usual plan of a flat charge per delivery, it should be clearly understood that all deliveries are to be handled through the co-operative system and that there are to be no separate deliveries by the merchant. In a number of towns the Board found that the system had failed because certain merchants had made a practice of turning over the long and more expensive deliveries to the co-operative system and using boys to deliver goods to customers within a few blocks of the store.

Will Supply Data Desired

The Board is continuing its investigation with a view to making available still more complete and comprehensive data on the subject. It is now prepared, however, to supply advice and information in some detail to associations and individual merchants who are considering the establishment of a co-operative delivery system. Inquiries may be addressed to the Commercial Economy Board of the Council of National Defence, Washington, D.D.

Since the Board last June recommended co-operative delivery systems its correspondence has indicated a wide and growing interest in them. It is now working, either through the State Councils of Defence or directly, with business men in a considerable number of communities, in establishing such systems or increasing the number of merchants participating in those already established. While the Board's recommendation on co-operative deliveries originally referred only to small and medium sized cities and towns, subsequent investigation has indicated that they are equally practicable and advantageous under certain conditions in even the largest cities.

The recommendation was issued as a war measure. Its primary object was to help make it unnecessary for delivery men who join the army and navy to be replaced by men who are needed in munitions making, farming, ship building, railroading, mining, or some other vital industry.

HITS THE MARK EVERY TIME

Please find enclosed Express Money Order for one dollar for renewal to "Shoe and Leather Journal." There is seldom a number that comes out but has something of very great interest to me.

Wishing the Journal every success, I remain,

Yours truly,

JOHN HENLEY, Shoe Repairer,

Belleville, Ont.

Foot Bridge Gangway.



*Four
Beautiful Kid
Models*



9096
All Kid Lace, 8-inch Last 26.
Sizes, 2 to 7. Widths, A, B, C, D
\$5.85



4003—Turn
All Kid Lace, 8-inch. Last 22.
Sizes, 2 to 7. Widths B, C, D
\$5.70

IN STOCK



9117
Kid Lace, Mat Top, 9-inch. Last 22
Sizes, 2 to 7. Widths—B, C, D
\$5.90



4006—Turn
All Kid Lace, 8-inch. Last 25.
Sizes, 2 to 7. Widths—B, C, D
\$5.85

BLACHFORD SHOE MFG. CO., LIMITED, TORONTO

Blachford

*In
Stock*

8154
Cherry Calf Lace, 8-inch
Taupe Buck Top
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$6.50



8196
Brown Kid Lace, 8½ inch
Last 25
Sizes 2½ to 7
Widths—A, B, C, D
\$7.75



9092
Kid Lace Mat Top, 8-inch
Last 23
Sizes, 2 to 7
Widths—B, C, D
\$5.60



8195
Cherry Calf Lace, 9-inch
Last 27
Sizes, 2 to 7
Widths—B, C, D
\$6.50



9118
All Kid Lace, 9-inch
Last 27
Sizes, 2 to 7
Widths—A, B, C, D
\$6.25



8194
Peccan Brown Calf Lace, 8-inch
Last 26
Sizes, 2 to 7
Widths—B, C, D
\$6.15

All prices subject to change without notice

*Blachford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto*

*In
Stock*



9097
All Kid Lace, 8-inch
Last 19
Sizes, 2 to 7
Widths—B, C, D
\$5.85



7040
Velour Calf Lace, Mat Top, 9-inch
Last 25
Sizes, 2 to 7
Widths—B, C, D
\$5.85



9119
Kid Lace, Grey Buck Top, 8-inch
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$6.15



7039
All Velour Lace, 8-inch
Last 28
Sizes, 2 to 7
Widths—B, C, D
\$5.75



9115
Kid Lace, Taupe Buck Top, 9-inch
Last 27
Sizes, 2 to 7
Widths—A, B, C, D
\$7.00



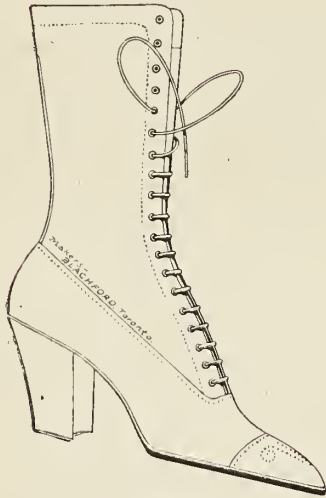
8188
No. 24 Gray Kid Lace, 8-inch
Last 25—Heel, Wood
Sizes 3 to 6½
Widths—B, C, D
\$9.35

Terms: Net 30 Days

*Blachford Shoe Manufacturing Co., Limited
92 Sherbourne Street Toronto*

Newspaper Cuts

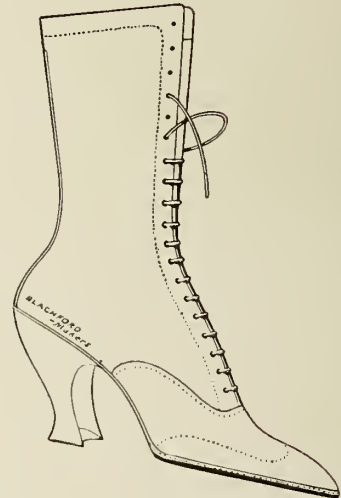
*Are at the disposal of all handling our
In-Stock Shoes*



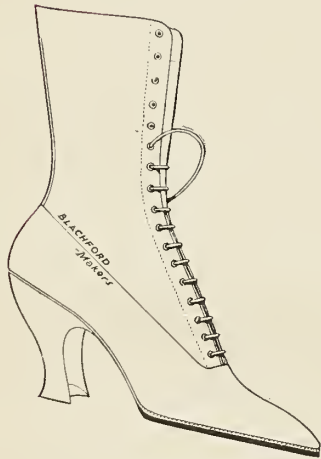
7040



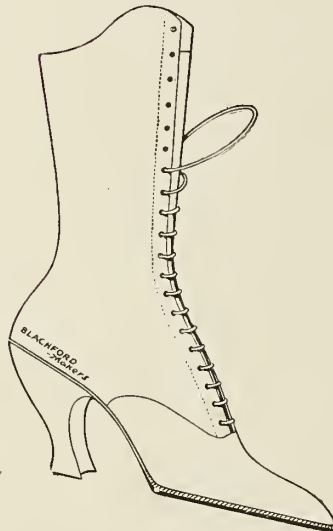
9115



8195



9097



9118



9092

*Write for Styles you have In Stock.
Order by Stock Number.*

*Blanchford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto*



Narcisse Gagnon, Montreal, winner of the "Journal's" silver trophy in the black bass and speckled trout competition.



Hugh White, Toronto, who won the leather medal last year, but did not enter the race this season.



H. C. Parker, Montreal, who captured the "Journal's" handsome cup in the maskinonge and salmon fishing contest.

N. GAGNON AND H. C. PARKER WIN CONTEST

Competition Aroused Wide-spread Interest, and the Events Were Keenly Fought Out—Championship Cups Donated by the "Shoe and Leather Journal" Presented to the Victors, Who Are Being Warmly Congratulated on Their Success

THE VICTORS IN THE FRAY

Silver cup for the largest black bass, small mouth, not less than five pounds in weight, or the largest speckled trout, not less than two pounds in weight. Won by Narcisse Gagnon, of Aird & Son, Montreal; weight of speckled trout, 2 pounds 8 ounces.

Silver cup for the largest maskinonge, salmon or salmon trout, not less than fifteen pounds in weight. Won by H. C. Parker, of Parker, Irwin, Limited, Montreal; weight of maskinonge, 44½ pounds.

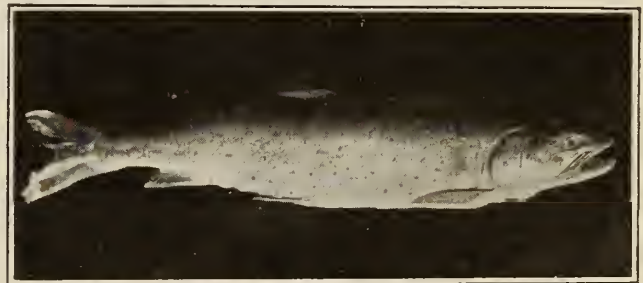
THE great fishing competition conducted by the SHOE AND LEATHER JOURNAL is over, and lively was the interest aroused in the shoe and leather trade for the handsome silver trophies. Arriving at a decision in the championship contest was no easy problem, owing to the large number of entries. There were many enthusiastic anglers in all parts of Canada laying claim to the title, which was captured last season by Hugh White, of the White Shoe Co., Toronto. Mr. White was not a competitor this time being content to rest upon his past laurels, as the winner of the famous leather medal, and "give some one else a chance to capture the cups," as he says.

The big event was open to any one connected with the shoe and leather industry and entries were received from as far west as Vancouver, and as far east as Quebec, but it remained with the exponents of the angling art in Montreal to carry off the trophies.

Two valuable silver cups were offered, one for the largest

black bass, small mouth, not less than five pounds in weight or the largest speckled trout, not less than two pounds in weight; the other for the largest maskinonge, salmon or salmon trout not less than fifteen pounds in weight, the fish to be captured in Canadian waters with an ordinary rod and line. The competitors were required to submit mounted specimens or photographs giving size, weight, locality, how caught, etc., the exhibits to be attested by reputable eye witnesses or by a notary public.

The judges were James Acton, of the SHOE AND LEATHER JOURNAL; James Robinson, wholesale shoes, Montreal, and



The splendid speckled trout, weighing two pounds eight ounces, caught by Narcisse Gagnon.

J. S. Ashworth, Toronto, Canadian representative of Sir H. W. Trickett, Limited, Waterfoot, Eng.

Narcisse Gagnon, proprietor of Aird & Son, shoe manufacturers, Montreal, and a veteran hunter and angler, whose prowess and ability are well known, has been awarded the cup in the black bass—speckled trout competition. He captured a speckled beauty weighing two pounds, eight ounces, on August 18th last, and an illustration of the fish

appears on the foregoing page. In the party were J. Gohier, Alphonse Derosiers, Joseph Charpentier and Narcisse Gagnon. The catch was made by Mr. Gagnon at Macaza, up among the Laurentian Mountains. At Macaza there are three big lakes, and it was in Lac Chaud, (which in English means Hot Lake), that Mr. Gagnon met with his rare good luck. Affidavits regarding the correct weight, time of cap-



H. C. Parker is the gentleman on the right and the forty-four and a half pound lunge, which he landed is the large fish seen dangling on the left from the pole. The other gentlemen in the picture are J. P. O'Shea and Louis Daoust of Montreal.

ture, etc., have been submitted by Joseph Savard, of Macaza, and by Donat Laframboise, hotel keeper, at that place. It is scarcely necessary to add that Mr. Gagnon, is pardonably proud of his new distinction, and the trophy, suitably engraved, has been presented to him and will form a very attractive ornament in his private office, at the factory, where visitors are always welcome. Mr. Gagnon is being warmly congratulated by his numerous friends on his achievement, and readers of the SHOE AND LEATHER JOURNAL are familiar with some of the piscatorial specimens which he has captured in the past. He has worthily won the title of being champion fisherman of the shoe and leather trade in the black bass and speckled trout class.

Mr. Parker's Splendid Capture

H. C. Parker, of Parker, Irwin, Limited, Montreal, the widely known shoe manufacturers' supply house, was the victor in the maskinonge and salmon class, and the weight of the monster he landed was forty-four and a half pounds. The spectacular stunt of coralling this denizen of the deep was effected on July 29th, near Ste. Anne De Bellevue in Jacques Cartier County, which is the spot made famous by Thomas Moore in his famous song, "Row Brothers Row, the stream runs fast, the rapids are near, and the daylight's past."

Mr. Parker was accompanied at the time of the capture by J. P. O'Shea and Louis Daoust, of Montreal, who happened to be singing these very words. All of a sudden they were disturbed by Mr. Parker, who sent up a cry so shrill that the occupants of the craft thought he was falling overboard. He would have done so if it had not been for the assistance of his companions in steadying the boat. Finally Mr. Lunge was pulled in and he was the largest ever witnessed in that vicinity. The illustration shows the big fish on the left, and it will be noticed that another lunge is seen dangling on the right from the pole. In the excitement of the occasion the anglers forgot to have the lesser specimen of the finny tribe weighed. Mr. O'Shea is the man on the left, Mr. Daoust in the centre and Mr. Parker, the champion angler, on the right.

Certificates regarding the avoirdupois of the lunge as being forty-four and a half pounds have been submitted by J. Lefebvre, of Ste. Anne's and by P. Rausseau who weighed

the monster. The silver trophy presented to Mr. Parker during the past week has been suitably engraved, and the genial victor bears his new honor with becoming dignity.

Hearty Plaudits for the Victors

To Messrs. Gagnon and Parker, too much praise cannot be bestowed for their angling achievements, which were of no mean accomplishment, considering the number of entries received. They are certainly entitled to the cups for both worked faithfully and sincerely with the object in view. Of the entries for the trophies—some twenty in all—it was no easy task to decide the difficult question of who were the leaders. Some entries had to be excluded on the ground that they were received after October 1st, the closing date, and, in other instances, they were not accompanied by the necessary certificates.

The great fishing contest is now over for the year 1917, and so outstanding has been the event, and so wide the interest incited that the SHOE AND LEATHER JOURNAL intends making the competition an annual one. Those who were not successful this time should go in training and be in fine fettle for the next angling race. All who entered have proved themselves good sportsman, men who can enter a fray with might and main and, when beaten, can take their defeat in a true, cordial spirit and join in felicitations to the winners.

Here's to Messrs. Gagnon and Parker, of Montreal, the champion fishermen of the shoe and leather trade in the Dominion of Canada, and long may they live to enjoy the honors which they have so well and worthily earned!

GOOD SHOWING FOR ONE MORNING

The accompanying snap shows a picture of the Cornett boys, James and John, and a catch of fish they made one morning before breakfast. The angling was at Hatzic Lake, B.C. The Cornett Bros. are not only successful

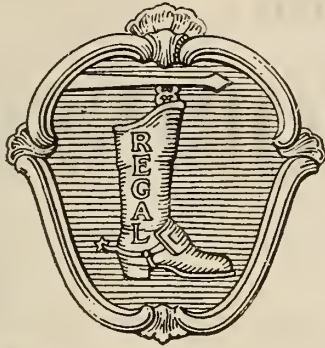


Two Vancouver shoemen, James Cornett on the left and John Cornett on the right, after a successful day's angling.

fishermen, but live retailers as well and conduct a popular priced footwear emporium for men and boys at 56 Hastings St. W., Vancouver. They have one of the largest trades in the city for father, son and brother. Their brand is "Cornett Bros.," and inscribed beneath the trade-mark are the words: "This brand guarantees satisfaction."

C. G. Walker has taken a position with the Goodyear Tire and Rubber Co. and is calling upon the shoe trade in Toronto, in the interest of "Neolin." Mr. Lester is looking after the retail and repair customers in some of the larger cities in Ontario.

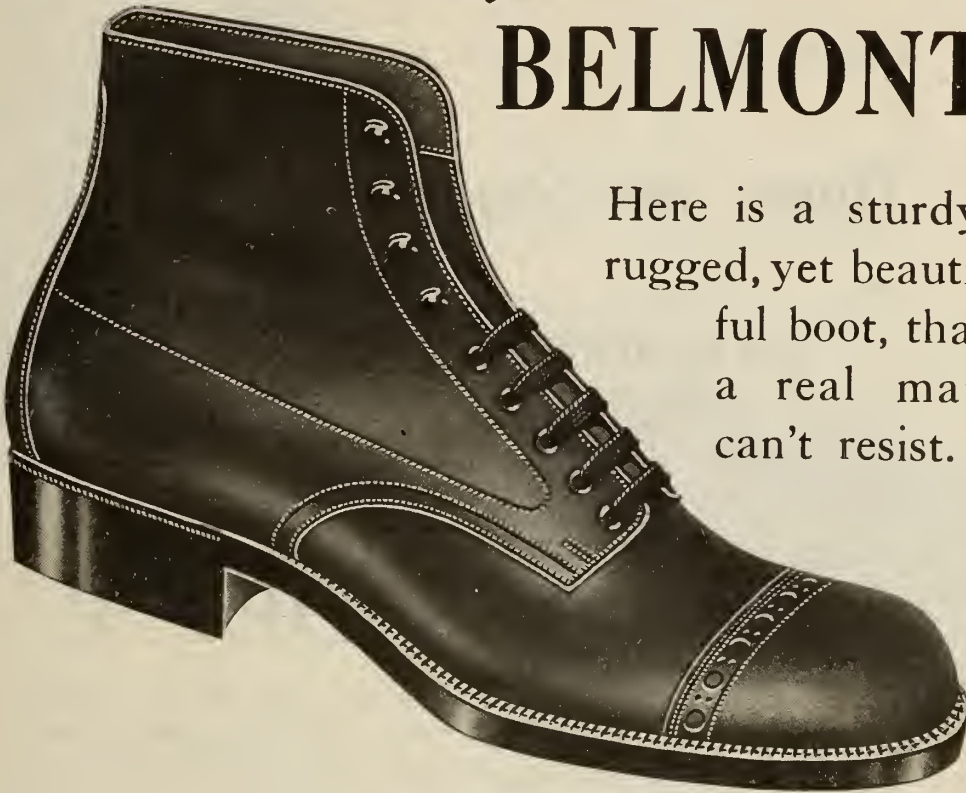
Our agents' interests
are our interests.
We know it.



Regal Shoes deliver
service and the
public know it.

BELMONT

Here is a sturdy,
rugged, yet beauti-
ful boot, that
a real man
can't resist.



In Stock - Ready - No. 1518

Edd. King; W. Q. Blucher; Full Dble.
Sole; 9-8" Heel. Sizes and Widths:
D, 6 through 10; E, 6 through 10½;
E. E., 6 through 11.

Send us a trial order—you'll be glad you
did. Natty newspaper electro as shown
at right mailed free on request.



REGAL SHOE COMPANY, LIMITED
472-474 BATHURST STR. ET, TORONTO

Buying from
JAMES ROBINSON



Our Stock-Buying Facilities reach out to the best firms in the shoe manufacturing field. From these we carefully select such lines as our long experience tells us are extra value.

These we Stock FOR YOU

That is, we carry a

**WAREHOUSE FULL OF THE
 MOST SALEABLE FOOTWEAR**

on which you may draw at a moment's notice.

**This Constitutes Our
 IN-STOCK DEP'T**

Nor do our energies stop here. We put forth every possible effort to maintain and render you a service in the Selling, Delivering and Guaranteeing of these lines that will give you the greatest satisfaction.

In a word: We want every Retail Merchant to realize the Wonderful Advantages both in SHOE VALUES AND SERVICE there are in BUYING FROM THE HOUSE OF



JAMES ROBINSON
 Montreal

MAJOR CAHILL HONORED BY FRIENDS

Major Chas. T. Cahill, Adjutant in the 51st Depot Brigade, United States Army, was tendered a banquet recently by his friends and admirers in the shoe trade press of Boston, Mass., the event taking place at the Harvard Club in "the Hub." For many years Major Cahill has been director of publicity of the United Shoe Machinery Co., and has always proved himself an amiable and affable gentleman under every circumstance. His sound judgment, genial disposition and quiet, unassuming manner have won for him



Major Charles T. Cahill, Boston

a high place in the consideration of his fellows. Ever an enthusiastic military man he was for a long period connected with the Massachusetts Militia. As an evidence of good wishes and appreciation on the part of his friends, he was presented with a military saddle accompanied by the following illuminated address:

To Major Chas. T. Cahill:

"In token of deepest esteem and respect engendered by long association in the pathway of business, and of affectionate regard inspired by a thousand intimate revelations of your generous friendship in which we have all participated, we of the shoe trade press take honor to ourselves in offering this expression of great good wish in your service to our country and in all things whatsoever."

The presentation was made by Albert H. Lockwood, of the Shoe and Leather Reporter, and was suitably acknow-

ledged by Major Cahill. Among those in attendance were R. Box, of Samuel Barrow & Bro., Limited, the widely known English leather house, who extended greetings on behalf of Great Britain.

LIEUT. HAROLD FICE WOUNDED

Charles E. Fice, 458 Euclid avenue, Toronto, who represents J. and T. Bell, Limited, of Montreal, has two sons at the front. Word was received the other day that Second-Lieut. Harold T. Fice, who was with the King's Royal Rifles, had been wounded in the left thigh by shrapnel. He is now at the Endsleigh Hospital, London, Eng. Lieut. Fice, who is twenty-three years old, left Canada in April last with the University Officers' Training Corps from Toronto, and had been in France only nine weeks. Another son, Sergt. Percy Fice, is with the 6th Battalion, Canadian railway troops, and has been in France for some months.

IDEAL LEATHER FOR ARMY BOOTS

One of the most progressive industries in the capital city of Charlottetown, P.E.I., is the Kensington Tannery on St. Peter's road. The proprietors are E. B. Love & Son, who turn out a large range of products in the shape of wax and grain uppers, splits and harness leather and also deal in hides, calf skins, sheep pelts, horse hides, wool, etc.

The firm are convinced that the wax upper which they finish, would be an ideal leather for soldiers' boots for the trenches and would stand the hardships of campaign usage much better than the calf skin which has been generally



Houses of Parliament, Charlottetown, P.E.I.

used. They are of the opinion that while a calf skin boot may make perhaps an easier and softer one to wear than the wax upper, yet it will not stand the same strain and stress. The firm report that business is improving since the embargo has been raised by the British Government, and the outlook is good.

E. B. LOVE & SON

MANUFACTURERS OF

Wax and Grain Upper,
Splits and Harness

LEATHER

We are also dealers in Hides, Calfskins, Sheep Pelts, Horsehides, Wool, Etc. Write us about all your requirements.

KENSINGTON TANNERY

CHARLOTTETOWN
PRINCE EDWARD ISLAND

OUR RECORD

100 YEARS OF GOOD SHOEMAKING 100

"TIME ALWAYS TELLS THE TRUTH."

We now have IN-STOCK a complete line of men's better-grade House Slippers with a price range of \$1.50 to \$3.25—Operas - Everetts - Romeos Also men's Turn Oxfords and Pumps—Patent and Dull.

Our New Stock Catalog No. 12 lists these slippers and also thirty lines of women's Turn Oxfords and Slippers, ranging in price from \$1.40 to \$2.60. Exceptional values.



STITCH DOWN. ROMEO
No. 362 BLACK
No. 363 CHOCOLATE
SIZES 6-11 W. PRICE, \$1.75

L. B. EVANS' SON CO. - WAKEFIELD, MASS.

BOSTON OFFICE, 110 SUMMER STREET

ARMY SHOE
MUNSON LAST

JOBBERS

ATTENTION

ARMY SHOE
MUNSON LAST

A New Modern Shoe Plant

With a brand new equipment from power plant to shipping room, we are turning out the choicest lines of Saleable Footwear in

Men's, Youths' and Boys' Heavy and Medium Staples

JOBBERS will do well to see our Samples, which are now Ready for Inspection

Inquire about our shoe made on the Army Shoe Munson Last.

B. F. Ackerman, Son & Co., Limited
PETERBORO - - ONTARIO

Western Branch: REGINA, SASK.

LIVE FIRM SPECIALIZES IN SLIPPERS

Slippers for grandfather, father, brother and the boy overseas are the things now thought of in connection with Christmas giving. Among the firms which have specialized for years in the better grade house slippers and have a complete range is L. B. Evans' Son Co., Wakefield, Mass., whose record is one hundred years of good shoemaking. They specialize in Operas, Everetts and Romeos, ranging in price from \$1.50 to \$3.25. The most popular colors are black and chocolate. The new catalogue of the firm lists all the slippers and furnishes a complete description, along with prices and specifications. A post card will bring it promptly to your store.

The new catalogue also lists some thirty lines of women's turn oxfords and slippers ranging in price from \$1.40 to \$2.60 which are exceptional values. The firm carry all lines in stock ready for immediate shipment. It might be added that in women's they feature turn pumps, strap slippers, Juliets and oxfords.

POTATO SHOW PULLED BIG BUSINESS

The potato show held by the retail store of the Amherst Boot & Shoe Co., of Amherst, N.S., which novel exhibition was conceived by W. G. Miller, the manager of the store, was a distinct success. There were about one hundred and



SHOES THAT SATISFY

A well dressed foot is something that every woman appreciates. Some women pay fancy prices to secure it, while others fail to get satisfactory shoes at any price. The women we shoe have well-dressed feet, and are always satisfied. Our Women's Shoes have a splendid reputation behind them. We offer our customers the latest styles as they come out and our prices are never inflated or unreasonable. For Fall wear the high-cut boot has the preference.

We are showing handsome models in high cut boots in Fine Kid at \$5.50, \$6, \$6.50 and \$7; Patent Coltskin at \$6, and a rich shade of Brown Kid at \$7.50 and \$8.50.

High cut boots on the new Sport last at \$5.00, \$6, and \$8.50.

In medium priced shoes we have the best \$4 Patent Leather boot in Canada—a dressy dependable shoe, in button or laced, with black cloth uppers and spool heels.

Other good values in Patent Leathers at \$4.50 and \$5. Growing Girls' Shoes in Kid, Gun Metal Calf and Patent Leathers at \$3.50, \$3.75, and \$4.

LADIES' SPATS—The new Fall Spats are here. Black, White or Grey, at \$1.00 to \$2.00 a pair.

Walter G. Willis

DEPENDABLE SHOES

SEAFORTH

TELEPHONE 11 OPPOSITE COMMERCIAL HOTEL

An expressive, appealing and candid advertisement by a leading Seaforth retailer

fifty exhibits and a finer display of tubers was never made before in Nova Scotia. There were four prizes awarded, and the public was invited to come and see the splendid display. After the show was over, the entire lot was auctioned off for the Red Cross. All, who exhibited "spuds," will be given a special discount of 10 per cent. on all purchases in footwear made at the store for the balance of 1917. The potato display was certainly a great trade winner, and the local press refer appreciatively to the satisfactory results of the unique feature.



Ask

YOUR JOBBER

To Show You

AIRD SHOES

They have that style and pleasing finish that instantly appeal to a customer and go so far in making quick sales. In addition to these strong qualifications they have the element of good shoemaking in every portion of their make-up.

They are also in the range of moderate prices.

Don't fail to see these business stimulators.

AIRD & SON

REGISTERED

Montreal, Que.

SHOEMAKER'S HAD DREAMS OF GOLD

If you are working day after day at a shoemaker's bench you have plenty of time to think or dream. Some shoemakers do the one, some the other. The work is sufficiently mechanical to leave the mind free and sufficiently monotonous to make it fairly ache for employment. That is how it comes that shoemakers are in the habit of working out wonderful schemes in politics and theology, and why the first borough to return an avowed freethinker to the British House of Commons was one chiefly inhabited by shoemakers.

Frank Taylor, a Vancouver shoemaker, became one of the dreamers. His dreams were of gold. To him had come on a drab day in January, 1915, a man who showed him how wealth untold could be his.

"You will not have to work at the shoe bench any more," said his new friend.

But, unfortunately, the price of release was over one hundred dollars, \$107.50 to be exact, and all that poor Taylor had was \$15. It seemed, however, that this was not to be fatal to his hopes. He could pay the \$15 and the rest in instalments as fast as he could find the money. Then he would be made sole owner of a fabulously rich placer claim.

So the shoemaker paid over his \$15 and month after month from his meagre wages he managed to spare the additional instalments until the whole amount was paid.

Working at the bench he dreamed of the bright days to come and when the stuff of which his dreams was made required renewing, went up to an office where his benefactor and other beneficiaries like himself talked of the great prospects before them.

At last the whole sum was paid, but for some reason or another the claim was not yet to be made over to him. Instead it was proposed that he buy another claim. Work, however, was worse than ever and poor Taylor really could not undertake to subscribe another hundred dollars. Twenty-five was his limit. His friend was equal to the occasion. He should have his twenty-five dollars' worth. Nay more, he should have half a claim for the money, his friend retaining the other half.

Time has gone on, but so far Frank Taylor has received no claim, neither the whole nor the half. Whether he still dreams of riches, whether he still believes he will one day dig gold from the creek of which he has been told, did not

appear when he gave evidence for the crown in the case of Rex. vs. Musclow and Muir recently.

Harry Musclow it was who came to Frank Taylor and Harry Musclow and James A. Muir were lately on trial on the indictment presented by the grand jury that they "did conspire with other persons to the jurors unknown by fraudulent means to defraud the public."

HAVE YOU A SIGN LIKE THIS?

Here is what one leading shoe manufacturer puts in each carton:

This pair of shoes is made from bright enamel leather. The nature of its manufacture is such that it may or may not give the wearer service. It cannot be guaranteed to wear.

If it does not (you, the wearer, assume all risks of satisfactory service) there is no redress from the dealer from whom it is bought after once worn.

DEATH OF POPULAR SALESMAN

Wm. H. Craine, who for many years was a traveler for Eveleigh & Co., leather goods manufacturers, Montreal, died recently at his home, 45 Mulock street, Toronto. He was forty years of age and twenty years ago succeeded his father on the staff of the Montreal house which he faithfully represented. "Billy" Craine made hosts of friends every where by his genial and obliging disposition. He was an enthusiastic lover of sports, and some years ago was a prominent playing member of the West Toronto Shamrock Lacrosse Club. His health commenced to fail him in 1914, and for the past year he had been more or less confined to the house. The funeral took place to Prospect Cemetery and was attended by a large number of personal friends and relatives. Rev. G. W. Robinson, pastor of Davenport Methodist Church, Toronto, to which the late Mr. Craine belonged, performed the service. The esteem in which the deceased was held and the sympathy expressed for his widow were marked by the numerous wreaths which surrounded the casket. Mr. Craine covered all parts of Ontario and was well liked, and held in high regard by shoe retailers over the province.



SNAPPED in the good old summer time at Bond Lake. Front row, left to right, E. A. Edmonds, Gordon Hayes, E. L. Williamson, R. B. Gravin, Harry Braun, all of White Shoe Co. staff, Toronto, and L. W. Hanson, manager of U.S.M. Co., Toronto. Rear row, from left to right, Hugh White, T. W. Scott and G. B. VanBlaricom, Toronto.

Your Business Prosperity is closely related to the Success of Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a

patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent.

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.



Money! Food! Men!

A Challenge to the Manhood of Canada

THESE are the three things needed to "Win the War" and every man, woman and child has it within his or her power to help to some extent in one or all of these great needs. Shall we fail in this pressing duty to our country and our age?

"Money" You are not asked to GIVE, but to LOAN what you can readily spare from your means to help bring this awful struggle to a successful issue. You will get your money back, not only with interest, but with the consciousness that you have done your part for civilization as well as for your home and country. Subscribe to the VICTORY LOAN and persuade others. Impress it upon your employees, your customers, your friends.

"Food" Every pound of food saved from extravagance and waste is so much ammunition for the Allied Armies. It is perhaps the only WEAPON you can use in this war. Weild it faithfully and well. Use no more wheat foods, meat or sugar than absolutely necessary. Stop criticizing the Food Controller and do your part simply, conscientiously and persistently. The war will not end until Germany is beaten. Your job is to back the boys at the front with food.

"Men" If you cannot go yourself, do a man's part at home, and thus make it easier for somebody else to join the colors. If you are an employer, cut down religiously unnecessary and unproductive labor. See to it that those who should and would go are given a chance. Don't be a slacker and don't be an excuse for a slacker. Do what you can to make it easy for the Government of Canada to get the necessary men.

By tightening our belts until we feel the pinch in
MONEY, FOOD and MEN

We Will Win the War

ADAMS SHOES



Style 3920

Misses' Box Calf Button, McKay Sewn,
Slip Sole, E Width.

11-2	-	-	\$2.80
8-10½	-	-	\$2.40
4-7½	-	-	\$2.00



Style 5930

Misses' Dong. Button, McKay Sewn,
Slip Sole, E Width.

11-2	-	-	\$2.80
8-10½	-	-	\$2.40
4-7½	-	-	\$2.00

The Most Popular Canadian-Made Footwear
for
Infants, Children, Misses, Youths

Take immediate advantage of the above splendid values in Misses' Footwear and secure the benefit of present prices.

Mail, Wire or 'Phone Orders will have our immediate attention.

The Adams Shoe Company
Limited
Toronto, Ontario

ECONOMY

Is what brought the repair man into being. The high cost of shoes has driven the public to the Repair Man's Store.

EFFICIENCY

Will hold your repair trade and mean bigger and more profitable business for you.



If you are both efficient and economical you will appreciate the advantages of

JUMBO BLOCKS

Because—

ONE JUMBO will produce at least two pairs of large size taps and additional top pieces.

ONE BUNDLE OF SIX JUMBOS will produce one dozen pairs of tap soles and additional pieces for top pieces and patches at less cost than one dozen tap soles of the same selection.

AND BECAUSE in many cases One Jumbo will produce five tap soles and one bundle of six Jumbos will produce three extra pairs of tap soles, which means just so much found money.

JUMBO BLOCKS are cut in our popular Kitchener Union Oak and Penetang Hemlock Tannages.

JUMBO BLOCKS are cut in Men's, Boys' and Women's sizes.

JUMBO BLOCKS warrant thorough investigation and every repair man who recognizes an opportunity will get busy immediately.

Get in touch with your jobber or supply house at once.

The BREITHAUP T LEATHER CO., Ltd.

Tanners of Hemlock, Union and Oak Sole Leathers

Head Office: KITCHENER, ONT.

Tanneries: Kitchener, Penetang, Hastings, Woodstock, Ont.

The Shoe Repair Man

THE extra heavy sole was never intended for the outsole stitching machines. The machines may be constructed to carry it through, but that is not the idea; we must consider the final results. Extra heavy soles will not generally hold for any reasonable length of time and it is preferable to have such soles nailed on in place of stitched on. The writer has been in repair shops where cold wax was used and heavy soles were being stitched, with the result that the thread would break every now and then. Cold wax is the last thing that a repairer should use; it is never used in shoe factories. The thread may be carried through the machine easier, but not through heavy sole leather. Cold wax may be used on rubber soles, since the thread then never sticks and holds the substance as in leather. The writer is far from advising anybody to use cold wax at the outsole stitcher on any kind of a sole.

THE REPAIRING OF TURN SHOES

Never place anything heavy in the seam of a turn shoe. In shoe factories an extra piece of lining is sometimes placed over the stitching line, but even then the seam bunches out somewhat and is liable to hurt the wearer's foot. A piece of lining should, of course, be set in the channel of an old sole to re-enforce the between substance, but when placed directly upon the lining it is too much, as the stitch will strike the foot. In turning right side out any turn shoe the seam to which has been added this extra piece of material should be forced back and down out of the way of the foot. A six-cord thread is proper and four stitches to the inch. The old turn shoemakers, stitching by hand, would always strive to tighten the stitch so that it would not show once the shoe was turned right side out, and the six-cord thread was deemed the best to get that result, which is of prime importance in turn shoes. A tight seam should be evident even in repaired shoes, but one of the main objections is found to be in the lining, which is nearly all gone and not strong enough to hold the stitch. The writer would suggest that the repairers carry remnants of extra strong lining that is very thin, so that cementing down of such a lining over the old lining would make things in condition to properly insert the stitches without bunching up the sole seam. One old repairer had the idea that the thread should be greased mildly before using, and he would pass the thread over his head a few times before starting sewing. Still a waxed thread should be quite sticky, if the seam is to hold.

PROPER CARE OF THE SHUTTLE

Bobbins will wear down and the tension will be bad, the thread will not come out smoothly, so that the old bobbins have to be thrown away. The shuttle, with proper care, will stand a long time. What is proper care? To oil often and a little each time. But to oil the bobbin means oil upon the sole, and still the bobbin needs oiling. A machine operator oiled the bobbins and thereafter wiped them with a piece of cheese-cloth, so that no oil would flow onto the thread during the operation. This idea is O.K. as well as to heat up the bobbin before inserting in the machine. When the bobbin thread has been once heated and allowed to cool, it has to come off and be thrown aside. Bobbin thread is often too heavy for the needle thread and cuts the needle

thread nearly in half in some cases, so that the seam is thereby much weakened. The shuttle wears down the raceway and gets loose and a loose shuttle will operate fairly well, but beware, as at high speed it may fly out and break the raceway and then the cost is double, since the shuttle is invariably ruined under the strain of breaking through the raceway. The shuttle and the bobbin never can be overheated; heat up as much as possible. The shuttle point must always be smooth and emery paper is about the best means of keeping the shuttle smooth. The shuttle is built to fit like the movements of a watch and calls for special care.

MANY FIRMS ARE EXTENDING

The Kitchener office of the United Shoe Machinery Co. report the following installations during the past few weeks.

Tillsonburg Shoe Co., Tillsonburg, rapid standard screw machine, Pluma skiving machine—Model D.

Getty & Scott Limited, Galt, outsole rapid lockstitch machine—Model O, spring heel scarfing machine—Model P.

John Agnew, Limited, Brantford, 22-foot Goodyear shoe repair outfit, rolling machine—Model H, tap scarfing machine—Model N.

Western Shoe Co., Kitchener, Goodyear welt indenting and burnishing machine, Miller twin treeing machine, Apex tap and sole rounding machine—Model A.

Famous Shoe Repair (L. Roedding, Prop.), London, 22-foot Goodyear shoe repair outfit.

W. E. Woelfle Shoe Co., Kitchener, toe softening machine—Model E, U.S.M.C. No. 5 lasting machine.

Hurlbut Co., Preston, Pluma skiving machine—Model D. Simcoe Shoe & Glove Co., Simcoe, single head Naumkeag machine.

J. G. Grosch Felt Co., Milverton, McKay channeller—Model Z.

E. T. Wright Co., St. Thomas, Centennial splitter—Model A.

Hamburg Felt Boot Co., New Hamburg, Ideal clicking machine—Model C, hand method lasting machine.

Ever Ready Shoe Repair (Geo. Dunning, Prop.), Aylmer, 22-foot Goodyear shoe repair outfit.

W. Askew, London, skate sharpener—Model A.

Valentine & Martin, Limited, Waterloo, Champion heel lift skiver—Model A.

C. S. Hyman Co., London, Summit splitter 7½ inch. Canadian Consolidated Felt Co., Kitchener, upper cementing machine—Model A.

Jos. Dacre, Stratford, Goodyear lockstitch machine.

W. R. Murray, Woodstock, Goodyear lockstitch machine.

M. A. Kennedy, Woodstock, Goodyear lockstitch machine.

Nursery Shoe Co., St. Thomas, Ensign lacing machine—Model B.

L. De Marco, Seaforth, 22-foot Goodyear Shoe Repair Outfit.

Stollery & Boozey, St. Thomas, McKay sewing machine—Model S.

Ontario Glove Co., Kitchener, Apex grinder—Model A.

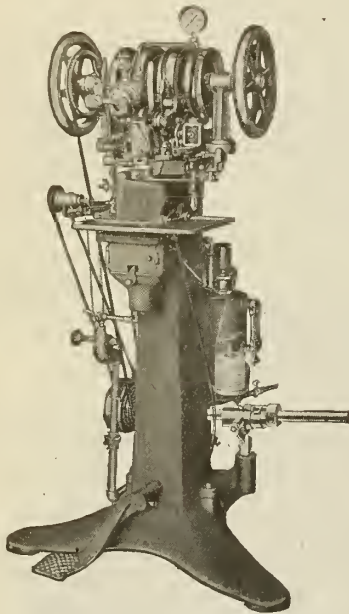
Parker Shoe Co., Preston, outsole rapid lockstitch machine—Model O, (electric heat), Goodyear improved twin sole laying machine—Model C.

Landis Outfits are Money Makers

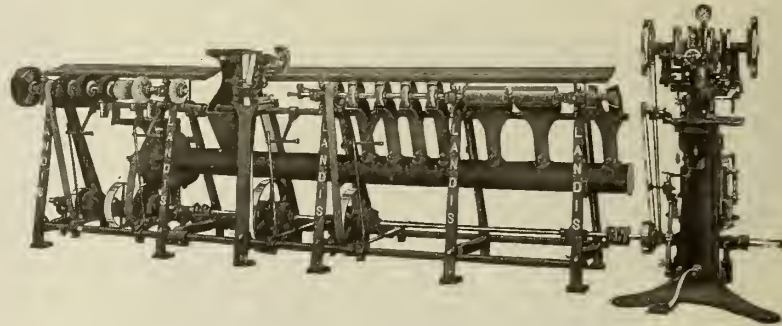
Equalize the increased cost of material by installing machinery to do your shoe work.

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 price and terms.



Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty

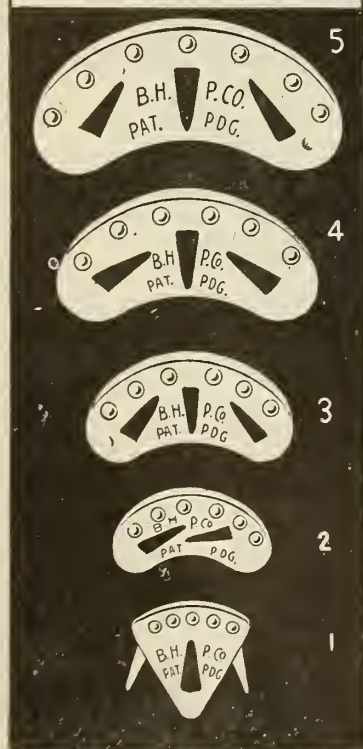


Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher

Landis Machine Co. No. 1515 25th St.
ST. LOUIS, U.S.A.

REX STEEL HEEL PLATES

LOOK FOR B.H.P. CO. ON EVERY PLATE



RETAILERS !

Call the attention
of your customers
to the value of

REX STEEL HEEL PLATES on NEW SHOES

They prolong the
life of a shoe and
help the Retailer's
reputation for sell-
ing good shoes.

Let us send an as-
sortment with
your next findings
order.

L. H. Packard & Co., Limited, MONTREAL
Distributors for Canada

AT BARGAIN PRICES

Having bought the entire stock of G. J. Trudeau
Co., Limited, in liquidation, I am in a position to
sell the following at exceptionally low prices:

Buttons—Backing Cloth and Stays—
Buffing Wheels (felt) and others—
Buckles and Bows—Brushes (camel
hair)—Bottom Polish (Baker's origi-
nal Cock of the Walk)—Cleaning
Powders—Counters (Fibre and Lea-
Board)—Heel and Sole, white and
color finishes—Insoling—Repairer for
patent leather (Lionne)—Laces—Orna-
ments—Repairing Crayons—Ribbon
—Sand Paper—Rubber Heels and Soles
and many other lines.

Write or wire for particulars to

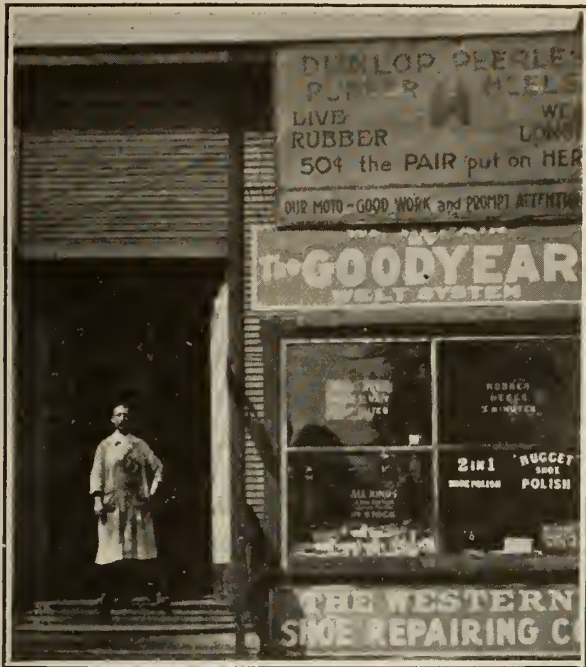
PIERRE BLOUIN

365 Ontario Street East MONTREAL, Que.
OR

PERFECTION COUNTER CO., LTD.
1247 St. Hubert St. MONTREAL, Que.

MORE DISCUSSION ON BLUCHERS

G. A. Bignell, of Brampton, Ont., writes the *SHOE AND LEATHER JOURNAL* as follows: "I noticed a letter from Mr. Brake in your edition of October 1st, regarding the term Blucher vs. Derby Boot. I would like to point out to your readers that there is quite a distinction between the two.



Western Shoe Repairing Co., 2319 Granville Street, Vancouver. Mr. Felce, seen in the doorway, was before starting in shoe repairing in this country a heel manufacturer in a large way in England. He is an experienced shoeman of no mean order and a first class operator on the Goodyear Stitcher and other shoe machines.

The Derby as manufactured in England is the same kind of a boot as the one called Blucher in Canada. On the other hand the Blucher known and made there has the following specifications: The vamp and tongue are cut in one piece. The back is cut whole, and the shoe has three lace holes, and is manufactured at present for public institutions, with the result that it is ignored by the British people generally. I hope this explanation will be of interest to you."

HAS DISPOSED OF ONE SHOP

W. F. Barker, who has been conducting two repair shops, one at 802 Bloor st. west, Toronto, and the other at 210 Bleecker st., known as the "Rosedale Shoe Repairing Co.," has disposed of the latter to E. C. Follows, who has a similar business at 1590 Queen st. east. Mr. Barker, who will continue his shop at 802 Bloor st. west, is now enjoying better health than he has for some time.

HIGH HEELED SHOES—PRO AND CON

Many attacks are made on the wearing of the extremely high heel, both by medical authorities and by physical culturists. Mr. M. A. Shafer, of the Moore-Shafer Co., gives his theory in defense of these heels. He says: "There's a common-sense reason for the French heel. Did you ever watch a happy, light-hearted little girl? Does she walk flat-footed? She does not. She runs, and runs on her toes. Just so do many women walk—on their toes, naturally—and that is why the much-abused French heel is their natural requisite."

We confess that this is about as good an argument as the maker of high-heeled shoes could put out; but it applies

only where women walk on their toes. Burglars are supposed to also walk on their toes, and perhaps it would be a good idea for some maker to introduce high-heeled shoes for burglars. We are inclined to the opinion that all women and all burglars should discontinue the practice of walking on their toes—in fact, that all people should adopt a sensible shoe with a sensible heel. To be sure-footed is one of the chief essentials of life. Stand on any street corner and watch any high-heeled woman cross the street, and you will observe that she is not sure-footed.

MR. TAYLOR MOVES TO LARGER STORE

Herbert Taylor, whose motto is "Good boots and shoes at reasonable prices," has moved into new quarters in Calgary. His present location is 803 17th Avenue west, in the Mount Royal Block, where he has a larger store which is on the car line. Mr. Taylor came to Canada nearly seven years ago and before that spent twenty-two years in the Old Country with the firm with which he was apprenticed in Pontefract, Yorks, Eng. He knows the shoemaking game from the ground up, and has two slogans for this sore—for the retail end, "Quality tells long after the price is forgotten," and in the repairing, for he does a large business in this branch, "The Home of Shoe Repairing," has been used for several years. Mr. Taylor is a faithful reader of the *SHOE AND LEATHER JOURNAL* and regards it as essential for every shoe man. He states that there is much valuable information contained in every issue, and it keeps him well posted on what is going on.

HE LIKES THE SELLING GAME

K. G. Walters, who represents the Regal Shoe Co., of Toronto, in Western Ontario, has just completed his first year on the road for the firm, and has made many friends with the retail trade. Prior to joining the Regal organization, Mr. Walters was eight years with the United Shoe Machinery Co., five being spent at the headquarters in Montreal, and three at the Toronto office where he looked after Eastern



K. G. Walters, Toronto

Ontario and Toronto. Mr. Walters also spent some years with the Department of Militia, Ottawa, being engaged principally on survey work. He likes the shoe game, and is an industrious and energetic salesman.

TENAX
MEANS
TENACITY



**SHORTEN
THE COST
AND
LENGTHEN THE WEAR
BY USING**

TENAX

Tenax makes a better soling than leather—and doesn't cost as much. Wears longer than leather, and wears evenly and smoothly. Is as light as leather. Pliable, close-grained and tough. Water-proof, damp-proof, slip-proof. Noiseless and non-squeaking. Uniform in quality.

TENAX SOLES WILL NOT CRACK OR BREAK

GUTTA PERCHA & RUBBER, LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER.

Rubber Footwear Notes

Backward Season Favors Manufacturers—Dealers Complain of Shipments—
Scarcity of Heavy Goods—Also Shortage in Arctics—Tennis Goods Booming

WHILE there has been a fair amount of rain during the past month it has not been such as to start a boom in the sale of rubber footwear. For this dealers have not been altogether sorry as supplies this year have been somewhat slow in arriving. What sloppy weather there was, however, started the demand for rubber foot coverings with the result that left over stocks have been well cleaned up and a considerable hole made in new goods of the lighter class. Up north where there has been a few snowflurries, and in the West where they have been having cold weather there has been quite a movement in heavier lines as well as felts.

A Big Season.—All the factories have been taxed to capacity to fill orders, and in some cases it is said that orders will have to be reduced. This is true, especially of heavy goods for which the demand is heavy for home consumption, not to speak of the increased demand for overseas needs. Those who get their full needs in heavy goods this year may congratulate themselves. The large increase in the use of sporting goods has, no doubt, hampered to some extent the production of regular lines. Complaints are numerous from retailers that orders are not filled as promptly as usual this year and manufacturers urge that not only are the orders larger than ever, but the overlapping of the sporting good's season has interfered with early operations. This, with the great scarcity of help, which after all is the great factor, has put manufacturers surely to the test to produce the goods on time.

Sport Goods Season.—The coming season bids fair to transcend all its predecessors. Evidently retailers have confidence in the future of this class of goods, and realize that they provide a sensible reaction from the high prices of leather shoes. At all events, the rubber soled summer shoe in all its varied applications to regular and sporting life seems to have become a fixed factor in the shoe business. Already orders are in to the capacity of most of the factories. Already some concerns are holding back on some lines so as to facilitate operations and using the new ones to boost trade, if it needs it later. The character of the goods has now become thoroughly established, and the uncertainty thus removed. The principal difficulty at present, seems to be to secure or hold operations, although matters have improved in this respect since the easing off in munitions. Materials are also a matter of anxiety, some fabrics being in small demand.

Crude Rubber.—The market continues inactive in raw rubber, the demand being quiet. Evidently manufacturers have secured adequate supplies for their full needs, and are not anxious as to the future. Prices have had a downward tendency rather than otherwise for the past month or so, although the London market has ruled somewhat higher. Planta-

tion rubber seems weaker than Brazils owing, no doubt, to the more plentiful supply and notwithstanding the shortage of bottoms. As compared with other materials entering into rubber manufacture, prices are surprisingly low. First latex pale crepe is quoted 64 cents, with smoked sheet, 63 cents. Fine up river Para is held at 65 cents, island's fine, 54 cents; up river coarse, 46 cents; island's coarse, 29 cents; Caucho call, upper, 40 cents; lower, 38 cents; camata, 30 cents; centrals and Mexicans, 38 cents to 40 cents; guayule, 33 cents. Scrap rubber is weakening under the lack of demand for all kinds of rubber, the price at New York being \$9.00 to \$9.10 for scrap boots and shoes.

Rubber Sole Business.—The wonderful increase in the use of rubber soleing and heeling has, no doubt, helped to fill the rubber shoe factories with

A PAPER THAT'S WORTH WHILE

The twice-a-month Shoe and Leather Journal at one dollar and fifty cents a year is the best trade paper proposition in the Dominion. The "Journal" is widely read from Coast to Coast, and has enjoyed thirty years of intimate acquaintance and co-operation with the footwear industry in all its activities. Its standing, prestige and reliability are recognized on all sides, and it is read carefully and thoughtfully from cover to cover.

extra business that has told upon its capacity. For a time the sole business was suffering with a pronouncedly discolored optic in a business way, received through the putting on the market of inferior or badly made soles. This trouble has, however, been largely obviated by the production of better stock. The reports of cracking, or of poor wear have very largely disappeared and prospects point to a large business in this line during the coming year. The ease and silence involved in rubber heels were long ago established as a desirable quality in footwear. With the introduction of dependable soles these desirable qualities have been further enhanced. It depends upon manufacturers how long the popularity of the rubber sole will last.



Fill your shelves with
“LIFE-BUOYS”
 now.

BOOTS
 LUMBERMEN'S
 OVERSHOES
 ETC.

and be prepared for the first
 sorting demand.

Address your orders
 to our nearest branch
 warehouse.



The
Kaufman Rubber Company, Limited
 KITCHENER, ONTARIO

Have you provided for your 1918 Outing Shoes requirements? If not, see a “Life-Buoy” salesman, or write us direct. You cannot afford to delay.



A.C. Lewis Leather Co.
 LYNN, MASS., U.S.A.
SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS
 ALSO JOBBERS OF SOLE LEATHER
 AND SPLIT LEATHER OFFAL.**

DUCK HUNTING PARTY HAD GOOD LUCK AND ENJOYABLE OUTING

Recently a jolly duck hunting party spent a merry time at the shooting lodge of J. J. Kilgour, of Kilgour, Rimer Co., wholesale shoes, Winnipeg. The spot is located about sixty miles from Winnipeg, at a point known as High River and in

mallard, teal, blue bills and others. Rising at four o'clock each morning they walked three quarters of a mile and then paddled about seven more until the favorite resorts of the feathered fowl were reached. In the accompanying illus-



Shoemen enjoying themselves at Mr. J. J. Kilgour's shooting box on the prairies.

the party were J. J. and J. P. Kilgour, O. H. Vogt, of the Great West Felt Co., Elmira, Harry D. McKellar, of Kitchener, who represents the Oscar Rumpel felt factory, Fred Palmer and Brigham Young, of Galt, and others, who enjoyed the sport immensely. They captured numerous duck,

trations, J. J. Kilgour is seen on the left with a generous representation of the number of birds that he killed. In the centre is Harry McKellar wondering what fortune he will have on the morrow, and on the right are Messrs. Palmer, Vogt, J. J. Kilgour and Young.

VISUALIZE THIS
 TRADE MARK



IT SYMBOLIZES THE
 BEST IN FELTS

NEW ORNAMENT FOR LOW CUTS

A pearl button ornament, which is being made in several artistic designs, and in two grades, ocean pearl and fresh water pearl, is being presented as a new adornment for pumps



and slippers of all kinds. A brass tube is permanently set in the pearl button leaving the protruding end of the tube straight. A hole is punched in the vamp of the low cut shoe and the tube is fed through the aperture and clinched inside exactly like an eyelet. The ornament is firmly held in position, and cannot work loose. A special machine with two heads, one for punching and the other for setting, has been designed and both heads are manipulated by one treadle.



Buttons can thus be attached quickly and easily, the operation being very simple. There are no neater or smarter ornaments than pearl, but in the past there has been some objection to them on the part of shoe manufacturers. Sewing by hand has been a rather tedious operation and buttons sewed through with an under eye will not set

straight while the eyes often cut the thread. The new method of fastening pearl buttons is firm and secure and the ornament is there to stay. The company, who are putting out the new adornment, intend, in the near future, to place on the market, for the benefit of the retail trade, hand and foot power tools so that the buttons may be attached with ease and security.

BUDGET OF NEWS FROM PACIFIC COAST

The spell of rain of a few weeks ago has given away to the fine weather again, and there is very little material difference in the volume of business done in the wholesale or retail shoe line. The heavier weights in all grades are moving readily. The makers of logger's and miner's boots are working at full capacity to keep abreast of the orders, that are coming to hand every day.

I have just had an illustrated brochure given to me which is issued by Wood's Limited, of Cordova street, and the famous K Boot Shop of Hastings street, Vancouver. It does the proprietors of this catalogue great credit, for the publication is one of the best of its kind I have seen, being printed in two colors on art paper with 60 smart illustrations of all grades of footwear, overgaiters, etc. One novel feature is three cuts of English wood botton clogs of the London and Lancashire types. Every shoe is sufficiently described, giving sizes and shapes stocked, with the price, etc. A special department of the firm is the surgical and made-to-measure. Two good cuts illustrate two different styles of cork boots. Repairs are not overlooked for space is given for description and prices which include free postal delivery. Such a booklet must be of immense value to the firm's patrons living in the country. This system of advertising is to be warmly commended.

A little flutter of excitement was caused in these parts a few weeks ago upon local papers calling attention to a decrease of 25 per cent. on hides at the local market. Many jubilant remarks were made that the price of leather would soon come down, which caused some buyers of sole leather to hold off their purchase. I am afraid there will be a great gnashing of teeth when one of these mornings they find an advance has been made. There was a reason for this reduction in price of hides of which few know, as a few days previous to the report a cargo of Mexican hides was sold by order of the Prize Courts. These hides were of poor quality and brought a low price, naturally having a temporary effect locally.

Several members of the trade have discussed the proposition in the SHOE AND LEATHER JOURNAL of September 15th, with reference to the blucher boot. They certainly agree with your correspondent, Thos. Brake, of Toronto, that the boot should be called Derby, as it is known in Europe. It is a misnomer to call the present style of upper a blucher, as the boot that was made and named after the German general was cut whole back $4\frac{1}{4}$ inch high and the vamp and tongue were one piece. There were three eyelets only. An improved model of this style was made and used in the British army for many years. It was a trifle higher at the back, had outside counters, and five to six eyelets, and was known as the army blucher. The present boot upper known in Canada under that name corresponds in no way with the original blucher in the tab, tongue, height or quarters. It would be a fitting opportunity to give this class of upper its correct and original name of Derby, or I would suggest Kitchener.

Several members of the repair trade have been taking their vacation in the mountains in search of game, but the sport has been poor. All have benefited by the change.

Conscription is having its effect on the shoe trade. Many of the young men in the stores come under the Act, as also among the repairers who are unsettled about their business in the event of their helpers passing the medical test.

ST. CRISPIN.

SIZING UP CUSTOMER QUICKLY AND ACCURATELY

The Salesman Who Begins to Sell Without First Having Secured a Good Line on His Patron is Likely to Offer the Wrong Style or Quality, or Price says "The Shoe Economist"—Some Rules That May be Profitably Followed by Alert Shoemen

ONE of the oldest and most unprofitable arguments in the world of selling is the one regarding what is the most important asset in making regular sales, day in and day out. It has been aired, discussed and argued by practical and theoretical salespeople, business men, so-called sales experts, owners, managers and department buyers since store keeping began. And it is still unsettled. And always will be unsettled.

But there is one asset that no one denies the high value of in selling shoes—the ability to size up the customer quickly and accurately. And this is indeed a great and valuable gift, for it is a gift in a sense, although it is also a cultivatable trait.

The salesman who can gauge the customer's probable tastes, social status and financial power is a real jewel in the shoe selling force because he can quickly get the customer's confidence, point of view and good will. He can get it before the customer begins to wonder whether, after all, he is in the right store.

The salesman who begins to sell without having first gotten a good line on his customer is likely to offer the wrong style or quality or price the first thing, thereby getting the customer's ill will or putting him in a doubtful frame of mind. Once the customer is in even a mildly antagonistic frame of mind the going is hard and dangerous, and even if the sale is made after a long struggle and much backing and filling the customer may go out in a disgruntled mood and never return. If this happens half the salesman's work is lost, for getting the money for goods is only half the completed sale. Getting the customer's confidence and good will is the other half because good will usually is the prelude to more business in the future.

Good Guides to Thinking Mind

There are a few simple rules that help in sizing up customers, and shoe salesmen of even mediocre ability can soon learn them and put them into practical use. They are not infallible, but they are good guides and splendid stimulants to the thinking mind. Here are the three principles the rules are founded on:

A man's or woman's tastes are usually best indicated by the dress and ornaments worn. This is particularly true of women and it is true enough of men to serve the purpose.

A man's social standing, breeding and point of view is best estimated by his manner; a woman's by her voice, manner and attitude.

The financial standing, buying capacity rather, of both men and women is best indicated by their walk and physical movements and to a great extent by facial expression when approached by a salesman.

There are many exceptions to these rules, to be sure, and they vary in accuracy of application with environment and circumstances. It is practice alone that is the sure road to adequate accomplishment along this line—practice and experience.

Using personal tastes, social status and financial standing as a basis, take a good look at the next customer whom you have to serve. Suppose it is a middle-aged woman, say about 45 years of age. What are her tastes? you ask yourself. Look at her hat, her coat or waist, her shoes and her gloves, look quickly for these things and at the same time scrutinize the woman's face, studying her expression, especially the mouth and eyes. If she is a woman of good taste in little things, such as color combinations in her clothing,

her hat, her neckwear, gloves and if she wears an expression that seems to indicate that she feels at ease in her clothing, you can figure her taste is good in most everything. You won't go far wrong. That for gauging taste, the desire for appropriate things.

Study Voice, Manner and Attitude

Now for social standing; not in the sense of formal society but as to aristocracy, democracy or plebeian—a matter of birth. Study her voice, manner and personal attitude toward you. If she is a woman of breeding whether she belongs to a high or low lineage her voice will be low and well modulated, she will show signs of a certain graciousness and her attitude will be one of helpful, sympathetic co-operation. Variations of these will indicate variations from the set standard of social position.

If the woman has plenty of money, or at least if she does not have to scrimp on what she pays for shoes, some indications of it will be apparent in the way with which she sits down to be served and the expression on her face. If she can pay whatever is necessary for shoes that suit her, she will show it by not putting a sort of defensive expression on her face and expressing it in her voice.

Why is it necessary to size up her taste, breeding and buying capacity? Simply because people of a high degree usually will want one kind of a shoe; a person lacking a certain amount of standing will want another kind, and so on.

It is folly to offer a \$15 boot to a woman whose very appearance and manner designate her as a scrub woman. She may have taste at that and breeding, too, but she won't have much money. So it will help the salesman at the start if he realizes this. It is, of course, possible for a poorly dressed, badly mannered woman, or man either, to have plenty of money and willingness, even anxiety to spend it, but it isn't the rule and a shrewd salesman soon becomes skilled in unraveling the unusual cases.

Getting Proper Shoes on Feet

It would be worth money to the department if every salesman in it were taught the need of studying people even if he never becomes skilled at it. If he knows that it means added or lessened chances to make sales he will at least be cautious and if he does not help himself materially he will not hinder himself.

Every shoe in stock must finally be sold to some one and for the price the shoe is worth. It is more than likely that the better grades and higher priced pairs will go to people of tastes and means, although there will be a variation from the rule now and then; and the cheaper grades are likely to go to people of less means, regardless of their degree of culture or social standing.

"Sizing them up" simply aids in getting the proper shoes on the proper feet quickly, easily and gracefully.

Study people, Mr. Shoe Salesman!

SHOE COMPANY GETS CHARTER

A charter has been granted to the Humberstone Shoe Co., Limited, of Humberstone, Ont., who have been in business for many years and have developed a big trade in their special lines. The capital stock of the company is one hundred thousand dollars.

UNITED STATES RUBBER'S BIG PROFITS

Net earnings of the United States Rubber Co. for the six months ended June 30th last, amounted to \$7,239,966. This is after an allowance of \$500,000 for the special war tax.

These earnings compare with \$4,900,000 earned in the same period of 1916. Adding \$500,000 to the \$7,239,966 would give \$7,739,966 as a basis for comparison of this year's earnings with a year ago. This shows an increase of 53 per cent. in net for the first half of the current year as compared with 1916. Even allowing for the war tax United States Rubber earnings show a gain of 47 per cent. over last year.

Earnings of \$7,239,966 are at an annual rate of \$14,479,932, or \$27 a share for the \$36,000,000 common stock after deducting dividends of \$4,800,000 on the \$60,000,000 preferred stock. These are the largest earnings in the history of the company and compare with \$15.12 earned on the same amount of stock in 1916.

FIRE DOES DAMAGE TO SHOE STOCK

Fire broke out a few days ago in the Singer Fit-Rite Shoe Co. at the corner of Inspector and Notre Dame streets west, Montreal. The blaze started in the cellar and spread over the entire floor in which stock is kept. It was two hours before the flames were extinguished, and the firemen had a fierce fight. The shoes on the ground floor were badly damaged by smoke and water. The loss on goods in the cellar, which amounted to several thousand dollars, is partly covered by insurance. The Singer Fit-Rite Shoe Co., also conduct a store at 744 St. Catherine street east, Montreal, while their wholesale department is located at 418 Notre Dame street west.

SOLD \$106 WORTH OF SHOES TO ONE LADY

Earl Matchett, who is employed as a salesman for the Edward Stark Shoe Co., 566 Granville street, Vancouver,



Earl Matchett, Vancouver, B.C.

B.C., believes that he holds the record of making the largest sale to any one lady that has ever been affected. Recently he waited upon a fair customer and the accompanying slip amounting to \$106.75 represents what her pedal requirements were. Six pairs of shoes were sold the lady as well as shoe trees and laces, the price of the footwear running from \$12.00 to \$20.00 per pair. The bill was paid, \$110.00

in cash being handed Mr. Matchett, who returned \$3.25 in change. This transaction represents the largest cash sale to one customer at regular prices that the Edward Stark Shoe Co. has ever known. The shoes were all of one size and one width and Mr. Matchett is certainly to be congratulated upon his efficient and tactful salesmanship. It would be interesting to know if any of the boot shops throughout the Dominion can beat this record. Of course, larger sales may have been made to a customer buying for more than one person or for a family, but the query arises: "Has any

Telephone: Sey. 3743 566 Granville St.

BOUGHT OF
The Edward Stark Shoe Co.
 LIMITED
HIGH-GRADE FOOTWEAR

Vancouver, Aug 2 1917

Mrs (Consul) Neilson
Stateroom 14 Emp. Russia

<i>wos. Send</i>	<i>20</i>	—
<i>wos. Send</i>	<i>20</i>	—
<i>wos. lde</i>	<i>12</i>	—
<i>wos. lsd</i>	<i>12</i>	—
<i>wos. asd</i>	<i>14</i>	—
<i>wos. ase</i>	<i>14</i>	—
<i>wos. lse</i>	<i>12</i>	—
<i>shoe trees</i>	<i>150</i>	—
<i>shoe laces</i>	<i>125</i>	—
N^o 24		\$106.75
<i>ACO</i>		<i>110.00</i>
Sold by		Art. Recd.

A very satisfactory showing with one customer.

salesman in the Dominion a better showing than the one here referred to in disposing of goods to one person for that person's own immediate and particular needs?"

OPEN NEW WAREHOUSE IN EDMONTON

The McFarland Shoe Co. who have been conducting a wholesale shoe business in Calgary for the past two years have found it necessary, owing to a large increase in business, and their faith in the future of Edmonton and Northern Alberta, to open a warehouse and office in the capital city.

They have leased the premises recently occupied by the public library on 2nd street, and are having them fitted up for show room, offices and warehouse and expect to be installed and ready for business by October 1st.

Delbert McFarland has been appointed manager of the Alberta branch of the Kaufman Rubber Co., Limited, who have had a warehouse in Edmonton for some years. The company will continue carrying a complete stock of rubber footwear which will also be moved to the new premises on 2nd street.

The McFarland Shoe Co. are agents for a number of Eastern shoe manufacturing firms.



Comp'ny, Tenshun!



Gun Metal Bal., Mazda Last

BUY THE WRIGHT!

Quick March!

Buy the "Wright" and you'll find your sales quick stepping to the tune of better business. Reinforce with a line or two of Just Wright ready sellers, and when you call the roll at night you'll find some Just Wright dollars in your till which otherwise would be among the missing.

Samples of our new In-Stock Lines sent on request.

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Rockland, Mass.



THE
WM. A. MARSH CO.
 Limited

*Manufacturers of
 Fine Boots and Shoes*

LUC ROUTIER

Manufacturer of
 Men's, Boys', Youths',
 Little Gents' Shoes in
McKays and S.S.

Enquiries Solicited

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.



Jobbers
 Our
 Specialty
 is
**Hockey
 Boots**

J. E. SAMSON, ENR.

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

READ THE

**Shoe and Leather
 Journal**

24 issues in a year for \$1.50

It is filled with bright helpful pointers
 for Retailers

ACTON PUBLISHING CO., LIMITED
 MONTREAL TORONTO

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.

THREATENED SUIT IF SHE DID NOT GET MONEY

Indignant Lady Would Not Accept New Pair and Made All Sorts of Trouble for Western Retailer—Latter Stood to His Guns and Did Not Lose the Profit on the Shoes—Was Not to be Intimidated by Lawyer's Letter—Strong Resolution Wins Out

"I am this day consulted by Miss Munn, of — street, with reference to a pair of women's shoes which were bought at your store a few weeks ago. You represented the shoes to be of good durable quality and you were paid \$10.00 for them. After Miss Munn had worn the boots for a few minutes, one of the heels split, and she could not wear them any longer. When they were returned to you, you promised either to repair them and soften the leather so that she could wear them or that you would give her a new pair which would be of service to her without any further charge. After some little delay, you finally informed her that you could not give her any other pair as this was the only line you handled and such shoes would not be of any service to her. Under the circumstances, I must ask you for the refund of the \$10.00, the purchase price, and, unless I hear from you within three days, I shall be obliged to take a very regrettable step and start proceedings for collection. Kindly do not permit matters to go this far.

Yours truly,

A. A. BLANK.

WHEN a Winnipeg retailer opened his mail the other morning, his eyes fell upon the foregoing letter. The communication is reproduced exactly as it is written except that different names are used, but this does not detract from the interest or pointedness of the story. The attitude of the client has been presented in litigious phraseology, or in other words legal lore, but how different is the state of affairs when the retailer steps up and presents his side of the case. A somewhat facetious newspaper man who passed away a few years ago used to say that "there are always two sides to every story and the truth besides."

Well, here is the retailer's version:

"Yes, Miss Munn came into my store a few weeks ago and bought a pair of eight inch mahogany bals, with plain toe and leather Louis heel with aluminum plates. These were made by one of Canada's leading shoe houses and I charged her \$10.00. There was no particular fault with the shoe, except that perhaps the calf leather was a trifle too heavy for women's wear. After I had perfectly fitted her, I pressed the counters in a few times in order to soften them so that they would not hurt the woman's heel. Well, she went away and in a few days came back complaining that the shoes had checked at the heel. I told her that any shoe, no matter what price she paid, would have the enamel crack at the lower part of the heel. In softening the stiffener, a severe strain was put upon the heel by the nails coming so close to the seat. I also informed her the checking did not amount to anything so far as looks were concerned. No further objection was offered on this point, but she then complained that the linings were loose and were uncomfortable. I looked into the shoes and found that for some reason the linings had been cut too large, and got in folds or wrinkles, which was rather unpleasant. I remarked that I would have this matter attended to and to call around in three or four days. I sent the shoes to a repair man, but he was unable to do anything with the linings and the shoes came back to me.

Well, we were very busy one Saturday night, when in

came Miss Munn accompanied by a young gentleman whom I strongly suspect is not only her lover, but the legal gentleman who wrote me the letter. I did not recognize her at first and one of my clerks went over to wait upon her after she had been seated a few minutes. She did not intimate to him that she had left a pair of shoes to be fixed, but stated that she would like to see something in the latest style of bal. The salesman began showing her some other colors in leathers than the kind she had bought. She noticed a particular last and admired it very much, but we did not have her size and width, and the clerk coming over to me asked what he would do. All at once it dawned on me that this was the woman who had left the shoes to have the linings made to fit.

Nothing Else Would Satisfy

I then said, "You are Miss Munn, are you not?" and she answered, "Yes." I then told her that I would have to give her a new pair of mahogany bals as the pair which she had bought were faulty so far as the linings were concerned, and that I would send the boots back to the factory. She declared that she did not want the mahogany bals, but immediately demanded her money. I told her, of course, that I could not return the cash, but I would give her another pair that would fit her perfectly and give satisfaction. She retorted that she did not want the shoes at all, but must have the money. I flatly refused to hand over the sum and her legal friend or fiance said, sotto voce, "Never mind I will see that you get your money back alright. Come on out of here," so off they went without further ado or explanation.

The next day I got the letter and went up with a friend of mine to the lawyer's office, which was little more than a 2 by 4 place. I said to the young lady in charge, "Where is Mr. Blank?" "He is not down yet," she declared, "but will be here by eleven o'clock. I told her that I could not wait, but to tell Mr. Blank that C. H. Rorn, the shoe retailer, had called.

In the afternoon I rang up Blank and said:

"This is Rorn speaking."

"What Rorn?" he replied.

"C. H. Rorn," I said. "You know very well there is no other Rorn!"

"No, I do not," he answered in a nasty tone. "There might be a dozen for all I know."

Feigned Ignorance of Letter

"Well, there is only one in your case," I replied. "And you know full well who it is after that peremptory note of yours this morning."

"What peremptory note was that?" he inquired.

"You know hang well," I answered. "You are the bosom friend who accompanied Miss Munn in my shoe store on Saturday night last," I said.

"No," he answered, "I do not know the young lady except as a client."

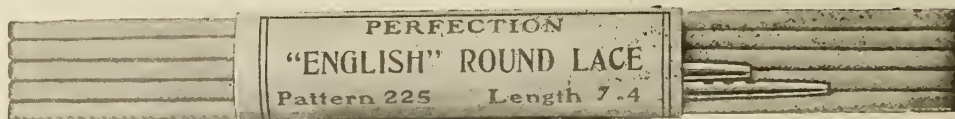
"Very well," I said. "And evidently you do not remember me or anything about the contents of your note."

"No," he replied. "How could I when I write about seventy-five letters a day?"

"Excuse me," I retored. "If you write seventy-five letters a day, you must be doing a whale of a business. No man could attend to such voluminous correspondence and get down at eleven o'clock in the morning."

"Don't get personal," Blank rejoined.

OUR WINNER U.S.A.—KHAKI LACES—BRASS TIP



PATTERN 225

Made of the best quality mercerized yarn. Its wearing qualities are of the best. The sales on this lace have been beyond our expectations, which proves its popularity. Stock up to meet the inevitable demand. We have them for immediate delivery in black, white and fourteen colors. Lengths from 27 inches to 81 inches.

CHANDLER'S ARMY LACE—PATTERN 686

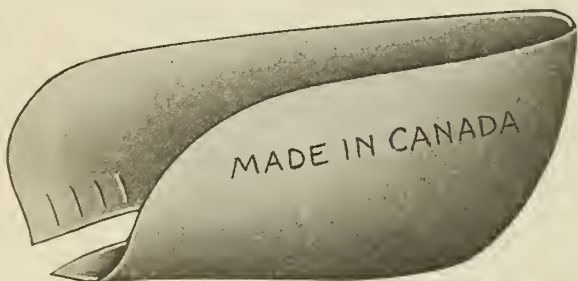
If you are looking for a good value, here it is. Tubular lace, made of mercerized yarn, with either metal tip, in black, tan and brown only. Lengths from 30 inches to 81 inches. SEND US A SAMPLE ORDER.

Your Satisfaction is our Largest Profit

C. A. Browning Company

30 Franklin Street.
Boston, Mass.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly **HALF A CENTURY**. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

We tan and
manufacture
Sheepskins

for every
known purpose

WE EXCELL IN
COLOR MATCHING

Edwards & Edwards

Head Office

Tanneries

780 Dupont St., Toronto - Toronto and Woodbridge

Quebec and Maritime Provinces.

Represented by

John McEntyre, Limited - Montreal, Que.

"Well, you need not get personal either," I countered. "You know perfectly well that I offered Miss Munn a new pair of shoes, ones that would fit her, and I am not the kind of a business man that you need write such letters to in order to have him carry out his word. You evidently do not know much about business matters or you would not base any claim upon the flimsy pretext that you have," I continued. "I will see that Miss Munn gets a pair of new shoes alright, as I have already offered, but so far as returning the money is concerned, there is absolutely nothing doing."

"We will see about that," was his response.

"I will see about it, too," I declared.

Took Special Pair to House

"Well," was the final response, "I'll phone Miss Munn, tell her what you say and have her call in and see you tomorrow."

"All right," I rejoined and hung up the receiver.

"I waited three days for Miss Munn to come in and she not appearing I determined that I would lose no further time in adjusting the grievance. I secured a superior pair of 4½-C width, and going with them to the house, personally asked for Miss Munn. I was told by an elderly lady who answered my summons, at the door, that Miss Munn was not in, but that the speaker was her mother. I told Mrs. Munn that I had brought up a new pair of shoes for her daughter. I asked her if she would be kind enough to sign a memo which I wrote out there and then. It was to the effect that her daughter had received a new pair of shoes in exchange for the ones which had been left with me, and that they were in perfect condition.

"Now, I have this little note on file, and have heard nothing more from Miss Munn, who has evidently discovered that discretion is the better part of valor, in this case, and has kept the footwear. In the meantime, I have not lost the profit on that sale, as I would if I had returned the money. If Mr. Blank is not Miss Munn's personal friend but simply a legal adviser, she will be out the price of sending me that communication.

"Some one may say that my action was rather high handed, but I do not return cash for shoes where they have been worn or on any mere whim or pretext. I am willing to make good any defects or shortcomings and see that footwear gives service in every respect, but if I once started handing back the money, I would never know when a sale was effected, I would be out the profit in each transaction and a large portion of each day would be spent in undoing the business that was supposed to be closed the day before. It is alright to adjust complaints, but not at too much sacrifice to yourself. The retailer loses his own respect, backbone and sense of dignity if he does and is simply making a public door mat on which others walk if given a chance. I am willing to go half way in any transaction, but do not purpose cover-

ing the whole journey, carrying the burden to the destination and returning with it."

DIRECTING GENIUS OF HISTORIC HOUSE

(See Front Cover)

There are very few firms that can boast of being fifty years in business and the golden jubilee is generally looked forward to with interest and celebrated with eclat. Such an institution is the Amherst Boot & Shoe Co., of Amherst, N.S., which a few months ago passed the half century mark. This house has always kept pace with the times and has stood for progress and stability.

C. S. Sutherland, who has been connected with the business for nearly thirty years, first entering the service as a bookkeeper, is the aggressive and thorough going general manager. He started out in life as a telegraph operator and for some time was employed by the Intercolonial Railway. He learned all about currents and wires, which no doubt has made him such a propulsive force in modern business methods. Mastering all departments of shoemaking from the producing to the selling end, Mr. Sutherland also knows the retail trade by personal contact with it throughout the Maritime Provinces and Newfoundland.

When Mr. Pride passed away some ten years ago, there was only one man, in the opinion of the directors, who could capably discharge the duties of general manager, and he was Mr. Sutherland. That the selection was a good one, time has demonstrated. Mr. Sutherland is a genial, warm hearted gentleman, with high ideals of honor and service, whom it is a pleasure to meet. He is a well known visitor to all the leather centres, and frequently takes trips to the Prairie Provinces, the Western branch, known as the Amherst Central Shoe Co., being located in Regina, Sask.

FOR SALE

Boot and Shoe and Gent's Furnishings Business. Population of over 60,000 to draw from. We control exclusive agencies for the Island of Montreal and do a cash business. Store is situated near the Canadian Vickers Works, Montreal Locomotives, Canada Steel and International Arms, and there are six shoe factories in the neighborhood. This is an industrial and manufacturing district which is growing very rapidly. Near to several street car lines. Rent is very low, owing to separate repair shop which we sublet. Store is spacious and well laid out and has two large show windows. Lease extends over a period of years. Purchasing and Perpetual Inventory System installed, requires less capital to operate. If you wish to make money now and more in the future write for particulars to

R. J. DE VILLERS SALES CO.

253 St. Catherine Street and 57 Aird Avenue
MAISONNEUVE, QUE.

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.

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Watch the Notch

On the Thermometer. It's
the measure of demand for

WINTER FOOTWEAR

and as the mercury keeps dropping there is a suggestion that something warm for the feet will help to make the near-at-hand below zero weather a little more endurable.

Should you have overlooked stocking up in any of these Winter necessities, please keep in mind that we can give you on quick notice

**"Superior" Brand Canadian Felts in all
Heavy Lines**

"Comfy" Felt Slippers

Moose and Horsehide Moccasins

Wool Lined Sheepskin Moccasins

Oil Tan Shoepacks

Lumbermen's Knit and Felt Sox

Hockey Boots

"Independent" Rubbers

Besides these special Seasonable lines we have in stock for immediate shipment our different brands of fine and medium Leather goods, in all of which we quote the best possible value.

Our travellers are on the road with Samples of all the above mentioned lines for immediate shipment, as well as all the newest things in Shoes for the Spring and Summer Seasons for 1918.

Rubber Footwear Brands

"KANT-KRACK"
"DAINTY MODE"
"ROYAL"

"BULLDOG"
"DREADNOUGHT"
"VERIBEST"

"SPEED KING"
Tennis and
Sporting Shoes

The "IMPERIAL" Shoe
FOR MEN AND WOMEN
Made in all fine leathers—Goodyear
Welts and McKay Sewn

The "VARSITY" Brand
Men's, Boys', Youths' medium fine
shoes, McKay Sewn

The "MAPLE LEAF" Brand
Solid leather working shoes, every
pair guaranteed

"WITCH-ELK"
Prospectors' and
Hunters' Boot
10 - 12 - 15 IN.

The "SPORTSMAN'S" BOOT
Made in Chocolate Calf; Pearl, Black
and Smoked Elk
10 - 12 - 15 IN.

The "LITTLE CANADIAN"
An extra fine line of Misses' and
Children's Shoes

A WELL displayed sporting shoe window, put in by Preston footwear merchant, showing trophies won by several lawn bowlers of that town.



PUT IN SPECIAL ATHLETIC SHOE DISPLAY

M. Henning, proprietor of the Preston Boot and Shoe Store, Preston, Ont., is a merchant who believes in capitalizing local events and thus bringing additional trade to his establishment. He recently put in a special window of outing and sporting shoes, which were admirably displayed, and there were also the Dominion of Canada Lawn Bowling Trophy and Medal for singles, and the Seagram Trophy representative of the championship of the Central Ontario Lawn Bowling Association. The singles were won by P. McGrath and the Seagram award was captured by H. J. Sullivan, George Lindelius, A. Anderson and P. McGrath (skip), all members of the Preston Lawn Bowling Club. When clever exponents of the green, like the Preston men carry off such trophies, it is certainly worth while making a noise about it, for honors of this kind do not come to a town every day. Mr. Henning is to be congratulated on his progressive and enterprising spirit in having the trophies shown in his window, surrounded by sporting footwear of all kinds.

NEWSY BRIEFS FROM ST. JOHN

Mary Evelyn Osborne, an employe in Levine's shoe store in Charlotte street, St. John, was recently united in marriage with Guy Raymond Hagerman a popular member of the staff of W. H. Thorne & Co., Limited. The ceremony was performed by Rev. Thomas Marshall at the residence of the bride's parents, Mr. and Mrs. Albert Osborne, 214 Watson street, West St. John, N.B.

Miss Catherine Cusack, who until recently was employed with Waterbury & Rising Limited, has accepted a position with Percy M. Levine, and will be attached to the staff in his Charlotte street store.

The success of the British Red Cross Society Fund in St. John, has been largely due to the energy of Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Co.,

manufacturers and wholesale dealers in shoes. The collections this year are vastly larger than those of last.

William Cole was in the city last week representing the Walker, Parker Co., of Toronto.

Mr. and Mrs. E. L. Rising have arrived safely in San Francisco. They intend to remain there for a month, and then proceed to Los Angeles where they will spend the winter. Mr. Rising is president of the firm of Waterbury & Rising Limited.

Harold W. Rising, who is taking charge of Waterbury & Rising Limited, during his father's absence, reports that the firm's travelers are out with spring goods, and are meeting with success.

HASTINGS TANNERY BURNED TO GROUND

The plant of the Hastings Tanning Co., Hastings, Ont., which is owned and operated by the Breithaupt Leather Co., Limited, of Kitchener, Ont., was completely wiped out by fire at an early hour in the morning on October 23rd. The blaze originated from some unknown cause, and the flames spread very rapidly. The factory had been running night and day and the company had just installed considerable new and expensive machinery for the betterment of the stock produced there to enable the output to be increased. The total loss will be about \$200,000, partly covered by insurance.

It is understood the Breithaupt Leather Co., will commence rebuilding operations at Hastings soon, and the factory will be bigger and better than ever. The Breithaupt Co. report that, fortunately for themselves and their customers, they will be able to fill all orders, and look after the requirements of their trade the same as heretofore. Arrangements have been made with their other tanneries at Penetang, Woodstock and Kitchener to take care of all business, and these plants will be speeded up immediately to their utmost capacity.

PALMER'S "Moose Head" Brand



Hand Welting, Waterproof Trench Boots



Dealers, it is not yet too late to consider our
TRENCH BOOT PROPOSITION.

These famous boots make the most suitable gift obtainable
to send overseas.

We are in a position to fill orders promptly.
Catalogue and full particulars on request.

John Palmer Company, Limited
Fredericton, N.B.

W. B. HAMILTON SHOE CO. TORONTO LIMITED

=====
In-Stock
Ready for Immediate
Shipment
=====



=====
This Line
should interest retailers
everywhere
=====

No. 1467—Women's Goodyear Pat. Fox, Button, Black Cloth and Pat.,	\$2.60
No. 1567—Misses' " " " " " "	2.25
No. 1666—Children's " " " " " "	1.80
No. 1766—Infants' " " " " " "	1.60

"YOURS IS A VERY UNUSUAL FOOT—QUITE SMALL"

Tactful Shoe Salesman Knew the Full Force of Happy Reference When Applied to Pernickety Shopper's Pedal Limbs—Don't Survey a Lady's Foot With Disapprobation or Intimate That You Cannot Easily Give Her Perfect Fit with Every Ease

IN the buying of shoes there is much sorrow. I have come to the conclusion that what we need is shoes made to order, as no two pairs of feet are alike—and we'll never have pedal perfection until we are measured and fitted for each pair of shoes that we add to our small supply of footwear, says "Canadienne" in a whimsical and racy article appearing recently in Toronto "Saturday Night," and should not be interpreted too rigidly.

If a certain style of shoe happens to be in that foolish condition known as "the fashion," then a large number of persons in the community find themselves unable to get anything in the shoe shops either comfortable or becoming. A few years ago, the long, slender foot came into more than its own, and shoes began to approach the toothpick in width and point—also the shoes were abominably flat—and I, like other citizens of Irish "distraction," possessing short, wide and high-arched feet, arose and reviled the shoes and the makers thereof.

"Try the Tootsy Shop," said a kind friend, who is given to investigating all the new shops which open their doors to those who seek the very latest thing in what-to-wear.

"It won't be any better than the others," I said gloomily. "There's only one shoe I can wear, and So-and-So's are out of it. I don't see why, for the Germans can't need that particular kind of shoe."

"Well, it's the leather, you see. They need it for saddles and things like that for the cavalry."

"I don't believe that kind of leather is the least bit of use to the cavalry or the air service or anything but shoes," I replied firmly. "This war is just made an excuse for all manner of expense and inconvenience by lazy and avaricious manufacturers."

"Well, you go to the Tootsy Shop people," she advised. "You'll find them simply wonderful. They give you individual attention. Just mention my name, for I've bought several pairs there."

Looked Like Undertaker's Chapel

I'm quite sure of that, for the kind friend spends most of her leisure time and all of her spare money in the shoe department. Wherefore, I repaired to the Tootsy Shop and was shown to a place which resembled an undertaker's chapel, where I found myself in a seat upholstered in olive-green plush. A young man who looked like a grand opera tenor surveyed my foot with disapprobation:

"It will not be easy to fit," he declared in sad and silvery tones.

"I know that," I replied tartly, "I can't find a decent pair of shoes in this city."

That was a challenge and the Tootsy man accepted it. "We have what you can wear, but I'll have to make a drawing of your foot first." So I placed my unshod right foot on a piece of perfectly good paper and the leading tenor proceeded, like Zogbaum, to "do things with a pencil."

"Does my foot really look like that?" I asked, surveying the finished product with dismay.

"Your foot is very broad," said the leading tenor, his voice sinking to the lowest register known to his class. "Now, I'll have to trouble you to come in again to-morrow and I'll have the right pair of shoes for you."

"I'm a busy woman," I expostulated. "Why can't you get them for me now?"

The leading tenor gazed at me with the stern reproach of the real specialist. "This selection can't be hurried,"

he explained loftily. "I must study this drawing carefully."

"It looks like a Noah's Ark, if you ask me," I replied, with a growing pessimism, as I gazed on that weird and unshapely affair his pencil had traced. It began to seem as if I were to have a nerve killed, and I could just see the dentist's tray with all those fine steel instruments and smelly bottles. However—it was my duty to give the Tootsy Shop a fair trial. So I made a formal appointment for the next afternoon—which found me once more in the Tootsy Shop, with the leading tenor balancing a pair of ugly boots on his slender palms.

"I don't like them," I declared at once.

"It is the latest development in shoe manufacture," he asserted with a melancholy yet triumphant cadence. "It is the product of years of thought and experiment."

"Then they'd better guess again," I said rudely.

However, the woman who argues with a seller of shoes is lost, and I found myself leaving that shop, with the Tootsy pair securely buttoned on my unwilling feet, and the old shoes discarded.

Growing Slimmer and Longer

Still the fashionable shoes grow slimmer and longer, until they seem to be chiefly point and heel, and there is no one to listen to my wail of toe. Last week, I interviewed two shoe specialists, who profess to have the latest word—or should one say the perfect last—in footwear. The first one regarded the extended foot coldly and remarked: "Well, of course, the American foot is the fashionable shape. Now, yours is —"

"Mine is Irish," I said, with a Donnybrook beat-it-if-you-can air which made even that salesman slightly retreat, and almost fall back on a showcase filled with taupe and midnight blue silk stockings.

"Er—yes," he admitted, "just so. But we haven't anything to fit you, except these." He dragged forward a miserable pair of sixes, which I promptly scorned.

"If you haven't anything the proper length I don't want any," I declared promptly.

The next one was even worse, saying: "We have chiefly the narrow shoes. Now, yours is a stubby foot." "Stubby!" That man is a boor and an untruther, for whom there is no hope, and evil things will befall him. At last, at last, I came to a small shop, of which I heard by chance, as "a place where you can get decent shoes at a human price." An urbane nobleman proceeded to tell me that he had just what I wanted, and to produce a box containing a shoe which looked as if it might go into a fit on the slightest provocation.

"It's just what I've been looking for," I sighed luxuriously. "It's as comfortable as if it were old, and I'm going to wear these down town this very afternoon."

"You see," said the urbane nobleman. "Yours is really a very unusual foot—quite small, indeed, and high-arched. Of course, you know that the high arch means good ancestry."

Straightway I began to call to mind various Irish kings whom I might claim as ancestors. There was Cormac, now, a villainish person, but too long dead to protest if I appropriated him as a great-great-very-great grandfather. "Thanks, they fit beautifully."

"We have the pumps, too," said the urbane nobleman. "Shall I send them?"

"Um! Well, I don't really need them. Still, one never knows. Yes, I think you had better."

The New Chromoil Lines

The marked success of Chromoil Larrigans, Shoepacks, Farm and Trench Boots has been due, in the first place, to the thorough satisfaction they have given in

Wear and Weather Resisting Qualities

We have thoroughly remodeled our lines for the SEASON OF 1918, and are showing some decidedly new and up-to-date features backed with

All the Old Reliability


The LONG-LIFE RECORD OF CHROMOIL establishes Shoepacks and Larrigans of this material as absolutely the Best of the Kind. It has all the softness and pliability of the old oil tan leather with the additional WATER-PROOF and WEAR qualities.

Our NEW TRENCH BOOT is pronounced the finest thing of its kind used. Absolutely waterproof. Our SUMMER FARM SHOE has the ease of a moccasin with the wear of the regular heavy farm shoe.


Palmer-McLellan Shoepack Co. Limited

Fredericton, N.B.

Canada's Best Shoepack Makers



AMONG THE SHOE MEN.



Burglars recently entered the shoe and clothing stores of D. W. Downey, of Brockville, Ont., and secured several suits of clothes, shirts and pairs of shoes, while the whole stock was badly disarranged. Shoe cartons were strewn all over the premises. The police are hot foot after the perpetrators of this unadvertised autumn opening.

Fire broke out recently in Forest, Ont., and the shoe store of P. Cairns, and the shoe repair shop of A. Armstrong were wiped out by the flames. Several other business places were consumed before the blaze was conquered.

The firm name of J. Howard Carkner & Co., 206 Sparks street, Ottawa, has been altered to Code-Carkner, Limited. There has been no change in the personnel of the house whatever, except in the name and the fact that a federal incorporation has been secured. E. E. Code, manager of the Kaufman Rubber Co. (Ottawa branch), and J. Howard Carkner have always been the proprietors of the business, and the only reason for changing the style was that they have obtained a charter.

A ministerial decree requisitioning all the shoe factories in France, effective November 15th, is supposed by the shoe trade to be intended to overcome the disinclination of the manufacturers to make the new national shoe in the quantities demanded by the Government. Five hundred thousand pairs monthly were ordered, and only a small part of that number was put on sale.

A. C. Clark, of Toronto, Canada's practical sales specialist, returned lately after conducting very successful sales at Sault Ste. Marie, Sudbury and Iroquois Falls, and left again to conduct sales in North Bay and Timmins, Ont.

Contracts were awarded in Washington recently for a million and a half pairs of boots for the Russian army, at a total cost of \$7,500,000. The awards were made by members of the Russian purchasing commission advised by the committee on supplies of the Council of National Defence. These contracts with those placed by the War Department for the American armies, make the enormous total of 8,400,000 pairs of footwear which have been ordered within the past week.

F. S. Scott, President of Getty & Scott, Limited, Galt, and a former mayor of that city, has received the nomination as "win-the-war" candidate in South Waterloo, which constituency he has represented in the Commons for the past three years.

J. P. Lacombe, of Shawinigan Falls, Que., shoes, recently assigned to J. P. E. Gagnon.

Nap. Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, has purchased a handsome Pierce-Arrow limousine, and intends shortly to take his family on a holiday trip to the principal cities of the United States.

The Eureka Shoe Co., of Three Rivers, Que., are working to capacity and turning out six hundred pairs a day. The factory covers 72,000 square feet and the company are now considering the advisability of enlarging their floor space. The Eureka Shoe Co. report a very general demand for their sport last in khaki calf, Duchess Russian calf and gun metal. The firm manufacture McKays, imitation welts and turns.

Chas. S. Moore, one of the foremen at Beardmore & Co.'s tannery, Acton, Ont., was painfully burned recently. A cauldron of hot compound was being heated on a steam

heater when the mass, for some unknown reason, exploded. Mr. Moore was standing at his desk writing when the boiling mass flew in all directions. Involuntarily he raised his arms to save his face. The back of his head and neck, one ear and both elbows and wrists were badly burned. Fortunately his face escaped from being burned.

J. A. McLaren, of Toronto, has returned home after spending a pleasant holiday in New York and Atlantic City. He was accompanied by Mrs. McLaren.

G. D. Jefferson has gone to Wolfville, N.S., where he has opened a shoe business. He served nineteen months in the army, eleven of which he spent in England and was honorably discharged for physical disability.

Charles N. Clark, a well known and highly respected resident of Fredericton, N.B., died recently at his home in Brunswick street. He was in his seventy-eighth year. In early life he was a manufacturer of footwear and later opened up a retail shoe store. He retired from business about eighteen years ago.

C. M. Haist, shoe retailer, James street, Hamilton, who was operated upon a few days ago for appendicitis, is making good progress toward recovery.

E. W. A. O'Dell, of Hamilton, general organizer of the Boot & Shoe Workers' Union, who has been confined to his house with illness for the past few days, is able to be around again.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was a recent visitor to Montreal, as well as W. V. Eccleston, of the T. Eaton Co., Toronto.

Oliver Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, has gone on a hunting trip to the wilds of the Laurentian Mountains with a large party, and expects to be away about ten or twelve days.

The appointment of Lieut.-Col. John I. McLaren as Administrative Commandant of Exhibition Camp, Toronto, for the purpose of routine and administrative business, being responsible for discipline, sanitation, interior economy and policing, is announced in camp orders by General Logie. Col. McLaren, in addition to his new duties, remains as O. C. the 1st Depot Battalion, 1st Central Ontario Regiment. He is a brother of J. A. MacLaren, of McLaren & Dallas, wholesale shoes, Toronto.

A very attractive shoe display window was installed recently at E. G. Thompson's, Blenheim, Ont. The exhibit consisted of "Classic," "London Lady," "Regal," and "McPherson," and as each of the firms furnished pretty cards, G. Nichol, who has charge of the footwear department, put in a decidedly striking window which resulted in considerably increased trade on the many neat fall models shown in a variety of colors.

John Dunbar, of Scott-Chamberlain, Limited, London, Ont. spent the past week in Montreal on business.

The members of the Horseshoe Hunt Club left this week on their annual deer hunting expedition near Dwight, which is several miles north of Huntsville. This club is a well-known, historic organization of nimrods and is conducted on a thorough business basis. Among the members, who are enjoying the outing this year are Hon. E. J. Davis, president of the Davis Leather Co., Newmarket, Elmer Davis, of A. Davis & Son, Kingston, and Fred Underhill, of Underhill's, Limited, Barrie. They all expect to return with a full quota of deer.

OVERGAITERS and LEGGINGS

IN STOCK AND READY TO SHIP



Women's Overgaiters in Felt, Melton and Box Cloth in following fashionable colors: white, canary, light grey, dark grey, fawn, brown and black.

Special line of Children's Corduroy Leggings in dark brown, golden brown, white, grey and red.



Do not delay ordering these lines, as the Overgaiter season is now upon us. Orders promptly attended to.

PHILIP JACOBI

Manufacturer of Tailor-made Overgaiters

5 Wellington East
TORONTO

C. S. Corson, of the Regal Shoe Co., Toronto, has gone on a deer shooting expedition for a few days, near Dorset, Ont.

E. H. Barnes, who has started a new shoe store in Sault Ste. Marie, Ont., spent a few days in Toronto last week on business.

George F. Hamilton, of F. L. Hamilton & Son, shoe retailers, Galt, Ont., has been elected secretary of the Galt Curling Club for the coming year.

At the last regular meeting of the Toronto Shoe Repairers' Association considerable important business was transacted. Several new members were received, and the prospects for an active winter's campaign are very bright. Some trade problems which have been hanging fire for a long time have been satisfactorily adjusted, and the question of shoe polishes is now being taken up. It is probable that a polish may be prepared and put on the market under the direction of the Association, but this has not been decided as yet. Several songs were rendered during the evening by Messrs. Burnill, Butterworth and Smallwood, and addresses were delivered by President Chas. Robertson and others. Arrangements are being made for a progressive euchre party at an early date.

Major James A. Scott, leather merchant of Quebec, will be the Unionist candidate in the Quebec south division at the forthcoming federal elections on December 17th.

S. C. Cronk, of S. C. Cronk & Co., wholesale shoes, Toronto, spent the past week in Montreal and Quebec calling upon the trade.

G. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, returned last week from an extended trip throughout Western Canada and left again for the Maritime Provinces in the interest of his firm.

Emil Larose, sales manager of the Canadian Footwear Co., Montreal, was in Toronto this week calling upon the trade.

R. E. Dildine, sales manager of Ames-Holden-McCreedy, Limited, Montreal, returned recently from an extended visit to the branches of the firm through Western Canada. He reports that business is improving rapidly and the prospects are very bright.

R. B. Gravlin, of the White Shoe Co., Toronto, was in Montreal for a few days this week on business.

Armand Bastien, of Indian Lorette, Que., manufacturer of Indian moccasins and other goods, was in Toronto lately calling upon the wholesale trade.

J. C. McLeod, who for the past year and a half has been on the staff of McLaren & Dallas, Toronto, has taken a position as manager of E. H. Barnes' new shoe store at Sault Ste. Marie, Ont.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, spent a few days in Montreal and Quebec recently calling upon the trade.

W. A. Moore, sales manager of Beardmore & Co., Toronto, was in Boston and other eastern centres on business last week.

Walter Brown, business agent of the Boot and Shoe Workers' Union, Toronto, leaves next week to attend the annual convention of the American Federation of Labor, which will be held in Buffalo, and promises to be the largest ever held.

A. Lapointe, of the F. and B. Shoe Co., Montreal, was in Toronto lately calling upon the trade.

W. G. Parsons, of C. Parsons & Son, Toronto, returned recently from an extended visit to the Western Provinces.

Lieut. G. Beardmore, son of A. O. Beardmore, Toronto, who for the past three years has been associated with Thomas Lough in sole leather hide buying for the firm of Beardmore & Co., in Argentina, South America, has returned to Canada and is going overseas. He is taking over a draft of men in the York and Simcoe Forestry Battalion. His brother, Capt. Torrance Beardmore, who was in charge of the sole

leather tannery at Acton, left for France some time ago, where he is in charge of a railway construction corps.

FEATURING REGAL IN-STOCK SERVICE

The Regal Shoe Co., of Toronto, have just issued a very attractive and artistic in-stock catalogue setting forth the superior facilities of the firm in this department. They have centred on twelve splendid shoes for men and boys designed to satisfy every requirement of those who want the best. Such a service enables the retailer to obtain Regal lines when he wants them and to clean up his profits quickly and at just the right time. Some of the lasts which are carried in stock are the "Banker," the "Pall-Mall," the "Briton," the "Penn," the "Clog" and the "Belmont." Stock numbers, sizes and widths are all given and at the back is an index giving the name, stock number and page, together with several detachable order post cards ready for mailing. These cards have been largely used and are so convenient that they can be filled out at a moment's notice. The Regal Shoe Co., report that the new catalogue has already resulted in an exceptionally large business for their in-stock department.

Another innovation is a series of illustrated leaflets containing the name of the last and giving stock number, leathers, etc., which have been issued. These are sent out by the firm to lists of customers that may be forwarded by any "Regal" agents. This service has been taken advantage of by many retailers, and the enterprise of the company in this respect has been warmly commended.

BOOTS AND SHOES.—I have about \$500.00 cash to invest in retail store in Toronto. If you wish to sell or want a partner send full particulars to Box 13, SHOE AND LEATHER JOURNAL.

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 water-
proof 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
Shoe Felts made in
Canada.

Parker, Irwin Limited
Leading Shoe Manufacturers' Supply House in Canada
MONTREAL

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

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

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay St.

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes, Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON—EVERETT
MASSACHUSETTS, U.S.A.



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

Stock the Shoes
 with the
BRANDON
Brand On



And reap the big benefit of our Newspaper Advertising Campaign that is creating such a demand for

Brandon

Monarch

Trade Mark

and **Dr. Brandon** Cushion
 Sole

Brands

Not only will they prove good sellers but they have the quality that makes satisfied customers, the quality that will hold their trade.

The Brandon Shoe Company
Limited

Brantford, Ontario

Corsets and Arches

Being a practical illustration of the supporting principles of both as applied to shoes.

CORSETS are typical of all embracing supporting qualities—while the arch in architecture is one of the standbys of all construction engineers.

The Corset Arch-Support is one of the out-standing features of all Tally-Ho Shoes. This device gives a welcome rigidity to what has been heretofore one of the weakest parts of a shoe. It prevents the arch from falling—and is a welcome addition to those whose arches have already fallen—as it does away with the clumsy, high-priced arches that are inserted after the shoe is made.

The Corset Arch Support

This device as shown in the illustration, is built in the shoe. Its truss construction supports the arch of the foot with perfection. It has the required elasticity to allow the muscles and tendons of the foot to perform their functions in an absolutely natural manner, and still has the strength to prevent the bones from being forced into an unnatural position by the weight of the body.

It is a preventive and an after aid in the majority of foot troubles.

YOUR customers will like this feature when it is made known to them. For — the number of men who are suffering from fallen arches is surprising. This is a fact brought out by the medical examinations of those who have reported under the Military Service Act.

In fact, statistics show that there is a great increase in foot troubles, with fallen arches largely in the majority.



Tally-ho Shoes

Tally-Ho exclusive features are these:

1. Tally-Ho Corset Arch Support — built into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole — an important feature.
3. The Bull Dog Out-sole — better wearing than either rubber or leather — waterproof — flexible — non-slip — guaranteed service — finishes like leather.
4. Authentic styles — originated in American Tally-Ho Shop.
5. No-jar Rubber Heel — springy — resilient — pure rubber.
6. Sani-tex Health Lining — supplied with kid shoes.

You cannot afford to overlook a shoe with so many good talking and selling points. Ask your jobber about Tally-Ho—or ask us.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street

KILGOUR-RIMER CO., Winnipeg, Western Distributors



MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

INTERNATIONAL SUPPLY CO.

MANUFACTURERS, JOBBERS, IMPORTERS
SHOE MACHINERY AND
SHOE FACTORY SUPPLIES



EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

Representing

AMERICAN LACING HOOK CO.
Waltham, Mass.
Lacing Hooks and Hook
Setting Machines

ARMOUR SAND PAPER WORKS
Chicago, Ill.
Crystolon Paper and Cloth
for Buffing and Scouring

BOSTON LEATHER STAIN CO.
Boston, Mass.
Inks, Stains, Waxes, etc.
Cyclone Bleach

THE CEROXYLON Co.
Boston, Mass.
Ceroxylon, the Perfect
Liquid Wax

THE LOUIS G. FREEMAN Co.
Cincinnati, Ohio
Shoe Machinery

HAZEN, BROWN, Co.
Brockton, Mass.
Waterproof Box Toe Gum,
Rubber Cement

KENWORTHY BROS. Co.
Boston, Mass.
Felt of All Kinds

MARKEM MACHINE Co.
Boston, Mass.
Marking and Embossing
Machines Compounds,
Inks, etc.

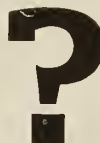
M. H. MERRIAM & Co.
Boston, Mass.
Binding, Staying, etc.

PURITAN MFG. Co.
Boston, Mass.
Wax Thread Sewing
Machines
Poole Process for Goodyear
Insoles

THE S. M. SUPPLIES Co.
Factory Supplies,
Needles, etc.

J. SPAULDING & SONS Co.
N. Rochester, N.H.
Guaranteed Fibre Counters
Fibre Innersoling

UNITED STAY Co.
Cambridge, Mass.
Leather and Imit. Leather
Facing, Welting, etc.



CAN YOU GUESS WHY
our Business has increased so rapidly ?

We started business in Kitchener,
April 20th, 1915

SALES APRIL and MAY 1915	\$	381.55
" OCTOBER 1915		1,219.03
" APRIL 1916		4,574.41
" OCTOBER 1916		10,174.64
" APRIL 1917		13,147.53
" OCTOBER 1917		24,158.44

**There Are Two Real Good Reasons for
This Wonderful Growth**

First: We handle only lines of ESTABLISHED REPUTATION,
lines that can be DEPENDED UPON ALWAYS.

Second: OUR BUSINESS METHODS are RIGHT. We treat
all customers in the same FAIR MANNER and FILL
ORDERS PROMPTLY and ACCURATELY.

We take great pride in the list of Houses we represent. Each one
stands at the top in its particular line.

That we hold such Exclusive Agencies is proof of Our Reliability.

We have a very attractive proposition on
SHOE LACES

This line is the same High Quality as our other lines, and is, with-
out doubt, THE BEST LINE MADE IN CANADA.

Place your orders with us and be relieved of
worry about deliveries. We take care of that.

WE MANUFACTURE HIGH GRADE PUMP BOWS AND CUT TRIMMINGS



“ALL ABOARD!” Direct Through Connections from **“HOOF TO BEAMHOUSE.”**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.
 International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

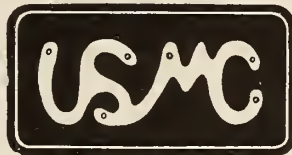
CHICAGO

“We deliver what you buy.”

INDEX TO ADVERTISEMENTS

A	PAGE	E	PAGE	P	PAGE
Ames-Holden-McCready, Limited.....	12	Evans, L. B. & Son Co.....	36	Palmer-McLellan	60B
Ackerman, B. F., & Co.....	36	Edwards & Edwards.....	56	Pfister & Vogel Leather Co.....	14
Aird & Son.....	37	G		Parsons, C., & Son.....	16
Adams Shoe Co.....	41	Gagnon, Lachapelle & Hebert.....	4	Packard, L. H., & Co.....	44
B		Gutta Percha & Rubber Co.....	46	Palmer, John C.....	60
Boot & Shoe Workers' Union.....	6	H		Parker-Irwin.....	63
Bell, J. & T., Limited.....	7	Hamilton, W. B., & Co.....	60	R	
Blachford Mfg. Co.....	27, 28, 29, 30	I		Regal Shoe Co.....	33
Breithaupt Leather Co.....	42	Independent Rubber Co.....	13	Robinson, James.....	34
Blouin, Pierre.....	44	International Supply Co.....	67	Routier, Luc.....	54
Borne, Lucien.....	54	J		S	
Browning, C. A., & Co.....	56	Jacobi, P.....	62	Slater Shoe Co.....	I.B.C.
Brandon Shoe Co.....	65	K		Samson, J. E.....	54
C		Kingsbury Footwear Co.....	3	Staynes, W. H., & Smith.....	57
Cote, J. A. & M.....	16	Kaufman Rubber Co.....	48	Schultz-Goodwin Co.....	64
Canadian Consolidated Rubber Co.....	18	L		Schmoll, Fils & Co.....	68
Canada's Victory Loan.....	39	Love, E. B., & Son.....	35	T	
Cobourg Felt Co.....	49	Landis Machinery Co.....	44	Tebbutt Shoe & Leather Co.....	9
Clarke & Clarke.....	64	Lewis, A. C., Leather Co.....	49	Tetrault Shoe Manufacturing Co.....	4
Clark Bros.....	O.B.C.	Lagace & Lepinay.....	54	Tourigny & Marois.....	54
D		M		Toronto Heel Co.....	64
Davis Leather Co.....	5	Marsh, Wm. A., & Co.....	54	Tally-Ho Shoe Co.....	66
Daoust, Lalonde & Co.....	15	Montreal Box Toe & Heel Co.....	64	U	
Dunlop Tire & Rubber Co.....	17	McLaren & Dallas.....	58	United Shoe Machinery Co.....	8, I.B.C.
Duclos & Payan.....	56	N		W	
De Vielers, R. J.....	57	National Cash Register Co.....	10	Wood-Milne Co.....	14
Dun, R. G.....	64	Newcastle Leather Co.....	16	Wright, E. T., & Co.....	53
				Y	
				Young, Richard & Co.....	57

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.



No. 795—Square throat black kid pump, half Louis leather heel. Last 180, AA to D widths.
Price, \$3.15 Same in patent, \$3.00



No. 763—Fancy cut-out, seamless patent pump, 16-8 half Louis leather heel. Last 150, AA to D widths.
Price, \$3.00



No. 775—Patent pump with square white kid tongue, leather Louis heel. Last 150, AA to D widths.
Price, \$3.25



No. 695—Eight-inch Bal., patent vamp, full white kid quarter, white elk sole, white kid covered Louis heel. Last 170. AA to D widths.
Price, \$8.10

Just a few of our Smart Spring Styles

Has our Representative called upon you yet? If not, write us.

Clark Bros. Limited
St. Stephen, N.B.
SPECIALISTS IN LADIES'
McKAY SHOES

Permanent Sample Rooms
709 Lumsden Building - Toronto



No. 772—One-piece patent Oxford, with grey buck inlay facing and top, leather Louis heel. Last 150, AA to D widths.
Price, \$3.75



No. 691—Eight-inch full quarter, black kid bal., plain toe, single sole, 16-8 half Louis leather heel. Last 170, AA to D widths.
Price, \$5.00



No. 784—Eight-inch, three-quarter fox, black kid bal., plain toe, slip sole, 13-8 Cuban heel. Last 185, AA to D widths.
Price, \$5.00



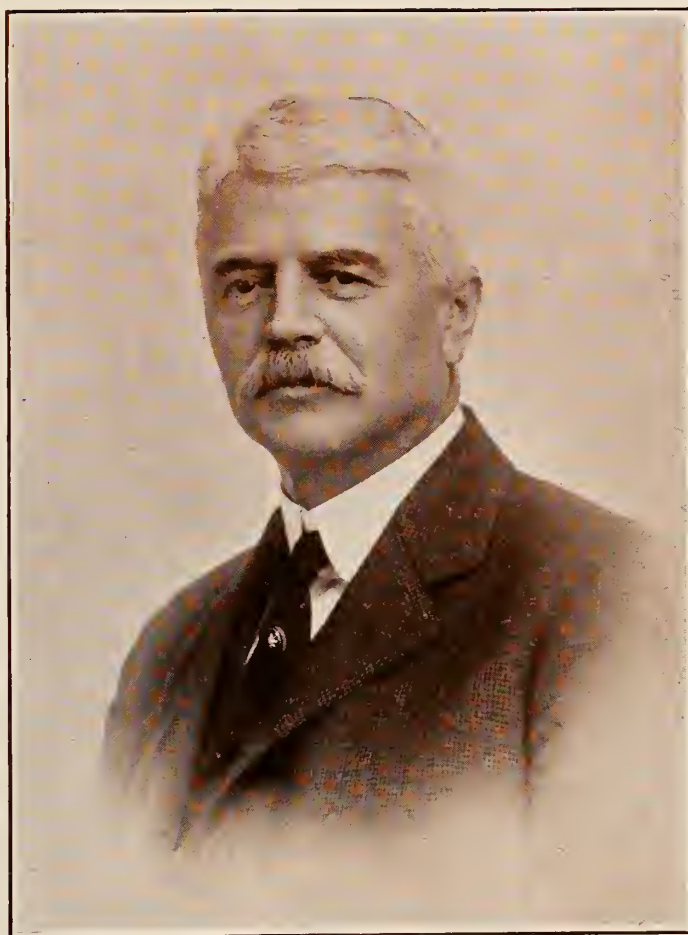
No. 714—Nine-inch scalloped top, black kid bal., imitation square tip, white welt, 16-8 half Louis leather heel. Last 165, AA to D widths.
Price, \$5.35

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

SUBSCRIPTION
IN
ADVANCE

\$1.50
PER YEAR
\$2.00 FOREIGN

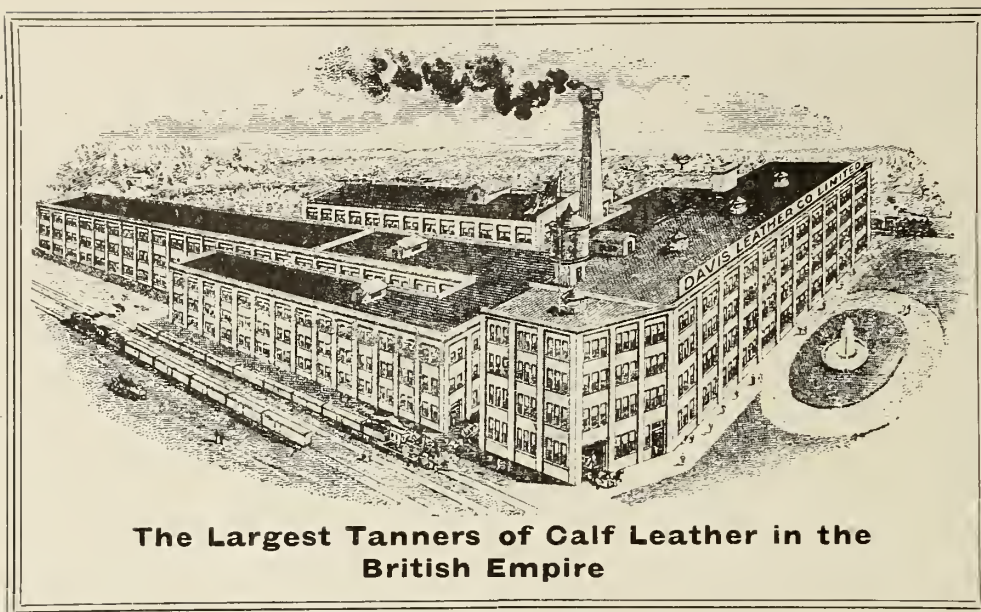


W. G. PARSONS, TORONTO

TORONTO
NOVEMBER 15
1917

THE
THIRTIETH
YEAR

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

The result of four generations of Progressive Tanning.

Made from the BEST RAW STOCK that money can buy.

Manufactured by Skilled Workmen under Expert Supervision.

Every Skin Specially Selected and Carefully Followed through the Various Processes.

Highest Yield and Highest Excellence of Texture, Color and Finish of any Leather on the Market.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality---Black Diamond Veals Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



THE
Ritchie
Shoe

RITCHIE SHOES

HI HIGGINS SAYS:—

“Nail this one: Wearin’ Cheap-John shoes is like sportin’ a wig—you don’t fool nobody but yourself”



Are far, far removed from the “Cheap John” class.

They have the wear value that comes from BEST GRADE MATERIAL and SUPERIOR SHOEMAKING. They’ll give the service naturally expected of a high-class shoe.

The following quick selling lines may be had from our

IN-STOCK Department

SAME DAY AS ORDERED

Duchess Brown Calf
Khaki Calf
Velour Calf
Neolin and Leather Soles
and
Vici Kid Cushion Sole

Every pair bears the Ritchie Guarantee

THE JOHN RITCHIE COMPANY, LIMITED
QUEBEC



INDEPENDENT FOOTWEAR

It is SORTING TIME now with your heavier grades of Rubber Footwear and stocks should be kept up where the supply will take care of the demand.

Our popular selling brands are "KANT KRACK," "DAINTY MODE" "ROYAL," "DREADNOUGHT" and "VERIBEST."

It is also PLACING TIME for "SPEED KING" Sporting and Vacation Footwear. The call will be equally as great this coming season as during the past, so lose no time in placing your orders.

Any of these firms can take care of you

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The J. Leckie Co., Limited	- - -	Vancouver, B.C.
E. A. Dagg & Co.	- - -	Calgary, Alta.	The Amherst Central Shoe Co., Limited	- - -	Regina, Sask.
A. W. Ault Co., Limited	- - -	Ottawa, Ont.	James Robinson	- - - -	Montreal, Que.
White Shoe Co.	- - - -	Toronto, Ont.	Brown, Rochette, Limited	- - - -	Quebec, Que.
McLaren & Dallas	- - - -	Toronto, Ont.	T. Long & Brother	- - - -	Collingwood, Ont.
The London Shoe Co., Limited	- -	London, Ont.			

THE INDEPENDENT RUBBER CO., Limited
MERRITTON, ONTARIO



They "Step with Pep" —
who wear the

REGAL BRITON

A big favorite in Regal In-Stock Service. Ready at your call any hour of the day. It's got the style and stamina that the critical shoe buyer of to-day demands. Made by experts in men's shoes.

Stock No. 1706, Nut Brown Russian Calf Bal; Red Fibre Sole, and 8-8" Rubber Heel; Invisible Eyelets to Top. Sizes and Widths: C, 6 through 10; D, 6 through 10; E, 6 through 10.



We say send us an order to day. Regal Britons will delight you. Smart newspaper electro, as shown on right, free on request.

REGAL SHOE COMPANY, LIMITED

472-474 BATHURST STREET, TORONTO



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



DR. REED'S Cushion Sole Shoe insures perfect foot-comfort and foot-health. It is a non-conductor of heat and cold, a protection against weather extremes.

All these health-comfort advantages without extra cost and the shoe still possessing smartness of style, plus high quality shoe-making.

J. & T. BELL
LIMITED
MONTREAL

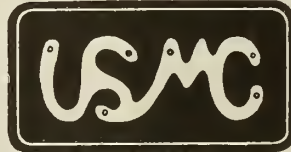
SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes

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

28 Demers Street, Quebec

179 King Street West, Kitchener



A WAREHOUSE FULL OF SHOES

If you had an immense warehouse at the rear of your store, full of shoes, wouldn't that be a big advantage to you?

Well, not exactly—Consider the cost, the interest on investment, insurance, up-keep, help, etc., etc.

But in reality

That's What We Maintain for You

Our Warehouse is practically full of THE PICK OF THE BEST VALUES IN CANADA, FOR YOU, and we'll ship your orders the same 24 hours received. That's better than a warehouse at your rear door.

Ever look at it that way before? That's what our

IN-STOCK

means to you—and

That's the tremendous advantage of buying from

James Robinson
MONTREAL

SHOES
with
 Comfort
 Health
and Style

*THE
 Professor*

PAT. NO. 119409
 GOLD CROSS
 SHOE



The various new improvements
 made by Mr. Tebbutt in

The Doctors and Professor Shoes

have raised them still higher as shoes that possess health and comfort without losing any of the quality of style.

THE DOCTORS may be had in the Orthopedic Fit-Right London and Pointed Lasts with white and tan fibre bottoms and in all the leading shades of leather.

THE PROFESSOR on the new Orthopedic Last is much admired, and has a patent cushion inner sole and cushion heel. It is attractively finished and will give unbounded satisfaction.

Made in Toney Calf, Khaki Calf and Box Calf.

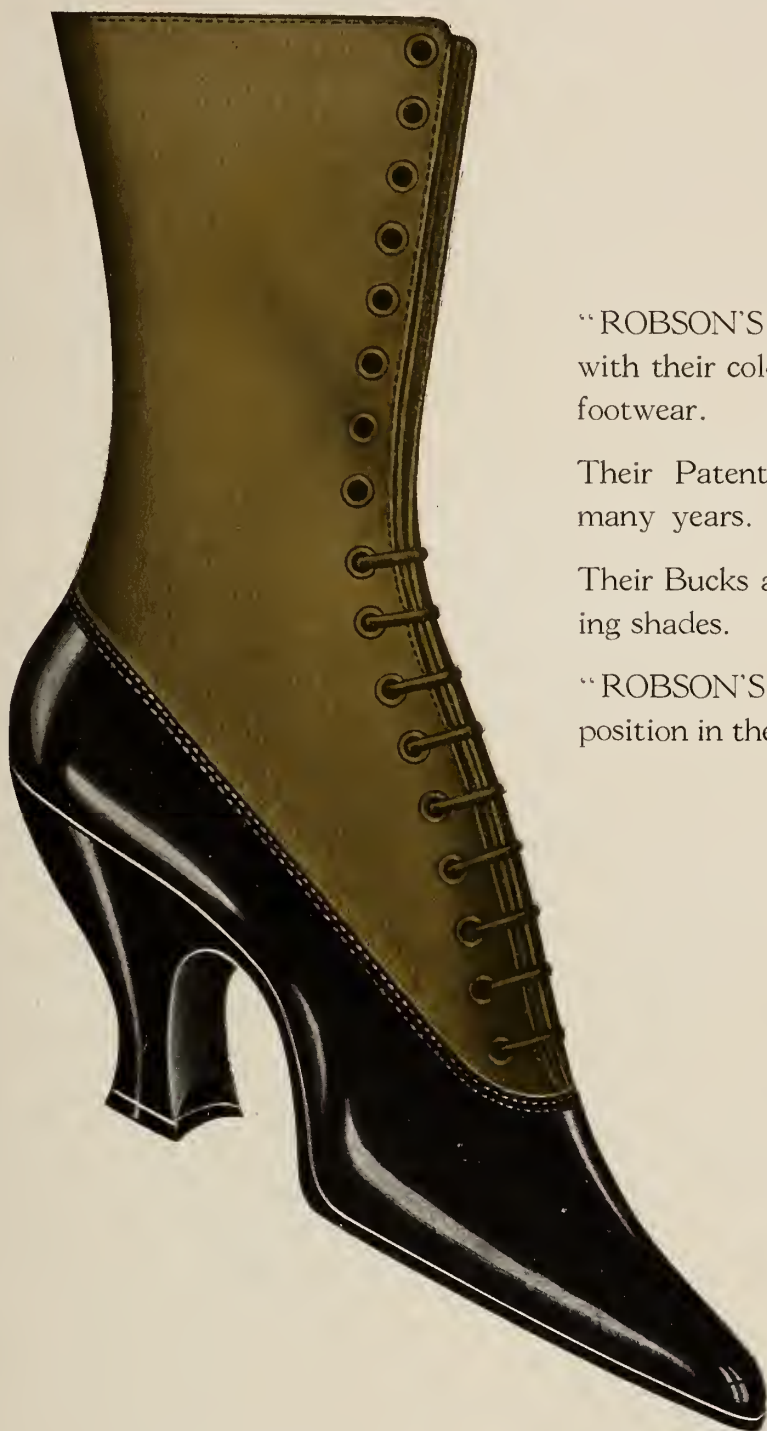
Write your jobber.

Tebbutt
 Shoe and Leather Co.

Three Rivers, Que.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO





"ROBSON'S" Patent in combination with their colored Bucks produces smart footwear.

Their Patent has stood the test of many years.

Their Bucks are made in all the prevailing shades.

"ROBSON'S" product has earned its position in the front line of your samples.



The Robson Leather Co., Limited

MONTREAL

Oshawa, Ont.

QUEBEC



The
TETRAULT
 WELT SHOE



TETRAULT

The name that stands **FIRST** in the
 Men's Welt Shoe Business of Canada

FIRST In production of shoes with
 STYLE, FIT and FINISH.

FIRST In production of shoes of HIGH
 QUALITY and AT A PRICE.

FIRST In production of NEW IDEAS in
 the manufacture of Men's Welt
 Shoes. That is why Tetrault's
 sales for 1917 will be

FIRST IN CANADA—BAR NONE!

Hundreds of thousands of Canadian men wear Tetrault
 Welts. They're money-makers for all who handle them.

Tetrault Shoe Manufacturing Co.

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse:
 9 RUE DE MARSEILLES
 PARIS - FRANCE

MONTREAL

SOLD BY ALL FIRST-CLASS
 JOBBERS IN CANADA

"THE SHOES OF HAPPINESS"

When Edwin Markham wrote his famous poem with the above title he may have had in mind

Adams Shoes

for Infants, Children, Misses, Youths

These shoes give happiness to the young wearer because they are comfortable and of pleasing style.

They give happiness to the parent because they are inexpensive but very durable.

They give happiness to the retailer because they bring repeats and build up business.



Style 3920

Misses' Box Calf Button, McKay Sewn,
Slip Sole, E Width.

11-2	-	-	\$2.80
8-10½	-	-	\$2.40
4-7½	-	-	\$2.00

*You
can't
afford
to pass
up these
lines at
these
prices*



Style 3930

Misses' Dong, Button, McKay Sewn,
Slip Sole, E Width

11-2	-	-	\$2.80
8-10½	-	-	\$2.40
4-7½	-	-	\$2.00

Order To-Day

The Adams Shoe Company

Limited

Toronto, Ontario

DEPENDABLE QUALITY

The great consideration in buying leathers and buying shoes made of leather lies in **UNIFORMITY**—It means **ECONOMY** to the manufacturer and **SALES** to the shoe dealer. This is where our

HIGH GRADE LEATHERS

Have the lead on most other leathers. The stock is specially bought, specially tanned and specially finished in the best equipped and best manned side leather tannery in Canada.

OUR SPECIALTIES:

ELK in Black and Colors, RUSSET in Oil Grain, MENNONITE GRAIN in Black and Red, Combination Smooth and Boarded Pebbles, Russet and Black Collar Leather, Vegechrome Black and Chocolate, Imitation Gun Metal, Ooze Splits in Black and Colors.

SMOOTH CHROME AND MATT SIDES

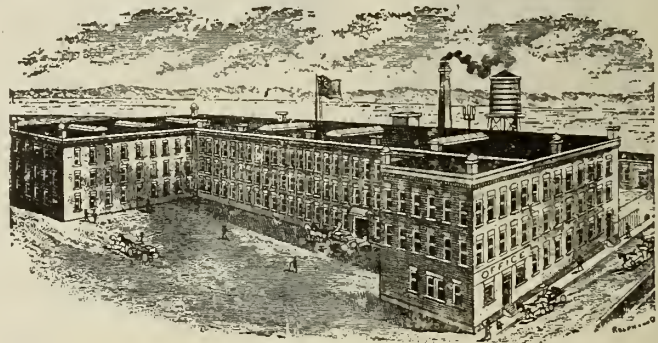
Made in Davis' Quality that cut well,
look well and wear well.

SEND FOR SAMPLES AND PRICES.

A. DAVIS & SON
LIMITED

KINGSTON
ONTARIO

Cote's YAMASKA Brand Shoes



Have been known in Canada for over half a century as a dependable staple line that is a great trade booster.

They have a stylishness and finish that make them sell and a wearing quality that holds your customers. They are shoes you can recommend and guarantee. The range includes shoes for

Men, Women, Youths, Boys, Misses, Children

DON'T DELAY WITH YOUR ORDERS.

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



THE KID THAT IS CAPTURING THE BUSINESS

The perfected science of Tanning and the highest aspirations of that industry find fullest expression in PAN AMERICAN KID.

It conforms, in all ways, to Mastercraft in the production of shoes faultless in style and quality. Black and colors.

Canadian Agent: Ed. R. Lewis, 21 Scott St., Toronto

PERKINS & McNEELY
Philadelphia, U.S.A.

Lady Belle Lines

are carried

IN-STOCK



Ready for IMMEDIATE SHIPMENT. They represent new things in Women's fine footwear in STYLE, MATERIAL and FINISH.



No. 303—Kid 3/4 Fox Bal.....	\$5.00
No. 353—Brown Calf 3/4 Fox Bal., Int. Wing Tip.....	5.00
No. 356—Cherry " " " " Straight Tip.....	5.00
No. 357—Cherry " " " " Fibre Sole.....	5.00
No. 347—Gun Metal " " " " Int. Wing Tip.....	4.65

Above are 8 1/4" Leg, carrying 10/8 Heel.

No. 506—Vici Plain Empire Pump.....	\$3.15
No. 507—Pat. Plain Empire Pump.....	3.10

THE LADY BELLE SHOE COMPANY, LIMITED
KITCHENER ——— ONTARIO

The "STITCHDOWNS"



Stitchdown Pump



Stitchdown Blu.



Stitchdown Butt.



Standard Screw Blu.

The Little STITCHDOWNS are Mighty BIG Sellers

They are the shoes the children wear and enjoy, for they are made specially to conform to the feet of growing Children. They combine Style and Health in a long wearing shoe.

Remember our Staples for MEN, WOMEN, MISSES, YOUTHS, BOYS, LITTLE CODGERS and CHILDREN.

In Standard Screw and McKay

*"The Sweetness of Low Price
Never Equals the Bitterness
of Poor Quality."*

Charles A. **AHRENS** Limited
 KITCHENER, ONT.

GOODWILL: What Is It?

You cannot count it as you do money; you cannot see it as you do real estate; you cannot handle it as you do merchandise; but it often costs more than these and is often more valuable.

Goodwill is that intangible something accruing to a concern when people of all classes are being satisfactorily and profitably served by it. It is a valuable though intangible asset of our company, as wearers of

AMHERST SOLID SHOES

throughout the Dominion designate them:

“The Reliables”
 “The 7 Pointers”
 “The Amhersts”
 “The Make Gooders”
 “The No Frauders”

It has cost money, time, patience and study for half a century

To Win and to Hold

this reputation for our product.

This advantage is yours, Mr. Retailer, when you have stocked these lines.

They Do Not Disappoint

AMHERST BOOT & SHOE CO., Ltd.

AMHERST - HALIFAX - REGINA

THE LEATHER OF QUALITY

There is nothing to equal in Texture, Tone, Appearance
and Silkiness in the whole realm of fine shoe leathers



COLLIS CALF

Made in

BRIGHT, GLAZED, BOARDED and
RUSSIAN FINISH.

WE SPECIALIZE IN COLORS

Our Specialties : COLLIS TONEY RED COLLIS MAHOGANY BROWN
COLLIS KHAKI COLLIS LONDON BROWN

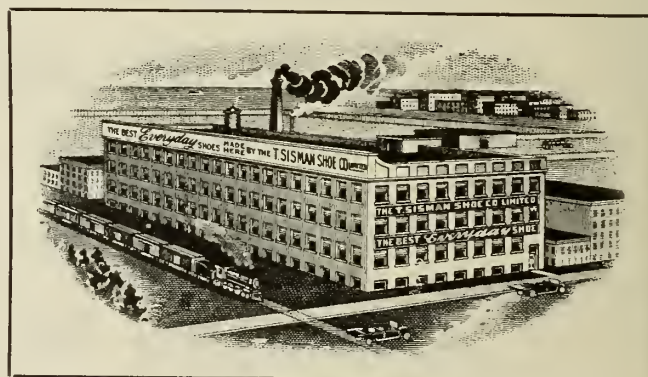
LARGEST IMPORTERS OF FRENCH CALF SKINS ON THE CONTINENT

Collis Leather Company, Limited AURORA
ONTARIO

THERE'S A REASON

Why shoemen all over the country when they want a line of staple shoes
that will **STAND EVERY TEST** ask for

**SISMAN'S
BEST
EVERYDAY
SHOES**



There is no "slop" work in them. They have the best leather that money can buy,
the best workmanship that experience and skill can secure, and

EVERY DETAIL, INSIDE AND OUT, IS WATCHED

by expert Personal Supervision. All live Jobbers carry this line.

THE T. SISMAN SHOE CO. Limited, AURORA, Ont.



Our Very Latest Model

This design conforms to the very newest in shoe-style craft. It has the MEW LOW HEEL and POINTED TOE which is becoming so immensely popular.

It is made with plain toe or imitation tip and in various fashionable colors and shades including BLACK, BROWN, GUN METAL and PATENT.

In addition to our splendid range of women's leather lines our output includes an excellent range of

White Goods

Get in touch with us about the new sellers.

Gagnon, Lachapelle & Hebert
MONTREAL



As to Rubber Quality

"No matter what the rubber may be, if it carries a Dominion Rubber System brand, I am always sure that the quality is dependable and that it will give satisfactory service."

The above testimony, based upon many years of experience with DOMINION RUBBER SYSTEM products, goes to emphasize the attention we give to the qualities of our footwear. We insist on absolutely reliable quality in workmanship as well as material and we stand back of each brand that carries our name.

Write to our nearest branch, where prompt and intelligent attention will be given to your orders.

Canadian Consolidated Rubber Co.
Head Office, Montreal **Limited**

Service Branches at †Halifax, St. John, Moncton, Quebec, Granby, Ottawa, Kingston, Belleville, Toronto, Port Dalhousie, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, †Brandon, Regina, †Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria

The Largest Manufacturers of Rubber Goods in
 the British Empire

Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscription in Advance
\$1.50 Per Year
Foreign, \$2.00

HELP WIN THE WAR

DO we mean business? Are we prepared to put up or be shut up? The supreme test of our earnestness, especially of those who have to remain at home in this great conflict, is presented in the opportunity to subscribe to the "Victory Loan." It calls for the very utmost all of us can do in providing the sinews of war for the Allies and especially for the gallant boys who represent us on the battlefield of civilization in Europe. No man should require urging in such a matter as this. It is his country's call of dire necessity and no one but those in the secret counsels of the nation can understand what financial help means to the "Mother of Nations" just at this juncture. We are asked to lend, not to give. We are asked to back our country's note in absolute certainty that we will get our money back with interest in due season.

The loan is more important now than our business for it involves our continuance in business. Great Britain is compelled, like any ordinary debtor, to purchase her necessities from those who lend her money. She is forced to buy millions of dollars worth of goods from the United States in spite of the fact that she would naturally prefer buying from her own flesh and blood and helping those who are mingling their blood with hers in the cause of world democracy. The War Loan means in ordinary terms "Lend me the money to buy your goods and thus give me time to pay for what I need and I will take all you can sell."

It will be a serious day for Canada if the immense export trade that has grown during the past three years to such tremendous proportions, be cut off or materially lessened. It is the spending of this money in Canada that has made our wonderful prosperity. Our farmers, our artisans, our manufacturers have all participated in the immense expenditures of British money that have flowed into the channels of commerce in Canada.

We already feel the effects of a lull in the demand for munitions which will, without doubt, be followed by the damming up of the flow of Canadian products to Europe in the next two or three months. Our statesmen and our best financial and business brains have been earnestly devoted to this serious problem and the only way out seems to be the advancing of sufficient funds or the establishing of adequate credit to ensure the continuance in some degree of these expenditures. In other words, the "Victory Loan" is to enable our kin across the sea to continue doing business as usual. The falling off in our export trade and its transference to the United States means that the circulation of money in Canada will be reduced by that much. There will be a cessation of labor, a reduction of wages and a lessened capacity to purchase which will make itself felt in the retail trade almost immediately, if we are to judge from past experience. A subscription to the "Victory Loan," therefore, means lending a customer on good security, the money to buy goods from you.

There are other ways we can help business just now in Canada and none is more important than buying everything we can that is produced or made in Canada. Every dollar spent upon Canadian products means the retaining of so much money in Canada to perform its mission in promoting and establishing your business. Every dollar sent out of the country, except for raw materials that we cannot produce, is a blow at Canadian prosperity at this critical time. If ever there was a time when "Made in Canada" meant anything it is to-day, because every dollar kept in Canada helps to win the war.

If you have never given thought to this question, sit down now and figure out the result if we fail in this greatest enterprise we have ever engaged in. Buy War Bonds if you have to borrow the money to do it. The banks are prepared to help to this end.

Build Your Business by Genuine Service

Keep to the Front Your Style Offerings—Potent Factors in the Fight for Trade are Courteous Attention, Personal Favors and Comfortable Fittings—Review all the Details of Your Trade to See Wherein it Lacks the Necessary Force and Appeal

A FLOURISHING retail shoe business, no matter how large, has like all other permanent successes, been built up from a small beginning. It has not expanded to its present proportions in a night, a month or a year.

Back of it all there has been a well defined policy or concerted course of action which, when followed consistently, has carried trade with it. Do you ever pause to calmly review and analyze your business methods, see wherein they are lacking, or on what points they excel? In business building, like in good stock keeping and profitable buying, there must be a process of elimination. Incompetency and negligence, indifference and indolence, oversight and mistakes must be cast aside, for they are the trees that should be cut down and cast into the fire as bearing no financial fruit.

Actually tons of matter have been written on the question of scientific salesmanship, and while the principles laid down in such articles do much to increase efficiency in selling it is still an unknown quantity that is the means of creating many sales and bringing customers back to your store. If the average shoe retailer were asked the question, "Why do your customers buy of you?" most could not give a definite and comprehensive answer. Having opened a store and gone to the labor of choosing a stock he has hazily conceived the idea that the neighborhood owes him a living.

Better Service a Factor

There are several reasons for the repeated visits of customers—better shoes, thorough service, correct and comfortable fitting and good values. To be a success among the many failures and half-failures, the business of retailing footgear must be remarkable for one of these features. The dealer may exist—perhaps prosper for a time—by acquiring an average merit in all. Customers may drift in from no special cause, meet with the perfunctory politeness that is just sufficient to keep them from being offended, and return because it is convenient to return. But will it require any great stroke of value or diplomacy to divert them into another store?

The secret of growth in a retail shoe store lies in providing some remarkable feature that will make the store worth remembering—some bit of service or value that will hold the many customers against any ordinary counter attraction.

What feature to concentrate on is the problem.

The basis of ultimate success in shoe selling is service plus actual intrinsic value of the lines offered for sale.

Timeliness of style has a wonderfully powerful appeal. Let a man, and more particularly a woman, be sure that the shoes you handle are smart in

appearance, fine fitters, pleasing in pattern—neat in finish and bearing every evidence of good shoemaking and you will be the subject of grateful memories. Therefore, completeness and freshness of stock is an all important factor. If customers go elsewhere for lack of something to buy at your store you cannot expect their patronage.

The matter of price, though a potent factor in the fight for trade, is something beyond the province of abstract advice. Prices must be ample to repay your honest work and they must be low enough to face competition. We can only suggest that the small amount that represents your profit can be increased with no great hurt to your customer's pocketbook. The actual influence of price in repeat sales does not justify the profit cutting that is altogether too prevalent in many centres to-day.

Making Friends for Your Store

But the great power in gaining and holding competitors' customers is service—service genuine and unremitting. There are thousands of persons scattered throughout this broad land who are convinced that one shoe retailer, and only one, can properly supply their needs. They continually return to his store in spite of all changes of time, and when they move to another town they order of him by mail. Perhaps you have one or two such among your own clientele. Tracing back to the cause of their loyalty you will find that at one time you were able to render them some little special service—something cheerfully exchanged or a special favor done. As a result you have in them perpetual friends and constant advisers. They are proud to say: "I always buy my shoes at Blank's."

Make "Service" Your Policy

Such customers as these, converted from casual visitors to loyal friends, make an enduring business, and the store that grows is the one that has impressed the greatest number of chance customers with its generosity or careful salesmanship. You have seen in isolated cases the effects of special attention. Imagine, if you can, the benefits that would accrue if it were adopted as a lasting policy.

Through service you hold business and gain business.

Keep to the front in your style offerings. If your competitor shows new styles in fall or winter footwear models while you are working off last season's stock, his service is better than yours.

Always deliver goods without protest. Where it is remotely possible have a regular delivery service. This is one of the small attentions that makes a lasting impression and the prompter the delivery the deeper the impression.

Some Starve Stocks—Others Load Up

The Successful Shoe Dealer is the One Who Strikes the Happy Medium—Different Types of Customers to be Catered to—How Theorizing Works Out Beautifully, But in Practice is Misleading—Some Helpful Hints on Aggressive Salesmanship

Over-buying is surely over-stocking, but "starving" the stock to just the right point is an art known to but very few.

The housewife who plans just turkey enough for a good Thanksgiving dinner for her own family, and then unexpectedly has a few more come to dinner, so that there is not quite enough, would feel very badly. The ambitious retailer who is trying to starve his stock and loses sale after sale of good-profit-paying shoes because he has not bought enough of them, feels very much worse, and the chances are that the next season he gets caught the other way by over-buying.

THE theoretical way of doing the shoe business is beautiful and absolutely simple: All you have to be is a good style picker and then pick just enough. One successful theorist will tell you not to buy any extreme sizes—that is, the very large or very small ones—and the first customer you have when the season opens wants either one or the other, and you haven't got them.

What do you think they say about your store?

Another will tell you that a line of shoes that is not worth stocking in every size and width is not worth stocking at all. What have you got to say about that?

Still another will tell you that there is no demand any more for a staple line of shoes, and that you must buy only novelties. What are you going to do or say to the well-poised woman who wants a medium-shaped toe and sensible heel shoe, and you can show her only the narrow toe and the Louis heel one?

Each one of these theorists will tell you, when you complain, that you have lost business by following his theory, "Well, let the other fellow have that business. You are better off without it."

Well, that may be all right; but if the other fellow follows the same advice, there will be a whole lot of people that will have to go barefoot until some bright man comes along that has sense enough to see that there is a big chance for a real shoe store to make money, by catering to people with big feet and those with small ones; to those who want stylish shoes and the ones who desire comfort. And just as soon as that store is started and stocked on those lines, just as sure will it take a lot of customers from the store that is starving its stock or trimming its lines too closely.

Of course, location enters largely into what kind of shoes to buy and just how to buy them. I have in mind a store that hardly touches a staple or common-sense style. Only the extremes in styles are shown. I know another that deals entirely in

conservative and foot-form shoes. And both houses do a successful business.

Then, there is a third one in the same city that caters both to the stylish customer and the one who buys for comfort, and has a magnificent business; and so it seems that a man's location should be the key or guide to his buying. But, on general principles, I think there is as much money lost in under-buying or starving the stock as there is in over-stocking.

One thing certain, you cannot sell what you do not buy, and if you overbuy, you can dispose of your surplus. If you go at it in the right way and at the right time, the loss ought not to be so serious.

I think one great trouble with the shoe retailer to-day is that he does not take his loss early enough, or he does not cut the price deep enough to move his stock, until the shoes he has to sell are badly shopworn or out of style.

Take the styles of this past season for example. In my judgment, the man who had a stock of 7-inch top boots of fancy combinations who did not hammer them or cut the price on them deep enough to move them right now cannot realize fifty cents, on the dollar for them later on. Then why not sell them instead of carrying them over—and, to do so, cut the price deep enough to move them?

Some one will say, "What is the use, then, of carrying that kind of shoe at all?" My answer is, get profit enough when the line is new, as you are almost sure to face a loss on some of them, and by carrying them you got the reputation of being up-to-date.

Three Types of Customers

I think most of us have about three types of customers for whom we must provide shoes. First, the breezy, wideawake customer who always wants new things, and in most cases is perfectly willing to pay the price for them. He is the faddist.

Second, the one who wants more or less of style, but insists on comfort, and is of the larger class. He is the conservative.

Third, the customer who wants comfort first, comfort last and service all the time. He is the matter-of-fact kind.

The buyer for a department store, or a store of his own, who is versatile enough to grasp the demands of these three types, and then keep the assortment down for each one of them to the lowest point, will not have a whole lot of surplus stock for the mark-down sale, and he will not lose much business throughout the season.

Here are a few suggestions which may help in selecting your stock:

Do not try to cover every size and every width in

(Continued on page 61)

Succeeding in Business in Small Centres

Conditions for Success are Easier Than in Large Centres—Trouble With Average Town Retailer is He Lacks Inspiration and Enterprise—Does Not Know How to Buy or Attract People by His Advertising

“WELL, small store, small office, small desk, small advertisements, small man, small hat, everything small except the stock; spring lines on the shelves August 1st and winter shoes and rubbers on the shelves March 1st.

“O pshaw, what’s the use of trying to build a shoe business in a small town? Not much, if any, when one-half your stock is passe, when the window displays have not been changed in a month, when your advertisement in the newspaper, if you have one, has become useless and you are forever and ever only thinking of the chance in the big town.

“If the chance came in the big town would you know how to handle it? You say, ‘yes.’ You are entirely mistaken. For you conditions for success are easier in the small town than in the large city because there is less competition.

“In the days I have been in the shoe business I have come to believe that the small man lacks enterprise. He’s not half alive and he even doesn’t know that. He doesn’t know how to inspire or attract people by his advertising. He doesn’t know how to buy. He doesn’t know how to plan.

“I knew a man who started, like thousands of others, in the shoe business in a small town thirty years ago, hoping for success, but with absolutely no plans of how to do business and he lost nearly every dollar he invested in it. Why? To console himself (you know misery always likes company), he would make periodical visits to his competitors and they, like him, would agree that business was very dull, and hoping when the weather got warm that business would increase, or when the snow came, that the same result would happen. Those small men are never prepared for either.

Prepared Always for Change

“I am told the leading restaurants in the country are always prepared for any change in the weather. They plan in advance what to do on a hot day and they are prepared to serve you accordingly. Now if this small dealer to whom we call attention had his stock, inside and outside of his store, and his advertising plans prepared in advance, what would happen? Sufficient results would come to produce enterprise, new life and new inspirations; and it appears to me he would begin a profitable career which would not only make him successful in the little town, but in a larger field, likewise.

“There is absolutely no standard set of rules to follow to achieve mercantile success. You cannot buy it, but you can get an inspiration from any good convention of shoe merchants that will live in your life as long as you ought to live, and if you get the right kind of inspiration you will live longer than some of your competitors want you to.

“Now if there are no standard rules, there are

various viewpoints to consider. A Frenchman at Niagara Falls said, ‘Wonderful, beautiful, marvelous, magnificent. What an inspiration for an artist.’ An Irishman who was near the Frenchman, said, ‘Be japers, what a place for a sawmill.’ There are various viewpoints, but I maintain, with proper enthusiasm, with push, enterprise and common sense, the Frenchman would make a success, and likewise the Irishman.

“If you consult the mercantile reports regarding small town shoe retailing conditions you will find the majority of dealers are rated from \$300 to \$500, with a credit standing of double D, double O, X, Y, Z. Now I have in mind an acquaintance who struggled with all the horrors of daily running behind for some few years. Why? He was so small he could not see the opportunity in the small town, but imagined he could see the chance in the large one, so he just waited for trade. He sold out, having enough left to buy railroad tickets for his wife and daughter to the house of his mother-in-law. He had saved a little of his capital, but he had lost considerable and also a few years’ time and labor.

Transforming a Small Man

“Now I come to the point which I hope may be an inspiration and of future service to this convention. This man began to think (and it’s never too late to do this), and to plan and scheme. He sought the advice of successful merchants. You know if you go into an enterprising store and compliment the proprietor and ask his advice, he will always invite you into his office and you will come away with an inspiration. We read about conversion and miracles, especially thinking the latter is a lost art, but as sure as the sun rises, both happened to this man and in twenty-five years he has been transformed from a little, insignificant shoe dealer in that little, small town, under those small conditions, to a man who to-day is worth thousands upon thousands of dollars.

“Let me tell you how he did it. To begin with, he raised capital sufficient to pay for his merchandise when it came due, and I’m only going to use just one buying illustration to show how he planned. Over twenty years ago he went to B—— one day, doing so on the advice of a friend in a small town who was a shoe jobber. Now watch the inspiration and the results of that instruction.

“He arrived in B——, entered the office of a shoe manufacturer who sold the jobbing trade exclusively, as they did in those days, and inquired for floor goods. He was shown twenty cases of a shoe named the ‘Mohawk’ which was jobbing at \$1.60. In an instant this man knew the shoe, for he had paid the makers \$1.60 a pair for many cases of them, in that little former small town, where he was doing

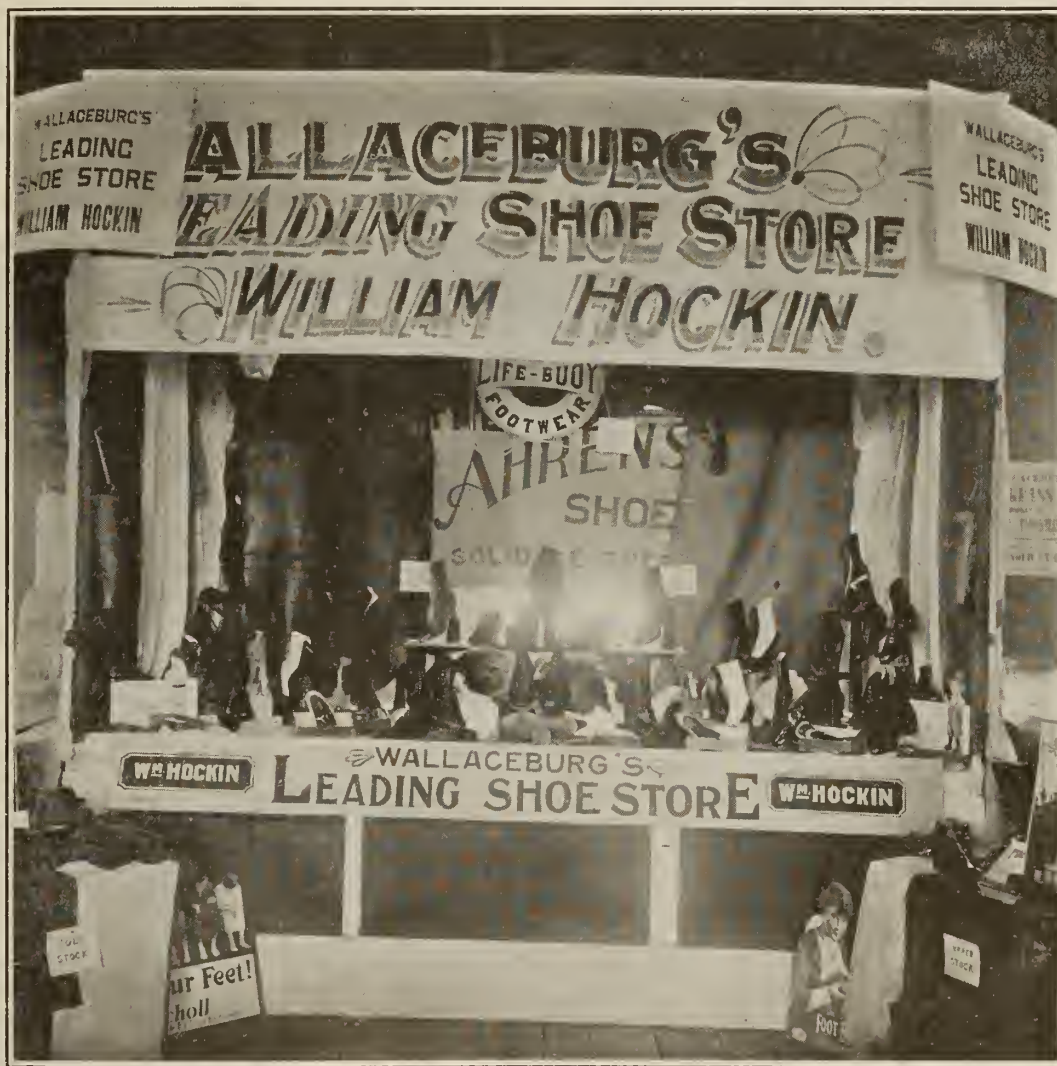
business in his little, small way. Well, he said, 'What does the firm pay for this shoe?' '\$1.45.' 'What's the trouble?' 'Tag made out wrong; heel and shank are black, but otherwise all right.' 'How much for the lot?' '\$1.20, regular discount,' and that man's lack of method in doing business was such that he didn't know how much seven off was. Now, gentlemen, seven off from \$1.20 is \$1.11.

"Without making any further reference to any other future days that man returned home, not a small retailer, although in a small town, but a man in the small town. Why? Because of an inspiration, because he saw a chance of future success and no possible chance for anything else. He could give his customers for \$1.75 a \$2.00 article and make a profit. The realization of this fact caused him to change the size of his advertisement, it changed the character of his advertisement, it changed the enthusiasm of his advertisement, and it changed the entire atmosphere of that little store. I am not making any reference to regular goods; I know he must have them, but carrying and handling them did not need the enterprise, because there is

less profit in them and the responsibility for getting rid of them proportionately greater.

"That gentleman's little, small store in a little, small town began to be talked about and the people began going there. He had been converted. A miracle had happened. If you are on the right road and you know it, you cannot help make a success of a little store in a little town, you can make a success of a half dozen little stores in little towns, or in a dozen big stores in big towns—and just what happened to my friend.

"He began to carry a small jobbing stock and he bought from the trustees a half dozen stores with the fixtures thrown in and the stock at about fifty per cent. In every instance he has made the stores pay about \$2,000 each per annum, thus making \$12,000 a year. Multiply that sum by twenty-five years and you have \$300,000 made from retailing in small towns, by a small man, yes, one who was always complaining about small town conditions, but who, since he became converted, is now very enthusiastic to recommend them the small town as a good place to make money."



Here is afforded a splendid view of the booth of Wm. Hockin, shoe dealer of Wallaceburg, Ont., who made a representative and imposing display of Life-Buoy rubbers and various lines of leather shoes at the Fall Fair in his town.

SHOE MERCHANT SHOULD BE EXPERT IN FITTING

If He Does Not Know His Business He Should Not be Allowed to Sell Footwear, Declares Mr. Taplin—Takes Exception to Various Types of Shoes, and Says Some Day the Public Will Understand Foot Troubles, and Will Demand Scientific Fitting

Editor SHOE AND LEATHER JOURNAL:

SIR,—I have read with considerable interest the article appearing in your September 15th number by Mr. C. H. Brown, of Boston, in which he has made a brilliant introduction of just another attempt to put some more impossible foot appliances, in the form of wrongly constructed shoes, on to an ignorant public, through the agency of retail shoe dealers. I am, of course, referring to his "Arch Preserver Shoe."

It seems almost incredible that a gentleman having such facilities at his command as "the earnest and untiring co-operation and practically unlimited resources and facilities of what are generally conceded to be the best organized and equipped shoe factories in the world" would fail so utterly in producing a shoe that best meets the need of the natural foot (for he says it is not a shoe for cripples), providing his



Dorsal view of weight-bearing feet of a Bagobo showing toe separation, adduction and great toe and minute folds in skin.

efforts were attended with reasonable honesty of purpose to serve the public. What has organization or equipment to do with the designing of a last on which to make a proper shoe? Neither possessing knowledge of the anatomic construction of the foot, nor the desire to serve the best interests of the public, so far as preservation of the foot is concerned, has ever been charged against the kind of factories he must refer to.

Stick of Wood vs. Human Feet

I venture to say his comparison of a stick of wood to the human foot does not do him justice. He treats the foot as though it were stiff, while, as a matter of fact, it is wholly and solely made up of ligaments, muscles and bones, and is nothing more or less than a system of springs and cushions. This system of springs is there to assist nature (or the joints) in absorbing the shock of step, and works in every respect as other springs. "Raise the floor" to fill up the natural hollows of these foot springs and you have successfully removed all spring from your walk, and each step results in a shock to the joints and system. The springs are no longer springs, and the foot becomes a stiff inflexible thing attached to the leg and serves more as a hoof than a foot.

The modern stiff-shanked shoe has served as a weakener of feet for ages, but where these only stopped the development of the muscles supporting the longitudinal arch, and interfered with the action of the toes and the flexion of the foot, Mr. Brown comes along, and with one of his five new ideas fills up the hollow of the remaining arch (the transverse) and the foot is a foot no longer. A plaster cast would serve the same purpose. It is common knowledge that through the wearing of the high-heeled, narrow-toed shoes, feet have become so mutilated and weak that, like a drowning man, the public will grab at anything that is likely to produce a momentary relief, and without doubt the "Arch Preserver" shoe will sell, and Mr. Brown will have plenty of testimonials. Had Mr. Brown introduced his shoe as a panacea for feet broken down beyond any hope of repair, there would have been reason and justice in his claims, while now there is none. He has, with his "Arch Preserver" shoe, simply made worse a form of shoe construction that has always been bad.

The Foot is Like a Spring

The foot should be compared to a spring instead of a stick. Jump on a spring with one end up and it goes down softly, jump off and it immediately restores itself. It doesn't break in either operation. A foot has that same power of going down under weight and raising again when the weight is removed.

The cut shows a pair of feet spreading under heavy burden. What would these feet do if shod in an "Arch Preserver" shoe? They couldn't go down, consequently it would be impossible for them to function properly. Remove the possibility of functioning, and you have removed the uses for which a foot is so wonderfully adapted. If it was intended that the arch should not go down under weight, it would, without doubt, have been made solid on the inside as it is on the out. Which it is not.

All Shoes Not Short Heeled

Mr. Brown treads on safe ground when he condemns the short heel, and his comparison in that instance is a just one. But he errs when he assumes that all shoes are short heeled. In a properly constructed shoe the foot would serve, as in the Indian moccasin, the Chinese shoe or the Roman sandal, all of which he approves.

The only shank required in shoe construction is sufficient leather (not steel) on which to sew the upper leather and to hold the forward part of the sole and the heel together.

Do Not Disturb Normal Relationship

Dr. Hoffman, member of the American Orthopedic Association and lecturer, says: "It is very significant that in one hundred and eighty-six pairs of primitive feet examined, I did not find a single foot associated with the symptoms of weakness so characteristic and common in adult shoe-wearing feet, which are weakened by the restraint the shoe exerts over function." He also says "The foot mechanism is subject to the same physical laws that govern all machines and will suffer injury if the normal relationship of its structures is disturbed, if their movement upon one another is interfered with or if forced to assume an attitude that is disadvantageous to the functioning of its muscles."

Major (Dr.) Munson, president of the Army Shoe Board and Director of Field Service School for Army Officers, Fort Leavenworth, Kan., says of arch supports (which

would also include any style of "Arch Preserver" shoe having the rigid built up shank):

"Above all things, patent devices intended to support the foot arch should be avoided by soldiers with a tendency to weak or flat feet. These arch supports may give a sensation of relief when worn, but they relieve the symptom of discomfort at the expense of making the underlying cause of the latter much worse, for they splint and restrict the use of the very muscles upon the development and strengthening of which the regaining and the preservation of foot arch depends. Such arch supports are impossible in military marching, and once habituated to them, the wearer's feet are so much weakened that he is helpless without them."

Another authority of eminence, Prof. Nutt, says in speaking of weak muscles and supports, "The defective muscles should be made strong by properly selected exercise rather than weakened by props, which take away the work that the muscles ought to do."

Any types of "Arch Preserver" shoes do not permit of the necessary action to create strong muscles. To use Mr. Brown's own words, "the special patented shank construction amounts to a solid wedge slipped under the foot from heel to ball, thus preserving for the foot the firm unyielding bearing which it gets when imposed upon the floor without a shoe."

If it only did this, the "Arch Perserver" shoe would, indeed, be a blessing. But it does more. In walking, the bottom of the foot necessarily stops going down when the floor is reached, but the balance of the foot continues to settle until the shock of step has been quietly and gently absorbed. With the "Arch Preserver" shoe the whole foot stops at one and the same time. What takes care of the shock?

Unless for profiteering one can scarcely understand these continuous attempts to improve on the anatomical structure

of the foot by stiff, patented appliances or boots. The construction of the foot is beyond perfecting. It is perfect. If flexible, easy-action shoes designed like feet were worn by all, feet, like hands, would experience no pains or aches, I say take away these cursed appliances and twisted shoes, and leave the feet alone.

The fluent, convincing manner in which Mr. Brown talks may result in selling his "Arch Preserver" shoes, but some day not far distant the buying public will understand the "ins and outs" of foot troubles, and then foot props and foot bindings; and all the sufferings and ills of the body directly traceable to them, will be no more, and the public will demand the same scientific professional fitting of feet that the seriousness of the situation calls for.

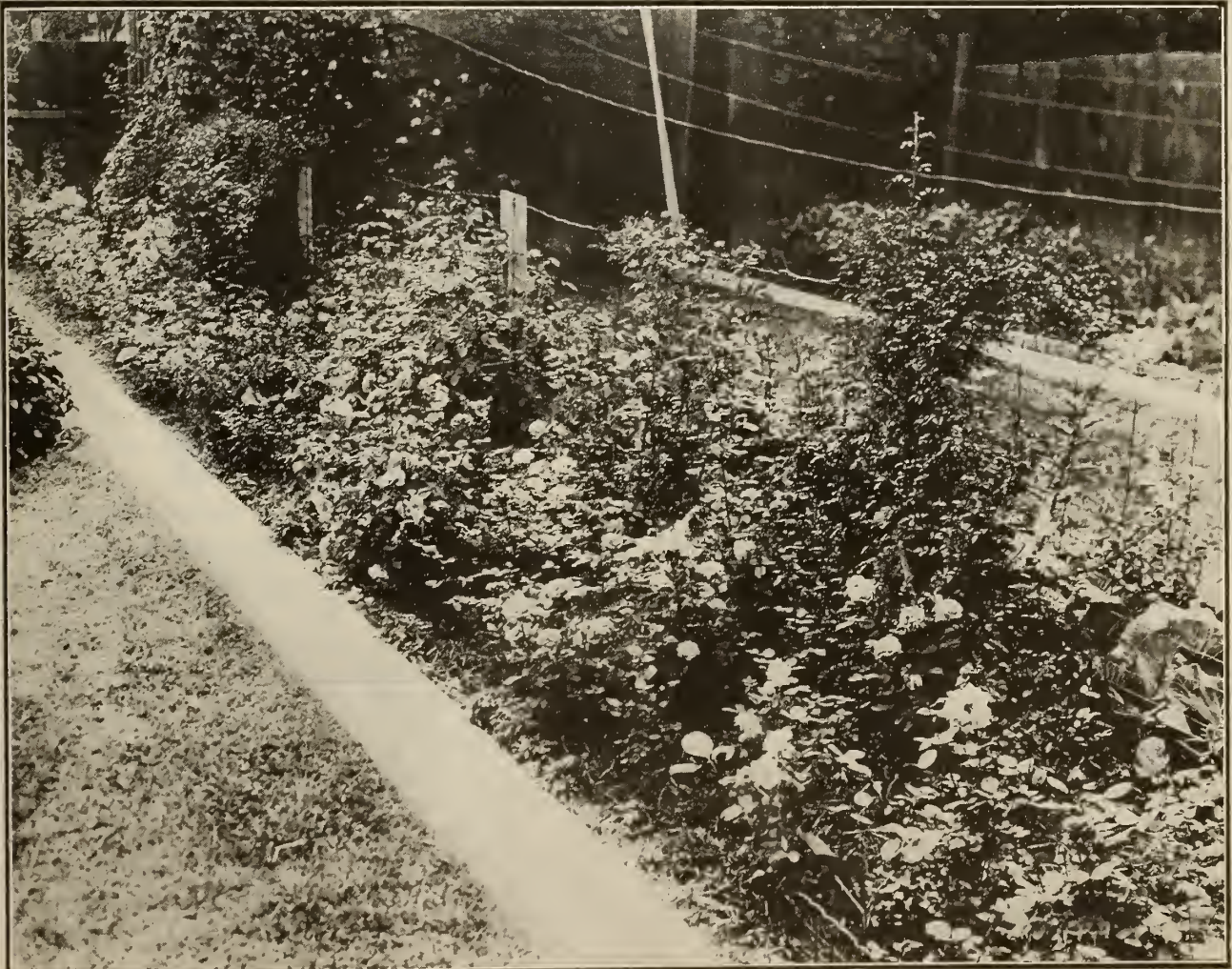
Shoe men will receive diplomas for possessing knowledge of how to protect the foot from deformity, and none will be permitted to practise the art without this diploma. Shoe lasts will be standardized. The construction of shoes will be controlled by law. In this way only will the public be protected from the hundred thousand and one ideas in respect to the foot. Twisted one way this year; another next year; in or out; up or down; any old way so as to produce something new and novel.

Shoe merchants, like doctors of medicine and dentists, should be controlled by law, and liable for prosecution for mal-practice when it can be proven that through ignorance, or malice aforethought, they have crippled a man, or made him less efficient through wrong shoeing. Responsibility should rest on the shoe man. If he doesn't know his business, don't let him sell shoes. The public should be protected.

Yours truly,

V. E. TAPLIN,

President and Manager, Natural Tread Shoes Limited.
Toronto, October 29th, 1917.



The attractive and well laid out rose garden of Charles E. Fice, 458 Euclid Ave., Toronto, who is a widely known shoe traveler for J. & T. Bell, Limited, Montreal.

JUDGMENT DELIVERED IN LEATHER CASE

Seldom in a judgment handed down from a high court bench has such a measure of censure and condemnation been delivered against a member of a company as was given by Justice Middleton in disposing of the case of the Bank of Nova Scotia vs. Salter, says a despatch from Hamilton, Ont. All through the evidence it was forcibly brought out that the defendant in the case had been the victim of an unscrupulous person connected with the now defunct Canadian Oak Leather Co., of Woodstock, of which Percy Thornton was the managing director; his brother, E. B. Thornton, being the secretary. So subtly was the defrauding process engineered, the secretary himself did not realize that an injustice had been deliberately perpetrated until the case was launched. The victim, J. H. Salter, is a well-known business man of Hamilton, and was inveigled in his present unhappy circumstances while a keen sufferer from rheumatism, trusting to the honesty of others in the transaction of the business of the firm. The judgment of Justice Middleton tells the story unmistakably, being as follows:

"In securing this result," Mr. Justice Middleton says, "statements were made by Thornton as to the amount of stock on hand and contracts under way, which permitted the advance from the banker's standpoint. In point of fact these statements were untrue and Thornton had been guilty of an extensive series of frauds, resulting in the entire depletion of stock, and had secured the acquiescence of Schultz in his conduct by threatening that he would have him interned as an alien enemy if he did not keep silence. Relying upon the guarantees held and securities upon the stock and assignment of moneys owing on book debts and the discount of customer's paper, advances were made up to \$80,000."

Lewis & Schwenger, attorneys for Mr. Salter, announce that they are not yet done with the case, having determined to appeal. Although the amount, \$50,300, is what defendant is held responsible for on the bonds of the company, it is said that when the individual responsibility is proportionately distributed the amount will be in the neighborhood of \$30,000.

SHOE STORE HOLDS PUMPKIN SHOW

In the last issue of the SHOE AND LEATHER JOURNAL an interesting report appeared with reference to a successful potato show which was held by the retail department of the Amherst Boot and Shoe Co., Amherst, N.S. Now another original display has been featured in Woodstock, Ont., where Knechtel's shoe store conducted a pumpkin show, which was an unqualified success and aroused much interest and enthusiasm. Five prizes of good footwear were offered for five different classes of pumpkins. The first prize was for the most perfect pumpkin; the second prize for the largest pumpkin; the third, for the most awkward, freak pumpkin; the fourth for the one of the finest color and the fifth for the longest shape. The pumpkins were placed on view in the window until the awards were made, after which they were donated to a worthy charity.

WOMEN WANT REFORM IN SHOES

A Footwear Reform League has been formed by several women in Toronto, the object being to encourage the development of the normal foot. Letters have been received asking that the league turn its attention to the necessity for having stockings, as well as shoes, long enough to fit the feet.

At the last meeting of the league held in the Central Y.M.C.A., Toronto, under the Chairmanship of Mrs. Hamilton, the following resolution was passed:—

"Realizing the value to our country of individuals with well balanced and normally developed bodies;

"And being convinced that the foot is an essentially important part of the anatomy;

"And knowing that through lack of information the foot has been neglected, and its natural functions abused, although it is admittedly as important to efficiency as the hand, and as finely adapted to its particular function as the eye or ear;

"And believing that individuals suffer in health and efficiency to an almost incredible extent through wrong treatment of the feet, and that many diseases are directly traceable to foot deformities, caused by tight and wrongly shaped boots;

"Therefore this association is formed for the purpose of educating the public—men, women and especially children—to a better understanding of the foot, and for encouraging them in allowing its full and natural development."

Mrs. John Sears has been appointed secretary of the newly-formed league.

PLEASING PRESENTATION TO ABLE ANGLERS

The two valuable cups awarded by the SHOE AND LEATHER JOURNAL to the champion fishermen in the shoe and leather trades for making the greatest catch were presented on the afternoon of November 1st to Messrs. Narcisse Gagnon and H. C. Parker, of Montreal. The interesting event took place at the wholesale warehouse of Jas. Robinson, McGill street, Montreal, in the presence of a number of members of the trade. The recipients were thoroughly delighted with the silverware so emblematic of their prowess, perseverance and ability in piscatorial pursuits.

In a neat speech James Robinson, who came all the way from Pointe Claire to attend the function, spoke of the pleasure it afforded him to award, on behalf of the SHOE AND LEATHER JOURNAL, such valuable premiums to two worthy exponents of the angling art in the persons of Messrs. Gagnon and Parker. He stated they were to be highly complimented on what they had accomplished, and that they deserved some kind of a cross of merit in addition to the handsome trophies. Why? These gentlemen were not only excellent fishermen, but were doing something substantial to relieve the high cost of living by contributing materially to Hon. Mr. Hanna's fish food campaign.

After Mr. Robinson's remarks, which were well received, Mr. Gagnon made a grateful and appreciative reply, as also did Mr. Parker, both of whom expressed their pleasure at the beautiful premiums and announced their willingness to defend their titles next year against all comers. Three hearty cheers were given for the successful anglers and a vote of thanks was tendered to Jas. Robinson for making the presentation and to Geo. Robinson for his kindness and trouble in placing his office at the disposal of the gathering. The winners were warmly congratulated and a happy and successful function closed with an ovation for the victors.

TRAVELERS RE-ELECT THEIR OFFICERS

The Ontario Commercial Travelers' Association, at the closing meeting of the year, held in London, Ont., elected all officers by acclamation. The retiring president is C. W. McGuire, of London. Those chosen for the ensuing year were: President, J. H. Grant, London; first vice-president, G. Moreley Adams, London; second vice-president, E. N. Hanna, London; third vice-president, John Lennox, Hamilton; directors—F. E. Harley, A. E. Cowley, J. H. Laughton, R. U. Kingswood, A. W. Howe, W. B. Screation, A. E. Ferte, London; C. E. Secord, Brantford; George W. Fulman, Chatham; R. B. Griffith, Hamilton; J. T. Grant, Kitchener; W. D. Martin, Stratford; George T. Ayerst, St. Thomas; W. Lind, Toronto; N. E. Sherwood, Woodstock.

The O.C.T.A. at present holds war bonds to the extent of \$118,000, and it was decided at the meeting to invest in the Victory Loan to the limit of available funds.

*In
Stock*



8194



9119



9092



9118



7040

See page 32 for Sizes, Widths and Prices

*Blachford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto*



8154



8196



9096

In Stock



9117



8195



5008

See page 32 for Sizes, Widths and Prices.

Blachford Shoe Manufacturing Co. Limited
92 Sherbourne Street Toronto



7039



8188



9097

In-Stock



4003 - Turn



9115



4006 - Turn

See page 32 for Sizes, Widths and Prices.

Bluchford Shoe Manufacturing Co., Limited
92 Sherbourne Street Toronto

Descriptions and Prices

<p>4003—Turn All Kid Lace, 8-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.70</p>	<p>4006—Turn All Kid Lace, 8½-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>	<p>5008 Kid Blucher Cushion Wide Fitting Sizes 2½ to 8 \$5.35</p>	<p>7039 All Velour Lace, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$5.75</p>
<p>7040 Velour Calf Lace, Mat Top, 9-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>	<p>8154 Cherry Calf Lace, 8-inch Taupe Buck Top Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.50</p>	<p>8188 No. 24 Grey Kid Lace, 8-inch Last 25—Heel, Wood Sizes, 3 to 6½ Widths—B, C, D \$9.35</p>	<p>8194 Pecan Brown Calf Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—B, C, D \$6.15</p>
<p>8195 Cherry Calf Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—B, C, D \$6.50</p>	<p>8196 Brown Kid Lace, 8½-inch Last 25 Sizes, 2½ to 7 Widths—A, B, C, D \$7.75</p>	<p>9092 Kid Lace, Mat Top, 8-inch Last 23 Sizes, 2 to 7 Widths—B, C, D \$5.60</p>	<p>9096 All Kid Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—A, B, C, D \$5.85</p>
<p>9097 All Kid Lace, 8-inch Last 19 Sizes, 2 to 7 Widths—B, C, D \$5.85</p>	<p>9115 Kid Lace, Taupe Buck Top, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$7.00</p>	<p>9117 Kid Lace, Mat Top, 9-inch Last 22 Sizes, 2 to 7 Widths—B, C, D \$5.90</p>	<p>9118 All Kid Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$6.25</p>
<p>9119 Kid Lace, Grey Buck Top, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.15</p>	<p><i>All prices subject to change without notice.</i></p> <p><i>Terms: Net 30 days.</i></p>		<p>8197 Similar to 8194 Pecan Brown Calf Lace, 8-inch Tan Fibre Sole Last 23 Sizes, 2 to 7 Widths—B, C, D \$6.00</p>

Blachford Shoe Manufacturing Co., Limited
92 Sherbourne Street Toronto

GREATEST DANGERS—WASTE AND LOSS MOTION

Frank Stockdale Places Some Strong Vital Facts on General Unscientific Retailing Methods of To-Day Before Representative Business Men—If You Know Where Your Profits are You Know Where to Put Your Efforts and Where Your Losses Are

FOUR excellent lectures of a practical character were delivered before Toronto business men recently by Frank Stockdale, who is a widely known expert in merchandising methods. This gifted authority on retail problems was brought to the Queen City by the Toronto Ad Club and the attendance was very gratifying. Mr. Stockdale answered many questions, threw new light on various problems and drove home some ordinary, commonplace truths in a new and startling way—truths that set his hearers thinking by his original and effective method of presentation. The speaker was plain and practical, pointed and pertinent at all times.

Mr. Stockdale regretted the lack of business science to-day so far as the retail trade is concerned. He stated that he was ashamed that there was no science of business and that it was largely a case of every man for himself in the retail game. Many failures, he opined, could have been averted if the retail business had been brought nearer the status of a profession and he thought too much emphasis was laid on salesmanship at the expense of the merchandising end. Mr. Stockdale warned his hearers that the cost of running a business to-day had increased enormously, that profits were smaller and it was the patriotic duty of every merchant to give his best attention to his affairs and avoid loose methods in buying, selling and accounting. Mr. Stockdale dealt at some length with the problem of the rising cost of business and said that to-day it cost twice as much to run any business as it did a quarter of a century ago. The present rate of increase was abnormal and he did not counsel anyone taking it as a basis for permanent guidance. While the expense was rising the net profit was really dropping, thanks to the increase in the cost of living. There was an evolution in the kinds of stores and retailing which might be classified, first as the old cross roads general store, second the specialty or one kind store of old type, third the department store, fourth the mail order house and fifth the change store. Mr. Stockdale went into some details to show that the whole success of the last four depended on the management, which he thought the chief problem in the retail game.

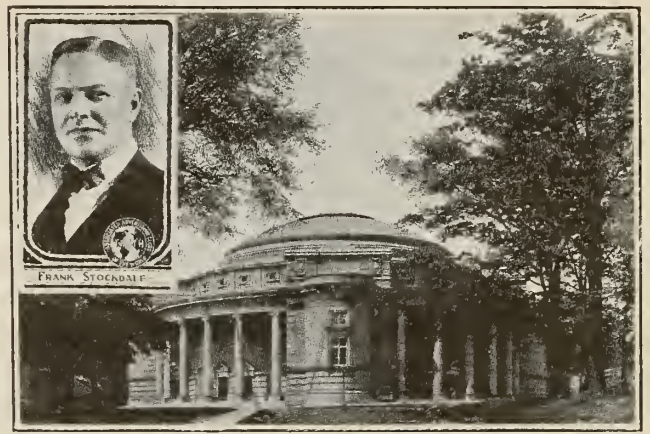
Which Kind Are You?

There are many kinds of managers, but the speaker outlined three distinctive types. (1) The fearful manager, who is fearful that the men he is directing will not do the job right, and who, therefore, loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised men who worked with their muscles. The third type which was getting the farthest was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being given on the basis of results. Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

"We must remember this," said Mr. Stockdale, "that we must eventually come to the civil engineer stage—that we have long since passed beyond the calf path and that the problems of retail merchandising must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the 'fearful manager' type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance is lost."

"Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man



Frank Stockdale, the merchandizing expert, and Convocation Hall, Toronto, where he spoke to business men.

to-day to do \$12 a week work and reap \$25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competitive struggle."

Do You Watch the Signals?

Driving home this point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and whenever profits get small then we have to figure close.

"Two main things to look after are waste and loss motion. Waste which does not consist of any motion at all is seen in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means

two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my profits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that business. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Get Down to Principles

Asked to link up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and get down to principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of this competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was the least to blame for the high cost of living of any person in the world.

A merchant who found a competitor selling the same line of goods cheaper than he could afford to mark them owing to lack of knowledge of the cost of doing business, queried Mr. Stockdale as to his procedure in such a case. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

Chief Cause of Failure

"What in your opinion is the chief cause for failure among retail merchants?" was asked.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to do too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In reply to a question of cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck. The speaker was asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."

Benjamin C. Gill, shoe retailer, of Pictou, N.S., has moved into larger quarters two doors east of his present stand. His new store is neat and attractive.

NEWSY NOTES FROM VANCOUVER

One cannot say that the retail shoe trade during the last few weeks has been as encouraging as dealers would wish, although there are a fair number of sales. The volume is much below the average of a few months ago. The quietness is no doubt due to the desire of the public to make their wages go as far as possible, taking into consideration the ever increasing cost of living. Another reason has been the continued fine days. A marked improvement and briskness to purchase will set in with the break up of the weather and some continuous showers.

Mr. Newton and Mr. Smith, of the Fit-Eze store, have dissolved partnership. The store will in future be carried on by Mr. Smith.

The shoe repairers during the past few weeks report quiet times, with a few exceptions. This inactivity is only looked upon as temporary, as several are installing new and larger machinery. W. Britton, of Smyth street, has installed a 16-foot finishing outfit and anticipates adding a stitcher later. W. J. Heads, of Water street, C. Antory, of Commercial drive, S. Nabata, of Granville street, and H. North, of Fraser avenue, have all installed finishing outfits. The latter has now the best equipped repairing shop in South Vancouver.

Cyril Paxton, of B. C. Leather and Findings Co., has joined the Royal Flying Corps and left recently for Toronto.

W. Gibson, of Davie street, is closing his stand to join up. C. Hollister, 16th ave., is leaving for California. H. M. Brown has moved to a new shop on Commercial drive, Broadway.

What might have proved a serious accident occurred on October 14th, as Mrs. Brown, wife of J. T. Brown, Robson street, in crossing Granville street, was knocked down and badly shaken and bruised by a passing auto.

For the future welfare of the returned soldiers the committee of the local association of returned men have under consideration the equipping with all the necessary machinery a shoe repairing shop, with a view to teaching such men as are incapacitated from following their usual occupations the art of shoe repairing. This is no doubt a worthy object, but there are many things to be considered to make it a success. It is hoped that the committee will be composed of several practical men of the trade.

MEMO CARDS FOR MEN PATRONS

A leading shoe store for men has neat cards, one of which is handed to every customer. It reads as follows:—

Kindly keep this card for reference

The style number of my last pair of shoes was.....

The size..... Date purchased.....

To order duplicate pair 'phone.....

SMART LINES IN EXTREME HIGH CUTS

G. G. Hodges, representing Geo. A. Slater, Limited, Montreal, spent a few days in Toronto recently on business. Mr. Hodges, who has for several years represented his firm in Eastern Ontario, is now looking after the trade in Toronto, Hamilton, St. Catharines and Brantford, in addition to his old ground. Besides their extensive line in men's fine footwear the company is presenting this season a most representative showing in women's high-grade shoes in all the latest lasts and patterns, the display in brown, cherry and gray being particularly strong. Among the new things seen in the samples of the Invictus range this fall is a field service boot, seventeen inches high, made in brown grain calf, with front lacing and riding leg, and elk middle sole; an officer's riding boot with canvas top and leather facing, instep strap and garter strap; a woman's riding boot with patent forepart and gunmetal foxing and leg, carrying an 1 inch heel, and a nurse's boot made of tan willow calf, ten inch top, rubber heel, blucher cut, with drill lined vamp and leather lined counter, and hospital sheeting between the welt and the outer sole, carrying a 12-8 heel.

ANNOUNCEMENT

BENNETT

TRADE MARK

A NEW NAME for an OLD and TRUSTED
PRODUCT

THE CANADIAN LEATHERBOARD COMPANY, from
a modest start, has extended its scope of manufacture to include :

<i>Highest Quality</i>	}	<i>Heel Board</i>
<i>in each</i>		<i>Fibre Innersoling</i>
<i>Prompt Deliveries</i>		<i>Doubling and Veneer Board</i>
<i>Uniform Production</i>		<i>Guaranteed Fibre Counters</i>
<i>Lowest Prices</i>		

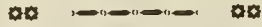
These products will be issued under trade name **BENNETT**
TRADE MARK
This stamp on any article will ensure you of a standard uniform
quality, the very best, at lowest possible prices.

Write for samples and quotations.

BENNETT LIMITED
MAKERS OF SHOE SUPPLIES
Chambly Canton, P. Q., Canada

Sales Office: 59 St. Henry Street, Montreal, Que.

JOHNSTON'S COLORED LEATHERS



Calf and Kip Sides
Smooth, Semi-Bright
Boarded Bright



Absolute uniformity of color in every shoe, and every part of every shoe, is assured by the use of these leathers.

Also they have a beautiful fine grain, and the firmness required for form.



The
H. B. Johnston Co., Limited

137-147 River Street

TORONTO

ONTARIO

TREAT EACH COMPLAINT ON ITS MERITS

Many complaints are without foundation and unfair, and the method of receiving them may confess a liability that does not exist. On the other hand, a customer may have a just cause for complaint and the treatment he receives may anger him so that he will never return, said B. J. Coens, of Chicago, before the Illinois Shoe Retailers.

Many shoemen are accustomed to blame the manufacturer, while others are inclined to throw all the blame on the complaining customer. The proper method is to treat each complaint as a separate case. Listen attentively and examine the article complained of impartially, ask for the necessary information politely, and be just and square with the customer, even against yourself.

A customer came to us with a shoe he had worn three times and said we had a bum lot of shoes. I invited him to take a seat, pulled off his shoe and saw at once the soles of his shoes had been burnt, and told him so, but he said, "Now, you can't hand me that bunk, I have no fire in my house. Our flat is steam heated and I don't put my shoes on the radiator." I then asked if he patronized a street car. He said he did. Then I said, "Isn't it a fact that you put your feet under the seat of the radiator?" He partly agreed with me, but at the same time I could not convince him that that was the way he burned his shoe. I then told him to take his shoe in any store in the city of Chicago, naming a few where he might go, and if their opinion wasn't the same as mine, we would keep him in shoes free of charge for one year. That didn't seem to make much of a hit with him. He said that he could pay for the shoes he wore. I noticed him getting uglier all the time, so sooner than lose his trade, I put on a new pair of bottoms at our expense, and he left the store well satisfied.

We were right in our diagnosis of the trouble, and would have been justified in standing on our rights. Owing, however, to the customer's calling in life and his influence, we deemed it prudent to conciliate, and succeeded in holding his trade, worth more to us than the cost of soling his shoes.

Another customer complained about a tan shoe. It had split across the ball. I looked inside and noticed it was black from perspiration. I told him it was his own fault, and that he would burn any shoe, especially tan leathers. He made an awful kick, and could not see it as I did. After looking over the shoes again, I noticed it was a pair we had closed out a year before and that he had not bought them a short time before, but fifteen months ago. He then tried to get out of it by saying he bought them last summer, and had not worn them very much. I told him the best I could do was to put on an invisible patch, but no patch for him. He said: "I'll sit here until I get a new pair of shoes." Just then one of our boys gave me the wink and I followed him to the rear. He asked me if I didn't remember the man I was waiting on. He said, "Don't do a thing for him—that man comes in every time he wants a pair of shoes, brings in his last year's shoes, and the old man has always given him a \$3 rebate on another pair." You folks can realize how I felt about this time, so I told the customer that his claim was unreasonable, and that I would do nothing for him in this instance.

We probably lost an unprofitable customer, but are satisfied that no other retailer would care for his trade.

A customer came in with a pair of shoes that were split across the vamp near the throat seam, which was plainly a fault of the factory. She had worn the shoes about a month. I asked if the shoes had been worth \$1.50 to her and she said, "Why, yes." I said, "All right, I'll give you a new pair for \$1.50." She said, "Oh, I didn't expect that. I thought I could have them repaired." She went away happy. The next day a girl from her office came in and bought a \$12 pair of shoes on the strength of that allowance.

Now, in this case, while we did more than the customer expected, we were square and did not lose by being square.

We insist on our salesmen studying the customer's foot and giving them as near as possible the right last. We try also to make it a point to use good judgment in the selection of leathers for different feet. For instance, a customer with perspiring feet, as you all know, should wear vici kid, We also try to sell custom and flat English lasts long enough. Lack of toe room often brings a customer back with shoes that must be exchanged.

Take a loss with a smile. Tell the truth in this matter, as well as about every other business transaction. At the same time, there are decided limits to one's patience. Lavish generosity in settling complaints leads to the belief that you are dead easy, or that your profits are so enormous you can afford to make some restitution, or that you do not know the merchandise you are handling.

LIEUT. BEARDMORE GOES OVERSEAS

Lieut. Gordon T. Beardmore, who has gone overseas with a draft of the York and Simcoe Forestry Battalion, is an enthusiastic military man. For some years he was an officer in the Royal Grenadiers. Lieut. Beardmore, who is twenty-



Lieut. G. T. Beardmore, Toronto

five years of age, is the second son of A. O. Beardmore, of Beardmore & Co., Toronto, and was educated at Upper Canada College, Toronto, and Malvern College, England, after which he took a special course in tanning at Dr. Parker's famous school in Leeds. On his return to Canada he spent some time in the harness and belting tanneries of the company in Acton, and three years ago went to South America, where he became associated with Thos. Lough in the purchase of South American sole leather hides for the firm. Capt. Torrance Beardmore, an older brother of the subject of this reference, left some time ago for France, where he is in charge of a forestry corps. Although a married man, Lieut. Gordon Beardmore came all the way from Buenos Aires to do his part for King and country in the great world struggle for liberty and freedom.

The E. T. Wright Co., Rockland, Mass., will have plenty of army work on hand to keep them busy until May 1st. They have been working on an order for 302,000 pairs and have the past week received an additional order for 170,000 pairs of marching shoes. These two orders will certainly keep the factory rushed to capacity.



Ask
YOUR JOBBER
To Show You
**AIRD
SHOES**

They have that style and pleasing finish that instantly appeal to a customer and go so far in making quick sales. In addition to these strong qualifications they have the element of good shoemaking in every portion of their make-up.

They are also in the range of moderate prices.

Don't fail to see these business stimulators.

AIRD & SON
REGISTERED
Montreal, Que.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

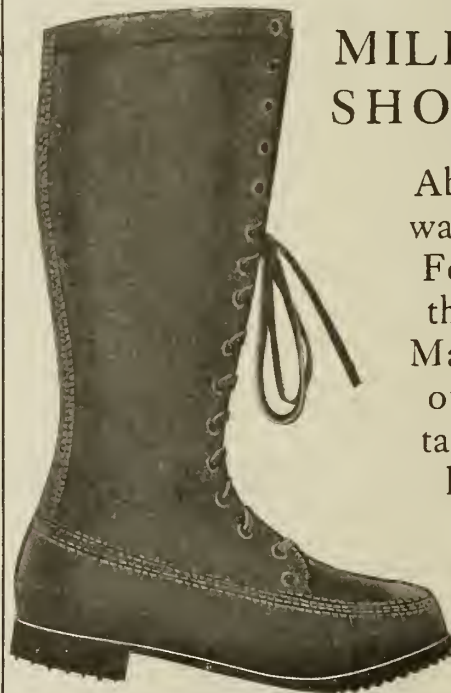
Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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



**MILITARY
SHOEPAX**

Absolutely waterproof. For use at the front. Made from our own tannage of leather.

Write for full information to

Seventeen-inch leg, full leather sole, sewed or nailed on, also hob nailed.

The R. M. Beal Leather Co.
LINDSAY, ONT. LIMITED

THE GREAT SHOE CONVENTION IN CHICAGO

Frank P. Meyer, President Illinois Shoe Retailers' Association, has sent out the following:—

On behalf of the Illinois Shoe Retailers' Association, and acting for them as their president, I give to all the world of shoemen an urgent invitation to be present all three days, January 7th, 8th and 9th, 1918, at the National Convention of Shoe Retailers. This convention will be held at the Sherman Hotel, the manager of which has graciously consented to make a special rate to all shoemen. Extra courtesies will be extended the wives, mothers and sweethearts of visiting shoemen. A special committee of ladies acquainted with Chicago will have charge of the visiting ladies. Everything worth seeing will be seen.

Among the members of the various committees are: John O'Connor, general chairman; Otto Hassel, W. J. Gibbs, Fred. Foster, J. A. Goldberg, R. Metz, B. J. Coens, S. Bamberger. The fact that those "live wires" are working incessantly on plans of this world's shoe event, insures it going down in history as the greatest of all shoe gatherings. The shoeman who fails to attend will ever afterward be apologizing to posterity.

What the hegira is to the Moslem, this convention will be to the shoeman. It will be a business tonic, an upbuilder of future success. The greatest men of the game will discourse on the hottest subjects of the hour. Successful men will tell how they attained success. The big leaguers of the game, the men with a batting average over .300 will divulge the innermost secrets of how the big game is played.

This convention will have an educational value beyond the possibility of definite estimate. It will put "pep" in the "pepless," and liven the "dead" ones. The programme committee guarantees a social and entertainment programme which will be a criterion—a thing to be emulated by all future makers of programmes.

Chicago is the world's ideal convention city. Her possibilities for varied entertainment and amusements are inimitable. She boasts the finest playhouses, the greatest art museums, the greatest business houses in the world. Their Chamber of Commerce is boasting their intentions to make this next January convention an epic of conventions.

THE PATTERN HAS DISAPPEARED

Philip Pocock, of the London Shoe Co., London, Ont., writes the *SHOE AND LEATHER JOURNAL* as follows: In the issue of the 1st inst. of your valuable journal I noticed a discussion on bluchers. The shoe C. A. Bignell, of Brampton, Ont., describes as made in England and called a blucher was made and freely sold in Canada back in the sixties and seventies under the name of brogan, but was better known to the shoe trade as a "dog house." This pattern of a shoe disappeared entirely from the Canadian market some years ago.

THE CAUSE OF FLAT FOOT

In placing blame for flat feet, even infantile paralysis is mentioned, but the chief cause is the wearing of improper footwear, which brings about a faulty condition of the foot, impairing its weight-bearing strength, says Dr. R. H. Bishop, Jr., Commissioner of Health of Cleveland, Ohio.

The principal arch of the foot is the inner or longitudinal one and as we stand normally, our weight falls on the heel bones and the ball of the foot, especially on the ball of the great toes. Anything which changes the normal foot pressure produces over-fatigue of the foot muscles and finally flat foot. The first symptoms are noticed in the discomfort which follows long standing or walking. Short rests may relieve this but later the pain begins earlier and lasts longer, and finally the soreness will cause restless nights.

As the strain is continued, the arch of the foot gives a

congested appearance and there is much perspiration, which shows the circulation is being hindered. To rise on the toes is painful and often impossible.

When the pain becomes unbearable, the person goes to a shoe store for orthopedic shoes. If he is fitted correctly, the newness of the shoe may bring relief until the arch is weakened. The support is again gone and many styles are tried and the sufferer soon becomes discouraged. To effect a complete cure it is advisable that the person go to bed just as he would to cure any other sickness. But if this cannot be done, the next best thing is to buy the highest grade orthopedic footwear, and with time and patience a cure will be effected.

MAJOR SCOTT IS UNIONIST CANDIDATE

Major J. A. Scott, leather merchant, of Quebec, is the Unionist candidate in the Quebec South division at the election to be held on December 17th. A delegation composed of men belonging to both races and of the former political parties waited upon Major Scott recently, requesting him to stand as the "Win-the-War" candidate. D. H. Penning-



Major James A. Scott, Quebec

ton, member of the Quebec Harbor Commission, and Dr. Dussault, alderman for St. Louis ward, spoke for the delegation, and represented the motive which prompted the delegation waiting upon Major Scott, and reminded Major Scott that his numerous friends, bearing in mind the fact that he has been to the front and also that his sons were on the firing line, were of opinion that no better candidate could be selected to carry the "win-the-war" banner. It was also stated that the delegation knew his acceptance of the honor would mean the temporary abandonment of his business affairs to take part in a difficult fight, but in order to carry the seat it was necessary to have a strong and capable man, also one whose heart would be in the fight, and it was felt that Mr. Scott would be the right man.

Dr. Dussault said that Major Scott was well-known and popular among all classes, and having shown a patriotic example, would make an ideal candidate for a division so mixed as Quebec South. The Major in reply said that he felt the honor which had been conferred by the delegation in asking him to be the "win-the-war" candidate in Quebec South, and if it was believed that he would be useful to the cause he would accept the nomination.

BOYS KICKED THEIR FEET IN WINDOW

The most successful window display that Rowland Hill, shoe retailer, of London, Ont., ever had was the one made at his main store on Saturday, October 20th. The aim was to make a special feature of boys' shoes, and the little work necessary to make the idea successful was repaid many



Rowland Hill, Jr., London, Ont.

times over in the big increase of boys' shoes disposed of, as well as stimulating the general trade.

The idea, though not absolutely original, was shown for the first time in London. The details were planned and worked out successfully by the window trimmer and card-writer, Rowland Hill, Jr.

The main part of the display consisted of two pieces of plaster board, 4 ft. x 5 ft., standing on end, meeting together



The front of Rowland Hill's shoe store, on Dundas Street, London, Ont.

and forming a triangle with the background of the window. The door to the window was hidden from view, being in that part of the background which formed the back of the triangle enclosure. The trim was put in the men's window of the V-shaped entrance and could be viewed equally as well from the sidewalk as from the entrance.

Ten pairs of boys' shoes were grouped around in front of the background, each pair being ticketed and numbered consecutively from 1 to 10.

Two round holes were cut in the plasterboard background through which the firm had a boy put his legs up to the knees. He was then instructed to kick and wiggle his feet. The shoes displayed on the lad were changed often, as well as a card which hung from behind and showed through an oblong hole directly above the boy's knees. These cards were changed with the shoes, the wording on each being used to describe the shoes on the boy's feet. Mr. Hill used two boys, who took turns in sitting on a stool in the enclosure behind the background, the lads themselves being hidden from view except their feet and knees.

They certainly succeeded in calling great attention to the display. This attraction was put on for one Saturday and it was often difficult for pedestrians to get through the crowd of people standing looking in the window. Mr. Hill, whose slogan is "reliable footwear," has two well conducted stores, the main one being at 189 Dundas street, and the east end branch at 429 Hamilton road, London.

LEATHER SUPPLY AFTER THE WAR

There seems to be little doubt but that Central Europe is hard put for adequate leather supplies which the great armies and civilian population require.

Even the German newspapers admit that leather is becoming a very scarce article. So far as civilian requirements are concerned it is said, for instance, that there is only enough shoe leather for the use of miners, fishermen, canal workers and a few allied trades. The manufacture of leather footwear for the rest of the population, it is stated, will soon be suspended. These people will have to get along with wooden soles and cloth uppers.

Apropos of this, one of the largest tannery owners in the country says: "When peace is once declared, what will be the demand upon the United States for the exportation of leather? So enormous that it is beyond computation at the present time. Therefore, while all the leather industries will be kept actively at work while this horrible war lasts, I consider the leather industry in quite a different phase from most industries which are active during war time, in so far as it is not alone a war proposition but an active peace proposition. Leather is one of the necessities of life, as people cannot go barefooted. There is no substitute for leather and one can imagine what the enormous demand will be on the tanners of United States when peace comes."

There is perhaps a tendency to over-emphasize the importance of war orders in comparison with normal civilian demand. It is interesting to note, for instance, that although orders recently placed by the United States Government and Russia for army shoes aggregate about 10,500,000 pairs for delivery over a six months' period, manufacturers of shoes would normally turn out 200,000,000 to 225,000,000 pairs of use for civilian use in a similar period. The leather requirement for these army shoes is very large but the civilian requirement is many times larger.

REPORTS BUSINESS WAS NEVER BETTER

S. Grimason, manager of the shoe department of R. H. Williams & Sons, Regina, Sask., reports that business has been exceptionally brisk this fall and has every appearance of continuing so throughout the remaining months of the year. Prospects are very bright and the farmers throughout that section of Saskatchewan have had bountiful crops and are buying all kinds of supplies freely. Mr. Grimason recently returned from a business and pleasure trip to the Coast and was much impressed with Banff and the beautiful scenery of the Rockies and the optimistic spirit which he found everywhere in the shoe trade.

Where The Flag Goes



**There BEARDMORE
Sole Leather Shoes
Our Fighting Men.**

**What is Good Enough
for the Army should
be Good Enough for
the Civilian Trade also**

Considerably over a Million and a half pairs of Army Shoes have been bought to date by the Canadian Government and more than Twenty Million pairs by the U.S. Government since they entered the war, considerable portions of which have been and are being soled with Beardmore Sole Leather, also used on the Army Shoes made for Italy and Russia.

Cavalry, Artillery, Infantry, Army Service, Forestry and Railway Construction Corps—the Efficiency and Striking Force of EVERY branch—are being supported by the endurance and wearing quality of the Shoes made with our Sole Leather. Proved out originally by the Canadian Contingents on the roadless, burning veldt of South Africa and again on the Battle Fronts of Europe during the past three years.

Our well-known “Star Brand” Tannages of “ACTON OAK” and “MUSKOKA HEMLOCK” Sole Leather are, to-day, setting new Standards of dependability wherever Army Shoes are made. Tanned from Primest Quality Hides—that means Solidity. Tanned in vats, not wheels—That insures Honest Leather. Tanned with Close Fleshed Hides—that gives you all leather. Official Government and Chemical Tests made recently on our Leather show a degree of Tannage equal—if not superior—to any Leather on the Market. A strong, long-wearing, weather-resisting stock that you will not hesitate to put on the highest grade of shoes.

Largest Tanners in the British Empire

BEARDMORE & CO.

TORONTO

MONTREAL

ACTON

QUEBEC

Manufacturers, Wholesalers
and Retailers

You Can Help Win The War

By seeing that your employees are informed about "CANADA'S VICTORY LOAN," and by seeing that they are given the necessary financial assistance to enable them to Invest and Save by buying

"Victory Bonds"

Also set the example by subscribing yourself to the last dollar you can raise, and insure your Country's continued prosperity by making "CANADA'S VICTORY LOAN" an Overwhelming Success.

Perth Shoe Co., Limited
Perth, Ont.

BRIGHT SHOE SELLING HINTS FOR DECEMBER



Plate No. 1 Showing Window Card Ideas for December Selling

From the first day of December business begins to centre on the Christmas trade, and this year will be no exception. The trade may be different from other years but there will be a tremendous volume of business done this year, and shoe dealers should prepare to reap their share.

Cheap and trinkety Christmas gifts will not be so much in evidence as in other years. The war has caused many to think seriously, and when people think seriously they buy seriously. And the useful gift will dominate the holiday trade this year more than ever before. This being true the shoe trade will come in for a bigger Christmas business than has been done in past years.

Christmas windows and decorations are possibly the easiest to arrange of any type of window; in fact they are so easy that it is difficult to arrange them without being cluttered. In other words to hold yourself down so that the window will be neat and attractive without having too much in it.

The colors, of course, are red and green, which may be relieved with pink and white. The main emblem will always be Santa Claus, which can be used in a hundred different ways, either in figures, pictures or cut-outs. On

account of shoes being so small, it would be well not to put too large types of decoration in the window. Evergreens may be used sparingly and, of course, holly will always be appropriate. Poinsetta flowers are now quite recognized as Christmas emblems and these are very attractive and can be used to good advantage.

The window background which we are illustrating is only suggestive, because it is difficult to lay out any such background that will fit various windows of the different stores throughout the country. This background is made with separate panels of 2-inch by $\frac{7}{8}$ -inch wood covered with some style of wallboard such as Beaver Board. It may be possible to get pretty Christmas wallpaper with some holly design on it to cover this background. If so do not select a pattern that is heavy. Have it very light, and the pieces between the panels can be covered with the border which matches the paper. Should you not be able to get paper of this kind, use plain light pink paper or some cloth material of that shade and tack it on. On the cloth or plain paper small sprigs of holly may be pinned here and there. In the centre of the window or near the background a holly wreath may be hung. In this you may place some greeting, such as

JOHN R. EVANS LEATHER CO.

LIMITED

214 Lemoine St.
MONTREAL

Ruby Glazed Kid, Peerless Glazed Kid, Peerless Matt Cabrettas, Maximus Patent

In these days, when competition is so keen, you have to give careful thought to the purchasing of your leather.

Shoe manufacturers who use our leathers have an advantage in service over their competitors.

Our leathers are made from the best

WEST INDIA, PATNA
AND CHINA SKINS.

We have the selections and quality at the right price.

Let us quote you on your needs.

John R. Evans Leather Co. of Canada

Limited

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL



PLATE No. 2 Showing Christmas Card Suggestions.

“Merry Christmas,” “Happy New Year,” etc. Red and white ribbons may also be used as decoration.

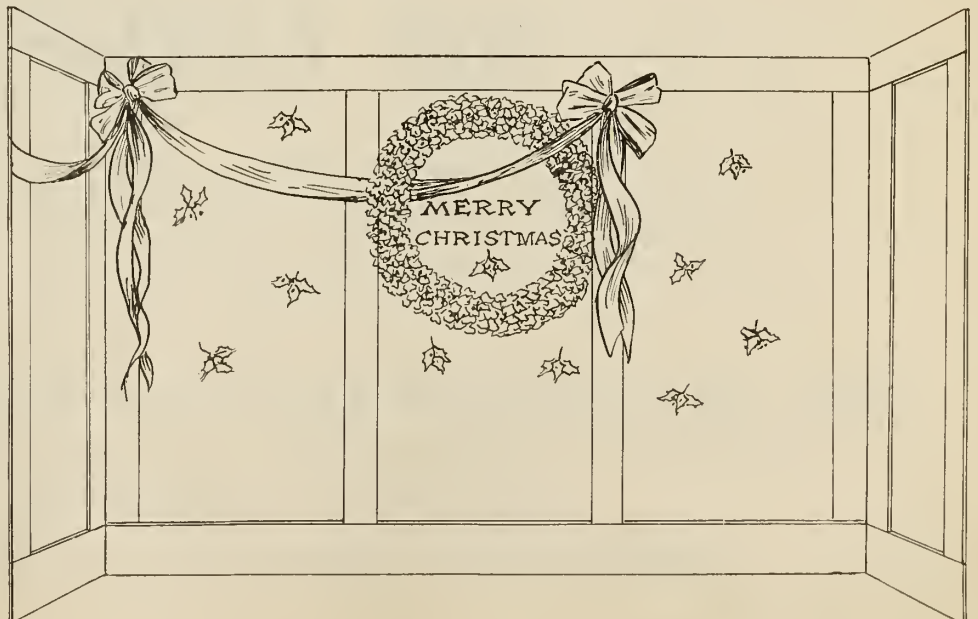
About a week before Christmas it may be well to put in a real Christmas window with snow effects. The bottom of the window described above should match the background, but with a snow effect you may use cotton batting with frosting, which may be procured from any paint store. To represent snow on the evergreens, asbestos may be used, but it should not be used where it will come in contact with customers’ clothing as it sticks very closely to cloth materials. Soap chips are frequently used to represent snow or ice effects.

We always advise the pricing of all shoes on display in windows, and if this advice is followed it is possible to get tickets with little sprays of holly on them that are very attractive and appropriate.

We also suggest that you have greeting cards with a blank space on for the name to be filled in for the recipient of the present. This can be filled in by the purchaser and enclosed in the parcel. Cards of this type are inexpensive and are good advertising. It may also be well to have some of your own Christmas cards with a greeting on to enclose in all parcels during the Christmas season.

We are showing several suggestions for Christmas cards. Plate No. 2 we showed last season but will bear repeating. The sizes may be full sheets, 22 inches by 28 inches, or half sheets, 14 inches by 22 inches, according to the size of your window.

The styles of lettering may be followed or changed at your discretion, the colors should be bright, red for the large lettering and black for the small. The bells and candlestick can be gilt.



A NEAT and attractive background for Christmas Window.

SOLE LEATHER WHY?



"Sole Leather is Nature's own Supreme Sole Substance. Nature has no Competitors."

Had nature known a better protection for her hide covered animals undoubtedly some other covering would have been used.

The hide, though porous, is impervious to heat or cold, that is why

Sole Leather

is the foundation on which the millions of men in the Allied Armies are marching forward to victory
On Sole Leather.

The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

The Shoe Repair Man

MR. HOCKIN MAKES NEW MOVE

Extensive developments and changes have recently taken place in the Oxford Harness Shop, south side Market Square, Woodstock, Ont., of which L. A. Boussey is the manager. The firm has now added shoe repairing to the present line of harness making and this department of the business is in charge of Jesse Hockin, a well-known east end shoemaker, where he has been in business for the past twenty-seven years. Mr. Hockin has closed his east end shop in Woodstock, and will now be found at the Market Square stand. With the addition of the shoe repairing, it was found necessary to secure more room and in consequence Mr. Boussey leased the store adjoining his own and has them connected by arches on the inside. The east store is the work shop for both harness making and shoe repairs, while the west store will be the stock and showroom. Here is on display the firm's large and complete line of harness of all kinds; trunks, suitcases, club bags, mitts and gloves, etc.

STOLE WATCH FROM HIS SHOP

Alfred Miller conducts a shoe repairing shop at the corner of Cannon and Cathcart street, Hamilton, Ont. He told the police that while he was engaged at work Cavaglione Rosarto and Dominico Latone, 1125 Cathcart street, entered his place of business and asked to be shown some second-hand shoes. Miller went into a back room to get the shoes and when he returned Rosarto and Latone were absent, and a watch and chain which Miller had left on his work bench, was also missing, he claims. The police were notified and placed the two Italians under arrest.

WHY SOME SHOE DEALERS FAIL

When on the road as a commercial traveler, I came in contact with many shoe dealers who were aching to succeed, says a correspondent in the "Shoe Retailer." One could see in their very eye an earnest desire to get out of the every-day rut. Their ambition was great, and my sympathy was always, of course, with them until they would quote Bill Jones, a successful merchant, as a lucky chap. Then, my sympathy would turn to disgust, for their entire ambition was only a wish; in other words, they had a wish-bone but very little backbone, for they were purely dreamers.

A shoe dealer asked the other day: "How can I increase my sales and keep my trade after I sell them?"

"Advertise, and do as you advertise," was the reply.

"What? Advertise? Advertise?" he replied with a cynical smile that showed contempt. To think that he should be given such an unbusinesslike advice was more than he could bear. "Why, do you know," he said, "I have spent almost a little fortune in advertising that never did me one cent's worth of good. There never has been a church or club affair given in our neighborhood but what I have advertised in their program, so when you are speaking of advertising as a trade getting medium, I believe, in fact I know, that you are utterly wrong.

A few weeks later I happened to meet this same dealer in a shoe salesman's sample room. After placing an order for a few dozen shoes, the salesman called him aside, and read a letter from the house. Despite my efforts to avoid eavesdropping I was forced to overhear him assure the representative that his check would follow within a few days so that

he could get his shoes in time for his Saturday business.

Now this dealer had been in business almost ten years, and he was to be held up on a small shipment just because he could not have paid up his old bill.

This dealer is not a drinking man, a gambler, nor a high liver. He has no family troubles, nor does he own a home or an automobile, but he keeps a store; ycs, he is a storckeeper, but not a merchant. He used to advertise, but he does not any longer for he found out that advertising does not pay—program advertising. This shoe man represents a type that can be found in every line of trade, and in every city, town and hamlet.

REPAIR PRICES IN THE WEST

The following is the price list which has been adopted by the shoe repairmen of Lethbridge, Alta., who have a good working organization:—

Men's	
Long soles and rubber heels, sewn	\$2.25
Long soles and rubber heels, pegged	2.00
Half soles and rubber heels, sewn	2.00
Half soles and leather heels, sewn	1.85
Half soles and leather heels, pegged	1.50
Half soles only, sewn	1.40
Half soles only, pegged	1.10
Heels only, leather	.45
Heels only, rubber	.60

Ladies'	
Half soles and rubber heels, sewn	\$1.50
Half soles and leather heels, sewn	1.25
Half soles and leather heels, pegged	1.00
Half soles, sewn	1.00
Half soles, pegged	.70
Rubber heels	.50
Leather heels	.30
Boys' half soles and heels	\$1.00 up
Children's half soles and heels	.50c. up

REPAIRERS ARE HAVING BUSY SEASON

"Shoe repairers were never busier than they have been for the past few weeks," remarked Charles F. Robertson, President of the Toronto Shoe Repairers' Association. "Most of us have more work than we can attend to. The great problem is the help question. It is utterly impossible to get men and all the shops are short handed."

At the last regular meeting of the Toronto Association there was a good attendance and five new members were received, making the membership considerably over the hundred mark, which is a most encouraging record for an organization that is not yet a year and a half old. Good-year cement is now being handled through the central agency of the association and members may secure it by the gallon, at wholesale prices. The committee on the matter of shoe polish reported progress, and it is possible that the association may get out its own polish under a branded name at an early date.

A letter was read from the Hamilton Shoe Repairers' Association in which the advisability of having an affiliation of all shoe repair associations in Ontario was suggested. The matter will be taken up later. The question of having

BUY VICTORY BONDS



CANADA'S VICTORY LOAN
1917

*This space
is contributed
by
GETTY & SCOTT
LIMITED
GALT - ONTARIO
makers of
CLASSIC SHOES*

It's A Win-The-War Act

It will mean, in addition to the maintainance of our great military undertaking, the up-keep of our Canadian social, economical and business existencé.

It will mean the continuance of Canadian Prosperity. It will insure Canadian industrial advancement.

It will enable us to furnish that credit to England so absolutely necessary for obtaining orders for Canadian commodities for overseas export.

Every factory wheel, every ounce of raw material, every piece of steam coal, every electrical kilowatt, every steam and electric car, every boat, everything that is Canadian, animate and inanimate, is loudly crying

BUY VICTORY BONDS

an apprentice system in the shops in order to relieve the present necessity for help was discussed and a plan may be formulated in the near future. Arrangements are being made for a progressive euchre party and next month the election of officers for the coming year will take place. Several committees are at work on different problems which will be reported upon later. The business proceedings were followed by several vocal and instrumental numbers which were thoroughly enjoyed.

THE PRICE OF BOTTOM STOCK

In response to many requests the SHOE AND LEATHER JOURNAL publishes the price list of sole leather to the shoe repair trade in Toronto. The quotations have remained unchanged for several months and the terms are 2 per cent. thirty days, net sixty.

	10 Sides or more one shipment	Less than 10 sides
Spanish Sides No. 1 or best.....	\$0.67	\$0.68
Spanish Sides No. 2 or good.....	.65	.66
Spanish Sides No. 3.....	.63	.64
Crops No. 1.....	.77	.78
Crops No. 2.....	.75	.76
Crops No. 3.....	.72	.73
Trimmed Backs 33 1/3% trimmed No. 1 or best.....	.87	.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

In tap soles for men and women some of the best selling lines and prices per dozen pairs are—

Men's XX, HM, stock, No. 9 1/2.....	\$8.45
Men's XX, M, No. 10.....	7.55
Men's X, M, No. 122.....	5.00
Men's X, L, No. 123.....	4.75
Women's XX, L, No. 37.....	4.00
Women's XX, LL, No. 37 1/4.....	3.45
Women's XX, L, No. 37 3/4.....	2.95
Women's X, L, No. 37 1/2.....	2.70

Top Lifts

Men's XX, M, large No. 69.....	2.70
Men's XX, M, medium No. 71.....	2.30
Boys' XXX, H, large No. 77.....	2.25
Women's XXX, HM, large No. 79.....	1.40
Misses' XXX, HM, small No. 85.....	.90
Misses' XX, HM, small No. 86.....	.75

WILL HELP THE REPAIR MEN

The Educational Committee of the National Leather and Shoe Finders' Association, met at Chicago October 17th to consider plans that will govern their campaign to bring about better conditions in the leather and shoe findings trade and in shoe repairing.

No definite decision was reached at this meeting, owing

to the fact that the committee wish to go into this matter as thoroughly as possible before accepting a proposition. This campaign is to be made as exhaustive and as complete as the funds raised will permit, and it is contemplated to give every unit of the trade its share of the result and benefits.

Every unit in the trade is to be co-ordinated and the manufacturer, the jobber, the jobbers' salesman and the shoe repairer will be asked to do his share.

The committee invites correspondence from every shoe repairers' association in the U.S. or Canada. The director, Geo. A. Knapp, will consider it a great favor to attend their meetings and lay before them the plans of his committee. The most direct contact with the shoe repairer is desired and it is thought that their local organizations can be used to further this important feature of the movement. Already invitations of this kind have reached Mr. Knapp, and he has promised to meet with these associations just as soon as the plans of the committee are ready for presentation.

THE UPWARD TREND OF PRICES

Every article used in repairing shoes has taken a flight, as will be seen by the following table:

	Last Year	Now
Thread.....	\$0.96	\$2.30
Channel cement.....	.46	.85
Ink.....	.75	1.75
Nails.....	\$4.50, \$5.00, 6.00	\$16, \$18, \$20
Leather.....	.50 and .60	1.35
Women's top lifts.....	.07	.20
Men's top lifts.....	.24	.40

Then comes the items of underliftings, labor, wear and tear on the equipment, investment, overhead expense, etc., and with it all the price of repair work has advanced only 35 and 50 cents. Some repairmen say they have made more money when they repaired shoes for \$1.00 than to-day, with the increased cost of materials and labor, in spite of the advance made in shoe repair prices.

THE HEAD OF HISTORIC LEATHER FIRM

(See Front Cover)

W. G. Parsons, head of the historic leather and shoe findings house of C. Parsons & Son, Limited, 79 Front street east, Toronto, is one of the most widely known men in the business. He has held a number of responsible positions in the trade and his father, Charles Parsons, who was at the time of his death Canada's oldest leather merchant, passed away in January, 1916, in his eighty-seventh year, having been identified with the leather industry over sixty-five years. The firm of J. & C. Parsons was established on King street, at the corner of George street, in 1849. It afterwards became Thorne, Parsons & Vennor, but at the death of Mr. Vennor a change took place, the style being Thorne & Parsons. In 1875 Mr. Thorne retired and for some years the late Chas. Parsons conducted the business alone. Then W. G. Parsons joined his father and the company became incorporated under the title of C. Parsons & Son, Limited, and now has a wide connection, not only in all parts of Canada but also in the United States.

W. G. Parsons has been connected with the leather trade for about thirty-five years and has surrounded himself with a capable and conscientious staff, a number of whom have been in the service for several decades. He has always taken an active interest in many affairs outside of the leather business, and is an enthusiastic motorist, bowler, curler and golfer. Mr. Parsons is also fond of travel, having visited Europe several times and returned recently from an extended tour throughout the Western Provinces. The trade mark name of the firm is "Sterling," upon which the splendid reputation and upright dealings of the historic house has been built.



CHROMOIL

Stands the Test of Water, Wear and Heat



the three great enemies of leather. You can BOIL it, you can HEAT it and you can use it on the hardest roads without injuring its pliability and toughness.

Our Trench Boots and Larrigans and Farm Shoes

made of Chromoil Leather are 100% better able to stand the test of wear than those made of any other leather or material. The special tanning process of "Chromoil" produces a leather that is thoroughly tanned right through from surface to surface, not a mere one-surface tannage. That's the difference.

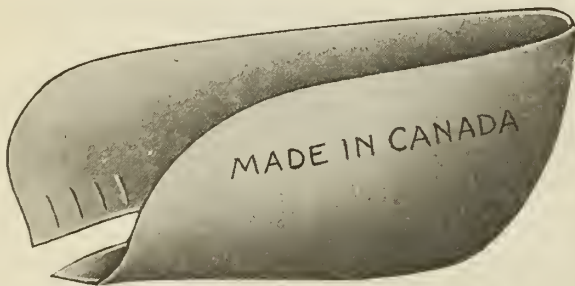


Farm Shoe

**Palmer - McLellan
Shoepack Co., Ltd.**

FREDERICTON, N.B.

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.
For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

We tan and manufacture Sheepskins

for every
known purpose

WE EXCELL IN
COLOR MATCHING

Edwards & Edwards

Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces

Represented by
John McEntyre, Limited - Montreal, Que.

NEWSY BRIEFS FROM ST. JOHN

John Mitchell, formerly a prominent King street shoe merchant, St. John, N.B., died recently at his home in that city. He had not been in good health for several years, but the illness which resulted in his death lasted only a few days. Mr. Mitchell was active among the promoters of the St. John Opera House, and for many years was vice-president of the company. He is survived by his wife, two sons and one daughter.

Mayor Hayes, president and managing director of the firm of J. M. Humphrey & Co., Limited, recently returned from Woodstock, N.B., where he was attending a convention of the New Brunswick and Prince Edward Island Sunday School Association. He also recently attended a meeting of the Board of Regents of the Mount Allison University in Sackville, N.B.

William C. Rising, son of E. L. Rising, president of the firm of Waterbury & Rising, Limited, who has been ill for some time, is improving in health, and is able to be about again.

M. Lewis was in the city this week representing the Nursery Shoe Co., of London, Ont. Hazen McGee, who represents several shoe firms, was also in St. John lately on business.

NEW FIRM SPECIALIZES IN SHOE SUPPLIES

Bennett, Limited, makers of shoe supplies, Chambly Canton, Que. (whose Montreal office is at 59 St. Henri street), is the name of a concern which has just entered the Canadian field of manufacturing. The company are handling a number of products and are the only Canadian firm manufacturing counters making their own fibre. They also manufacture heel board, fibre innersoling, double and veneer board and other lines. Owing to the rapid expansion in business a re-organization was rendered necessary in connection with the Canadian Leatherboard Co., and the name Bennett, Limited, was adopted. The Dominion Counter Co. has also been recently taken over by the firm. The Canadian Leatherboard Co., organized a few years ago, started in a modest way at Chambly Canton, making high grade heel board, and turning out a uniform article, which has met with much favor in the trade.

Under the direction of Bennett, Limited, this branch of the business, which has developed so satisfactorily, will receive greater attention than ever. Bennett, Limited, have, as already stated, taken over the Dominion Counter Co., and early next month will remove the business from Montreal to Chambly. The company aim to produce the best possible fibre counters and to maintain, as in their leather board, a uniform production at the lowest possible price.

George F. Davis, who has been in connection with the Canadian trade since 1912, as manager for George H. Davis, Reg'd., is sales manager for Bennett, Limited, and supported by a competent staff, the organization has splendid prospects for a greatly increased demand in its various lines.

BRIEF JOTTINGS FROM QUEBEC

Wm. C. Bryce, of Cotton Threads, Limited, Montreal; C. L. Hawthaway & Sons, Boston; J. B. Crochier, of L. H. Packard & Co., Montreal, were among those recently calling upon the trade in this city.

Shoe manufacturers in general are getting busier. Some are starting on their new run and orders have been coming in a little more freely of late.

Edm. Tremblay, shoe manufacturer, spent a few days recently in Montreal on business and reports having received several good orders.

Tanners who have been shut down for some time have again set their plants in operation.

The many friends of Major J. A. Scott, leather merchant, who is a Unionist candidate in Quebec South in the forth-

coming federal election, are enthusiastic over his prospect for election and are working zealously and whole-heartedly in his behalf.

Edgar Clement, Levi Cantin and W. Plante were in Boston on business recently and visited several tanneries while absent.

Several improvements have been made to the factory of Jno. Ritchie Co. The basement has been concreted and other changes carried out.

Wilfrid Laflamme, formerly foreman in the stitching room, has been appointed superintendent of the shoe factory of Jos. Tanguay.

Victor Noel, lately in charge of the finishing room of a Montreal factory, has taken charge of the treeing and finishing departments of J. M. Stobo, Quebec.

The many friends of J. E. Boivin, manager of Canadian Consolidated Rubber Co., Quebec Branch, will sympathize with him in the recent death of his daughter.

The inventory of E. Thivierge, who some time ago made an assignment, has been taken, and the stock will be disposed of by auction.

U. S. M. CO. REMOVES TO LARGER QUARTERS

Owing to rapid expansion in business the Toronto office of the United Shoe Machinery Co., Limited, will shortly be removed from 122 Adelaide street west to 90 Adelaide street west, next door to the Bell Telephone Co. building, which is a central, commodious and spacious stand. Three floors of about 800 square feet each will be occupied and specially fitted up for the various departments of the business. L. W. Hanson is the energetic manager of the Toronto branch.

E. D. Pretty who was for a number of years connected with U. S. M. Co., but enlisted with the transport service for overseas duty, recently was honorably discharged by the militia authorities, and has rejoined the staff as Ontario salesman. Fred. Naylor has been appointed city representative for Toronto.

HEEL PLATES THAT WILL NOT BREAK

Heel plates that are unbreakable, being made of specially prepared steel, are one of the strongest features of the hardware specialties put on the market by the Root-Heath Manufacturing Company, of Plymouth, Ohio. The plates save the heels, are easily attached and the prongs are warranted not to break. The manufacturers claim for "R. and H." heel plates that they are the strongest and most durable made on the market and are real money savers because they protect the heels in every way. The plates are of different sizes to fit any style of heel, French, cuban, spool, Spanish, military, etc., and are put up in cartons in one quarter, one-half and one gross plates and also in five gross display boxes.

SHOE COMPANY REMOVES TO OTTERTVILLE

The shoe factory of George L. Williams & Sons Co., Limited, which concern has just become incorporated with a capital stock of forty thousand dollars, has removed from 427½ Queen street west, Toronto, to Otterville, Ont. This thriving village is in Oxford county about twenty miles south of Woodstock, Ont. There a splendid building with two floors and basement has been secured for a term of years while the company will have the advantage of water power for its plant the year round. The premises are 80 by 40 feet in dimensions. The company will make little gents', boys' and youths' Goodyear welts of the better class and also children's stitchdowns and will have an output of about one hundred and fifty pairs a day. Considerable new equipment has been added, and the industry has been granted exemption from taxation.

MARTIN

CORRUGATED PAPER BOXES

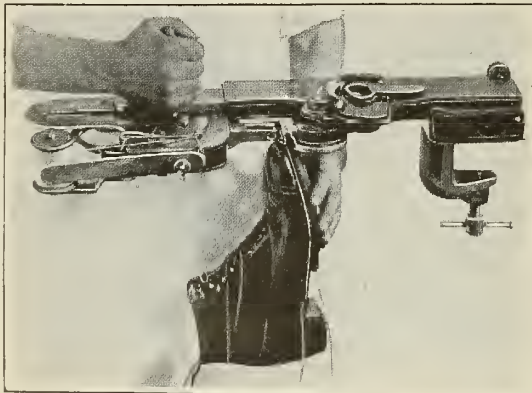


Facilitate the despatch of shipments.
 Give the greater security of a sealed package.
 Cut freight and express cost.
 Make the work of putting up orders almost noiseless.
 Ensure the arrival of goods in the best condition.
 Occupy a minimum of storage space.

WRITE TO-DAY

Martin Corrugated Paper & Box Co.
 353 Pape Avenue, Toronto **Limited**

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher

Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed.

Stitches Neolin and Fibre Soles

Write To-day.

C. PARSONS & SON
 LIMITED

Repair and Shoe Store Supplies
 79 Front St. E. Toronto, Ont.

SLIPPERS for 1918

Our lines for the coming season are the finest range ever offered the Canadian Trade. They are in high grade Felts, Satins, Sport Cloths, Gros Grains, Cretonnes and Combinations, for Men, Women, Misses and Children.

*See them in the hands of
 your Jobber.*

The E-Z Walk Mfg. Co., Inc.

*Manufacturers of High Grade
 Felt and Novelty Slippers*

62-70 West 14th St. NEW YORK CITY, U.S.A.

Leather Trade Jottings

What is Seen and Heard Amongst the Trade—Views
and News of the Leather Trade at Home and Abroad

BUSINESS seems to have improved somewhat during the past fortnight, tanners reporting increased enquiry on the part of manufacturers. The latter have begun to receive sorting orders in fairly satisfactory quantities and now report that spring sales have reached a point that, while not as satisfactory as it might be, encourages the belief that more confidence is developing in the shoe situation throughout the country. The fine weather that has prevailed for the past two or three weeks has helped those who had stocks of fine footwear in the cities and towns, while the openness of the season has permitted a larger amount than usual of farming activity, and thus induced the sale of heavier goods. With the starting in of seasonable weather, which is liable to occur at any time now, there ought to be a further stimulus to activity in footwear. Altogether the outlook for a good fall season is bright.

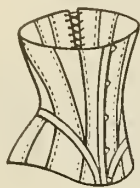
Army Shoe Question.—The agitation started by the SHOE AND LEATHER JOURNAL some time ago with regard to the army shoe question has borne fruit. A conference was recently held at Ottawa, between government representatives and a committee of shoe manufacturers, at which the matter was fully discussed. The manufacturers came away satisfied that the results in the near future will justify the effort and remove an anomaly that has hitherto existed of paying for footwear made for our soldiers outside this country. We understand negotiations are at present under way which will mean a large order in the near future for ankle boots. This will not only mean that our Canadian boys will be able to secure boots to which they have been accustomed, but afford welcome relief to the shoe trade here as well as remove a considerable quantity of leather that since the embargo has been awaiting employment. The government is to be congratulated upon the spirit in which they met the deputation and the thanks of the trade are due those who took the matter in hand.

Leather Conditions.—Business has shown some indication of revival, as has already been stated. Across the line the army shoe production has called for a considerable quantity of both upper and sole stock, which is relieving the situation for Canada, as well as the United States. The lifting of the embargo even temporarily has put business upon a more healthy footing. Take the light leather business, for instance, the sale of kid and other light stock for European shipment has cleared the market to a considerable extent of accumulations. It is estimated that seventy-five thousand dozens of kid were shipped to Russia alone. Raw stock is growing more difficult to secure, especially the higher grades, which has a tendency to keep up prices in Patnas and Brazilian blacks. The prospect of the growing popularity of low cut shoes for the coming spring and summer is also influencing

opinions as to the trend of the market. Calf leather does not show much change, although there have been advances made in light calf specialties. Patents evidence a tendency towards much greater activity. Side leather is much more active and especially in colors is in good demand with a strong market. Sole leather is much stronger than two weeks ago, the market being well cleared, especially of the heavy dry hide hemlock varieties.

Further Heavy Buying.—The British Commission has recently made a further purchase of seventy thousand sides of heavy black chrome waterproof embossed leather, which is said to be but the forerunner of a large order that will reach in the neighborhood of 7,000,000 feet. There is also some talk of large purchases of leather by the Commission for the manufacture of standardized shoes for domestic use in England. This will mean a tremendous pressure upon the production of both upper and sole leather, in which no doubt our tanners may be able to participate to some extent at least. We understand that strong representations are being made to the British Government by the Canadian authorities to have a portion of this business come to this country, and that there is every prospect of their wishes being acceded to. The inability of the United States to provide the necessary material will not only make this possible, but undoubtedly allow Canadian leather to pass through American channels to a considerable extent. In the meantime it is to be hoped that the "Victory Loan" will encourage the placing of considerable orders with Canada direct.

The Hide Situation.—The general feeling in the packer hide market is stronger, although there has not been any noticeable movement. Heavy hides, of course, maintain their strength, and are in good demand. Packers are busy filling orders and stocks are well cleaned up. Sales of heavy native packer steers have been made at 35 cents, with light at 33½ to 34 cents. Texas steers are strong especially in the heavy weight at an advance of half a cent, sales being reported at 31 cents. In country hides the activity has been confined largely to the lighter weights, but business is generally quiet as evidenced by the fact that extremes sold at 24½ cents recently. The preference shown for packer hides just now seems to be rather decided, on account of war order requirements, with the result that the country hide market shows increasing weakness. Buff hides are held at 25 cents with few takers at this figure. The general price seems to be 24 cents for 45 pounds up. Calfskins are easy at 45 cents for packers and city grades at 42 cents, although sales are said to have been made at 40 cents. The dry hide market is dull, very few sales being reported. Last sales are quoted 41 cents for Orinocos and Bogotas with 40 cents for Centrals.



Corsets and Arches



Being a practical illustration of the supporting principles of both as applied to shoes.

CORSETS are typical of all embracing supporting qualities—while the arch in architecture is one of the standbys of all construction engineers.

The Corset Arch-Support is one of the out-standing features of all Tally-Ho Shoes. This device gives a welcome rigidity to what has been heretofore one of the weakest parts of a shoe. It prevents the arch from falling—and is a welcome addition to those whose arches have already fallen—as it does away with the clumsy, high-priced arches that are inserted after the shoe is made.

The Corset Arch Support

This device as shown in the illustration, is built in the shoe. Its truss construction supports the arch of the foot with perfection. It has the required elasticity to allow the muscles and tendons of the foot to perform their functions in an absolutely natural manner, and still has the strength to prevent the bones from being forced into an unnatural position by the weight of the body.

It is a preventive and an after aid in the majority of foot troubles.

YOUR customers will like this feature when it is made known to them. For — the number of men who are suffering from fallen arches is surprising. This is a fact brought out by the medical examinations of those who have reported under the Military Service Act.

In fact, statistics show that there is a great increase in foot troubles, with fallen arches largely in the majority.



Tally-ho Shoes

Tally-Ho exclusive features are these:

1. Tally-Ho Corset Arch Support — built into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole — an important feature.
3. The Bull Dog Out-sole — better wearing than either rubber or leather — waterproof — flexible — non-slip — guaranteed service — finishes like leather.
4. Authentic styles — originated in American Tally-Ho Shop.
5. No-jar Rubber Heel — springy — resilient — pure rubber.
6. Sani-tex Health Lining — supplied with kid shoes.

You cannot afford to overlook a shoe with so many good talking and selling points. Ask your jobber about Tally-Ho—or ask us.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street

KILGOUR-RIMER CO., Winnipeg, Western Distributors

E. B. LOVE & SON

MANUFACTURERS OF

Wax and Grain Upper,
Splits and Harness

LEATHER

We are also dealers in Hides, Calfskins, Sheep Pelts, Horsehides, Wool, Etc. Write us about all your requirements.

KENSINGTON TANNERY

CHARLOTTETOWN
PRINCE EDWARD ISLAND

NEW FACTORY IS NEARLY COMPLETED

The first annual meeting of the J. F. Clark, Limited, shoe manufacturers, Montreal East, was held last week, when the following officers were elected: President, Wm. E. Clark; vice-president, John F. Clark; secretary-treasurer, James F. Clark; directors—R. L. Savage, C. Hazen McGee and John A. Clark. Wm. E. Clark has removed from St. Stephen, N.B., to Montreal and will have charge of the manufacturing end of the business. Attractive new samples have just been turned out in children's, misses' and women's in white high and low cuts on which the firm will specialize. The new brick, three-storey factory fronting on Dube street, Montreal East, is now roofed, and in dimensions is 40 x 165 feet. The company will make white goods exclusively and the capacity of the plant, which it is expected will be in operation about the first of the year, will be two thousand pairs a day of McKay shoes.

FOREWORD ON SHOE STOCKS

Reduce your stock to as low a point as practical, giving due consideration to the fact that shoes will not be lower in cost unless cheapened in quality, and that very likely if buying is excessive from domestic needs, higher prices will prevail in the shoe business. Since a retailer's stock of shoes will represent a much greater investment than heretofore, all can urgently see the necessity of reducing same to its lowest point and yet provide for needs. Use the stock department freely to replace depleted sizes. Reduce varieties of styles throughout your store and concentrate on fewer kinds, and study your requirement so that each shoe will be a seller. Do not speculate to an excessive degree, but maintain your qualities, and ever remember that satisfaction in

style and service will safeguard continued patronage. Good business judgment and intelligent buying are needed. These, coupled with faith in the future of our country and its business interests, should encourage every good merchant to trim his sails for a most successful voyage.—By Charles A. Eaton.

HOW TO FIGURE STOCK TURNOVER

A correspondent propounds the following question, says an exchange: "What do you consider the proper way to figure turnover? Example—stock at cost price of \$1,000, sales \$5,000—is this five turns?"

Answer—The best definition that we know for determining turnover is, "Divide the year's sales at cost by the average stock carried and you have the turnover." In regard to the example you give, "stock at a cost price of \$1,000, sales \$5,000 is this five turns?" It is not five turns. Just how many it is, we are unable to state because you have not given sufficient data. To figure the turnover it would be necessary to know your percentage of margin. Let us suppose that your margin is 35 per cent. The selling price of your goods (\$5,000) represents 100 per cent. The cost price of these goods would be the difference between your margin and the full hundred per cent., in other words 65 per cent. of \$5,000 or \$3,250. The turnover then would be this sum divided by the stock carried, \$1,000, in other words 3¼ turns. This is, of course, providing that your \$1,000 stock is not inventory stock, but the average stock carried during the year. There are different ways of arriving at this average stock on hand, probably the most generally adopted way is to add the stock records of each month, if a monthly stock record is kept, and divide by twelve. This will probably come close to the actual stock.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

PALMER'S "Moose Head" Brand



Hand Welting, Waterproof Trench Boots



Dealers, it is not yet too late to consider our
TRENCH BOOT PROPOSITION.

These famous boots make the most suitable gift obtainable
to send overseas.

We are in a position to fill orders promptly.
Catalogue and full particulars on request.

John Palmer Company, Limited
Fredericton, N.B.



Order **NOW**

That's particularly timely advice. There are three good reasons why you should act upon it. The first is to insure deliveries. The shortness of labor handicaps every manufacturer and the earlier orders will be surer of prompt deliveries.

The second is, **YOU WILL SAVE MONEY.** Every indication is toward a steady rise in the price of leather. Look over your stock, order at once and protect yourself against higher prices, as you may be sure they won't be lower for a long while.

The third is, we have some extra good values to offer in our new Spring Lines enabling you to sell

Stylish Footwear at Popular Prices

DUPONT & FRERE
301 Aird Ave. Montreal

HE SEES NO DECREASE IN PRICES

A well-known authority on present conditions in the trade, speaking to the SHOE AND LEATHER JOURNAL, said: "Factories are beginning to come into the market for their requirements in both sole and upper leather, as they recognize the fact that the recent large orders placed for army shoes and civilian shoes by foreign governments are having a strengthening effect on the American market. I don't see any reason for lower prices or a decline in shoe or leather values. On the other hand, I don't look for any boom or sharp advance in leather or hides. As far as I can discern shoe merchants and department buyers will not lose any money by placing orders now. It is not at all possible that they can purchase for less later on. Leather prices keep firm and higher and while civilian trade has been dull, owing to buyers holding back, I don't expect any lower quotations."

SOME JOCLAR REFERENCES DO HARM

It will be remembered that Sir Wm. Osler, the eminent physician, some years ago startled the world by a rather enigmatic utterance which was interpreted to mean that all men over forty should be chloroformed, as their usefulness was over. This caused a lot of unrest, discussion, resentment, speculation and even turmoil at the time. Of course, those who were young and active took a somewhat favorable view of the learned physician's dictum. Those over the two-score mark, who felt that they were still young, and had all the enterprise, energy and vim of youth coupled with the experience, insight and balance of maturer years, felt that a great injustice had been done them and an unwarranted reflection cast upon their physical fitness, executive efficiency and mental capacity.

It was about a year and half ago that a widely-known manufacturer, speaking of the outlook in footwear and leather at a banquet in Boston, made a somewhat mirthful reference to the fact that shoes would be selling at \$20.00 a pair. Being ever on the lookout for the unusual and sensational, the newspapers naturally got hold of this significant remark and played it for all it was worth. In prominent headlines there were references to the effect that shoes would be \$20.00 a pair. People in war time are inclined to give credence to any wild rumor and naturally a panic seized the trade. Even the retailers, who should have known better, were prone to think that the prediction of this manufacturer would be verified. They plunged in heavily and bought to the limit of their financial capacity and storage facilities, carrying from fifty to one hundred per cent. larger stocks than ever before, not in value alone, but in actual numbers on the shelves and in cases. The shoe manufacturer who made the statement was not serious at the time. No one present took his assertion in that spirit, and he had no idea that his bon-mot would be taken to cover staple lines of footwear,

"R-H" STEEL HEEL PLATES
(PATENT PENDING)



Warranted Unbreakable

Made of Specially Prepared Steel. The strongest and most durable heel plates on the market.

"R-H" HEEL PLATES

are Money Savers, because they **SAVE YOUR HEELS.**

PRONGS WILL NOT BREAK

Put up in 1/4, 1/2 and 1 gross plates in carton.

Write for Samples

Order from your Jobber. If he will not supply you, **WE WILL.**

PROMPT DELIVERIES

MANUFACTURED BY

The Root-Heath Mfg. Co.
Plymouth, Ohio, U. S. A.

Also Manufacturers of Cobbler Outfits,
Lasts and Stands, etc.

but such was the application that the general public immediately placed upon his prophecy.

It is well known that special lines of custom made shoes had been selling as high as \$15.00 a pair for some years, and even \$20.00 in some of the most aristocratic shops. This fact was lost sight of and the working man, the mechanic, the bookkeeper, the saleslady and the stenographer—in fact, the housewife and other members of the family—thought that as everything was ascending out of all proportion in price, shoes were no exception. Thus what was conceived in jest was taken in earnest, and even yet the effect of the prediction of \$20.00 shoes has not been entirely obliterated. Although there is nothing to justify the belief that footwear will go any higher than it is at present, some think it will; and on the other hand there is no prospect that there will be any perceptible decrease. As far as discerning ones can deservy values are likely to remain at their present level for several months to come unless something unexpected occurs.

A. C. Lewis Leather Co.
LYNN, MASS., U. S. A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**



FOR SALE
\$20,000 Stock

Boot and Shoe and Gent's Furnishings Business. Population of over 60,000 to draw from. We control exclusive agencies for the Island of Montreal and do a cash business. Store is situated near the Canadian Vickers Works, Montreal Locomotives, Canada Steel and International Arms, and there are six shoe factories in the neighborhood. This is an industrial and manufacturing district which is growing very rapidly. Near to several street car lines. Rent is very low, owing to separate repair shop which we sublet. Store is spacious and well laid out and has two large show windows. Lease extends over a period of years. Purchasing and Perpetual Inventory System installed, requires less capital to operate. If you wish to make money now and more in the future write for particulars to

H. J. DE VILLERS SALES CO.

253 St. Catherine Street and 57 Aird Avenue
MAISONNEUVE, QUE.

READ THE

**Shoe and Leather
Journal**

24 issues in a year for \$1.50

It is filled with bright helpful pointers
for Retailers

ACTON PUBLISHING CO., LIMITED
MONTREAL TORONTO

Baker's New Bottom Polish

TRADE MARK



(COCK-OF-THE-WALK)

Cock-of-the-Walk

is a

"World Beater"

MADE BY

Cock of the Walk Mfg. Co.

78 Portland St., BOSTON, Mass., U.S.A.

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS

28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.



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.



OUR STANDARD SCREW SHOES

Will stand plenty of hard wear. Made on foot-fitting lasts that will give comfort to the wearer and are durable. The range includes MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S BOX KIP. Don't fail to see our line for Spring Nineteen-Eighteen. Your jobber will quote you prices, or write us direct.

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

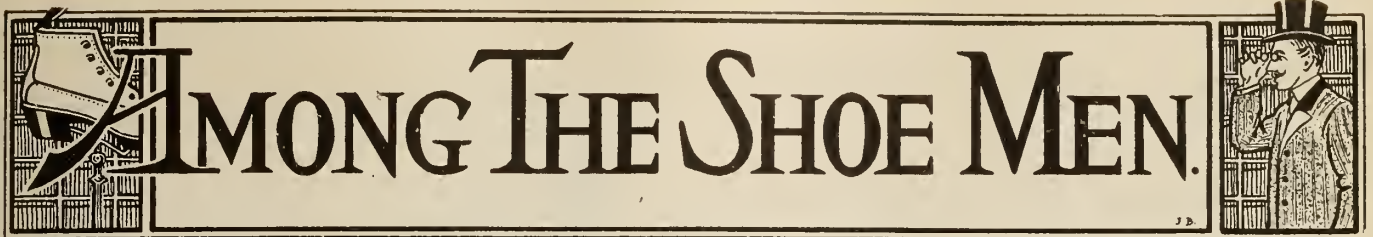
The

SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904

MONTREAL



AMONG THE SHOE MEN.

Easter will fall on a very early date next year. The festival will be observed on Sunday, March 31st.

Peter Beliveau, who for some time has been employed with Aero-Peds Manufacturing Co., Toronto, has gone to Quebec, where he has taken an important position in the factory of the Wm. A. Marsh Co.

E. J. Phillips, eastern representative of C. Parsons & Son, Limited, Toronto, has returned from an extended business trip to Boston, Baltimore, Washington, Richmond and other cities.

The many friends of Wm. O. Adams, shoe retailer, of Belleville, Ont., are congratulating him on the advent of a ten-pound son and heir.

The shoe store of J. M. St. Onge, Montreal, was partly damaged by fire recently.

J. G. McDiarmid has returned to Toronto after a successful business trip throughout the Prairie Provinces in the interest of the Murray Shoe Co., of London. He reports business in the West as being exceptionally good this fall.

C. F. Tugman, president of the Royal Shoe Co., Toronto, who has been ill for some weeks, is now recovering from an attack of pneumonia and it is expected will be able to resume business in the near future.

S. S. Joyce, shoe merchant, of Havelock, Ont., was in Toronto recently on a visit to his son, Russell Joyce, who is on the staff of Owens-Elmes, Limited.

R. J. Orr, of Toronto, who has been on an extended and successful business trip through the Western States in the interest of the Arrowsmith Mfg. Co., of Morristown, N.J., has returned home.

W. Alfred Moore, sales manager of Beardmore & Co., Toronto, is wearing a smile these days that will not come off. It's a boy.

F. X. LaSalle & Fils, shoe dealers, of Montreal, have sold out to C. R. LaSalle.

W. W. Lindsley, who represents the Minister-Myles Shoe Co., of Toronto, has returned from a successful spring selling trip throughout the Maritime Provinces and Quebec.

Mr. Alley, of Alley & Co., Charlottetown, who also represents the Amherst Boot & Shoe Co. on the Island, reports having had a very successful spring selling trip.

Messrs. Luscombe and Frank Sisman, of the Simcoe Shoe and Glove Co., have returned from an extended trip to Rochester, Boston and other leading shoemaking cities.

F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co., of Canada, spent a few days in Toronto last week on business.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, Ont., spent a few days in Toronto and Montreal this week on business.

William R. Sampson, who has had many years' experience in the shoe trade, has recently been made general manager of the United Shoe Machinery Co., Boston, and is receiving congratulations from his many friends.

A. E. Faulkner, lately on the staff of the Invictus Boot Shop, Yonge street, Toronto, has joined the 67th Battery for overseas service. He is well known in shoe circles, having spent four years with P. A. Blachford, Toronto, and previous to that he was engaged with the St. Leger Shoe Co.

An interesting play was presented in Amherst, N.B., recently for patriotic purposes and was a grand success. The production was "Brown from Harvard," which has been

put on for the second time with much appreciation on the part of the public. The cast was headed by W. G. Miller, manager of the retail branch of the Amherst Boot & Shoe Co., who possesses histrionic ability of no mean order.

The assets of Eugene Thivierge, shoe manufacturer, Quebec, will be sold by auction on November 22nd at the office of the curators.

Ten years ago this date packer heavy native steer hides sold at 16c., to-day they are quoted at 35c. At that time Chicago buff hides were quoted at 11½c. and to-day they bring 25c. Calfskins were quoted then at 15c., to-day they range from 32c. to 45c. This will afford some idea of the tremendous changes that have occurred in leather costs.

The new samples of B. F. Ackerman, Son & Co., shoe manufacturers, Peterborough, have been completed and a fine range of men's, boys' and youths' Standard screw lines are being shown. The Munson last has been used on several of the models and is taking exceptionally well. Peterborough merchants were the first to give orders to the new local factory and several thousand dollars' worth of shoes were booked the first day.

Rubber footwear factories are very busy at the present time, although the shortage of help is acute in some departments. However, on the whole, shipments are ahead of last year and if the present fine weather continues, the plants expect to catch up in a measure with a large volume of business on hand. Considerable complaint is heard in regard to the congestion of transportation and the delay in shipments reaching their destination. In many cases, weeks are taken to deliver goods which should arrive in a couple of days.

E. W. Borbridge, sales manager of B. F. Ackerman, Son & Co., Peterborough, has left on an extended business trip throughout the Canadian West and will be absent three or four weeks.

G. C. Wilson, representing Jas. Muir Co., Limited, Montreal, spent a few days in Toronto this week calling upon the trade.

SOME STARVE STOCK—OTHERS LOAD UP

(Continued from page 23)

every line you buy. Select only a few lines having the full run of sizes and widths, from 2½ to 7 in ladies' and 6 to 11 in men's styles. Make the selection of these lines cover as large a range as you think your trade demands, and after you have them in stock, don't be forever getting ahead of your customer in wanting to change them, for the nearer you can keep them to a standard, the fewer broken lines you will have for them, for there are still lots of people who want fairly staple shoes.

In buying near-novelties and extreme novelties there is no set rule that will work out well, except possibly one, and that is, don't buy many extreme sizes, either large or small, in any of them. It is safe not to buy all widths of them, either—that is, in the most extreme styles.

Bert Abernethy, of the Abernethy Shoe Store, Kingston, Ont., spent a few days in Toronto recently on business.

Albert Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, was in Toronto recently on business.

Jobbers report that there is a shortage in women's mahogany high-cut bals carrying fibre soles and rubber heels. The demand for this line of goods has been very active. There is also a considerable scarcity in felts, some of the wholesalers not receiving more than half the quantity for which they placed orders last spring.

Extensive improvements have been made to the interior of the warehouse of Ames-Holden-McCready in Toronto. The sample room has been moved farther back and the office space greatly enlarged, while other changes have also been effected.

Advices from the largest tannery firms in the United States say that when peace is once declared the demand for exportation of leather will be so enormous that it is at present beyond computation. Therefore, while all the leather industries will be kept actively at work while the war lasts, they will be yet busier when it is over. The industry is quite different from most industries which are active during war, in so far as it is a peace and not a war industry. Manufacture of leather footwear for civilian population in belligerent countries is being suspended because of army needs, and the rush to provide the shortage after the war will be tremendous.

A. M. Cusson, for a number of years superintendent of the Tetrault Shoe Mfg. Co., Montreal, has resigned his position.

Percy Milburn, of Montreal, representing Marlatt & Armstrong, has returned from a business trip to the Maritime Provinces. He reports things as being prosperous down there.

Oliver Tetrault, of Montreal, has returned from a

hunting trip to the Laurentians. There were sixteen in the party and during the trip they succeeded in killing thirteen deer. Mr. Tetrault looks brown and the picture of health and his friends say that he has grown fully six inches. They attribute it to the fact that he was always looking up to the tall tree tops to see if he could locate a partridge, but he was unsuccessful and had to confine his shooting ability to deer.

A recent despatch from Northampton, England, says: In connection with the announcement that preparations have been made for the manufacture of 250,000 pairs of standard boots of leather as soon as the Government gives authority, the prices were erroneously quoted. The correct prices are: For three grades of men's boots, between fourteen and twenty-one shillings; for women's shoes, twelve shillings upward; for women's boots, fifteen shillings.

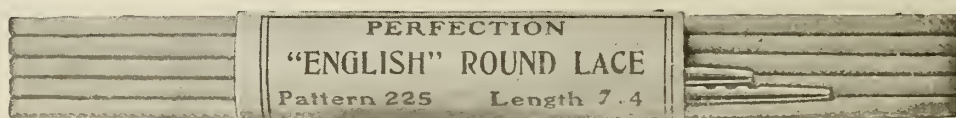
All the employes of the Montreal works of the Canadian Consolidated Rubber Co., Montreal, turned out at noon on Saturday to a rally on behalf of the Victory Loan addressed by Major Smyth and Gustave Franco, and decided to form committees under which one man could collect the pledges of twenty others, the understanding being that so far as possible each man should pledge ten per cent, of his wages or salary. A. D. Thornton, one of the directors, undertook to personally superintend the campaign among the employes of his company.

The Panther Rubber Co. is contemplating the erection of a plant to manufacture fibre sole and rubber heels near Boston. It is reported that the firm will not rebuild its Stoughton plant, which was recently destroyed by fire.

C. S. Corson, of the Regal Shoe Co., Toronto, who is a member of the Red Chalk Game Club, has returned from a deer shooting expedition in Haliburton township, back of Dorset. The party of eleven got their full complement of the fleet-footed animals. Mr. Corson was successful in bringing down a 220-pound buck and reports that deer are very plentiful this season.

OUR WINNER

U.S.A.—KHAKI LACES—BRASS TIP



PATTERN 225

Made of the best quality mercerized yarn. Its wearing qualities are of the best. The sales on this lace have been beyond our expectations, which proves its popularity. Stock up to meet the inevitable demand. We have them for immediate delivery in black, white and fourteen colors. Lengths from 27 inches to 81 inches.

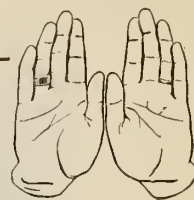
CHANDLER'S ARMY LACE—PATTERN 686

If you are looking for a good value, here it is. Tubular lace, made of mercerized yarn, with either metal tip, in black, tan and brown only. Lengths from 30 inches to 81 inches. SEND US A SAMPLE ORDER.

Your Satisfaction is our Largest Profit

C. A. Browning Company

30 Franklin Street.
Boston, Mass.



Acme

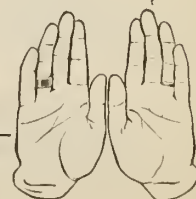
*“The Sole of
Perfection”*

- ☞ The new Dunlop product that takes the place of leather for boot or shoe soles.
- ☞ The public are now being told all about “Acme”—why it is entitled to be called “The Sole of Perfection”—and why it will outwear and outserve leather.
- ☞ Colors, Black, White and Tan.
- ☞ Prepare for the demand. Specify “Acme” soles on your boot and shoe orders, and your manufacturer will be glad to fill them.
- ☞ “Acme” is supplied in sheets $\frac{3}{16}$ ”, $\frac{1}{4}$ ” and $\frac{5}{16}$ ” thick for repair purposes.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories: TORONTO

Branches in the Leading Cities





No. 208

**Genuine Canadian Indian Hand Made
MOCCASINS**

**Genuine Horsehide, Fur Top,
Wool Lined Beaded Slippers**

No.					
208—Men's	sizes	8 to 12	-	\$23.00	
209—Women's	"	3 to 7	-	21.00	
210—Misses'	"	11 to 2	-	17.00	
211—Children's	"	7 to 10	-	14.00	
212—Infants'	"	1 to 6	-	12.00	



**Genuine Canadian Indian Hand Made
MOCCASINS**

with beaded fronts, suitable for house slippers.
They run in sizes same as shoes.

We have many other lines. Ask for samples.

PRICES

42—Men's	sizes, 1 to 12	-	\$10.50 doz.
43—Women's	" 3 to 7	-	9.00 "
44—Misses'	" 11 to 2	-	7.00 "
45—Children's	" 7 to 10	-	5.50 "
46—Infants'	" 1 to 6	-	4.50 "

C. N. SABA & CO.

Wholesalers to the Trade

84-86 WELLINGTON ST. W., TORONTO, ONT.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)

BOSTON—EVERETT
MASSACHUSETTS, U.S.A.

LOGAN'S

*"The
Leather
of
Quality"*

Lyons Brook,
N. S.

Cutters wanting a
mellow, tough

**SOLE
LEATHER**

suitable for sewing
should try

LOGAN'S

It channels beautifully.
We buy the best hides
purchasable.

Office and Tanneries:

LYONS BROOK, N.S.

W. A. Lane, of W. A. Lane & Co., Montreal, leather merchants, spent a few days in Boston recently on business.

T. Sisman, of the T. Sisman Shoe Co., Aurora, has returned from an extended visit to Rochester, Buffalo, Boston and other leading shoe centres.

The Miner Rubber Co., of Granby, Que., have erected a power house at the upper dam with a view to developing power with the water wheels which were put in at this point a few years ago.

E. David & Sons, who are conducting a large shoe business in New Glasgow, N.S., are occupying two stores adjoining each other and connected at the rear. One store is devoted to men's and boy's footwear and the other to women's and children's. The plan works out very successfully.

The death occurred lately of Donald Fraser, manager of the Cash Shoe Store, Pictou, N.S., which is conducted by J. W. Priest. Mr. Fraser was a thoroughly experienced young shoe man and was previously employed by A. Henderson & Son, Pictou, and later by A. W. Redden & Co., Sydney. He was ill only a few days.

Wallace Bros., shoe retailers, Halifax, have fitted up a special children's department on the second floor, which is proving a decided attraction to juvenile customers. The retail branch of the Amherst Boot & Shoe Co. also contains special seats in the rear of the store for tiny tots. The equipment consists of small arm chairs on a raised platform.

The Humberstone Shoe Co., Limited, of Humberstone, Ont., which was recently incorporated with a capital stock of \$100,000, is authorized under its new charter to manufacture not only boots and shoes but mitts, gloves and all kinds of leather goods. The incorporators of the company are Chas. C. Knoll, Chas. A. Neff and Marvin C. Knoll, of Humberstone, and Philip G. Knoll and Horatio H. Knoll, of Port Colborne, Ont.

Aero-Peds Manufacturing Co., Limited, have taken in considerable extra room and added new equipment at their place of business, 30 Adelaide street east, Toronto. In addition to manufacturing Aero-Peds as before, the company are turning out boot and shoe trimmings. H. A. Beatty, of American-British-Canadian Distributors, Toronto, has become associated with Aero-Peds Manufacturing Co. as sales manager and will handle the output of the firm all over the Dominion.

Among those who have returned from the West after most successful spring selling trips are H. E. Wettlaufer, of Charles A. Ahrens, Limited, Kitchener; L. M. Stock, representing Walker-Parker Co., Toronto; R. J. McAllister, representing the Brandon Shoe Co., Brantford, and R. B. Chalue, of Toronto, who has the selling agency for several shoe firms in the West.

Owens-Elmes, 89 Yonge street, Toronto, who have been in business for some fifteen months, have developed a splendid trade in high-class footwear and now find their present quarters inadequate to meet their rapidly growing clientele. The second floor, which has been used as a stockroom, will be converted into a children's department and also an upstairs woman's section. An elevator will be installed on the main floor just to the right of entrance and, when all the contemplated improvements are completed, the firm will be carrying double the amount of stock and have twice the floor selling space they have at present. Owens-Elmes have

developed a large mail order connection, specializing in all widths and all sizes.

Clarence E. Girvan, for the past ten years with the firm of Waterbury & Rising, was made the recipient of a testimonial by the employees at the King street store, St. John, N.B., recently. Mr. Girvan has severed his connection with the firm and has entered upon his new duties as manager of the footwear department with the Canadian Consolidated Rubber Co. On the eve of his departure the opportunity was taken to present him with some tangible expression of the high esteem in which he is held by his associates.

A recent despatch from Halifax says: Deputy-Sheriffs Scriven and Mitchell, under a bond of \$10,000 handed to Sheriff Hall by the Canadian Consolidated Rubber Co., and the Amherst Boot and Shoe Co., under execution issued by the Supreme Court, made one of the biggest boot and shoe seizures ever made in the city, gathering up in different shoe stores goods to the value of about \$5,000. The stock consisted of all new goods, and when the seizures were all concentrated in one store they nearly filled it. They are held under the bond and the deputy sheriffs had the aid of the local police and a force of ten men and seven teams engaged in the transfer of the goods, which are now held subject to further legal proceedings.

CONDENSED ADVERTISEMENTS

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

SHOE SALESMAN—Covering Saskatchewan for past seven years for leading shoe jobber of West, desires position with manufacturer working with the Prairie Provinces. Salary or commission. Box 50, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

YOUNG MAN SEEKS PERMANENT POSITION IN high-class shoe business. Three years' experience in dry goods, also a manufacturing knowledge of shoe business. Apply Box 114, Galt, Ont.

ADVERTISER WISHES TO REPRESENT TANNER or wholesale leather and findings house in Western Canada on commission and expenses. Thorough practical knowledge of trade for twenty-five years. Box 500, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

GOOD ALL-ROUND SHOEMAN, 40 years old, with eighteen years' experience in the retail trade, wants position. Address, "Shoeman," Box 31, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

LOST OR TAKEN BY MISTAKE—From the Queen's Hotel, Toronto, one sample shoe trunk containing samples of Corbeil, Limited, Montreal. Any information leading to its recovery will be gladly received and rewarded. Box 2, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

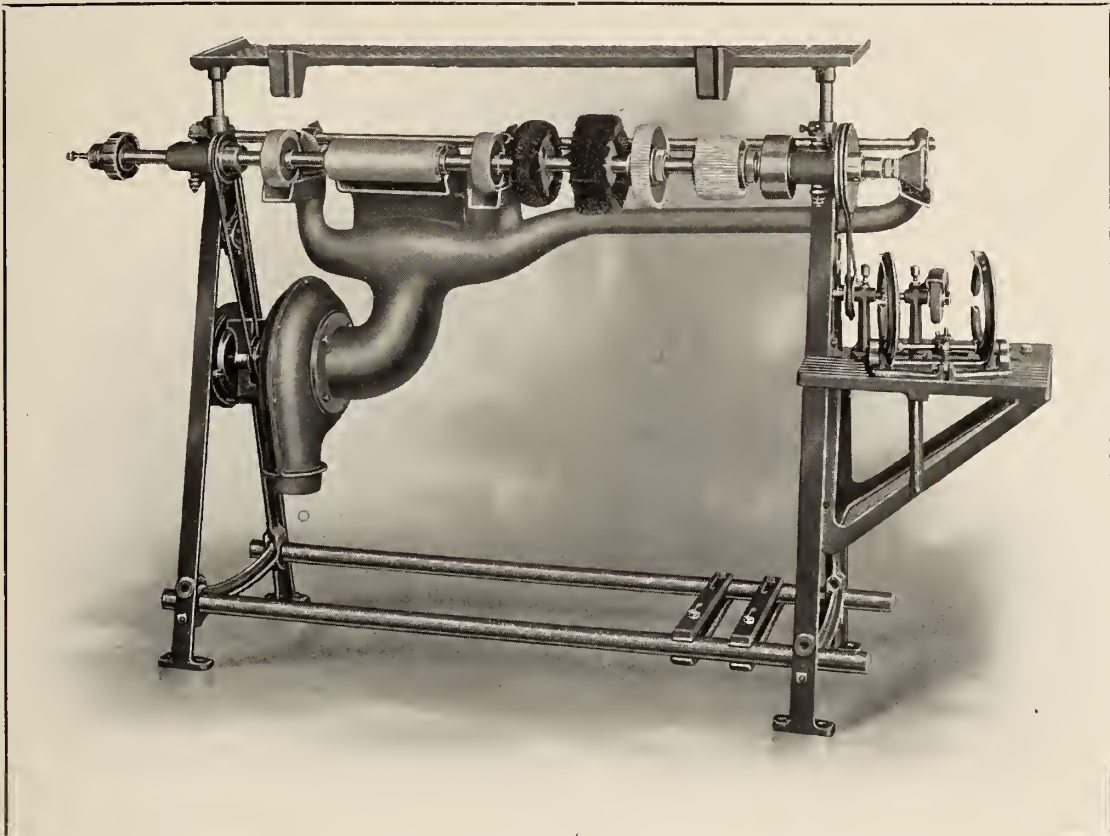
Leicester, Eng.

and at Kettering, Northampton
Bristol, and Norwich.

Cable "HIDES" Leicester.

USMC

WE HAVE EQUIPMENT FOR EVEN THE SMALLEST REPAIR SHOP



6 Foot Shoe Repair Outfit—Model P.

Equipment as follows:—

- 1 Heel Breast Scouring Wheel
- 2 No. 43 Brushes (one black, one brown)
- 1 One Corrugated Rubber Shank or Heel Finishing Wheel
- 2 Heel Scouring Wheels
- 1 Iron Heel Burnishing Wheel
- 1 Edge Setting Spindle with
- 1 Forepart Nashua Iron and 1 Shank Iron
- 2 Cast Iron Ink Pots Furnished

This is our smallest and simplest Outfit designed especially for the busy little shop of limited space and where there is not sufficient room or sewing enough to require a stitcher. The motor connects direct to the working shaft and a powerful dust system is driven from the shaft.

Self oiling bearings—steel work top tray—case malleable blower, case and frame—Cast Iron Ink Pots and motor brackets furnished complete with Outfit.

Cash payment or easy instalment plans.

Write for our Catalog of these new Machines.

United Shoe Machinery Company of Canada, Limited

122 Adelaide St. West, TORONTO

MONTREAL, QUE.

28 Demers St., QUEBEC

179 King St. W, KITCHENER

HIGHEST

QUALITY

CLARKE'S



PATENT LEATHER

Absolutely Reliable



**CLARKE'S
PATENT
LEATHER**

**CLARKE'S
PATENT
LEATHER**

Patent Leather is the first in the hearts of the members of the Fair Sex demanding the highly refined and artistic in Footwear Fashions.

'Tis well to bear this in mind and also the fact that
**CLARKE'S PATENT LEATHERS ARE
ABSOLUTELY RELIABLE**

A. R. Clarke Leather Company Limited

TORONTO

CANADA

THE SHOE & LEATHER JOURNAL

CANADIAN SHOE AND LEATHER CAPTAINS

SUBSCRIPTION
IN
ADVANCE

\$1.50
PER YEAR
\$2.00 FOREIGN



A. E. MAROIS, QUEBEC, P.Q.

TORONTO
DECEMBER 1
1917

THE
THIRTIETH
YEAR

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Walked about, Talked about,
The line you cannot do without,
The shoe with the

MONARCH BRAND ON

We are sounding our slogan from one end of Canada to the other, and the demand for our shoes is growing every day. You can buy by mail the following IN-STOCK numbers:

- No. 714—Royal Purple Bal, Neolin or leather sole, Elect last, widths D and C, sizes 5½-9.
- No. 639—Gun Metal Bal, matt top, Neolin or leather sole, Elect last, width D, sizes 5½-9.
- No. 812—Vici Kid Blucher, leather sole, Easy last, width C, sizes 6-10.

ORDER TO-DAY

It pays to provide the popular brand

Manufactured by

The Brandon Shoe Company, Limited
Brantford, Ontario

P.S.—Merchants who have bought the above Stock lines or merchants purchasing Stock Shoes can size up in any number of pairs desired.

Keeping Up the Stock

Which is another way of saying

“SORTING”



NOW, when it comes to sorting (and this is the sorting season) it's a ticklish job. You want a few pairs of this and a fewer pairs of something else. You dislike spreading these little orders among a half dozen manufacturers. With

OUR IN-STOCK SERVICE

You are relieved of all sorting worries. From our immense stock of the very pick and cream of the best manufacturers you can have YOUR ENTIRE NEEDS SUPPLIED, no matter what they are.

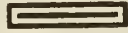
That's another big advantage of buying from

James Robinson

Montreal



TEBBUTT FOOTWEAR



In Tebbutt Lines are embodied the two great essentials of

Perfect Footwear Style and Health

There is, therefore, a double advantage in handling the *Doctors and Professor Brands*.

They answer every demand for *Style* as well as *Comfort and Health*.

Write us for full particulars, then order from your jobber.

Tebbutt
Shoe and Leather Co.

Three Rivers, Que.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO



*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



Davis Calf Leathers



DUCHESS RUSSIA
ROYAL PURPLE RUSSIA
BROWN RUSSIA No. 33
BRIAR BOARDED CALF
CHERRY WILLOW No. 84

are the most popular shades of Colored Calf on the market to-day.

Matt Calf

Our Matt Calf is acknowledged to be superior to all other Matt.

Nigro Calf

Put our Nigro Calf in your shoes. It looks better, feels better and wears better. It may make your shoes cost a few cents more than Side Leather, but quality is remembered long after price is forgotten.

Your reputation is at stake. Use Davis Calf Leathers and be safe.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO, CANADA

Largest Tanners of Calf Leather in the British Empire



The Selling Value of the Union Stamp

Why not enjoy the selling value of the Boot and Shoe Workers' Union Stamp?

Between two and three million members of the American Federation of Labor directly endorse this stamp and insist on seeing it on their footwear.

The Boot and Shoe Workers' Union Stamp is a business asset to the manufacturer who places it on his shoes, and the retailer who handles these shoes.

Mr. Retailer, the Union Stamp costs you nothing and it is a powerful selling factor for your shoes which are received from factories where production is uninterrupted by labor strikes or factory difficulty.

Why not insist on Union Stamp Shoes for the coming Season?

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

Boston, Mass.

JOHN F. TOBIN, Gen. President

CHAS. L. BAINE, Gen. Sec'y-Treas.



*The Words,
"BELL SHOE"
Signify the Best.*

It is the artistic finish and appearance of BELL SHOES that first attract one's attention. Then, when the shoe is placed on the foot, the exclamation is invariably, "Oh, how comfortable!"



What a splendid combination —STYLE and COMFORT, and when coupled with BELL QUALITY you have the highest conception of perfection in Footwear.

J. & T. BELL
LIMITED
MONTREAL

*SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA*

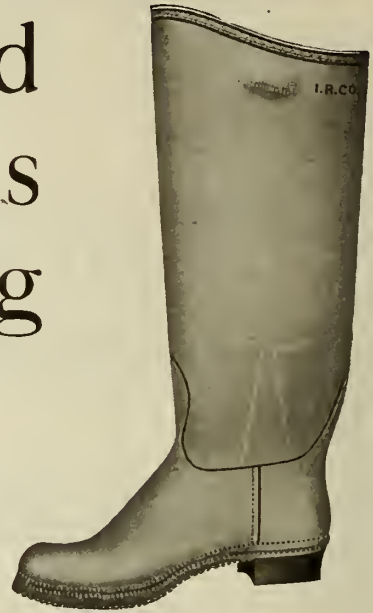
ALSO
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes





The Demand for Rubbers is Increasing

There are several contributing causes to the increased demand for rubbers. One is the high price of leather.



Keep your stock well up. Whatever your local demand is, whether for lumbermen's heavy lines and all in between to the light, really stylish makes for women's wear, they can be had in



THE INDEPENDENT RANGE

And don't forget your SPEED KINGS

ORDER FROM ANY OF THESE:

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The J. Leckie Co., Limited	- - -	Vancouver, B.C.
E. A. Dagg & Co.	- - -	Calgary, Alta.	The Amherst Central Shoe Co., Limited	- - -	Regina, Sask.
A. W. Ault Co., Limited	- - -	Ottawa, Ont.	James Robinson	- - - -	Montreal, Que.
White Shoe Co.	- - -	Toronto, Ont.	Brown, Rochette, Limited	- - - -	Quebec, Que.
McLaren & Dallas	- - -	Toronto, Ont.	T. Long & Brother	- - - -	Collingwood, Ont.
The London Shoe Co., Limited	- -	London, Ont.			

THE INDEPENDENT RUBBER CO., Limited
MERRITTON, ONTARIO



TETRAULT'S FRONT LINE WELTS

THERE'S something attractive, something that thrills in these days about those two words:—"Front Line." Anything that occupies the Front Line place must have the punch that makes it a winner. It's that Winning Punch in

TETRAULT WELTS That has placed them right in THE FRONT LINE

And they can't be dislodged, for they are there WITH THE PUNCH

With the STYLE
With the QUALITY
With the PRICE and
With the BIGGEST SALES

It Pays to Sell TETRAULT WELTS

Tetrault Shoe Mfg. Co., Limited

Largest Makers of Goodyear Welts in Canada

Office and Warehouse :
9 Rue De Marseilles,
Paris, France

Montreal

Sold by all First-Class Jobbers
in Canada



WHITE'S IN-STOCK LINES

For Immediate Shipment

Take advantage of these offerings AT ONCE. They will not last long. Every pair a big value.

Fancy Indian Moccasins



- 689 Men's Tan Ooze Moccasin Slipper, 6 to 11.....\$0.95
- 688 Women's Grey Buck Moccasin Slipper, fleece lined, fur trimmed..... 1.15
- 690 Women's Tan Ooze Moccasin Slipper, 3 to 775
- 691 Misses' Tan Ooze Moccasin Slipper, 11 to 260
- 692 Girls' Tan Ooze Moccasin Slipper, 7 to 1050



- 693 Child's Tan Ooze Moccasin Slipper, 3 to 6.....\$0.40
- 695 Men's Choc. Dongola Romeo Slipper turned \$2.50

Moose Moccasins and Sheep Socks

- 817 Men's Sheep Wool Moccasin, 6 to 10. Per doz. \$15.00
- 821 Men's Moose Moccasin, 7 to 12Per doz. 19.80
- 822 Women's Moose Moccasin, 3 to 6.....Per doz. 17.40
- 823 Misses' Moose Moccasin, 11 to 2 ...Per doz. \$15.00
- 824 Girls' Moose Moccasin, 8 to 10Per doz. 13.20
- 825 Childs' Moose Moccasin, 3 to 7Per doz. 10.80

Knitted Lumbermen's Stockings

- 802 Men's Black Worsted Knitted Stocking.....Per doz. \$13.80
- 803 Men's Black Wool Knitted Stocking.....Per doz. 10.50
- 806 Men's Black and Red Knitted Stocking.....Per doz. 9.00
- 807 Men's Oxford Knitted Stocking.....Per doz. 6.00
- 808 Men's Black Knitted Stocking.....Per doz. \$7.00
- 809 Men's Black Knitted Stocking.....Per doz. 7.50
- 812 Boys' Black Knitted StockingPer doz. 5.75
- 814 Youths' Black Knitted Stocking.....Per doz. 5.25
- 815 Boys' Black Knitted Stocking.....Per doz. 6.50

WHITE SHOE CO. LIMITED

48 YORK STREET

TORONTO

ONTARIO

WHITE'S IN-STOCK LINES

For Immediate Shipment

Order promptly to insure delivery. Every pair listed IN-STOCK now, but will go quickly.

Felt Boots and Slippers

746 Men's Felt Bal Dongola, wing foxes leather sole	\$2.50	863 Women's All Felt Slipper, heel	\$.90
747 Men's Felt Bal, Dongola tip, leather sole	2.55	864 Women's All Felt Slipper, no heel	.85
761 Men's Grey Felt Buckle Slipper, flexible leather sole	1.45	765 Misses' Felt Bal, Dongola fox, plain, leather sole	1.85
840 Men's Felt Blu. Bal, 10-inch, strap top, felt sole	3.00	869 Misses' All Felt Bal, leather tip, felt sole	1.80
845 Men's Felt Bal, Dongola wing tip, felt sole	3.00	873 Girls' All Felt Bal, leather tip, felt sole	1.45
847 Men's No. 1 Felt Bal, felt sole	2.65	882 Women's Grey Felt Bkle. Slipper, felt sole, leather outer	1.20
848 Men's No. 2 Felt Bal, felt sole	2.40	895 Women's High Cut Red Felt Kozy Slipper	.95
850 Men's All Felt Slipper, heel	1.00	896 Women's High Cut Brown Felt Kozy Slipper	.95
851 Men's All Felt Slipper, no heel	.95	897 Women's High Cut Grey Felt Kozy Slipper	.95
852 Men's Grey Felt Kozy Slipper, pat. trimmed	1.00	898 Women's Red Felt Kozy Slipper	.90
853 Men's Black Felt Kozy Slipper, plain	.95	899 Women's Brown Felt Kozy Slipper	.90
748 Women's Felt Bal, Dongola top, fox pat. tip, rubber heel, leather sole	2.65	902 Women's Grey Felt Kozy Slipper	.90
751 Women's Felt Bal, Dongola fox tip, leather sole	2.25	908 Misses' Grey Felt Kozy Slipper	.80
752 Women's Felt Bal, Dongola fox plain, leather sole	2.25	909 Misses' Red Felt Kozy Slipper	.80
754 Women's Felt Bal, kid vamp, plain, leather sole	1.85	910 Girls' Red Felt Kozy Slipper	.70
755 Women's Felt Bal, Dongola tip, leather sole	2.10	920 Child's All Felt Bal, leather tip	1.10
859 Women's No. 1 Felt Bal, felt sole	2.10	936 Men's Plaid Felt Bkle. Slipper, felt sole, leather outer	1.50

Hockey Boots

701 Men's Mule Hockey Speeder, spring heel	\$3.35	721 Boys' Mule Hockey, inside ankle support, spring heel	\$2.75
703 Men's Mule Hockey, inside ankle support, spring heel	3.45	726 Boys' Wax Split Hockey, pearl mule trimmed, spring heel	2.15
704 Men's Mule Hockey, inside ankle support, spring heel	3.35	727 Boys' Box Kip Hockey, heel strap	2.15
708½ Men's Mule Hockey, inside ankle support, spring heel	2.65	729 Boys' Wax Split Hockey, heel	1.85
709 Men's Boston Split Hockey Speeder, spring heel, tan trimmed	3.00	730 Boys' Wax Split Hockey, inside ankle support, spring heel	2.15
711 Men's Box Kip Hockey, pearl mule trimmed heel	2.45	731 Youths' Wax Split Hockey, inside ankle support, spring heel	1.85
712 Men's Wax Split Hockey, inside ankle support, spring heel	2.55	735 Women's Chrome Grain Hockey, inside ankle support, heel	2.55
714 Men's Wax Split Hockey, spring heel strap	2.45	737 Women's Box Kip Hockey, fleece lined, heel	2.55
715 Men's Box Kip Hockey, heel strap	2.50	739 Women's Box Kip Hockey, fleece lined, 8-inch spring heel	3.65
716 Men's Mule Hockey, pearl chrome trimmed, Speeder	3.90	740 Women's Box Pebble Hockey, heel	1.95
722 Men's Box Grain Hockey, heel strap	2.25	743 Misses' Chrome Grain Hockey, heel, fleece lined	1.80

WHITE SHOE CO. LIMITED

48 YORK STREET

TORONTO

ONTARIO



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

**AMES
HOLDEN
McCREADY**
LIMITED



Fill your shelves with
“LIFE-BUOYS”
 now

BOOTS
LUMBERMEN’S
OVERSHOES
 ETC.

and be prepared for the first
 sorting demand.

Address your orders
 to our nearest branch
 warehouse.

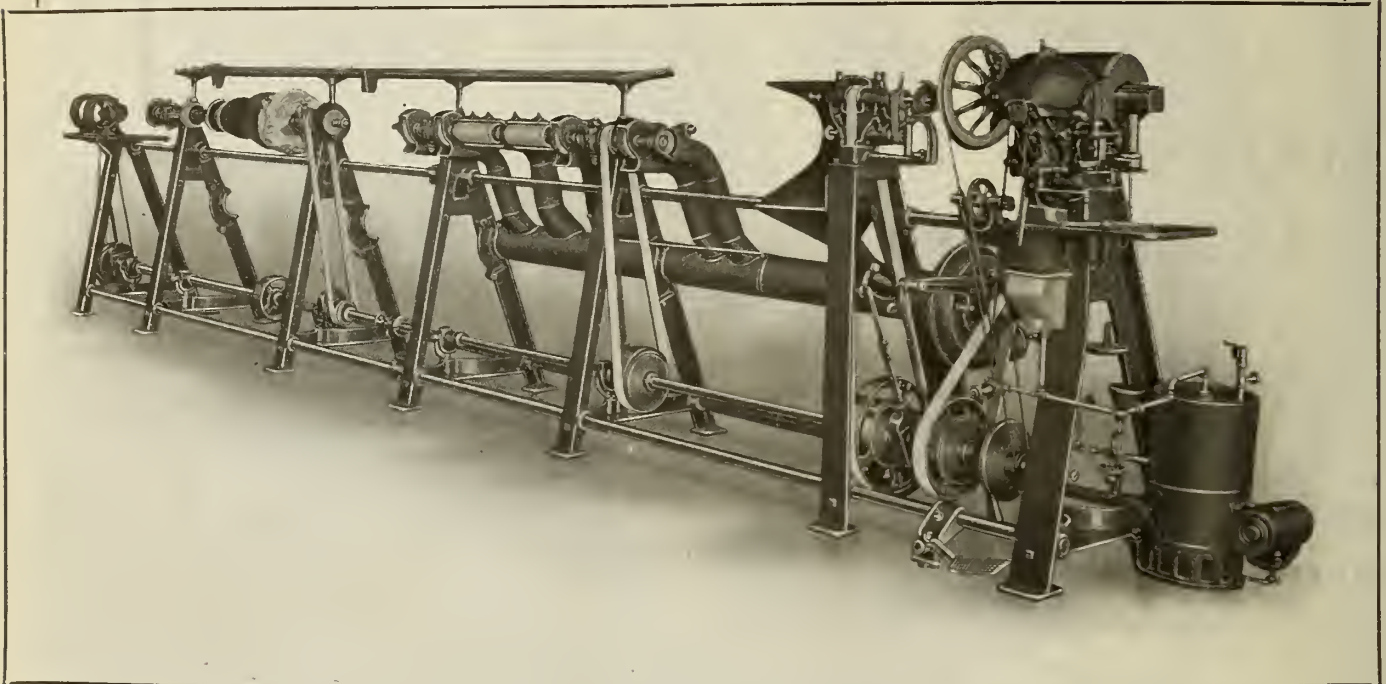


The
Kaufman Rubber Company, Limited
 KITCHENER, ONTARIO

Have you provided for your 1918 Outing Shoe requirements? If not, see a “Life-Buoy” salesman, or write us direct. You cannot afford to delay.

MACHINERY AND SERVICE

USMC



22 Foot Goodyear Shoe Repairing Outfit—Model N.

The latest and best MACHINE OF ITS KIND.

NOT made on the "Good enough for the Repair Man" principle
—but FACTORY STRONG—the best that our large staff of
Shoe Machinery Experts and Mechanics can design and build.

QUALITY - DURABILITY - EFFICIENCY

On terms that places it within reach of all.

Write us for particulars.

United Shoe Machinery Company of Canada, Limited

MONTREAL, QUE.

122 Adelaide St. W.
Toronto

179 King St. W.
Kitchener

28 Demers Street
Quebec

A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied:—

- (1) Good goods at the right prices.
- (2) Courteous treatment.
- (3) Prompt service.

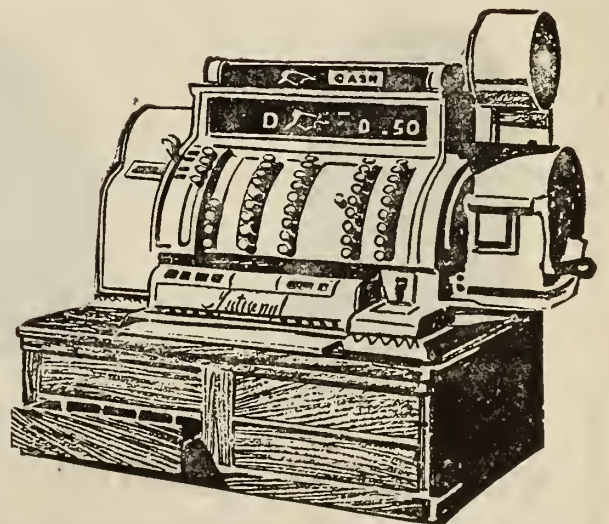
Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.



The National Cash Register

Company of Canada, Limited

350 Christie St.

Toronto, Ont.



CHROMOIL



Will Outlast Two Pairs of Ordinary Oil Tanned Leather and Keep Out the Water Better.



Farm Shoe

Chromoil Shoepacks and Larrigans

Mean Satisfaction to Your Customers and Profit to You.

Our Farm Shoe

has all the comfort of a moccasin, but will keep its shape like a boot. Great for wear. Fits the foot like a glove.

Our Trench Boot

is made of Chromoil Leather, and will stand the tremendous strain of trench warfare better than any other shoe made.

Palmer - McLellan Shoepack Co.
Fredericton, N.B. Limited

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

The Very Newest In Women's

Leather Lines

OUR present output in Leather Footwear includes some of the very newest style-creations recognized in the fashion centres of the United States. Among these are the new low heels, pointed toes, plain toes, imitation tip, etc., and in the various popular colors and shades, BROWN, BLACK, PATENT and GUN METAL.

White Goods

WE HAVE exercised much thought and great care in the production of our White Goods, being particular to have them conform to the style models the same as our Leather Lines. As White Goods will be popular for a long time it will pay to stock these in plenty, for there will be a big demand for them.



*Every Line is a
Profit Producer*



Gagnon, Lachapelle & Hebert

Montreal



RINEX SOLES

In the all-important test of wear and service, "RINEX" SOLES, far and away, surpass any leather sole.

Thousands of Canadians have experienced the comfort and resiliency of "RINEX" SOLES.

"RINEX" SOLES are absolutely waterproof, and in that respect give the wearer additional comfort.

Be sure and specify "RINEX" SOLES on your next order of shoes. Your customers will be quick to appreciate this advantage.

*"RINEX" SOLES are
made and guaranteed by*

**Canadian Consolidated Rubber Co.
Limited
Head Office, Montreal**

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria.

Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscriber in Advance
\$1.50 Per Year
Foreign, \$2.00

THERE IS ONLY ONE ISSUE

THE only business worth while to-day is WINNING THE WAR. It matters little what may happen to individual interests so that this is assured. If we lose the war we lose business and everything else that goes with liberty. To hear men prate about the war affecting their business is like listening to a boy whining about his top while the home burns. If the war is won, there will be business enough, and if it is lost there will be no business to worry about.

To hear people rant about "political principles" and party advantage is maddening. What do we owe to either party or its "principles"? What are "party principles" worth with a ruthless and relentless enemy thundering at the gates? The only principle worth the thought of any red-blooded man is Right. The best men of both parties stand for a fight to a finish on this principle. Let us stand behind them. Let us mark the narrow-minded "party" men on either side, who are willing to sell their country for a mess of political pottage.

The temptation will come to plenty of men, especially young men, to vote against "conscription" in casting a vote against Union Government. The day will come when these men will blush to the roots of their gray hairs at the remembrance that their vote was once given to withhold support from the men who have so valiantly defended the outposts of liberty against the ruthless barbarian. Let not our sons or our son's sons say that personal advantage directed our ballots at an hour in the history of the country when its very existence hung in the balance.

The call to the manhood of Canada is to "STAND BY." It is no time even for a trade paper to turn aside and wash its hands in weak self interest. The one and only issue is—Shall we back up those who have forsaken home and country and gone to take their places with the chivalry of Europe in the greatest crusade for freedom and liberty of all time?

There never was an election in the history of Canada which meant so much to it and to the world at large. Failure to stand by our army at the front and failure to stand by the Motherland means not only an ignominious withdrawal from a position which has given us our place amongst the nations of the world, but it invites all that this withdrawal means in lost prestige and lost ground commercially as well as nationally.

One of the most awful curses of Holy Writ is devoted to a nation that sat back during a national crisis: "Curse ye, Meroz; curse ye, Meroz, bitterly; because they came not up to the help of the Lord; to the help of the Lord against the mighty."

But there are men enough in this good country who will respond to this call to a DUTY that is as far above personal feeling, business interests and party advantages as the heavens are above this war worn earth.

Booming Business By Giving Premiums

Good, Useful Articles Appear to Yield the Most Satisfactory Returns—How Some Dealers Conduct Contests and Stimulate Trade—Best Plan is to Award Gifts in Direct Proportion to Purchases Made and to Show no Favoritism

DOES the use of premiums pay the shoe retailer? If so, what form should they take? To whom should they be given? What restrictions should be placed on souvenirs and should their distribution be extended for a long period of time or only for a few days? Should something be given away in the shape of a novelty, or should the premiums be useful and serviceable? Do voting, guessing, popularity and other contests pay?

These and many other questions are often asked, and on this point no infallible advice can be tendered, for what one shoe merchant finds beneficial, another finds harmful and what brings success in one centre may result only in a considerable outlay in another with no corresponding benefit.

Most retailers, however, think that it pays to give away good premiums—articles that are worth while and in one scheme followed by a western man, which has worked out to very good advantage, it has been found that the cost is about two per cent. The prizes are all of good quality and are appreciated by the customers. This retailer adopts this particular form of advertising. He does not use the newspapers, posters or booklets, because he thinks that premiums have a more lasting and beneficial effect. Of course, there are various kinds of advertising: it does not necessarily imply that printers' ink is the only kind. There are so many ways and methods of keeping a name and business before the public that it is often difficult to winnow the wheat from the chaff.

The Self-Satisfied Establishment

Now and then one meets a merchant who says, "I have been here for many years. This house has been selling shoes for well nigh unto half a century. My father was in business before me and we have had customers coming to us for generations. Advertise? Why no, sonny. There is no need of it—not the slightest. We are so widely known now that no one within a radius of thirty miles can mention footwear and not think of T——, the shoe man, and as for business, we are doing about all we care to do. We turned over fifty thousand dollars last year, and that is pretty good for this burg."

Well, complacency is an ideal attribute in the mark-timer and in the contented being, but the healthy, normal, live wire, red blooded, keen business man is not satisfied to jog along at the same old gait year by year. He wants to go on doing greater and better things. He realizes that opportunity is bigger and buying power and volume increasing all the while. He desires to get in on a good thing while it lasts. He does not want somebody else stepping in and securing more than their share of what is going and at the same time drawing the trade away from his own door. Any plan, there-

fore, that will increase business and make a more frequent turnover of stock is one that should be welcomed and should prove an incentive and stimulus to others.

Getting After More Volume

The fellow who is solaced with things as they are, who, if he equals last year's record or exceeds it by five per cent., is thoroughly satisfied, does not need to be up and at it every minute; but most retailers nowadays, in this age of keen competition and the survival of the fittest, have to hustle and hustle hard for every dollar they get and to retain the hold they have upon the public, which, at best, is fickle-minded and as evanescent as capital itself. However, each one must determine for himself what publicity he desires.

In order to afford premium lovers some conception here is a successful plan followed out by one man and he is pleased with it. It applies to the children's department and will therefore be of very great interest to merchants in general who realize that the future buyers—the on-coming purchasers—are the armies now going to school. They will in a very short time be the patrons of to-morrow.

When a customer makes a first purchase he is given a card, one side of which illustrates two or three premiums and explains the elements of the premium plan, and the other side of which has numerals around its border which add up to \$20. On the latter side there are blanks provided for the names of the parents of the child for whom purchases are made, the street address, the name of the salesman, the date and the number of children of these parents under 15 years of age. This set of blanks is filled in, of course, when the first purchase is made. The card is supposed to be taken to the store each time a purchase is made. The card is transferable.

The Inscription on the Cards

One of the cards of this sort recently issued pictured three premiums: A fountain pen, a watch and a doll. This side of the card is headed "Premium Card" and read as follows: "Purchases of boys', girls' or babies' K—— shoes to the amount of \$15 entitle the boy or girl to a boys' guaranteed watch with compass in stem, a self-filling fountain pen, or a doll similar to the illustration. With purchases amounting to \$20 we give a small watch or a large 'Baby doll' free.

"These premiums are furnished from the advertising appropriation, as it is better to give you the premiums than to spend the same amount in the newspapers and other advertising mediums. Other premiums may be added or changes made without notice.

(Continued on page 24)

Know Your Customers' Needs

Do Not Guess or Imagine Their Likes or Preferences, Get at the Facts—How a Large Retail Organization Built Success on Knowing Its Customers' Requirements

THE Liggett Drug Stores are now an institution in all large centres. The organization has some eight thousand stores in the United States and Canada and England. They originated with Louis K. Liggett fifteen years ago, who got the idea that they could be linked together in purchasing and selling arrangements. In discussing store methods and principles recently in the "American Magazine," Mr. Liggett says:—

Human nature is so much alike everywhere that it is possible to learn it and harness it and make capital of it on a big scale in retail business. If one will only study human nature he can conduct his business with something approaching scientific precision, and get away from the old hit or miss methods and rule of thumb.

For example, the old-fashioned way is to place on sale what the storekeeper thinks the customer will want, or ought to want, and then wait for the customer to come in and buy it. The more modern plan is to know in advance, in so far as possible, exactly what the customer is going to want, and then provide just that. A good retailer should know more about the average customer's needs and preferences than the average customer does himself.

One Woman Out of Ten Wants No Perfume

Take, for instance, the item of perfumery. Now, there are all kinds and grades of perfumery, from the very mild kind to the extremely smelly kind, and it is used by all types of women. One way to sell perfumery would be to pick at random a variety of grades, and trust to luck to hit on an assortment that would sell evenly. Obviously, it would be a big disadvantage to have too many of one kind and not enough of another. Yet that is the way a great deal of stocking up is done. And all the while, if the retailer only knew it, the customer's wants are a very definite thing: So many women out of a thousand like a certain kind of perfume, and it doesn't much matter whether they are on Broadway or in Idaho. The ideal way, therefore, is to have just enough of each variety of perfume to meet the requirements and no more.

Finding What People Like

There is no deep psychology about the idea of finding out what people like. It is just plain common sense. Yet it is a comparative novelty. The tendency has been to proceed along lines of haphazard guesswork. If I were conducting a newspaper, or magazine, or motion picture theatre, or any kind of store, I should spare no reasonable expense to ascertain just what my customers thought of the stuff I was offering, which things they liked best. I would aim to know, not only in a general way, but with

precision. Think, for example, what an advantage an editor has over his competitors if he knows exactly what his readers like, what percentage care for a certain kind of news, or a certain department in the paper, and his competitor is merely guessing at it.

Have Got to Give Them Quality

But in addition to finding out what people like, you have got to give them quality in merchandise. I regard quality as more important than almost anything else in business. I would rather make an article as good as it possibly can be made, even though the cost be prohibitive, and make my profit by unique selling and operating method, than to produce inferior goods and make money by selling these goods at a high price. Business men can learn no better motto than "Quality First—Always."

I feel that we are approaching an era of definiteness. The man who knows exactly what he is about, where he is going and how he intends to get there, will stand a good chance to outstrip the other fellow.

This detail of scientifically investigating people's wants is only one of hundreds of ways that we try to capitalize human nature. We find it wise to know not only that people like a certain thing but why they like it. Referring again to perfumery, for purposes of illustration, we found out that the odor of the rose is vastly more popular than that of lilies or lilac. And the reason is that one tends to be buoyant while the other is heavy and depressing. The woman customer who prefers rose to lilac probably doesn't know why. If we didn't understand the psychology of the thing any better than she does, we should be working in the dark all around. Moreover, we know why it is blended perfume is far more popular than any one particular odor—because a person tires of too distinct an odor, just as one tires of too decided a pattern in clothes. A plain blue serge will sell better in the long run than a black and white-plaid. The subtle, intangible thing in perfume is best because it carries with it something of elusiveness and mystery. The average woman does not like to be identified by her fragrance the moment she enters a drawing-room. And no husband wishes to have his wife use perfume of too definite an odor, no matter how well he might like it at first. In time it might get on his nerves.

Differences Between Men and Women

Thousands of articles are sold because they appeal to some one or more of the five senses rather than to one's reason. Women, especially, are reached through their senses. They buy a fabric because it looks pretty or feels good when they take hold of it.

A man is more likely to consider such advantages as cheapness or durability; things, you see, which reach his reasoning powers. Automobile salesmen are likely to talk to a woman about the shape of the car, the color of the paint, the upholstery, and the easy-riding qualities, rather than about the efficiency of the engine.

If a merchant or manufacturer can offer an article that tastes better, looks better, smells better, feels better, or sounds better and IS better than any similar article on the market, and has proper selling methods, he can make a fortune.

Men buyers are by no means immune to this appeal through the five senses, though they are not reached in just the same way. The masculine tastes are more vigorous. A man is quite likely to prefer a rich red color where a woman would wish pale pink or baby blue; a man orders strong coffee, and his wife, maybe, takes weak tea.

We have given a great deal of thought to the item of color alone, to find what kind of ribbon on candy boxes, for instance, and what color in various other wrappings will attract the largest number of buyers. In selling candies we have to keep it constantly in mind, too, that while women are the candy eaters, men are apt to be the candy buyers—especially when it comes to the higher-priced goods. They buy for gift purposes. And a man will, of course, pay more for a box of candy to take to his sweetheart than she would pay if she were buying it for herself.

Exact Moment to Suggest Further Purchases

We make it a point in our stores to have what might be called suggestive grouping of articles. When a man comes up to buy a safety razor, he finds various other toilet accessories—shaving soap, talcum powder, and the like—in the same case, or near by, where his eye may easily take note of them. If he needs any such articles he is reminded of the fact and, perhaps, asks for them. Our clerks are instructed to make tactful suggestions about other articles the customer might need, but we are careful not to make this offensive.

It is not difficult to tell which customers will welcome suggestions and which will not. When a woman walks up to the counter and states in an authoritative tone that she wishes to buy a hair brush, and has the air of knowing exactly what she wants, we know that it may irritate her if we make any suggestions. But, on the other hand, there is the customer who is not certain about what she needs, and suggestions will actually be a favor to her. Not long ago a friend of mine went into a sporting goods store to buy some fishing equipment. He had never been fishing before and hadn't the remotest idea what he ought to buy. So the clerk entered into the spirit of the occasion and told him. And my friend was mighty glad that he did. The clerk not only sold more goods, but he conferred a service.

There is a funny thing, though, about making a suggestion. Unless it is timed just right, it does not lead to any more sales. It should be made within a few seconds after the customer has made his first

purchase. If we take the customer's money, get his change, hand it to him, and then suggest something else, it is likely to be too late. He doesn't want to go through the whole operation of buying and getting change again. Unconsciously he regards buying anything as a closed incident for the time being. Neither is it wise to talk about selling him something else before he has finished selecting the article he came in for. Let us suppose that a woman asks for a tooth brush. If we instantly say, "And will you need any tooth powder?" before we even show her the tooth brushes, she is justified in being annoyed. But having satisfactorily provided her with the tooth brush that she sought, we may, before ringing up the sale, tactfully call her attention to a special sale of facial soap. One of our best clerks insists that this kind of suggestion is most effective when made within eight seconds after the completion of the first sale.

The Best Place For a Sign

The average person is not a close observer. It is necessary to go more than half way to meet his ordinary range of vision, because he will not go the other half. We have made hundreds of experiments, with signs at soda fountains and find that, to get the best results, we must have a sign directly on the level of the average customer's eye when he is seated. As near as we can ascertain, an announcement of a new drink displayed at eye level is just five times as effective as one two or three feet higher than the eyes. An observant man may look up and see the sign that is higher up, but, as I say, there are comparatively few observing men.

And in signs, just as in any other form of advertising, it is important to have enough variety in the type sizes to give the eye convenient stopping places. For instance:

IT IS EASIER TO READ A LINE LIKE THIS—in a window card,
than—

TO READ ONE LIKE THIS

The letters in the second line, while capitals, do not afford the restful variety of the first line. Where the first letter, in each word, is higher than the others, they are like hooks upon which to hang one's attention.

One must never lose sight of the fact in retail business that people are creatures of habit. If they have been accustomed to buy an article in a certain shape or certain color of box, they do not know what to make of it if the color or shape is changed. For instance, cotton batting and medicated cotton have for a great many years come wrapped up in blue tissue paper. The idea is the same as that which prompts us to put bluing into the water when we wash clothes, because the blue makes the white seem whiter. Just now, because of war conditions, it is difficult to get the dyes for this blue tissue paper. But to use pink paper or plain white paper would mean a big reduction in the sales of the manufacturer who attempted anything so revolutionary. People are so in the habit of buying cotton in blue paper that they would be slow to believe it was the same cotton if done up in any other color.

Stray Shots From Solomon

The Bible has been put to queer uses in its time. Not long ago a fellow was arrested in Toronto as a vagrant who pointed to the text

IS WAR "labor not for the meat that
RIGHT? perisheth" as his excuse for living on the community. The judge promptly quoted the words of the Apostle, "If a man will not work neither shall he eat," and sentenced him to thirty days at the Industrial Farm. Dozens of husky young men have been hiding behind scripture texts during the past month while their fellows in Flanders have been stemming the Hun flood with sand bags and pushing the brutes back with bayonets. The early settlers of this great country put their trust in God and kept their powder dry. Some of these "safety first" scripture quoters would never have been here had their fathers kept a Bible instead of a gun in the fence corner while they swung the scythe. The "love of God" is a poor weapon on a dark night with a thug at the other end of a six shooter. The man who talks scripture with the Hun at the front door is a brother to him who lets him in at the back.

* * *

In this war as never before, "bulldog courage" has counted. The "insignificant little army" that Britain set down over the channel

HANGING —the first hundred thousand
TO IT that struck its heels into the Flanders mud—has "stuck" and is "bucking" its way through. Ten to one the odds were at the start and now the line is being steadily pushed to the touchdown. "I returned and saw under the sun that the race is not to the swift, nor the battle to the strong." There is something greater than discipline, something mightier than "kultur." Canada's big part in this game of the ages has taught her the lesson of holding on too well to think of letting go at this juncture. We are going to see the thing through by the grace of God, and that in spite of the "enemies within the gate" that would "make us afraid saying, their hands shall be weakened from the work that it be not done." "Now, therefore, O God, strengthen our hands!"

* * *

A "living dog" may be better than a "dead lion," but give us the "lions," dead or alive, that have blocked the path of the

LIVE DOGS Hun to Paris and London in preference to the "live dogs" that have managed to dodge the recruiting officer and fool the tribunals in the last three years of grace. It has been well worth while to find that with all its weakening influences the civilization of the twentieth century has not levelled the race down to that of the fifth century, when Rome had neither money to buy her liberty nor men to close her gates against the barbarian avalanche. The

"cook's son" and the "duke's son" have stood knee to knee in this grim business of stemming the tide of frightfulness that threatened to engulf the up-raised torch of liberty. The dust of the frail young heroes of the manor and of the counting house have mingled with that of the factory and the farm laborer upon a soil to which none of them owed love or fealty. They realized that there was "no discharge in the war" of free men against the oppressor.

* * *

Even the Food Controller has failed as yet to take the war seriously. There is altogether too much levity on this food question.

PULL IN "Blessed art thou, O land where
THE BELT thy princes eat in due season, for strength and not for drunkenness."

The Huns have already taught us the truth of the saying "a lean dog for a long hunt." Right at this moment there is more waste and gluttony in Canada than there has been in the last decade. You can't reason or cajole the ordinary man into stinting his stomach. You must throttle him. These little essays on war diet by the Food Control Department and talks to Women's Institutes on food packages are not worth powder to blow them over Gilroy's barn. What we need is action. Get the wheat to the sea-board. Stop the present waste of barley in turning it into beer. Stop the killing of lambs and calves. Prohibit the use of pork except on the farm, and the food situation will ease up. Let the hotels and big restaurants be put under rigid inspection and let the hogs who gorge themselves at home be given to understand that the boys at the front are going to be cared for at all hazards.

* * *

"Wisdom is better than weapons of war," but when a nation or man runs amuck the only remedy is that used for the mad dog.

SALVATION "As far as possible live peaceably
IN GUNS with all men," says the Apostle, but the Christianity that lets an enemy burn down your home and outrage your family is not to be found either in the Old Testament or the New. "The meek shall inherit the earth," but the weak may expect to say "Zu Befehl" to the Emperor of Germany. Christ says, "My kingdom is not of this world." but He does not expect us to hand over the earth to the Devil for the asking. This mongrel religion that some people talk is on a par with the craven politics that sets forth the plea that a plebiscite should be taken on the question as to whether our valiant little army in France shall be exterminated and the law of the jungle established amongst nations. Thank God, the vision to-day is so plain that "he may read that runneth."

Solomon

Leather Trade Jottings

What is Seen and Heard Among the Trade—Views
and News of the Leather Trade at Home and Abroad

THERE is a more hopeful feeling abroad, although there is not a great deal of business doing. Shoe manufacturers report a little more activity in general lines but, on the other hand, some makers of fine lines seem to find things somewhat quieter. This is particularly the case with men's goods, which appear to be moving slowly in the better grades. For the past two or three weeks the "Victory Loan" campaign has had some effect undoubtedly in this direction, as all minds have been directed to the satisfactory consummation of this enterprise. The great army of men, and particularly young men, engaged in the campaign must mean that the thought of apparel has been in the meantime laid aside. In women's lines the demand has been good and the stimulating effect of the fine weather early in November was very effectively followed up by a spell of cold weather that has been felt in all classes of footwear.

About Army Shoes.—The assurance given shoe manufacturers that an order would be put through for ankle boots for our soldiers abroad, while it has not been of a very definite nature, appears to have been satisfactory. It appears that the purchase is to be confined to requirements in England and that the boys in the trenches are to be supplied still with English made boots. If this is the case the amount of goods required will not make a very great impression upon the shoe production of this country. It seems that certain plates and nails called for in the specifications for trench boots or those required for front line service cannot be procured in Canada. A large shoe findings man on being shown this statement recently, smiled and said the shoe trade could get all this class of goods they liked to pay for. There seems to be a "nigger in the woodpile" somewhere. The shoe trade of Canada has never had a square deal in this matter of army supplies from the beginning. What with crank specifications, incompetent inspection and irregularities that disgusted our best manufacturers at the commencement, the hoodoo has kept up. The shoe trade of Canada has been deprived of the trade of these men at the front. The government should face the issue and give them a square deal at least.

The Victory Loan.—It is expected that the Victory Loan will be fully subscribed and that it will reach the three hundred million mark. But it will take more than this amount to take care of the wheat and munitions alone, so that the vague promises of maintaining the industries of the country through this Victory Loan are somewhat optimistic, to say the least. It will take at least a billion dollars to put Canada in a position to compete with the United States in regard to export to Great Britain on a loan basis. Something will have to be done

apart from the method being followed of tapping the savings accounts. The present experience will hardly warrant a repetition of the loan enterprise, although it can easily be seen that Canada has not done her full duty in the matter. Credit will have to be arranged, as the SHOE AND LEATHER JOURNAL has already pointed out. It ought not to be a difficult thing to even hypothecate the resources of a country like Canada in order to enable her to put her full share of financial backing of this great world enterprise in the scale.

Hide Situation.—Business continues steady and a fair amount of business is being done. Packers are maintaining prices in spite of the fact that buyers are bearing the market hard. The demand for leather and hides of weights suited for army and heavy civilian purposes is clearing up stocks pretty well and this is keeping prices firm. Heavy native steers are selling at 34c., with buffs steady and easy at 24c. The calfskin market is quiet, packers asking 45c., with outside city lots selling at 38c. to 40c. Very little is doing with salted hides and the dry hide market continues dull with mounted Bogotas selling at 41c. and Peruvians at 32c.

BOOMING BUSINESS BY GIVING PREMIUMS

(Continued from page 20)

"The above applies to boys', girls' or babies' shoes only. Hosiery, rubbers, findings and men's or women's shoes cannot be applied on this card. Don't fail to bring this card with you, for the amount must be cancelled at the time of sale. If this card is lost, we cannot give credit on a new one.

"Get friends to purchase the K— shoes and have amount cancelled on your card."

The proprietor states that the plan is very satisfactory. It brings back the customer and causes no hard feelings, since premiums are awarded in direct proportion to purchases made. No favoritism is shown and there is no chance for luck or any other element of that sort to enter in at all.

The boss has given away many premiums and finds that the cost to the store is about 2 per cent. The premiums used are of good quality and are appreciated by the customers, and would cost the proprietor slightly over 5 per cent. if all the cards were turned in. It is found, however, that less than half are turned in, so that the cost of this form of advertising is about 2 per cent. in this case. The plan has also brought the establishment many new customers, but it is especially instrumental in holding the old ones. Many families have used as high as six cards. The card is made out in duplicate and the original is kept in the office files and serves as a mailing list, which is very valuable for sending out catalogues or special follow-up notices.

"HUMAN NATURE" AS SEEN IN THE BOOT SHOP

DON'T HAND MONEY BACK TOO EASILY

The one object of the shoe business is to get goods sold and to get them sold right. To dispose of shoes that are saleable below regular values is not good business. To return money on every petty pretext shows lack of sound judgment or evidence that the one who does this is an easy mark. Not long ago a group of shoemen were discussing the case of one of their number who had sold a man's Havana brown calf bal to a certain customer, whom he knew intimately, for \$9.00. It so happened that this particular patron was perusing the advertisement of a large department store the next evening and in the shoe section of the announcement the word "Acme" caught his eye along with the following expressive phrase: "Great clearing sale of Acme shoes, only \$5.45 a pair."

This naturally opened the eyes of the reader and he immediately jumped to the conclusion that he had been "stung" by his regular retailer. Going to the store he said, "Here, Bill, you have charged me too much for that pair of Acme shoes," which, by the way, he had not yet worn.

"How is that?" inquired Bill.

"Well, I see them advertised by the G— department store for \$5.45 and you tax me \$9.00 and the shoes are exactly the same, for I went down and saw them myself."

"Well," replied the retailer, "I do not see how they can dispose of the Acme brand for any such money, as the very pair which I sold you for \$9.00 cost me \$6.15 wholesale, just seventy cents more than you have quoted."

"Too bad persisted the patron; "I cannot help that; every man has to look out for number one nowadays and I think in all fairness that you should hand me back the amount of the purchase price."

The caller pressed his point and, going to the cash register, the dealer took out \$9.00, gave it to the patron and took back the shoes.

In the conversation that followed the narration of this incident, one man spoke up and said that Bill was certainly an easy mark, especially when he knew his customer so well, to have one put over him like that.

"Would I return the money? No, sir, not me. I think I could put up a better argument than that footwear dealer did. There was no complaint on the ground of fit, only price. How would I get over it? Well, this way: I would say, 'Look here, Matt, the shoe that I sold you is one of a line made up particularly for me under a red ticket and is warranted to contain the best leather on the market. I paid more for that shoe a great deal than that department store is asking you for the so-called same brand, but let me tell you, although you do not know it, their goods under this name are very likely discards. There is some imperfection about them, you can rest assured of that. All that these shoes were put on for was to have a sale. I'll wager any amount that the goods were rejects or floor stock secured by the department store and they are not losing any money on their sale even at \$5.45. I could buy the same kind of stuff and sell it myself, perhaps not at this figure but at least for a dollar more, as I could not, of course, take the same quantity. My policy, however, is to have all Acme shoes made specially to my order. I know what I am getting and you know what you are getting and there is no thrown-back, defective, discarded merchandise, but shoes that are made right, of right materials and sold at a right price.'" Continuing the speaker stated: "If this very reasonable and definite stand did not satisfy my friend, before I would hand the money back, I would even go so far as to guarantee the wear and worth of the

shoes for a certain period, knowing that any experience, no matter how costly, would not involve as much loss as surrendering the profit, on what should have been a closed deal, by handing the money back. Any retailer who cannot put up a better defence than was done in this case has no license to be in the business. He is altogether too conciliatory to make money."

TRAPPED WOMAN CUSTOMER IN NEAT WAY

"Please give me the money back for these shoes; I am in a dreadful hurry and cannot wait a minute."

"Excuse me," said the clerk, "the boss is just upstairs and I will call him as he made the sale."

"Oh, I cannot remain a second. I have an engagement with my dressmaker and am behind time already. Let me have the cash please."

"Well, it will only take a minute to summon Mr. J——" pleasantly replied the young man, who had already given the signal for the boss's appearance and in walked Mr. J——.

"What is the trouble?" he inquired in an agreeable tone.

"Oh," piped out Mrs. S——, "I bought these shoes here and as they do not fit me, I want to get my money back. I am in desperate haste."

"Did you bring your slip?" calmly asked Mr. J——.

"Oh, yes," she replied breathlessly, as she fished it out of her hand bag.

"You evidently did not read it," stated the retailer. "Otherwise you would not try to exchange these shoes or to get the money back."

"How is that?" inquired Mrs. S——. "Well," asserted Mr. J——, "it states plainly on the sales slip that all applications for refund or exchange must be made within one week from the date stamped on the bill. The date here shows that you got these shoes over two weeks ago."

"Oh, is that so?" said Mrs. S—— in surprise. "I did not know. You see I was away to the country for a few days and that is the reason I have not been in before."

"Well," responded the proprietor, "if what you say is true, I do not wish to take any unfair advantage of you, or to show any favors toward one customer that I would not extend to another. I cannot return the money for the shoes, but I will see that you get another pair that fit you perfectly."

"Oh, well," replied the crestfallen Mrs. S——, seeing that the get-the-money back dodge was not going to be worked out so easily, "you see if I am forced to take them—"

"Forced!" quoth J—— in surprise. "Understand that no one is forced to take anything in this establishment."

"I bought them in a terrible rush," exclaimed the woman.

"Hurry? Why, madam, I waited upon you myself; your daughter was here at the time, and you were over an hour making the selection and how can you say that they were forced upon you and that you were shopping in a hurry? I know very well, as it was about the hour for my evening meal when you came in. When I went upstairs I got a severe lecture from my wife for delaying dinner so long. That is how I know you took over an hour to do the purchasing."

Finding that this ruse did not work, Mrs. S—— did not press so fiercely for the return of the money and the shoe merchant stated, "Now, I'll tell you what I would like you to do. Come in some morning when you are at leisure—not in the evening or the afternoon, when we are bound to be very busy. Don't have anything else on your mind. Give us your un

divided attention and we will see that you get a perfect fit in the line which you have selected (a pair of black kid bals at \$8.00), or any other shoe of a similar type."

"All right," responded Mrs. S——, and out she went. Just to satisfy a feeling of curiosity and to learn for himself how far this customer had stretched the truth. Mr. J—— rang up Mrs. S——'s house about five minutes after she had left. A girl, evidently her daughter, answered the phone, but did not ask who was speaking. In response to the retailer's inquiry, "Is Mrs. S—— at home?" the voice replied, "No, she is out this afternoon."

"Did she get back from the country yet?" was the next query.

"From the country?"

"Yes, I understood she was spending a few days out of the city."

"Oh, no," was the rejoinder. "She never had any thought of going to the country, so far as I know and has been here all the time."

The retailer hung up the receiver, having satisfied himself that the woman had put forward certain pleas that often drop lightly from the lips and which the man who understands human nature learns to take with a pinch of salt. Evidently the daughter told her mother about some one phoning and asking if she had been to the country. The next day Mrs. S—— sent word to the retailer to send up the shoes as she thought they would fit her all right and she would not bother coming down to try on another pair.

"With everybody trying to put one over you or get money back after making a purchase, it is great to be in this game," said Mr. J—— in conclusion. "One has to be on guard all the time and be pleasant, yet firm, and to take a stand that is fair to himself and the interests he represents. If he listens to the whim or pretext of every customer or to every story presented he would wake up each week to find that he was refunding money on about half the sales made and undoing supposedly profitable and final transactions at a loss of a great deal of time, trouble and money. "Goods properly fitted and once sold should stay sold." Let that be the watchword of every man in the footwear business and in no instance return money for shoes that have been worn or soiled."

RETAILER HUNG ON TO "THE FIVE"

A young man came into my store not long ago, looked at a pair of royal purple bals with composition sole and rubber heel, was fitted to a nicety by one of my salesmen and said he could not take the shoes just then but would pay \$5.00 on deposit and would send the remaining four down in two or three days. He was given a receipt for the \$5.00 and in three or four days we received a note sent by messenger boy, asking that we hand over the "V" as he needed the cash just then very badly, but would come down within a week and take the footwear as agreed upon.

"I sent him back word to the effect that I did not know his signature and was not sure whether the request was a genuine one or not, but that, in any event, we would keep the shoes a little while longer and then if it was convenient for him to call in a couple of days and pay the balance. Back came a note to the effect that the signature was O. K. and that he must have the money at once. I paid no attention to this whatever except to say that when he got the shoes, if they were not satisfactory, we would be pleased to give him a pair that fitted. I politely intimated that we would keep his money until he showed up for the footwear.

"Well, sir, he blew in a few nights later in high dudgeon. He called us all sorts of things and was going to have us arrested for misappropriation of funds, high-handed robbery and I don't know what all. I told him that he had bought the shoes in good faith, we had sold them in good faith and we

considered the transaction closed and were not returning money without some more justifiable plea than he had put up. He finally took another pair of shoes that cost exactly \$5.00, the amount of the deposit that he had paid and walked away denouncing us vigorously and proclaiming that he would never enter the shop again. This was the last I expected to see of him and imagine my surprise one evening recently when he walked in as pleasant as he could be, bought an \$9.00 pair of patent leather shoes with cloth tops and plain toes and went out smiling and quite satisfied.

"By being firm, I not only made the profit on the original pair, but sold him the second pair as well, whereas if I handed him back the \$5.00, I would never have seen him again, for he would have taken special pains to stay away from the shop. My motto has always been, "Do not be too easy about giving money back."

HE BELIEVES IN SATURDAY SPECIALS

"Yes, I always endeavor to have Saturday specials and I work up a big trade by advertising them extensively in the daily papers on Thursday and Friday. I dress the window with these specials and thus get the people talking about them. I do not cut prices on regular lines, but generally have enough odd sizes and broken lots to make something interesting for the public," declared a Western Ontario shoe merchant the other day. "I use printers' ink extensively and have taken as much as a whole page announcement at a time. Supposing I pay out some fifteen dollars for an advertisement and do a hundred dollars worth of extra business on Saturday, I consider that I am well repaid for the outlay. The profits on the extra trade more than pay for the ad and leaves me a few dollars besides.

"Then no one can measure the propulsive power of publicity. It keeps my name before the public and makes my establishment thought of whenever shoes are required by any member of the family. In order to carry out my Saturday sales successfully, I make known that no goods are exchanged on that day, neither are any repairs taken in. We want our whole force conserved for selling.

"Another item that we have pretty well cut out is that of delivering shoes. I kept tab on this outlay and found that it was costing me from five to seven cents a parcel. Now I have a sign up to the effect that owing to the shortage of help, it is impossible to deliver shoes and I find that nine-tenths of my patrons are only too willing to carry their purchases home with them. They appreciate the difficulties I am up against in the matter of efficient help at the present time and have fallen in readily with the spirit of the object we have in view, namely, to cut down expenses as much as possible during the war and give our clientele the benefit of the reductions."

SALESMAN GOT TWO ORDERS

I was in an Ontario town a few weeks ago and just before I reached the shoe store for which I was headed met Tommy, who represents a Montreal shoe firm. Knowing something about the peculiarities of this shoe dealer I asked Tommy how he was feeling. "Fine," said he, "got two orders."

I must confess, however, that the dealer didn't look like easy money or ready-for-orders, and my suspicions were correct. He wouldn't even look at my samples. But when he told me that he hadn't ordered a pair of shoes for three months and that he didn't intend to buy any for the next six months I thought I had him. So I said: "I just met a traveler who disproves your statements because he said you had given him two orders." "Well! what of it, if I did? I ordered him to get out and the second order was to stay out." And then I lit out.

Attention

Three additional "In-stock" lines for Christmas Trade



8200—056



8201—056



7041—056

Stocks Complete Now - Wire Immediately

Blachford Shoe Manufacturing Co., Limited

92-94 Sherbourne Street Toronto



8194—516

In Stock



9096—585



8195—956



8196—577



9118—526

See page 30 for Sizes, Widths and Prices

*Blachford Shoe Manufacturing Co. Limited
92 94 Sherbourne Street Toronto*





*In
Stock*



7039 -575



9119 --516



9115 -007



9097 -585



4006 -Turn --585

See page 30 for Sizes, Widths and Prices.

Bluchford Shoe Manufacturing Co. Limited

92, 94 Sherbourne Street Toronto

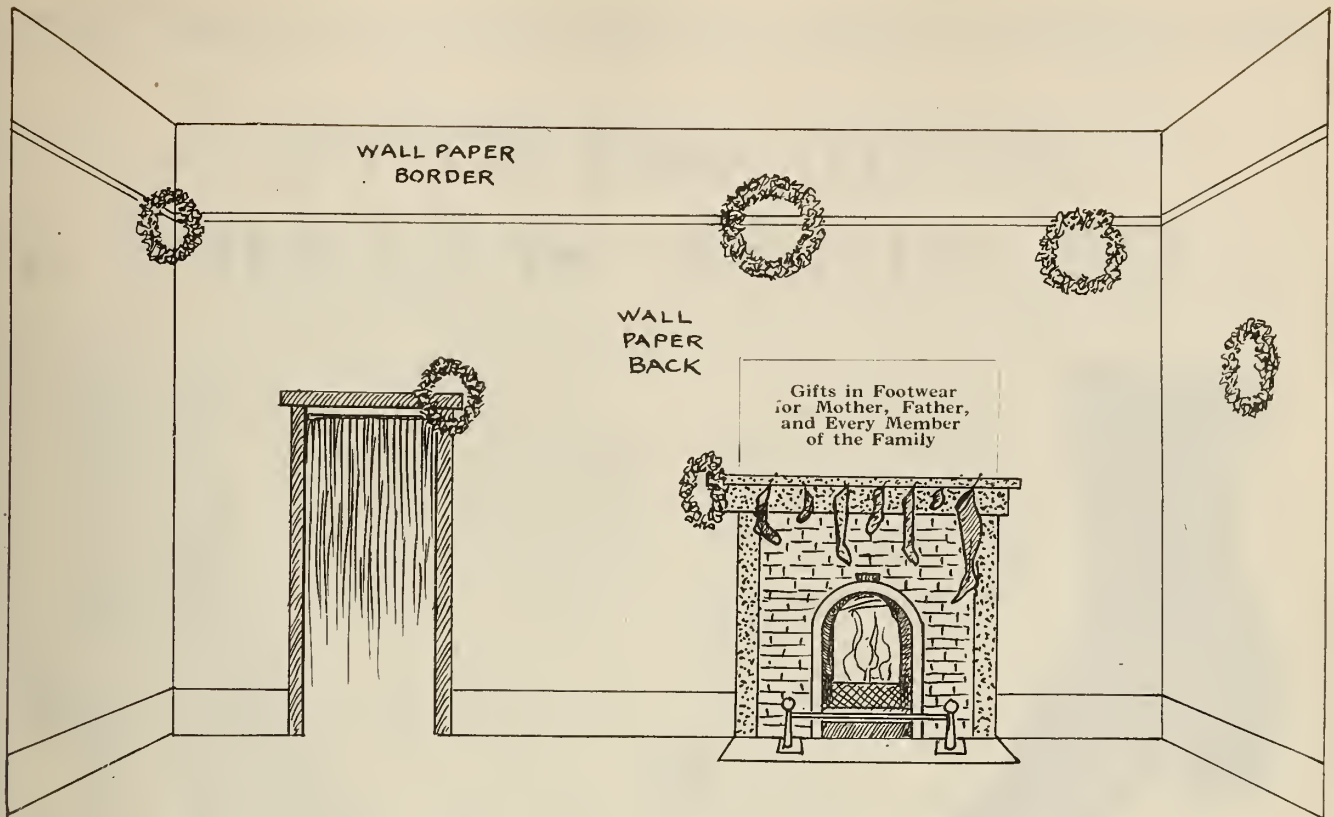


Descriptions and Prices

4005—Turn All Kid Lace, 8½-inch Last 25 Sizes, 2 to 7 Widths—B, C, D \$5.85	<i>All prices subject to change without notice.</i> <i>Terms: Net 30 days.</i>		7039 All Velour Lace, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$5.75
7041 Velour Calf Lace, Gray Buck Top, 9-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.50	8194 Pecan Brown Calf Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—B, C, D \$6.15	8195 Cherry Calf Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—B, C, D \$6.50	8196 Brown Kid Lace, 8½-inch Last 25 Sizes, 2½ to 7 Widths—A, B, C, D \$7.75
8197 Similar to 8194 Pecan Brown Calf Lace, 8-inch Tan Fibre Sole Last 23 Sizes, 2 to 7 Widths—B, C, D \$6.00	8200 Seal Brown Calf Lace 9 inch Last 28 Sizes 2 to 7 Widths—B, C, D. \$6.50	8201 Seal Brown Lace Golden Buck Top 9 inch Last 28 Sizes 2 to 7 Widths—B, C, D. \$6.50	9096 All Kid Lace, 8-inch Last 26 Sizes, 2 to 7 Widths—A, B, C, D \$5.85
9097 All Kid Lace, 8-inch Last 19 Sizes, 2 to 7 Widths—B, C, D \$5.85	9115 Kid Lace, Taupe Buck Top, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$7.00	9118 All Kid Lace, 9-inch Last 27 Sizes, 2 to 7 Widths—A, B, C, D \$6.25	9119 Kid Lace, Gray Buck Top, 8-inch Last 28 Sizes, 2 to 7 Widths—B, C, D \$6.15

*Use our advertising cuts for Christmas Advertising
They are at your disposal.*

*Blachford Shoe Manufacturing Co., Limited
92-94 Sherbourne Street Toronto*



SUGGESTION FOR XMAS WINDOW BACKGROUND

The Use of Wallboard and Wallpaper in the Construction of a Background—A Mantle Suggestion Which Gives a Touch of the Real—Any Footwear Dealer with Originality Should be Able to Arrange an Attractive Christmas Background

THE above background is a suggestion that may be adopted in whole or in part for a shoe display window.

Its adaptability will, of course, depend largely upon the arrangement of your window and the space at your disposal.

The design as shown is made of wall-board nailed on a framework of seven-eighths by two-inch material, for the making of which we have given instructions before.

On to this board may be pasted wall paper of suitable design and color to match the other trims. But for a Christmas window we suggest a holly design, or if this cannot be obtained use a plain cream paper and attach sprigs of holly, or wreaths as shown in illustration.

If your window is large enough you may arrange a door in it as shown. A real door casing may be used or you may make it of Beaver-board and paper it with imitation wood paper. A pole and curtain will add to the realistic effect.

The mantle may be borrowed or can be constructed out of packing boxes and papered with imitation brick paper. The and-irons and grate you may borrow from your stove supply friend.

A neat card will complete your window and card designs may be seen in last issue of this Journal.

Wallpapers offer splendid possibilities for use in shoe window backgrounds, and the live shoe retailer can always utilize these to good purpose. Suitable papers are easily procurable by any dealer. The choice is a wide one both as to designs and color.

A window background attractively papered with a good wallpaper that is suitable for the lines of Christmas footgery shown could hardly be improved upon.

Prevailing styles in wallpapers lend themselves to very effective treatments. They offer an almost limitless

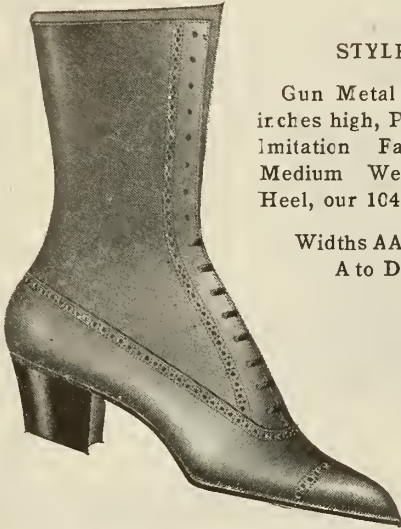
range of ideas to the ingenious mind. Where backgrounds must be constructed at small cost they are a decided advantage to the trimmer. Many neat designs in quiet colorings, that any trimmer should be able to make valuable use of, are obtainable.

To describe in writing the manner of treating wallpaper is much more difficult than a personal demonstration would be. Ordinary frame work constructed of one by two-inch strips for panels, columns, etc., will answer. Cover these frames with unbleached wall board on to which the paper may be pasted. A coat of water paint on this will give it an effective appearance, and it will permit the use of medallions and panels without covering up the entire ground. Once a set of frames has been secured they can be recovered again at only the cost of the paper or paint.

It is not desirable to use backgrounds constructed of a series of straight panels with border on top, of paper with vivid patterns consisting of large clusters of flowers in gaudy colorings with well covered grounds, but there are various ways of using papers that are as different from those of some time ago as can be.

Look carefully through any wallpaper department in search of styles adaptable for window work. It will reveal many things. There are plain shades that have all the appearance of plain colored felts, and papers that resemble expensive brocaded silks and satins that would make most effective panels. Then we see landscape panels which will answer our purpose in many instances. Stencil border effects that can be cut out and mounted on any material—wood, felt, cotton, sateen, etc. The cost is a mere trifle compared with stenciling, and the result none the less effective. Cut-out medallions that might be used on columns with good effect, are also plentiful.

A QUARTETTE OF QUICK SELLERS

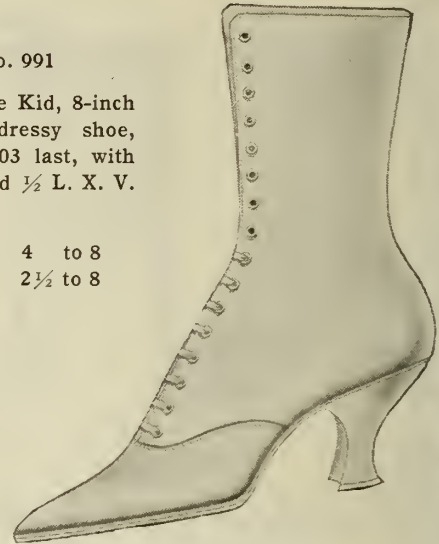


STYLE No. 996

Gun Metal Walking Boot, 8 inches high, Perforated Vamps, Imitation Facing and Tip, Medium Welt Sole, Cuban Heel, our 104 Last.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$4.50



STYLE No. 991

White Washable Kid, 8-inch Boot. A very dressy shoe, made over our 103 last, with White Welting and ½ L. X. V. Covered Heel.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$6.10

All In Stock Now—Can be Shipped at Once



STYLE No. 995

Lace Walking Boot, 8 inches high, made of Fine Black French American Kid, Kid Tip, Medium Welt Sole and Cuban Heel. 104 Last.

Widths AA 4 to 8
A to D 2½ to 8

Price, \$4.75



STYLE No. 994

A Seven Inch Glazed Kid Blucher Boot, made over our new Nurses' Comfort Last, Kid Tip, Medium Welt Sole and Medium Low Cuban Heel.

Widths B & C 4 to 8
D-E-EE 3 to 9

Price, \$4.00

Moore-Shafer Shoe Mfg. Co.
Brockport, N.Y.

TOOK "KICK" OUT OF THE FARMER ON SHOE PRICES

Clever Salesman Pointed Some Cold Facts Showing the Rural Resident that He Should Preserve Discreet Silence—Farmers Never Got Such High Prices and Have No Reason to Grouch Because Footwear Has Gone Up—Some Concrete Facts

“WALL, I swan! Seven dollars for that pair of boots? Neyer heard the like if it in all my born days. Highway robbery, mister!”

A rural gentleman with a big roll of greenbacks in his hip pocket—securely fastened in an old-fashioned leather wallet, made this exclamation in a shoe store the other day when the writer chanced to be present.

“Yes, sir, and mighty reasonable at that,” replied the shoeman courteously; “ would have been more if I hadn’t bought them on the old market.”

“Neow look ahere, young man, I hain’t paid such a price since the Civil war, and with things up where they are to-day I can’t afford it, nuther.”

Can’t Afford to Sell or Buy

“Get any more for your hogs?” pointedly asked Mr. Shoe Dealer

“Hain’t got none to sell—too high. Can’t afford to sell ‘em and can’t afford to eat ‘em. What’s that got to do with it?”

are right. And the demand wasn’t as great then as it is now, and you had to bring it to the city, too, to sell it.

“Speaking about eggs, why I put fifty dozen down in water glass this year at 47 cents a dozen, and now the price is 75 cents. Three years ago you got 35 to 38 cents for your eggs, and people called you a robber then, just as you call me robber now, when I am making a smaller percentage of profit on my shoes than I did then.

“Beans! Ha. Ha! That’s where it rubs. Let’s see. Marrow beans, per 100 pounds—you see I am well posted—\$6.60 when the war broke out and people said we wouldn’t get into it. To-day we are in it with both feet, that is all save the farmers, and marrows are \$14.25. Some jump, eh? Pea beans—here they are. Three years ago this month \$4.60; now \$14. Good thing shoes aren’t made of beans, my friend.

“Well, cabbages are plentiful, and we can’t live on that, but my list shows that even these are \$16 to \$20 a ton, a slight jump from \$9 to \$12 in 36 months.

“Pork, Pork? Seems to me I heard that word some-



A RURAL GENTLEMAN MADE THIS EXCLAMATION THE SHOEMAN PRODUCED COMPARATIVE FIGURES HE FORGOT HIS WIFE WAS WAITING OUTSIDE IN THE CAR

“Well, you can’t expect to buy shoes at the old prices when the shoe manufacturer has to pay more than double the former prices for leather tanned from your cows and calves, welting made from your hogs, and also pay increased wages to his help, because of the higher prices you are getting for your farm produce. Just stop and do a little reckoning, my friend, and you will find that you and the rest of the farmers of this country are better off than anyone else and that, of all people, you have the least kick coming. You never before had such a demand for your produce, and at such high prices. You are practically exempt from military duty, you and your sons on the farms. You have had bumper crops and you are right on top to-day.”

“Yes, but look how high—”

“How high farm products are? Wait just a minute, I want to show you something.”

Butter is Double the Price

The shoeman stepped up to his desk and produced a paper containing a list of items and comparative figures.

“Listen to this,” he continued, smiling, as the farmer adjusted his spectacles:

“Butter in September, 1914, the year the war opened, 27 cents. I am paying you 50 to 55 cents to-day, yet you think those shoes too high.

“Cheese. Why, people motor right to your door these days and pay you retail prices for cheese, butter and eggs. I know that, because I do it myself. The wholesale price of cheese to-day is around 26 cents, yet when the war broke out you got from 15 to 16 cents. Oh, I know, and my quotations

where. Oh, yes. We used to eat pork. Sure, I remember here it is, sure enough. In 1914 pork was pretty high for pork, considering that ham and bacon used to be the poor man’s dish, along with potatoes. Latest quotation, \$24 a hundred pound—more than double, and still going up. Hold on to your hogs for these are hogless days.”

Will Even Forego the Turkey

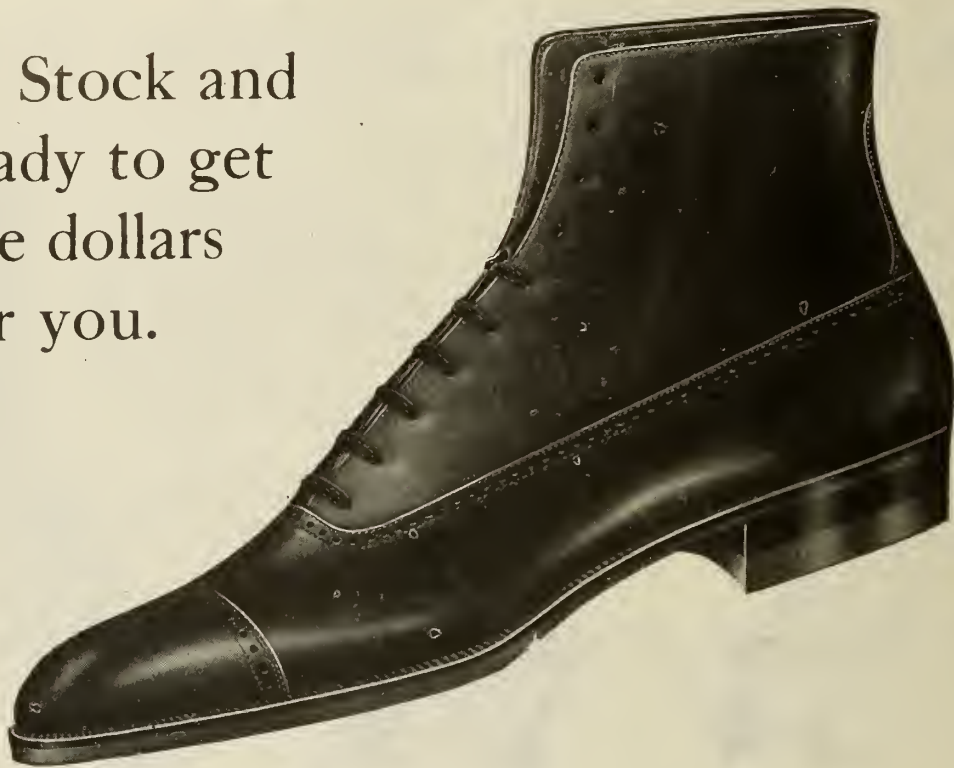
“Well, I don’t have to tell you about wheat, and barley, and poultry. Turkeys? You’ll be wearing shoes on Christmas day, I’m sure, but with me and most people it will be a turkeyless feast for all save the wealthy and the farmers.”

“I don’t expect to eat turkey this year,” put in the country man, as the shoeman turned to greet a young lady customer.

“I remarked that I don’t expect to have turkey myself this year,” repeated the rural gentleman when the shoeman returned. “You see, we just can’t afford it, with turkeys so high. It costs a lot for the corn to feed—that is, corn is so high that we don’t feel that we should feed it to the turkeys when we can get so much—I mean—say, how much did you say these shoes are? I almost forgot my wife was waiting for me outside. Much obleeged. Good day.”—The Shoe Retailer.

Rosecrans Murphy, of Chicago, representing the Julian & Konkenge Co., Cincinnati, Ohio, was in Toronto last week showing a fine range of samples for spring and summer. Mr. Murphy has many friends in the Canadian trade, which he covers thoroughly in the interest of his firm.

In Stock and
ready to get
the dollars
for you.



It's the BRITON and it's a REGAL

A rich-looking, nut brown [Russia Calf Bal., solid leather sole and 8/8 heel, invisible eyelets and four pairs hooks (above cut shows fibre sole and heel with invisible hooks to top). Full range of sizes.

It's sure one classy boot—just the right weight, yet full of tough wear-and-weather resistance. Made by experts in men's shoes.

That order—can you send it to-day?



Regal Shoe Company, Limited
472-474 Bathurst St., Toronto

LIEUT. BLACHFORD JOINS FLYING CORPS

Howard C. Blachford, President of the Toronto Shoe Retailers' Association since its inception over two years ago, has received a commission with the Royal Flying Corps and has entered upon his new duties. Lieut. Blachford is an enthusiastic military man as well as an ardent shoeman and many friends in the trade, while learning with regret of his retiring temporarily from mercantile ranks, are proud of the step that he has just taken in the service of his King and Country.

A. Levy, the vice-president of the Toronto Shoe Retailers' Association, will be acting president of that body until the next annual meeting.

Owing to conscription, the shortage of help and other pressing problems of the moment, the regular monthly meetings of the Association are not being held, but there are district associations throughout the City which will deal with any particular problems of local interest.

Lieut. Blachford has been identified with the firm of H. & C. Blachford, Limited, of which he is the treasurer, for the past seventeen years, and since 1909 has been buyer



Lieut. H. C. Blachford, Toronto

and manager of the women's department. These duties will be taken over by Fred Blachford, assisted by J. J. Holts and Miss Law, who for a number of years have been with the firm.

When war broke out Mr. Blachford joined the Queen's Own Rifles as a private. He soon became a non-commissioned officer and then took a course in the Provisional School of Infantry, qualifying for a commission. Two years ago he joined the 12th Regiment, York Rangers, as a Lieutenant. He has been anxious to go overseas for some time and appointment as Lieutenant in the Royal Flying Corps is pleasing to his friends as well as himself. Lieut. Blachford will be equipment officer, and for the present will be stationed in Toronto although it is likely the Corps will be removed to some distant point in the near future.

On Saturday, November 24th, just as the lady members of the staff were preparing to leave at six o'clock, after the day's duty, they, along with the salesmen and heads of the various departments, gathered around the desk of Lieut. H. C. Blachford and presented him with a silver-mounted malacca wood cane, suitably engraved, and a valuable

fountain pen. The cane bore the inscription "H. C. B. November 24th, 1917."

The following address was read by J. J. Holts:

Dear Howard: ☞

We feel that we should take this opportunity of expressing our pride and admiration in you, also in wishing you good luck in the new duties and responsibilities you are about to assume in joining the Imperial Forces. Though we deeply regret having to part, even for a short period, we trust, with a man whose ingenuity, broad-mindedness and thoughtful decisions in all matters of business have been equitable to all, we are quite prepared to believe that as a soldier of the King, your genuine sense and moral obligations to friends and brother officers will merit success as illustrious as that of the past.

Again we all unite in wishing you good luck and a speedy return and would ask you accept this Cane and Fountain Pen, not for their intrinsic values, but as small gifts in remembrance of the years you have supported us with your judicial reforms and facetious, yet commendable supervision.

With best wishes, we are,

Staff, H. & C. Blachford.

Lieut. Blachford made an appreciative and appropriate reply, referring to the pleasant relations that had always existed between the members of the staff and himself. In taking his departure to do whatever he could in the great world struggle for freedom and liberty it was a source of much satisfaction to know that so many cordial good wishes and kind thoughts were with him.

The gathering broke up with three hearty cheers for Lieut. Blachford.

BIG CALL FOR COCOA BROWN

The great demand for cocoa brown threatens to have a serious affect on the business throughout this section of the state, says a despatch from Cleveland. While the larger dealers in this city have been able to supply themselves fairly well, travelling salesmen say that there is a continuous demand for them from all the towns they visit, and it is getting to the point where it cannot be satisfied. Some manufacturers have asked the traveling men to co-operate with them in selling something else, and while they are willing they say nothing will induce people to desist from buying this cocoa brown but the fact that no more can be had. There is also some complaint that styles are being changed too often, and merchants being disappointed in not receiving the goods they order. New samples are sent and by the time orders begin to go in, notification is given that deliveries cannot be made on them. While under ordinary circumstances salesmen would be able to take care of all this it is difficult for them to explain so often to customers the causes of delays and non-deliveries. Some argue that it would be better to decide upon a number of standard models, to be used during the war. They feel that merchants would be much better satisfied, and that in the end both manufacturer and merchant would make as much profit as they would by continuing the present plan.

NEW SAMPLE ROOM JUST OPENED

Clark Bros., Limited, of St. Stephen, N. B. and J. F. Clark, Limited, of Montreal East, have opened up a permanent sample room in Montreal at 1014 New Birks Building, Phillips Square, which is in charge of Kenneth C. Savage, son of R. L. Savage of Toronto, the Ontario and Quebec representative of the firms. Kenneth C. Savage has taken up his residence in Montreal.

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

PFISTER & VOGEL
85-87 South St. Boston, Mass.

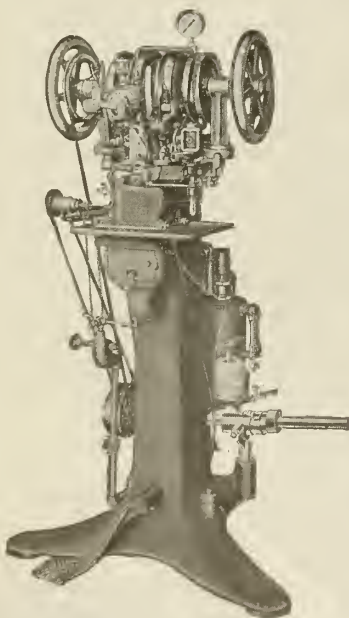
Landis Outfits are Money Makers

Equalize the increased cost of material by installing machinery to do your shoe work.

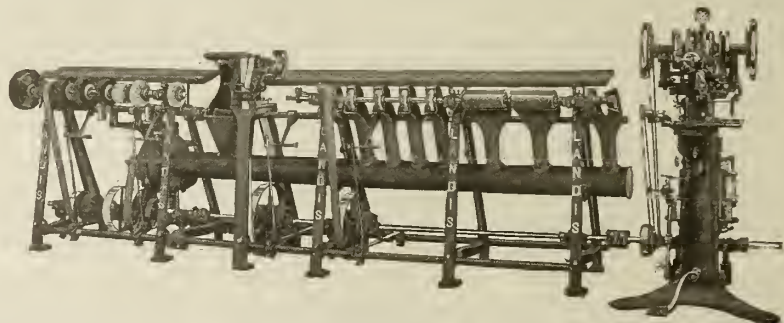
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 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

MAKES SPECIALTY OF SHOEING THE DEFORMED

How Whitby Shoemaker has Built Up Unique Business—Always Had Much Sympathy with the Suffering and has Done His Utmost to Afford Them Relief—Builds Surgical Shoes for People All Over the Country—Some Interesting Observations

R. H. Quinton is a shoe maker who has been in business in Whitby, Ont., for the past twelve years and in that time has developed a wide connection with the trade. His specialty is making shoes for cripples and persons with deformed feet.

He began devoting attention to this branch of the craft about fifteen years ago and has made such a study and mas-



R. H. Quinton, Whitby, Ont.

tery of it that he supplies surgical shoes to many persons living in different parts of Canada from the Maritime Provinces in the East to the Prairies in the West. Mr. Quinton specializes in extension boots with inside cork or outside cork. His service extends to all persons suffering with any kind of pedal trouble, whether resulting from war, accident or disease and he has afforded, by means of these specially made boots, relief to many people having Hip-Joint Disease, Infantile Paralysis, Rheumatism and other ailments.

The Need of Foot Health

"How did I happen to get in this line," said Mr. Quinton. "Well I have always had a great deal of sympathy for the cripple and those suffering from ill-formed or diseased feet. I recognized that foot comfort and foot health are most important in a man's physical well-being and that when he is suffering from pedal pains, his efficiency, strength and endurance are greatly impaired. I have read a great deal on foot troubles and their cure and the appliances that many firms have put on the market in order to alleviate the same. Some of this equipment is good and answers the purpose very well, but much of it comes a long way from meeting the object in view. No two feet are alike, as the measurements of various parts of them show, and I have always claimed that people with abnormal extremities should have their shoes custom made. I have spent considerable money in making known my insight and facilities

for making shoes for cripples and for the deformed ones. I conduct a general repair business, but nearly half of the work that I do is along the line of building shoes for out-of-the-ordinary feet."

Since the Military hospital has been located in Whitby, Mr. Quinton has done numerous jobs for the soldiers and the accompanying illustration shows a pair of shoes which were made recently for a returned hero. The boot on the left is a tan winter calf Blucher with full double sole, and the one on the right, which has an outside cork sole of one and a half inches, gives some idea of the class which Mr. Quinton is called upon to build. He has put on outside cork soles as high as five and six inches for short limbed persons and also does considerable inside cork work.

Experience Has Been Varied

For thirty-three years Mr. Quinton has worked at the trade. He started in at Woodford, Ont., about eleven miles from Owen Sound. His principal business in those days was making long boots of French calf and French kip. After working five years in the shop, he went West and for some years was engaged with J. L. Desmore, shoemaking instructor in an Indian school at Regina, where riding boots were made in large numbers for the Royal Northwest Mounted Police. After serving considerable time there, Mr. Quinton returned to Ontario and worked in different places. He then started business for himself in Weston, where he remained for two years, and in 1904 he went to Whitby. After being there a few weeks he thought he would branch out for himself, although told at the time he would seriously regret the step, but he has never had cause to look back upon the movement with disappointment. His trade has grown, and he has a well-equipped shop eighteen by twenty feet, with a twelve foot Progressive finishing outfit, which he put in four years ago. He has two display windows. Recently he has been working alone, owing to his inability to get competent help. Like other shoemakers in this respect, he is finding that skilled



Pair of shoes made by R. H. Quinton, of Whitby, for customer with one leg an inch and a half shorter than the other.

labor is scarce; in fact not to be found in many centres. Mr. Quinton gets \$12.00, \$15.00 and \$18.00 a pair for cork work, the average price being about \$15.00. He is an enthusiastic craftsman and is never tired of studying the human foot and fitting it with the proper kind of leather covering.



Acme

“The Sole of Perfection”

¶ When buying new boots or shoes, or having worn ones re-sold, it is not a question of how long leather has been in vogue; it is a question of facing th's fact: ACME SOLES WILL OUTWEAR LEATHER, AND GIVE MORE SATISFACTION ALL THE TIME.

¶ If you commence wearing “Acme” Soles to-day, you will not discontinue wearing them even if after the war good leather is again plentiful. Superior shoe service will keep you using “Acme.”

¶ The beauty of this new sole is that it will always be the same—the method by which it is made, and the materials from which it is made, are standard and cannot be very much influenced by either national or international complications.

¶ In other words, you can to-day, via “Acme” Soles, order your shoe comfort a season ahead—bank absolutely on GETTING utmost wear, utmost pliability, utmost comfort; and bank absolutely on NOT GETTING any squeaking or slipping.

“Acme is a Dunlop product, and you are being invited to specify “Acme” because it measures up to the Dunlop standard.



Colors: Black, White, Tan

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories, TORONTO



WOMEN'S SERVICE BOOT

A Woman's Tan Calf Blucher Service Boot, with 11-8 rubber heel, nine iron sole, nine-inch leg, cotton lined vamp and unlined top. This boot is especially suitable for nurses going overseas, and has been supplied to several in the military hospitals in England and France.

This shoe is made by the Blachford Shoe Mfg. Co., Toronto.

*Whether for
Civilian or Soldier*

SOLE LEATHER

*Is the only Reliable
Sole Material*

The real value of sole leather is being proven every day. People are making the tests themselves, and are being educated to the fact that

*“Sole Leather is Nature’s Own
Sole Substance, Nature has no
Competitors.*



The Breithaupt Leather Co., Limited

Tanners of Hemlock, Union and Oak Sole Leathers

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.

Enlistments are Lessening Sales to Men



Style No. 372

Youths' Box Calf Blucher, McKay Sewn,
Slip Sole, Fast Color Eyelet, Full to Size

Size 11- 2	-	-	\$2.85
Size 8-10½	-	-	\$2.45
Size 5- 7½	-	-	\$2.05

Shoemen are giving more attention to Footwear for Young People

ADAMS SHOES, FOR INFANTS, CHILDREN, MISSES AND YOUTHS, are the best values offered in these lines. They have the Appearance that wins the wearer, the Substance that earns the parent's endorsement, and the Ready Sale, with profit, which means everything to the trade.

IN STOCK

The illustration shows one of our leading lines, ready for immediate shipment. To encourage the sale by mail of this line, we will forward sample pairs, charges prepaid, to legitimate dealers.

The Adams Shoe Company

Limited

Toronto

Ontario

The Just Wright
MADE FROM SHOES

IN SHOES STOCK



Stock
No. 15
Gun Metal Calf Bal.
Myopia Last
Neolin Sole—Rubber Heel
Sizes: C 6 to 10—D 5 to 10

SAFETY FIRST! Don't wait until to-morrow to plug up that weak spot in your line. Look over your sizes now---then do the "Wright Thing." Just Wright shoes attract good customers, and a new man on your list—Well, it's a pleasure these days, isn't it? SAFETY FIRST.

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.

KNOWS SELLING GAME THOROUGHLY

Selling shoes is the chief amusement of Fred. Lessard, the energetic Quebec representative of the Tetrault Shoe Manufacturing Co., Montreal, of which company he is also a director. He has been identified with the firm for some nineteen years, starting as a boy in the



Alfred Lessard, Montreal

office. Mr. Lessard steadily worked his way up to positions of importance and after obtaining a good knowledge of the activities of the plant, he went on the road, and is now one of the most successful travelers in the Province of Quebec. This year he hopes that his business will reach the quarter of a million mark.

Up to a few years ago, the subject of this reference took an active interest in military affairs, and for twelve years was connected with the 64th Chateaugay and Beauharnois Regiment, rising to the rank of Captain. Mr. Lessard comes from a military family, and is a relative of Maj. General Lessard, who has done so much in the interest of recruiting throughout Canada. Mr. Lessard is a genial whole-souled gentleman who makes many friends in the retail trade, and is never weary in the selling game, although he manages now and then to steal away from it for a few days while he goes on a hunting expedition. He is an ardent motorist and enjoys many a spin over the highways.

WHAT CONSTITUTES AN ORDER?

To define, to their salesmen, just what constitutes an order and what does not was the purpose of the following outline, prepared by a member of the National Boot & Shoe Manufacturers' Association:

"Good faith on both sides should be the basis. The customer is not always to blame for the atrocious practice of cancelling; misdirected zeal of salesman and lack of clearness are partly responsible.

"Terms, prices, quantity and, in some cases, total of order ought to be clearly shown and accepted by customer.

"Duplicate of order should invariably be left.

"An order contingent upon any future condition is no order. It is simply a follow-up that binds neither party and should be treated as such.

"An 'at once' order where there is a past due account, or where the customer's line of credit is already full is not an order—it's an embarrassment.

"An order for \$1,000 for a dealer who is not entitled to a larger line than \$300 is not an order, it is a grievance.

"An order for a new account without full references is no order. It's a clog in the wheel and a cause of hard feeling on the part of the customer, who may be perfectly good and entitled to prompt shipment and the best of treatment, which he fails to get through no fault of ours.

"An order to be made special for any but the most substantial and dependable dealers is not an order. It's just that much lost motion.

"An order not plainly and correctly written is not an order. It's an aggravation.

"An order for single pairs—especially for a new account—is not an order. It's a boomerang.

"An order for staple shoes, unsupported by a proper amount of profit-bearing business, is not an order. It's a loss of self-respect and the respect of your customer.

"An order that does not plainly show every agreement or every special condition entered into between yourself and your customer, is not an order. It's a breeder of misunderstanding and the cause of lost trade.

"Help us to keep down returned goods. Discourage single pairs."

SHOEMAKERS PROTEST AGAINST INJUSTICE

There has been some rather nasty articles recently in the London, England, morning papers on profits on army shoes. The fact that government officials have made individual contracts at rates lower than those arranged with the Shoe Manufacturers' Federation seems to have given ground for the talk. A large meeting of shoe manufacturers was held to protest against the injustice, and the change of policy which permits individual arrangement, found so disastrous early in the war. At present, prices are arranged mutually by a committee of the Federation and the War Office.

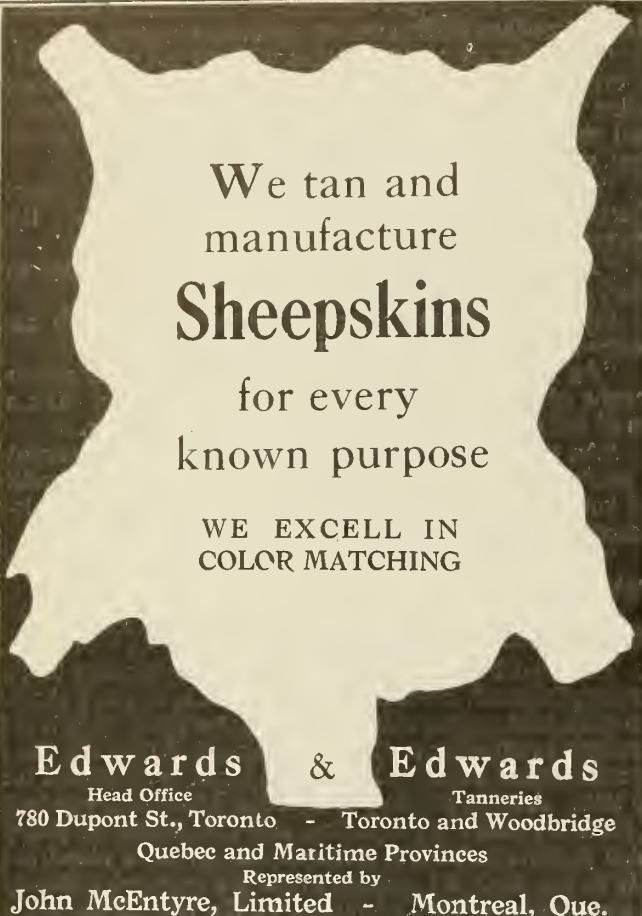
HISTORIC FIRM CEASES MANUFACTURING

The Robert Taylor Co., Limited, of Halifax, N.S., who have been makers of boots and shoes for half a century, have discontinued manufacturing for the present, largely owing to conditions in the labor market, as well as for other reasons. The company, however, are extending their job-



R. D. Taylor, Halifax, N.S.

bing business, which has been steadily growing for the past few years, and will carry a larger and more complete range of footwear than ever before. While we have retired from the manufacturing end of the business it does not of necessity mean that we will not engage in it again at some future time under more favorable auspices," says Mr. R. D. Taylor, manager of the company.



We tan and
manufacture
Sheepskins
for every
known purpose

WE EXCELL IN
COLOR MATCHING

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.



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.

OWN YOUR REPAIR PLANT



The Sterling Sole Stitcher
Hand Power

Stitches soles on welts equal to any power machine on the market. Simple in construction. Will sew a thickness of 7-8 of an inch with ease. Welt and channel side of shoe constantly in sight. Stitches regulated to any size to suit shoe. No false stitches possible. Occupies very little space. When not in use can be placed against the wall. Price, Ontario, with demonstration, \$70.00; \$15.00 cash balance \$5.00 per month. Clear instructions for setting up and operating enclosed.

Stitches Neolin and Fibre Soles
Write To-day.

C. PARSONS & SON
LIMITED

Repair and Shoe Store Supplies
79 Front St. E. Toronto, Ont.

SHURE-GOOD

Khaki Cloth

Especially constructed for Shoes,
Overgaiters, Leggings, Etc.

Our strong point in Khakidom is a complete range of colors and grades.

ABSOLUTE LEADERSHIP IN VALUE

Write us for Samples and Prices

Follow the style of *our* boys in Khaki.

Shultz-Goodwin Co. (Inc.)
BOSTON—EVERETT
MASSACHUSETTS, U.S.A.



You Can't Sell Shoes Under a Special Brand

If they don't "prove up." That is, if they are not built on the foundation of quality and modish design.

That is why our three Special Brands have been so enthusiastically popular. They have the QUALITY and STYLE.

They are the

Paris

Men's Welts—Women's McKays

Patricia

Women's Welts and Turns

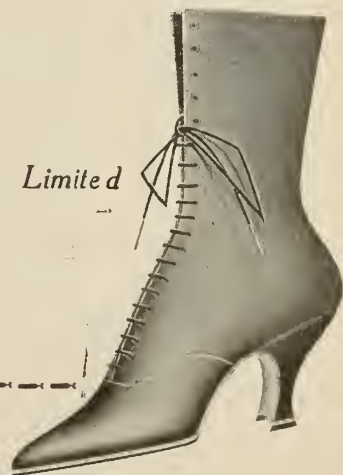
Metropolitan

Women's McKays—Men's Welts

*And
Where is
Their Equal?*

Daoust, Lalonde & Co., Limited
Montreal

Selling Agents, Metropolitan Shoe Co., 91 St. Paul St., Montreal



ARMY SHOE
MUNSON LAST

JOBBER'S

ARMY SHOE
MUNSON LAST

We are Producing a Line of

Heavy and Medium Staples

For Men, Youths and Boys

That are certainly big trade stimulators. They measure right up to the demand for shoes that will give the best of satisfaction in appearance and wear.

YOU SHOULD SEE OUR SAMPLES

We are specializing on an Army Shoe made on the MUNSON LAST. Ask about it.

B. F. ACKERMAN, SON & CO., Limited

Western Branch: Regina, Sask.

Peterboro, Ontario



PALMER'S

"MOOSE HEAD BRAND"

For Half a Century has stood for Absolute Satisfaction and Reliability in

Oil Tanned Footwear

Our New Seasons' Samples are in Course of Preparation and will be thoroughly up-to-date and

UP TO PALMER QUALITY

Over Fifty Styles in Oil Tanned Waterproof Larrigans, Shoepacks, Moccasins and Sporting Boots

See our Special Line of Summer Packs and Plow Shoes

JOHN PALMER CO. Limited

Fredericton, N.B.

Palmer's Oil Tans Have 50 Years' Experience Behind Them

SHOE COMPANY BECOMES INCORPORATED

The Humberstone Shoe Co., Limited, of Humberstone, Ont., manufacturers of children's shoes and sandals, have recently become incorporated with a capital stock of one hundred thousand dollars. The officers are C. C. Knoll, president; P. G. Knoll, vice-president, and C. A. Neff, secretary-treasurer.

Messrs. Knoll have been in the shoemaking game ever since they were fifteen years of age and a partnership was formed thirteen years ago with C. A. Neff. The concern began with a capital stock of fifteen hundred dollars and, during the first few years, the partners did not receive wages or dividends putting all their earnings into the business. The volume of the output has steadily grown and each year has witnessed a distinct advance. The non-rip sandals of the firm are widely known, while they have made a specialty of a white canvas sandal. The various lines made by the Humberstone Shoe Co. are handled by the jobbing trade. C. C. Knoll is general manager of the organization and looks after the office, P. G. Knoll supervises the sole leather room and C. A. Neff the packing and shipping.

TRAVELERS ELECT NEW OFFICERS

The general meeting of the Commercial Travelers' Association of Canada for the nomination of officers of the Board of Management for 1918 was held in St. George's Hall, Toronto.

The president, in opening the meeting, congratulated the members on the general prosperity of the association, strongly urging the claims of the Victory War Loan on each individual member. It is the intention of the Association to invest as large a sum as possible, and he pointed out it was the duty of each individual member, not only to sub-



C. C. Knoll, President



P. G. Knoll, Vice-President



C. A. Neff, Secretary-Treasurer

R. G. Hector, John H. Kenny, M. Matthews, Harry McGee, James McLaughlin, R. J. Orr, C. E. Prime, A. C. Rogers, George L. Willmot and F. J. Zammers. Nine to be elected.

The annual meeting will be held in St. George's Hall, Toronto, on Thursday, December 27th., when the results of the ballot will be declared.

MANY FIRMS ADD NEW EQUIPMENT

The Toronto office of the United Shoe Machinery Co. report the following installations recently, which shows that the repair trade, particularly, is making rapid strides.

George Fox, Brockville, 22 foot repair outfit Model N.

Norris Shoe Co., Sudbury, 22 foot shoe repair outfit, Model N.

Regal Shoe Co., Toronto, Goodyear lip turning and slashing machine.

Eisman & Co., Toronto, Ideal clicking machine.

Metropolitan Shoe Repair Co., 127 Bay street, Toronto, 22 foot shoe repair outfit, Model N, and dust collector.

Jos. Zampano, 982 Dovercourt road, Toronto, 22 foot shoe repair outfit, Model N.

W. F. Barker, 802 Bloor street west, Toronto, Good-year stitchee.

G. Dagistano, 1407 Gerrard street east, Toronto, 16 foot shoe repair outfit, Model N.

W. J. Milling, 580 College street, 11 foot shoe repair outfit, Model P, and skate sharpener, Model A.

Beaches Shoe Repair, 2224 Queen street east, 16 foot shoe repair outfit, Model N, and skate sharpener, Model A.

Julian Sale Leather Co., Toronto, Cameo eyeletting machine.

George L. Williams & Sons Co., Otterville, Ont., leather splitting machine, Model P; rolling machine, stitchdown staple lasting machine, Universal rounding and channeling machine and loose nailing machine.

Goodyear Tire & Rubber Co., New Toronto, Ideal clicking machine and Amazeen skiving machine.

Gutta Percha & Rubber, Limited, Toronto, rapid hand method folding machine and automatic hook setting machine.

A. Courian, 59 Wilton avenue, Toronto, skate sharpening machine.

Max Schiff, 496 Dundas street, Toronto, skate sharpening machine, Model A.

Leather Products Co., Hamilton, Summit splitting machine, Model L.

T. Eaton Co., Toronto, sole cutting machine, Model P. Benjamin Electric Manufacturing Co., Toronto, Cameo foot power eyeletting machine.

J. T. Walters, 103 Shuter street, Toronto, skate sharpener, Model B.

Aero-Peds Manufacturing Co., 30 Adelaide street east, Toronto, Merrick eyeletting machine.



Twenty-one potatoes from one root grown by member of the shoe trade in Vancouver. The largest of the spuds weighed 1 lb. 14 oz. and measured seven and a quarter by four and a half by five and a quarter inches. The weight of the whole lot seen in the picture was sixteen pounds eight ounces.

Who can beat this from one root?

scribe to the fund, but place the matter as strongly as possible before their customers. The following nominations were made:

Alec Cook, president; C. J. Tuthill, first vice-president; Walter Moore, second vice-president; Edward Fielding, treasurer. All the above were elected by acclamation.

Directors for the Toronto Board: John Curtis, J. W. Charles, Harry J. Dodgson, F. W. S. Davis, John Everett,



J 0375 G

Dr. Edison Cushion Shoe, Black Glazed Kid, Genesee Last, 7-inch Height, Three-Quarter Fox, Lace, Kid Tip, 1 3/8-inch Cuban Heel. Welt. A, 4 to 7 1/2; B, 3 1/2 to 8; C, 3 to 8; D, 3 to 8; E, 3 to 8.

\$4.50

Carried in Stock.



J 0357 B

Dr. Edison Cushion Shoe, Black Glazed Kid, Parade Last, 7-inch Height, Three-Quarter Fox, Button, Kid Tip, 1 1/2-inch Cuban Heel. Welt. A, 4 to 7 1/2; B, 3 1/2 to 8; C, 3 to 8; D, 3 to 8; E, 3 to 8.

\$4.50

Carried in Stock.

THE WOMEN OF CANADA ARE READING ABOUT
THE DR. EDISON CUSHION SHOE

"The Easiest Shoe for Women"

**In Ladies' Home Journal, Pictorial Review, McCall's
and Sunset Magazines**

Right now, while this advertising is in progress, is the time for retailers who have the agency to give the Dr. Edison Shoe special attention. It will mean easier sales and more sales because of the interest this advertising must naturally create. For those located where there is no agency there is no better time than now to procure it—while women are reading and thinking Dr. Edison. Regular agencies are already feeling a decided stimulus. You can benefit if you act at once. Ask us for the facts.

READ WHAT ONE PHYSICIAN SAYS

"My wife bought a pair of your 'Dr. Edison Cushion Shoes.' They proved to be a find, for she had been trying for years to get a comfortable shoe. These Dr. Edison Shoes have brought complete relief to a pair of most obstinately sore feet."

ALSO THIS FROM A SATISFIED WEARER

"Your Cushion Shoes have given me such comfort that it seems I must have them again. Please let me know, as soon as possible, where I can get them. I wish to say that for tender feet they ARE 'unexcelled.'"

"The Name that Stands for Quality."

UTZ & DUNN CO.
ROCHESTER • NEW YORK

DENVER OFFICE

218 Charles Building, Denver, Colo.
TIGER & VOORVAART, Repr't's

NEW YORK OFFICE

200 5th Ave. 5th Ave. Bldg., R. 405
S. A. McOMBER, Representative

LOS ANGELES OFFICE

319 Story Bldg., Los Angeles, Cal.
G. C. McATEE, Representative



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**

MANY SIDED MAKER OF FOOTWEAR

(See Front Cover)

A. E. Marois, of Quebec is a shoe manufacturer by instinct and training and occupies a foremost position in the ranks of St. Crispin. A native of the Ancient Capital, his parents were of French-Canadian origin and he received his education at the Quebec Academy. Mr. Marois began his business career in 1885, entering the employ of Messrs. W. H. Polley & Co., shoe manufacturers. He set himself to work to master all departments of the game and so proficient did he become that within four years he was made a foreman and remained with the concern for ten years. Then he entered into partnership with Paul Tourigny, M.P.P. and the partnership of Tourigny & Marois was formed. They started in a modest way, employing only sixty hands and to-day the plant is the largest in Quebec City. Five years ago, Mr. Marois bought out his partner and is now the sole proprietor of the business which is still conducted under the original name. A few years ago a fire wiped out the premises of the Company, but an attractive and admirably laid out, six story building was erected on St. Valier and Arago Sts., and the structure is regarded as one of the model shoe factories of America. The capacity of the plant is five thousand pairs a day, the firm specializing in a medium line of welts, McKays, and Standard screws. Employment is given to some six hundred hands.

Mr. Marois is a member of the Quebec Board of Trade, director of the Levis Dry Dock and La Compagnie du Parc Jacques Cartier. He is also largely interested in the Victoriaville Furniture Co. and the Victoriaville Clothing Co., of Victoriaville, Que., and other organizations. Fond of sports and an ardent fisherman, Mr Marois has demonstrated his ability in the angling art on many occasions. He is vice-president of the St. Antoine Fish and Game Club and a director of the Summit Club and Riviere a Pierre. An enthusiastic motorist he belongs to the Quebec Auto Club,

as well as to the Knights of Columbus, the Royal Arcanum and the Chevalier de Bonaparte.

In 1889, Mr. Marois was united in marriage to Miss Anna Belanger, daughter of Benoit Belanger, and they have a happy family of fourteen, seven sons and seven daughters.

In religious faith Mr. Marois is a Roman Catholic, and in politics is a staunch supporter of the Liberal party.

SEND YOUR OLD SHOES TO FRANCE

One of the many war charities which should especially appeal to members of the shoe trade is the recent modest appeal for old shoes to be sent to France. There are thousands of poor women, children and old men in that country who will go into the winter barefoot, unless this country will furnish them with some kind of footwear.

Shipments from any city or town may be made direct to New York. Packages should be addressed to the Relief Clearing House, 133 Charlton St., New York City, marking it "For Dr. E. W. Shurtleff, Relief Work, Paris, France."

The leading express companies will accept shipments to this address at two-thirds the regular rate. They are forwarded from New York without charge. A lot of old shoemakers will put every pair in shape for the wear before they are given out. The committee says: "You can rest assured they will be turned over to those who are in absolute need."

Millions of pairs of old shoes should be gathered, repaired and sent to Europe where a famine exists in leather and shoes. Here is a great opportunity for shoe manufacturers, shoe retailers and indeed tanners and leather dealers to engage in a charitable work and at the same time do themselves a good turn.

Retailers could make public their desire to receive old shoes, which will be forwarded to New York. There should be placards in every show window announcing that old shoes will be received.

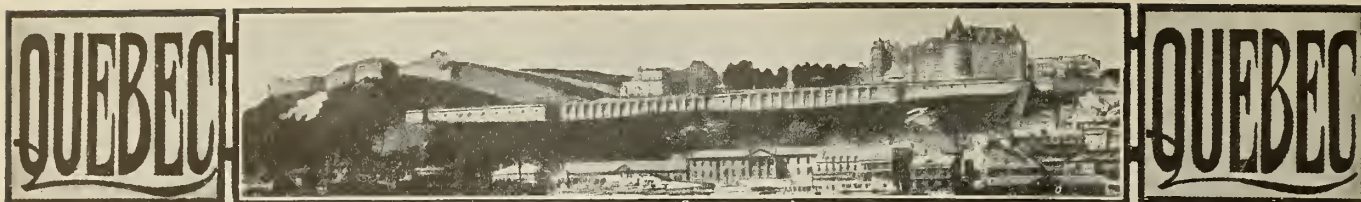
Wax and Grain Upper, Splits and Harness LEATHER

We are also dealers in Hides, Calfskins, Sheep Pelts, Horsehides, Wool, etc.
Write Us About All Your Requirements.

E. B. LOVE & SON

KENSINGTON TANNERY

CHARLOTTETOWN
PRINCE EDWARD ISLAND



THE
WM. A. MARSH CO.
 Limited

*Manufacturers of
 Fine Boots and Shoes*

LUC ROUTIER

Manufacturer of
 Men's, Boys', Youths',
 Little Gents' Shoes in
McKays and S.S.

Enquiries Solicited

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.



Jobbers
 Our
 Specialty
 is
**Hockey
 Boots**

J. E. SAMSON, ENR.

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

READ THE

**Shoe and Leather
 Journal**

24 issues in a year for \$1.50

It is filled with bright helpful pointers
 for Retailers

**ACTON PUBLISHING CO., LIMITED
 MONTREAL TORONTO**

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:

225 Lemoine St.

SERGT. PRESHO JOINS SELLING FORCE

D. H. Presho, late with Cecil A. Culbert, merchant, of South Porcupine, Ont., has joined the traveling staff of Geo. E. Boulter, 3 Wellington street east, Toronto, and is covering the city in the interest of a line of shoes manufactured by the Wm. A. Marsh Co., of Quebec, for which Mr. Boulter has secured the agency in Toronto. Sergt. Presho was a former member of the 60th Battalion and is well known in Montreal and other centres, having traveled for the Slater Shoe Co. and the Thompson Shoe Co. for a number of years. He left for overseas in 1915 and was wounded at Hooge the following year. After spending several months in the hospitals in France and England, he was invalided home and discharged early this year. Only recently Mr. Presho had charge of the shoe department for Mr. Culbert at South Porcupine.

DISTRICT SHOEMEN ELECT OFFICERS

The City of Toronto has been divided into six districts by the Toronto Shoe Retailers' Association with a view to intensifying the interest of the work in various sections. This seems to have been a move in the right direction. Already the shoeman in three districts have held meetings and have elected a chairman and secretary. In each case important matters such as early closing, Wednesday half-holiday, rubber prices, special sales, etc., have been discussed.

One of the first districts to organize was the shoemen east of the Don river, who held a representative gathering and elected the following officers: chairman, W. Crossley, 127 Danforth avenue; secretary, A. T. Widdowson, 176 Main street, East Toronto

It was decided by this Association that regular monthly meetings should be held on the Wednesday night preceding the general monthly meeting of the Central Association. The shoemen east of the Don have an arrangement whereby all shoe stores every Wednesday afternoon. This plan is likely to continue throughout the year. Other matters which were discussed at the meeting were that of having a clearing house for getting rid of odds and ends and slow sellers. It was thought that some arrangement might be made whereby all shoemen could unite in this movement. Another proposition brought up for discussion was co-operative buying, especially in connection with rubbers, in order to secure the largest possible discount.

Rubber selling was discussed and a schedule of prices agreed upon as the minimum for first quality goods. The full list of prices will be found on the "Rubber Notes" page in this issue of the SHOE AND LEATHER JOURNAL.

The shoemen of Queen, Roncesvalles and Dundas streets, at an organization meeting, elected C. C. Allan, 1424 Queen street west, as chairman, and F. D. Chapple, 1500 Queen street west, as secretary. It was decided to meet the first Wednesday in every month at ten o'clock in the evening. The gatherings will be held at the different places of business of the members. A resolution was passed, which has been forwarded to the Central body, protesting against the practice of certain wholesale merchants selling goods by retail. It was stated that too many private parties are buying shoes in single pair lots from wholesale establishments. The matter of closing on Wednesday afternoon was brought up, but several members expressed the opinion that rather than have a weekly half-holiday during the winter months, they would prefer to close early a couple of nights each week. This question will be dealt with further at subsequent gatherings.

The shoemen of Bloor Street West and St. Clair District elected T. A. Wilson, 579 Bloor st. west, as chairman, and A. Neale, 614 Bloor St. West as Secretary. The matters discussed at this gathering included the possibility of arranging a selling schedule for rubbers. It is also stated

that the proposition is being considered of co-operative buying in the matter of rubber footwear. Another session will be held at an early date, when various topics will be taken into consideration and definitely dealt with.

HORSESHOE HUNT CLUB HAD FINE OUTING

The hunting season of November, 1917, added one more to the long list of the successful and long-to-be-remembered outings of the Horseshoe Hunt Club. The members left for the hunting grounds in their Pullman car attached to the Cobalt Grand Trunk train, leaving Toronto the evening of October 30th. The membership is limited to twelve, but this year owing to war conditions interfering, nearly half of the real members were unable to go but, their places were filled by a sufficient number of guests to complete the number. The company consisted of John H. Ross, Brockville; Elmer Davis, vice-president A. Davis & Son, Kingston, Ont.; James L. and David Johnston, Ottawa; Dr. Skinner, Guelph; Jas. Ross, Aurora; Fred N. Winter, Dr. Ogden Winter, Toronto; Fred Underhill, president Underhills, Limited, Barrie; J. R. Y. Broughton, Dr. Scott and Hon. E. J. Davis, Newmarket.

After a successful railway trip and steamship trip over the Lake of Bays, etc., the company arrived at the Club



The Horse Shoe Hunt Club and spoils of the chase

House on the afternoon of October 31st. The hunting ground is situated in the Haliburton district.

That evening the Field Captain discussed the whole situation for the next morning, November 1st, with the guide and the work was all laid out and an early start made in the morning, and one of the members had shot the first deer at 8.30 a.m. that morning. The hunt continued during the two weeks, with varying success from day to day, but there was one feature that stood out prominently and that was the remarkably fine weather for hunting during every day of the two weeks, something that has not been experienced at any time in the past. Not one hour was lost through bad weather. On the evening of the 15th, the full number had been obtained. The deer were brought into the Club House, strung up on a pole and various members took snapshots, showing the results for 1917, which they will treasure during the years to come.

There are always a number of incidents that occur during a two weeks' hunt, and this was no exception. The most outstanding feature of the occasion was that a fine buck shot by Dr. Scott, and hung up in the usual way in the woods until the last day, was entirely destroyed by a bear. The guide who has lived in that section for over twenty years stated this was the first time that he had ever known anything of that description to happen.



C189

NEW KINGSBURYS

These two new models are distinctive in style character and strikingly in keeping with KINGSBURY SHOE QUALITY. They reflect the very newest creations in footwear, and will be extraordinary big boosters for your Christmas trade.

Our No. C. 189—Mahogany Calf, High Cut Polish, made on our Sport Last with Neolin Sole and Heel. Is decidedly big value at - - - **\$5.40**

Our No. C 171—Cravanette, 10-inch High Cut Polish, with Heavy White Fleece Lining and Fibre Sole and Heel. Is one of the biggest retail propositions at \$5.00. Particularly suited for the Holiday trade - - - **\$3.35**



C171

*Both lines are in stock and
can be shipped at once.*

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

Montreal

NEWSY BRIEFS FROM ST. JOHN

Captain Ralph Hayes, M.C., son of Mayor R. T. Hayes, president and managing director of the firm of J. M. Humphrey & Company, Limited., has been appointed casualty officer for Military District No. 7, with headquarters in St. John. Captain Hayes, who recently returned from the front where he served with an artillery unit, was formerly in charge of a department of the firm's factory. It will be recalled that he won a Military Cross for gallantry displayed in action on the battlefields of France.

Gerald Murdoff, of the Dorothy Dodd Shoe Company of Boston, who is Canadian representative for this line, was in the city last week. R. L. Fraser was in St. John a few days ago in the interest of the J. & T. Bell, Limited, of Montreal.

Harold W. Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, wholesale and retail shoe dealers, recently received a letter from his brother, Captain Percy M. Rising, who is quarter-master of the New Brunswick 13th reserve battalion. He said he was in the best of health although he was kept quite busy. His unit was transferred from Shoreham to Seaford, England, where they are at present located.

E. J. Fleetwood, a well-known boot and shoe merchant of this city, has returned from a trip to Nova Scotia, where he was taking spring orders for his special line of "Fleetwood Footwear." He found business conditions good and his trip was very successful.

Friends in St. John will regret to learn of the serious illness of John Stewart, a well-known shoe merchant in Amherst. Recently he was stricken with apoplexy and his condition is serious.

William Hodges, sales manager for George A. Slater, Limited, of Montreal, was in the city recently on his semi-annual trip in the interests of the company.

SHOE NEWS IN SHORT SHAPE

J. S. Townsend, of Hamilton, was a recent visitor calling on the Montreal trade.

R. O. Dunhill, manager of the Walk-Over Boot Shop, Toronto, was in Brockton, Mass., recently on a business trip.

H. C. Parker, of Parker-Irwin, Limited, Montreal, has just returned from a business trip through Western Ontario.

Mallette & Co., 225 Lemoine street, Montreal, have been appointed to represent Lucien Borne, of Quebec City, through Montreal and district.

Bennett, Limited, have installed all their machinery in their new plant at Chambly, Que., and they are now in full running order.

The Ocean Shoe Co., Limited, of Montreal, have been granted a federal charter. One of the principal men behind the enterprise is Omer Chevretils, who was formerly with F. X. Charbonneau, and his interests were bought out by Mr. De Guise, of the firm of Charbonneau & De Guise. Mr. Chevretils then started a jobbing business at 15 Gosford street, Montreal, under the name of the Lion Brand Shoe. He states that he has secured land on Lagauchetiere street, Point-aux-Trembles, not far from the Canadian Footwear Co.'s factory, and that it is the intention of the promoters of the Ocean Shoe Co. to put up a four-storey brick building, 44 by 100 feet, and equip it with the very latest machinery for the manufacture of medium priced lines of footwear for men and women, which will be sold to jobbers only.

R. L. Savage, Toronto, left this week for Winnipeg, being called west owing to the serious illness of his brother, M. L. Savage.

Business with the repairers has been keeping up steadily during the past few weeks. Several inquiries have been made for help, but like most other places, there is no available labor to fill the gaps.

The employes of the Davis Leather Co., Limited, Newmarket, Ont., raised the sum of \$10,000 in subscriptions to the Victory Loan, while the members of the firm subscribed \$50,000 to the fund, making a total of \$60,000, which is a splendid showing.

E. E. Donovan, of E. T. Wright & Co., St. Thomas, Ont., recently spent a few days in Rochester, Boston and Rockland, Mass., on business. J. A. Munroe, vice-president of the company, recently paid a visit to the Canadian plant.

C. F. Todds has bought the old Speight wagon works in Markham, Ont., for \$7,050, which was sold recently under mortgage. He will form a syndicate of local capitalists who intend to start a shoe factory in the building early in the new year.

W. J. Brigden, Calgary, Alta., has commenced in the boot and shoe business.

Owing to the scarcity of male help in shoe stores in various cities throughout Canada, several shoe merchants who heretofore have never employed salesladies, are engaging them in their women's department; in fact the service of female help has become an absolute necessity in many cases, owing to the number of young men under the Military Service Act being called to the colors. Among the stores who are now employing salesladies in the women's department is the Walk-Over Boot Shop, Yonge street, Toronto, who find that the new arrangement is working very satisfactorily.

The John Palmer Co., Limited, of Fredericton, N.B., report that their line of Draw String shoe packs is an exceptionally strong one for 1918, as well as their summer packs and plow shoes for spring and summer wear. At present the company are exceptionally busy and short-handed, but are doing the best they can to keep their customers supplied. Their trench boot department is working night and day to keep up with the rush which, it is expected, will soon ease off, as trench boots are used largely for trench work during the winter months.

H. H. Lightford, for some time past superintendent of the Saco, Me., factory of the Sears-Roebuck factory, concluded his services with that concern and has accepted a position as superintendent of Plant Bros. Co., Boston, Mass. Mr. Lightford is well-known in Canada, having been associated with the Kingsbury Footwear Co., Montreal, the Perth Shoe Co., Perth, and J. M. Humphrey & Co., St. John, N. B.

PITHY NOTES FROM VANCOUVER

There has been very little snap among the buying public in Vancouver during the past few weeks owing to the purchasing of Victory Bonds, comforts for the boys in the trenches and Yule-tide remembrances looming up in the distance. The buying of footwear, therefore, has been of a secondary consideration. One of the very mild falls has been experienced, such as we enjoyed a few years ago, and even white goods have made their re-appearance on the streets. The extensive buying of new shoes has, therefore, been delayed until weather conditions make their necessity more urgent. Mid-season sales are being put on in quite a few stores and some good bargains are being offered.

W. Gibson, shoe repairer, of Davis street, has closed up his stand to respond to the first call under the Military Service Act.

A. Sutton, of the Champion Shoe Repair Store, on Granville street, has purchased the business of T. Wigglesworth, the latter having relinquished owing to indifferent health. He is a native of Manchester, Eng., and is a craftsman of no mean ability.

R. Robertson, of Kingsway, has installed a new stitcher and W. Britton has put in an improved Progressive finisher, while the Goodyear Repairing Co., of Pender street, have bought a twenty-foot Champion finisher with the latest improvements.



The artistic Silver Trophy for the champion in the Lunge and Salmon Competition

THE CUP THAT PARKER WON

In the Shoe and Leather Journal's Fishing Contest

We're mighty proud of it, too, but not half so proud of it as we are of the fact that we always win first place in the Shoe Supply Game and are always there with the big values and

Ready to Deliver the Goods

Here's a Partial List

Parker's Felt Box Toes

Waterproof and unaffected by perspiration or heat of the foot. We'll be glad to demonstrate this fact to you.

Also, "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.

We are also selling agents for
THE PERTH FELT CO.,
PERTH, ONT.

The highest grade of Shoe Felt
made in Canada.

Parker, Irwin, Limited

The Leading Shoe Manufacturers' Supply House in Canada

Montreal

BRITAIN BIG BUYER OF LEATHER

Under cover of an embargo against imports of leather into England for civilian purposes, says a recent despatch from Boston, an agent of the British Government has been in the United States for several weeks buying large quantities of both sole and upper leathers, evidently for civilian use. These purchases aggregate millions of pounds of sole leather and millions of feet of upper.

It should be understood that the British embargo, which has been in effect since February 23rd last, was not directed against leather of military necessity, but was designed to eliminate speculative conditions in the leather trade by preventing transactions between concerns in the United States and factors in England. In other words, the government assumed entire control of the leather situation in that country. The shipping situation also made necessary priority of shipment for materials essential only to government use.

As a matter of fact, however, the British Government for many months has been buying practically no leather in the United States for military purposes. The assumption is that a considerable surplus was acquired in the big buying movement of last fall; also that England has much increased her tannery capacity and has been buying quantities of hides in South America and India and tanning them herself.

ROCHESTER STYLES SHOW NEXT MONTH

The fourth semi-annual style show of the shoe manufacturers of Rochester and vicinity, under the auspices of the Rochester Association of Traveling Shoe Salesmen, will be held on the 5th and 6th floors of the Powers' Hotel, the week of January 7th to 12th, 1918, inclusive, and gives promise of outdoing former shows in both splendor and in the number of exhibits.

SHOE WORKERS HOLD CONCERT

About two hundred members of the Boot and Shoe-workers' Union, and their friends, attended a Smoking Concert which was given by the Union in St. Mary's Hall in Kitchener recently. It was a highly successful event in every respect, and the Union can feel proud of their effort to entertain. Mr. W. Spiegelberger acted as chairman, and the chief address was that delivered by Mr. Martindale, of Rochester, N.Y.

PUTTING THE BEST FOOT FORWARD

Colored gentlemen are not the only persons on earth who have a predilection for high sounding words. We all like to put the best foot forward, whether speaking of ourselves personally or referring to our business. It is really amusing to pause a few minutes and study the pretence and pomp of certain misapplied words and phrases which roll glibly off the tongue as if they were full of significance and dignity. In a newspaper career of many years the writer has seen reports of thousands of "quiet and pretty" or "quiet and attractive" weddings, but never did he notice a reference to a "loud and homely" one; nor would such terms be employed even if a bridegroom were arrested immediately after the ceremony.

Never did a vagrant come up in the police court with a bitter taste in his mouth and his face disfigured who did not tell the magistrate that he was having a "quiet time," or that he was enjoying a "quiet drink" or a "quiet evening." Oh, the misapplication of that word "quiet." It is more elastic than some consciences.

Did you ever know a grocer who did not make a "specialty of tea and coffee" or a druggist who did not add "all prescriptions carefully filled," or a cobbler who did not pro-

claim "first-class work done?" There was probably never a shoe polish or dressing put on the market which was not "guaranteed to soften and preserve the leather." Never did a traveler call upon a footwear merchant who was not "doing a high class trade," and here is where the humor of the situation comes in. Considering that out of the total number of residents in every community only one-twelfth can be called "high class," for this proportion represents all the wealthy people of every city, one wonders who caters to the other



L. W. Hanson, Toronto, the widely known manager of U. S. M. Co., who are moving into larger and more commodious quarters at 90 Adelaide Street West, where they will have double the former floor space.

eleven-twelfths so far as their pedal requirements are concerned. Who ever hears of a shoe dealer doing a "cheap" or "medium class" trade? It all comes under the heading of "high class."

How we all love titles. The bookkeeper is an "accountant," the dressmaker is a "modiste," the cook is a "chef," the clerk is a "salesman," the boss is a "proprietor," the storekeeper is a "merchant," the goods themselves are "merchandise," samples are "models," or "creations," the stenographer is a "secretary," the janitor is a "custodian," the plumber is a "sanitary engineer," the doctor is a "specialist," the lawyer is a "leading counsel," the ordinary traveler is a "sales manager," the delivery chap is a "route superintendent," the office boy is a "junior clerk," and the store is an "emporium."

EASTERN ROADMEN ELECT OFFICERS

Under the chairmanship of James Armstrong, the president, a meeting of the Commercial Travelers' Association was held in the Association rooms in the Board of Trade Building, Montreal, for the purpose of nominating officers for the ensuing year.

Mr. Armstrong referred particularly to the statement which is to be presented at the annual meeting this month, declaring that it would prove very acceptable. He also mentioned that during the past year the Association had invested largely in Canadian War Bonds, and that it was also their intention to subscribe extensively to the Victory Loan.

The nominations for the various offices were then read by the secretary: A. J. Brown for the presidency; L. L. Paul Bernard and J. Chas. Shea, for second vice-presidents. Eight have been nominated for the five vacancies as directors: E. E. Goodenough, Raoul O. Grothe, Wm. J. Joyce, J. F. Loisel, John McLellan, John O'Donnell, Fred. J. Percgo and Frank Summer.

Voting will not take place until Friday, December 14th, and the result will be announced at the annual meeting of the members at the Windsor Hotel on December 15th.

YUKON TRAGEDY OF BOOT LACE

The hanging of Rekuishi Yoshioka last month brought to an end the remarkable case of the "tragedy of the boot-lace."

It opened with the advent of Yoshioka, a Jap, and his wife, in the Yukon, to start a fox farm near Dawson. It closed with the confirmation of death sentence passed on the Jap for the murder of his wife.

Yoshioka was in partnership with an Indian, Percy James. One day, in the summer, it was announced that the Indian and the Jap's wife were missing. A little later the Jap came along with the story that he had found the body of his wife in the bush. She had been shot dead by a shotgun. The inference was, according to the story told by Yoshioka, that the Indian had killed the woman and then made his escape.

The search for the Indian was about to be given up when a retired officer of the Mounted Police, living in Dawson,

determined to join in the chase on his own account. At several points he found the moss pressed flat, as though a weight had been dragged over it. He followed the slight trail, and found that it led to a depression near the river. Moss was growing there, and over it a tree was planted. Suspicious, the officer examined the ground closely. He thought the moss had been there for but a short time. He was convinced that the tree had been but recently planted. He notified his old colleagues on the force. Together they dug up the tree, and underneath found the Indian's body.

The Indian's Endicott shoes were without their laces, and it was from here that the first trail led back to the Jap. The vendor of the boots was found. He asserted that the boots were of a peculiar type, that the laces were supplied only with the boots, that only one pair had been sold within a recent date—the pair bought by the Indian. In the Jap's house were found a pair of laces corresponding.

AVIATION BOOTS ATTRACT ATTENTION

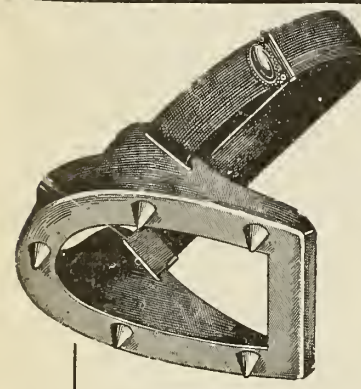
There are on display in the Owl Shoe Store, Edward Cook, proprietor, 123 Yonge St., Toronto, two pairs of boots that are attracting more than usual attention. One is an observer's pair and the other is that of a pilot of the Royal Flying Corps. An observer who recently returned to Toronto after being engaged in aviation work in France, brought back with him the boots of the pilot, who was killed when his machine was brought to earth after having its propeller shot away. The pilot's boots, which come up to the hip, are made entirely of sheep skin, tanned with the wool on. They have rubber soles and heels, an instep strap, a knee strap and a suspender strap. The pilot's boots have the flesh side out as far as the leg is concerned, while the vamp and foxing have the grain side out.

The observer's boots are knee high with suede calf leg and Russia calf vamp and foxing, and are lined with sheep skin wool. The sole and heel are of leather.

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



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

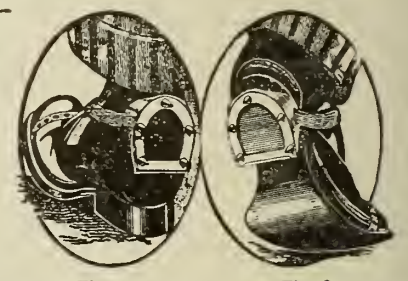


Fig. 1 Fig. 2

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.

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 **Leicester, Eng.** and at Kettering, Northampton
ON CONSIGNMENTS Bristol, and Norwich.

Cable "HIDES" Leicester.

THINKS FABRICS WILL AGAIN COME TO THE FRONT

Times at Present Are Little too Prosperous for their General Acceptance but Change May be Brought About, Declares Leading Shoe Manufacturer—Drama Which Brings Vividly To the Mental Faculties the State of Affairs of Twenty Years Ago

“WE are enclosing a Shoe Drama which has been written by C. D. P. Hamilton, of the International Shoe Co., St. Louis, Mo., and it throws some timely light on the true situation in leather and shoes just now. It should prove of interest to your readers as it draws attention very closely to the present conditions,” says a well-known Ontario shoe manufacturer in a letter to the *SHOE AND LEATHER JOURNAL*.

“Our experience,” he adds, “has been that the retailer is just a little in doubt as to whether the leather conditions are really in advanced stages or not, and we believe that this drama may give them some ideas.

“We are of the opinion that the trade should feature fabrics to a very large degree and we are doing so at the present time, but owing possibly to too prosperous conditions, wearers are not taking to fabric tops. We really believe that the time is coming when fabrics will have to take a prominent place amongst the shoe manufacturers.”

SCENE I—A General Store in Illinois.

Farmer: Here are twenty pairs of shoes, big and little, for work and for dress for all of us—how much do they amount to?

Merchant: Just \$52.00. They are “All-Leather” Brand, and will give good service.

Farmer: I have been dealing with you for about twenty years, and if my memory is not at fault, twenty pairs of these same shoes used to cost me only \$35.00. I think you are asking me too much. I guess I must go somewhere else.

Merchant: Yes, I remember very well that fall you bought twenty pairs of shoes. Don't you remember that you turned in 175 bushels of corn in payment for the \$35.00? Corn, as you remember, was only twenty cents a bushel that fall.

Farmer: Yes, I remember that corn did sell at twenty cents a bushel, and even less.

Merchant: You deliver to me 175 bushels of corn to-day, and I will give you the twenty pairs of shoes costing \$52.00, and in addition I will give you: One \$20.00 suit for yourself, one \$20.00 dress for your wife, one \$15.00 suit for your boy, one \$5.00 dress for the baby, one \$2.50 hat, one \$25.00 set of harness, one \$50.00 farm wagon, one \$5.00 box of cigars, \$5.00 worth of sugar, \$5.00 worth of coffee, \$5.00 worth of gasoline and I will throw in 50 cents worth of candy for the baby.

Mr. Farmer, 175 bushels of corn like you turned into pay for the 20 pairs of shoes will to-day not only pay for the 20 pairs of shoes, but will also pay for the foregoing list I have tabulated, which amounts to \$158.00. The value of your corn has not only taken care of the advance on the 20 pairs of shoes, but it also shows you a profit of \$158.00.

Farmer: I had not thought of it in that light—wrap up the shoes and be sure they are the all-leather line.

SCENE II—A General Store (on the Plains.)

Enter Ranchman.

Ranchman: Let me see a pair of all leather shoes.

Merchant: Here is a good pair, your size—9's. They are all leather, as you know.

Ranchman: How much?

Merchant: \$4.00.

Ranchman: Back in the nineties I bought shoes like these from you for \$2.50.

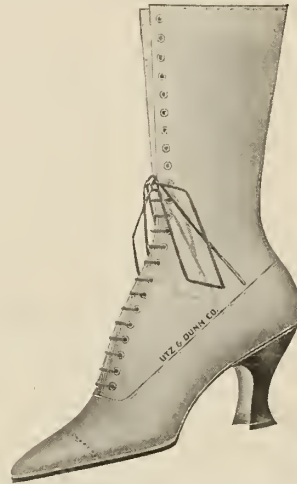
Merchant: I think these are better shoes than I sold you then. Better lasts, higher cut, better uppers, but let

that pass. You used to pay me for shoes and other merchandise with hides. Back in the nineties I bought fine steer hides from you. A steer hide weighing 70 pounds sold at three cents a pound, \$2.10 for the hide. Then you gave me the entire hide and 40 cents in cash for a pair of shoes at \$2.50.

Ranchman: Yes, I believe I did.

Merchant: You bring me in a 70-pound steer hide like you did then—same sort of hide, certainly no better—and instead of you giving me the hide and 40 cents to boot for your shoes, I will give you \$17.00 in cash and the \$4.00 pair of shoes! Or, Mr. Ranchman, if you like, I will give you five pairs of shoes at \$4.00 each and a dollar bill besides—for your one hide! It's five to one in your favor, plus \$1.40.

There is one fact that stands out in the foregoing and that is that there is nothing the farmer has to sell—wheat,



Autumn Brown Kid, Diplomat Lace Welt Boot, 10-inch height, Elite last, imitation tip, 2 1/4-inch leather Louis heel, white welting. By Utz & Dunn Co., Rochester.



Tan Russia Calf Imperial Lace Welt Boot, 9-inch height, Arlington last, wing tip, perforated and pinked foxing, lace stay, vamp and tip, 1 1/4-inch Cuban heel. By Utz & Dunn Co.

corn, cotton, garden stuff, cattle, hogs, butter, eggs—everything has advanced in price two to five times as much as have shoes! Of all the staple things, all the necessities, shoes are, relatively, the lowest in price, and have advanced the least.

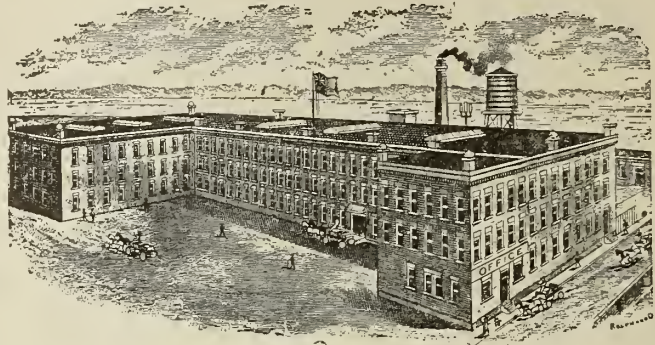
With shoes lower, relatively, than any other staple article of commerce, with everything the producer has to sell at record prices, and this includes the laboring man who sells his labor (and constant employment); the sunshine and the showers having smiled on us and everything that grows—from beans to buckwheat, and all in record quantities; a new customer in the market, buying just about everything—the biggest customer ever, and with the fattest purse—Uncle Sam—a customer buying a trainload a minute and paying cash for it at the rate of a million an hour; half the world have their buyers here ready to grab almost anything that is offered and at almost any price—this is how things are to-day.

This is the business outlook—and did any man now alive ever perceive such an outlook?

And we have instructed our manufacturing department to get busy—busy on the quick—pile up the shoes ready to ship, for, mark our word, a business the like of which we never saw is on the way, and is now thumping at our door.

Don't waste one hour, merchants—up and after it—the biggest business each one of you ever had in yours.

Cote's YAMASKA Brand Shoes



Have been known in Canada for over half a century as a dependable staple line that is a great trade booster.

They have a stylishness and finish that make them sell and a wearing quality that holds your customers. They are shoes you can recommend and guarantee. The range includes shoes for

Men, Women, Youths, Boys, Misses, Children

DON'T DELAY WITH YOUR ORDERS.

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

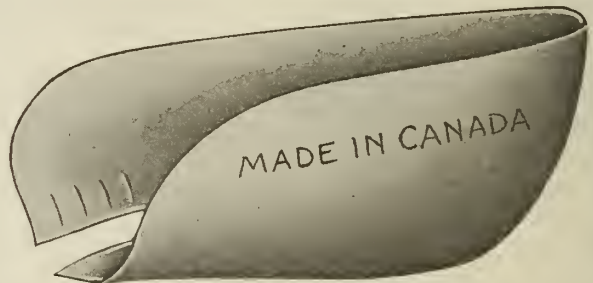
Clarke & Clarke, Limited

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

OUTLASTS THE SHOE



TRIED AND PROVEN

These counters have behind them the experience and reputation of nearly HALF A CENTURY. We stand behind our guarantee that they will outwear the shoe.

FIBRE COUNTERS

That can be counted on to stand up to the severest tests.

Representatives:—

For Ontario, E. R. Lewis, 21 Scott St., Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory
ST. HYACINTHE

Sales Office and Warehouse
MONTREAL

THE NEW "HARTTS" FOR WOMEN

Eighteen years ago the Hartt Boot and Shoe Co., was not known outside of the City of Fredericton. To-day the name Hartt is a household word from coast to coast and the firm's slogan, "Canada's best shoemakers," is symbolical with the maple leaf and the beaver. Hartt formerly made everything, but soon learned that specialization and concentration are the watchwords of progress and the hallmarks of quality. All was given up except the manufacture of men's welts and in this branch a degree of perfection and achievement have been attained which makes Hartt and Gold Medal shoes the highest quality footwear.

These brands are now on a par with the finest produced in any country in the world, which is a tribute to the genius of J. D. Palmer, the aggressive president, and J. A. Reid, the enterprising vice-president. Both have a thorough insight and a broad knowledge of the trade and like Alexander of old are looking for new worlds to conquer. The Hartt shoe holds such a unique and outstanding position that its prestige and pre-eminence have been thoroughly established.

Now a departure has been made from the regular line and the necessary equipment has been installed for the making of women's high-grade welts; welts that in art, quality and craftsmanship will compare in every detail with the Hartt shoe for men. The new range for women, while limited as yet, has already met with a large measure of appreciation and approval. The new models possess character. Every last has been put in to meet the demands of discerning femininity and travelers who are showing the new Hartt samples for women are enthusiastic over them and have every confidence that Hartts will be trumps in the women's game as they have been for many years in men's. It is the sincere wish of the makers to put the same stamp of superiority on their women's range as they have on their men's. Messrs. Palmer and Reid are pardonably proud of the efficiency and record of the Hartt Boot & Shoe Co. and believe there is a paying amount of appreciation for every effort, that may be put forth to give the Canadian people a genuine, good thing.

Four new lasts of an up-to-the-minute character have been installed, two of them being of the English walking type. The new offerings are eight and eight and a half inches in height, with plain toe or square stitched tips, while some carry wave cut tops and others straight cut. The shoes are all beautifully made and very artistically finished, the materials, linings and facings being of the highest grade. The range of "Gold Medal" shoes for women come in nigger kid, gray kid, Russia calf, duchess calf, gun metal, black kid and other leathers.

Among the outstanding creations are an all dark brown calf with plain toe, perforated foxing and eyelet stay, wave

top, with cream colored kid facings and Cuban heel; an all gray kid, three-quarter foxed bal, plain toe, wave top and leather Louis heel; a nigger brown kid, with circular vamp and plain quarters, wave top and leather Louis heel; a walking boot in Russia tan calf, full foxed, with calf facings, straight tip, blind eyelets and 9-8 heel. The same is also seen in dull black calf.

PROFITS! ACTUAL OR IMAGINARY

Now that it's getting toward the end of the year, with the time rapidly approaching when books must be balanced and the year's business summed up, every retailer naturally wants to know where his profits are, says "J. & K. Shoe News."

Or, perhaps, some retailers may wonder where profits have gone in spite of every indication that they have made money and ought to have a satisfactory balance. Give attention, then, to a few of the hundreds of tiny holes through which profits may flow:

Mistakes in invoices.

Mistakes in customers' bills.

Loss in satisfying overcharged customers and failure in making adjustments.

Failure to charge goods sold on credit.

Wasted supplies.

Mistakes in general figure work.

Depreciation in stock and interest in capital tied up in dead lines.

Ninety per cent. of these losses can be rectified by careful bookkeeping. Mistakes in invoices can be caught by checking each invoice.

The error in customer's bills may be in your favor and the time in satisfying customers, together with the unpleasant view which they usually take of such a situation, means a loss.

Forgetting to charge items on bills occurs frequently and really needs nothing to remedy it but a little care and attention, which even the busiest salesman can give. Saving in office supplies amounts to quite an item and its importance should be impressed on every employe. Stock on your shelves grows less valuable every day. Every decrease in the potential selling price is translated into a corresponding decrease in your profits, which means that you should do your best to keep goods moving at full speed. It costs money to leave capital invested in such dead lines.

Systematize your business and watch the little leaks so they don't become leaks that may result in disaster.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

*There's a Heap of Satisfaction
in Selling*



AIRD SHOES

First:—They are easy sellers.

Second:—They stay sold.

They are easy sellers because they have the APPEARANCE and FINISH and FOOT-EASE COMFORT.

They stay sold, because they have the QUALITY THAT MAKES GOOD SHOES and GIVES THAT REAL WEAR that SATISFIES CUSTOMERS.

Their price is also enticing.

What more could one ask ?

Your **JOBBER** Will Have Them

AIRD & SON

REGISTERED

Montreal, Que.



SCOURING

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 leaves a line to the edge of heel that cannot be obtained by any other method.

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.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY
Kitchener, Ont. Montreal, Que.

FINE FELT FOOTWEAR

We were never in better position than we are right at this minute to supply you with every grade of FELT FOOTWEAR, and this is the season when Felts are in big demand.

In addition to being the Sole Canadian Agents for the particularly fine lines of

The Daniel Green Felt Shoe Co.

We also carry an extensive range of

English and Canadian Goods

In Light, Medium and Heavy Grades for

Men, Women, Misses, Children and Babies

These are lines you can feature, for there is a big demand for all classes of felt goods. And there's a **SPLENDID PROFIT IN THEM, TOO.**

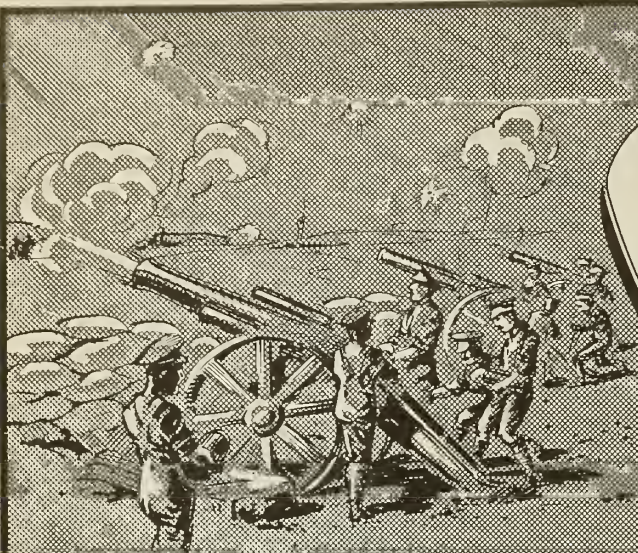
Shipments can be made immediately, so order at once and get the cream of the Felt Footwear trade.

SCHEUER, NORMANDIN & CO.

8 St. Helen Street

Montreal

TENAX
MEANS
TENACITY



TENAX SOLES

LIKE THE
"BRITISH LINE"
WILL NEITHER CRACK
NOR BREAK



Tenax Soling holds together with more than "bull-dog tenacity." There's no tearing apart, cracking or disintegration. It is light and pliable, but close-grained and extraordinarily tough.

Tenax Soling outwears leather and lasts longer. It wears evenly and smoothly and without crumbling. It is noiseless and non-squeaking—water-proof, damp-proof and prevents slipping.

Tenax Soling is cheaper than leather to buy [or to use. Unlike leather, however, it is uniform in quality all through.

GUTTA PERCHA & RUBBER LIMITED, TORONTO.

BRANCHES AT

HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, LETHBRIDGE, CALGARY, EDMONTON & VANCOUVER

Rubber Footwear Notes

THE factories are still hustling out goods which in some cases are considerably behind hand. The recent wintry weather has created a boom in rubber footwear and jobbers have been at their wit's end to supply goods to meet the sorting demand. Dealers who placed their orders early are being well looked after, but those who delayed are now finding it difficult to get their full stocks. The season, of course, has not fully started although up north and in the west considerable snow has fallen. Should the present cold spell continue another week or two there will be a decided shortage in some lines. However, manufacturers and jobbers are doing their best and working night and day to satisfy customers.

About Felts.—There is going to be almost as much trouble getting felts for the coming year as there has during the past. It is almost impossible to get some lines of felt at all and therefore they will have to be almost eliminated. Manufacturers claim that they will not be able to produce much more than fifty per cent. of the orders they could take if they could only see their way to filling them. It is early yet and still letters are in from importunate jobbers and large retailers asking how much goods can be expected for the coming season. A good many orders have been unfilled on last year's business and buyers are seeking to have them made good in the coming season without much chance of this being done.

Rubber Companies Face Help Shortage.—One of the leading rubber footwear manufacturers of Canada states that while it is not likely that the shortage in light rubber footwear over the coming winter will be quite as serious as it was a year ago, still there is a very decided shortage this year, owing principally to scarcity of help, etc. This is not confined to any one company, he says, but applies to all.

In a recent issue of a U.S. trade paper reports were presented from Rochester, Philadelphia, Baltimore, Cleveland and other cities, which showed that a decided shortage of rubbers existed among the dealers. Many have not received their full delivery and early snowfalls have made the situation very grave. Traveling men state that the manufacturers have been unable to fill their orders because the government is calling for such a large percentage of the output. This in turn prevents the shipment of immediate orders to the retail houses in the larger American cities.

The company then goes on to state that, while the situation across the border may not interest Canadians to any extent, yet, "we have had to stand a great deal of criticism from our branches and salesmen for a year or more and it is only natural that we defend our position. The shortage that we are experiencing is through no fault of our efforts at this end or at the factory, but is a situation for

which we are not responsible. We are sorry that it was necessary to cancel several thousand dollars' worth of light goods on placing orders last spring, but even at that, as you are well aware, we are away behind in keeping up to the demand. Few of our branches gave us any special assistance to get a reduction at that time but most of them, on the contrary, caused us as much inconvenience as possible in order to prevent such reductions. This fact has made it all the more difficult for us right along. As far as this winter's business is concerned we wish to tell our branches that we are doing all we possibly can and more than that no one can do."

Selling Price of Rubbers Arranged—At a special meeting of the Eastern Section of the Toronto Shoe Retailers' Association, held recently to discuss rubber sales, the following prices were decided on as the minimum for first quality goods:—

PLAIN OVERS

Children's 5 to 7	\$0.60
Children's, 8 to 10½65
Misses'70
Growing girls'85
Little Gents'75
Youths'80
Boys'95
Men's	1.15
Women's90

All men's self-acting rubbers, including Clogs.

Bulldogs, Zephyr weight, storm and rolled edge rubbers	1.25
Women's Zephyr weight	1.00
Women's Footholds75
Men's felt overs	1.25
Children's white rubbers75, .85
Men's Arctics	2.25
Men's 2-buckle overshoe	3.00
Men's Blizzard	1.75
Men's Fine Arctic	2.50
Knee rubber boots, black sole	4.35
Red sole	4.75

A Time to Get Together.—The present would seem to be a good time for retailers to make a decent profit in their rubber footwear turnover. The "get together" idea has proven very satisfactory and profitable in some of the large cities and towns, and the wonder is that so many hard-headed business men are still content to let the rubber trade remain the rag end of the shoe business. It ought to be as profitable as any part of the business but the tendency is to put rubbers at the door at this time of year and mark them down to a point that makes them an advertising adjunct to the leather goods end of the business. This year when supplies are restricted it ought to be possible to make more money out of this department with considerably less trouble.

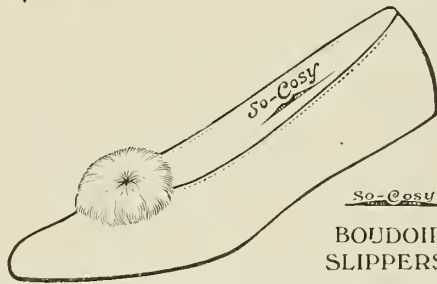
So-Cosy

Boudoir Slippers

Make the Feet
Comfortable

IN-STOCK LINES

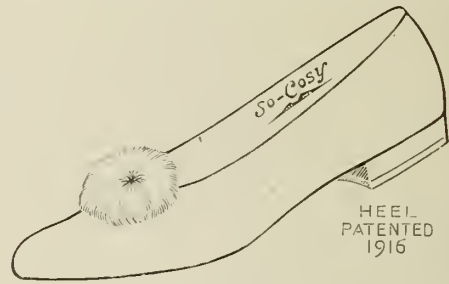
For Your Xmas Holiday Trade



So-Cosy
BOUDOIR
SLIPPERS

"MAKE THE FEET COMFORTABLE"

1108.	Blk. Gl. Ind.	-	-	-	-	\$1.25
1141.	Red " "	-	-	-	-	1.25
1142.	Choc. " "	-	-	-	-	1.25
1113.	Pink Kid	-	-	-	-	1.50
1114.	Blue Kid	-	-	-	-	1.50
1245.	White Kid	-	-	-	-	1.50
1121.	Red Suede	-	-	-	-	1.25
1122.	Choc. Suede	-	-	-	-	1.25
1145.	Tan Suede	-	-	-	-	1.25
1162.	Old Rose Suede	-	-	-	-	1.35
1167.	Belg. Blue Suede	-	-	-	-	1.35
1246.	Pink Suede Kid	-	-	-	-	1.50
1252.	Blue Suede Kid	-	-	-	-	1.50



HEEL
PATENTED
1916

1251.	Blk. Gl. India	-	-	-	-	\$1.35
1253.	Red " "	-	-	-	-	1.35
1254.	Choc. " "	-	-	-	-	1.35
1168.	White Buck	-	-	-	-	1.60

The above have heels which are attached without TACKS or NAILS to hurt the feet. They are comfortable and will not come off.

INSURE YOUR XMAS TRADE
BY ORDERING NOW.

If you sell **So-Cosy Boudoir Slippers** either of the above cuts will be supplied to you for advertising in your local papers.

So-Cosy Slippers are the best Boudoir Slippers made anywhere. They have set the standard of value and quality, and are better made and daintier in appearance than any competing line. If you want the best for your Xmas trade order now.

WHOLESALE DISTRIBUTOR
PHILIP JACOBI
TORONTO

The Shoe Repair Man

SOME REPAIR PRICES IN NELSON

The shoe repair men of Nelson, B.C., who have a live organization, recently adopted the following revised price list for work:—

Men's full soles and leather heels, from	\$3.00
Men's full soles and rubber heels	2.75
Men's Neolin soles and rubber heels	2.50
Men's half soles only, leather	1.50
Men's heels, leather, from	.50
Men's heels and army plates	.75
Men's rubber heels	.50
Men's whole rubber heels	.75
Men's hobs or Hungarian nails, 35c. to	.75
Men's toecaps	.75
Men's toe or side pieces, from	.40
Men's new heels, from	1.00
Women's full soles and heels	2.50
Women's Neolin soles and heels	2.25
Women's half soles only, leather	1.00
Women's turned half soles	1.50
Women's heels, leather	.35
Women's heels, rubber	.50
Women's new heels, 75c. to	1.25
Women's toe or side pieces, from	.25
Women's toecaps	.50
Boys' half sole and heel, 3 to 5, from	1.50
Boys' half sole only	1.25
Boys' heels, leather, from	.35
Youths' half sole and heel, 1 and 2	1.35
Youths' half sole only	1.00
Youths' heels, leather	.35
Boys' and Youths' toecaps	.50
Misses' soles and heels, 11 to 13	1.15
Misses' soles only	.90
Misses' heels, from	.25
Children's soles and heels, 8 to 10	1.00
Children's soles only, from	.75
Children's soles and heels, 4 to 7, from	.75
Children's soles only, from	.50
Children's heels	.25
Children's toecaps, from	.35
Miscellaneous—	
Buttons, 15c. to	.25
Dyeing brown shoes, from	.35
Cement patches, from	.25
Calks, each	.1¼

DO OLD SHOES SPREAD INFECTION?

"A Repair Man" is the alleged writer of a sensational article which appeared recently in a Toronto weekly. The danger of infection from old shoes seems much exaggerated and the possibility of disease spreading vastly overdrawn. The contribution nevertheless makes entertaining reading and is published for what it is worth. The SHOE AND LEATHER JOURNAL would like to hear from any repair man in Canada if he ever knew of a disease of any kind being contracted through a pair of shoes coming to his shop to be mended, even if the footwear was mixed up with other pairs on the shelf, bench or floor.

Here is what "A Repair Man" writes:—

The present age may be said to be an age of sanitation,

so much attention has been given to the guarding of the public health.


By-laws have been passed in most of our cities and towns compelling fruit vendors to cover their wares so that dirt from the street cannot come in contact with the fruit. This is only one of the many precautions taken.

But with all the research, one of the greatest has been entirely overlooked—namely, the danger arising from the present method of shoe repairing.

I dare say that at the very lowest estimate ninety per cent. of the shoe repair men have no system for keeping each pair of shoes separate. They either place them side by side on a rack or tumble them indiscriminately on the floor or on a shelf.

The practice is bad enough, but it isn't the worst; lasts are inserted in a pair of shoes to repair them on, and when the repairs are completed the lasts are removed and placed in another pair of shoes needing repairs.

This is where the great danger of infection exists, for if the wearer of the first pair of shoes should be afflicted with



THE PRICES OF SHOES
have soared and may go still higher.
Why buy new shoes just now? We
ask only reasonable charges for expert work in
SHOE REPAIRING.
Probably we can make your old shoes look most as good as new and give you several months of service yet. Give us a trial.

Thornton Rapid Shoe Repairing
J. THORNTON, Proprietor
998 Barton Street, East, Hamilton, Ontario, Canada

An attractive and well displayed card issued by enterprising shoe repairer of Hamilton, Ont.

some foot or contagious disease it naturally follows that the wearer of the second pair of shoes is in great danger of contracting the same disease, particularly if the system is in a weakened or run-down condition, for it is a well-known fact that the feet are the sewers of the body.

The following is a concrete instance going to prove my contentions:

Some years ago I conducted a repair shop at Pittsburg, Penn. I had quite a lot of repairs come in from outside towns.

At that time my daughter was between two and three years of age. She was taken very seriously ill with a malignant scarlet fever. We were at a loss to locate the source of the malady, as we could find no trace of the disease in the entire district. Finally it occurred to me that I had repaired her shoes just a short time before. On looking up the work record book I found that at the time I had repaired her shoes I had also repaired a consignment of shoes sent in from a small mining hamlet about six miles from my location. On investigation I learned that one of the pairs of shoes had been worn by a child who had just recovered from a very severe

(Continued on page 63)

*Why***BENNETT***TRADE MARK*

Guaranteed Fibre Counters

Are Best

We are **FIRST Fibre Manufacturers**, and **THEN Counter Manufacturers**. We are "**Complete counter makers.**"

The life and success of every fibre counter depends **first** upon the fibre in it.

It must be strong enough to **stand up** under heavy wear; and still be flexible and pliable to **give comfort to the wearer.**

It must mould readily into any desired shape; yet firm enough to **hold that shape.**

Such fibre **can't be bought or selected.**

It must be made by men who know fibre and requirements of counters; and made into counters by men who **know the fibre they are using.**

BENNETT
TRADE MARK counters are made **completely** by one organization working in harmony, with one object in mind, to produce:

**The best fibre; to mould it into
Best counter made, and to sell it
Fully guaranteed to wear with comfort.**

Send for samples and prices **to-day.**

"Use **BENNETT**
TRADE MARK Counters, and forget counter troubles."

BENNETT, LIMITED

Makers of Shoe Supplies

Sales Office, 59 St. Henry St.
Montreal, Que.

Chambly Canton, Quebec

SHOE NEWS IN PARAGRAPH

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, is on an extended business trip throughout the Western Provinces. He will go as far as the Coast before returning home.

Harry D. McKellar of Kitchener, representing the Rumpel Felt Factory of Kitchener, and the Great West Felt Co., of Elmira, Ont., was in Montreal last week on business.

J. D. Palmer, president of the Hartt Boot & Shoe Co., Fredericton, N.B., was chairman of the Victory Loan Committee for the Counties of York and Sunbury. The constituency was well organized, and under the direction of Mr. Palmer, turned in splendid results. J. A. Reid, vice-president of the Hartt Boot & Shoe Company, has been serving on the Exemption Tribunal in that district for some time.

G. P. Fry, Toronto, who represents the Smardon Shoe Co. throughout the Western Provinces, has returned home after a most successful selling trip.

A. A. Orendorff, of London, representing E. T. Wright & Co., St. Thomas, was in Toronto recently on business.

A charter has just been granted to Geo. L. Williams & Sons Co., Limited, of Otterville, Ont. The capital stock is \$40,000, and the company is empowered to manufacture, sell and deal in shoes and leather of all kinds. The incorporators of the concern are Geo. L. Williams, of Toronto, F. G. Bullock, J. W. Fisk, H. G. Downing and G. W. Parsons, of Otterville, to which place the factory was recently removed from Toronto.

L. F. Jackson, of Toronto, who travels for the Brandon Shoe Co., of Brantford, and the Blachford Shoe Manufacturing Co., Toronto, throughout the Maritime Provinces, got back last week from a successful selling trip in the east.

Narcisse Gagnon, of Montreal, returned recently from a very successful deer hunt in the Laurentians. The following comprised the party: J. H. Goyer, A. Huot, E. Mallette, N. Gagnon, Joseph Charpentier, Count DesRosiers. The latter gentleman is a famous shot and they say when he sights game it is as good as dead.

Ed. R. Lewis, leather merchant, 21 Scott St., Toronto, has returned from an extended business trip to Montreal, Boston, Philadelphia and New York.

F. L. Peters of Chas. H. Peters' Sons, Ltd., leather manufacturers, St. John, N. B., called upon the trade in Toronto recently.

Lawrence M. Savage, son of R. L. Savage of Toronto, has gone to Montreal where he has taken a position on the office staff of J. F. Clark, Limited, 51 Dube St., Montreal East.

W. E. Short, western representative of the Kingsbury Footwear Co., Montreal, has returned from an extended spring selling trip throughout the Western Provinces and reports having done a "nice, clean little trade."

Ernest Bennett, of Toronto, representing the James Muir Co., Montreal, has returned from a successful spring selling trip throughout Western Canada, going as far as the Coast.

Ira Owens, of London, who represents Scott-Chamberlain, Limited, has returned from a successful selling expedition throughout the Maritime Provinces.

John Ingram, of Toronto, has joined the selling staff of the Goodyear Tire and Rubber Co., and is representing the firm in Western Ontario in the interests of Neolin soles.

Fred P. Beemer, of Toronto, selling representative of the Blachford Shoe Mfg. Co., Toronto, has returned from an extended business trip throughout Western Canada, and reports having a very successful season.

H. B. McGee, sales manager of the Minister-Myles Shoe Co., Toronto, is a candidate for the Toronto Board of Directors of the Commercial Travellers' Association of Canada, the election taking place on December 24th. Mr. McGee's many friends are putting up a strong campaign in his behalf.

A side plate-glass window at the entrance of the shoe store of H. A. Johnson, 278 College St., Toronto, was deliberately broken by a heavy piece of cement on Nov. 23rd. The miscreants got away with two pairs of men's shoes. The boldness of the deed would seem to indicate that there are certain young fellows who hope to escape compulsory enlistment under the Military Service Act by committing petty thefts and getting a short term in gaol.

Geo. H. Morris, of the Goodyear Shoe Repairing Co., 623 Pender St. West, Vancouver, recently installed a modern and up-to-date finishing outfit in connection with his business, which was supplied by the Champion Shoe Machinery Co.

Frank P. Rowbotham, representing Parker, Holmes & Co., shoe manufacturers, Boston, spent a few days in Toronto Montreal and other cities recently calling upon the trade.

Alex. S. Martin, of Toronto, selling sole leather for Beardmore & Co., recently visited New England shoe manufacturers. This firm has a production of oak and hemlock, 1,500 sides daily.

A recent despatch from St. Thomas, Ont., says: Henry Elliott, shoe dealer, Talbot Street East, who presented the petition for the repeal of the early closing by-law to the City Council, Tuesday evening, makes it clear, in a statement to the press, that he will not withdraw his opposition to an early closing by-law, even if it is made to cover all places of business in the city. Mr. Elliott declares such a by-law is wrong in principle, especially when it dictates what a man is to do with his own time.

The plant of the Newcastle Leather Co., Wilmington, Del., now occupies eight city blocks. They are very busy on black and colored glazed kid, and are still experimenting on calfskins.

E. Everitt Bird, Boston representative of the Davis Leather Co. and A. Davis & Son, is receiving congratulations on account of the distinction of being one of the youngest-appearing grandfathers on South Street, Boston.

The Tannery at South Westminster which is operated by the Leckie Shoe Company of Vancouver, is at present making shoe and glove leather out of the skins of hair seals caught on the coasts of Alaska and Northern British Columbia by a Seattle hide firm, which annually outfits a number of boats for this work. The Leckie Company has bought this season's catch of from 20,000 to 25,000 skins, of which the first consignment of 10,000 has been delivered at the tannery.

A recent despatch from Oshawa, Ont., says: The Town Council met Wednesday night to deal with a proposition from a shoe manufacturing firm from Toronto to locate here in the factory recently occupied by the T. Eaton Co. They asked the town to guarantee their bonds for \$30,000 to \$35,000 for 20 years. They agreed to employ 100 hands, most of them female. Their present payroll was about \$1,000 a week, which they agreed should be maintained at that figure or higher. The consensus of opinion was that it was too high a price to pay for what was offered, but the matter was left in the hands of the Mayor to continue further negotiations.

Among the largest subscribers for Victory Bonds during the recent campaign was the Anglo-Canadian Leather Co., Limited, of Montreal, who took a million and a half dollars worth.

It is rumored that the Weston Shoe Co. are contemplating removing their large shoe factory located at Campbellford, Ont., to another town in Ontario.

William Chamberlain, of Getty & Scott, Limited, spent several days during the past week calling upon the trade in Montreal and meeting personally many of the enthusiastic retailers of Classic Shoes

CONDENSED ADVERTISEMENTS

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

ADVERTISER WISHES TO REPRESENT TANNER or wholesale leather and findings house in Western Canada on commission and expenses. Thorough practical knowledge of trade for twenty-five years. Box 500, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

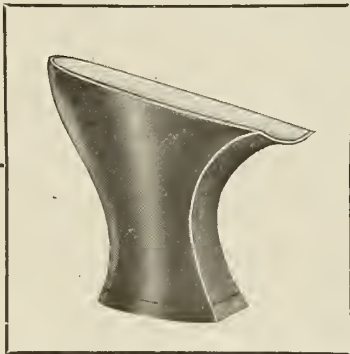
YOUNG MAN SEEKS PERMANENT POSITION in high-class shoe business. Three years' experience in dry goods, also a manufacturing knowledge of shoe business. Apply Box 114, Galt, Ont.

HELP WANTED, MALE—Capable cost man wanted for shoe manufacturing concern. State age, experience, whether married or single, and give references in first letter. Shoe experience absolutely necessary. Apply, "Leather," P.O. Box 1934, Montreal, Que.

FOR SALE—A number of shoe factory machines in all departments. Will send lists with prices on application. Please advise machines interested in when writing. We also have several lines of leather and other materials we offer at good prices. The Robert Taylor Co., Limited, Halifax, N.S.

Wm. Davidson, of Montreal, representing Marlett & Armstrong Co., Limited, was a recent business visitor in Toronto.

John Sinclair, of the Barrie Tanning Company, Barrie, Ont., called upon the trade in Toronto during the past week.

**TORONTO HEEL CO.**

MANUFACTURERS OF

All styles of Heels in Leather and Composition

WE ARE ALSO MAKERS OF THE HAVERHILL

Write for Samples and Prices. These will interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

Mr. Prince of the E-Z Walk Mfg. Co. Inc., makers of high grade felt and novelty slippers, New York City, was in Montreal, Toronto and Winnipeg recently calling upon the jobbing trade. Mr. Prince has two sons who have enlisted in the American Army, one being now overseas and the other in training at home.

Murray's Limited of Calgary, Alta., have bought out the Harvard Shoe Store, 311 Portage Avenue, Winnipeg, of which Wm. Veitch was proprietor. The new firm have taken possession and M. L. Savage will supervise the Winnipeg end of Murray's Limited, while Geo. H. Ferguson will look after the Calgary business. The store in Winnipeg has just installed an up-to date new front and is being extended by several feet at the back.

J. R. C. Struthers, 44 Princess Street, Winnipeg is representing the Milton Shoe Co., of Milton, Ont., in the Province of Manitoba.

Among the firms which have recently registered are I. Koffman & Co., shoes, Montreal, and the Canadian Systems Shoe Repairing Co., Sherbrooke, Que.

A federal charter has been granted to the Ocean Shoe Co., Limited, of Montreal, with a capital stock of \$100,000 and headquarters at Point aux Trembles. The company is empowered to carry on the business of manufacturing and dealing in shoes in all its branches, and also to tan leather and deal in hides and skins.

The capital stock of Bennett, Limited, makers of shoe supplies, at Chambly Canton, Que., has been increased from \$300,000 to the sum of \$1,200,000, by the addition of 9,000 shares at \$100 each

Jas. Dorman, for several years on the staff of the Regal Shoe store, Toronto, has taken a position as sales manager with J. H. McLelland, 297 Danforth avenue, Toronto, George Ewart, lately with Mr. McLelland, has gone with John Brotherton, Yonge street, Toronto.

A. Saucier, manufacturer of children's shoes, Montreal, has assigned.

John McCullough, shoe retailer, 866 College street, Toronto, who entered the Western Hospital a few days ago for an operation, is, his many friends will be pleased to learn, making good progress toward recovery.

H. W. Pearson, manager of the Toronto branch of Ames-Holden-McCready, Limited, spent a few days in Montreal recently on business.

Grimshaw & Mantle have started in the retail shoe business in Toronto, on Lansdowne avenue, north of Bloor street west.

The Galt Shoe Mfg. Co. of Galt, Ont., are very busy at the present time and report that spring business in Eclipse footwear is far ahead of the same period last year and the results of the season's selling are likely to be most satisfactory. A. M. Stuart states there seems to be a more settled feeling among the retail trade as stocks become more cleared up.

J. J. Connor, Western Canada representative for McLaren & Dallas, Toronto, has returned from a successful selling trip through the Prairie Provinces.

Charles A. Ahrens, of Kitchener, is an enthusiastic motorist, and even the recent snowstorm did not deter him from taking a week end run to his summer home at Grand Bend.

Pte. Ernest Lomas, son of George Lomas, 191 Booth Avenue, Toronto, who went overseas with the 83rd Battalion has been killed in action. He was formerly employed by the Reliance Shoe Co., Toronto.

Alf. Winn, of Toronto, who represents E. T. Wright & Co., of St. Thomas, Ont., in the eastern provinces, has returned from a successful spring selling trip.

Fire which was discovered recently did damage to the extent of about \$10,000 to the stock and fixtures of Chapples, Limited, Fort William, on the ground floor of the Commercial Chambers. The origin of the fire is obscure.

DO OLD SHOES SPREAD INFECTION?

(Continued from page 59)

attack of scarlet fever. Of course, that is where my daughter's case originated.

This menace could be very easily removed. I am using a shallow pan containing an antiseptic solution. On removing the lasts from the shoes, immediately immerse them in this solution, and after leaving them immersed a few minutes, I remove them from the liquid and dry them on a hot-plate placed immediately behind the pan. This method kills any form of microbe.

Some good advertising could be had by placing the pan in the forefront of the window, the hot-plate just behind the pair, all in full view of the public. Then have some well written matter explaining the purpose of the display.

SAYS HELP PROBLEM IS ACUTE

At the last regular meeting of the Toronto Shoe Repairers' Association, H. K. Hayward, vice-president, presided, and there was a representative attendance, many matters of importance being discussed.

A letter was read from the St. Catharines' Association warmly approving of the idea of a federation of all shoe repair associations in Ontario and offering to assist in any way, the furtherance of this proposal. The question of the Association getting out a polish and putting it on the market was further taken up and reports were received, but no definite decision has yet been reached.

The help problem was reviewed and various suggestions offered in the matter of training returned soldiers and others on a certain scale of wages, so that they could take up the work. The labor situation is very acute at the present time and certain members stated that they had advertised for men in all daily papers, but had received no applications. It was explained by a member that the same reports came to hand from various other cities in Canada at the present time.

The election of officers for the coming term will take place on Thursday, Dec. 20th, so that the new men will take hold at the beginning of the new year. Owing to the large amount of work that has been done by Financial Secretary A. Butterworth, it has been decided to have two or three men look after the secretarial duties and the finances. It is likely there will be a recording secretary, a financial secretary and a treasurer.

It was decided to hold a progressive euchre party at an early date, while shortly after the new year, arrangements will be made for the second annual banquet of the Association, and it will be a hummer.

HAMILTON REPAIRERS ARE ON THE MOVE

The Hamilton Shoemakers' and Repairers' Association now has a membership of fifty-two out of a possible seventy members, which, considering that the organization is only ten months old, demonstrates the progress that has been made. It is hoped that before the year is ended, practically all the shoemakers in the Ambitious City will belong to the society. The price schedule which was fixed some months ago is being lived up to, and every member is thankful for the benefit he has derived from the Association.

Sec.-Treas. F. C. Tebbs reports that there is a movement on foot at the present to devote the second Monday of each month to business and to spend the fourth Monday socially. When the Association first organized, it met only on the second Monday of each month, but now meetings are held on the second and fourth Mondays in the Sons of England Hall, Hughson street north.

Mr. Tebbs writes that some time ago a member of the Association sent to Geo. Edwards, of Medicine Hat, Alta., for his process of welding on soles and that the members

are not at all satisfied with the so-called welding. Mr. Tebbs declares that the method is an old one and that there is scarcely a man in the trade but what knew of it years ago, and they are all more or less disgusted with the alleged new art. "We will be glad" says Mr. Tebbs "to furnish anyone with a copy of the recipe free, although one of our members paid \$10.00 for it."

LIVE WIRE WESTERN SHOE REPAIRER

One of the live repair men of Calgary is R. P. Davis, who conducts the Calgary Shoe Hospital at 123A 8th Avenue West. Mr. Davis thinks he can fairly claim to be a real old-time shoe maker, having started in the trade in 1874 and worked at it ever since. He served his apprenticeship in Lindsay, Ont., and was in the village of Minden for twenty years. Mr. Davis has been in his present stand in Calgary for fifteen years, and while he is of the venerable school of shoemakers, he has always kept his equipment up-to-date, with the result that he has been successful in every respect. He uses a twenty-two foot Goodyear shoe repair outfit with Rapid Stitcher, and also a McKay machine for sewing on soles. "Both of them do good and fast work, much better than we used to do in the old way," declares Mr. Davis.

The premises of the Calgary Shoe Hospital are only seven feet wide by fifty-five feet deep. Besides the equipment already mentioned, Mr. Davis is running an eight chair shoe



R. P. Davis, veteran shoe repairer, of Calgary.

shine stand and a modern razor blade sharpening machine. This proves an excellent side line. Twelve safety razor blades are whetted at once and the machine used is the only one in the world sharpening them with a lateral motion. Mr. Davis gets blades sent to him from many parts of Canada.

Another interesting feature in connection with his career is that he has had a man working for him for the past twenty-six years, and another for ten years. They are both old-time shoemakers. He has another, but of a later generation, who has been with him five years, all of which speaks well of the friendly relations which exist between Mr. Davis and his staff, showing that he must be "a good boss."

Mr. Davis is an enthusiastic sportsman and during the sunny weather does a good deal of his sole leather cutting out in the open at the back of the shop. He owns a car, behind which he carries a specially designed canoe when needed. He is a marksman of no mean ability, a clever angler and an all-round sportsman, as well as a competent shoemaker.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



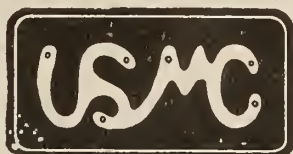
NEW YORK

CHICAGO

"We deliver what you buy."

INDEX TO ADVERTISERS

A	PAGE	E	PAGE	P	PAGE
Ames-Holden-McCready, Limited.....	12	Edwards & Edwards.....	42	Palmer-McLellan	16
Ackerman, B. F., & Co.....	44			Pfister & Vogel Leather Co.....	36
Aird & Son	54	F		Parsons, C., & Son	42
Adams Shoe Co.....	40A	Freeman, Louis.....	54	Palmer, John C.....	44
				Parker-Irwin.....	48D
B		G		R	
Boot & Shoe Workers' Union	6	Gagnon, Lachapelle & Hebert	17	Regal Shoe Co.....	34
Bell, J. & T., Limited.....	7	Gutta Percha & Rubber Co.....	56	Robinson, James.....	3
Bennett, Limited.....	62			Routier, Luc.....	48
Blachford Mfg. Co.....	27, 28, 29, 30	I		S	
Breithaupt Leather Co.....	40	Independent Rubber Co.....	8	Samson, J. E.....	48
Borne, Lucien.....	48	Jacobi, P.....	59	Scheuer, Normandin & Co.....	55
Brandon Shoe Co.....	I.F.C.			Staynes, W. H., & Smith.....	50
		K		Schultz-Goodwin Co.....	42
C		Kingsbury Footwear Co.....	48B	Schmoll, Fils & Co.....	64
Cote, J. A. & M.....	52	Kaufman Rubber Co.....	13	T	
Canadian Consolidated Rubber Co.....	18			Tebbutt Shoe & Leather Co.....	4
Cobourg Felt Co.....	53	L		Tetrault Shoe Manufacturing Co.....	9
Clarke & Clarke.....	52	Love, E. B., & Son	47	Tourigny & Marois.....	48
Clark Bros.....	O.B.C.	Landis Machinery Co.....	36	Toronto Heel Co.....	63
Churchill, C. W.....	50	Lewis, A. C., Leather Co.....	47		
		Lagace & Lepinay.....	48	U	
D				Utz & Dunn Co.....	46
Davis Leather Co.....	5	M		United Shoe Machinery Co...14, I.B.C.	
Daoust, Lalonde & Co.....	43	Marsh, Wm. A., & Co.....	48	W	
Dunlop Tire & Rubber Co.....	38	Montreal Box Toe & Heel Co.....	50	White Shoe Co.....	10, 11
Duclos & Payan.....	52	Moore-Shafer Shoe Mfg. Co.....	32	Wood-Milne Co.....	16
				Wright, E. T., & Co.....	40B
		N			
		National Cash Register Co.....	15	Y	
		Newcastle Leather Co.....	42	Young, Richard & Co.....	50



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

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

**United Shoe Machinery Company of
Canada, Limited**

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

28 Demers Street, QUEBEC

179 King Street West, KITCHENER



1917 — 1918

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 num-
erous friends and customers.

Clark Bros. Limited

St. Stephen, N.B.

Permanent Sample Rooms

709 Lumsden Building - - TORONTO
1014 New Birks Building - - MONTREAL

P.S.—Our splendidly equipped new factory in Montreal East, making white canvas shoes exclusively and operating under the name of J. F. Clark, Limited, will be running early in January.

THE SHOE & LEATHER JOURNAL

The
Thirtieth
Year

Toronto
December 15th
1917



The Dawn of a New Christmas

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Some New Fleece Lined Models

Our new FLEECE LINED SHOES fill a strong demand for footwear that is warm and comfortable, yet has shapely style and appearance. They are particularly well made, dressy and attractive, and will prove to be great sellers, for there is that combination of fit, comfort and stylishness so much admired in a shoe.



Our No. C 171—Cravenette, 10 inch high cut polish, with heavy white fleece lining and fibre sole and heel, is one of the biggest retail propositions at \$5.00. Particularly suited for the holiday trade. \$3.35.

This line sells quickly, and is a money-maker, too.
Order at once. We assure prompt delivery.

Kingsbury Footwear Co., Limited
Specialists in Ladies' Footwear
Montreal



Greetings
from
Ritchie

Most joyfully do we seize this opportunity to extend to you our keen appreciation of your splendid patronage during 1917, which has done so much toward making this one of the most successful years in our business. And we wish for you most heartily that this Christmas shall be one of Joy and Merriment, followed by a New Year of Happiness and Untrammelled Prosperity, and we shall do our best to make the high standard of Ritchie Shoes a factor in that prosperity.

The John Ritchie Co., Limited
Quebec

1917 = 1918



We don't want this joyous season to pass without extending to you our best wishes for a Christmas of happiness and a New Year which shall be permeated with goodwill and peacefulness toward all.

And we shall endeavour during 1918 to have Aird Footwear do its part in bringing you prosperity and happiness, and we are confident that our new models for the coming season will prove good money-makers for you.

Aird & Son

(Reg.)

Montreal



DAVIS LEATHERS
THE CALF OF QUALITY

Yule-tide Greetings
May 1918 Bring You All Happiness
and Prosperity
Davis Leather Co., Newmarket, Ont.



We wish for you this Christmastide that the Well-Springs of Joy and Happiness shall overflow into your life and run on down through all the year of 1918; and that Prosperity shall lavishly shower upon you a year of richest business prospects.

And be assured of our keen appreciation of your splendid goodwill toward us during 1917, for which we offer you our best thanks.

**La Compagnie
J. A. & M. Cote**

**St. Hyacinthe
Que.**



How can we say more than to
 wish you a Christmastide
 filled with purest Happiness
 and a New Year that shall be
 rich with the Golden Wealth
 of Prosperity?

J. & T. BELL

LIMITED

MONTREAL

SHOEMAKERS FOR OVER A CENTURY TO
 PARTICULAR MEN AND WOMEN
 OF CANADA

ALSO

Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes





A Merry
Christmas
and
A Prosperous
New Year

May the Tide of Joy
and Happiness
neber recede from you
during this Christmas
time and all the coming
year, is our sincerest
wish for our many
friends in the Shoe
Trade of Canada.

And be assured that
we shall try to make
our **Fibre Counters** an
outstanding feature in
your prosperity during
1918.

DUCLOS & PAYAN
ESTABLISHED 1873

Tannery and Factory, ST. HYACINTHE
Sales Office and Warehouse, MONTREAL



**Our Wish
To You**

Is that every good thing may come to you
to make you happy and contented during
the Christmas season, and may the same
gifts be lavishly showered upon you during
all the year of 1918.

Collis Leather Co., Limited
Aurora, Ont.



Greetings To You

On behalf of our organization I desire to thank our many friends in the Shoe Trade for their very liberal support during the year now ending, and also take advantage of the opportunity to wish you a Christmas Season in which you shall be abundantly happy, and may the New Year also bring you new joys and much prosperity.

*Geo. P. Beal,
President.*

Beal Bros., Limited

52 Wellington St. East
Toronto





Greetings

to all members of the Shoe and Leather trade with whom we have been in pleasant and profitable business association during the year of 1917.

Lady Belle Shoe Co., Limited

Kitchener, Ont.

Makers of fine
McKay Shoes
for Ladies



Charles A. Ahrens.

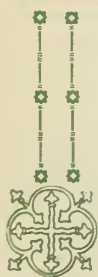
Charles A.
AHRENS
Limited
KITCHENER, ONT.

May Christmas Joys

And a New Year of brightest hopes and realization be thine to enjoy to the fullest extent, is our wish for you from

THE
AHRENS
SHOE

Chums
REGISTERED



1917

1918

Cordial Yule-tide Greetings



As the old year draws to a close and we gather the threads of the story in anticipation of the New Year it is a pleasure to pause a moment on the threshold, just to exchange greetings---to express our appreciation for the business entrusted to us, and to wish you and yours a full measure of happiness.



Perth Shoe Company, Limited
Perth, Ontario



In wishing you all good things at this Christmas Season and a New Year of much happiness, we desire to thank you for your treatment of us during the year that is closing.

And we want you to be assured we shall do all in our power to help your trade in 1918 by producing Canadian Footwear in the latest up-do-date and saleable models that will certainly give satisfaction to you and your customers.



Canadian Footwear Co., Limited

Makers of Fine Shoes for the Fair Sex

SALES ROOMS:

FACTORY:

44 St. Antoine St., Montreal. Pt.-Aux-Trembles, Que.





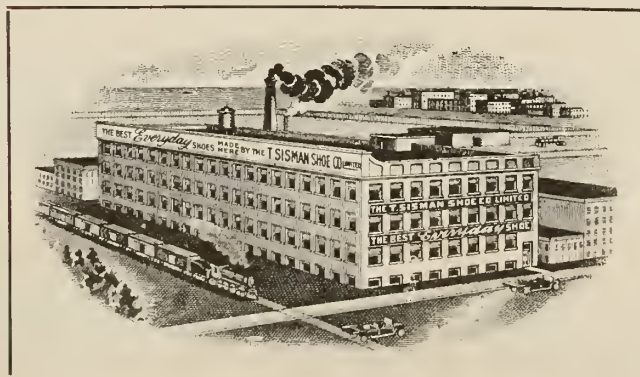
Our Greetings

May Everyday Progress and Everyday Cheer
Bring Everyday Brightness Throughout the New Year.

The T. Sisman Shoe Company Limited

BEST EVERYDAY SHOEMAKERS

Aurora



Ontario

ARMY SHOE
MUNSON LAST



Our Best Wishes
for
Christmas Happiness
and a
Prosperous New
Year

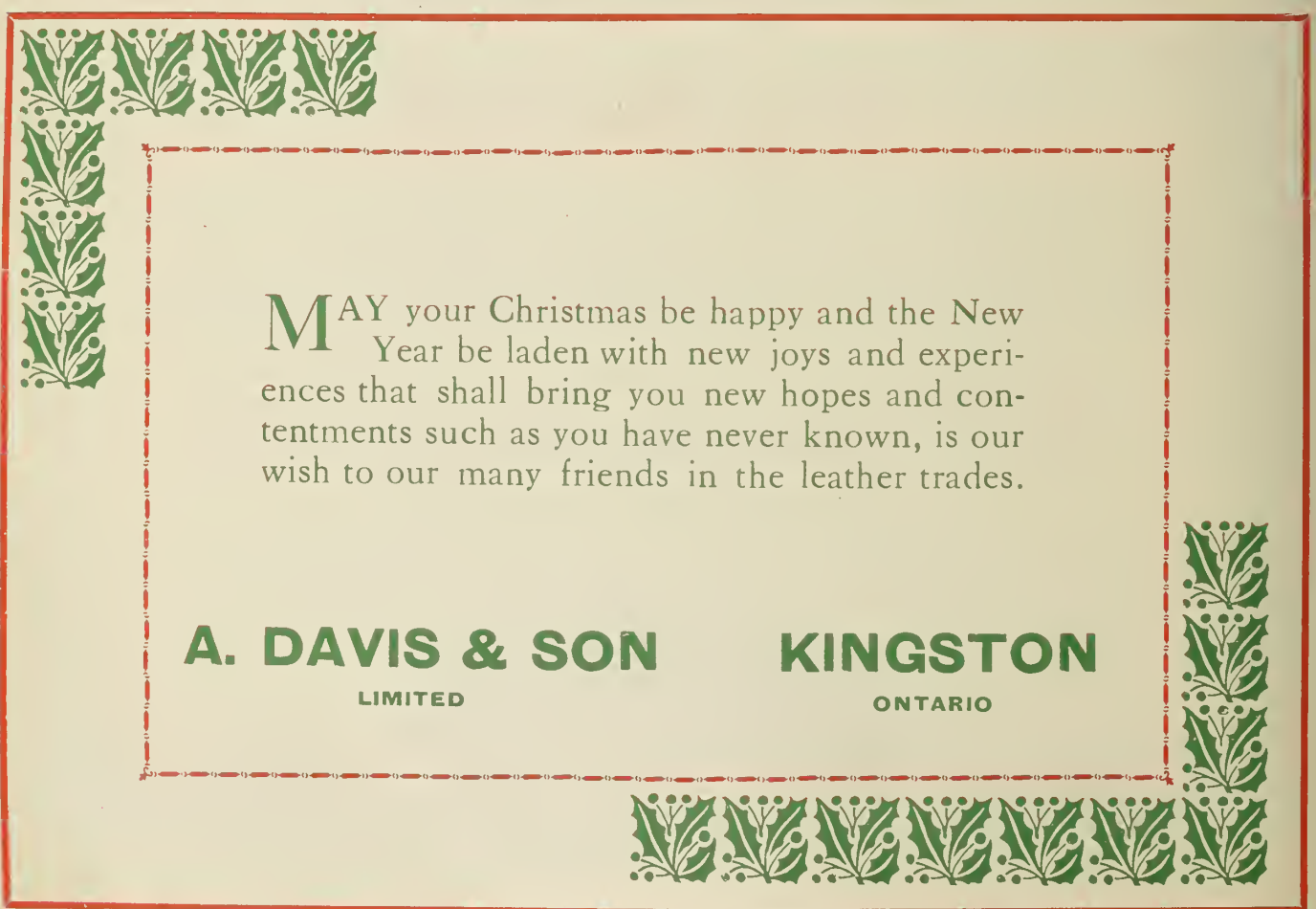
ARMY SHOE
MUNSON LAST

We desire also to express to you our very keen appreciation of your goodwill as proven by your splendid support and patronage which appeals to us the more strongly on account of our having been in business only a short time.

And we shall do everything in our power to serve you well during 1918 and thus help you on the road to prosperity.

B. F. Ackerman,
Son & Company, Ltd.

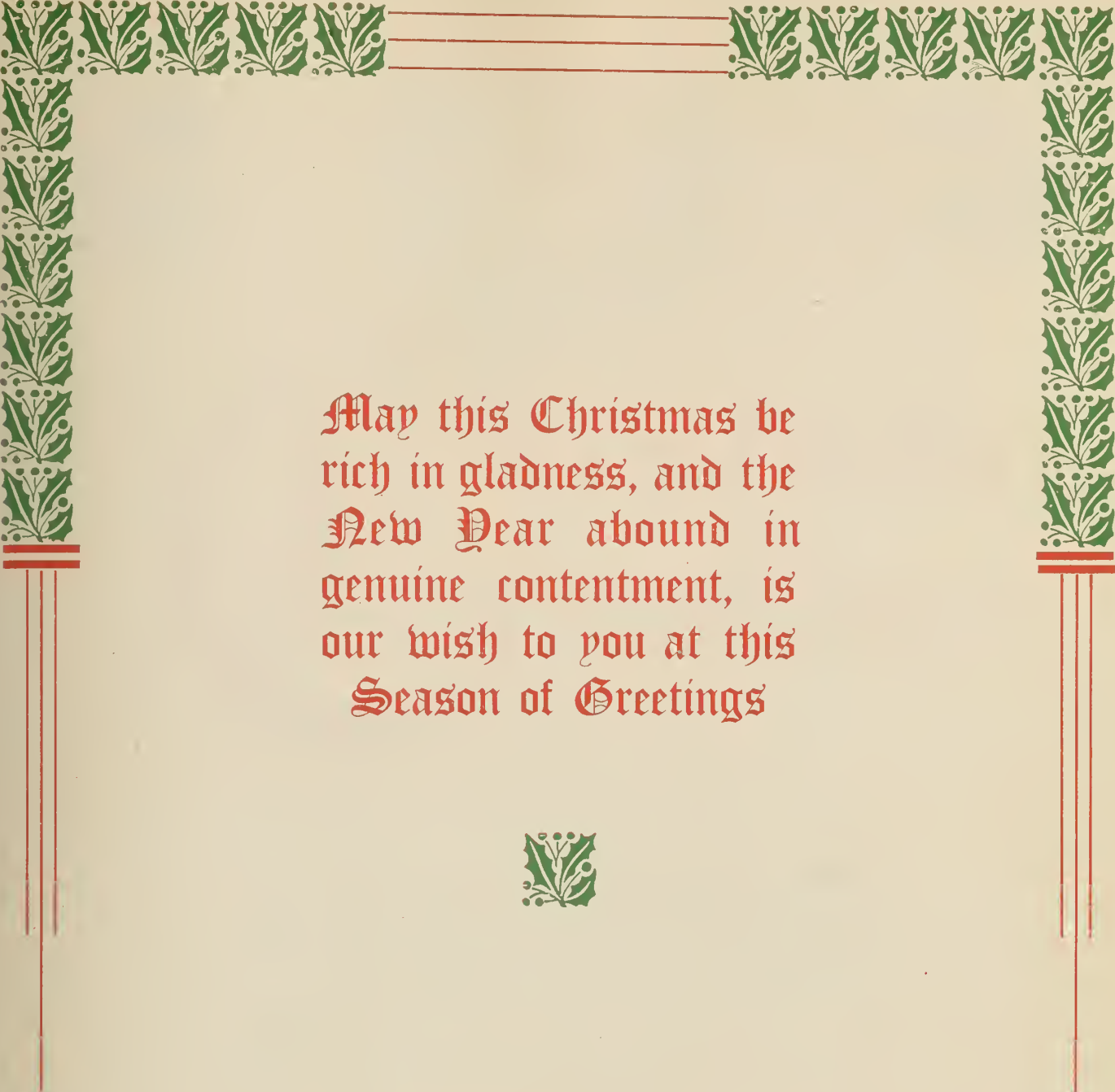
Peterboro Ontario
Western Branch, Regina, Sask.




MAY your Christmas be happy and the New Year be laden with new joys and experiences that shall bring you new hopes and contentments such as you have never known, is our wish to our many friends in the leather trades.

A. DAVIS & SON
LIMITED

KINGSTON
ONTARIO



May this Christmas be
rich in gladness, and the
New Year abound in
genuine contentment, is
our wish to you at this
Season of Greetings



John R. Evans Leather Co., of Canada

Limited

Specialists in Glazed Kid and Upper Leathers

214 Lemoine St.

Montreal





In wishing you Great Joy at Christmas and Happiness and Prosperity during 1918, we wish to express our thankful appreciation for your trade and goodwill to us during 1917.

And we shall exert every effort in doing our part toward making the year prosperous for you by giving you the best value we know in Footwear and a service in keeping with the high standard of D. & F. Shoes.

DUPONT & FRERE

Makers of Fine Shoes

301 Aird Avenue

Maisonneuve, Que.





Christmas Greetings

In extending our greetings to our great host of patrons for a Happy Christmas and a Glad and Prosperous New Year, we desire to thank you all for the very liberal patronage so generally accorded Independent Lines during 1917, and you may depend upon our serving you as faithfully as ever during the coming year.

The Independent Rubber Co., Ltd.
Merritton, Ontario



In extending to you our warmest
Christmas and New Year Greetings

We call your special attention to the very extensive line of
FELT GOODS we carry for immediate shipment. They
include the very fine lines of the DANIEL GREEN FELT
SHOE CO., as well as ENGLISH AND CANADIAN
GOODS.

*Order at once
Felt Footwear Season is here*

Scheuer, Normandin & Co.

8 St. Helen Street :: :: MONTREAL



We extend you Heart-
iest Greetings, and
thank you for the splen-
did endorsation you
have given us during
the year now passing,
with assurance that we



shall do our best to make things
brighter during the season 1918.



RALSTON'S BEAUTIES



Robt. Ralston & Co.

**HAMILTON
ONTARIO**



O. Eatough



**Our
Sincerest
Greetings**

To the many loyal and patient friends in Canada
who have faithfully and steadily stood by

Tricketts

during the most trying period of its history, we
extend our warmest appreciation.

Our New Year's Hope

is that the Pall of Death that Prussianism has cast
over this Festive Season for three years past may,
ere the close of 1918, have finally and forever been
torn from our Christian civilization.

Sir H. W. Trickett, Limited

J. S. Ashworth
Canadian Representative

Waterfoot, near Manchester
England



WE ask you to please accept our heartiest wishes for a Christmas of gladness and a New Year in which the spirit of goodwill to man shall actuate your motives.

And we ask you to accept our thanks for the splendid support accorded us in the year now closing, and we hope to do our part in helping you to prosperity during the New Year.



**Tebbutt
Shoe & Leather Co.
Three Rivers, Que.**

*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



Doctors
ANTI-SEPTIC
SHOE NON
PAT 1906 1909 PERSPIRO





We could not let this season pass without expressing to you, our friends in the trade, our very grateful appreciation of your splendid business devotion to us during the entire year of 1917.

Now let us offer you our very best wishes for a Happy Christmas and a New Year whose Joys and Business Prospects shall yield you one hundred per cent. satisfaction at all times.

And we are more determined than ever to keep our service for you up to the highest point of efficiency, that you may always appreciate the advantage of buying from

James Robinson

Montreal



1917



1918

To all our good friends
from Coast to Coast a
Merry Christmas
and a
Bright and Prosperous
New Year.

Miner Rubber Co., Limited



Hartt = Felt Greetings



To our Customers and
Friends we extend our
sincere and hearty good
wishes for a Christmas
Season of Unbounded
Joy and a New Year
that shall be filled with
brightest prospects and
Happiness without end.

The Hartt Boot & Shoe Co., Limited
Canada's Best Shoemakers
Fredericton
N. B.





Our Wish to You

That this, of all the year's seasons, shall be filled with richest joys and the New Year packed to overflowing with a wealth of happiness and business success exceeding anything your past has known.

And we are not forgetful of your excellent patronage, which has helped make 1917 a big year for us. Accept, please, our grateful thanks, and trust us to supply you with all things in our power to make 1918 a year of profit to you.

Gagnon, Lachapelle & Hebert

Makers of Fine Shoes
Montreal





We extend heartiest greetings
to the many members of
the trade who have so enthusias-
tically worked in widening the
distribution of our shoes during
1917.

*The Shoes with the
Monarch and Brandon
Brand on.*

The Brandon Shoe Company

Limited

Brantford, Ontario



We could not let this season pass without extending to you our wish—

That this Christmas may be as happy as possible, and that the New Year may bring "Peace on Earth and Goodwill Among Men."

At the same time we thank you for your business and goodwill during the past year, and we shall do everything in our power to merit your continued patronage throughout 1918.

The London Shoe Co., Limited

London

Ontario



1917 = 1918

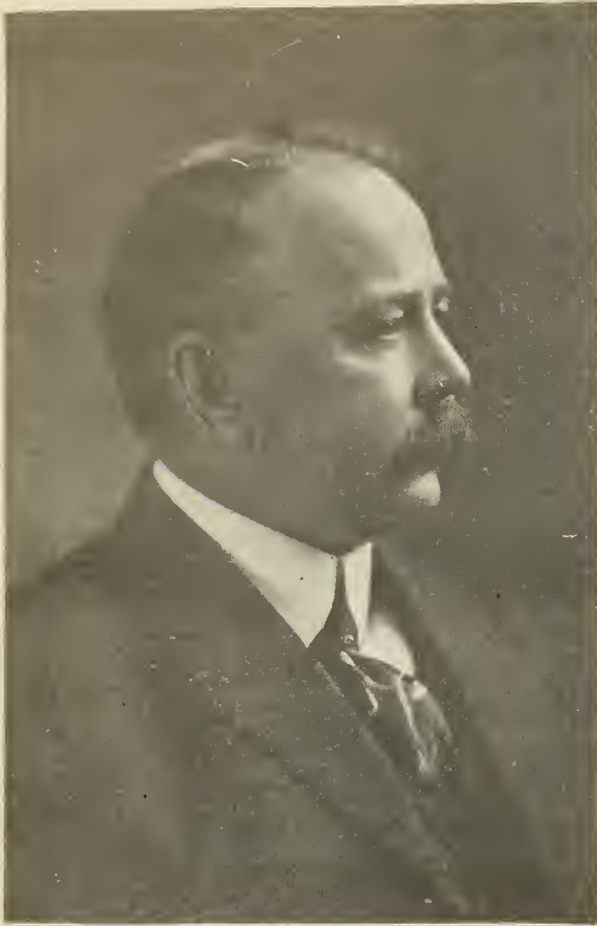
Please accept our heartiest wishes for a Christmas Season of thankful gladness and a New Year whose every moment shall be that of peaceful contentment.

W. A. Lane & Co.,

Leather Merchants

218 Notre Dame St. West

Montreal



1917-18

It pleases us to wish our host of friends this season a Christmas in which the spirit of happiness shall be a genuine reality, and continue even through all the coming year with added prosperity and peaceful contentment.

And we also express to you our thankful appreciation for your goodwill and patronage during the year that is just passing, and we'll do all we can to help make 1918 one of business pleasure and profit to you.

JOHN LENNOX & CO.

HAMILTON





1917-1918

The Season's Greetings

WE extend to the trade our heartiest expressions of goodwill and appreciation, and desire to announce that we expect to occupy our splendidly equipped new factory in Maisonneuve in March, when our facilities will be greatly extended and our service unsurpassed.

While we will not be adding to our present lines, it will be our aim to improve and perfect them in every detail. We are now confining our output to the wholesale trade, and are pleased to report that 1917 has been the most gratifying in results of any year in our history.

The Star Shoe, Limited

MONTREAL





MAY this Christmas bring to you a wealth of happiness like no other Christmas has done, and may the New Year be to you a rich mine whose outcroppings of Joy and Prosperity shall roughen your pathway with the golden ore of contentment and peace.

This is our
sole wish
for you.



We are the only firm in Canada whose tannages cover every sole leather requirement, including Turns, McKays, Welts, Standard Screw and Stitchdowns.

Our Problem Department is equipped to assist manufacturers in the solution of difficulties relating to the selection of sole leather adaptable to special purposes.

You are invited to make use of this department either in person or by mail.

The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers. Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

HEAD OFFICE, KITCHENER, ONT.

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.





Model
SHOE

W.B.H.
SHOE
ALL SOLID LEATHER



We extend the Season's
Greetings to our
Friends and
Patrons, and wish
you all good things
for the
Season 1918

W.B.H.
SHOE
ALL SOLID LEATHER

W.B. Hamilton Shoe Co
Limited.
TORONTO.
ESTABLISHED 1846

Model
SHOE

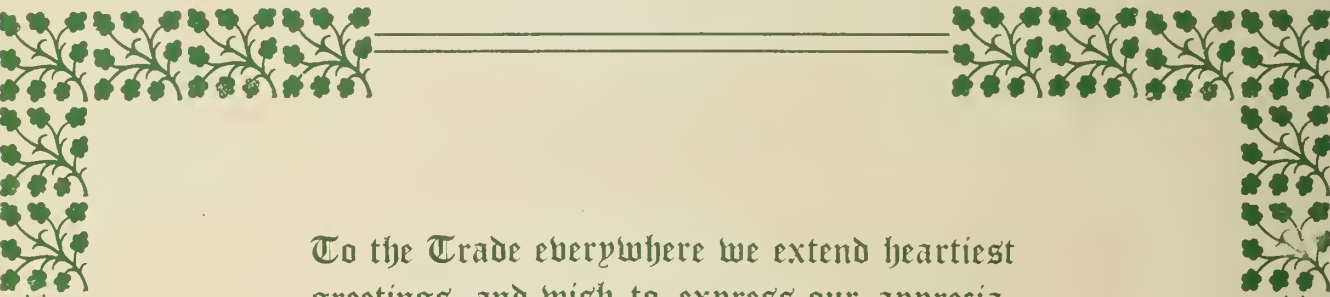




WE EXTEND TO ALL OUR PATRONS
OUR BEST WISHES FOR A

Happy Christmas
AND A
Prosperous New Year

L. H. Packard & Co., Limited
Canada's Largest
Shoe Store Supply House

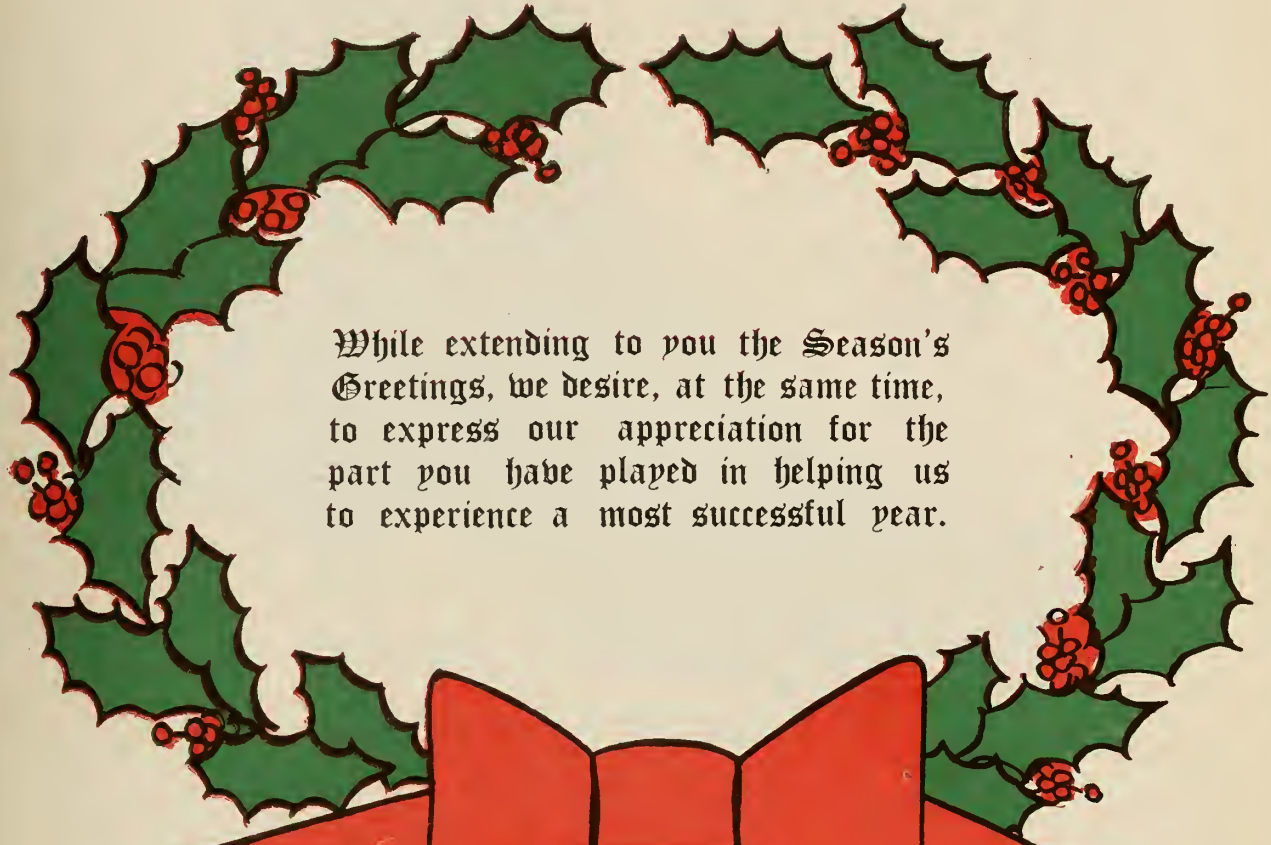


To the Trade everywhere we extend heartiest greetings, and wish to express our appreciation of the courtesy and consideration shown us during the year, together with best wishes for happiness and prosperity throughout the season 1918.


WICKETT & CRAIG LIMITED
Makers of Fine Side Leathers
TORONTO



TETRAULT'S GOOD WISHES



While extending to you the Season's Greetings, we desire, at the same time, to express our appreciation for the part you have played in helping us to experience a most successful year.



**We Thank
You**

And we sincerely hope the passing year has been one of great prosperity to you, and that the New Year shall be rich in happiness and business advancement and profit. And we shall do all in our power to make *TETRAULT WELTS* a potential factor in your business success during 1918.

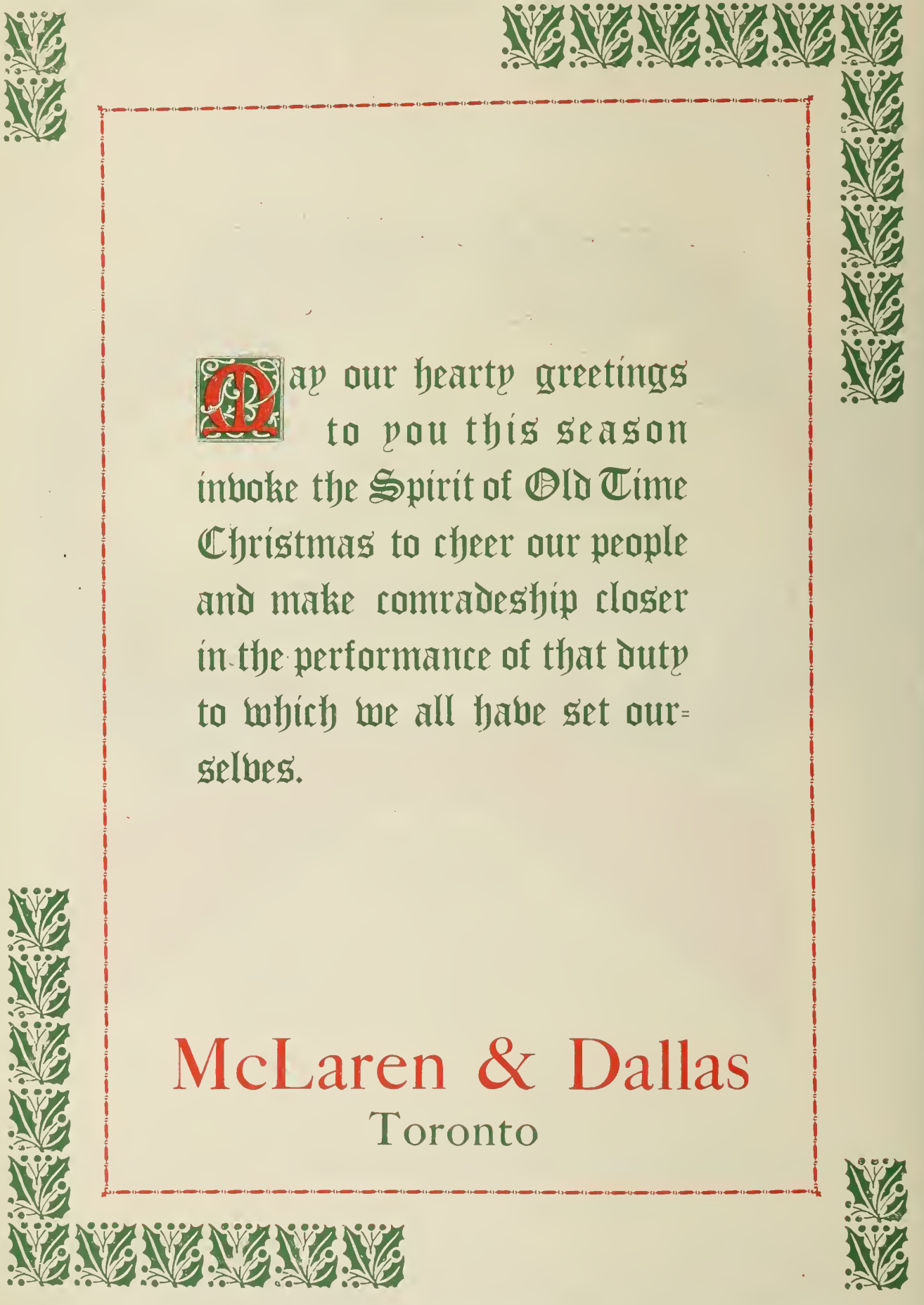
Tetrault Shoe Manufacturing Co., Limited

Largest Makers of Goodyear Welts in Canada

Office and Warehouse:
9 Rue De Marseilles,
Paris, France.

Montreal

Sold by all First-Class
Jobbers in Canada



Day our hearty greetings
to you this season
inboke the Spirit of Old Time
Christmas to cheer our people
and make comradeship closer
in the performance of that duty
to which we all have set our-
selves.

McLaren & Dallas
Toronto



Belmont

A Regal
Repeater

A Winter Winner—IN-STOCK

This Belmont is a rugged, sturdy, handsome boot—it's just about the best example of what experts in men's boots can make for men. It's got comfort—style—wear. Your men customers want it.



Stock No. 1518. Bdd. King; W.Q. Blucher; Full Dble. Sole; 9-8" Heel.
Sizes and widths: D, 6 through 10; E, 6 through 10½; E. E., through 11.

SEND US A RUSH ORDER TO-DAY AND
SEE HOW QUICK YOU GET THEM

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto



ST. JOHN
MONTREAL
TORONTO

WINNIPEG
EDMONTON
VANCOUVER

AMES HOLDEN McCREADY

LIMITED



Acme

“The Sole of Perfection”

- ❑ The new Dunlop product that takes the place of leather for boot or shoe soles.
- ❑ The public are now being told all about “Acme”—why it is entitled to be called “The Sole of Perfection”—and why it will outwear and outserve leather.
- ❑ Colors, Black, White and Tan.
- ❑ Prepare for the demand. Specify “Acme” soles on your boot and shoe orders, and your manufacturer will be glad to fill them.
- ❑ “Acme” is supplied in sheets $\frac{3}{16}$ ”, $\frac{1}{4}$ ” and $\frac{5}{16}$ ” thick for repair purposes.

Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories: TORONTO

Branches in the Leading Cities





We sincerely thank the friends
and fellow-workers of the
Dominion Rubber System for
their good-will and hearty co-
operation during **Nineteen-**
Seventeen and extend to one
and all the Compliments of the
Season and our best wishes for

A Happy,
Prosperous New Year

Canadian Consolidated Rubber Co.
Limited
Montreal, Canada

Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscriber in Advance
\$1.50 Per Year
Foreign, \$2.00

Darkness and Dawn

Against the dark background of falsehood and cruelty, never before equalled in the history of the world, there shines forth the glimmer of a Divinity that distinguishes man from the brute.

A bleeding Halifax, tenderly covered by the mantle of the Modern Samaritan, is the answer to the world's cry: Has the light of love gone out in the gross darkness of German kultur?

Out of the chaos and suffering, wrought by the "god of forces," will surely emerge the "peace and goodwill" of the God of Love

The Darkest Hour is just Before the Dawn,
May the New Year usher in the Perfect Day.

The Dawn of a New Christmas

The Crescent and Star of Islam Goes Down With the Shadow of Kaiserism — Do the Modern Crusaders, the Wise Men from the West, Herald the Day Star of the Prince of Peace?

THE encampment of the British forces upon the very hills from which the Crusaders of the eleventh century first saw through their tears the domes and minarets of the Holy City has aroused within the past month mingled emotions of exaltation and hope in the minds of the civilized world. From Gaza to Hebron in the south, and from Jaffa to Samuel's Tomb in the west, the British cordon steadily closed in upon the Turk and on December 10th last, "The City of the Great King," "The Joy of the Whole Earth," after centuries of infidel rule, fell into the hands of a Christian garrison.

Palestine has for nearly six milleniums been the battleground of the world. East and West, North and South have surged over its mountains and plains in the frantic game of world domination. Archaeologists tell us that at least half a dozen strata of ruins bear mute testimony to the dynasties that have risen and fallen as the tide of battle has ebbed and flowed over this great highway of the nations.

It is interesting to follow in this connection some of the expectations and speculations that, in the minds of some, link themselves to recent developments in connection with this land which as the home of ancient Israel and the cradle of Christianity, occupies a place no other can in the thoughts of the civilized nations of the world.

The "Zionist" movement, founded some ten years ago amongst the Jews, has for its aim the restoration of the Jewish people to Palestine. The enterprise is based on the many promises in the Old Testament that the complete rehabilitation of Palestine and its re-occupation by a race which, in strange and consistent conformity to these same prophecies, has not in all the centuries of its exile

Arise, shine: for thy light is come, and the glory of the Lord is risen upon thee.

For, behold, the darkness shall cover the earth, and gross darkness the people; but the Lord shall arise upon thee, and his glory shall be seen upon thee.

And the Gentiles shall come to thy light, and kings to the brightness of thy rising.

The sons also of them that afflicted thee shall come bending unto thee; and all they that despised thee shall bow themselves down at the soles of thy feet; and they shall call thee, The city of the Lord, The Zion of the Holy One of Israel.

Whereas thou hast been forsaken and hated, so that no man went through thee, I will make thee an eternal excellency, a joy of many generations. (Isaiah lx.)

lost its identity even amidst conditions that might well have been expected to work its complete annihilation. They point to passages such as that quoted above and many others even more striking as the ground for their hope that in a more glorious sense and state they will take their former place of influence and honor amongst the nations of the earth.

Many Christians who sympathize with these expectations of a speedy return of the Hebrews to possessions that have been guaranteed to them by an eternal covenant of Jehovah, further point out that the gospels and epistles endorse the belief that Jesus will come again to reign as Messiah and King over a "redeemed" earth. They cite the promise of the Angel to Mary concerning the birth of Christ, covering as it does not only His miraculous conception, but His eventual personal reign. "Behold, thou shalt conceive in thy womb and bring forth a Son and shall call his name Jesus. He shall be great and shall be called the Son of the Highest; and the Lord God shall give unto him the throne of his father David; and he shall reign over the house of Jacob forever, and of his kingdom there shall be no end."

Both Jew and Christian believers in this literal reign of the "Prince of Peace" unite in the conviction that the prophecy of Daniel with regard to the four eras represented in Nebuchadnezzar's image being succeeded by a universal world kingdom of righteousness are now due of fulfilment. They claim that the Babylonian, Persian, Greek and Roman world kingdoms, the latter in its last stages of disintegration to-day, are to be swept away in a final cataclysm that is to usher in the Messianic reign. "And in the days of these kings shall the God of Heaven set up a kingdom which shall never be destroyed, and the kingdom shall not be left to other people, but it shall break in pieces and consume all these kingdoms and it shall stand forever."

Whatever we may think of these hopes of ardent Jews and enthusiastic millenialists no one can deny

(Continued on page 43)





JERUSALEM Porte Dordoi.
Gate of Christ's Triumphant Entry - Golgotha Terrace.

The Golden Gate, through which Christ made His triumphal entry into Jerusalem

MODERN Jerusalem is considerable of a disappointment to the western visitor with whom it has always been so intimately associated with sacred things. It is so far removed in everything but its rugged situation from all that we have been accustomed to expect from the writings of seers, prophets and apostles that the first impression made by its squalor, filth and fanaticism is that of disappointment even to repugnance. There is little but its situation and hoary memories to appeal to the eye or mind until we begin to brush aside the accumulated debris and superstitions of the centuries that smother its walls and associations. The mingling of the old and the new in structure, nationality and custom has produced a conglomeration that is as puzzling as it is exasperating.

Its Ancient History

Jerusalem dates back to some fourteen hundred years before Christ. It was a strong fortress of the heathen Jebusites when the Israelites came to Palestine from Egypt and it held out against the constant attacks of the newcomers until the time of David. After its subjugation it became the "City of the Great King" and was beautified afterwards by David's greater son, Solomon, who erected not only the Temple upon Mount Moriah, but built "for himself palaces" and otherwise made it one of the foremost fortified cities of the world.

In Israel's decline in later years it was several times besieged, until Nebuchadnezzar, king of Babylon, destroyed it in the sixth century before Christ, and carried most of its inhabitants away captive to his northern kingdom. Under Nehemiah the city was rebuilt and the Temple restored to

"If I forget thee, O Jerusalem, let my right hand forget her cunning. If I do not remember thee let my tongue cleave to the roof of my mouth: if I prefer not Jerusalem above my chief joy." (Ps. 137:5, 6.)

The Modern Jerusalem

The Sacred City of the Christian and Hebrew Religions Falls Into the Hands of the British After Nearly a Thousand Years of Moslem Rule

some extent with the authority of Cyrus, king of the Persians, and for a long time it was left in peace and quiet. It passed successively under control of the Greeks, Egyptians and Syrians until in the widening development of the Roman Empire it became under Herod the Great, who rebuilt and embellished the Temple, a Syrian province under Augustus.

At this time Jerusalem reached its zenith as a religious centre and began to spread the Hebrew teachings abroad through the civilized world. It was at the close of Herod's administration that Jesus was born at Bethlehem and later began His mission as the Messiah, being finally put to death under Pontius Pilate outside the city walls to please the Jews, who had been antagonized by His propaganda. From the day of His crucifixion evil pursued the city until after a revolt against the Roman authorities it was besieged by Titus and razed to the ground in the year 70 A.D. In spite of the efforts of Titus to preserve the Temple it was set on fire and utterly consumed.

The City Rebuilt

Nearly a hundred years later the Emperor Hadrian partially rebuilt the city and from time to time it was rehabilitated by the Romans until in the time of Constantine, through the efforts of the Empress Helena, it was considerably improved and beautified. Upon the decline of the Roman Empire it passed into the hands of the Saracens and thus remained under the domination of the Moslems until in connection with the crusade about the year 1100 A.D., it became the capital of a Christian kingdom. This, however, only lasted until 1187 A.D., when Jerusalem again fell into the hands of the infidels. Since 1516 it has been held by the Ottoman Turks, who have made it second only in importance in the Mohammedan religion to Mecca. Mahomet is said to have ascended to heaven from the "Rock" in the Temple area and for this reason a magnificent mosque has stood on the spot for many centuries. This mosque is erected on the Sacred Rock believed to be that on which the Altar

of Sacrifice stood in the time of the Temple and originally the place where Abraham and Melchizedek sacrificed.

The Holy City

Jerusalem itself is called in Arabic "El-Kuds," which means "The Holy," as it is regarded as the next in importance to Mecca in the eyes of the Moslem. It is situated 2,500 feet above sea level on a rocky plateau in a mountainous region between the Mediterranean and the Dead Sea. There is a deep cut valley of Kedron, or Jehoshaphat, to the east of the city, beyond which is the Mount of Olives, and on the west and south is the tortuous valley of Hinnom. The southern half of the modern Jerusalem is roughly the site of the main part of ancient



A Jerusalem Shoemaker

Jerusalem, or upper city, the upper city being separated on the east by a long depression (the valley of Tyropoeon), which is now largely obliterated by the piled up debris of the centuries, from the city of David, or Zion, and Mount Moriah. The site of David's city, it is claimed, is not inside the present city walls.

Inside the city walls are four "quarters"—the Christian quarter at the north-west, the Mohammedan to the north-east, the Jewish at the south-east, and the Armenian at the south-west. Everywhere are narrow streets with many arched passages. The houses are as a rule of massively built walls of hewn stone, often consisting of many detached apartments. The roofs are flat for the most part, with uncounted low cupolas relieving the skylines, a single house often boasting of several cupolas.

The modern walls of the city were built by the Sultan Solyman the Magnificent in the first half of the sixteenth century, the rest of the walls, except on the southern side, being largely in upbuilding of foundations that are very ancient. The city walls, which are ornamented with many towers and include eight gates—one of the gates has been walled up for centuries on account of the Moslem superstition that some Friday a Christian conqueror will make his triumphal entry through it—rise to a height of almost forty feet and bound a circuit of two and a half miles. Many of the most interesting and historic points of Jerusalem are outside the walls.

Most important of the city's wall gates are the Jaffa, Damascus and Abdul-Hamid gates.

Jerusalem's People and Streets

Jerusalem has a population of about 70,000, of whom two-thirds are Jews. The rest of the population is made up of Christians and Mohammedan in the respective proportion of about two to one.

From the viewpoint of architectural as well as archaeological charm, the city's most striking feature is the Haram esh-Sherif—"the distinguished sanctuary" which occupies the site of Temple Hill. It is a rectangle, 500 by 300 yards, paved with marble, with ancient stones of great size at the corners. From the centre of the marble pave rises the magnificent mosque of Kubbet es-Sakhra (the "dome of rock," or sacred rock), an octagonal building surmounted by an imposing dome which was built by the caliph, Abdul Melik, who reigned from 685 to 705.

Near the Temple area is the Via Dolorosa, or Road of Suffering, said to be the way on which Christ passed with His cross. Half a mile to the west of Kubbet es-Sakhra is the world famous Church of the Holy Sepulchre. All about the city, inside the walls and just outside, are noted religious institutions—the great Greek monastery and the Coptic and Franciscan, the Armenian and other monasteries and the orthodox Greek Church. There is the Russian cathedral in the Russian settlement in the north-west suburbs, the Gethsemane Church of the Russians, which is just outside the city to the west on the slope of the Mount of Olives; and the Jews have more than seventy-five synagogues within and around the city.

The religious edifices listed are but a small part of the churches and monasteries of Jerusalem. Also the city boasts of a great number of educational institutions, hospitals and other philanthropic edifices run by various religious bodies of all nationalities from far parts of the world. Most of these are in the suburbs, where also the European consulates are cluttered.

The ancient citadel, a mass of great walls and towers, is close to the Gate of Jaffa. In the outskirts of the city are about twenty-five Jewish colonies. Of the ancient Jerusalem, outside of vast piles of debris, little is left. What still remains consists chiefly of parts of old walls, cisterns, pools, water conduits and burial places, the tombs of antiquity being situated to the north of the city.

Round About Zion

Although for centuries pilgrims have visited the Church of the Holy Sepulchre as the place where the world's great tragedy occurred, a place is now pointed out beyond the Damascus Gate as the true place of burial of the Saviour. About 1882, or shortly before his death, General Gordon discovered this tomb, which is close to a rocky hill of the shape of a human skull, just outside the gate of the city.

One of the points of interest outside the "Zion" gate is the Tomb of David, revered by Moslem as well as Hebrew and Christian, and some eleven or



IN AND AROUND JERUSALEM

Top row from left to right:—(1) St. Anne's Church and Temple Area. (2) Inside Jaffa Gate; (3) Mosque of Omar.
 Middle Row:—(1) Pool of Hezekiah; (2) Bazar; (3) Tomb of David.
 Bottom Row:—(1) Tombs of Kings; (2) Jewish Wailing Place; (3) Damascus Gate.

twelve miles from the city to the right of the Jaffa Road is the Tomb of Samuel, where the British encamped while encircling Jerusalem recently. Other points of interest are the Tombs of the Kings or Prophets, Mount of Olives, Valley of Jehosaphat, where both Jews and Mohammedans expect the judgment to be, the various pools of Siloam, Bethesda, etc.

One of the features of Jerusalem for centuries past has been the bitter strife between the Christian factions in which the Turkish soldier has often had to be arbiter. It is to be hoped that the advent of the British may remove some of their religious asperities, although with the ignorance and superstition that stimulate the antagonisms of their sects it will be hard to prevent the constant clashing.

THE DAWN OF A NEW CHRISTMAS

(Continued from page 40)

to-day that the world is standing upon the verge of transcendent developments, political and otherwise, and one of the eventualities that may be considered as an almost certain concomitant of the success of

the Allies is the rehabilitation of Palestine, and the restoration of this people without a land to a "land without a people."

Our artist, in connection with the cover picture "Dawn of a New Christmas," caught the spirit of this new era of hope held forth to this land of hoary associations by the western civilization, which owes most that it has and hopes for to the Jew. The soldiers who stand near the village of Buddu, close to Samuel's Tomb, the position until December 10th, occupied by the British, are representative of the three western nations who from the West this time herald the coming of Him Who shall be called "Wonderful, Counsellor, The Mighty God, the Everlasting Father, the Prince of Peace."

"I wish to congratulate the Shoe and Leather Journal on its progressiveness and wonderful improvement during the past year. It is well worth the increased subscription price of one dollar and a half. With every good wish for your continued prosperity and usefulness."

Winnipeg, Man.

C. F. Rannard.



Fac-simile of Card received from one of the boys in the trenches

A Message from Flanders

“Carry on!” ’Tis the cry from the winding trench,
 Where the red blood flows in the conflict grim,
 ’Tis echoed afar o’er the fields of war
 By the stout of heart and the strong of limb;
 From billet and camp can ye hear the call,
 As the old year dies and the new is born—
 “Carry on!” till the day be won,
 Carry On!!

THE BIG STICK

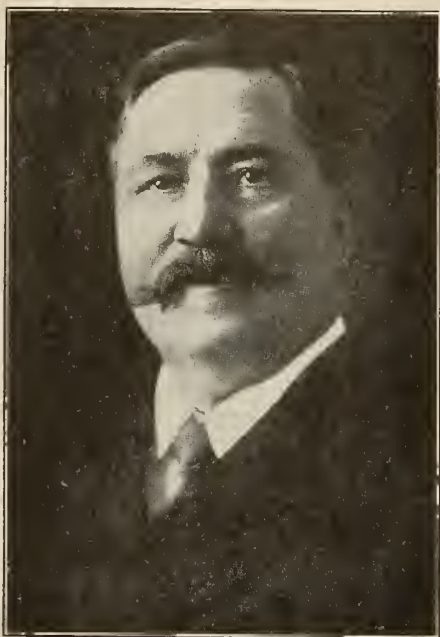
THERE have always been and always will be in this world people who, when they can't have their own way, want to hit the other fellow on the head. Cain used the “big stick” on Abel and ever since that time this argument of the bully has been popular with those who have not brains or breadth to get the other fellow's viewpoint.

When a preacher, even a time like this, talks “politics” in his pulpit you will find two or three of these Cains get up and go out in a dudgeon or send a letter to the treasurer of the church cutting off their subscriptions. They are willing even to hit the man who tells them the truth over the back of the Almighty. Even the wisdom of Solomon is not proof against these thick-headed wielders of the “stuffed club” who drive home with every blow the truth that “the fool in his folly is wiser than seven men that can render a reason.”

In this country we have recently had brought home to us the folly of this “big stick” argument. It is too late in the day to throttle free speech, whether by organized rowdyism in meetings or by boycotting those who happen to live where such outrages occur. Let us beware of that which is sure to react, as all such bullyism must. More especially when the innocent are made to suffer with the guilty.

As
 Solomon
 Says:

“Answer not a fool
 According to his folly.”



Jos. Daoust, Montreal

THE above question, or its equivalent, was recently propounded to Joseph Daoust, of Daoust, Lalonde & Co., Montreal, a man who is generally recognized throughout the shoe and leather trades as having "arrived" in a larger sense than even business success.

Mr. Daoust is in middle life and in twenty-five years has not only made his mark in the trade, but has left the impress of a personality upon those about him that is as helpful as it is emphatic. He was connected with the wholesale dry goods trade originally and from taking a small interest in a shoe jobbing concern on St. Paul street, has developed a shoe manufacturing and leather producing business that makes him a leading factor in both trades to-day. As a man, Joseph Daoust ranks high not only amongst his fellow citizens of both languages in Montreal, but for breadth of view, keenness of insight and sterling character, is regarded as one of the strongest figures in the trade. He is modest almost to a fault and it was only with utmost persistence that the Journal could get him to talk of the underlying principles that have led to his success.

"I do not believe all is luck in business," said Mr. Daoust; "I think business success is a matter of industrious effort following certain well defined principles, which, if any young man adopts, he is bound to establish

Is Success An Accident?

**Do Many Men "Fall on Their Feet" in Business?
Is There Any Sure Road to Commercial Success?
What One of Canada's Most Successful Shoe Men
Says on the Subject**

a future of reputable as well as solid business achievement that is well worth while.

"Many men attempt too much when they start out. They want to begin where their fathers left off. They are not content to do 'foundation' work and follow this by a carefully erected superstructure of patient effort. Be satisfied to begin according to your means and develop the business as you find or make 'elbow room.' There are a great many meteoric careers that are the result of a wrong start.

"When a man has selected his business or calling in life, he should stick to it. 'Shoemaker, stick to your last,' is good advice for the business man as well as the shoemaker. The man who has too many irons in the fire is sure to burn some of them. This is an age when specialization is the watchword and concentration the highway of achievement. It does not pay a business man to spread his interests or diffuse his energies on outside enterprises unless these are allied to his regular business.

"The proper understanding of the value of money and its use and economical handling are secrets that are well worth mastering. Meanness is bad business policy, but extravagance and wastefulness are worse. These days expenses need careful watching. There is a tendency towards spending that in many cases becomes a disease. While it is well not to be stingy, the man who keeps before him the thought that it is the small leaks that sink the vessel, need have little fear of the larger dangers that lurk in the path of the modern ship of commerce. Both personal and business expenses should be kept at a point that permits the leeway made by the business to make itself felt in increased means for its development.

"A man should make all the friends he can in business and as few enemies as possible. Friends, as a rule, are assets and enemies liabilities, but friends may become liabilities if we allow them to divert us from right business principles and aims. To favor friends when other things are equal is good policy, but favorites in business is poor policy in more ways than one. Make as few enemies as you can, for notwithstanding the saying that 'knockers are boos-

(Continued on page 75)

GOOD RULES FOR BUSINESS MEN

- Don't worry; don't overbuy; don't go security.**
- Keep a high vitality; keep insured; keep sober; keep cool.**
- Stick to chosen pursuits, but not to chosen methods.**
- Be content with small beginnings and develop them.**
- Be wary of dealing with unsuccessful men.**
- Be cautious, but when a bargain is made, stick to it.**
- Keep down expense, but don't be stingy.**
- Make friends, but not favorites.**
- Don't take new risks to retrieve old losses.**
- Stop a bad account at once.**
- Make plans ahead, but don't make them in cast iron.**
- Don't tell what you are going to do until you have done it.**

Will A Break In Prices Come?

Views of Prominent Shoe and Leather Operators on the Situation in Shoes, Present and Future—A Long Period of High Prices Ahead

THE question is being asked on every hand—are present prices in leather and shoes stable, or is there likely to be any appreciable change in the market in the immediate future? It may be said that this question is not only puzzling the veriest tyros of the trade but is racking the brains of veterans on both sides of the market, buyers as well as sellers. Naturally the opinions of these two factions are tinged by their opposing interests, and leather men are inclined to be bullish in their tone, while shoe men seem to feel that prices are certain to come down.

There is this to be said for the stability and continuance of present conditions that for six months past it has stood the brunt of a siege that, under ordinary circumstances, would have resulted at least in what in these days of war would be called a "readjustment of lines." There has been so far comparatively little indication, as far as prices are concerned, of definite weakness in the leather situation, in spite of the fact that not a few shoe factories in some lines have been on short time for some months. On the other hand, there has undoubtedly been a healthy settling from a status that was admitted a year ago to be based largely upon a condition of "nerves," more or less common to all classes of business.

There is no doubt that the era of "twenty-dollar" shoes is now practically over. That is to say, the sensational conditions that existed early in the year, fostered by the reports that were being circulated through the daily press, have now disappeared, and while people are prepared to pay the higher prices that still prevail in almost every line, they cannot be again stampeded into the frenzied buying that obtained some months since. And while they realize that values are steadily upward, they are inclined to follow the trend of events cautiously, not to say resentfully.

Era of Fancy Figures Passed

A large producer of high-grade women's lines who was one of those who were carried the farthest upon the crest of the wave last spring, on being asked what he thought of present and future conditions said: "I am convinced that we have passed the era of fancy prices and that shoe manufacturers will have to calmly revise their ideals with this in view. The demand is insistent for shoes of a more moderate price and we will have to meet it. This will have to be accomplished through the re-

modelling of some of our lines if we cannot make sufficient headway in securing lower costs in materials. In other words, we will have to take it out of the shoe, not necessarily in quality, but in some other effective way. The general demand for women's shoes to-day is for those at or below the 'ten dollar standard.' If we are to drop to this we will have to have substantial help from the leather trade in the matter of prices."

A prominent leather manufacturer puts it this way: "Business for many months has been upon a most conservative basis. Tanners have been under pressure from two sides, a firm hide market and a languishing leather market. Shoe manufacturers have only been buying what they have actually needed for their week to week requirements. There has been little speculative buying for over a year. The result has been that tanners have been following a very conservative policy. They have been doing the same as the shoe manufacturers, only buying what they need from week to week to keep their plants going. Added to this has been a pressing shortage of labor. The tanneries have only been half manned during the past year, and costs have gone to a point that makes it a problem to turn out goods at a profit to supply the curtailed trade. There are no accumulations of any account, and although there is a reported weakness in the hide market, the existing lack of demand for leather and the falling off in the quality of the hides more than account for any difference. I cannot see where any adequate relief to the shoe manufacturer through a drop in leather prices is possible. There may be a slight settling of things as conditions become more established, but the possibility of a slump in leather is as remote as the antipodes, unless something unforeseen should occur in Europe to make a general upheaval."

Affairs Never Before Faced by Man

A large operator with international relations who is regarded in high finance as well as leather as a reliable authority, recently discussed general conditions with the *SHOE AND LEATHER JOURNAL*. His views throw an important light upon the whole situation and back up the attitude of the tanner quoted above. He says: "We have been passing through experiences unknown to the world throughout its history. The extraordinary conditions brought about by the war have never been known in the history of man. Gold reserves on this continent have piled up on one hand and circulation has expanded enormously on the other, and this has sent up prices of commodities, labor and everything else. It may seem a strange thing to the lay mind, but a plethora of gold and an inflated circulation always mean higher prices, and we have these two extremes to-day in a degree never before known. Prices will not for a long time recede from the general level upon which they stand to-day, and will never, in our time at least, go back to where they were three years ago. Of that much we may be absolutely certain. But in the case of leather, the law of supply and demand, which in ordinary times affects prices more widely than other factors, has

(Continued on page 75)

PROPER BASIS ON WHICH TO TAKE AN INVENTORY

January Will Be Busy Time for Shoe Retailer in Stock-Taking—The Real Purpose of Such a Procedure—It is Generally Supposed Footwear is Worth the Cost Price, But This Not Necessarily So—Do Not Deceive Yourself by False Valuations

By G. W. BROCK

YOU will be stock-taking after the Christmas holiday trade and the first few days in January will be busy ones with you.

Why do you take stock? It means a lot of extra work and worry, long hours and routine proceedings and is one of the duties that the average shoe merchant would like to skip. It is not nearly as pleasant as selling shoes, receiving new goods or watching your business show increasing receipts from month to month.

Then why take an inventory? Well, you should know where you are at, how you stand and what progress, if any, you have made. A proper inventory serves as a compass and rudder, a log book and chart on the troubled sea of business during the present abnormal period of the high cost of living and steering a safe, steady course under war-time conditions and anxiety.

You wonder what will be the result of your stock-taking and what the figures will show, in what departments you are overloaded, in what lines your goods are dead and shop-worn or clean, bright and saleable.

On what basis should an inventory be taken in these days of rapidly changing styles, lasts, patterns, heights, colors and values?

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

To begin with, some retailers do not take an inventory at all. Such dealers are hopeless cases so far as establishing a retail system is concerned, and one even doubts if their business is in a healthy or even paying condition. Happily the number who conduct their business affairs on such a loose scale is being reduced through the efforts of live credit men for wholesale and manufacturing houses. These credit men insist upon seeing an inventory and in comparing the inventory with the stock in hand before allowing extended credit.

Are They Worth the Cost Price?

It is generally supposed that retail goods are worth their cost price, but this is not necessarily so. Take the present leather market and you will find that available finished leather was made from high-priced hides, which could not be duplicated for much less money. The finished leather cannot be sold at a price commensurate with the cost, and, therefore, in this instance, as in the case of retail stocks, there are times when goods are not worth in the market even the cost price of manufacture. Shoes are frequently included in this category. Suppose you bought a certain lot of shoes at \$5.00 a pair, intending to sell them at \$8.00 a pair, and on January 1st you had 50 pairs on your shelves. You might reason to yourself something after this fashion: "Well, those are pretty good styles and there is no reason why I should not sell them next summer. If I depreciate them now, my inventory won't be so strong and I guess on the whole, I'll take the chance and put them in at cost."

Now here is what actually or possibly happens: Those shoes don't go as well as was expected, and the 50 pairs only dwindle down to 41 pairs after strenuous sale prices, etc. But you have inventoried at cost, which means that you have been deceiving yourself right along. Now what are you going to do? In a fit of wrath you are likely to mark them down to

\$4.00 a pair, and sell out the entire lot at a loss of \$41 over the original cost to you, but they have stood right along on your inventory as being worth \$205.

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

Retail Stocks Hard to Sell

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

I once knew of a firm who purchased the stock in trade and goodwill of a shoe store in a thriving city. Shortly after the purchase, some defects in the stock were noticed, and later, over 700 pairs of shoes were sold to the junk man at 65 cents a pair, including the shoe laces and buttons on them. On the inventory these goods showed a depreciation of about 10 per cent. on a cost price of better than \$4.50 per pair in the average. Moreover, the goodwill was a myth, as the store had not enjoyed an enviable reputation for many years. The purchaser was stuck good and proper, and, after running the place for a little over a year, he closed its doors and stood a loss of over \$5,000. Here was a case where the owner had succeeded in fooling the buyer, but it did no good for the purchase price was paid in installments, and was based on the representations made. When these discrepancies crept in, it resulted in a law suit, and the owner lost through having misrepresented affairs.

Suppose that instead of trying to catch an unwary buyer, you depreciate your accumulated stock each year. When the time comes to sell out you can say to your prospect, "I have an inventory here which shows that the stock is actually worth in the store to-day. I have depreciated on all the lines which are in any way unseasonable, and these figures I am showing you are absolutely reliable and true." Don't you believe that an interested party would be impressed with this sort of talk, and don't you believe that a sale could be much more easily effected in this manner?

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

Travelers Are Keen Judges

Traveling men for various houses run up against some funny propositions when among the trade, and oftentimes

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

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

Can You Afford to Take Chances?

Let us suppose a little more, and presume that you have asked for an extension when your business is in a tight place. If the credit man says, "Yes," your business is saved, but if he says, "No," every dollar you have in the world is likely to be lost. The view of the matter that appeals to us is: Can you afford to take such chances when the greatest gain you can possibly secure by inventorying falsely is to beat yourself in your own store? With a proper depreciation allowed for dead stock and for wear and tear on equipment, the credit man will see that you have a correct insight into the problem of retailing, and he will have far greater confidence in you and your store than he would have under any other condition. These men are dealing with profits and losses all the time and, when they see a dealer who realizes the importance of correctness in this detail, this same man stands out in their memory distinctly, and they are more inclined to be lenient with him. If you do not need credit, you will find that proper accounting will secure for you the first and best offering on the market.

Salesmen will be instructed to call on you first, and thus you will be put in touch with many opportunities that otherwise would go to your more progressive neighbor. I remember a case wherein a valued employer was very decided in the matter of taking inventory. I noticed that about half of the traveling men visiting us were those who had never sold us goods, and one day in a spirit of friendliness, I asked one of them why it was that he made a certain offer to us when there were larger stores in the city to whom he might have made it. He replied that his house had considered our firm the most desirable one to sell, because we were conservative and conducted our business along business lines. This set me thinking and I then began to see a reason why we had to take our inventories twice, instead of once, as other firms did. Each six months we took an inventory twice, using the second list to check the first. Oftentimes we found errors of hundreds of dollars, and, frequently, there would be whole shelves of goods overlooked in the first inventory, which would appear in the second one.

What Should Depreciation Be?

Now, to get down to actual figures in this matter of depreciation, I should suggest a depreciation of five per cent. each six months, or ten per cent. each year on store fixtures. This, as you will see, allows for a life of ten years for the store equipment. A few good firms figure more than this. As for stock, it should never inventory at prices above what you have offered it for sale. To explain this statement, we frequently find odds and ends of stock offered for sale during bargain periods for half price, and yet these same goods are

listed in the semi-annual inventory at cost. This is manifestly unfair and only makes a showing which you have to overcome at some other period in your business. By figuring all these depreciations safely, your business is at all times clean. What profit you figure on this basis is really a profit of the kind you can bank on or borrow money on.

ECONOMIZING ON THE DELIVERY SYSTEM

One regular delivery a day as a maximum for retail stores throughout the United States, and co-operative delivery systems in all the smaller cities and towns, are now direct objectives of the delivery campaign started some time ago by the Commercial Economy Board of the Council of National Defence. This announcement was made lately after a conference between the Board and representatives of several of the state councils of defence. The state councils of defence have been co-operating in the campaign.

Except in five or six states the campaign up to this time has been carried on largely through correspondence and conferences. The Board's recommendations have been adopted as a whole or in part in cities with a total population of approximately sixteen millions, and as a result at least 15,000 men called for war service have not had to be replaced from the limited labor supply available for the essential industries. All this, however, has been preliminary. Agents of the state councils and other representatives of the Board are now to go over the country town by town and press for the adoption of the entire programme.

"We have been content to let the changes proceed by easy stages, because experience was needed," said A. W. Shaw, chairman of the Board. "At the outset we were able

Shoe Journal:—

Yes, Sir! with pleasure! I enclose the price.
It is sure worth the money! Best wishes.
Toronto, Ont. G. H. GRILLS

only to say it was evident that these changes would produce important savings of labor. But now we have actual results to show it. One store, for instance, has saved 24 out of 167 men, by adopting the recommendations, another 2 out of 9, another 12 out of 56, another 6 out of 42, another 2 out of 3, and so on.

"The savings from co-operative delivery systems are even greater. An agent of the Board has made a careful, first-hand study of twenty-one of these systems. They require a total of 207 men, as compared with 659 men required for the individual systems replaced—a saving of 452 men, or 68 per cent.—and the service to the consumer is practically everywhere as good as it was before, and in some places better.

"It is now plain that in these two ways—by co-operative systems in the smaller communities and one delivery a day throughout the country—more than 150,000 men can be released to meet the increasing need of workers in agriculture, ship building, munitions making, mining, railroading and the other vital work.

"The Board is prepared to give merchants suggestions on how the savings may be made. Members of the staff have studied the technique of deliveries, both as to routing and as to organization within the stores. They have studied how co-operative systems are established and maintained, what has generally been safe practice in them and what unsafe. This information is now available in preliminary form.

"While the object of the delivery modifications is to save labor, they frequently involve a saving of money also. In several thousand stores known to the Board, and doubtless in many others, these savings are now being shared with the customers through closer prices on goods. The Board expects all merchants to adopt this policy."

JOHNSTON'S
STORM VEALS

BLACK, CHOCOLATE, TAN
AND SMOKE

These Leathers are known for their extraordinary resistance to wear and water, and are the proper material for staunchest Shoes of fine appearance.

The
H. B. Johnston Co., Limited

137-147 River Street

Toronto : : Ontario

Shoe Selling, Serving and Satisfying

How Capable Saleswomen Fit Fair Patrons—Callers are Never Asked the Size or What Price They Wish to Pay, Which Would be Indiscreet—The Expert Understands Intuitively the Style Required—The Exceptional Foot Presents No Real Difficulties

IT seldom takes more than a few seconds for the average customer to learn whether the saleswoman is thoroughly competent. Efficiency is its own advertisement. It reveals itself in a score or more of ways about which the indifferent, even the "middling good," saleswoman knows little or nothing. Almost the first move the saleswoman makes, when a customer approaches, reveals efficiency or a lack of it. Note, for instance, the pleasing, alert attitude which the thoroughly expert saleswoman assumes when serving a customer. She is always pleasant, self-contained, quiet and gracious, not servile, says a writer in "Store Chat."

See how deftly and quickly she unlaces the customer's shoe, without any real evidence of hurry. Seemingly in a moment she has placed the shoe beside her and is busy taking the measure of the customer's foot with the size stick, confident that this first hand knowledge of size is her best and safest guide in effecting a perfect fit. She never asks the size, and never seeks it in the shoe she removes. She prefers to satisfy herself in this particular, for she knows that the shoe the customer has been wearing may have been too loose or too tight, or otherwise an imperfect fit. She also knows that any expert knowledge she may have will help to inspire the customer with confidence.

The expert saleswoman never asks the customer what price she wishes to pay. That would be an indiscretion. She understands intuitively, in eight cases out of ten, the style and quality of shoe required. When she is in doubt she shows the customer a medium-priced shoe, and then notes the inclination of the customer toward a higher or a lower grade.

Observe the Lines of the Foot

When measuring the foot she closely observes its lines, apparently without trying, and, particularly notes if there are any imperfections—ascertaining if the arch is weak or has fallen, if the joints are enlarged, if the ball of the foot is unusually wide, the instep exceptionally high, or callouses have formed. Every saleswoman in the shoe department knows that we not only have all the styles in vogue, but also that we have all those shoes that are fashioned to correct foot troubles, sustain a fallen arch, or for that matter, prevent a perfect arch from falling. She never attempts to fit a long vamp shoe on a short, thick foot, or a short vamp shoe on a slender foot. Should the customer insist, for instance, on trying on the long-vamp shoe, she will comply with her desire, show her the difference and intelligently explain, in a pleasant manner, the annoyance that would ensue if she chose the wrong shoe. She is extremely careful

with the customer whose foot is unusually soft and fleshy. Such a foot often will go into a shoe a size, or even two sizes, too small, without the customer suffering any immediate discomfort. It is when the customer walks several squares that she learns that the fit is unsatisfactory. The high-class saleswoman avoids this contingency by guarding against it in the beginning.

It is the exceptional foot which the thoroughly capable saleswoman prides herself on fitting; and it is the exceptional customer she makes a special effort to satisfy.

Get Shoe that Looks Smaller

It may happen that a woman who is trying on a number eight shoe (because that happens to be the size she wears) will exclaim:

"Oh, isn't this awfully large!"

The saleswoman realizes that the shoe looks large because it is large; but she knows how to remedy the matter, and at the same time please the customer. She procures a foxed shoe, which, on account of its construction, looks two sizes smaller. The customer is invariably pleased with the marked difference this style of shoe makes in the appearance of her foot.

The expert knows that we have shoes as soft as velvet for particularly tender feet, and common-sense shoes, with low, flat heels and plain toes, for those who eschew styles for comfort.

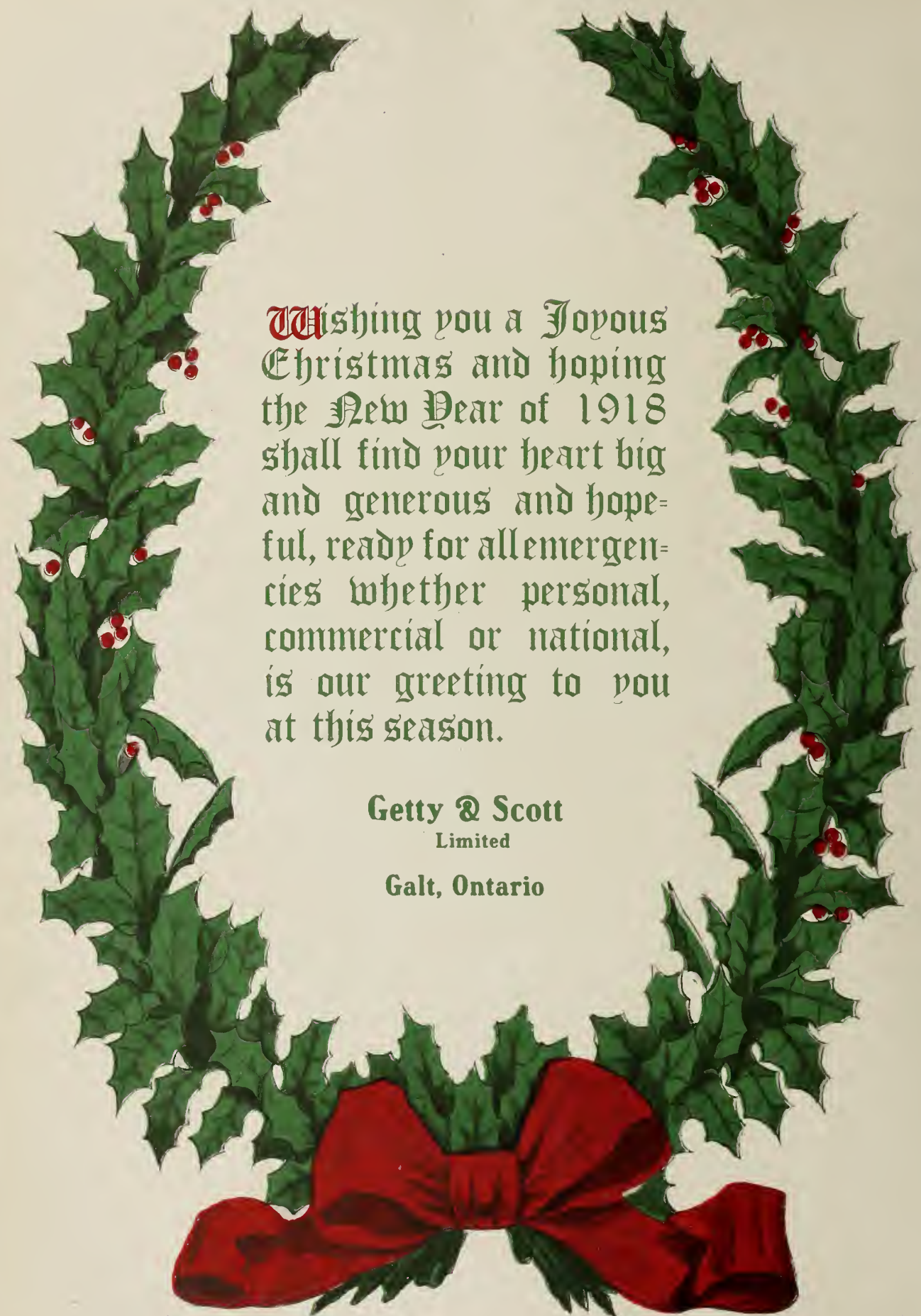
In brief, she knows the stock perfectly, and can put her hand almost instantly on any kind of shoe required. She can tell you the systematical arrangement of the stock, how it is divided off into numbered sections, each group of numbers representing a particular style and price. For instance, the high-grade shoes run from 1 to 100; medium-priced shoes from 101 to 200, etc.

Her proficiency is also shown by the easy and graceful way in which she slips the average shoe on the customer's foot. Even the congress gaiter, to handle which becomes irksome to the saleswoman with little experience, proves "easy" for her. She simply draws it on sideways, slipping it over the foot until the toes touch the insole, when she deftly turns the shoe, all the while continuing to draw it gently and firmly until, presto, it is on!

Watch the thoroughly capable saleswoman lace the shoes (according to the new mode). With the fingers of one hand she deftly takes the laces and pushes both ends through two eyelets at once. Having reached the top of the shoe she goes back, and with a few gentle but dextrous pulls draws up the slack, and ties the laces. She is equally expert at buttoning a shoe on the foot. She never jerks at the button, nor gives those awkward twists that pinch the flesh of the customer, much to her annoyance.

ROBERT H. FOERDERER
PHILADELPHIA INCORPORATED PENNA., U.S.A.



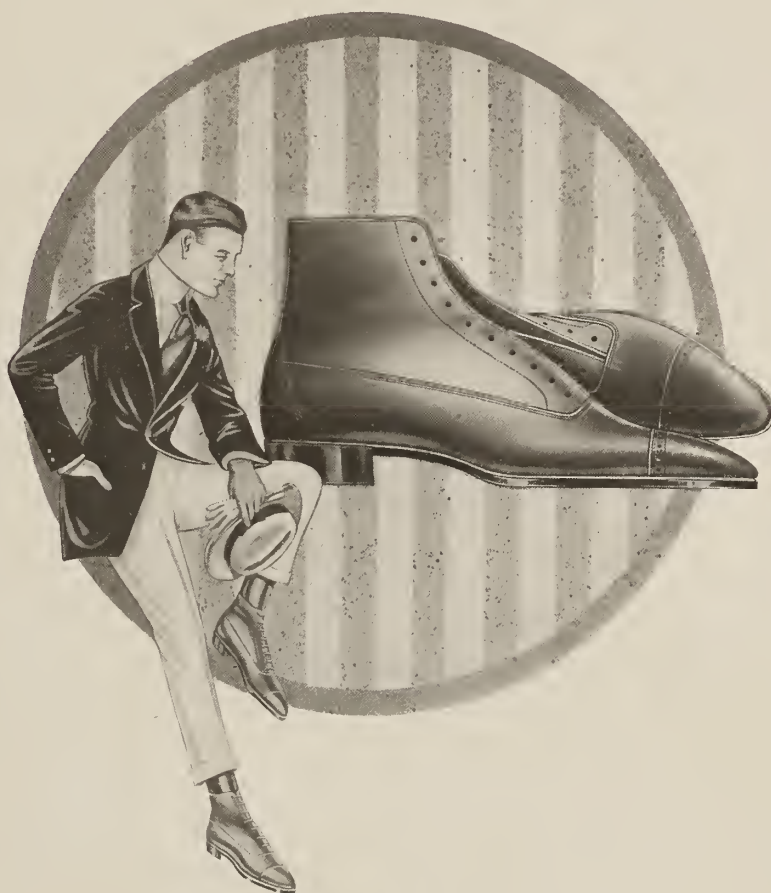


Wishing you a Joyous
Christmas and hoping
the New Year of 1918
shall find your heart big
and generous and hope-
ful, ready for allemergen-
cies whether personal,
commercial or national,
is our greeting to you
at this season.

Getty & Scott
Limited

Galt, Ontario

Astoria and Liberty Shoes



Hurrah Last

Scott-Chamberlain, Limited
London - Ontario



Minister Ayles Shoe Co.
Toronto Limited

Greetings :==

and may the
Christmas Chimes
Encourage the hope of
better times,
Of rich reward for woe
endured,
Of human liberty
secured.





Color No. 21, Mode

NUBUCK

(Reg. U. S. Pat. Off.)

Our wish to you at this season is that, in addition to a JOYFUL CHRISTMAS, every good thing shall be yours to enjoy in fullest measure during every hour of the incoming year of 1918.



A. C. LAWRENCE LEATHER CO.

161 South Street, Boston, Mass.

New York

Chicago

St. Louis

Cincinnati

Rochester

Gloversville

ADAMS



You need Youths' Shoes.

We have them.

They are right.

The price is right.

They are quick sellers.

They satisfy everybody.

Don't miss sales.

Just mail a card.

The shoes will go to you.

They will travel by return express.

Write that card NOW.

That's Business



Style No. 372

Youths' Box Calf Blucher, McKay Sewn, Slip Sole, Fast Color Eyelet, Full to Size.

Size 11- 2	- - -	\$2.85
Size 8-10½	- - -	\$2.45
Size 5- 7½	- - -	\$2.05

The Adams Shoe Co.

Limited

Toronto

Ontario



ADAMS





ROBSON'S

FULL GRAIN
COLORED SIDES

(Aniline Dyed)

In TAN, color No. 1; MAHOGANY, No. 2; PURPLE ROYAL, No. 4.

This leather is all chrome tanned and up to ROBSON'S standard for durability and lasting finish.

We can supply this stock for both men's and women's work.

May we send sample sides with prices?

THE ROBSON LEATHER CO., LIMITED

OSHAWA, ONT.

MONTREAL

QUEBEC

High Grade FELT FOOTWEAR



Your Felt Goods Trade will be a decided success if

“Great West Coldproof” Felts are included in your stock.

The pronounced superiority of our goods is assured by the fact that we manufacture all of our own felt-stock and see that the product is of the highest grade.

And in our range are included the newest style-models for men, women and children, showing a classiness that makes sales.

All leading jobbers handle these lines.

Specify “Great West Coldproof” Felts when ordering.

The Great West Felt Co., Ltd.

Elmira - Ontario

WHEN THEY WORE TOP HATS AND LONG COATS

Wm. Wood, Veteran Footwear Exponent of Vancouver, Recalls the Days of Long Ago—His Reminiscences of Early Period in Winnipeg—How He Became Shoe Specialist and Built up Business on Unique Lines—Makes Many Loggers' and Miners' Boots

THE records of the Curriers Co., one of the old city of London trade guilds, show that the Wood family has been uninterruptedly connected with the leather business for the past four hundred years. It was fitting, therefore, that the first breath Mr. William Wood, of Vancouver, B.C. should draw should smell strongly of leather.



Wm. Wood, Vancouver shoe merchant, as he appeared when he first began to toddle.

He was born a year or so before the accompanying picture was taken, in a room over an old fashioned country shoe shop, established by his grandfather in 1851, at 131 Minorities, London, England. He began studying the shoe business at a very early age and has been at it ever since. "In the days I am speaking of," declared Mr. Wood, "shoemakers were divided into clickers, closers, binders, men's-men, women's-men, etc., all work except the cutting being done in the homes of the operators, who called at the store every day or so, both bringing in and taking

the work away. The price of a man's calf boot at that time was about \$6.00, \$2.00 being paid for bottoming a man's hand sewn shoe and \$1.00 for closing the uppers. The jobs done by some of these hand closers would astonish the present generation, being equalled only by the finest machine fitted top of to-day. Most shoemakers wore long coats and top hats, taking an artist's interest in their work, their highest ambition being to be considered one of the 'Gods of Leather,' as the Dons of the trade were called at that time. One man I specially remember made ladies' Louis XV heel work exclusively (Wurtemburgs as they were then styled), each individual pair being a work of art in itself. Ladies' side laced boots, and Congress were worn, the latter decorated with rows of fancy white stitching up the front, sometimes with an imitation button piece with pearl buttons. Slippers and children's shoes were made straight, no rights and lefts. Fancy kid slippers came from France without heels, and were packed together perfectly flat, one half dozen pairs easily going into an ordinary shoe box, the wooden heels being attached after the slipper had been purchased by the customer.

"Cartons were unknown, shoes being kept on shelves protected by sliding glass doors, the better class stores being elaborately fitted with mahogany and carpeted, as to-day."

Boots Hung from Store Roof

Coming to Winnipeg in 1883, Mr. Wood worked for William Wellband who was regimental shoe-maker to the Riel Expedition of 1872. Long boots hung in rows from the roofs of the store while heavy felt, leather covered Wellingtons, the first product of the Rumpel shoe factory in Kitchener, were piled up like cord wood on the floor. Hyman's of London, and Lenoir et Fils, of Montreal, were popular lines.

The chief duties of the subject of this reference consisted of cutting wood for the big box stove, cooking the meals for the boss, looking after the room upstairs where the boss

and he slept, and selling shoes between whiles. "Lou" Godbolt, of J. & T. Bell's, kept store in a log cabin in the next block and Arthur Congdon, now head of the firm of Congdon-Marsh, Ltd., Winnipeg, clerked for him. Thos. Ryan was doing a retail footwear business in an old frame store on the site of the present Ryan-Devlin building on Main street, while Geo. Ryan shoed horses.

The Ames-Holden Co. operated a small wholesale establishment with a manager and a boy, the former being A. C. Flummerfelt, of Granby Mine fame. Their strong line was a ladies' vici button boot with scalloped top, having a blue silk inside top facing with a yellow star in each scallop.

Mr. Wood was in business in Winnipeg from 1893 to 1899, and selling out to Mr. Geo. Middleton, he reached Vancouver in 1901 and worked for Edward Stark and Jas. & H. D. Rae. In February, 1912, Mr. Wood decided to start in business for himself, so he opened in half of his present premises at 160 Cordova St. West, eventually occupying the entire building. Three years later he launched



The Cordova street store of Wood's, Limited, Vancouver, B.C.

another store known as the "K Boot Shop" at 301 Hastings St. West. His ambition was to do a nice, compact shoe trade and he was trying to keep it down to reasonable proportions. In spite of having done nothing more than giving good value and providing good service, 1917 found that his business had grown to such healthy proportions that it was deemed advisable to form a joint stock company, which was done under the title of Wood's, Limited. A. J. Barter and James Harley, the managers of the two stores, with Mr. Wood, constitute the firm. The company make a specialty of the English "K" shoe for men and women, handling also J. & T. Bell, Getty & Scott, George A Slater, and other standard lines. For the sake of old associations, the firm still do a custom and repair business. Through the medium of the mail order catalogue, Wood's Limited endeavour to cover the footwear needs of every portion of British Columbia.

Splendid Mail Order Booklet

They recently issued a very attractive booklet, printed on coated paper, in two colors. The illustrations are remarkably good and the publication contains cuts of over sixty shoes, together with descriptions, prices, etc., so that patrons will not have the least difficulty in ordering exactly what they want. The firm state that their terms are cash with order or shipped C.O.D. If patrons desire



The MacFarlane Shoe

SUCCESSFUL AS

THE VICTORY LOAN

Season's Greetings

We take this opportunity of extending to the trade our sincerest wishes for a Joyful Christmas and a Happy and Prosperous Nineteen-eighteen.



The MacFarlane Shoe, Limited

Manufacturing Specialists

Infants', Children's, Misses', Women's

Turns, Welts

MONTREAL

QUEBEC





The "K" Boot Shop at 301 Hastings street west, Vancouver, B.C.

goods shipped by express, they will be required to pay the charges, as the firm only pay postage. They also announce that they give satisfaction or money back.

The firm also conduct, as already stated, a live shoe repair department and advise the public to economize and not to discard. They point out that their craftsmen make partly worn footwear look as good as new. A list of prices is given and free deliveries announced on all prepaid repairs.

Surgical Shoes for Sick Feet

For twenty-five years Wood's, Limited, have made surgical and made-to-measure shoes. In this department experts also attend to every kind of pedal trouble, whether resulting from war, accident or disease, and the firm announce that permanent inconveniences resulting from infantile paralysis, hip joint diseases, etc., will be greatly lessened by shoes made specially for each individual case. Ladies' and gentlemen's hand-sewn shoes to measure cost from \$12.00 per pair up. A plaster cast for the entire foot is \$5.00, and a plantar cast of the bottom of the foot is \$2.00. Wood's Limited also make special boots for mining, prospecting, logging, etc. A list of the prices charged for repairs is given in their catalogue, and is as follows:—

FREE POSTAL DELIVERY PRICES ON SHOE REPAIRS

Men's leather, full soles (sewn on) and heels	Delivered Price.....	\$3.00
Men's Neolin full soles (sewn on) and heels	Delivered Price.....	2.50



Some shoes turned out in the surgical department, by Wood's, Limited, Vancouver, B.C.

Ladies' leather full soles (sewn on) and heels	Delivered Price.....	2.50
Ladies' Neolin, full soles (sewn on) and heels	Delivered Price.....	2.00
Shoes half soled and heeled (the old way)		
Men's leather half soles (sewn on) and heels	Delivered Price.....	1.85
Men's leather half soles (nailed on) and heels	Delivered Price.....	1.75
Men's rubber fibre half soles (sewn on) and heels	Delivered Price.....	1.50
Ladies' leather half soles (sewn on) and heels	Delivered Price.....	1.35
Ladies' leather half soles (nailed on) and heels	Delivered Price.....	1.25
Ladies' turn soles and heels for (very light turn sole shoes and slippers only)	Delivered Price.....	2.00
Misses' sizes 11 to 2, half soled and heeled	Delivered Price.....	1.00
Boys' sizes 3, 4 and 5	Delivered Price.....	1.40
Boys' sizes 1 and 2	Delivered Price.....	1.25
Boys' sizes 11 to 13	Delivered Price.....	1.00
Children's sizes 6 to 10	Delivered Price.....	.75
Men's heels (leather or rubber)	Pair.....	.60
Ladies' heels (leather or rubber)	Pair.....	.45
Patches25
Rips10
Toecaps, each25

SUDDEN DEATH OF J. A. ADAMS

John A. Adams, a former well-known shoe manufacturer of Montreal, died suddenly at 410 Sackville street, Toronto, last month. Mr. Adams, who was managing director of Aero-Peds, Limited, 30 Adelaide street east, had been in poor health for some time. He left the house about nine o'clock to come to business and was taken ill on a street car. He went into a drug store at the corner of Carlton and Parliament Streets, where he collapsed. A doctor was sent for and the patient, somewhat revived, was taken home, but passed away early in the afternoon. Mr. Adams was in his 48th year and had spent all his life making shoes. Born at Lakeside, Ontario he learned the trade in a factory at Walkerville. He afterwards went to North Adams, Mass., where he followed his trade for some time, and then to Montreal. He returned to North Adams for a while and coming back to Canada's commercial metropolis, took an important position with James Linton & Co., Victoria Square, where he was engaged for a number of years. He next became identified with the Rideau Shoe Co., being managing director of that concern. It will be remembered that the plant was completely wiped out by fire a few years when the Company was doing a remarkably large business. Mr. Adams then located in London, Ont., where he was manager of the Murray Shoe Co., which position he held for a couple of years, until failing health compelled him to relinquish the duties. Coming to Toronto, he recuperated for some months and then started the manufacture of Aero-Peds in association with his brother, W. J. Adams and others. Latterly, considerable extra space was secured and operations were extended to the making of sock linings, back stays, eyelet facings and other shoe trimmings.

Mr. Adams leaves a wife and one son, Edward A. Adams. His father, Alexander Adams, is still living and conducts a shoemaking business at 597½ Parliament St., being in his seventy-seventh year. Four brothers as well as one sister, also survive.

The business of Aero-Peds Limited is being continued by W. J. Adams, who is president, H. A. Beatty, Sec'y-Treas., and Edward A. Adams, son of the deceased, who is a director.



“NUGGET” POLISHES

Wish you every good and perfect gift that shall bring you peace of mind, prosperity and contentment.

The Nugget Polish Co.
Limited

9-11-13 Davenport Rd., Toronto

LIMITS THE HEIGHT OF SHOES

It is interesting to note that the tendency toward lower tops in footwear has been recognized by the Swedish Government, which has issued an order limiting the height of women's shoes to about seven inches.

According to recent cable reports, the decree says that no shoes made in Sweden shall be more than 18 centimeters in height. This, reduced to our system of measurement, is 7.0866 or about 7 1-12 inches.

The report of this decree does not specify how a shoe shall be measured, whether according to the American standard, namely, from a point in front of the breast of the heel to the top of the shoe, or according to the English standard of measurement, from the heel seat to the top of the shoe at the back.

The order also provides that all cow-hides weighing more than 16 kilograms, about 35¼ pounds, may be used only for the manufacture of sole leather.

AN OLD TIMER IN SELLING SHOES

An old timer in the retail shoe game is Geo. H. Cavin, of Ladysmith, B.C., who believes he is the oldest shoe man, or, at least, the longest in business of anyone in British Columbia.



The interior of George H. Cavin's shoe store, Ladysmith, B.C.

Selling shoes for thirty-five or thirty-six years has not impaired his health, for he tips the beam at nearly two hundred and fifty pounds and is as spry as many men half his years.

Mr. Cavin was born and brought up in Victoria, B.C., and started in the shoe game with the late Henry Mansell, the pioneer shoe merchant of British Columbia. He worked in his store for some fourteen years and then went with a department establishment at Wellington as manager of the shoe section. When the mines closed down at Wellington and the stores were moved to Ladysmith, Mr. Cavin came to that town, and after holding the same position for 12 years started in the shoe game in his own behalf in 1908. When he launched out as a boy practically all the shoes sold were either made by foreign manufacturers in San Francisco or by local establishments with Chinese labor. Travelers in those days from Eastern Canada came over the Central Pacific as this was before the advent of the C.P.R. They were genial, whole-souled chaps. Mr. Cavin says he does not see a great many of these veterans to-day outside of Billy Damer, Jack Scott, Mr. Sait and the Adair Bros. Practically all the others are newcomers, although Lou Godbolt and one or two more of the old timers are still going to British Columbia, but they do not get to Ladysmith or Nanaimo.

Mr. Cavin says once in a while he sees some familiar faces in the columns of the SHOE AND LEATHER JOURNAL,

which paper he always looks forward to with a great deal of interest. In a reminiscent vein he remarked: "It is a long time since Bud Mullarky came out here selling the 'red school house shoe' for the John McPherson Co. We had a most unusual summer and I did a land office business in white goods." Mr. Cavin conducts the only exclusive shoe store in Ladysmith and has a brick building, twenty-eight by seventy-five feet, which is the finest shoe store on the island, outside of Victoria. Ladysmith is a progressive town of about four thousand population.

MUD COVERED SHOES ATTRACTED THOUSANDS

It's a long way from Fredericton to Boston. But if there is anyone in cultured Boston to-day that doesn't know where Fredericton, is it is because they are dead ones and don't keep abreast of the times, says a recent despatch from the capital city of New Brunswick.

Fredericton was advertised in Boston last week. It was gloriously advertised. Fredericton goods and Fredericton men were brought to the front. The advertising almost caused a riot, at that.

It happened in this manner: A certain shoe merchant, with a place of business on Washington Street, got hold of a pair of shoes worn in the trenches by a Fredericton boy. The shoes were covered with mud and showed they had been used. They were placed in the store window. To them was attached a card with this inscription: "Made in Fredericton, N.B. and worn one year in the trenches of France by a Fredericton, N. B., boy."

That was enough. It got the crowd. Traffic on Washington street was blocked. Police reserves was called out to keep a passage way open. People were eager to see the shoes. Crowds drew crowds and the shoes were the attraction for all passing up and down Washington Street.

AND EVERY MAN DID HIS DUTY!

During the recent campaign for Canada's great Victory Loan, advertisers gave free use of their space and advertising men gave free use of their pen to boost the issue.

Probably one of the most unusual pieces of literature produced was that issued by Mr. A. A. Briggs, Advertising Manager, Dunlop Tire & Rubber Goods Co., Toronto, who took as his keynote the word "Victory" and by tying it up to the Victory Flagship and the Victory Bond, dreamed of Nelson coming back and sizing up Canada as a country where no one needed to be told to do their duty—every evidence was on hand that each man had given the command to himself.

The following is the blank verse from Mr. Briggs' pen.

If Nelson Could Return

And flash his searching glance across our shores,

His instinct to appraise the truth of any fame

Would soon find play in passing scan

Of our good gifts in soldier men, and in those

Aids to life and limb which take

Such human ways in the heart and soul

Of this great nation.

Lo! the eager glance would leave the "mighty Nelson's" face

And in its place a smile most sweet and calm—

"My men of 'Victory' ship have left their impress on this soil,

Their heart's heroic glow in every act.

No need that I implore your sons that

Duty loudly calls for, behold, I see

My ship is now 'in Bond'— the good old 'Victory'.

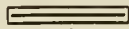
Each man sets sail with stern resolve to

Place his gold and jewels unto the crown. So

Canada doth know this day 'every man will

Do his duty! "

Have You Them In Stock? If Not, Why Not?



Wearers of **Amherst Solid Shoes** experience comfort and satisfaction in their use.

From East to West dealers have but **one word** to say of them:

Sydney, N.S.—"No shoes in Canada which we have handled have given more general satisfaction."

Antigonish, N.S.—"Carrying \$3,000 of Amherst make. We carry them because we believe they are the very best made; we unhesitatingly recommend them."

Halifax, N.S.—"Handled Amherst Shoes for twenty-five years. Best wearers in Canada."

Barwick, Ont.—"Have found them good trade builders, receiving the fewest complaints and most compliments of any shoes I have yet handled."

Brandon, Man.—"Selling five pairs of Amherst Shoes to one pair of any other make."

Moose Jaw, Sask.—"Amherst Boot and Shoe Co. are good people to deal with, and their shoes give our customers satisfaction."

Fort Saskatchewan, Alta.—"Our biggest trade-winners. The value is there every time."

Clayoquot, B.C.—"My customers will not take any other make. All ask for Amhersts."

Ashcroft, B.C.—"They have proved trade-winners and trade-holders."

Wishing the Trade the Season's Compliments

Amherst Boot and Shoe Co., Limited

Amherst - Halifax - Regina



THEY ALL HAD BIG ORDERS

Shoe travelers "snapped" recently on the roof of Hotel Vancouver, at Vancouver.

Standing, left to right—R. J. McAllister, Brandon Shoe Co., Brantford; W. English, Hartt Boot and Shoe Co., Fredericton, N.B.; L. M. Stock, Walker-Parker Co., Toronto, J. McRobbie, George E. Keith Co., Brockton; Robt. Wall, Perth Shoe Co., Perth; W. E. Short, Kingsbury Footwear Co., Montreal; H. E. Wettlaufer, Charles A. Ahrens, Kitchener.

Sitting—H. Davidson, Macfarlane Shoe Co., Montreal; Fred. Campbell, Fit-Reform Clothing, Montreal; Ernest Bennett, James Muir Co., Montreal.

REPAIRING SURE TO BE DONE WELL

The following tribute is paid to the Hurlbut Co., Preston, in a recent edition of the "Shoe Repairer and Dealer": The writer had heard of experiments along this line of repairing in Australia and in New York City, but was surprised to learn of a Canadian shoe manufacturer who arranges to repair the shoes for his customers. The manufacturer is the Hurlbut Company of Preston, Ont., Can., a concern making over two thousand pairs daily. The customer who has bought Hurlbut shoes may mail them direct to the factory to be soled or otherwise repaired. This work is done at actual cost, although the customer pays the expense to the factory and the manufacturer prepays the return charges.

This should surely be an inducement for customers to buy this manufacturer's shoes or for the retailer to handle them, for the repairing is sure to be well done, making the shoes as good as new, and giving the buyer the maximum of wear for his money.

NEW STYLE OF ARCH SUPPORT SHOWN

The latest innovation in the way of arch supports is being shown to the trade in the Dominion by the Canadian-Arrowsmith Mfg. Co., of Niagara Falls, Ont. It is known as the "all leather arch support," being light, airy, non-breakable and self-adjusting. These new supports—metatarsal, longitudinal, combination and heel adjusting—come with or without rubber heel pads. Each support is provided with a number of leather plugs which are removable. Thus the wearer adjusts his or her own pair and the shoe retailer does not require any special machine for this purpose. When a sale is made, the transaction is closed, as the customer attends to the adjustments in a way that gives no trouble

and affords exactly the relief and comfort that he or she personally desires. All the leather in the supports is specially treated so as to prevent it from deteriorating through the sweating or moisture of the feet.

The new, all leather arch supports have been much admired for their neatness, lightness, strength and special, self-adjusting facilities. They mark a new achievement in pedal appliances.

NEW LIFE NEEDED IN ASSOCIATION

It appears that the Shoe Repairers' Association, which was formed in Vancouver with much enthusiasm about a year ago, has practically ceased to exist. Just why the organization has been allowed to elapse cannot be fully learned, but it is a pity that such a useful institution did not have a longer life. At this moment in the shoe repair business, when leather has never been known to be so high in price and findings of all kinds are mounting up, it requires all the resources of the members of the trade to educate the public in the matter of fair prices. This can be accomplished more successfully and expeditiously when they work as a union instead of on an individual basis. There is one thing certain, and that is, the figure which is being charged patrons to-day on most jobs is not sufficient to allow a proprietor



Three well known London, Ont., shoemen, Clarence Hill on the right, Rowland Hill, Sr., middle, and Rowland Hill, Jr., on left.

the wages of a journeyman and, with the increased cost of living, the probable rise in rent, etc., shoe repairing in Vancouver affords little more or less than a bare existence. It is hoped that it is not too late yet for wise counsel to prevail and that the members of the craft will get together and re-organize the Shoe Repairers' Association. If they will do this and work with interest and zest, there is no doubt a bright future ahead, but unless each one makes a special effort, there is danger of the association collapsing by default.

With the advent of winter and the stormy weather all shoe merchants are reaping a harvest in the sale of rubbers. They are also beginning to feel the benefit of the Christmas trade. They anticipate a bumper business this year, as people seem to be purchasing more practical presents than in former years.

Just Wright SHOES

Ready to Ship



*Talbot
Last*

Stock No. 13. Gun Metal Calf Bal. Sizes, C, 6 to 10; D, 5 to 10.
Stock No. 12. Same in Dark Tan Calf.

A Just Wright Best Seller! You need best sellers now-a-days to get and hold your share of men's trade in fine shoes. Put the Just Wright Talbot in your window and let it talk.

Keep to the Wright, and ahead of your competitor. Catalogues ready for mailing. Send for one now.

E. T. WRIGHT & CO., Inc.

St. Thomas, Ont.

Rockland, Mass.



C. F. Robertson, retiring President, now member of Executive



H. K. Hayward, newly elected President and retiring Vice-President



S. Burnett, new Financial Secretary and retiring Recording Secretary

TORONTO SHOE REPAIRERS ELECT NEW OFFICERS

At an enthusiastic and well attended meeting of the Toronto Shoe Repairers' Association, held on December 13th, new officers were elected for the coming year. The old officers were requested to retain their positions for another term, but modestly declined, on the ground that new blood would be in the best interest of the organization.

President Charles F. Robertson presided and most gratifying reports were presented, showing that the finances and membership are in a healthy condition. The statement of the financial secretary, A. Butterworth, was received with many expressions of satisfaction. The membership is now over one hundred and there is a balance in the bank of \$180.00. A year ago the balance was only \$25.00. The membership fees during the past twelve months were \$293.75, profits from the picnic to Niagara Falls, \$50.20,

and profits from the banquet held last winter, \$32.50. The Association has not a dollar of indebtedness.

The following officers were elected for 1918:—

President—H. K. Hayward, 2852 Dundas street west.

Vice-President—J. W. Hendry, 2191 Queen street east.

Financial Secretary—S. Burnett, 761 Yonge street.

Recording Secretary—S. Mason, 165 Van Horne street.

Treasurer—A. Butterworth, 457 Yonge street.

Executive Committee—Charles F. Robertson, 497 Queen street west; Walter Burnill, 75 Queen street east; H. E. Carley, 1067 Gerrard street east; J. L. Weir, 462 Parliament street; A. M. Brodie, 229 Dundas street.

Auditors—A. M. Brodie and S. Mason.

All the officers were returned by acclamation with the exception of members of the Executive, for which there were



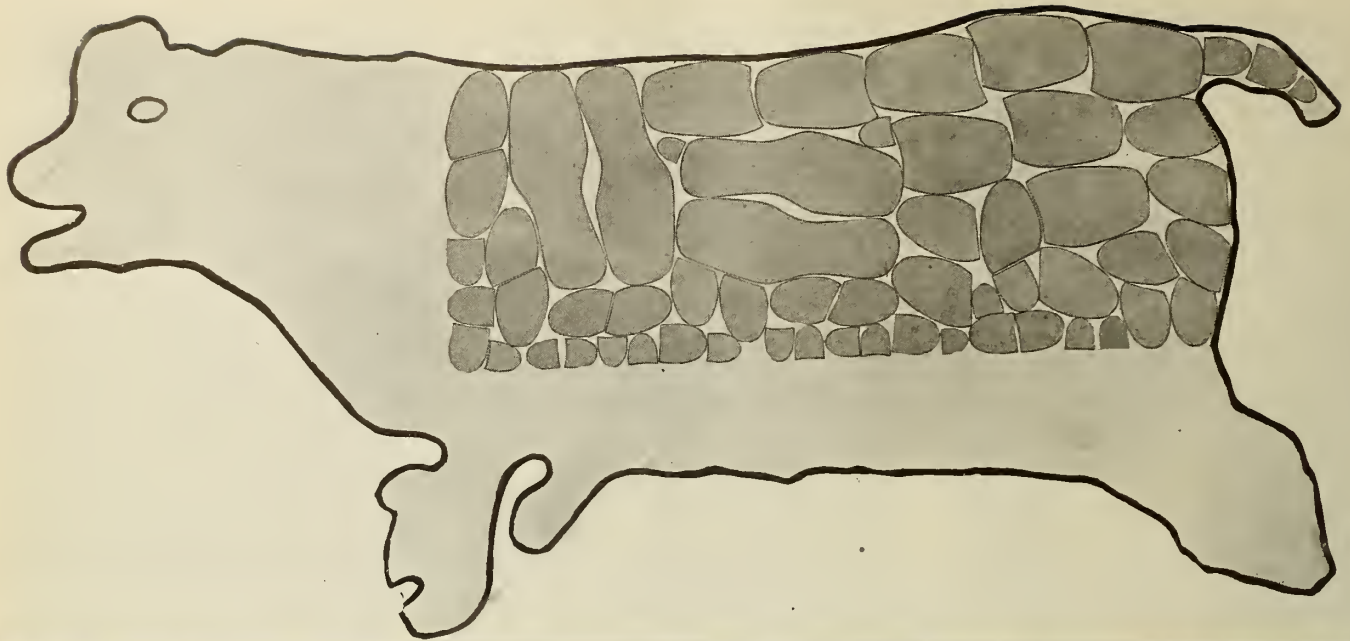
Arthur Butterworth, new Treasurer and retiring Financial Secretary



W. Burnill, new member of the Executive Committee for 1918



J. W. Hendry, newly elected Vice-President of the Association



The Right Steer for Soles and Lifts

is the fellow that runs on the range. He's all muscled up and his hide, weathered by prairie winds, sun blaze and blizzard, is the toughest thing tannable.

The Picked Hides from these steers are tanned by our special time-tried, vat-tanned process, and the result is leather that is honest, flexible, long in fibre and possessing the maximum of wearing strength.

Star Brand Tap Soles are made from the prime portions of this leather, as shown in the illustration. They are carefully sorted and inspected before shipment. When you buy Star Tap Soles you are getting the best that can be produced. Millions of shoes were re-soled last year with Star Brand.

There is no waste in using Taps and Lifts, and repair men realized long ago that Taps are among the most economical of Leather Products.

Specify the Soles with this trade mark on every dozen. It means the best.



Beardmore & Co.

Tanners and Sole Leather Cutters

Toronto

Montreal

Quebec, P.Q.

nine nominations. It was decided that the next regular session would be held on January 10th, the remaining meeting in December being cancelled owing to the holiday season. The Executive Committee was authorized to make arrangements for the second annual banquet which will be held at a date to be decided upon later.

In retiring from the office of president, Mr. Robertson thanked the members for the warm support they had given him during the year and a half that he had been in the chair.



S. Mason, Toronto, newly elected Recording Secretary

The regular semi-monthly meetings had been well attended and, from discussions and association with the members, he had learned much in buying, selling and the treatment of customers, and he believed that all the others could say the same. They had been taught many things that they never knew before from the advice and insight of the various craftsmen. He suggested that, during the coming season, a series of debates should be carried out on practical and helpful subjects in ways and means of bettering conditions of the trade, stock-keeping, purchasing, etc. As retiring president of the Association he would continue to give it every support and maintain the spirit of co-operation and harmony which had marked all their gatherings.

President-elect Hayward, who has ably filled the position of vice-president, thanked one and all for the honor conferred upon him and promised to do all that was in his power to sustain the interest and enthusiasm of the organization.

Mr. Burnill, who stated that he preferred to serve in the ranks as a committeeman rather than accept the office of vice-president, for which he was nominated, stirred the gathering with his stimulative words. He thought that addresses should be delivered at some of the meetings on the best methods of developing business and increasing trade. Mr. Burnill offered several valuable suggestions which will be acted upon.

Other speeches were made by Messrs. Butterworth, Hendry, Mason, and Smallwood, which were well received. A hearty vote of thanks was tendered the retiring officers, special mention being made of the faithful and efficient services of Mr. Butterworth, whose work, in behalf of the organization, bespoke his worth. At the close of the business proceedings several songs were rendered by F. Smallwood,

pianist of the Association. The prospects for the coming year are exceptionally promising and the new officers will preside at the next regular meeting on Thursday, January 10th.

GOOD PRICES SECURED IN KAMLOOPS

There is a live Shoe Repairers' Association in Kamloops, B.C., and the following revised price list recently went into effect:—

Men's	
Full soles and heels, leather, sewn	\$3.00
Full soles and heels, nailed, leather	2.50
Half soles and heels, sewn, leather	1.85
Half soles and heels, rubber	1.95
Half soles and heels, nailed, leather	1.75
Half soles and heels, rubber	1.85
Half soles only, nailed	1.25
Half soles only, sewn	1.35
Heels, leather	.50
Heels, rubber	.60
Heels and steel plates	.75
Toe caps	.75
New heels	1.25
Full soles and full heels, Neolin—	
Black	2.50
Brown	2.60
White	2.75
Portland half soles	1.25
Portland half soles—rubber heels	1.85
Full rubber heels, brown	.70
Full Rubber heels, white	.75
Women's	
Half soles, Neolin and rubber heels	1.50
Soles and heels, sewn, leather	1.50
Soles and heels, sewn, rubber	1.60
Soles and heels, nailed	1.25
Soles only, nailed	.90
Soles only, sewn	1.15
Turned soles and heels from	2.00
Turned soles only from	1.75
Heels, leather	.35
Heels, rubber	.50
New heels, Cuban	1.00
New heels, French	1.25
Toe caps	.50
Boys'	
Soles and heels, sewn, 3 to 5, from	1.50
Soles and heels, nailed, 3 to 5, from	1.25
Soles only, sewn, 3 to 5	1.15
Soles only, nailed, 3 to 5, from	1.00
Heels	.40
Youths'	
Soles and heels, sewn, 11 to 2, from	1.25
Soles and heels, nailed, 11 to 2, from	1.15
Soles only, sewn, 11 to 2, from	.90
Soles only, nailed, 11 to 2	.80
Heels, 11 to 2	.40
Children's	
Soles and heels, sewn, 6 to 10	1.00
Soles and heels, nailed, 6 to 10	.90
Toe caps, 6 to 10	.40
Heels, 6 to 10, from	.25
Miscellaneous	
Patches, sewn, from	.15
Cement Patches	.25
Rips, from	.10
Buttons on boots, from	.25
Buttons on oxfords, from	.15
Dyeing low shoes, from	.25
Dyeing high shoes, from	.35



CHROMOIL



THE OLD VERSUS THE NEW

Everybody knows what chrome tannage has done for light leathers. It has done the same for the Larrigans that it has done for fine Kid and Calf.

Our Trench Boots

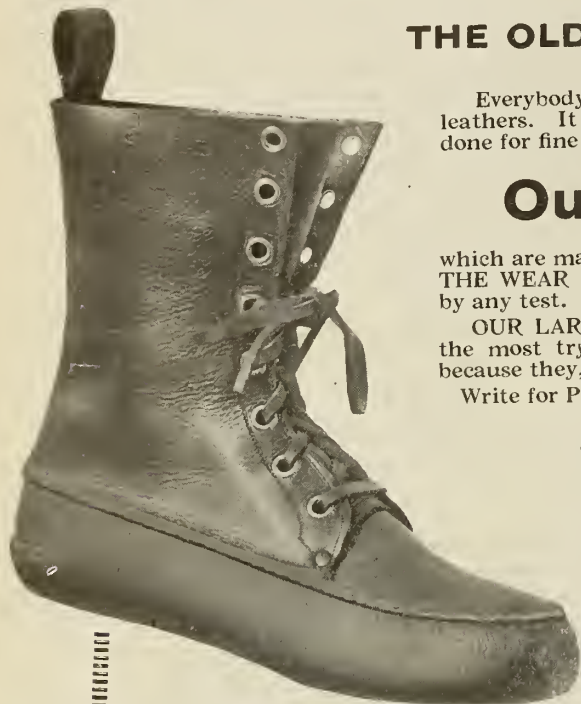
which are made of this Chromoil stock will stand **DOUBLE THE WEAR** of ordinary oil tanned stock, and can be proved by any test.

OUR LARRIGANS AND FARM SHOES will also stand the most trying strain to which they may be subjected, because they, too, are made of **CHROMOIL STOCK**.

Write for Particulars.

With Best Seasonable Wishes

**Palmer - McLellan
Shoepack Co. Limited
Fredericton, N.E.**



MARTIN CORRUGATED PAPER BOXES

**Save
Money**

Facilitate the despatch of shipments.
Give the greater security of a sealed package.
Cut freight and express cost.
Make the work of putting up orders almost noiseless.
Ensure the arrival of goods in the best condition.
Occupy a minimum of storage space.

WRITE TO-DAY

Martin Corrugated Paper & Box Co.
353 Pape Avenue, Toronto **Limited**

BIG RUSH AT WESTERN SHOE SALE

One of the largest shoe stores in Victoria, B.C., is that of Jas. Maynard, who has been in business in the Capital City for thirty-three years, coming from London, Eng. Thos. Brake, shoe retailer, of Toronto, worked for Mr. May-



When a big sale is on in Victoria

nard in the old land. The accompanying picture shows a crowd in front of the Maynard shoe store during a sale. The number of people became so great that the doors had to be closed and the police called to control the movements of the scores that had gathered on the street.

THE FIVE POINTS OF BUYING

At the front and rear of stores to-day shoes are arriving in just this way.

Were these shoes —your shoes, perhaps— bought with these five pointers in mind?

1. What styles will fit in with my customers' wants?
2. What single style will move best in my store, and what proportion of my total trade is it likely to form?
3. Is it in the proper grade, price, materials, color and standard of service?
4. Is it a good fitting style?
5. What is its weak point as a merchandising feature, and will it have to be watched?

The days of loose and careless buying have passed. Merchants have bought this season, more than ever, with discrimination. They have bought with appreciation of

the necessity of buying as usual to ensure satisfactory deliveries of the styles they must have, and in the selection of late novelties. Experiences of the past three years have shown that the proper buying stabilizes business in all branches of the industry and by sound and safe selection orders placed have not been subject to the unethical habit of "cancellitis"—"Boot and Shoe Record"

NEW POST FOR MR. McFARLAND

S. Mullett, who for the past few years has been managing director and secretary-treasurer of the Williams Shoe Limited, Brampton, is retiring at the end of the year and will be succeeded by G. W. McFarland, who established the western branch of the company in Regina in March, 1915. Mr. McFarland is widely known in the shoe trade and, in taking up his new duties in Brampton, will be welcomed by



G. W. McFarland, Brampton, Ont.

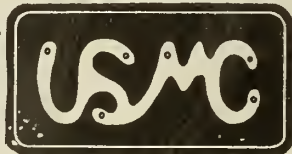
many friends. W. D. Harris, who has represented the Williams Shoe in Alberta for several years, will take over the management of the western branch. He is thoroughly conversant with the shoe business and his friends feel confident that he will make a success of his new position.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada,**

LIMITED

28
Demers Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.

179 King Street West, Kitchener, Ont.



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**

PLAIN, POINTED TALK BY SHOEMAN

Here is what appeared in an ad of J. H. Mansell, 650 Johnson street, Victoria, B.C., recently:—

Shoecology.—“Something for Nothing” is the snare that lures many a dollar from the buying public.

There is no mechanic or laborer working for glory nor any of us in business for our health.

Confidence is an outgrowth of strength built upon the principle of doing business legitimately, and satisfying the public that they have received full value for their money. What more can you expect? What more can we ask?

SHOE CONTRACTS INDEFINITELY HELD UP

A recent despatch from Boston, says: With Lenine and Trotzky in control of the Russian Government, which is unrecognized by the United States and by the Allies, the contracts for manufacturing shoes in this country for Russian civilian use are indefinitely held up. Some decision is expected to be reached soon as to whether or not this work is to be entirely abandoned.

About the middle of November manufacturers in the United States submitted bids to make approximately 2,000,000 pairs of these shoes, and the bulk of the awards came to New England manufacturers. But contracts were not completed and the work has not been started.

In addition to these contracts for manufacture, the

Russian Purchasing Commission bought from stocks already on hand approximately 500,000 pairs of heavy unlined work shoes, approximately half from Eastern supplies and half in Western manufacturing centres. These shoes, it is understood, have been shipped from the wholesalers' stores, but it is not believed that they have yet left the country. It has been stated that shipments of these shoes will be permitted to go from the United States to Russia, but care will be taken to keep the supplies from falling into unfriendly hands.

JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS
28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

and at Kettering, Northampton
Bristol, and Norwich.

Wax and Grain Upper, Splits and Harness LEATHER

We are also dealers in Hides, Calfskins, Sheep Pelts, Horsehides, Wool, etc.
Write Us About All Your Requirements.

E. B. LOVE & SON

KENSINGTON TANNERY

CHARLOTTETOW
PRINCE EDWARD ISLAND

1917



1918

and

a

We extend to you our heartiest greetings for a Happy Christmas and a New Year that shall be even happier and more prosperous than the one just closing.

And we take this opportunity to thank our very many customers for their goodwill and splendid patronage during 1917. And we purpose doing all in our power to keep the MOOSE HEAD BRAND up to that high standard that shall help you on the road to profitable success.

There are fifty styles of
Waterproof Larrigans. Shoepacks, Moccasins
and Sporting Boots
for Men, Women, Boys and Girls

Ask about our Trench Boot

John Palmer Co., Limited
Fredericton, N.B.

WILL A BREAK IN PRICES COME?

(Continued from page 46)

further intervened to promote an even stronger situation, which promises eventually even higher prices than rule-to-day. The armies engaged in the present world conflict are using up available supplies of leather at a rate that is many times greater than ordinary consumption would involve. The demand for meat has contributed to a large extent to help out conditions in the supply of raw materials for the tanners, but at the rate at which the animals have been killed for food in the war zone, as well as in those countries where large contracts for army supplies are under way, warrants the assumption that the available supplies of raw stock have been seriously impaired and the future drawn upon to an extent that will mean a far stronger market than has hitherto obtained, as soon as further demands arise for leather or shoes. Should there be well founded reason for believing that the war in Europe will come to an early end, or should a cessation of hostilities be declared, there would undoubtedly be a pause in business and a scramble to get from under. A good many people would get the 'nerves' and seek to unload, which would naturally mean a slump in prices for the time being. But let it be remembered that this slump if it occurs will only be temporary. Business will soon right itself, and in my opinion prices will rule stronger than ever a few months later. The demand for materials of all kinds to make up for the immense destruction brought about by the war will call for the utmost that can be accomplished in production for many years to come. Taking the leather and shoe trades as an example, there will be an unprecedented demand that will only be limited by the financial means of the people, and as there will be more than enough employment for those who return from the war, and who have been deprived of their natural occupations, by its prosecution, wages will continue high as they must from the extraordinary financial situation which will follow the war, so that indications all point to an era of higher rather than lower prices ahead."

IS SUCCESS AN ACCIDENT?

(Continued from page 45)

ters, it does not pay to have people speak evil of you or your business. Be kind, courteous and considerate to your opposition and never for any reason say a disparaging word about him or his business. Be open and frank with your competitors and friends as far as your real business interests will permit. It pays to have people believe that your house is open and honorable in all its dealings.

"Gambling is a bad business policy, whether it be stock gambling, overbuying or taking undue risks in selling. No man with a legitimate business on his hands has a right to expect success if he devotes his best thought to the stock market. No man can continue long in the game of speculative buying without getting caught. It is the same with regard to selling to doubtful accounts. Cut out an account when you decide it is a poor risk and put the energy you would waste upon it into a good prospect. One

of the commonest temptations in business is to take new risks to cover old ones. Men will take on a concern that has made a bad failure and hope to recoup themselves for previous losses. The results have turned out oftener than not in further loss.

Business Building Needs Definite Planning.

"The man who waits for 'things to come around' or who leaves his business to grow without definite planning is taking serious risks. Business building like any other class of good construction, is founded upon definite planning. With a set objective, progress is bound to be accomplished, while haphazard methods are sure to be unsatisfactory, to say the least. Business planning does not necessarily mean that cast iron rules or fixed methods are to be always followed. Plans, as well as machinery that are found to be inefficient or ineffective should be discarded although too much changing is almost as bad as none at all. It is a good thing for a business man to set an aim and make a steady, definite effort to achieve it. If he does better than he hopes, which is more than likely if he works persistently to this end, that is so much to the good."

Shop Early

Useful Gifts This Year

Surprising, isn't it, the number of useful and seasonable gifts to be found in a Shoe store? Look over our list, it will help you reach a decision.

	Father	Husband	Brother
	Best Boots - -	\$5.00 -	\$9.00
	Overshoes - -	\$2.50 -	\$3.00
	Kid Slippers - -	\$1.50 -	\$3.50
	Felt and Plaids -	\$1.25 -	\$2.00

Let your giving take a practical turn this war Christmas. Your family or friend will certainly appreciate a pair of our good shoes. The demand grows each year. Slippers, of course are on every list. We make any exchange desired after Xmas.

	Mother	Wife	Sister	
	Beautiful Boots -	\$4.50 -	\$8.50	
	Evening Pumps -	\$3.50 -	\$5.00	
	Fur-trimmed Juliet -	\$1.75 -	\$2.00	
	Boudoir Slippers -	\$1.25 -	\$1.50	
	Colored Spats -	\$1.50 -	\$2.50	

Felt Comfys in red, blue or brown, at \$1.15



The evening rest
Is doubly sweet
With Comfy Slippers
On your feet.

For the Kiddies

Toy Trunks, cute,	\$2.00
Suit-cases, 70c	\$1.50
Pretty Boots 75c	\$2.75
Colored Slippers 50c	\$1.00
Moccasins, 90c	\$1.50

For Everybody

Suit-cases, Club-bags, Hockey boots, Moccasins, Rubbers and Overshoes, Shoe-trees, Polish outfits, Slipper soles, etc.

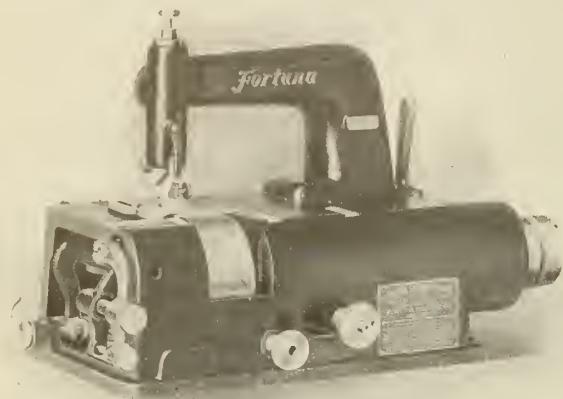
Include our store in your shopping rounds.

FRED R. FOLEY

Bowmanville Phone 12-7 Ontario

On the Sunny Side

An effective and instructive Yuletide announcement of enterprising Bowmanville, Ont., shoe retailer



**It Skives
and
Splits with
Precision
and
Uniformity**

is the only machine which skives with precision—felt, cloth, rubber and any kind of leather.

Fortuna



Awarded the Gold Medal at the International Panama-Pacific Exposition in 1915.

MODEL C

Capacity 1¼ inches. For general use; bookbinkers, manufacturers of leather goods and also for sheepskin for sweat bands, cork and felt goods, vamps and innersoles for shoes, and all kinds of box toes.

MODEL G

Same as Model C, except that it has a capacity of 2 inches, thus producing more work. It does not skive rubber.

MODEL E

For box toes of heavy leather, counters and wedges. It is not necessary to change the machine for the different sizes of box toes, as no die is used, saving time and money. Equipped with feeding devices operating from above and below. Capacity 1¼ inches.

MODEL F

Recommended as better adapted for saddlery makers or for skiving anti-skid and heavy outer tires than Model G. This model is the same as Model E, except that it is equipped with a capacity of 2 inches.

Models E and F will be supplied with Countershafts

FORTUNA MACHINE COMPANY

127 DUANE STREET, NEW YORK

Runs True to Type

**A Boston Concern Tries to Tell Canadians
Where to Get Off—No Truth in the Statement Made**

A BOSTON concern doing business with Canadian shoe manufacturers has written the SHOE AND LEATHER JOURNAL recently cancelling its advertising, and this is the reason it offers:

We have just had a salesman return from a somewhat extended trip through Canada calling on the shoe trade and from his experience we should judge that your manufacturers had absolutely no desire to place any more business with the States than was absolutely necessary.

"Probably AFTER WE WIN THE WAR FOR YOU, there will be a change of feeling, at least we hope so. We have for many years enjoyed splendid trade in your country and considered the Canadian customers among the best on our books.

"Our salesman reports that almost every concern told him that they would not buy a cents worth from United States that could possibly be bought in Canada.

"In former times, we heard this occasionally, but now it seems almost every concern. If this is their feeling we have no notion of spending any more money in Canada for advertising."

Yours respectfully,

SHULTZ-GOODWIN Co. (Inc.)

F. W. A. Shultz, Treas.

As far as we are able to judge from conditions in Canada and a reference to some of our respon-

sible shoe manufacturers, there is absolutely no truth in this claim further than that for economic reasons Canada is compelled just now to look a little more closely into her expenditures. Some months ago this same firm threatened the SHOE AND LEATHER JOURNAL with the "big stick" because it claimed the Canadian Government was unduly censoring its mail. It showed the same spirit as evidenced in its later letter, saying: "If your country is taking their trouble with Germany to heart to such an extent that they do not allow mail to go through because the forwarder happens to be of German ancestry, they are carrying the matter too far. If this card does not reach you, you may cancel this advertising contract and we will also stop shipping goods into Canada. They are having difficulty now getting goods in this market, and we can add to it very materially. It is a poor rule that does not work both ways."

If this firm's representative was as candid in his attitude towards Canadian buyers as its head is in expressing his feelings with regard to Canada and Canadians the wonder is not that he failed to sell goods, but that he got back at all. The brutal effrontery of this man who proposes to speak for the American people is the best evidence of his origin. Fortunately few here believe his bombast to be an expression of the attitude of those who have recently joined hands with the civilized nations of the earth in putting down the Hun.

Canada and the United States were never in their history so closely and warmly drawn together than at the present moment, and the most recent evidence of this is in the handsome contribution of America to the needs of stricken Halifax, has thrilled Canada from coast to coast. The busybodies who seek to stir up antagonism between the two countries should be put where they belong—behind a barbed wire enclosure.

NEW POSITION FOR MR. MATHEWS

W. V. Mathews has been appointed factory superintendent of the Tetrault Shoe Mfg. Co., Montreal, and has entered upon his new duties. Widely known to the shoe trade he has had a long and successful experience, and belongs to a family of shoemakers, his father and brothers being engaged in the business. Mr. Mathews first started as a boy in the office of Bradley & Metcalfe, Milwaukee, Wis., his father at that time being superintendent of the plant. This firm is one of the pioneer shoe concerns in the West. From the office Mr. Mathews went into the factory and got a thorough knowledge of the technical end of the trade. Later he was the superintendent for Drew & Selby, Portsmouth, Ohio, with whom he remained for eleven years as superintendent. Next Mr. Mathews was with the Conrad Shoe Co., of Louisville, Ky., where he had charge of the plant. Some time later he came to Canada on a holiday and thought he would like to call on a few of the factories. While in Toronto, he was offered the position of superintendent of the Victoria Shoe Co. and accepted it. He remained with this firm several years, afterwards going to J. & T. Bell, Limited, Montreal, with whom he stayed five years. His last appointment was as general superintendent of the Ames-Holden-McCready factories in Montreal and St. Hyacinthe, Que.

Outside of making and designing shoe models, Mr. Mathews has an interesting hobby and that is painting both oil and water colors. He has produced a number of

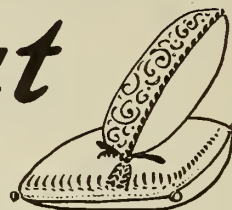


W. V. Mathews, Montreal

very attractive pictures which have been declared by experts to be exceedingly fine work.



Mostly About Cushions



Being an application of the ease and comfort of the cushion to the sole of the foot

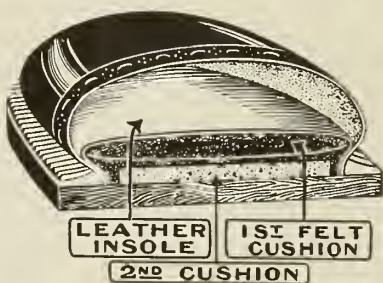
ONE of the great problems of shoemakers has always been to provide a shoe which would be soft and easy on the foot—yea, and also rigid and strong enough to protect it—without undue clumsiness. To provide a cushion between the walker and the thing walked upon.

And—it is no mean problem to counteract the terrible strain caused by the continual shifting of the dead weight of the human body from one foot to the other—during the waking hours in the simple process of walking. But the Tally-Ho Shoe has done it with their famous 2 in 1 cushion construction.

The Cushion Feature of Tally-Ho Shoes

The inner cushion—built into the shoe—consists of a leather insole covering a soft felt cushion which is laid on top of a second cushion of cork. (See cross section opposite showing the way it is built.) The outer cushion is provided by the famous and reliable Bull Dog sole—resilient and elastic—yet durable, strong and waterproof. The two make up our 2 in 1 Cushion Shoe—the most practical and comfortable shoe on the market. Remember that all Tally-Ho Shoes have these strong features as part of the shoe—features built in, not tacked on.

2 in 1 Cushion Sole Tally-Ho



Standard Features of Tally-Ho Shoes

1. Tally-Ho Corset Arch Support—built into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole—an important feature.
3. The Bull Dog Outsole—better wearing than either rubber or leather—waterproof, flexible, non-slip—guaranteed service—finishes like leather.
4. Authentic Styles—originated in American Tally-Ho Shop.
5. No-jar Rubber Heel—springy, resilient, pure rubber.
6. San-i-tex Health Lining—supplied with kid shoes.

Here's a shoe with practical features that all shoe wearers want. It is sold at a price—no larger than that of the ordinary shoes. It is a shoe that you cannot afford to overlook, as it offers both good profit to the seller and great satisfaction to the wearer.

Ask your jobber about Tally-Ho—or ask us.

Tally-ho Shoe Co.

491 St. Valier Street, Quebec, P.Q.

Boston Office: 404 Rice Building, 10 High Street

KILGOUR-RIMER CO., Winnipeg, Western Distributors

WHAT ABOUT TRENCH BOOTS?

Manufacturers of this class of army shoes who are being deluged with individual orders are naturally asking why the government are not supplying them to the soldiers. The families are put to this large and unnecessary expense, which ought to be borne by the country at large. If the trench boots are good for those who are able to procure them at their own expense surely they should not be beyond the reach of the rest of the army. We are accustomed to hear the expression repeated, "there is nothing too good for the boys at the front," and it would seem that the proper protection against the wet of the trenches and the inclemency of the Flanders winter would be one of the first things called for by this sentiment.

NEWSY BRIEFS FROM QUEBEC

Jos. Leclerc, formerly superintendent for Jos: Tanguay, has taken a position with F. Blouin, Enrg.

Shoe factories are getting busier all the while and many of them are now in the midst of their spring run.

A number of manufacturers bought Victory Bonds during the recent campaign.

Ed. Gaumont, superintendent of La Cie des Cuirs et Chaussures, Plessisville, Que., was in the city recently and reports that the factory is very busy.

There was a pool made up among the shoe manufacturers and the leather merchants recently for a share in a Victory Bond and luck was in favor of Alfred Marois, of Tourigny & Marois.

The many friends of H. C. Parker, of Parker-Irwin, Limited, Montreal, were glad to see him on the occasion of his recent visit to Quebec. He was warmly congratulated on being the lucky winner in the SHOE AND LEATHER JOURNAL fishing contest.

The sale in the case of Eug. Thivierge, shoe manufacturer, insolvent, was conducted by the firm of LaRue, Trudel & Picher, Liquidators, as follows: Machines and accessories, valued at \$12,384.20, sold to Chas. E. Roy & Co., for \$1,300.34; leather and fittings, value, \$18,590.90, to C. E. Roy for \$8,644.77; leather and fittings, value, \$2,689.96, to L. S. Odell for \$2,299.93; footwear, value \$16,926.48 to Jos. Tanguay for \$12,525.60; footwear, value \$1,398.45, to Jos. Tanguay, \$1,027.86; footwear, value \$2,647.85, to J. A. Martin, \$2,012.37; furniture, value \$208.05, to C. E. Roy & Co. for \$66.58; 8 Nationale Bank shares, value \$1,200, to L. P. Thibault for \$1,196.00; balance of lease to James Scott for \$130.00; property at St. Etienne, Levis, to Felix Lavoie for \$1,500; property at No. 102 Queen street to P. Noel for \$2,700.00.

Among the recent callers on the trade in Quebec were: Horace R. Thomas, of Boston; A. A. Deverell, of Novelties Limited, Toronto; L. S. Odell, Montreal; J. B. Crochier, of L. H. Packard Co., Limited, Montreal; F. X. Minneau, of F. F. Dalley Co., Hamilton; A. Isseman, of the Walpole Rubber Co., Montreal, and F. J. Perego, of the Steel Co., Montreal.

DEATH OF MR. M. L. SAVAGE

Many friends in the shoe trade will learn with deepest regret of the death of Melville L. Savage, which occurred in Winnipeg on December 7th. He had not been feeling well for the past few weeks, but with characteristic energy and indomitable will, kept at his work. It was only a fortnight before his death that he was taken to the hospital and although the best medical attention possible was given, there was little hope from the first. Heart failure and pneumonia were the immediate cause of his demise.

"Mel" Savage, as he was familiarly called, was one of the most popular and widely known shoe travelers in Canada.

Big in sympathy, geniality and physical proportions, his good nature was proverbial and among his numerous customers he numbered scores of intimate friends. For some ten years he had represented the Tetrault Shoe Manufacturing Co., of Montreal, and J. A. & M. Cote, of St. Hyacinthe, Que., throughout the Western Provinces and did a very large business for these firms.

The late Mr. Savage, who was 45 years of age, secured his first position with the Boston and Maine Railway and was a ticket seller at the North Station in Boston. Later he came to the Maritime Provinces and for some years was in the retail shoe business in Fredericton and St. John, N.B., and then entered the traveling ranks.

A few years ago he and Geo. H. Ferguson, Western Canada representative of Clark Bros., St. Stephen, N.B., organized the firm of Murray's, Limited, and bought out Glass Bros., 102A Eighth avenue west, Calgary. They conduct one of the most progressive footwear establishments in the West. A large trade was built up and only a few weeks ago the same firm took over the Harvard Shoe Store, 311 Portage avenue, Winnipeg, and completely re-



The late M. L. Savage

modeled the premises. Mr. Savage had finished his spring selling trip and was in charge of the latter establishment when taken ill.

R. L. Savage, of Toronto, who represents Clark Bros., of St. Stephen, N.B., in Ontario and Quebec, left for Winnipeg a few days before his brother's death.

Another brother, Hanson M. Savage, of the Wetmore, Savage Co., Boston, also arrived in Winnipeg two days before the final summons came and was accompanied by the wife, son and daughter of the deceased. The body was accompanied by Mrs. Savage and her two children to Ayer, Mass., where they have resided for some years. There the late Mr. Savage spent a considerable portion of his time each year when off the road.

R. L. and H. M. Savage, the two surviving brothers, and executors of the estate, remained over a couple of days in Winnipeg to attend to some important business matters, but reached Ayer in time for the last sad rites. They sold the Harvard Shoe Store (recently acquired as already stated, by the deceased and his partner, Mr. Ferguson) to John Affleck, of the Yale Shoe Store, Portage avenue, Winnipeg, who also owns the Allan Shoe Store, on Main street, in that city, and was a personal friend of the departed.



MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

INTERNATIONAL SUPPLY CO.

MANUFACTURERS, JOBBERS, IMPORTERS
SHOE MACHINERY AND
SHOE FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA



EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.
Lacing Hooks and Hook
Setting Machines

Armour Sand Paper Works,
Chicago, Ill.
Crystolon Paper and Cloth
for Buffing and Scouring

Boston Leather Stain Co.,
Boston, Mass.
Inks Stains, Waxes, etc.
Cyclone Bleach

The Ceroxylon Co.,
Boston, Mass.
Ceroxylon, the Perfect
Liquid Wax

The Louis G. Freeman Co.,
Cincinnati, Ohio.
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum
Rubber Cement

Kenworthy Bros. Co.,
Boston, Mass.
Felt of All Kinds

Markem Machine Co.,
Boston, Mass.
Marking and Embossing
Machines. Compounds,
Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing
Machines
Poole Process for Good-
year Insoles

The S. M. Supplies Co.
Factory Supplies,
Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters
Fibre Innersoling

United Stay Co.,
Cambridge, Mass.
Leather and Imit. Leather
Facing, Welting, etc.

Our Greatest Asset Is Goodwill

We carry *Large Stocks of Merchandise* which requires a heavy *Financial Investment*, but we consider *Our Reputation is Worth More than All Other Assets.*


The Reason is Quite Clear.

When we started in *Our Own Business* we were practically *Unknown* to most of our present customers. We did *Know Our Business* and we also *Knew* that all *Business Men* appreciate a *Square Deal.*


The result is what was to be expected. Our business has *Increased Steadily.* Every month we add *New Names* to our list of *Regular Customers* and each month shows an *Increase in Sales* to almost every customer.

We take this opportunity to wish all our friends

A Happy and Prosperous New Year



AMONG THE SHOE MEN.



J. F. Reeb, shoe dealer, of Port Colborne, Ont., has sold out.

The shoe stock of Mrs. Jos. Lamotte, Montreal, was sold recently.

The P. C. Price Shoe Co., Montreal, was recently registered.

W. E. Smith, shoe dealer, of Ottawa, recently assigned to W. A. Cole.

The Canadian Boot Lace Co., Montreal, recently registered.

Clayton E. Hurlbut, of the Hurlbut Co., Preston, Ont., was in Montreal recently on a business trip.

W. T. Francis, sales manager of Gale Bros., Limited, Quebec, was in Toronto last week on business.

Geo. Tuxford, repair man, of Vernon, B.C., has enlisted with the Army Service Corps, where he will continue at his trade.

Adolph Hansen, shoe repairer, of Stettler, Alta., has installed a Sterling stitcher, as well as a Progressive finishing outfit.

Peter A. Doig, sales manager of the Star Shoe, Limited, Montreal, was in Toronto and London last week calling upon the trade.

Clayton S. Corson, general manager of the Regal Shoe Co., Toronto, spent a few days in Boston last week on business.

The Cotter Boot Shop, Montreal, was among the concerns recently registered.

W. F. Muirhead & Co., Kamloops, B.C., have purchased Bacon's shoe store and have now the only exclusive footwear establishment in Kamloops.

Geo. Woods, shoe repairer, of Vernon, B.C., has installed a Progressive finishing outfit in his repair department.

Fred. J. McCann, who is well known and well liked by the shoe trade, has been appointed manager of the footwear department of Jas. A. Ogilvy & Sons, Montreal, and has departed upon his new duties.

J. E. Warrington, of the John Ritchie Co., Quebec, spent a few days in Toronto recently calling upon the trade.

Wm. H. Thorpe, who until recently was manager of the Yale Shoe Store, Regina, left for Bellingham, Wash., where he will reside in future.

The many friends of A. J. Chessum, shoe retailer, East Toronto, will sympathize with him in the loss of his brother, Arthur C. Chessum, who passed away recently in Toronto after only a few days' illness from pneumonia.

E. I. Peel and A. Reid have entered into partnership under the firm name of Peel & Reid, carrying on a boot and shoe business in Amherst, N.S.

E. Berube, who conducted the largest departmental store in Amherstburg, Ont., and was one of the oldest citizens, died recently. He has been in poor health for some years and paralysis was the cause of his death.

T. H. Clarke, shoe repairer, of Penticton, B.C., has opened a new shoe store in that town. He is incorporating some new ideas in the management of his business. There will be no delivery of goods, the purchaser carrying the parcel home from the store and thus cutting out delivery costs. There will be no goods sent on approval, thus eliminating messenger costs. Every sale will be a cash transaction, thus saving the cost of bookkeeping. By paying cash to the manufacturers, Mr. Clarke intends to cut out overhead ex-

penses and to sell shoes at a price that is as near real value as possible. T. H. Clarke will continue his repair business as usual with Samuel Clarke in charge.

It is understood that J. W. Arrowsmith, of the Arrowsmith Mfg. Co., will shortly place on the Canadian market a new arch-prop shoe, which is his own invention. It possesses all the latest features, and arrangements will likely be made for its manufacture in the Dominion at an early date.

John Mitchell, who conducted a shoe business on King street, St. John, N.B., some years ago, and died recently, left an estate valued at \$12,800, of which \$11,200 was real estate, consisting of two lots of land on King street in that city.

J. W. McCulloch, manager of the shoe department of Archie McGillis, Fort William, Ont., is a recent graduate of the American School of Practipedics in Chicago. The science of practipedics consists of using the most advanced methods of shoe fitting in conjunction with the scientific adapting of individual need of the corrective devices invented by the world's leading authorities.

J. P. Lagace, of Lagace & Lepinay, shoe manufacturers, Quebec, was in Toronto recently calling upon the trade.

James Robinson, of Montreal, and James Young, of Toronto, left recently for Florida, where they will spend the winter months.

W. Hebert, of Gagnon, Lachapelle & Hebert, shoe manufacturers, Montreal, is in Toronto this week showing his new line of samples for fall of next year. The range is a very complete and attractive one, and in it are included some fifty new models which are particularly inviting. There is a large showing of misses' with both leather and Neolins soles, and the whole collection was never as representative as at the present time.

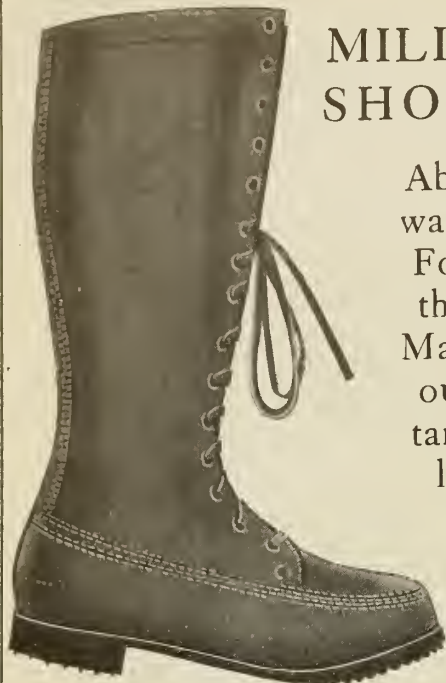
T. H. Rumford, shoe retailer, of Georgetown, Ont., has moved into his handsome and well appointed new store in that town. His premises are located next door to the post office.

L. S. McKindsey, of Hamilton, and J. W. Garrett, of Toronto, who represent the W. B. Hamilton Shoe Co., of Toronto, in the Western Provinces, have returned after successful selling trips in the interest of the firm.

Harold G. Greene, son of R. H. Greene, Gutta Percha and Rubber, Limited, Toronto, who has been attached to the Montreal office of the company for the past three years, has taken up his residence in Ottawa, where he has been appointed assistant manager of the Ottawa branch, of which E. E. Chisnall is manager.

The Toronto office of the United Shoe Machinery Co. has been removed from 122 Adelaide street west to 90 Adelaide street west, next to the Bell Telephone Co. building. In the new premises the company have three floors, 100 x 25 feet which afford more than double the amount of space that they formerly had. The interior has been admirably fitted up and the private office of L. W. Hanson, the manager, is just on the left of entrance. Upstairs very comfortable quarters have been provided for the road staff.

Lieut. Geo. J. Young, who was killed in action on November 20th, went overseas with a company of the Royal Flying Corps from Toronto. He was born at Foster, Que., and was twenty-eight years of age. Before enlisting he was employed in the offices of the Dominion Rubber Co., Montreal.



MILITARY SHOEPAX

Absolutely
waterproof.
For use at
the front.
Made from
our own
tannage of
leather.

Write
for full
informa-
tion to

Seventeen-inch leg, full leather sole,
sewed or nailed on, also hob nailed.

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

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

SLIPPERS for 1918

Our lines for the coming season
are the finest range ever offered
the Canadian Trade. They are
in high grade Felts, Satins, Sport
Cloths, Gros Grains, Cretonnes and
Combinations, for Men, Women,
Misses and Children.

*See them in the hands of
your Jobber.*

The E-Z Walk Mfg. Co., Inc.

*Manufacturers of High Grade
Felt and Novelty Slippers*

62-70 West 14th St. NEW YORK CITY, U.S.A.

LOGAN'S

*"The
Leather
of
Quality"*

Lyons Brook,
N. S.

Cutters wanting a
mellow, tough

SOLE LEATHER

suitable for sewing
should try

LOGAN'S

It channels beautifully.
We buy the best hides
purchasable.

Office and Tanneries:
LYONS BROOK, N.S.

The United States Rubber Co. has in the neighborhood of \$5,000,000 of war orders. A portion of this business is for the French Government.

W. A. McLellan, of the Palmer-McLellan Shoepack Co., of Fredericton, N.B., returned recently from a visit to the West calling on his way at the principal points in Ontario and Quebec enroute. He reports the business situation in the West as good, although the lack of suitable seasonable weather so far has militated against the sale of heavy lines. Jobbers seem to be pretty well provided with goods and are hoping for weather that will start things.

A. D. Smith, manager of the branch of Gutta Percha and Rubber, Limited, in Halifax, N.S., was in Toronto this week on business. All the windows in the company's offices at 143 Granville street, were smashed in the terrific explosion which recently shattered a large portion of the city, but the members of the staff escaped injury.

E. W. Firth, son of J. E. Firth, of Peterboro, Ont., who for many years has represented the W. B. Hamilton Shoe Co., Toronto, is confined to the base hospital in Toronto, suffering from a very stiff leg, the ligaments being badly strained in an accident which he met with a few weeks ago at Camp Borden, where he was in training with the Royal Flying Corps, of which he is a member.

The ratepayers of Whitby, Ont., carried by a vote of 341 to 41 a by-law to loan \$25,000 to the United Rubber Manufacturing & Reclaiming Co., of Toronto. The company is to begin work on its plant in Whitby immediately and hopes to produce its own 1918 output of tires. A building 160 by 60 feet will be erected, and the building and site will be valued at \$15,000 and \$25,000 worth of machinery will be installed.

A. B. McKenzie, of the McKenzie-Crowe Co., larrigan and shoepack manufacturers, of Bridgetown, N.S., was a visitor to Toronto recently in the interest of his firm. He spent a couple of weeks in Western Canada visiting the trade and placing his goods for the coming season. He claims their well-known line is as popular as ever and that he found the demand for well-made goods at a fair price is not affected by the cheap, undesirable stuff that is being marketed by some concerns in Quebec and elsewhere.

A. A. Allan has been elected a member of the directorate of the Canadian Consolidated Rubber Co., Montreal. He is connected with a number of companies and his wide experience should prove of value to the board of the Canadian Consolidated. A recent report from Montreal shows the company's business continues to show a large increase for the corresponding period of last year and that 1917 will be the best year in the history of the organization.

P. Jacobi, shoe store supplies, Toronto, states that the present season has been the busiest in the sale of overgaiters which they have ever experienced. The favorite colors are dark brown, dark gray and fawn, the gaiters being made with eight and ten buttons in felt, kersey cloth, melton and beaver. There has also been a big demand for children's leggings in brown, gray and white corduroy. The firm also report an exceptionally heavy holiday business in boudoir slippers of various colors.

Shoe retailers report generally a large business in rubbers of all kinds. The recent heavy falls of snow have made trade in this line exceptionally brisk and the factories are rushed to the limit in order to keep pace with requisitions. A scarcity is reported by some dealers in women's light goods and tan rubbers. Complaints are heard from wholesale warehouses at delayed shipments on the part of the railways and express companies while, in all the plants, help is short and labor, both skilled and unskilled, very difficult to secure. On the whole the companies are doing their utmost to keep up with sorting trade, considering the many obstacles with which they have to contend.

B. D. Menzies, manager of the store of the United Shoe Dealers, Sudbury, Ont., was in Toronto on a sad mission

last week. He was accompanying the remains of his father, Robert J. Menzies, who passed away in Detroit, on December 11th, to Lindsay, where interment took place. The late Mr. Menzies was a former resident of Lindsay but, for the past five years, had been living in Detroit. He is survived by three sons, B. D. Menzies, of Sudbury, Percy, of Detroit, and Harry D., who left recently for overseas with the 1st Depot Battalion of the Western Ontario Regiment. Another



HER GOOD WISHES

Standing on the threshold of the New Year, in a pair of Classic pumps, Marguerite Clarke, the movie star, extends her good wishes to Canada.

son, Norman E. Menzies, who lived in Edmonton, and belonged to the Royal Engineer Corps, was killed a little over a year ago after being only three weeks in France.

The revised net price list of sporting shoes has gone into effect. Placing orders have been much ahead of last year, although in September there was an average increase of eleven per cent. on all kinds of tennis goods. The new list, just issued, show an advance of from two to five cents per pair on the various lines. There is no branch of the footwear business in Canada which has made such strides during recent years as outing and athletic shoes and wonderful progress has been evidenced in workmanship, styles and materials.

Edwards & Edwards
TANNERS OF
SHEEPSKINS
FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOODS
SKIVERS
EMBOSSED LEATHERS
ETC., ETC.

Edwards & Edwards
Head Office Tanneries
780 Dupont St., Toronto - Toronto and Woodbridge
Quebec and Maritime Provinces
Represented by
John McEntyre, Limited - Montreal, Que.

Sandals of Substance




We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitchdown Shoes.

Humberstone Shoe Co.

Humberstone, Ont.



208

No. 208

Genuine Canadian Indian Hand Made
MOCCASINS
Genuine Horsehide, Fur Top,
Wool Lined Beaded Slippers

No.		sizes			
208—Men's		8 to 12	-	\$23.00	
209—Women's		3 to 7	-	21.00	
210—Misses'		11 to 2	-	17.00	
211—Children's		7 to 10	-	14.00	
212—Infants'		1 to 6	-	12.00	



No. 43

Genuine Canadian Indian Hand Made
MOCCASINS
Sheepskin

with beaded fronts, suitable for house slippers. They run in sizes same as shoes.
We have many other lines. Ask for samples.

PRICES

42—Men's	sizes, 1 to 12	-	\$10.50 doz.
43—Women's	" 3 to 7	-	9.00 "
44—Misses'	" 11 to 2	-	7.00 "
45—Children's	" 7 to 10	-	5.50 "
46—Infants'	" 1 to 6	-	4.50 "

C. N. SABA & CO.

Wholesalers to the Trade
84-86 WELLINGTON ST. W., TORONTO, ONT.

Seasonable Offerings

HOCKEY LEATHER LACES

52 inch	-	-	gross pairs	\$15.00
60 "	-	-	"	16.00
72 "	-	-	"	18.50
Hockey Braid, Black	-	-	per gross	3.00
Ventiplex Insoles	-	-	per dozen	.85
Sterling English Waterproof Dubbin, Black or Tan,			per gross	9.00
Fibre Soling	-	-	per lb.	.45
Skate Straps	-	-	per gross	15.00

Ankle Supports

C. PARSONS & SON, LIMITED

79 Front Street East, Toronto



OUR STANDARD SCREW SHOES

Will stand plenty of hard wear. Made on foot-fitting lasts that will give comfort to the wearer and are durable. The range includes MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S BOX KIP. Don't fail to see our line for Spring Nineteen-Eighteen. Your jobber will quote you prices, or write us direct.

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

"R-H" STEEL HEEL PLATES

(PATENT PENDING)

Warranted Unbreakable

Made of Specially Prepared Steel. The strongest and most durable heel plates on the market.

"R-H" HEEL PLATES

are Money Savers, because they SAVE YOUR HEELS.

PRONGS WILL NOT BREAK

Put up in 1/4, 1/2 and 1 gross plates in carton.

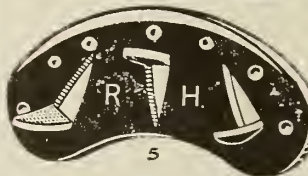
Write for Samples

Order from your Jobber. If he will not supply you, WE WILL.

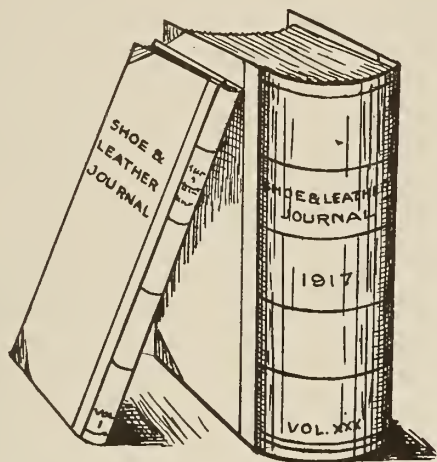
PROMPT DELIVERIES

MANUFACTURED BY

The
Root-Heath Mfg. Co.
Plymouth, Ohio, U.S.A.



Also Manufacturers of Cobbler Outfits,
Lasts and Stands, etc.



OUR BEST WISHES

THE SHOE AND LEATHER JOURNAL takes occasion to express to the Trade its warmest thanks for the loyal support it has received during the year that has just closed and which enabled it to excel anything it has hitherto achieved. The total number of pages, in spite of the adverse conditions throughout the year, has been 1,844. Its THIRTIETH volume, compared with its first, is just five times the size. The SHOE AND LEATHER JOURNAL has kept up with the progress of the shoe and leather trades of Canada in size and service.

We wish our readers a Happy Christmas and a Prosperous New Year.

James Acton

D. R. Hawley, who represents Getty & Scott, Limited, in Montreal and Eastern Ontario, left this week for New York, where he will spend the Christmas holidays with his daughter. Mr. Hawley expects to return early in January and call on his customers with some snappy New York styles for early spring trade.

Joseph Mantell, the oldest citizen in Toronto, being 107 years of age, went to the polls on election day and cast a ballot for the Union Government. Mr. Mantell lives at 49 Rainsford road, and was until a few years ago a shoe maker.

Harry L. Taylor, has joined the selling staff of the International Supply Co., of Kitchener, Ont., and is with the firm at their Montreal branch. He is one of the best known and most popular supply salesmen in Canada, and has been for a number of years calling upon the trade. The Montreal offices of the International Supply Co., are located at 401 Coristine Building.

Louis Payan, of Duclos & Payan, St. Hyacinthe, Que., was in Toronto last week calling upon the trade. The new factory of the firm specializing in fibre counters, is now in operation, with a capacity of 100,000 pairs a day. The building is 44 by 132 feet in dimensions, two storeys high, and admirably equipped for meeting the rapidly growing demand for the output of the firm.

An innovation in children's shoes has been introduced by Getty & Scott, Limited, Galt. It is a cushion sole shoe constructed on the same plan as the famous Dr. Reed Shoe. It affords a soft and pliable tread for tender little feet, and cures all the ills and deformities in growing feet. The idea of making a cushion sole shoe for children originated with the energetic superintendent of the Classic shoe plant. Tacks, wax and thread are eliminated from the inside of the shoe, and the makers of this new creation expect a large sale for it as soon as it is shown to the trade.

H. A. Innes, who for nearly two years past has been head

of the accounting department of McLaren & Dallas, wholesale shoes, Toronto, has enlisted with the 69th Battery. At a gathering recently at the home of Miss Laura Jeffrey, 60 Herbert street, an interesting event took place when Mr. Innes was presented with a military wrist watch, accompanied by an appreciative address from the employees of the firm. The presentation was made by Searle Gray of the office staff, and a pleasant evening was spent. J. A. McLaren, who was present, added a few words of appreciation of the faithful services of Mr. Innes.

Bachrack Bros.' shoe store, Yonge street, Toronto, was gutted by fire on December 15th. The fire broke out in the rear part of the basement, which is used for a stock-room, and soon ignited the main floor, which collapsed, the safe and cash register falling through to the basement. Owing to the inaccessibility of the basement, the firemen, who were early on the scene, had considerable difficulty in extinguishing the flames. The stock, which runs into the neighborhood of \$100,000, was not totally destroyed by fire, but everything was more or less damaged by smoke and water.

That the military trend now predominating in women's shoe fashions in the United States duplicates what took place in Canada during their first year of war was the interesting statement made by Walter Smardon, president of the Smardon Shoe Co., shoe manufacturers, of Montreal, Canada, who was in Rochester last week, says the "Shoe Retailer." The Canadian shoe manufacturer, who visited the local shoe factories in a search for new style features and suggestions, related that the same military blend and style tendency has taken hold in the United States as was the vogue in Canada immediately after war was declared. "For a time business in women's shoes declined slightly," said Mr. Smardon, "however, Canadian women are demanding better shoes and what's more they want prettier shoes."

CONDENSED ADVERTISEMENTS

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

ADVERTISER WISHES TO REPRESENT TANNER or wholesale leather and findings house in Western Canada on commission and expenses. Thorough practical knowledge of trade for twenty-five years. Box 500, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

FOR SALE—A number of shoe factory machines in all departments. Will send lists with prices on application. Please advise machines interested in when writing. We also have several lines of leather and other materials we offer at good prices. The Robert Taylor Co., Limited, Halifax, N.S.

YOUNG MAN SEEKS PERMANENT POSITION in high-class shoe business. Three years' experience in dry goods, also manufacturing knowledge of shoe business. Apply Box 114, Galt, Ont.

SHOE SALESMAN WANTS POSITION ON THE ROAD. Eight years' experience in retail selling of boots and shoes. Territory. Western Ontario or Western Provinces. Salary. Box 318, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—A good practical tanner to manage oak sole leather tanning at Acton West. Apply by letter, stating references, to Beardmore & Co., Toronto.

WANTED to buy an exclusive shoe business in a Western Ontario town. State full particulars first letter. No agents. Box 36, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

J. P. Mitchell, of the travelling staff of the McFarland Shoe Co., Edmonton, is spending a few weeks in Toronto, on a visit to relatives.

John McCullough, shoe retailer, 866 College street, Toronto, who has been ill for some time, is able to be around again.

Fred Foley, shoe retailer, of Bowmanville, Ont., who was seized some time ago with an attack of appendicitis, while on a visit to Port Huron, Mich., and was in the hospital there for several weeks, is once more on the job in his native town, and reports the Christmas trade as being very satisfactory.

A federal charter has been granted to the King Shoe Co., Limited, with headquarters in Owen Sound, and a capital stock of \$100,000. J. S. King, W. F. Marquardt and F. W. Wegenast, of Toronto, are among the incorporators. For some time negotiations have been going on with a view to removing the industry from Toronto to Owen Sound, where certain concessions will be granted the firm.

Lieut. J. H. McGee, formerly of the staff of the Randall Shoe, Limited, Winnipeg, and a brother of H. B. McGee, sales manager of the Minister, Myles Shoe Co., Toronto, has left for overseas. He is a member of the Royal Flying Corps, and has been in training for some months at Leaside, Toronto and Deseronto.

W. L. Tuttle, shoe retailer of Halifax, who has a store on Barrington street, and also one in Dartmouth, writes that his building in the latter place was badly shaken, while his store in Halifax had plate glass and other glass smashed. All the other shoe establishments in the city suffered in like manner. Geo. E. Wallace, of Wallace Bros., was cut on the left side of the chest, which required several

stitches to close. His injuries, however, are not serious. Constant Upham, general dealer, selling shoes, and one of the most respected citizens of Halifax was killed, his store collapsing. Many rubber companies have sent cases of shoes for the relief of sufferers and a number of wholesale houses have written their accounts in Halifax extending to them not only sympathy, but many concessions.

The Dominion Commercial Travelers' Association held its 42nd annual meeting in the Windsor Hotel, Montreal, on Dec. 15th, when it was stated that the membership had grown to 8,335 and the surplus to \$44,234. Officers were elected as follows:—President, Romeo Brosseau; 1st vice-president, J. P. Harrison; Secretary, Chas. J. Shea; treasurer, Maxwell Murdock.

Judge Haggart, of Winnipeg, refused exemption to Harold K. Hutchins. He did not consider it expedient in the national interests that Hutchins should be continued in his present employment, instead of being employed on military service. This case has occasioned a great deal of local interest. The appeal was made by the young man's father, E. P. Hutchings, president of the Great West Saddlery Company, and was based on the declaration, afterwards withdrawn, that he was a skilled saddler.

Chas. Duclos, of Montreal, sales manager of Duclos & Payan, spent a few days in Toronto recently with E. R. Lewis and R. E. Bennet, who represent the firm in Toronto and Ontario.

Delbert McFarland, of the McFarland Shoe Co., Edmonton and Calgary, was in Toronto, Kitchener and Montreal, last week on business.

The Modern Shoe Co. is a new concern which has started business at 40 St. George Street, Montreal, making women's, misses' and children's McKays. A. M. Cusson, formerly connected with the Tetrault Shoe Mfg. Co., is the principal in the new company.

In connection with the recent disturbance at a political meeting in Kitchener, Ont., whereby an organized gang of irresponsible hoodlums made such an uproar that Sir Robert Borden, Premier of Canada, was not permitted to deliver an address, severe punishment has been meted out to the offenders, heavy fines imposed and a number of those who took part in the pandemonium have lost their positions. The manufacturers of Kitchener held indignation meetings and the city council, at a special session, passed a resolution tendering an apology to the Premier. Speedy action was taken by the various industries and financial institutions and steps adopted to prevent a recurrence of any similar demonstrations. No one regrets the escapade of a few hot-headed agitators more than Kitchener captains of industry and the action of the city council in repudiating such tactics has been heartily endorsed.

Elwin T. Wright, treasurer of E. T. Wright & Co., Inc., Rockland, Mass., and St. Thomas, Ont., was seriously injured when struck by a locomotive at the North Abington Station, recently. Mr. Wright had barely crossed the track on his way to the Boston train that was on the siding, when another train coming in an opposite direction caught him a glancing blow. He was at once placed on board the train for Boston, and taken to the Massachusetts General Hospital. While not on the dangerous list, Mr. Wright is seriously injured about the head and shoulders and naturally suffers considerably from shock of the accident. Mr. Wright has been engaged in the shoe business for over 52 years. He is chairman of the Rockland Public Safety Committee, ex-president of the Union Glee Club, Rockland, a prominent member of the Rockland Commercial Club, and of many other social and fraternal organizations.

J. S. King, of the King Shoe Co., Toronto, accompanied by Mrs. King, left last week for Los Angeles, California. Mr. King expects to return to Toronto about the middle of January, but Mrs. King will remain in the south until May 1st.

NEW HOME OF STAR SHOE CO.

Construction work is proceeding on the new factory of the Star Shoe Co., Limited, at the corner of Aird avenue and Girard street, Maisonneuve, Que. The building is a three-storey one with basement, sub-basement and an annex. The main structure is 50 by 150 feet in dimensions and the annex 15 by 52 feet. The factory is of the slow burning type, of mill construction, the foundations are of concrete and the exterior plastic brick. The main entrance, which is on Aird avenue, is built of stone and another entrance on Girard street, is for the employes. The edifice represents the last word in factory construction and the walls are now up to the first storey. It is expected that the new premises will be roofed in by January and the Star Shoe Co. hope to occupy their splendid new home by March.

A new charter has been granted to the company with headquarters in Maisonneuve and a capital stock of \$300,000. The company is empowered to purchase and take over as a going concern, the property and assets of the Star Shoe, Montreal. The new plant of the Star Shoe Co., of which J. I. Chouinard is president and P. A. Doig, sales manager, will have a capacity of two thousand pairs a day. While no new lines will be made, the firm will possess more than double their present flooring space. They will also have greatly improved facilities, which will enable them to develop their service to the highest degree. The Star Shoe Co. are now selling exclusively to the jobbing trade in Canada and report having had the busiest year in their history.

ST. JOHN SHOEMEN SEND RELIEF

During the recent catastrophe in Halifax many boot and shoe merchants suffered heavily and some establishments are to-day nothing but a heap of ruins. Owing to the confusion existing it is impossible to give an authentic estimate of the damage sustained by men in this line.

George H. Waterbury, of St. John, who is the proprietor of a large shoe store, is in receipt of a telegram from his son notifying him that their store was quite badly damaged from the explosion, which practically wrecked the city, and as a

result business was suspended indefinitely. The loss sustained by Halifax boot and shoe merchants is not yet known and therefore nothing definite could be learned in time for this issue.

Mayor R. T. Hayes, president and managing director of the firm of J. M. Humphrey & Co., Limited, has returned home after visiting the stricken city. He went to Halifax with a relief train and while there did all in his power to render succor to the unfortunate citizens.

The St. John boot and shoe dealers held a meeting a few days ago and contributed large quantities of boots and shoes for the grief stricken citizens. All local wholesale dealers were represented at the meeting and in addition to contributing themselves they appointed a committee to interview all retail dealers with a view to obtaining donations. As a result large quantities of footwear were shipped to Halifax to be distributed by the committee in charge of the St. John Relief Depot.

George Gray, of the firm of Gray's Shoe Store, was recently appointed vice-president of the St. John Kennel Club. He is a dog fancier and is considered an authority in the province.

Many shoemen learned with regret of the death of Melville L. Savage, which occurred on December 7th, in Winnipeg. Mr. Savage for many years conducted a boot and shoe store in King street. Several years ago he moved to Massachusetts. Mr. Savage then went west and opened a store in Calgary and went to Winnipeg to open a branch store in that city. Besides his wife he leaves one son and a daughter.

W. F. Cassidy, one of the leading shoe merchants in Chatham, N.B., was recently appointed sheriff. He was formerly mayor of that place and in addition was elected alderman. He has always taken a keen interest in civic affairs and his appointment is only a slight tribute of the esteem in which he is held and of appreciation on the part of the citizens.

E. J. Fleetwood, a well-known shoe merchant, was one of the local merchants that took an active interest in the recent campaign for the relief of the unfortunate citizens of Halifax.



S. Mullett, who is retiring from the management of the Williams Shoe Limited, Brampton, and will reside in Orillia.



The late Geo. Stockand, for many years in the wholesale shoe business in Edmonton, who passed away recently.



F. Stewart Scott, shoe manufacturer of Galt, who was returned as Member of Parliament by a sweeping majority.

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

179 King Street West, Kitchener

28 Demers Street, Quebec

CLARKE'S
PATENT
LEATHER



The makers of

Clarke's Patent Leather

desire to extend to Shoemen everywhere, sincerest wishes for a Joyful Christmastide and a New Year of Happiness and Prosperity

A. R. Clarke Leather Co. Limited

Toronto

Canada

